

ADVANCES IN CULTURE, TOURISM AND HOSPITALITY
RESEARCH VOLUME 6

**FIELD GUIDE TO CASE
STUDY RESEARCH IN
TOURISM, HOSPITALITY
AND LEISURE**

EDITED BY

KENNETH F. HYDE

Auckland University of Technology, New Zealand

CHRIS RYAN

University of Waikato, New Zealand

ARCH G. WOODSIDE

Boston College, USA



United Kingdom – North America – Japan
India – Malaysia – China