This listing of “best bet” resources will provide starting points for your hospitality & tourism research paper. They can all be accessed from the HTM subject guide: libguides.gvsu.edu/htm.

### INDUSTRY, MARKET, and COMPANY INFORMATION
- **Find It!** If you are researching Starbucks search for “Starbucks” and “company profile.” Or for a broader view of the coffee industry search “coffee,” “industry,” and “market report.” Use the “content type” filter on the left side of the screen and select “report” and “market research.”
- Mintel Academic
- Statista
- Plunkett Research Online
- Mergent Online
- Mergent Intellect
- Passport
- WARC
- ABI/INFORM Complete
- Business Source Complete
- Travel and Tourism Market Research Handbook
- Proquest Business Collection

### TRADE & JOURNAL ARTICLES
- **Find It!** Search for the company or industry name and add keywords like “strategy,” “trends,” “growth,” or “future.” For example, “Marriott” AND “strategy” or “hotel industry trends.” Further narrow by date, content type (Report or Trade Publication Articles), subject type (Example: Market Strategy) using the menus on the left side of your screen. The databases listed below are all searched simultaneously by Find It!, but you can also search them individually using similar strategies and keywords.
- Proquest Business Collection
- Hospitality & Tourism Complete
- Business Source Complete
- Business Abstracts with Full Text
- ABI/INFORM Complete

### BOOKS & EBOOKS
- eBook Central
- eBooks at EBSCOhost
- Books & Media catalog search
- **Find It!**

### DEMOGRAPHIC & ENVIRONMENTAL INFORMATION
- Data-Planet Statistical Datasets
- Statista
- U.S. Census Data
- Mintel Academic
- WARC
- Claritas Market Segmentation

### WEBSITES
- google.com/advanced_search
  Try the site type search box, and use .edu, .gov, or a whole website like cornell.edu
- https://libguides.gvsu.edu/htm/researchwebsites
SEARCHING IS STRATEGIC EXPLORATION

Always remember, research is an exploration and you are not searching for one right answer. Keep your mind open and curious, and be aware that there are many different resources, viewpoints, and ways to frame information that can result in different reports about a similar topic. Your task is to find reliable and factual information that you will piece together to create a story or picture about the issue you have chosen to research. Citing reliable sources is a way to show your readers that you are providing information that is based on more than just your own personal opinion.

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Erica Millspaugh

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Office Hours: Mondays Noon - 4pm @ Pew Campus Starbucks

OTHER RESOURCES:

- Knowledge Market: gvsu.edu/library/km
- Library Website: gvsu.edu/library
- APA Citation Help: libguides.gvsu.edu/htm/apa