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An Introduction to Visual Research Methods in Tourism is the first book to present, discuss and promote the use of a range of visual methods in tourism studies. It introduces methods ranging from the collection of secondary visual materials for the purposes of analysis (such as postcards, tourism brochures, and websites) and the creation of visuals in the context of primary research (such as photography, video and drawings), to the production of data through photo-elicitation techniques. The book promotes thoroughly underpinned interdisciplinary visual tourism research and includes an exploration of many key philosophical, methodological and inter-disciplinary approaches. Comprised of five parts: introduction; paradigms, academic disciplines and theory; methods; analysis and representation; and conclusion. This volume informs and inspires its readers through a reliance on theory, examples from tourism studies conducted in various geographical locations and through key pedagogical features such as annotated further readings, practical tips boxes and concise chapter summaries.

This book will be of interest to experienced visual tourism researchers, scholars wishing to incorporate visual methods in their studies of tourism for the very first time, as well as students on undergraduate, postgraduate or doctoral programmes who are contemplating the incorporation of visual methods in their studies of tourism.

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