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AN INTRODUCTION TO VISUAL RESEARCH METHODS IN TOURISM



Routledge, 2014. Soft cover. Book Condition: New. International Edition. 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...

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- Released at 2014



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