



Handbook of Scales in Tourism and Hospitality Research

D. Gursoy, M. Uysal, E. Sirakaya-Turk, Y. Ekinici, S. Baloglu

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As the field of tourism and hospitality experiences maturity and scientific sophistication, researchers need to fully understand the breadth and depth of existing scales that help explain, understand, monitor, and predict not only behaviour but also consequences of such behaviour as a function of demand and supply interactions in the field. By introducing the importance of measurement and scales and providing groupings of existing scales The Handbook of Scales in Tourism and Hospitality Research serves as the state of the art reference book in the field of tourism, hospitality and allied fields such leisure, recreation, and services management .

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