

Hospitality Research: Theme Park & Attraction Industry

Universal Orlando
Foundation Library

This guide is designed to help you begin researching topics relating to the theme park and attraction industry. 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>
• Disney A to Z	Rosen REF PN1999.W27 S6 2006
★ Directory of North Am. Fairs, Festivals & Expositions	Rosen REF T391 .D57
★ Economic Impact of the Attractions Industry	Rosen REF GV1853.2 .E26 2006
• Encyclopedia of Leisure and Outdoor Recreation	Rosen REF GV11 .E55 2003
• Florida's Museums and Cultural Attractions	Rosen REF F309.3 .B365 2008
★ Funparks & Attractions: International Guide	Rosen REF GV1851 .F85
★ IAAPA Address & Telephone Directory	Rosen REF GV1851 .A3 I237
★ International Amusement Industry Buyers Guide	Rosen REF GV1851 .A3 A557
★ Managing Attractions for More Profit	Rosen REF GV1851 .A4 M36 2007
★ Outlook for Travel & Tourism	Rosen REF G155.U6 M273
• Power of Travel	Rosen REF G155 .A2 U52
★ Travel & Tourism Market Research Handbook	Rosen REF G155 .U6 T74
• Universal/Disney guidebooks (such as Birnbaum's)	Rosen REF GV1853.3.F62 [varies]
★ U.S. Amusement Industry Consumer Survey	Rosen REF GV1853.2 .U85 2000

The above list is not comprehensive, and certain theme park/attraction topics may be covered in sources listed on the Rosen Research Guides on **Travel & Tourism** or **Statistics/Demographics**. For more assistance in locating appropriate reference materials, ask to speak to a librarian.

Browsing – Circulating books relating to the theme park and attraction industry are *generally* found in the following call number ranges:

- GV1851 – GV1860 (theme parks & attractions, general and subtopics)
- F309 – F319 (some Disney, Universal guidebooks)
- PN1998.3 – PN1999 (Disney's history, development)

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.

Library Catalog (cont.)

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 valuable information about the theme park/attraction industry. 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 or ask a librarian for more help. A  denotes a scholarly (peer-reviewed) source.

- Amusement Business (online only)
- Attractions Management
- Funworld
- InPark Magazine
-  Journal of Travel Research
-  Journal of Vacation Marketing
- Leisure Management
- Leisure Opportunities
- Travel & Leisure
- Tourist Attractions and Parks

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, click on the *Database Locator* tab on our homepage (library.ucf.edu/rosen), and then choose the subject *Hospitality*. Useful databases for theme park/attraction 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.
- *ABI Inform*: A general business database that indexes articles on advertising, marketing, economics, human resources, corporate strategies and tactics, management techniques, product information, company histories, 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.

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

Special Collections - The Special Collections department (<http://library.ucf.edu/SpecialCollections>) at the main UCF Library houses some unique materials related to the study of theme parks, including the papers of Stephen Danks Lodwick (a ride designer) and Harrison "Buzz" Price (a theme park market research analyst). Portions of the Buzz Price papers are available at: <http://buzz.lib.ucf.edu>

Websites – The Internet is generally not a good place to find scholarly information on the theme park and attraction industry. However, you may wish to explore the websites listed on our **Helpful Websites** page at <http://www.library.ucf.edu/rosen/websites.asp>, or ask a librarian for more assistance.