

# Hospitality Research: Company Information

Universal Orlando  
Foundation Library

This guide is designed to help you begin researching specific company information. For more assistance, come see us in person, visit our website below, or call us at 407-903-8100.

## Finding Books

**Reference Sources** – It is often a good idea to begin your research in the following types of sources, which are designed to be consulted for topic overviews or for authoritative information. In many cases, they contain vital information that cannot be found anywhere else. A ★ denotes a core resource.

<u>Title</u>	<u>Call Number</u>
• Almanac of American Employers	Rosen REF HF5382.75.U6 A45
• Association Meeting & Event Planners	Rosen REF AS6.A8
• Companies and Their Brands	Rosen REF T223.V4A253
• Corporate Meeting & Event Planners	Rosen REF HD2743 .C62
• Directory of Florida Industries	Rosen REF HC107.F6F635
• Directory of Hotel & Lodging Companies	Rosen REF TX907.D5
• Encyclopedia of Global Industries	Rosen REF HD2324.E53
• International Directory of Company Histories	Rosen REF HD2721 .D36
• Plunkett's Airline, Hotel & Travel Industry Almanac	Rosen REF TX907.2 .P58
• Plunkett's Entertainment & Media Industry Almanac	Rosen REF P88.8.P572
• Plunkett's Food Industry Almanac	Rosen REF HD9003.P58

Certain industry-specific topics may also be covered in sources listed on the Rosen Research Guides on the **MICE Industry**, on the **Food & Beverage Industry**, or on the **Lodging Industry**. For more assistance in locating appropriate reference materials, ask to speak to a librarian.

**Browsing** – Circulating books with company or industry information are *generally* found in the following call number ranges:

- G149 - G550, especially G154 - G163: Tourism industry
- GT3403 - GT3406: Event industry
- HC102 and HD7289-HD9999: CEO biographies, company histories
- PN1999: Walt Disney Company
- TX911.3: Hospitality industry


For more information about the location of books, consult the library catalog or ask a librarian for help.

**Library Catalog** – Through the **UCF Library Catalog**, you can locate books, journals, audiovisuals, government documents, and many other types of materials.

- The **UCF Library Catalog** is available through the Universal Orlando Foundation Library homepage: <http://library.ucf.edu/rosen>. You can search the catalog by Keyword, Author, Title, Subject, and many other ways.

For a more detailed overview of how to use the catalog, see the Rosen Research Guide **Hospitality Research: Finding Books**, or ask a librarian for more assistance.

## Finding Articles

**Browsing Periodicals** – The following periodicals are available in print and may contain articles about business trends, strategies, and leaders. General hospitality/tourism periodicals may also have relevant material on your topic. To find articles on a specific topic, you may need to use one of our databases or ask a librarian for more help. A  denotes a scholarly (peer-reviewed) source:

- Business Week
- Cruise Industry News
- Funworld
- Harvard Business Review
- Hotel & Motel Management
- Hotel Business
-  Journal of Foodservice Business Research
- Lodging
- Orlando Business Journal
- Restaurant Business
- Restaurant Hospitality
- Wine Business Monthly

**Databases** – To find articles about a specific company or industry, you may need to use a database. To find databases that are typically most useful for the study of hospitality, click on the *Database Locator* tab on our homepage (<http://library.ucf.edu/rosen>), and then choose the subject *Hospitality*. Some useful databases for company research include:

### **For finding articles in journals/magazines about particular companies or industries:**

- *ABI Inform*: Includes articles about business trends, strategies and tactics.
- *Business Source Premier*: Contains full text from the top management and marketing journals.
- *Hospitality & Tourism Complete*: Industry news relating to all areas of hospitality and tourism.

### **For finding company information such as history, financial ratios, annual reports, marketing:**

- *Hoovers Online*: Offers information about 40,000 public and private companies worldwide, with links to company homepages, annual reports, charts, competitors, financials, etc.
- *IbisWorld - Industry Market Research*: Provides research on over 700 industries, including statistics, analysis and forecasts.
- *LexisNexis Academic*: Searching under the *Business* tab, you can find a company's financial health, brands and competitors, as well as compare companies or create company lists.
- *MarketLine Business Information Center*: Presents market reports for int'l companies, industries and countries, as well as a SWOT analysis section in the U.S. company profiles.
- *Standard & Poor's NetAdvantage*: On-line access to Standard & Poor's independent research, data and commentary on stocks, bonds, funds, and industries.

For a more detailed overview of how to use our databases, see the Rosen Research Guide titled **Hospitality Research: Finding Articles**, or ask a librarian for more assistance.

## Finding Other Materials

**Websites** – A company's website can be a good source of information on products, services, staff, and the general organizational structure of the company. From a company's website you may find the organization's current annual report, company history, and biographies of top management.

For more assistance in searching the Internet for company information, explore the websites listed on our **Helpful Websites** page at <http://library.ucf.edu/Rosen/websites.asp> or ask a librarian for help.