

Through the looking glass: Navigating tourism case studies and interdisciplinary conventions

Alessandra Pozzan, Università della Svizzera Italiana

Nele Langebraun, Università della Svizzera Italiana

Michael Gibbert, Università della Svizzera Italiana

alessandra.pozzan@usi.ch

The case study is an eminent research strategy for investigating complex phenomena and developing new theories, but it has long been labelled as atheoretical, area-specific, idiosyncratic and lacking rigour within the tourism field. The aim of this integrative literature review is therefore to analyse 'disciplinary conventions', capturing both the latest methodological discussions and empirical practices. We posit that prejudice around this research strategy might be a topical representation of broader metatheoretical divides characterising the tourism field.

Key words: case study, case method, tourism, disciplinary conventions