

Hospitality Research: Marketing

Universal Orlando
Foundation Library

This guide is designed to help you conduct U.S. hospitality marketing research in the library. 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 authoritative information. In many cases, they contain vital information that cannot be found anywhere else. A ★ denotes a core resource.

Food & Beverage / Restaurants

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|---|------------------------------|
| ★ Demographics of Consumer Food Spending | Rosen REF HD9004 .D35 |
| ★ Quickservice Restaurant Trends | Rosen REF TX945 .Q52 2005 |
| ★ Rest. & Foodservice Market Research Handbook | Rosen REF TX901 .R47 |
| ★ Restaurant Industry Forecast | Rosen REF TX943 .N38 |
| ★ Tableservice Restaurant Trends | Rosen REF TX909 .A1 T32 2004 |
| ★ Who's Buying Alcoholic and Nonalcoholic Beverages | Rosen REF HD9348.U52W46 |
| ★ Who's Buying at Restaurants and Carry-Outs | Rosen REF TX945 .W48 |

Also see the Rosen Research Guide **Hospitality Research: Food & Beverage Industry**

Lodging / Resorts / Timeshares / Casinos

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|--|----------------------------|
| • American Casino Guide | Rosen REF HV6715 .A64 |
| ★ Perspectives on Timesharing: The Consumer View | Rosen REF HD7287.67.U5 P47 |
| • Plunkett's Airline, Hotel, & Travel Industry Almanac | Rosen REF TX907.2 .P58 |
| ★ Travel & Tourism Market Research Handbook | Rosen REF G155.U6 T74 2007 |
| ★ Trends in the Hotel Industry (USA ed.) | Rosen REF TX909 .A1 H3 |

Also see the Rosen Research Guide **Hospitality Research: Lodging Industry**

Meetings / Conventions / Expositions

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|--|--------------------------------|
| • Center for Exhibit. Industry Research Annual Index | Rosen REF T396 .E944 |
| • Event Solutions Black Book | Rosen REF GT3406 .U6 E94 |
| ★ Exhibition Industry Census II | Rosen REF T396 .E945 2005 |
| ★ International Association Meetings Market | Rosen REF AS6 .I58 2007 |
| ★ Travel & Tourism Market Research Handbook | Rosen REF G155.U6 T74 2007 |
| • Trends in the Conference Center Industry | Rosen REF TX911.2 .T74 |
| ★ U.S. Domestic Business and Convention Travel | Rosen REF G156.5 .B86 U84 2006 |

Also see the Rosen Research Guide **Hospitality Research: MICE Industry**

Theme Parks & Attractions

- ★ Development & Expansion Guide (Waterpark Assoc) Rosen REF GV770.7 .D48
- Funparks & Attractions: International Guide Rosen REF GV1851 .F85
- ★ Managing Attractions for More Profit Rosen REF GV1851 .A4 M36
- ★ Travel & Tourism Market Research Handbook Rosen REF G155.U6 T74 2004

Also see the Rosen Research Guide **Hospitality Research: Theme Park Industry**

Travel / Tourism / Airlines / Cruise Lines

- Access to the 2001 Nat'l Household Travel Survey Rosen REF HE203 .A22 2004
- ★ Cruise Industry News Annual Rosen REF G550 .C79 2005
- ★ Domestic Marketing for Travel and Tourism Rosen REF G155.U6 T69
- ★ Domestic Travel Market Report Rosen REF G155.U6 T87
- ★ Economic Review of Travel in America Rosen REF G155.U6 E32
- International Outlook for Travel and Tourism Rosen REF G155.U6 T72
- Leisure Travel Planning: How Consumers... Rosen REF G155.7 .L45 2005
- ★ Outlook for Travel & Tourism Rosen REF G155.U6 M272
- Profile of Travelers Who... Rosen REF G155.U6 .P[varies]
- Tourism Market Trends set (international focus) Rosen REF G155 [varies]
- ★ Tourism Works for America Rosen REF G155 .A2 U52
- Travel Across the Generations Rosen REF G155.8.U6 T7
- ★ Travel & Tourism Market Research Handbook Rosen REF G155.U6 T74 2007
- ★ Travel and Tourism Works for America Rosen REF G155.U6 T746
- ★ Travelers' Use of the Internet Rosen REF G155.U6 T76
- ★ Who's Buying for Travel Rosen REF G155.U6 W65

Also see the Rosen Research Guide **Hospitality Research: Travel & Tourism Industries**

General Marketing / Consumer Spending / Demographics

- ★ American Generations Rosen REF HC110.C6 M545
- ★ American Marketplace Rosen REF HA214 .A6 2003
- Business Statistics of the United States Rosen REF HC101 .B875
- Commercial Atlas & Marketing Guide Rosen REF G1200 .R32
- Datapedia of the United States Rosen REF HA202 .K87 2004
- Demographics of the U.S.: Trends and Projections Rosen REF HB849.49 .R875 2003
- ★ Encyclopedia of Advertising Rosen REF HF5803 .A38 2003
- ★ Florida Statistical Abstract Rosen REF HA311 .F55
- ★ Florida Visitor Study Rosen REF G155.U6 F5
- Handbook of Marketing Scales Rosen REF HF5415.3 .B323 1999
- Household Spending: Who Spends How Much... Rosen REF HC110 .C6 A666 2004
- ★ Leisure Market Research Handbook Rosen REF GV174 .M55 2007
- Older Americans: A Changing Market Rosen REF HQ1064.U5 O43 2006
- ★ Statistical Abstract of the United States Rosen REF HA202
- ★ Who's Buying by Race and Hispanic Origin Rosen REF HF5415.33.U5W46 2006

Also see the Rosen Research Guide **Hospitality Research: Statistics/Demographics**

Finding Books (cont.)

Browsing – Circulating books relating to hospitality marketing are *generally* found in the following call number ranges:

- TX911.3s, especially TX911.3 M3 (general hospitality marketing; hotel and restaurant marketing)
- G155s (travel and tourism marketing)
- GT3405 (marketing events, conventions, festivals, etc.)
- HD69s (branding, name brands)
- HF5300s – HF6100s, especially HF5415 (general marketing, Internet marketing, etc.)


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 help.

Finding Articles

Browsing Periodicals – The following periodicals are available in print and may contain valuable hospitality marketing information. General hospitality/tourism periodicals may also have relevant material. To find articles on a specific topic, you may need to use one of our databases. A  symbol denotes a scholarly (peer-reviewed) source. Note that the non-scholarly periodicals listed below are primarily useful for finding recent stories on new or innovative marketing schemes.

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| • BizBash Florida |  Jrl. of Travel & Tourism Marketing |
| • Business Week |  Journal of Vacation Marketing |
| • Cruise Industry News Quarterly | • Meetings & Conventions |
| • Cruise Travel | • Nation's Restaurant News |
| • Event Solutions | • Resort Trades |
| • Funworld | • Restaurant Business |
| • Harvard Business Review |  Tourism Economics |
| • Hotel & Motel Management | • Travel Weekly |
|  Jrl. of Hospitality Marketing & Management | • Vacation Industry Review |

Databases – To find articles from journals, magazines, and newspapers about your topic, you may need to use one of UCF's many databases. To find databases that are typically most useful for the study of hospitality, go to our homepage (<http://library.ucf.edu/rosen>), click on the *Database Locator* tab, and then choose the subject *Hospitality*. Useful databases for hospitality marketing research include:

- *Hospitality & Tourism Complete*: Includes scholarly research and industry news relating to all areas of hospitality and tourism, with coverage from the 1960s to the present.
- *Leisure Tourism Abstracts*: Indexes journals from the fields of leisure, recreation, sport, hospitality, tourism, and culture, with coverage from the 1970s to the present.

- *Business & Company Resource Center*: Company profiles, brand information, rankings, investment reports, company histories, chronologies, and periodicals articles covering company and industry news.
- *ABI Inform*: A general business database that indexes articles on advertising, marketing, corporate strategies and tactics, and more, with coverage from the early 1900s to the present.
- *Business Source Premier*: A general business database that indexes articles in business, management, economics, finance, and more, with coverage from the 1960s to the present.
- *IBISWorld*: Provides full-text reports on many U.S. industries, including many related to the hospitality and tourism industries.
- *Marketline Business Information Center (MBIC)*: Provides full-text international market research reports, including several related to the hospitality and tourism industries.
- *Mintel*: Provides full-text reports on many U.S. and European markets, including dozens related to the hospitality and tourism industries.

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

Finding Other Materials

Websites – Many government agencies, industry associations, and non-profit organizations provide online access to demographic and market research data. A ★ denotes a core resource.

<u>Website</u>	<u>Location</u>
• 2007 Economic Census Data	www.census.gov/econ/census07/
★ American FactFinder	factfinder.census.gov
• Bureau of Economic Analysis	www.bea.gov
• Bureau of Labor Statistics	www.bls.gov
• Bureau of Transportation Statistics	www.bts.gov
• Consumer Expenditure Survey	www.bls.gov/cex
• County & City Data Book	www.census.gov/statab/www/ccdb.html
★ Hospitality Links at Cornell	http://www.hotelschool.cornell.edu/research/library/tools/links/
• Lexis Nexis Statistical database	library.ucf.edu/Databases/TitlesAZ.asp#L
• Office of Travel & Tourism Industries	tinnet.ita.doc.gov
★ Orlando/Orange Co. CVB – Research	www.orlandoinfo.com/research/
• Statistical Abstract of the United States	http://www.census.gov/compendia/statab/ OR
★ U.S. Travel Association	www.ustravel.org/research
★ UCF Libraries Resources for Statistics	library.ucf.edu/GovDocs/statistics.asp
• World Tourism Organization – Facts & Figures	www.world-tourism.org/facts/menu.html

You may also wish to explore the websites listed on our **Helpful Websites** page at <http://library.ucf.edu/rosen/websites.asp>, or ask a librarian for more assistance.

Vertical Files – We have a small selection of industry catalogs, directories, menus, etc., that may be helpful for certain types of projects. Ask a library staff member if you wish to see this material.