**Quality of life research in tourism**

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**Abstract**: *Over the past 20 years or so we have seen much more research being conducted in tourism and quality of life, and this area of research has blossomed to the point that it is now well-recognized to be an important subject matter in the tourism-hospitality discipline. The scope and range of issues suggest that the topic of wellbeing, quality of life research in tourism is multidimensional, highly complex, and poses challenges and new opportunities for academics and practitioners. One of the areas that need further discussion and research is the nexus of quality of life research and measurement. The presentation is intended to explore the nature of the measurement issues and alternative outcome variables from both demand and supply perspectives.*

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