Contributors


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**Eric W. Foemmel, PhD**, is an independent researcher and writer living in California. Dr Foemmel is a graduate of the Recreation, Park and Tourism Management Department at Pennsylvania State University with a doctoral minor in anthropology. His primary interest is the study of the American tattoo culture, and he has conducted ethnographic research at Venice Beach and Traditional Ink in Los Angeles, California, to explore...
Contributors  ix

the intrinsic motivations behind tattooing and its impact on social norms. He has also collected the oral life histories of venerated tattooers who have heavily influenced the American tattoo industry. Dr Foemmel has also established a research and publishing company, Uptown Research, LLC.

Liz Fredline is a senior lecturer in the Department of Tourism, Leisure, Hotel and Sport Management at Griffith University, Queensland, Australia. She gained her doctorate at Griffith University. Her main area of research interest is the impacts of tourism and events on host communities. She is also interested in quantitative research design and analysis.

Alison Gill, PhD, is a professor at Simon Fraser University in Vancouver, British Columbia, Canada, where she holds a joint appointment in the Department of Geography and the School of Resource and Environmental Management. Alison has published extensively on issues of tourism and the transformation of place. For many years her research has focused on aspects of growth and change associated with tourism in mountain resort communities. She serves on a number of editorial boards for both geography and tourism journals and is a Fellow of the International Academy for the Study of Tourism.

Ulrike Gretzel is Associate Professor for Marketing at the Institute for Innovation in Business and Social Research, University of Wollongong, and Director of the Laboratory for Intelligent Systems in Tourism (LIST). She received her PhD in communications from the University of Illinois at Urbana-Champaign. Her research focuses on persuasion in human–technology interaction, experience design, use of technology for interpretation, adoption and use of social media, interorganizational information systems and other issues related to the development and use of intelligent systems in tourism. She uses qualitative and quantitative research methods and has a particular interest in network analysis and text mining.

Rob Hales is a lecturer in the Department of Tourism, Leisure, Hotel and Sport Management, Griffith University, Australia. His research interests focus on social science issues in a range of contexts that include sustainable tourism, ecotourism, outdoor recreation, social movement studies and indigenous studies. His current research interest is a community-based project aiming to understand urban and peri-urban Indigenous Peoples’ vulnerability and adaptive capacity to climate change. The central theme running through all his research projects is an emphasis on social and environmental justice issues. His background in environmental science, eco- and adventure guiding as well as outdoor environmental education informs his research and teaching.

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Handbook of research methods in tourism

Olga Junek is a lecturer in tourism and events management at Victoria University, Melbourne. Her lengthy overseas work experience in education and tourism has given her a broad international perspective, which permeates her teaching and her research interests. She teaches and researches in a number of tourism and events-related areas, including event and tourism education, internationalization of the curriculum and the well-being of international students. She is currently undertaking her PhD in the area of international students and their leisure and travel behaviour.

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Gerard Kyle is a professor within the Department of Recreation, Park and Tourism Sciences at Texas A&M University. His research is informed by theory rooted in environmental/conservation psychology and explores humans’ interactions and response to nature and wildland areas. This work primarily relies on survey research methods and multivariate modelling tools to construct models of human behaviour in varied contexts. Applications have examined an array of human dimensions-related issues within the United States and Australia related to wildfire management, coastal and inland fisheries management, climate change, invasive species and other threats to parks and protected areas. His peer-reviewed articles have been published in the Journal of Environmental Psychology, Environment & Behavior, Society & Natural Resources and Leisure Sciences.

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Contributors

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Tiffany Low is a researcher based at the Institute for Tourism Research at the University of Bedfordshire. She completed double degrees in Business and Hotel Management with a specialism in financial economics. She is currently undertaking research for a PhD examining how customers value ethical consumption in the hotel sector. Tiffany has worked as a research assistant at universities in Australia and has experience project managing research projects funded under the Commonwealth Government’s Australian Research Council; one involving the conceptualization and measurement of derived customer value in relation to the timeshare industry; and the second in relation to the needs of customers and employees following service failures.

Nancy Gard McGehee is an associate professor and J. Willard and Alice S. Marriott Junior Faculty Fellow of Hospitality in the Hospitality and Tourism Management Department at Virginia Tech, Blacksburg, VA, USA. She is a sociologist whose primary research interests fall under the socio-cultural impacts of tourism development. Nancy has explored this in a number of contexts, including tourism-related entrepreneurship, the role of tourism in the cultivation of various forms of community capital, and volunteer tourism. While she has conducted research using a wide range of methods, Nancy’s passion lies in qualitative research, as it allows for a more critical and interpretive perspective.

Clive Morley is Professor of Quantitative Analysis and Deputy Head (Learning and Teaching) in the Graduate School of Business and Law at RMIT, where he teaches in the MBA. His expertise lies in the areas of applied quantitative data analysis, tourism economics, forecasting and strategic analysis techniques. He has published a series of papers in leading journals on the theory and practice of tourism demand modelling and on the impacts of global airline alliances on tourism. Other research has considered the entrepreneurial climate in Australia, the (mis)use of performance indicators in Australian call centres, the career progression of women in accounting, Australian football attendances and why business academics remain in academia.

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