



How to use Mixed Methods in Tourism Research

How to Research Guides

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Drawing on examples of sequential and concurrent mixed method studies, this innovative book demonstrates how to use mixed methods approaches in tourism research successfully. Peter Mason, Marcjanna Augustyn and Arthur Seakhwa-King bring together insights from expert authors to demonstrate how to conduct mixed methods research and to outline best practice for teaching mixed methods to tourism students.

Edited by
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2024 200 pp Hardback 978 1 03531 408 9 ~~£90.00~~ £81.00 ~~\$130.00~~ \$117.00

Elgaronline 978 1 03531 409 6

Thoughtful Independent Publishing

Edward Elgar Publishing Ltd. is registered in the UK at: The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA. Registered number: 2041703

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