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Describing the fundamental elements of research methods for leisure, recreation and tourism, this new edition of a popular textbook is updated throughout and includes: new and expanded material on visual research methods, non-parametric tests and sampling to encompass growing areas of research interest; pedagogical features and extra citations to create a cohesive learning experience for students; and numerous examples from tourism and recreation literature in every chapter, tying theory ...

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Now in its fifth edition, Research Methods for Leisure and Tourism has become the ultimate reference text for both students enrolled in undergraduate and postgraduate degrees and practising managers. This book combines comprehensive coverage of a wide variety of qualitative and quantitative research methods with step-by step guidance through research software including Excel, SPSS and NVivo. Key features Coverage of both qualitative and quantitative research methods, ensuring a balanced approach to data collection and analysis Practical guidance on conducting research and writing reports, showing the 'how' as well as the 'what' Detailed coverage of the

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development of conceptual frameworks for research, research design, analytical methods and the composition of research reports, providing everything required to conduct a research project International case studies and extensive examples from the leisure and tourism literature Questions, exercises and further reading for each chapter Extensive web-based support materials New to this edition The fifth edition has been fully updated throughout and includes additional material on: Management and policy-related research methods EndNote bibliographic referencing software Notes on additional methods including: big data, discourse analysis, multiple correspondence analysis, netnography/web-based research, people meters For the analysis of quantitative data, SPSS is updated to version 23 For qualitative data analysis, the guide to NVivo software is updated to version 11.

Research Methods for Leisure and Tourism , second edition, is a complete guide to practical research in the leisure and tourism sector. This best selling text has been completely revised and updated for it's second edition. All the changes in this sector over the last four years have been documented to produce an up-to-date reference source. This includes new material examining both statistical methods and research ethics together with the Windows version of SPSS. As a practical hands-on guide, Research Methods for Leisure and Tourism is essential reading for all students and leisure managers evaluating and planning the services they offer.

Describing the fundamental elements of research

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methods for leisure, recreation and tourism, this new edition of a popular textbook is updated throughout. It covers the measurement of variables, sampling, questionnaire design and evaluation methods, and also a wider discussion of writing proposals, communicating research findings, cross-cultural research, and the use of new technologies in conducting research. Written by internationally renowned researchers in an accessible style, this book introduces both undergraduate and graduate students to the vital skills they will need to succeed in the leisure, recreation, tourism and hospitality industries.

This comprehensive, accessible and practical textbook provides a complete grounding in both qualitative and quantitative research methods for the sports studies student. The book offers the reader a step-by-step guide to the research process, from designing a research project, to collecting and analyzing data, to reporting the research, and is richly illustrated throughout with sport-related case-studies and examples from around the world. Now in a fully revised and updated new edition, the book covers key topics such as: choosing an appropriate research design undertaking a literature review key research techniques, including questionnaires, interviews, content analysis and ethnographic studies data analysis, including an introduction to SPSS, as well as guides to descriptive and inferential statistics writing a research report ethical issues in sports research. Research Methods in Sports Studies is designed to be a complete and self-contained companion to any research methods course and contains a wealth of

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useful features, such as highlighted definitions of key terms, revision questions, practical research exercises, and a companion website with web links, multiple choice questions, powerpoint slides, and other learning resources. The book is also an invaluable reference for any student undertaking a dissertation or research project as part of their studies. Visit the companion website at: [www.routledge.com/textbooks/9780415493932](http://www.routledge.com/textbooks/9780415493932)

Over the last two decades Outdoor Studies has emerged as an innovative and vibrant field of study. This is the first book to offer a comprehensive appraisal of established and cutting-edge research methods as applied to Outdoor Studies. Covering qualitative, quantitative and mixed methods, the book examines key methodologies, themes and technologies such as digital research, mobile methodologies, ethnography, interviews, research design, research ethics and ways of disseminating research. Featuring contributions from leading researchers from a variety of disciplinary backgrounds, this is an essential text for any Outdoor Studies course or for researchers looking for innovative and creative research techniques.

Research can be a challenging but rewarding activity. All degree-level students studying sport, and all effective professionals working in the sport sector need to have a sound understanding of research methods and how to critically interpret research findings. This broad-ranging, in-depth and practical textbook introduces research methods for students on sport-related degree courses, outlining the knowledge

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and practical skills needed to undertake meaningful research and to become a knowledgeable consumer of the research of others. The book explores every element of the research process, from the fundamental 'what, why and who?' questions, through research plans, literature review, qualitative and quantitative methods of data collection and data analysis, to the communication of research results. It offers a critical appraisal of alternative methods, including mixed methods, as well as clear guidance on how to use each particular method. Every chapter contains test questions and practical exercises, detailed case studies, a clear chapter summary and extensive guides to further sport-related study resources, to enable students to check their understanding and develop, extend and apply their practical skills. Step-by-step introductions to the use of the key statistical packages Excel, SPSS and NVivo in sport research are included. On-line support materials include some 400 PowerPoint slides and copies of data-sets used in the book. With deeper and broader coverage than any other sport-related research methods textbook, and a clear focus on 'how to do it', *Research Methods for Sport Studies and Sport Management* is an essential companion for any sport-related degree course.

"An Introduction to Visual Research Methods in Tourism", is the first book to present, discuss and promote the use of a range of visual methods, including still images (such as photographs, postcards, drawings) and moving images (such as video) within the context of tourism research. The book focuses on key issues important for students,

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researchers and academics actively doing visual tourism research or those who are contemplating using these methods. These range from the questions surrounding philosophical approaches, (inter)disciplinary location, range and choice of methods, implementation and data analysis techniques to provide an essential guide to using visual methods in tourism research. While recognising that visual methods are predominantly employed within qualitative research, this text will discuss various philosophical approaches and academic disciplines indicating how these influence a particular choice of visual method, mode of implementation and type of analysis. In this regard this book will incorporate perspectives from a range of disciplines including anthropology, geography and sociology, demonstrating how these might be applied within the context of studies in tourism. The discussions surrounding these key issues are supplemented with international case studies from existing research to show how these methods are used in practice. In addition to this practical tip boxes are included to help avoid some of the pitfalls associated with visual research. This book is an essential guide for tourism students, academics and researchers embarking on research using visual methodology in this field.

"Good entry level text that new students will really appreciate. Clearly written in a style that aids understanding and will develop their knowledge and ability to apply research techniques." - Shane Thurlow, Bishop Burton College "Essential elements associated with research in the fields of leisure, sport and tourism are introduced and explained in a clear

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manner. This book is informative and easy to read... ideal for those who are not familiar with research in those field." - Miyoung Oh, Sheffield Hallam University

"This book would be useful for any leisure, sport, or tourism student who has no previous knowledge of research methods. Its style and language make it particularly useful for first year students in degree or diploma programs." - Annals of Tourism Research

"The style of writing is wonderfully clear and the author explains areas such as sampling and significance in a much better way than many very well known texts. It will be an incredibly useful book for students." - Malcolm Williams, University of Plymouth

What are the essential research methods for students studying leisure, sport and tourism? What are the main benefits in competing research methods, and how can you avoid gremlins in the research process? This is a comprehensive and informative book written especially for new and inexperienced researchers in the fields of leisure, sport and tourism. Unlike generic research texts that do not 'speak' to people in this field, this book uses subject-specific examples and explains the central methodological issues in straightforward terms. By showing students what they can do to assess, manage and reduce the time they spend on research

Researching in Leisure, Sport and Tourism: The Essential Guide will help them achieve a better balance in their course work.

Qualitative forms of inquiry are a dynamic and exciting area within contemporary research in sport, exercise and health. Students and researchers at all levels are now expected to understand qualitative approaches and be able to employ them in their work.

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In this comprehensive and in-depth introductory text, Andrew C. Sparkes and Brett Smith take the reader on a journey through the entire qualitative research process that begins with the conceptualization of ideas and the planning of a study, moves through the phases of data collection and analysis, and then explains how findings might be represented in various ways to different audiences. Ethical issues are also explored in detail, as well as the ways that the goodness of qualitative research might be judged by its consumers. The book is based on the view that researchers need to make principled, informed and strategic decisions about what, why, when, and how to use qualitative forms of inquiry. The nature of qualitative research is explained in terms of both its core assumptions and what practitioners actually do in the field when they collect data and subject it to analysis. Each chapter is vividly illustrated with cases and examples from published research, to demonstrate different qualitative approaches in action and their relative strengths and weaknesses. The book also extends the boundaries of qualitative research by exploring innovative contemporary methodologies and novel ways to report research findings. *Qualitative Research Methods in Sport, Exercise and Health* is essential reading for any student, researcher or professional who wishes to understand this form of inquiry and to engage in a research project within a sport, exercise or health context.

Within the tourism industry there is a growing consensus on the need for research to investigate the economic, social and environmental impacts of

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tourism. However, existing research methods texts are based solely on either the business approach or the social science approach to tourism. They often fail to provide real world examples of how to plan, implement or analyse tourism related research. This book aims to address this divide by integrating theory with practice through the inclusion of specific tourism research case studies alongside research theory. It considers a wide range of research issues, approaches and techniques with contributions from both experienced and new researchers.

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