



Planning Research in Hospitality & Tourism (2nd Revised edition)

By Levent Altinay, Alexandros Paraskevas, SooCheong (Shawn) Jang

Taylor & Francis Ltd. Paperback. Book Condition: new. BRAND NEW, Planning Research in Hospitality & Tourism (2nd Revised edition), Levent Altinay, Alexandros Paraskevas, SooCheong (Shawn) Jang, Planning Research in Hospitality and Tourism provides an accessible, concise and practical guide to planning, conducting and analysing research in tourism and hospitality. The authors skilfully introduce the basic principles and techniques of research in the international hospitality and tourism sectors, and provide detailed guidance on both quantitative and qualitative methods of research. It includes a variety of features throughout to aid students' understanding and offers practical tips to help students overcome any potential research issues. Building on the success of the first edition, the volume has been fully revised and updated, and contains new chapters on mixed methods and how to make best use of recent technology in research practices. The second edition also benefits from: * increased coverage of research design strategies including sampling, ethnography and experimental design * inclusion of computer-mediated data collection techniques, such as online interviews, online focus groups and online observation (netnographic research) * new and updated international case studies and extracts, with a more even spread of tourism and hospitality examples of research * online student and...



READ ONLINE
[6.6 MB]

Reviews

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

-- Miss Marge Jerde

It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think.

-- Dr. Breana O'Kon

Other Kindle Books



Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how to go about it ideas' coupled with...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



Genuine entrepreneurship education (secondary vocational schools teaching book) 9787040247916(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2008-08-01 Pages: 175 Publisher: Higher Education Basic information title: entrepreneurship education (secondary vocational schools teaching the book) List...



Tax Practice (2nd edition five-year higher vocational education and the accounting profession teaching the book)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 282 Publisher: Higher Education Pub. Date :2009-01-01 version 2. This book is a five-year vocational teaching accounting profession recommended...