

Task 3 – Source Evaluation Template

Student Details

Name and Student ID:

Topic Chosen: The importance of customer service for business success

Source Information

Title of Source: International Journal of Tourism Research

Author(s): Hyelim Ju, Timothy J. Lee, Haeok Liz Kim, Sunghyup Sean Hyun

Year Published: 2015

Q1. How did I find this source?

I found this source through Google Scholar by searching for academic articles about customer service and business success.

Q2. Why did I choose this source?

I chose this source because it is relevant to my topic and is published in a respected academic journal. It provides research-based evidence about the relationship between customer service, customer satisfaction, and business performance. The information is useful for supporting my assignment with reliable evidence.

Q3. Is it relevant to the topic?

Yes. The article is directly related to customer service and explains how good service improves customer satisfaction, loyalty, and business success, particularly in the tourism and hospitality industry.

Q4. Is this a useful article?

Yes. It provides research findings, data analysis, and evidence that can be used to support arguments about why customer service is important for businesses.

Q5. Is this an academic source?

Yes. It is an academic journal article written by university researchers and published in a peer-reviewed journal.

Q6. When was it published? Is it recent enough? Why?

The article was published in 2015. Although it is not the newest source, it is still recent enough because the principles of customer service and customer satisfaction remain important and are widely accepted in business research.

Author Credibility

The authors—Hyelim Ju, Timothy J. Lee, Haeok Liz Kim, and Sunghyup Sean Hyun—are researchers and academics with expertise in tourism, hospitality, and business management. Their research has been published in respected academic journals, making them credible authors.

Reliability

The source is reliable because it was published in the International Journal of Tourism

Research, which is a peer-reviewed academic journal. Peer review means that other experts evaluated the research before publication. The article also includes references to previous research, making it a trustworthy source.

[5-Minute Presentation Structure - dont read]

1. Introduce the topic and source

Today I will discuss the importance of customer service for business success. The source I selected is an article from the International Journal of Tourism Research, published in 2015 by Hyelim Ju, Timothy J. Lee, Haeok Liz Kim, and Sunghyup Sean Hyun.

Please excuse my pronunciation.

2. Explain how you found the source I found the article by searching Google

Scholar using keywords such as "customer service,

To help me find this source, I use google scholar to search up key words such as:

customer satisfaction

business success

and business values.

I selected it because it is an academic journal and closely matches my topic.

3. Evaluate credibility

The article is credible because it was written by experienced researchers and published in a peer-reviewed academic journal. It was published in 2015, which is still suitable because customer service principles have remained relevant. The research is supported by evidence and references, making it a reliable source.

4. Short reflection

The most difficult part of this task was evaluating whether the source was reliable and understanding what makes an academic source trustworthy. I also found it challenging to identify the authors' qualifications.

5. What did you learn from this task?

I learned how to evaluate the quality of an academic source by checking the author, publication date, journal, and reliability. I also learned that using peer-reviewed sources makes my assignments more credible and supports my argument. I also read the classroom work that we have given each other. I find it hard to video myself so hopefully as this course progresses I will get the grasp of doing these video recordings.