



Travel, Tourism, and Hospitality Research: A Handbook for Managers and Researchers

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The editors have updated and revised this edition and added 12 new authors to their distinguished list of contributors from academia and industry. Contains the latest research methodologies, statistics and techniques relevant to tourism and hospitality. Includes additional material regarding the airline industry, supporting disciplines in the social sciences and environmental issues. Reflects the increasing emphasis on globalization focusing more extensively on the area of research which seeks to evaluate the effectiveness of tourism advertising.

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