By introducing the importance of measurement and scales and providing groupings of existing scales, this handbook serves as the state of the art reference book in the field of tourism, hospitality and allied fields such as leisure, recreation, and services management.

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 behavior as a function of demand and supply interactions in the field.

**Publication Year** 2015
**Edition** 1st Ed.
**Author/Editor** Gursoy, Dogan; Uysal, Muzaffer; Sirakaya-Turk, Ercan; Ekinci, Yu; Baloglu, Seyhmus
**Publisher** CAB International
**ISBN** 978-1-780-64453-0
**Platform** Ovid
**Product Type** Book
**Speciality** Leisure, Recreation & Tourism
**Language** English
**Pages** 432
**Illustrations** 0
**Included In** CAB Reference Book Collection