Natan Uriely's research focuses on various issues within the sociology and the psychology of tourism, including tourist typologies, the tourist experience, guest-host interaction, deviance in tourism and late/post-modernity. Another stream of research addresses issues of tourism management, such as consumer (risk) behavior, sustainable tourism development, and public policy. His academic work consists of both theoretical conceptualizations and empirical studies. The latter are mostly based on qualitative methods but include surveys and quantitative analyses as well. Uriely published his research in books and leading journals in the study area of tourism.