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Altri autori (Persone)	BurnsPeter (Peter M.)
	PalmerCatherine (Catherine A.)
	RitchieBrent W
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Sommario/riassunto   There is a heightened attention concerning the nature of the tourism industry and a need for research concerning the economic, social and environmental impacts of tourism. Existing research methods texts are often based on either the business approach or the social science approach to tourism, and often do not provide real world examples of how to plan, implement or analyze tourism related research.