

Contents

About the Editors	vii
Contributors	x
Preface	xvii
Acknowledgements	xxii
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 S. Uysal</i>	
PART II: ABCs of Leisure, Recreation and Tourism Research	
2 Leisure, Recreation and Tourism Research Design	28
<i>William E. Hammitt, Begum Aybar-Damali and Francis A. McGuire</i>	
3 Finding and Summarizing Research Literature	49
<i>Jerry J. Vaske</i>	
4 Measurement of Variables	77
<i>Yuksel Ekinçi</i>	
5 Proposal Writing	96
<i>Sheryl Fried Kline</i>	

PART III: Research Methods and Data Collection

6	Survey Research: Sampling and Questionnaire Design	122
	<i>Ercan Sirakaya-Turk and Muzaffer S. Uysal</i>	
7	Qualitative Research in Leisure, Recreation and Tourism	147
	<i>Edward Ruddell</i>	
8	Grounded Theory Methodology in Research	165
	<i>Harriet E. T. Dixon, L. Brent Igo and Fran A. McGuire</i>	
9	Evaluation Research Methods in Leisure, Recreation and Tourism Research	180
	<i>Gayle R. Jennings</i>	
10	Experimental Research	205
	<i>Harmen Oppewal</i>	
11	Cross-cultural and Visual Research: Issues and Concerns	228
	<i>Frederic Dimanche and Tom Griffin</i>	

PART IV: Analysing the Data and Testing Hypotheses

12	Summarizing Data	243
	<i>Seyhmus Baloglu and Ahmet Usakli</i>	
13	Inferential Analysis of Data	269
	<i>Kathleen L. Andereck</i>	
14	Relationship Analysis: <i>t</i> -Tests, Analysis of Variance, Cross Tabulations and Non-parametric Tests	284
	<i>Jacinta M. Gau, Dogan Gursoy and Ercan Sirakaya-Turk</i>	
15	Describing Linear Bivariate Relationships: Correlation Analysis	304
	<i>Chenchen Huang and Lori Pennington-Gray</i>	
16	Factor Analytical Procedure and Scale Reliability	320
	<i>Muzaffer S. Uysal and Ercan Sirakaya-Turk</i>	

PART V: Research Write Ups: Reporting the Results

17	Communicating Research Results	348
	<i>Patrick Tierney</i>	
	Index	375