



Contents

About the Editors	vii
Contributors	ix
Preface	xv
Acknowledgements	xix
PART I: An Overview of Leisure, Recreation and Tourism Research	
1 Research Methods for Leisure, Recreation and Tourism	1
<i>Ercan Sirakaya-Turk and Muzaffer Uysal</i>	
PART II: ABCs of Leisure, Recreation and Tourism Research	
2 Leisure, Recreation and Tourism Research Design	20
<i>William Hammitt, Begum Aybar-Damali and Francis A. McGuire</i>	
3 Finding and Summarizing Research Literature	36
<i>Jerry J. Vaske</i>	
4 Measurement of Variables	56
<i>Yuksel Ekinci</i>	
5 Proposal Writing	72
<i>Sheryl Fried Kline</i>	
PART III: Research Methods and Data Collection	
6 Survey Research: Sampling and Questionnaire Design	94
<i>Ercan Sirakaya-Turk and Muzaffer Uysal</i>	

Contents

7	Qualitative Research in Leisure, Recreation and Tourism <i>Edward Ruddell</i>	114
8	Grounded Theory Methodology in Research <i>Harriet E. T. Dixon, L. Brent Igo and Fran A. McGuire</i>	127
9	Evaluation Research Methods in Leisure, Recreation and Tourism Research <i>Gayle R. Jennings</i>	140
10	Experimental Research <i>Harmen Oppewal</i>	162
11	Cross-cultural Research: Issues and Concerns <i>Frederic Dimanche</i>	182
PART IV: Analysing the Data and Testing Hypotheses		
12	Summarizing Data <i>Seyhmus Baloglu and Ahmet Usakli</i>	190
13	Inferential Analysis of Data <i>Kathleen L. Andereck</i>	213
14	Relationship Analysis: <i>t</i> -Tests, Analysis of Variance and Cross Tabulations <i>Jacinta M. Gau and Dogan Gursoy</i>	226
15	Describing Linear Bivariate Relationships: Correlation Analysis <i>Chenchen Huang and Lori Pennington-Gray</i>	239
PART V: Research Write Ups: Reporting the Results		
16	Communicating Research Results <i>Patrick Tierney</i>	248
	Index	273