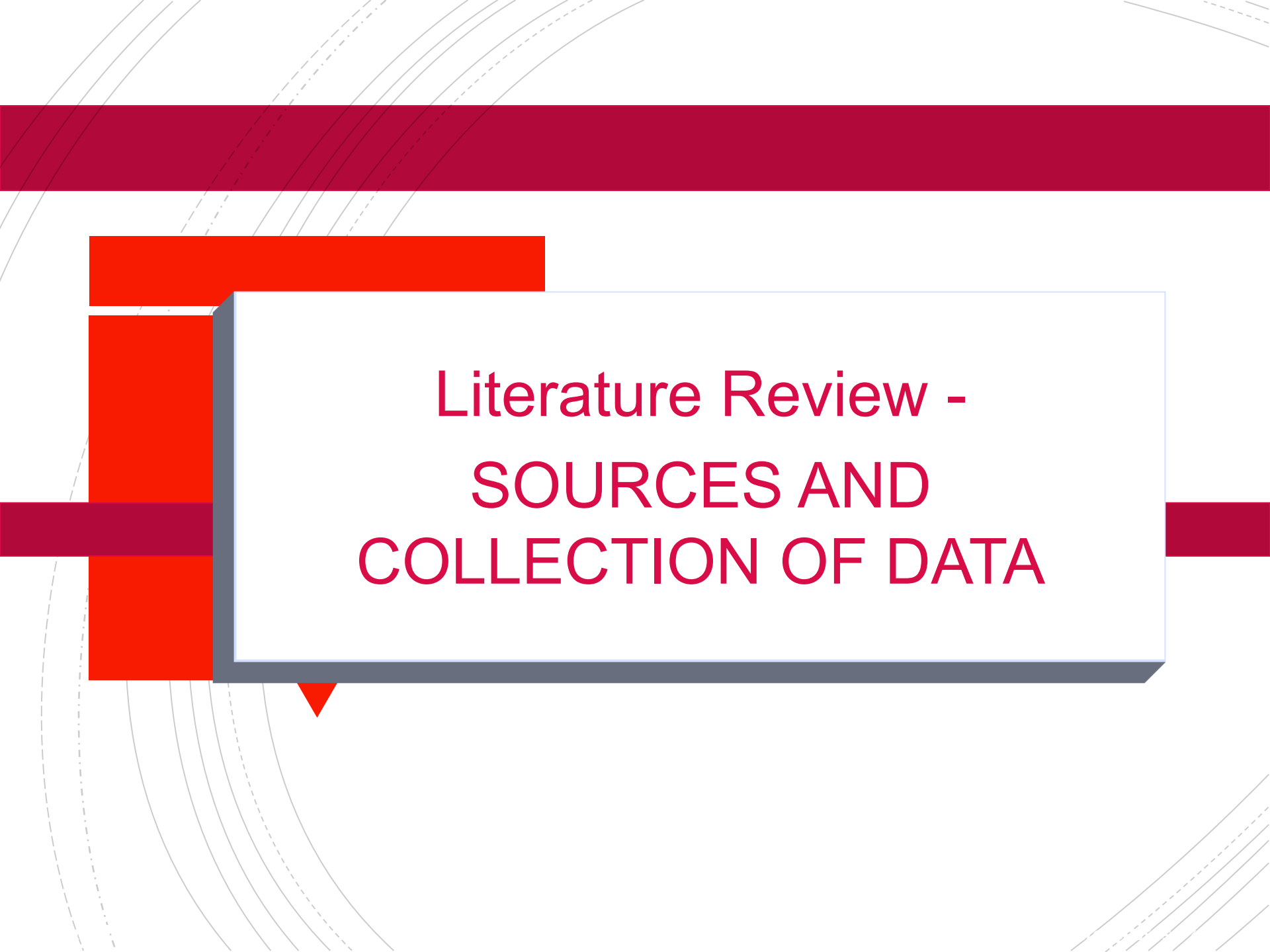




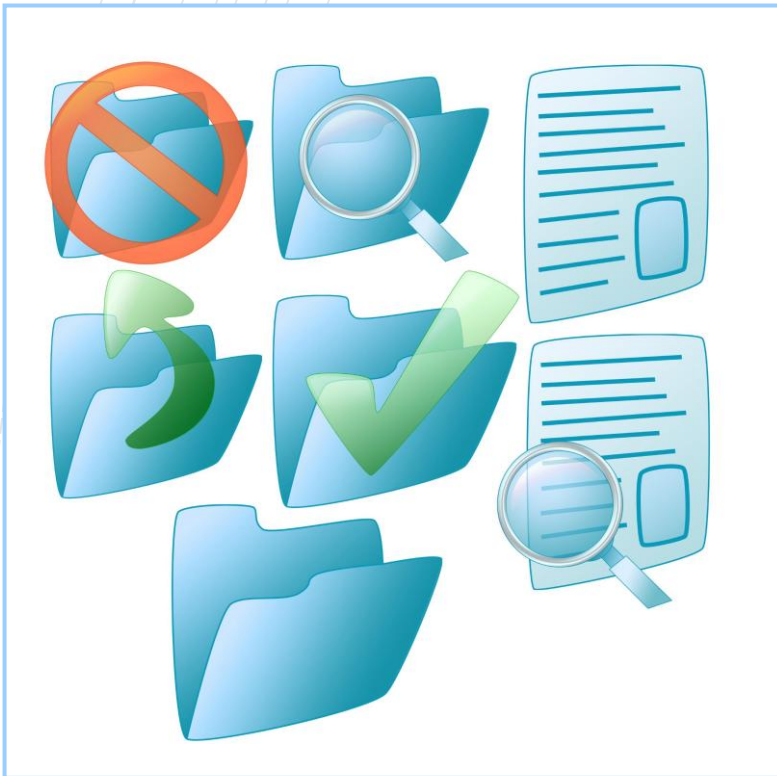
Literature Review - SOURCES AND COLLECTION OF DATA



RESEARCH & REVIEW

- Expand understanding of management dilemma
- Expand understanding of research question
- Identify plausible investigative questions

Understanding Data Types



Primary Data Collection

Primary data consists of original information collected directly for specific research purposes, such as surveys or experiments.

Secondary Data Sources

Secondary data is information already gathered and published by others, often found in reports or databases.

Tertiary Data Summaries

Tertiary data summarizes and compiles secondary sources, typically seen in encyclopedias or review articles.

Types of Information Sources

Indexes and
Bibliographies

Dictionaries

Encyclopedias

Handbooks

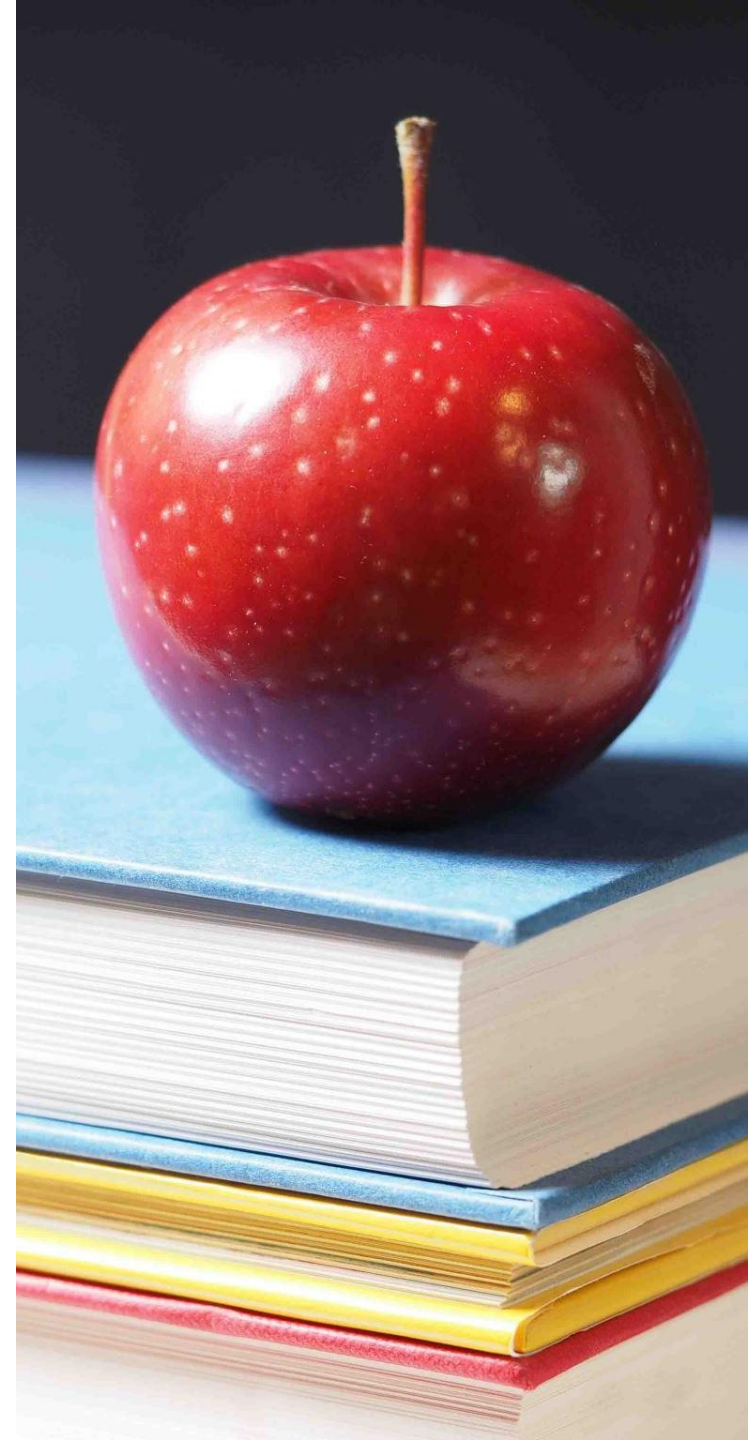
Directories

Social Media

Secondary Sources by Type

Indexes and Bibliographies

- to find or locate books or articles
- to find authors, topics to use in online searches



Secondary Sources by Type

- **Dictionaries**

- to identify jargon of an industry--used for online searches
- to identify bell-weather events in an industry
- to identify knowledgeable people to interview
- to identify organizations of influence

Secondary Sources by Type

- **Encyclopedias**

- To identify historical or background information
- To find critical dates within an industry
- To find events of significance to the industry, company

Secondary Sources by Type

- **Handbooks**

- To find facts relevant to topic
- To identify influential individuals through source citations

Secondary Sources by Type

- **Directories**

- To identify influential people and organizations
- to find addresses, e-mail, other contact info on these people and organizations

Evaluating Information Sources

- Purpose
- Scope
- Authority
- Audience
- Format



▼ Evaluating Sources

Purpose

- What the author is attempting to accomplish
 - identify hidden agenda(s)
 - identify direction of bias
- Seek both biased and unbiased sources

▼ Evaluating Sources

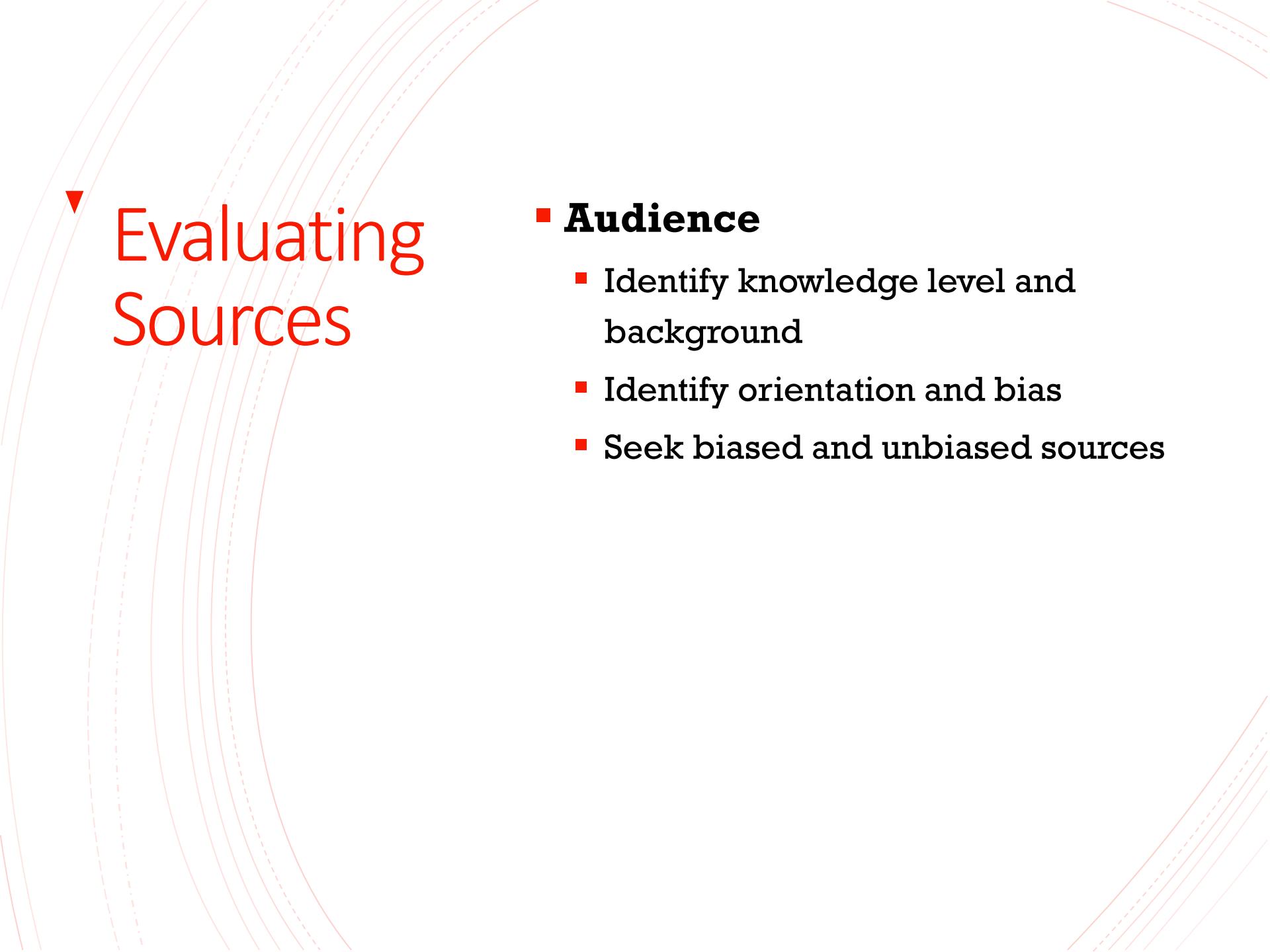
Scope

- Identify dates of inclusion and exclusion
- Identify subjects of inclusion and exclusion

▼ Evaluating Sources

Authority

- Identify background of author
 - Credentials: educational, professional
 - Experience: duration, setting, level
- Identify the level of scholarship in content
 - footnotes, endnotes



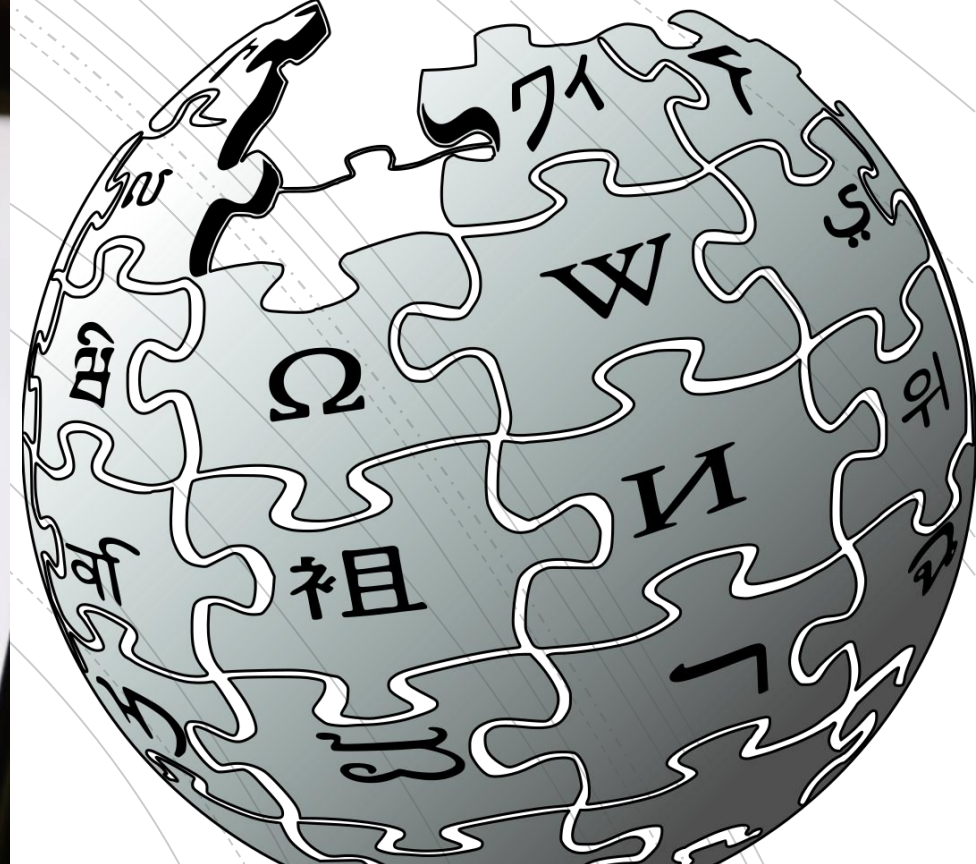
▼ Evaluating Sources

- **Audience**
 - Identify knowledge level and background
 - Identify orientation and bias
 - Seek biased and unbiased sources

Evaluating Sources

Format

- Order of content
- Versatility of use
 - Indexed?
 - Searchable?
 - Downloadable?



Can we quote the source from
Wikipedia? And Why?

YES

NO

Can we quote
the source from
Youtube? And
Why?



Searching Databases



- **Select an appropriate database**

- ABI/Inform
- Business Source Complete
- EBSCOhost eBook Collection
- Web of Science
- Scopus
- Many more nowadays...

Searching Databases

Select an appropriate database

Construct a search query

- *Boolean Operators*
 - **OR** - for plurals, synonyms spelling variations (woman OR women)
 - **AND** - narrows your search
 - advertising AND bibliography

Searching Databases

- ▼
 - **Construct a search query**

- *Boolean* Operators (cont.)

- **NOT/AND NOT**- eliminates terms

- award NOT trophy

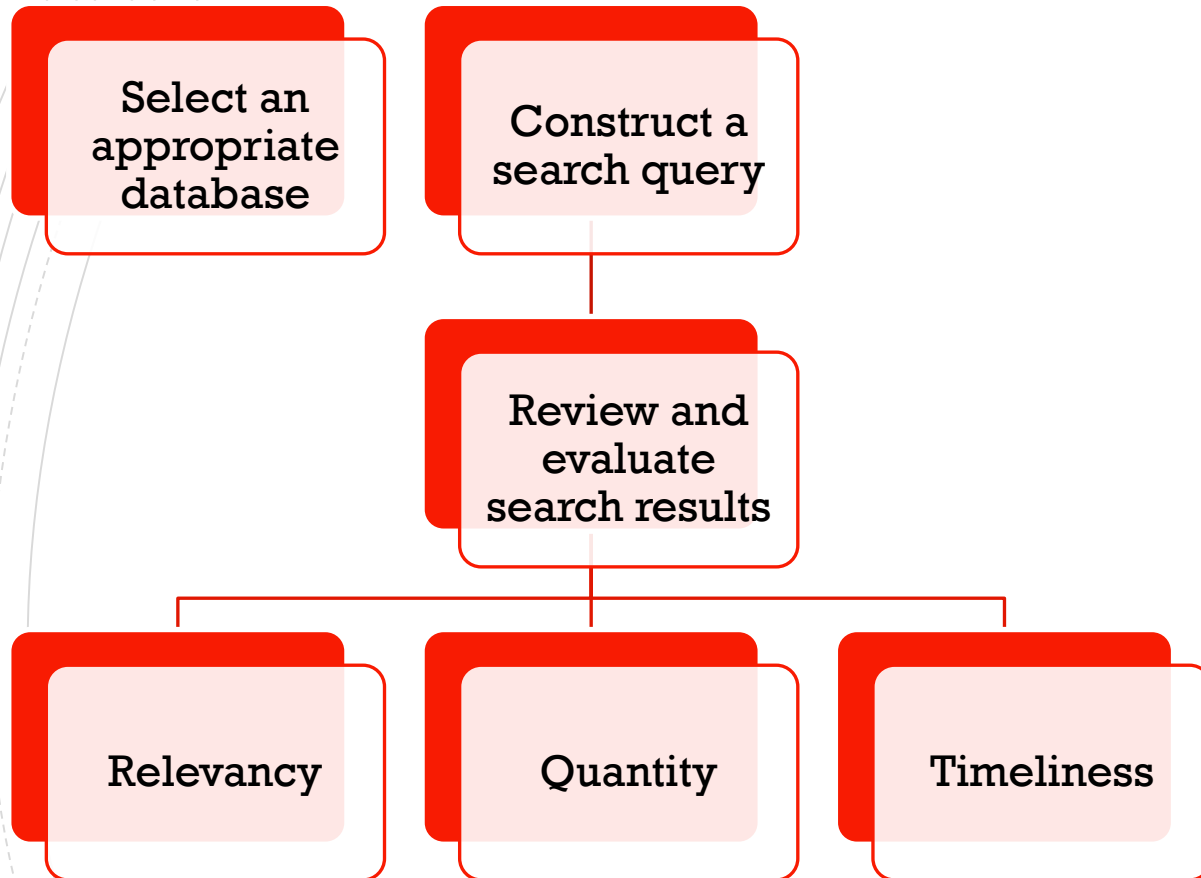
- **ADJ** - order key terms within your search

- assisted ADJ living

Searching Databases

- **Construct a search query**
 - *Boolean Operators (cont.)*
 - ? or * - to truncate a term
 - nur* for nurse, nursing
 - “**X**” for phrase searching
 - “advertising campaigns”
 - **Limiters**
 - dates
 - source type
 - language

Searching Databases



Searching Databases

- **Modify the search query**
 - Check bibliography
 - new key words,
 - other authors
 - Link directly
 - Adapt original search query
 - Create new search query with new key words
 - Search for other works by same author(s)

Searching Databases

- Select an appropriate database
- Construct a search query
- Document findings
 - Print or download search findings
 - Download full-text source
 - Print full-text source

Searching Databases

- Select an appropriate database
- Construct a search query
- Document findings
- Retrieve or request articles
 - Search online catalog
 - Interlibrary loan
 - Interlibrary delivery

Example – Google Scholar



My profile



My library



Google Scholar



☒ Articles ☐ Case law

New! 2025 Scholar Metrics Released

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The impact of technology risks and innovation on smart tourism destination management



S Nieves-Pavón, N López-Mosquera, MJ Sánchez González
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The Role of Brand Trust in Mediating Social Media Marketing Effects on Orlenalycious Brand Loyalty



MDC Putri, IGAK Giantari
International Journal of Management, Accounting & Fi... - 6 days ago

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A Paradigmatic Model for Developing Smart Tourism Destinations in Rural Areas



Trending Research Databases



- **Comprehensive Analytics in Research**
 - New databases provide advanced analytics and funding data, helping researchers track trends and opportunities for academic studies.
 - Advanced Citation Analysis Tools
 - Platforms now feature sophisticated citation analysis, allowing academics to easily evaluate impact and connections within research literature.
- **Broad Coverage and Accessibility**
 - User-friendly databases with vast coverage simplify the research process, making academic resources accessible to a wider audience.

Example – Web of Science Platform

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MENU



DOCUMENTS

RESEARCHERS

Search in: Web of Science Core Collection ▾ Editions: All ▾

FIELD SEARCH

QUERY BUILDER

CITED REFERENCES

Topic ▾

Example: oil spill* mediterranean

+ Add row

+ Add date range

× Clear

🔍 Search

Recent searches

Last updated: Aug 5, 2025, 5:14 PM 🔄 Refresh list

Latest alerts

Last updated: Aug 5, 2025, 5:11 PM 🔄 Refresh list

<https://www.webofscience.com/wos/woscc/basic-search>

Web of Science Platform: search function

24



Example – Scopus

 ELSEVIER

Academic & GovernmentHealthIndustryInsightsAboutSupport

Publish with us

Q

⌕

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S&P Global Marketplace Generative AI Search won the 'Best-AI Based Solution for Data Discovery' award at the 2024 Data Management Insight Awards USA.

[Start Exploring](#)



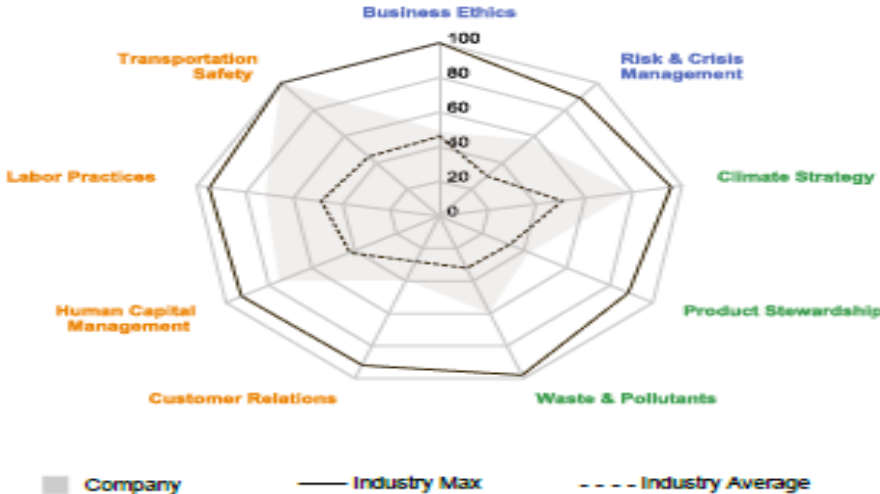
Cathay Pacific Airways Limited, together with its subsidiaries, offers international passenger and air cargo transportation services. The company conducts airline operations principally to and from Hong Kong. It also engages in the property investment and travel reward program; operates as a travel tour operator; and provision of financial, aircraft acquisition facilitation, airline catering, information processing, aircraft ramp handling, laundry and dry cleaning, ground handling, and cargo terminal services. The company operates in the Americas, Europe, Southeast Asia, Southwest Pacific, North Asia, South Asia, the Middle East, and Africa. As of December 31, 2023, it operates 230 aircraft. Cathay Pacific Airways Limited was founded in 1946 and is headquartered in Lantau Island, Hong Kong.

The ESG Score of Cathay Pacific Airways Limited is 61 out of 100. The score is most heavily weighted to Social Dimension, followed by Environmental Dimension and finally Governance & Economic Dimension.

Compared to the previous year, the disclosure based CSA Score is 60 which is higher by 13 points. The most material drivers by weight are Human Capital Management, Climate Strategy, Corporate Governance.

Company Performance - ESG Score

S&P Global has selected the most relevant criteria in each dimension based on their weight in the assessment and their current or expected significance for the industry.



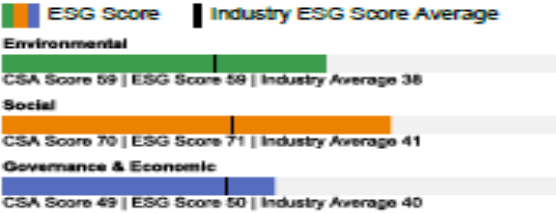
S&P Global ESG Score

61/100

Data Availability: ■ Very High

Last updated: March 25, 2025
Updated annually or in response to major developments

Score breakdown



S&P Global CSA Score, without modeling

60/100

Industry CSA Score Average
36/100

Modeled score contribution

+1
Modeling is used to fill gaps in reporting

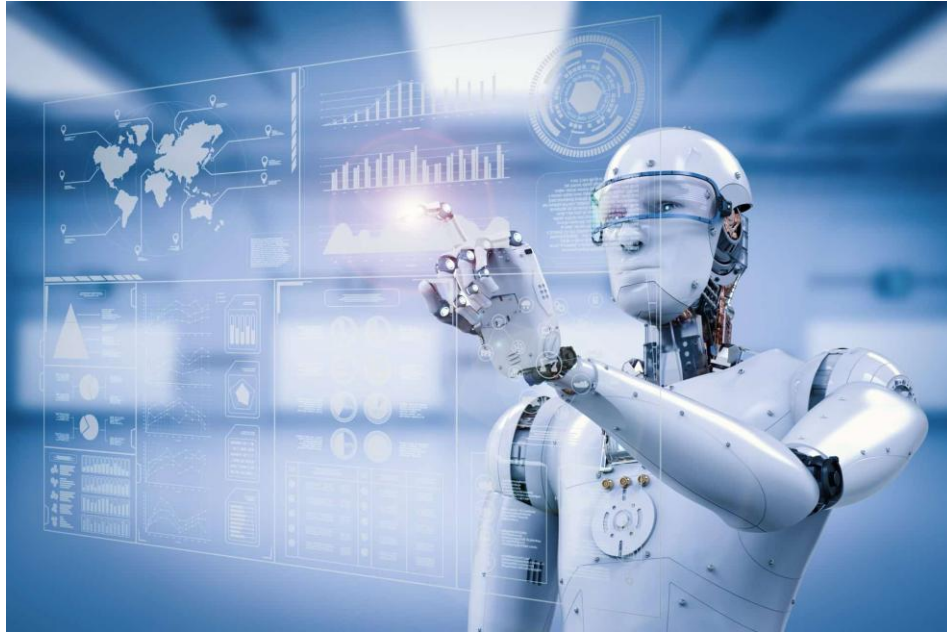
Survey Respondent

This company is a Corporate Sustainability Assessment ("CSA") survey respondent. Its ESG Score is based on the company's responses to the S&P Global Corporate Sustainability Assessment ("CSA"), information available in the public domain and modeling approaches. The CSA focuses on the quality of company disclosures as well as past and current performance on ESG issues.

Controversies Summary

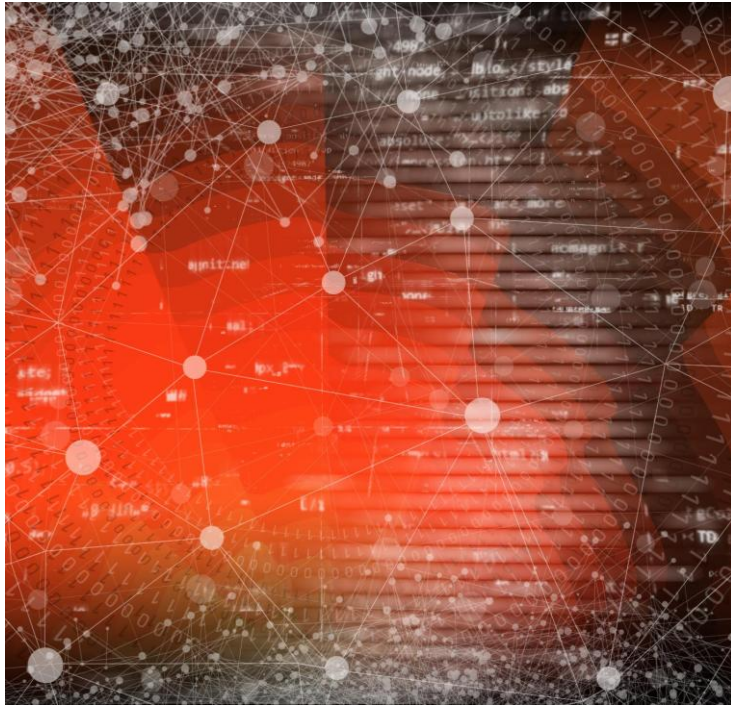
Cathay Pacific Airways Limited's ESG Score has been impacted by [controversies](#).

Controversy Impact Rating	Number of cases
Severe	0
Major	0
Medium	1
Minor	0



WHAT
NEXT?

AI Tools for Literature Search



Semantic Scholar Highlights Trends

Semantic Scholar leverages AI to identify influential academic papers and highlight current research trends effectively.

Elicit Synthesizes Research

Elicit uses AI to help synthesize research questions and summarize academic findings, streamlining the research process.

Research Rabbit Visualizes Citations

Research Rabbit offers a visual exploration of citation networks, enabling efficient discovery of relevant literature connections.

Example - Scispace

The Fastest Research Platform Ever

All-in-one AI tools for students and researchers.



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Meet your Co-Scientist



Standard High Quality Deep Review



Try searching for:

Q How does climate change impact biodiversity?

Q Why are aging Covid patients more susceptible to

Popular Tasks used by Researchers

Run a task to get started quickly.

Draft a manuscript

Write a paper for submission to a journal

 Run Task

Systematic Literature Review

PRISMA-ready review of a topic

 Run Task

Patent Search

Find patents to check for novelty.

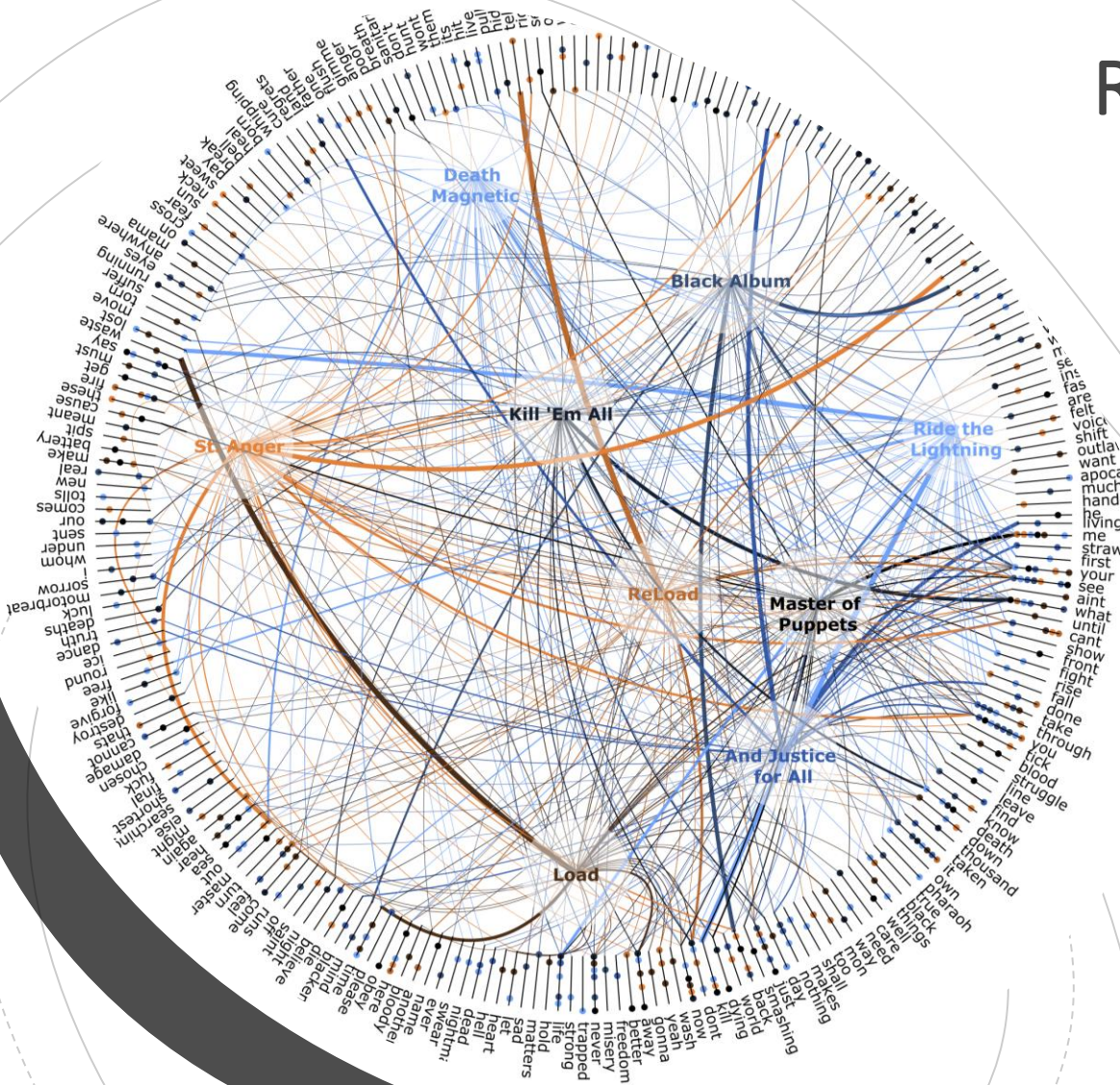


Run Task



Research Rabbit Visualizes Citations

How?





Refining Technology Adoption Model in Tourism-Culture-Museum and Mainstream Service Industries: A Bibliometric Analysis

Hang Jun Zhang^a, Wilco Wai Hung Chan^a, Rachel Luna Peralta^b,
and Chammy Lau ^c

^aFaculty of Creative Tourism and Intelligent Technologies, Macao University of Tourism, Macau, China;

^bCenter for Teaching and Learning Enhancement, Macao University of Tourism, Macau, China; ^cCollege of Professional and Continuing Education, The Hong Kong Polytechnic University, Hong Kong, China

ABSTRACT

Information and communication technologies play a crucial role in the development of tourism and service industries. Continuous innovation and the extension of technological knowledge are essential for adoption. This study critically evaluates the evolving structure and latest trends of the Technology Acceptance Model (TAM) by reviewing relevant studies in tourism-related and mainstream service industries. Sixteen SSCI journals were selected, encompassing all TAM-related articles. The research employs descriptive statistical analysis using CiteSpace and content analysis to identify similarities and differences between the two fields. The longitudinal review spans five decades, identifying shared moderators, mediators, and variables in existing TAM research. Findings highlight the integration of TAM in notable studies using the 4Es (Engagement, Efficacy, Enjoyment, and Experience) attributes. Additionally, the study reveals differences between the tourism-culture-museum area, which focuses on Extended Reality (XR), and the mainstream service area, which explores diverse innovations. This study quantifies innovation applications, presents TAM thrusts and generations, and itemizes all TAM attributes. A novel TAM variant is proposed to refine the framework, embedding the 4Es and obstructive factors, and emphasizing emotional, social, and control factors.

KEYWORDS

Technology acceptance model; Tourism-culture-museum; mainstream service industry; bibliometric analysis

Reference #6

Activity

- What is the name of the model used for the article?
- How many no. of papers were used?
- What is the name of the software used to visualize the analysis



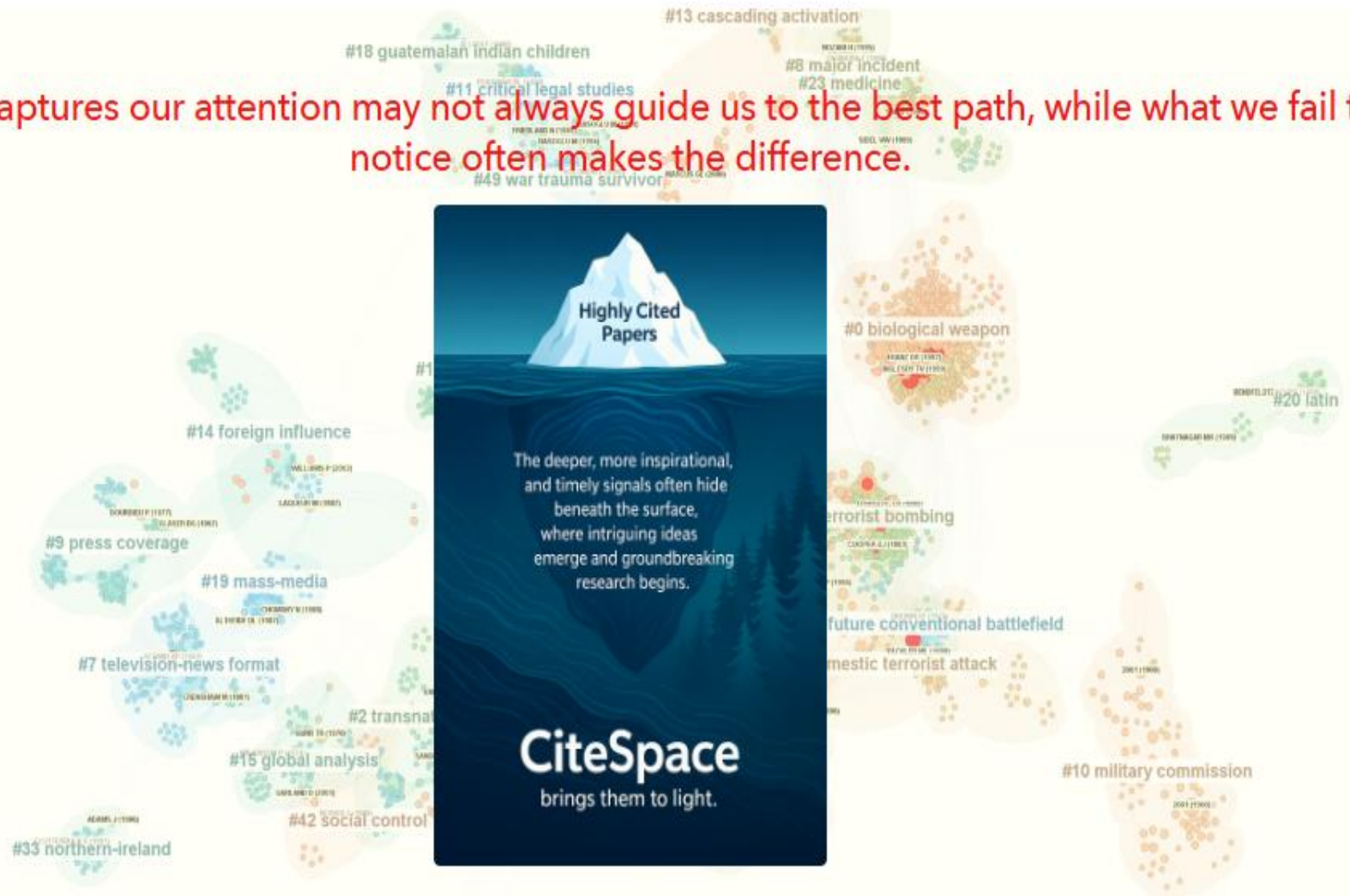
Example – CiteSpace



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[References](#)

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What captures our attention may not always guide us to the best path, while what we fail to notice often makes the difference.





APA Referencing

Library/Te Whare Pukapuka

THIS IS A QUICK GUIDE TO THE APA REFERENCING STYLE (7TH EDITION)

See Library APA Online Guide for more examples at <http://www.waikato.ac.nz/library/study/referencing/styles/apa/examples>

- The American Psychological Association reference style uses the Author-Date citation system.
- Refer to the *Publication Manual of the American Psychological Association* (7th ed.) for more information.
- When quoting directly or indirectly from a source, **the source must be acknowledged in the text** by author name and year of publication.

IN-TEXT

To cite information directly or indirectly, there are two ways to acknowledge citations:

- 1) Make it a part of a sentence or 2) put it in parentheses at the end of the sentence.

Direct quotation – use double quotation marks around the quote and **include page numbers**

- 1) Cohen and Lotan (2014) argue that "many different kinds of abilities are essential for any profession" (p. 151).
- 2) "Many different kinds of abilities are essential for any profession" (Cohen & Lotan, 2014, p. 151).

N.B. See the Library's APA webpage for a quotation of 40 or more words.

Indirect quotation/paraphrasing/summarising – no quotation marks

- 1) According to Cohen and Lotan (2014), professional knowledge alone does not make someone a very capable professional.
- 2) Professional knowledge alone does not make someone a very capable professional. (Cohen & Lotan, 2014).

N.B. Page numbers are optional when paraphrasing, although it is useful to include them (*Publication Manual*, p. 269).

Citations from a secondary source

- 1) Gould's (1981, as cited in Cohen & Lotan, 2014) research "raises fundamental doubts as to whether we can continue to think of intelligence as unidimensional" (pp. 151-152).
- 2) Intelligence cannot be believed to consist of one single entity any more (Gould, 1981, as cited in Cohen & Lotan, 2014).

N.B. To cite a source you found in another source, you must acknowledge all the authors.

- The author(s) of the source referred to *i.e.* Gould, 1981
- The author(s) of the work which contains the original source *i.e.* Cohen & Lotan, 2014

In the reference list, only the book by Cohen & Lotan should be acknowledged. Do not list Gould.

- At the end of your assignment, you are required to provide the full bibliographic information for each source. References must be listed in alphabetical order by author.

EXAMPLES OF REFERENCES BY TYPE

N.B. If a DOI (Digital Object Identifier) is available, include it at the end of the reference.

A DOI is a unique code assigned to an online scholarly/academic publication.

In a reference list	In-text citation
1. Book or ebook with one author King, M. (2000). <i>Wrestling with the angel: A life of Janet Frame</i>. Viking. <i>N.B.</i> The first letter of the first word of the main title, subtitle and all proper nouns have capital letters. <i>New:</i> Publisher locations (city/state/country) are no longer required. For ebooks, include both the publisher and a DOI (if available).	(King, 2000) <i>or</i> King (2000) compares Frame ...
2. Book or ebook with two authors Bromiley, P., & Rau, D. (2017). <i>Behavioral strategic management</i>. Routledge. https://doi.org/10.4324/9781315232980 <i>N.B.</i> Before "&" between authors, do not forget to put a comma. <i>New:</i> Publisher locations (city/state/country) are no longer required. For ebooks, include both the publisher and a DOI (if available).	(Bromiley & Rau, 2017) <i>or</i> Bromiley and Rau (2017) said ... <i>When paraphrasing in text, use and, not &.</i>
3. Book or ebook with three or more authors Krause, K.-L., Bochner, S., & Duchesne, S. (2006). <i>Educational psychology for learning and teaching</i> (2nd ed.). Thomson. <i>New:</i> Publisher locations (City/State/Country) are no longer required. For ebooks, include both the publisher and a DOI (if available).	(Krause et al., 2006) <i>or</i> Krause et al. (2006) stated ... <i>New: For three or more authors, cite only the first author followed by et al.</i>



4. Book or report by group author e.g. organisation, association, government department International Labour Organization. (2007). <i>Equality at work: Tackling the challenges</i> (International Labour Conference report #LC07-567). <i>N.B. In text, some group authors may be abbreviated in subsequent citations if they are readily recognisable.</i> <i>New: When the author and the publisher are the same, omit the publisher from the reference. Publisher locations (City/State/Country) are no longer required. For ebooks, include both the publisher and a DOI (if available).</i>	(International Labour Organization, 2007) <i>or</i> <i>If abbreviating the author's name, in the first citation</i> (International Labour Organization [ILO], 2007), <i>then</i> (ILO, 2007)
5. Book chapter in edited book Kestly, T. (2010). Group sandplay in elementary schools. In A. A. Drewes & C. E. Shaefer (Eds.), <i>School-based play therapy</i> (2nd ed., pp. 257-282). John Wiley & Sons. https://doi.org/10.1002/9781118269701 <i>N.B. Include the page numbers of the chapter after the book title.</i> <i>New: Publisher locations (City/State/Country) are no longer required. For ebooks, include both the publisher and a DOI (if available).</i>	(Kestly, 2010) <i>or</i> Kestly (2010) compares educational settings of ...
6. Course handout/Lecture notes (electronic version) Archard, S., Merry, R., & Nicholson, C. (2011). <i>Karakia and waiata</i> [PowerPoint slides]. Moodle. http://elearn.waikato.ac.nz/mod/resource/view.php?id=174650 <i>N.B. Put format in square brackets - e.g. [Lecture notes] [Panopto video]. This referencing format should be used only for your assignments.</i> <i>New: Include the site name (e.g. Moodle, Blackboard).</i>	(Archard et al., 2011) <i>or</i> Archard et al. (2011) discuss that ...
7. Video (e.g. YouTube) University of Waikato Library. (2017, September 18). <i>APA referencing</i> [Video]. YouTube. https://www.youtube.com/watch?v=8nhWZ_RumSE&t=95s <i>N.B. Use the uploader's name as the author.</i> <i>New: Include the site name (e.g. YouTube, Dailymotion).</i>	(University of Waikato Library, 2017) <i>or</i> University of Waikato Library (2017) demonstrates ...
8. Journal article (academic/scholarly) Cavenagh, N., & Ramadurai, R. (2017). On the distances between Latin squares and the smallest defining set size. <i>Journal of Combinatorial Designs</i>, 25(4), 147-158. https://doi.org/10.1002/jcd.21529 <i>N.B. Retain original punctuation of titles. A capital letter is used for key words in the journal title. The journal title and volume number are italicised, followed by the issue number in brackets (not italicised).</i> <i>N.B. When information is missing, e.g. DOI, issue number etc., omit it.</i>	(Cavenagh & Ramadurai, 2017) <i>or</i> Cavenagh and Ramadurai (2017) recommend ...
9. Magazine – popular/trade/general interest Goodwin, D. K. (2002, February 4). How I caused that story. <i>Time</i>, 159(5), 69. <i>N.B. Full date is used if published weekly; month and year if monthly.</i>	(Goodwin, 2002) <i>or</i> Goodwin (2002) defends ...
10. Newspaper article Gluckman, P., & Hanson, M. (2019, November 30). Are humans too ingenious for our own good? <i>New Zealand Herald</i>. https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12288685 <i>N.B. Provide the URL if the article was from the newspaper's actual website.</i> <i>New: If the article is from a news website (e.g. Stuff), without an associated daily or weekly newspaper, use the format for a webpage instead.</i>	(Gluckman & Hanson, 2019) <i>or</i> Gluckman and Hanson (2019) report that ...
11. Personal Communication <i>N.B. Information such as letters, phone conversations, emails, & private social networks is called "Personal Communication", and no reference list entry is required</i>	(W. Bush, personal communication, May 8, 2019)
12. Reference book – dictionary or encyclopedia entry Merriam-Webster. (n.d.). Climate change. In <i>Merriam-Webster.com dictionary</i>. https://www.merriam-webster.com/dictionary/climate%20change <i>N.B. (n.d.) = no date. If no author stated, the entry's title takes the author position.</i>	(Merriam-Webster, 2016) <i>or</i> Merriam-Webster (2016) state ...
13. Webpage Patel, V. (2019, November 11). <i>Where was 'The Mandalorian' filmed?</i> TheCinemaholic. https://www.thecinemaholic.com/where-was-the-mandalorian-filmed/ Ministry of Business, Innovation and Employment. (n.d.). <i>Supporting Māori tourism</i>. https://www.mbie.govt.nz/immigration-and-tourism/tourism/tourism-projects/supporting-maori-tourism/ <i>N.B. The basic format is: (1) Author (could be a group e.g. government department). (2) Date. (3) Title. (4) Website name and URL.</i> <i>New: Include the website name. If the author is the same as the website name, leave the website name out. Use the most specific date possible, year; year and month; or year, month and day. Use either date of publication or latest update.</i>	<i>If abbreviating the author's name, in the first citation</i> Ministry of Business, Innovation and Employment (MBIE, n.d.) <i>then</i> It is "... " (MBIE, n.d., para. 3) <i>For direct quote, cite the paragraph number in text</i>