

**Practical Tourism Research, authored by Stephen L. J. Smith, 2017, Wallingford: CABI International, ISBN-13: 978-1-78064-887-3, pp. 268**

Reviewed by Ece OMURIS<sup>1</sup>  
*Tourism Faculty, Akdeniz University, Turkey*  
ORCID: 0000-0002-1485-2816

This book represents one of the CABI's tourism publications which focuses on research methods and techniques in the field of tourism. Moreover, this book is a practical guide to the paths and anecdotes that a researcher should follow in the research process from beginning to the end, and includes basic terminology, concepts and approaches. It is written in down-to-earth language, aiming at students and novice researchers in the tourism field.

The need for research in the field of tourism is crucial but accurate reference material is thin on the ground. This book fills an important gap in the literature, enabling tourism scholars to conduct their work in the best manner. It is also a useful resource, not only for researchers in tourism sector, but also for a wider audience of social science academics.

The book is 268 pages long and consists of 10 chapters featuring the nature of research (Chapter 1), planning a research project (Chapter 2), survey design and sampling (Chapter 3-5), other useful methods (Chapter 6-9) and presenting results (Chapter 10). This book is rich in specifics, starting from asking a research question to reporting the results of techniques (determining research question, reviewing relevant research, designing survey, sampling, survey, focus group, case study) in qualitative and quantitative approaches.

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<sup>1</sup> Address Correspondence to Ece Omuris, Department of Tourism Management, Tourism Faculty, Akdeniz University, TURKEY. E-mail: [ecemuris@akdeniz.edu.tr](mailto:ecemuris@akdeniz.edu.tr)

According to the author, Stephen L. J. Smith, although there is a lot of research in the field of social sciences, there are still under-researched areas and facts to be discovered in the field of tourism. Therefore, Chapter 1 of the book conceptualizes the phenomenon of tourism from different perspectives and includes some definitions to explain the nature of tourism studies, without removing it from the context of other social science researches. Then, by classifying areas of research in tourism field into pure research, consultancy, workplace research, action research etc., it facilitates understanding of its comprehensibility. The main aim of this chapter is to enable the researcher towards understanding the phenomena in which he/she is involved by asking rational questions and engaging in research with logical and appropriate processes. Hence, this section of the book is dedicated to clarifying those issues that are considered as the most complex ones in the minds of researchers, by referring to research paradigms and approaches (deductive-inductive) for a better understanding of social science research.

Chapter 2 (Planning a Research Project) also provides extensive information on data sources and collection, analytical method selection and scientific ethical standards. It answers questions like: How to conceptualize the purpose of the study? How to ask the research question and develop hypotheses? How to conduct a literature review?

Chapter 3 (Questionnaire Design and Delivery) describes why surveys are widely used in research. Explaining concepts such as open and closed-ended questions, and providing tips to increase the number of survey respondents, it lays out the framework of a basic survey.

While Chapter 4 (Selecting a Sample) provides the rationale for sampling, appropriate sample selection, sample classifications, and adequate sample size, Chapter 5 (How to Conduct Personal Interviews and Focus Groups) provides an in-depth discussion on the focus group and the interview, on how to conduct and conclude these, and on developing techniques for coding transcripts of interviews.

Chapter 6 (Indices and Scales) explains the use of indices and scales in tourism studies and supports researcher in developing these quantitative tools for further analysis. Book further continues with Chapter 7 (Case Studies) which discusses case study types and how they differ from other research techniques and Chapter 8 (Content Analysis) looks into content analysis, which is another analysis approach, how it differs from other strategies and various ways of using this strategy in detail.

Chapter 9 (Netnography) explains the rational position of the netnography, which is one of the techniques used in qualitative research approaches, and details the steps in the research process. Readers are given insights into the advantages and disadvantages associated with the technique, as in the previous sections.

Finally, Chapter 10 (Research Reports and Presentations) gives engaging tips on the clearing of research findings; not just how to compose a report at the writing stage, but also on how to present an oral presentation, with additional information we will not find in every research book.

Each chapter concludes with references and detailed web sources that provide both pertinent and statistical information, with exercises that can reinforce and practice what we have learned. Almost every chapter contains Focus Boxes containing short but practical commentary on the theme. In addition, the end of each chapter draws conclusions which are specific to the nature of the research and its natural process, or which cannot easily be found elsewhere. The author further contextualizes these conclusions by presenting a unique analysis of the area as it applies to tourism. The author's own experience is clearly evident throughout. Personally, I consider this book as a very suitable text for undergraduate as well as for early post-graduate students. Although the book does not cover all research methods, it is practical and easy to understand. The author's language is simple and sincere, and it is the kind of study that will make the process of doing research in tourism more approachable. Therefore, it could be an invaluable aid to students in preparing their theses and projects, as it presents comprehensive, systematic methodology for research.