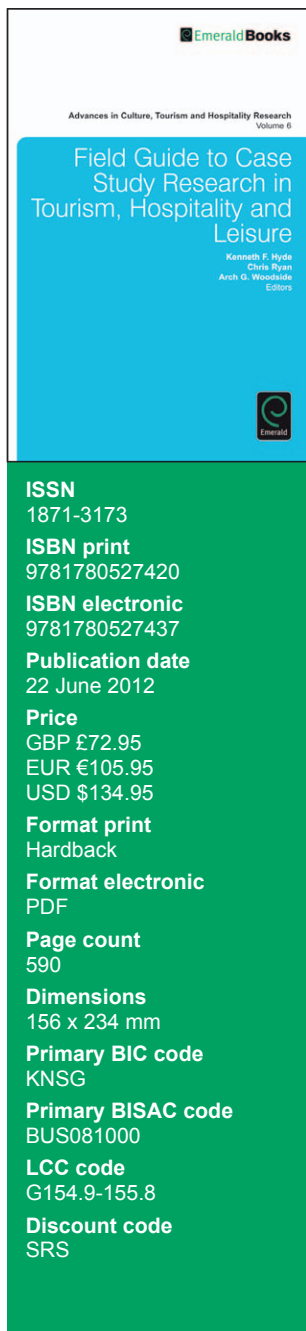




Tourism and Hospitality Books

Spring/Summer

2012



Field Guide to Case Study Research in Tourism, Hospitality and Leisure

Advances in Culture, Tourism and Hospitality Research Volume 6

Editors

Kenneth F. Hyde, AUT University, Auckland, New Zealand

Chris Ryan, Waikato University, Hamilton, New Zealand

Arch G. Woodside, Boston College, MA, USA

Synopsis

This field guide shows how to solve the paradox of keeping a researcher's eyes on the prize of understanding the individual case while viewing the surrounding context. It enables describing, explaining and predicting case (individual and group) behavior, at the same time explaining behavior among a set of cases relevant to a specific context. This truly international guide embraces Herbert Simon's (Nobel Prize in Economics recipient) insight that a decision results from the conjoining two antecedents in human behavior: cognitive processing of an individual or group, and a given context or problem framing. Changing the context/frame often dramatically affects what cognitive process an individual employs as well as her ability to craft choices and make decisions wisely. Thus, this field guide reports on the necessity of describing and explaining relevant decision contexts and to model/predict decisions and behavior for specific contexts. Divided into six parts it includes chapters on: analysis of texts; how-to-do executive interviews; field interviewing in international contexts; stakeholder participatory research; researching indigenous and marginal peoples; and cross-case analysis.

Previous Volumes

Volume 5 ISBN: 9780857248534

Tourism Sensemaking: Strategies to give meaning to experience

Volume 4 ISBN: 9781849509008

Tourism-marketing Performance Metrics and Usefulness Auditing of Destination Websites

ISSN

1871-3173

ISBN print

9781780527420

ISBN electronic

9781780527437

Publication date

22 June 2012

Price

GBP £72.95

EUR €105.95

USD \$134.95

Format print

Hardback

Format electronic

PDF

Page count

590

Dimensions

156 x 234 mm

Primary BIC code

KNSG

Primary BISAC code

BUS081000

LCC code

G154.9-155.8

Discount code

SRS

Tourism Sensemaking: Strategies to give meaning to experience

Advances in Culture, Tourism and Hospitality Research Volume 5

Editor

Arch G. Woodside, Boston College, NY, USA

Synopsis

Accurate and useful assessment of tourism market opportunities, network behavior, and tourism destination management performance requires solid foundations in performance evaluation theory as well as applying metrics covering both sensemaking contexts and outcomes. *Advances in Culture, Tourism and Hospitality Research* seeks to advance knowledge and sense-making skills in interpreting cultural, organizational, and personal influences relating to tourism and hospitality behaviors. The ten papers in this volume make explicit current tourism assessment practices and look at how such assessments are being conducted and how to go about accomplishing prescribing and applying advanced assessment metrics. With a multi-regional focus that includes Asia, Europe, and North America this volume examines a variety of topics including: using importance-performance analysis to discern cultural differences in image perceptions with application to international visitors to Mauritius; network analysis methods for modelling tourism inter-organizational systems; and tools for overcoming continuing bad performance in tourism destination management.

Previous Volumes

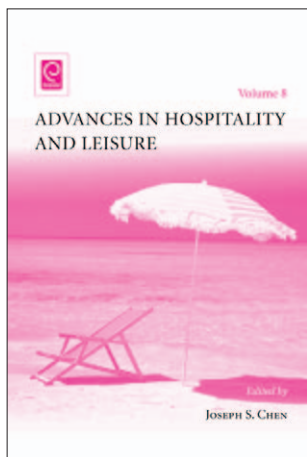
Volume 4 ISBN: 9781849509008

Tourism-marketing Performance Metrics and Usefulness Auditing of Destination Websites

Volume 3 ISBN: 9781849506038

Perspectives on Cross-cultural, Ethnographic, Brand Image, Storytelling, Unconscious Needs, and Hospitality Guest Research





ISSN
1745-3542

ISBN print
9781780529363

ISBN electronic
9781780529370

Publication date
13 August 2012

Price
GBP £62.95
EUR €89.95
USD \$114.95

Format print
Hardback

Format electronic
PDF

Page count
250

Dimensions
156 x 234 mm

Primary BIC code
KNSH

Primary BISAC code
BUS081000

LCC code
GV1-1860

Discount code
SRS

Advances in Hospitality and Leisure

Advances in Hospitality and Leisure Volume 8

Editor

Joseph S. Chen, Indiana University, IN, USA

Synopsis

Advances in Hospitality and Leisure (AHL), a peer-reviewed series, seeks to deliver refreshing insights from a host of scientific investigations pertaining to hospitality, leisure, and tourism while rendering an academic forum to stimulate discussion on current literature, contemporary issues and emerging trends essential to theory advancement as well as professional practices from a global perspective. The main focus of this series is to divulge the innovative methods of inquiry so as to inspire new research topics that are vital and have been in large neglected. AHL strives to address the needs of the populace willing to disseminate seminal ideas, concepts, and theories derived from scholarly inquiries. Potential readers may retrieve useful texts helping outline new research agendas, suggest viable topics for a dissertation work, and augment the knowledge of the new subjects of learning.

Previous Volumes

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Advances in Hospitality and Leisure

Volume 6 ISBN: 9781849507189
Advances in Hospitality and Leisure

Advances in Hospitality and Leisure

Advances in Hospitality and Leisure Volume 7

Editor

Joseph S. Chen, Indiana University, IN, USA

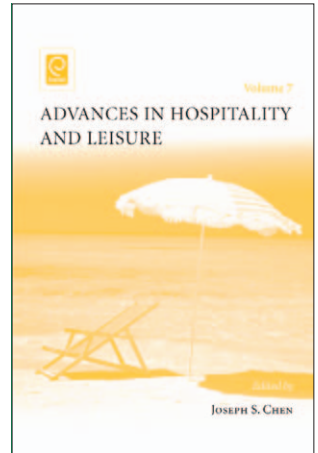
Synopsis

Advances in Hospitality and Leisure (AHL), a peer-review series published annually, is seeking to deliver refreshing insights from a host of scientific investigations pertaining to hospitality, leisure, and tourism while rendering an academic forum to stimulate discussion on current literature, contemporary issues and emerging trends essential to theory advancement, as well as professional practices from a global perspective. The main focus of this series is to divulge the innovative methods of inquiry so as to inspire new research topics that are vital and have been in large neglected. AHL strives to address the needs of the populace willing to disseminate seminal ideas, concepts, and theories derived from scholarly inquiries. Potential readers may retrieve useful texts helping outline new research agendas, suggest viable topics for a dissertation work, and augment the knowledge of the new subjects of learning.

Previous Volumes

Volume 6 ISBN: 9781849507189
Advances in Hospitality and Leisure

Volume 5 ISBN: 9781848556744
Advances in Hospitality and Leisure



ISSN

1745-3542

ISBN print

9780857247698

ISBN electronic

9780857247704

Publication date

8 August 2011

Price

GBP £62.95

EUR €89.95

USD \$114.95

Format print

Hardback

Format electronic

PDF

Page count

240

Dimensions

156 x 234 mm

Primary BIC code

KNSH

Primary BISAC code

BUS081000

LCC code

GV1-1860

Discount code

SRS



Knowledge Management in Tourism: Policy and Governance Applications

Bridging Tourism Theory and Practice Volume 4

Editors

Eduardo Fayos-Sola, Ulysses Foundation, University of Valencia, Spain

Jafar Jafari, University of Wisconsin-Stout, USA

João Albino Matos de Silva, University of Algarve, Portugal

Synopsis

This book is an outcome of the 2011 UNWTO Ulysses Forum and shares the state of the art in issues of development, climate change, and governance *vis-à-vis* tourism. It fosters a multidisciplinary reflection on scientific, technological, and procedural approaches to tourism policy, establishing principles and guidelines for governance agendas concerning tourism. The book facilitates a framework for tourism research, codes and voluntary standards as essential instruments for tourism theory and practice, concerning both the public and private sectors, as well as the host communities – the ultimate beneficiaries of tourism. The book assists in developing a roadmap for knowledge formation and its transfer, hence the theme of bridging theory and practice.

Previous Volumes

Volume 3 ISBN: 9780857246196

Tourism and the Implications of Climate Change: Issues and Actions

Volume 2 ISBN: 9781849509206

Tourism in the Muslim World

ISSN

2042-1443

ISBN print

9781780529806

ISBN electronic

9781780529813

Publication date

6 December 2012

Price

GBP £72.95

EUR €105.95

USD \$134.95

Format print

Hardback

Format electronic

PDF

Page count

350

Dimensions

156 x 234 mm

Primary BIC code

KNSG

Primary BISAC code

BUS081000

LCC code

G154.9-155.8

Discount code

SRS

Culture and Society in Tourism Contexts

Tourism Social Science Volume 17

Editor

Antonio Miguel Nogués-Pedregal, Universitas Miguel Hernandez de Elche, Alicante, Spain

Synopsis

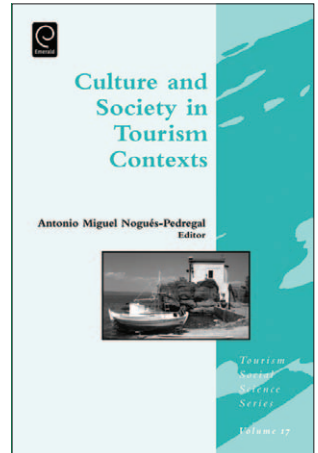
This book strives to understand the social and cultural dynamics in Mediterranean tourist destinations through ethnographic examples from Greece, Spain, Egypt, France, Malta and Crete. Migrants, tourists and new residents with different nationalities and personal motivations converge and share with locals in the same locations and/or create new places that mushroom all over the territories (i.e. urbanisations in the coasts). As this occurs the practices and meanings that give sense to daily life seem to blur traditional dichotomic notions such as leisure and labour, residents or locals, nationals or foreigners. The work of several social scientists, from varied backgrounds, over numerous years, using multiple research techniques to observe cultures and societies as they occur in daily practices, is documented here.

This book underlines the importance of focusing on the relations among the relations, that is, not simply looking at only one of the possible social pairs among these groups (i.e. tourists-locals; tourist-new residents etc.) but also looking at how the presence of all the groups affects both the whole social and cultural processes and the relations among them.

Previous Volumes

Volume 16 ISBN: 9780857246813
The Discovery of Tourism Economics

Volume 15 ISBN: 9781849507424
The Study of Tourism: Foundations from Psychology



ISSN

1571-5043

ISBN print

9780857246837

ISBN electronic

Not available

Publication date

4 September 2012

Price

GBP £67.95

EUR €97.95

USD \$124.95

Format print

Hardback

Format electronic

Not available

Page count

300

Dimensions

156 x 234 mm

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