Advanced Research Methods in Hospitality and Tourism

The Advanced Research Methods in Hospitality and Tourism book makes a great contribution to literature by providing a cutting-edge overview on research methods used in hospitality and tourism. A range of useful chapters written by experts in our field focus on different topics including mixed-method research methods, scale development, application of neuromarketing, and text mining approaches. This is a comprehensive methodology overview from world-class experts, and the readers can get extensive knowledge and experiences on different research methods. The book will support researchers and students undertaking research, and it is therefore highly recommended.

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Advanced Research Methods in Hospitality and Tourism

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