

Library and Learning Support provides an extensive collection of online and print resources. Our print collections are held at The Sir Michael Cobham Library at Talbot Campus (TC) and the Bournemouth House Library (BH) on the Lansdowne Campus. The Library i-Floor at the Executive Business Centre (EBC) is available to accredited Business School staff and students.

Searching for Information:

To start your research, login to myBU here <http://mybu.bournemouth.ac.uk/> where you can:

- access the Academic Skills tab on myBU for advice and guidance about university study skills.
- access your reading lists within 'My Units' on the Home tab;
- use the dictionaries and encyclopaedias for definitions and background information (access via the 'Reference Works' link on the Library tab);
- use mySearch on the Library tab to search across electronic databases we subscribe to, as well as our Library Catalogue, for books and journal articles;
- for a more focussed search on a selected database, use the 'Databases' link on the Library tab;

You can also access Library resources via the Library website www.bournemouth.ac.uk/library. This guide refers to links on the myBU Library tab. If you require help with navigating the Library website, just contact us.

Subject Advice Services:

We offer help and advice on information resources when you are researching for your assignments or dissertation. You can drop into the Library, make an appointment with your Subject Librarian, or use our online services.

- Ask for help at the Subject Advice Desk.
- Use the online Chat Enquiry Service for a one-to-one discussion with our Library staff.
- Phone our dedicated help line +44 (0) 1202 965959.

- Follow our blogs: Library and Learning Support News, Research Support, Subject Librarians' Blogs. All available via the myBU Library tab.
- E-mail your Subject Support Librarian, Louise Tucker to make an appointment, at stlibteam@bournemouth.ac.uk.

Resources for your subject:

Off campus access

You will require your University login details to access our online databases when you are off campus.

Books

The Library Catalogue contains details of our print collection and provides access to electronic books. Select the 'Look for book or journal' link on the myBU Library tab. Search the Catalogue for authors, titles or using subject terms. Results indicate the campus location of printed books and a shelf mark (found on the spine label).

To find a specific title, ensure you have the complete shelf mark including letters after the numbers. If QR or F&S precede the shelf mark, it is part of our reference collection which must remain in the Library and cannot be loaned.

Some shelf marks relevant for this area are:	
Charities: Fundraising	361.70681
Conferences: Management	647.9046
Convention Management	060.68
Events Management	394.2
Continued on page 2.	

Leisure Subject Advice

Some shelf marks relevant for this area are (continued from page 1):	
Special Occasions and Festivals	394.26
Fundraising: Financial Management	658.15224
Leisure Management	790.069
Management: Recreation	790.069
Recreation	790
Special Occasions and Festivals	394.26

Journals

Electronic journals are accessible via the 'E-journals' link on the myBU Library tab and many are available on the Library Catalogue. Search for journal titles such as those given below. For advice on finding information, go to the Academic Skills tab on myBU.

Some of the key journals for this area are:
Arts Research Digest
Campaign
Cultural Trends
Direct Marketing International (print only)
European Journal of Marketing
Event
Event Organiser: the magazine for the events industry (print only)
Event solutions
Festival Management and Event Tourism
Interactive Marketing
International Journal of Customer Relationship Management (print only)
International Journal of Event and Festival Management
International Journal of Market Research
International Journal of Non-Profit and Voluntary Sector Marketing
International Journal of Sports Marketing and Sponsorship
The Journal of Consumer Marketing
Journal of Arts Marketing
Journal of Consumer Research
Journal of Convention and Exhibition Management
Journal of Convention and Event Tourism
Journal of Cultural Economics
The Journal of Database Marketing

Journal of Facilities Management (print only)
Journal of Hospitality and Leisure Marketing
Journal of International Marketing and Marketing Research (print only)
Journal of Leisure Research
Journal of Marketing
Journal of Marketing Management
Journal of Market Research Society
Journal of Park and Recreation Administration
Journal of Sport Management
Journal of Travel and Tourism Marketing
Journal of Vacation Marketing
Leisure Manager (print only)
Leisure Management (print only)
Leisure Sciences
Leisure Studies
Managing Leisure
Marketing
Recreation (print only)
Soccer and Society
Sports Management
Tourism, Culture and Communication
UGI Briefing: Understanding Global Issues (print only)

Journal Article Databases

mySearch searches across a majority of our database collection. However, to search individual databases covering specific subjects, you can use the 'Databases' link on the myBU Library tab. Our online databases store bibliographic information about journal articles (such as the title, author, year of publication and abstract) and in many cases, the full text articles. They may also provide access to news, conference proceedings, reports or statistical data.

The most useful journal article databases for leisure are:

- **Academic Search Premier**

Covers the fields of social science, education and psychology. Includes retail related topics e.g. consumer behaviour and pricing.

- **Business Source Complete**

Business and management research database, Includes full text of Harvard Business Review since 1922.

- **Emerald Insight**

Full texts and abstracts from management, marketing and accounting journals (plus multidisciplinary topics such as law, hospitality and tourism etc.). UK and international coverage.

- **Hospitality and Tourism Complete**

Includes bibliographic information covering hospitality and tourism, including food and beverage management.

Alerting services and RSS feeds allow you to keep up to date with your favourite websites in an automated way. They bring together the latest tables of contents (TOCs) of selected journals, updates on your saved database searches or news updates from online news sources and trade association websites.

Dictionaries and Encyclopaedias

- **Encyclopedia of Consumer Culture**, 2011.
To be added to our collection, due for publication in Nov '11.
- **CREDO Reference**: provides dictionaries and encyclopaedias online, access via the 'Reference Works' link on myBU Library tab

Directories, Statistics and Reports

Examples include:

- **British Association of Conference Destinations British Conference Venue Survey**
Available in the Graduate Employment Service (Room PG04)
- **Dictionary of leisure, travel and tourism**, 3rd ed, 2006. Available as an e-book via the Library Catalogue.
- **The White Book: the essential A-Z directory helping to plan perfect events for 25 years**
Available in the Graduate Employment Service (Room PG04)

- **The International Association Meetings**

Market 1997 onwards
E-books available via the Library Catalogue

- **Research Methods for Leisure and Tourism: a Practical Guide**, Veal. A. 2006.
Shelf mark: 790.072 VEA (also available as an e-book)

The following databases are accessible via the 'Access ST Subject Resources' link on the myBU Library tab:

- **Global Market Information Database (GMID)**
International market research information
- **KeyNote**
Full text market and business intelligence reports. Features titles in 30 consumer, business and industry sectors for the UK. Useful features include SWOT Analysis, PEST Analysis, Market Forecasts and Competitor Analysis. Also gives access to Business Ratio reports which focus on financial performance of companies within a sector, e.g. Market Research Agencies.

- **Mintel**
Marketing news and reports on domestic and international consumer products and services.

- **World Tourism Organization (WTO) E-Library**
Full-text access to WTO publications, including statistical information in the 'Tourism Factbook'

Company Information

For databases containing official, unbiased company and industry information, follow the 'Access ST Subject Resources link on the myBU Library tab. To help you further, there are two Library Subject Advice Guides titled 'Finding Information on British Companies', and, 'Finding Information on Overseas Companies'.

Newspapers

Major UK and international newspapers may be viewed online on Factiva and Press Display (accessible via the myBU Library tab 'Newspapers' link). The Times and Financial Times are available in print format in The Sir Michael Cobham Library.

Websites

You will find a selection of useful, authoritative leisure websites here:
http://www.bournemouth.ac.uk/library/resources/web_sites_leisureevents.html.

Useful starting points include:

- **Virtual Training Suite Tutorial for Sport, Leisure and Recreation**
<http://www.vtstutorials.ac.uk/tutorial/sport/>
Learn how to use the Internet effectively for your assignment research.
- **Intute** www.intute.ac.uk
Web-based resource that directs you to selected, evaluated and classified Internet resources in various subject areas, using criteria designed to ensure resource quality. NB. After July 2011 Intute will still be available, but it will no longer be maintained or updated.
- **Internet search engines**
Google for example will allow you to search the Internet for more sites, but remember to critically evaluate your sources. For advice about this, see the links under the 'Finding Information' section on the myBU Academic Skills tab.

Professional Awareness

You are encouraged at BU to develop appropriate academic and professional knowledge and skills to enhance your employability. The Professional Awareness webpages (accessible via the myBU Library tab's 'Access ST Resources' link) provide links to professional associations and associated publications which will support your learning.

Many of the associations and publications include job vacancies, blogs, alerting services (via RSS feeds and e-newsletters for example) and details of other organisations.

TV and Radio Programmes via BoB: Box of Broadcasts

Access BoB via the 'Databases' link on the myBU Library tab; you need to register to use this service and will receive a password. You can request TV and radio programmes up to seven days in advance or broadcast in the previous seven days. This service is available off-campus, but not available outside the

United Kingdom. Requested programmes will play in your web browser.

Referencing:

Access the Library's BU Guide to Citation in the Harvard Style via the myBU Academic Skills tab. Referencing is a way of demonstrating that you have read around your subject. Each time you use someone else's ideas or words it is essential that you acknowledge this in your work by citing the source in your text and having a reference/bibliography list at the end of your work.

Citing your references enables the reader to refer to the original source themselves. This reduces the risk of your being accused of plagiarism - the act of presenting the ideas or discoveries of someone else as your own. More information is available on the myBU Academic Skills tab.

Contact Details:

Bournemouth House Library

19 Christchurch Road, Bournemouth BH1 3LH UK
For information and subject advice:
Tel: +44 (0) 1202 965959.

The Sir Michael Cobham Library

Talbot Campus, Fern Barrow, Poole, BH12 5BB, UK
For information and subject advice:
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