Effective Library Research for Tourism Management Dissertations

Craig McEwan
Library Liaison Team
libraryhelp@exeter.ac.uk
By the end of this session...

• Tips for conducting dissertation research

• Developing a search strategy

• Key databases / resources

• Additional support
Getting Help – Library Liaison Team

• Finding information / Literature searching

• Developing search strategies

• Using online resources

• Book 1:1 consultation

Contact us:
• libraryhelp@exeter.ac.uk
Last term – BEMM381: Tourism Business

Airbnb

Brexit
Last term – Tourism Management LibGuide

http://libguides.exeter.ac.uk/tourism
Last term – Library Search

- Exeter’s library catalogue
- Find textbooks, ebooks, articles etc.
- Best for initial background research
Last term – Research databases

Mintel

Passport
Last term – Research databases

Marketline

Business Source Complete
Last term – Evaluating your sources
Today: Developing a search strategy
Developing a search strategy: key steps

- **PLAN...**
  - Important for longer projects with a wider range of sources
  - Invest time at the start of the process
Searching for information: key steps

[1] Define your topic


[3] Identify key databases / information sources

[4] Identify keywords and phrases

[5] Note synonyms and related terms

[6] Run your search

[7] Evaluate results and refine search

[8] Obtain Items

Don’t forget to record your references!
Searching for information: key steps

1. Define your topic
2. What type of information do you need?
3. Identify key databases / information sources
4. Identify keywords and phrases
5. Note synonyms and related terms
6. Run your search
7. Evaluate results and refine search
8. Obtain Items

Don’t forget to record your references!
1) Define your topic

- You have your main research idea / topic / question...

- ... but what subjects and sub-topics will you need to investigate to answer this question?

- Set some time aside
  - Mind map / concept map

The implications of Airbnb and new forms of accommodation for Exeter’s visitor economy

- Tourism in Exeter
- Airbnb
- The sharing economy
- Airbnb’s impact in Britain, Europe, etc.
1) Define your topic

- You have your main research idea / topic / question...

- ... but what subjects and sub-topics will you need to investigate to answer this question?

- Set some time aside
  - Mind map / concept map

2) What type of information do you need?
Effective Library Research for Tourism Management Dissertations: Search Plan

What is your research topic / title?

<table>
<thead>
<tr>
<th>1) Mapping your topic: What subjects do you need information on?</th>
<th>2) What types of information do you need? (e.g. academic articles, company data, case studies etc.)</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
http://libguides.exeter.ac.uk/tourism
1) Mapping your topic
   - Add your ideas to the template

<table>
<thead>
<tr>
<th>1) Mapping your topic: What subjects do you need information on?</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Tourism in China</td>
</tr>
<tr>
<td>- Domestic and international</td>
</tr>
<tr>
<td>What other areas would this student want to research? Add ideas below.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2) What types of information do you need? (e.g. academic articles, company data, case studies etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Academic research: textbooks - ebooks - academic journal articles - theses</td>
</tr>
<tr>
<td>- Add other examples to <a href="http://menti.com">http://menti.com</a> (enter code: 12344)</td>
</tr>
</tbody>
</table>

http://libguides.exeter.ac.uk/tourism
The development of boutique hotel businesses in the Pearl River Delta, China: challenges and trends
Example Search Plan

Effective Library Research for Tourism Management Dissertations: Search Plan

2) What types of information do you need?
   - menti.com
   - Code: 50 23 62

```
The development of boutique hotel businesses in the Pearl River Delta, China: challenges and trends
```

| 1) Mapping your topic: What subjects do you need information on? |
|---|---|
| - Tourism in China  |
|   - Domestic and international  |

What other areas would this student want to research? Add ideas below.

| 2) What types of information do you need? (e.g. academic articles, company data, case studies etc.) |
|---|---|
| Academic research: textbooks - ebooks - academic journal articles - theses  |
| - Add other examples to [http://menti.com](http://menti.com) (enter code: 12344)  |

http://libguides.exeter.ac.uk/tourism
The development of boutique hotel businesses in the Pearl River Delta, China: challenges and trends
## Example Search Plan

### 3) Identifying key databases and information sources

Note down any databases or search tools from the [Tourism Management LibGuide](http://libguides.exeter.ac.uk/tourism), or the A-Z Database List that you may wish to return to.

<table>
<thead>
<tr>
<th>Name of database / resource:</th>
<th>How / why may this this be useful to my research?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Library Search</strong></td>
<td>Access to textbooks, ebooks and an overview of journal articles</td>
</tr>
<tr>
<td><strong>Add your suggestions to</strong></td>
<td><a href="http://menti.com">http://menti.com</a> (enter code: 12344)</td>
</tr>
</tbody>
</table>

### 3) Identifying key databases

- menti.com
- Code: 50 23 62
Library databases

Business Source Complete
ProQuest Business Premium Collection
Emerald
ScienceDirect

Academic research: journal articles; conference papers; theses etc.

Passport GMID
Marketline

Market research, consumer info, company analysis

Orbis
Filings Expert

Company finances

Nexis

News articles

Sage Business Cases

Case studies
Example Search Plan

4) Identifying keywords and synonyms
- Add to the search plan

![Diagram](image)

**4) Identifying keywords and synonyms**

Break your topic down into its key concepts and identify relevant keywords and synonyms. Use to search the academic research databases for journal articles, conference papers, theses etc.

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Concept 2</th>
<th>Concept 3</th>
<th>Concept 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boutique</td>
<td>Hotel</td>
<td>Pearl River Delta</td>
<td>OR</td>
</tr>
<tr>
<td>OR</td>
<td>OR</td>
<td>OR</td>
<td>OR</td>
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<tr>
<td>AND</td>
<td>AND</td>
<td>AND</td>
<td>AND</td>
</tr>
</tbody>
</table>

**TIPS:**
- AND searches for results containing all of your terms
- OR searches for results containing at least one of your terms
- Use AND to combine different concepts e.g. marketing AND ecotourism
- Use OR between synonyms e.g. small business OR SME

**Take a look at your keywords and consider if you could enhance your search by using:**
- *truncation e.g. sustainable* to find sustainable, sustainability, sustainably, etc.
- "phrase searching" e.g. "matrix management" to find the exact phrase

[http://libguides.exeter.ac.uk/tourism](http://libguides.exeter.ac.uk/tourism)
### Keywords

Information on the boutique hotel market in China’s Pearl River Delta

<table>
<thead>
<tr>
<th>Boutique</th>
<th>Hotels</th>
<th>Pearl River Delta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upscale</td>
<td>Accommodation</td>
<td>PRD</td>
</tr>
<tr>
<td>Small luxury</td>
<td>Lodgings</td>
<td>China</td>
</tr>
<tr>
<td>Up-market</td>
<td>Hospitality</td>
<td>“South China”</td>
</tr>
<tr>
<td>High-end</td>
<td></td>
<td>“South China Sea”</td>
</tr>
<tr>
<td>Niche</td>
<td></td>
<td>“Chinese Riviera”</td>
</tr>
<tr>
<td>Independent</td>
<td></td>
<td>Specific locations:</td>
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<tr>
<td>Urban</td>
<td></td>
<td>- Guangzhou</td>
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<td>- Shenzhen</td>
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<td>- Zhuhai</td>
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<td>- Hong Kong</td>
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<td></td>
<td>- Macau</td>
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<tr>
<td></td>
<td></td>
<td>- Etc.</td>
</tr>
</tbody>
</table>
Searching for information: key steps

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Don’t forget to record your references!
Define your topic

What type of information do you need?

Identify key databases / information sources

Identify keywords and phrases

Note synonyms and related terms

Run your search

Evaluate results and refine search

Obtain Items

Don’t forget to record your references!
Running your search

- Give yourself plenty of time

- Don’t rush

- Start with simple searches and background reading
  - Clarifies your topic
  - Helps generate keywords
  - Helps identify useful sources
Running your search

Simple searches:
- Library Search
- Specialist market and company research databases
Running your search

More detailed searches:
- Academic research databases
- Business Source Complete
- ProQuest
- Emerald
- ScienceDirect
Evaluating search results – The CRAAP test

Currency – Is it up to date, or the most recent theory? Does this matter?

Relevancy – Relevant to my project / level of study? Who is the intended audience?

Accuracy – Is the source based on evidence / thoroughly referenced?

Authority – Who is the author? What are their qualifications?

Evaluating search results

Evaluating Information Sources
Evaluating Information – Applying the CRAAP Test
Adapted from Meriam Library California State University, Chico

When you search for information, you’re going to find lots of it . . . but is it good information? You will have to determine that for yourself, and the CRAAP Test can help. The CRAAP Test is a list of questions to help you evaluate the information you find. Different criteria will be more or less important depending on your situation or need.

<table>
<thead>
<tr>
<th>Currency</th>
<th>Evaluation questions</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Does the source show when it was first published or posted?</td>
<td></td>
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<tr>
<td></td>
<td>Can you see if the information has been revised or updated?</td>
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<tr>
<td></td>
<td>If an online source, are the links on the page functional?</td>
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<tr>
<td></td>
<td>Does your topic require exclusively current information?</td>
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</table>

Checklist
https://libguides.exeter.ac.uk/ld.php?content_id=31900168

Online tutorial
https://libguides.exeter.ac.uk/evaluatinginformation/intro
Any questions?
Time remaining:

• Start thinking about your own search plan

OR

• Have a look on Library Search / Tourism Management LibGuide for sources of initial background reading

libguides.exeter.ac.uk/tourism
Getting Help

Contact us:
• libraryhelp@exeter.ac.uk

Visit your subject guide:
• libguides.exeter.ac.uk/tourism
<table>
<thead>
<tr>
<th>Online tutorials</th>
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<tbody>
<tr>
<td><img src="https://libguides.exeter.ac.uk/findingcompanyinfo" alt="Finding Company Information" /></td>
</tr>
<tr>
<td><img src="http://libguides.exeter.ac.uk/marketresearch" alt="Finding Market Research" /></td>
</tr>
</tbody>
</table>

https://libguides.exeter.ac.uk/findingcompanyinfo  http://libguides.exeter.ac.uk/marketresearch
Session feedback

http://bit.ly/2xNzr7P

Thank you!