



Handbook of Scales in Tourism and Hospitality Research

By Dogan Gursoy, Muzaffer Uysal, Ercan Sirakaya-Turk, Yuksel Ekinci, Seyhmus 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 behavior but also consequences of such behavior 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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Editorial Review

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