Book Review

Tourism & Leisure Research Methods: Data Collection, Analysis and Interpretation

Publisher: Martin ELLIOTT-WHITE, Mick FINN and Mike WALTON

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The book entitled "Tourism & Leisure Research Methods: Data Collection, Analysis and Interpretation" consists of eleven chapters in total dealing with different aspects of research methods in the field of leisure and tourism. The objectives of the book is to develop students' awareness of existing research in the field of leisure and tourism, to enable students to become reflective practitioners by evaluating their own and other people's research and to produce a practical guide to the use of research methods. The outcome is an extensive and relevant coverage of the pertinent literature which will undoubtedly prove useful to other researchers in this area.

   Chapter-I introduced the notion of the research process using examples taken from tourism and leisure studies. Chapter-II provide research design guiding framework to researchers, including students. Chapter-III examine in detail current pieces of research in leisure and tourism with the aim of identifying examples of good practice. Chapter-IV drawn the distinction between primary and secondary data, and has focused on the analysis of secondary data using examples of published research. Chapter-V intended to dispel the notion, commonly voiced by researchers, including students that qualitative methods are time-consuming and highly subjective. Chapter- VI has dealt with some of the elements of the survey method. It explored the key issues associated with the survey research instrument, the questionnaire. Chapter-VII examined probability and non-probability sampling techniques. It confirmed that probability sampling provides the researcher with considerable analytical scope, whereas non-probability samples bring a range of analytical restrictions (Page: 127). Chapter-VIII worked examples of content analysis and semiological analysis methods were provided, and mention has also been made of the potential for using computer software packages to assist with the process of qualitative data analysis (Page: 160). Chapter-IX dealt with the analysis of a single variable. The analysis has taken two forms in this chapter. Firstly the chapter looks at ways of summarising data in the form of tables and various graphical presentations. Secondly, it looks at statistical ways of summarising single variables through the use of measures of location, measures of dispersion and skew. Chapter-X examined a range of quantitative methods which should be of use to the tourism researcher and practitioner. Chapter-XI examined the two types of inferential statistics while chapter-XII of the book explains how to write a research report. References on relevant books, journals, monographs, working papers, index and unpublished thesis respectively are also given.

   Book authors conclude that one way of students to develop an understanding of a good scientific work is to look at examples of published work. Journals such as the Annals of Tourism Research, Tourism Management and Leisure Studies regularly carry articles reporting on people's research (Page: 248). Authors also advised to students to apply the international research conventions such as textual referencing and construction of a list of references but it is not to say that all scientific work must necessarily be structured in exactly the same way. Local conventions may differ with the international conventions.

   This book is the culmination of an exhaustive study of research methods in the field of leisure and tourism. The book makes a valuable contribution to existing research methods in tourism and leisure. The book is also of value to researchers in other research fields. The language of the book is straightforward and logical. The book should be well recognised, not only in England but in other parts of the world as well for its merit.

   The book will be of huge assistance for students, researchers, professional researching in different fields of research. Authors deserve particular appreciation for effort to write and publish this book. I expect wide exposure and spread of the book.

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Start by marking "Tourism And Leisure Research Methods: Data Collection, Analysis, And Interpretation" as Want to Read: Want to Read saving… Want to Read. We'd love your help. Let us know what's wrong with this preview of Tourism And Leisure Research Methods by Mick Finn. Problem: It's the wrong book It's the wrong edition Other.