Getting Started!

- Defining your topic, approach
- Identifying keywords

Example: Business of Ecotourism

- ecotourism eco-tourism ecotravel ecofriendly travel
- nature tourism adventure tourism sustainable tourism / travel
- alpine / marine ecotourism tourism and environment

Canada North America British Columbia Okanagan
Names of ecofriendly resorts/places eg. Lake O’Hara Lodge, Yoho National Park case studies

business strategy planning management economic aspects legislation/ regulation certification best practices

... Next step! Library Website

www.okanagan.bc.ca/library
Searching Library Catalogue

Subject Browse search

Downloadable report from catalogue link

Request items not held at local campus
### Searching Library Catalogue

**Voyager**

<table>
<thead>
<tr>
<th>Title</th>
<th>Location</th>
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<td>10. Toronto</td>
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</tbody>
</table>

**Database Name:** Okanagan College Library

**Contents:**
- Title: "The growing of... principles to practice: a..."  
- Author: ""  
- Publisher: ""  
- Description: ""  
- Notes: ""  

**Primary Material:** Book

**Subject:** ""Environmental Policy and Resources""  
**Canada: Industry, Science and Technology, Canada""

### Searching UBCO Library Catalogue

**The University of British Columbia Library**

**Simple Search**

**Guided Keyword Search**

**Course Reserve**

**Journal/Periodical Title Search:**

**At this Location:**

- Only for "Keyword or Title" search.
Find Articles

Why journal articles are preferred, rather than websites or webpages?

- Academic/scholarly journals contain articles written by scholars (professors, researchers, experts), and critically by other scholars, before publication.
  - Content fairly complex
  - A short abstract or summary at the beginning & a bibliography or list of works cited at the end.
  - Usually no advertising & generally available by subscription only
  - Example: Journal of Canadian Studies

- Magazines/popular journals are intended for the general public
  - Are available by subscription or on newsstands.
  - Articles may be written by people with some in-depth knowledge of a topic, by professional writers who have done some background research, or by reporters with no previous knowledge of the subject.
  - Examples: Maclean's, Time, British Columbia Magazine

OC Library subscribes to online journals & indexes of journal articles in the form of online databases. Library Web Page links to many online databases using the internet.

Find Articles

Back to Library Website!

www.okanagan.bc.ca/library

Click Find Articles link
Select Business Online Resources

Best databases are

- Hospitality & Tourism Complete
- CRBCA (Canadian Business & Current Affairs) Complete
- CPI-Q Canadian Periodical Index
- Canadian Newsstand
- Business Source Premier
- Academic Search Premier

Try out all those keywords, try different combinations
Where can I get this...?
Find Articles

Search in Article Databases for Business

Hospitality & Tourism Complete database

Example 1: Full Text available online
Find Articles

Where can I get this Article to be obtained from Interlibrary loan

Example 2:

Special Reference Resources ....

Library Webpage - Research → Online Reference Sources

Canadian Encyclopedia [online]
Encyclopedia of British Columbia [online]
Oxford Reference Online [online]

Other Special in-Library Resources:

Local Area Files = local newspaper clippings
Search by subject on Library Voyager Catalogue, located in cabinets

Example subject folders -
Tourist trade - British Columbia - Okanagan Valley / Penticton / Okanagan-Similkameen
Ecotourism Recreation areas Hotels Resort names eg. Apex Mountain

Tip! For local papers eg. Kelowna Capital News, Penticton Western News, Morning Star (Vernon), Summerland Review, Similkameen Spotlight (Princeton), search & find full-text from 2004 onwards, using Canadian Newsstand database
Statistics

Library Webpage - Research → Data & Statistics

- Library licensed access to BC Stats downloadable statistical bulletins

- BC Regional Stats and Trend reports
Statistics

Tourism Statistics websites:

- Statistics Canada homepage (public access)
  Stats by subject → Travel & tourism

- BC Stats (public access) → A-Z subject → Tourism
  - Tourism Sector Monitor reports

- Canadian Tourism Commission

- Tourism BC
  - Tourism indicators
  - Provincial tourism statistics; regional research & profiles
  - Example for South Thompson-Okanagan
Web Sites for Tourism

**Regulatory / Policy Agencies**
- World Tourism Organization
- Canadian Tourism Commission
- Parks Canada, Canadian Heritage
- Tourism BC (BC Ministry of Tourism, Sports and the Arts)
- BC 2010 Olympics (BC Ministry of Economic Development)

**Research Associations**
- Rene Waksberg’s Tourism Research links

**Industry Associations**
- World Travel & Tourism Association
- Tourism Industry Association of Canada
- Council of Tourism Associations of BC
- Canadian Sport Tourism Alliance
- Aboriginal Tourism Association of BC

**Others**
- Lonely Planet, Fodor’s
- Google Scholar [use with caution - source of scholarly articles]

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**Acknowledge & Cite !**

Keep Records of your Sources ... References

**Books & chapters in books:**
Authors, book & chapter Titles, Publishers/Producers, Place & Date of Publication ...

**Journal Articles:**
Article authors, titles; Journal/newspaper/magazine Titles Volume, Issue & Page numbers ...

**When sourced in online journals or library databases or websites or webpages:**
Library Database/Online Journal/Webpage names & urls
Retrieval dates
APA Style

Book

Journal Article

When Article is retrieved from a Library Database
Add: name of Library database accessed and date retrieved

APA Style

Web sites


Government / Corporate Websites


Need help?

Come to Library Reference Desk
Librarians – Anne Cossentine, Michelle Ward

Ask Us / AskAway (email/chat) reference help) from library webpage