

**WHY CASE STUDY RESEARCH?**  
**Introduction to the *Field Guide to Case Study***  
***Research in Tourism, Hospitality, and Leisure***

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**Synopsis**

This field guide shows how to solve the paradox of keeping a researcher's eyes on the prize of understanding the individual case while viewing the surrounding context. It enables describing, explaining and predicting case (individual and group) behavior, at the same time explaining behavior among a set of cases relevant to a specific context. This truly international guide embraces Herbert Simon's (Nobel Prize in Economics recipient) insight that a decision results from the conjoining two antecedents in human behavior: cognitive processing of an individual or group, and a given context or problem framing. Changing the context/frame often dramatically affects what cognitive process an individual employs as well as her ability to craft choices and make decisions wisely. Thus, this field guide reports on the necessity of describing and explaining relevant decision contexts and to model/predict decisions and behavior for specific contexts. Divided into six parts it includes chapters on: analysis of texts; how-to-do executive interviews; field interviewing in international contexts; stakeholder participatory research; researching indigenous and marginal people; and, cross-case analysis.