

GUIDE: EBSCOHOST search

STEP 1: EBSCOhost databases can be access through: URL: <https://search.ebscohost.com>

STEP 2: You will be re-directed to the page below and prompted to login. **Request for the login credentials from the library**

EBSCO

Sign In

Sign in with Google

Or

User ID
ne236040main

Password
.....

[Forgot your My EBSCOhost password?](#)

Sign In

[Institutional Login](#)

[OpenAthens Login](#)

STEP 3: Once logged in, select your preferred Resource

Select Resource

INTERNATIONAL UNIVERSITY OF MANAGEMENT (NAMIBIA)



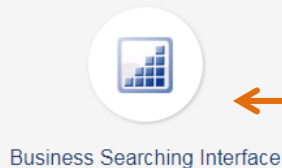
Ebsco Discovery Service (EDS) is powered by Ebsco and it seamlessly integrates all library collection thus allowing you to find books, Journals articles and other Publications available in the library in **ONE Search**. Use this option when you want to search **across** all library resources i.e. The library catalogue, Emerald, Jstor, Ebsco, DOAJ, etc.



Use this option when you want to search/ or are Looking for a particular journal, or when you want to locate publications in IUM's library collection regardless of publisher or provider. This option will allow you to browse publications by discipline.



Use this option when you want to search within Ebsco databases **ONLY**. IUM subscribes to the Business Source Premier Package.

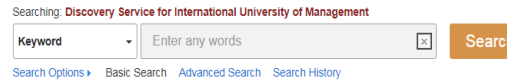


Select this option when you what to find company profiles, country reports, industry profiles and market research

SELECTION 1: Ebsco Discovery Service – searches all library collection in a single search

Step 1: Enter your search on the provided search bar.

e.g “tourism marketing”



Step: Search results will be returned as shown below. Please note: the results will be pulled from various library collection/databases {as circled below} [Click here to login before you proceed](#)

Welcome, Guest. Sign in to your institution for full access to your library's resources

New Search Home Library Publications Preferences Language Ask-A-Librarian Help

Searching: Discovery Service for International University of Management

Keyword: tourism marketing Search

Basic Search Advanced Search Search History

Search Results: 1 - 20 of 270,111

Relevance Page Options

Newsires

Finance committee
OKs \$1... (AP
Regional State Report ...
586 days ago)

The Latest: Portugal
eyes... (AP Top News
Package, 567 days ago)

New Hampshire
promotes ou... (AP
Regional State Report ...
580 days ago)

1. **Tourism Marketing : an asia- pacific perspective / Killion Les; Brown Graham; Gross Michael J.; Haug Sam.**

By: Hsu, Cathy. New Berkeley, AIP : John Wiley & Sons Australia, Ltd, 2008. xvi, 480 p. : ill. ; cm. Language: English. Database: IUM Library Catalogue

Subjects: Tourism -- Marketing; Tourism. -- Pacific Area -- Marketing; Tourism -- Asia-Marketing

Request this item through interlibrary loan. Retrieve Catalogue Item

Location	Call No.	Status
Dorado	338.4791 TOU	View Catalog Record

2. **Home sharing in marketing and tourism at a tipping point: What do we know, how do we know, and where should we be heading?**

By: Lim, Weng Marc; Yap, Sheu-Fen; Makkar, Marian. *Journal of Business Research*. Jan2021, Vol. 122, p534-566. 33p. DOI: 10.1016/j.jbusres.2020.08.051. Database: Business Source Premier

Subjects: TOURISM marketing; MARKET share; MARKETING research; Marketing Research and Public Opinion Polling; SHARED housing; KNOWLEDGE gap theory

Full Text Finder Request this item through interlibrary loan

3. **Research on evaluating brand marketing of leisure tourism city with fuzzy information.**

By: Sheng, Yajun; Xu, Ming; Jin, Zhenlin; Zhang, Justin. *Journal of Intelligent & Fuzzy Systems*. 2019, Vol. 37 Issue 2, p1670-1688. 8p. DOI: 10.3233/JIFS-179232. Database: Business Source Premier

Subjects: TOURISM marketing; BRANDING (Marketing); STATISTICAL decision making; DECISION making; URBAN tourism

HTML Full Text PDF Full Text (92kB)

4. **Study on Demographic Factors affecting Tourism Marketing and its Effects.**

By: Shetty, Niyat; Senkul, Dinesh; Alok, Divya. *International Journal of Business Insights & Transformation*. Apr-Sep2019, Vol. 12 Issue 2, p45-49. 4p. Database: Business Source Premier

Subjects: TOURISM marketing; TOURISM; CONSUMER behavior; STATE governments; GUJARAT (India); INDIA; Convention and Visitors Bureaus; Recreational and Vacation Camps (except Campgrounds); RV (Recreational Vehicle) Parks and Campgrounds; All Other Traveler Accommodation; Bed-and-Breakfast Inns; Casino Hotels; Hotels (except Casino Hotels) and Motels; All Other Amusement and Recreation Industries

PDF Full Text (653kB)

5. **Task-technology fit analysis of social media use for marketing in the tourism and hospitality industry: a systematic literature review.**

By: Lin, Hsien-Cheng; Han, Xiao; Lyu, Tu; Ho, Wen-Hsien; Xu, Yunbao; Hsieh, Tien-Chih; Zhu, Lihua; Zheng, Liang. *International Journal of Contemporary Hospitality Management*. 2020, Vol. 32 Issue 8, p2877-2715. 39p. DOI: 10.1108/IJCHM-12-2019-1031. Database: Business Source Premier

Subjects: TOURISM marketing; HOSPITALITY industry; Convention and Visitors Bureaus; Recreational and Vacation Camps (except Campgrounds); RV (Recreational Vehicle) Parks and Campgrounds; All Other Traveler Accommodation; Bed-and-Breakfast Inns; Casino Hotels; All Other Amusement and Recreation Industries; Hotels (except Casino Hotels) and Motels; SOCIAL media; SOCIAL MEDIA reviews

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6. **Marketing in travel and tourism / Fyall, Alan.;Morgan Michael.; Ranchhod.**

By: Middleton, Victor T. C. --[et al.]. xxxv,502 p. : ill ; cm. Language: English. Database: IUM Library Catalogue

Subjects: Tourism -- Marketing

Request this item through interlibrary loan Retrieve Catalogue Item

SELECTION 2: Publication Finder Interface

Publication finder interface will enable you to find resources available from the library's collection where you can browse by discipline. Selecting this option will redirect you here 

Searching: Library Publications

Enter title, subject or ISSN/ISBN

Publications

Browse By Discipline

Find resources available from the library's collection


Agriculture & Agribusiness (506)	Consumer Health (7)	Information Technology (272)	Political Science (213)
Anatomy & Physiology (91)	Dance (7)	Language & Linguistics (360)	Politics & Government (947)
Anthropology (143)	Dentistry (123)	Law (776)	Power & Energy (103)
Applied Sciences (164)	Diplomacy & International Relations (160)	Library & Information Science (299)	Psychology (404)
Architecture (71)	Drama & Theater Arts (40)	Life Sciences (465)	Public Health (220)
Arts & Entertainment (73)	Earth & Atmospheric Sciences (372)	Literature & Writing (559)	Religion & Philosophy (520)
Astronomy & Astrophysics (74)	Economics (788)	Marketing (203)	Science (296)
Biography (6)	Education (781)	Mathematics (516)	Social Sciences & Humanities (1116)
Biology (965)	Engineering (623)	Military History & Science (66)	Social Work (31)
Biotechnology (90)	Environmental Sciences (355)	Mining & Mineral Resources (32)	Sociology (378)
Botany (152)	Ethnic & Cultural Studies (572)	Music (118)	Sports & Leisure (156)
Business & Management (2285)	Film (32)	Nursing & Allied Health (148)	Sports Medicine (24)
Chemistry (527)	Forestry (88)	Nutrition & Dietetics (65)	Technology (921)
Communication & Mass Media (387)	Geography & Cartography (133)	Oceanography (125)	Veterinary Medicine (95)
Complementary & Alternative Medicine (37)	Geology (155)	Pharmacy & Pharmacology (237)	Visual Arts (167)
Computer Science (347)	Health & Medicine (3298)	Physical Therapy & Occupational Therapy (27)	Women's Studies & Feminism (40)
Construction & Building (102)	History (866)	Physics (335)	Zoology (295)

SELECTION 3: EBSCOhost Research Databases

This option allows you to search within the Business Source Premier Database ONLY.

New Search Thesaurus Publications Images Company Profiles More Sign In Folder Preferences Languages Help Exit


INTERNATIONAL UNIVERSITY OF MANAGEMENT (NAMIBIA)



Searching: Business Source Premier, Show all | Choose Databases

Enter any words to find books, journals and more

Search Options Basic Search Advanced Search Search History

Your results will appear like this 

New Search Thesaurus Publications Images Company Profiles More Sign In Folder Preferences Languages Help Exit

INTERNATIONAL UNIVERSITY OF MANAGEMENT (NAMIBIA)

Searching: Business Source Premier, Show all | Choose Databases

tourism marketing

Basic Search Advanced Search Search History

Refine Results

Current Search: tourism marketing

Boolean/Phrase: tourism marketing

Expanders: Apply equivalent subjects

Limiters: Full Text, Emerald e-journals

Limit To: Full Text, References Available, Scholarly (Peer Reviewed) Journals

Search Results: 1 - 10 of 4,491

1. Research on evaluating brand marketing of leisure tourism city with fuzzy information.

By: Sheng, Yajun, Xu, Ming, Jin, Zhenlin, Zhang, Justin. *Journal of Intelligent & Fuzzy Systems*, 2019, Vol. 37 Issue 2, p1679-1686. 8p. DOI: 10.3233/JIFS-179232. Database: Business Source Premier

In this paper, we study on the multiple attribute decision making problems to evaluate the brand marketing of leisure tourism city with fuzzy information. Then, we have developed the fuzzy Hamach...

Subjects: TOURISM marketing; BRANDING (Marketing); STATISTICAL decision making; DECISION making; URBAN tourism

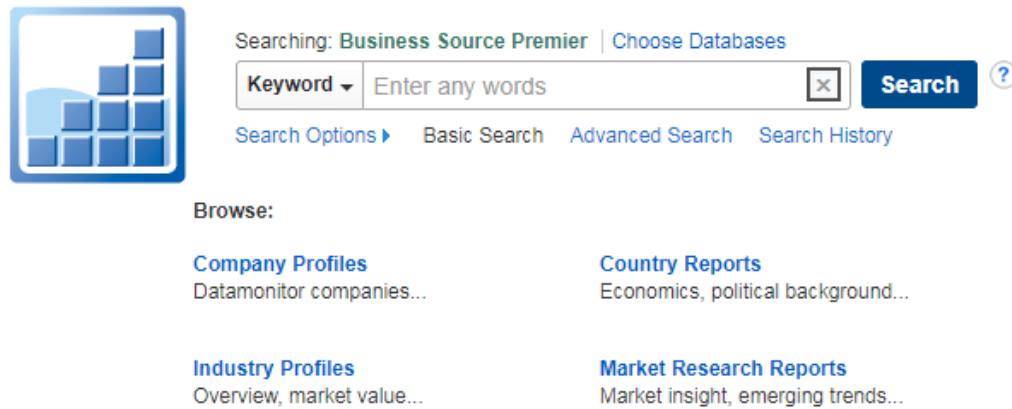
HTML Full Text PDF Full Text (92KB)

2. Task-technology fit analysis of social media use for marketing in the tourism and hospitality industry: a systematic literature review.

By: Lin, Hsien-Cheng; Han, Xiao; Liu, Tu; Ho, Wen-Hsien; Xu, Yurbao; Hsieh, Tien-Chih; Zhu, Lihua; Zhang, Liang. *International Journal of Contemporary Hospitality Management*, 2020, Vol. 32 Issue 6, p2677-2715. 39p. DOI: 10.1108/IJCHM-12-2019-1031. Database: Business Source Premier

Purpose: Research in tourism and hospitality industry marketing has identified many highly effective applications of social media. However, studies in

SELECTION 4: Business Searching Interface: Select this option when you want to find company profiles, country reports, industry profiles and market research reports. Search interface is as shown below. Select your preferred profile/report to search.



Searching: Business Source Premier | Choose Databases

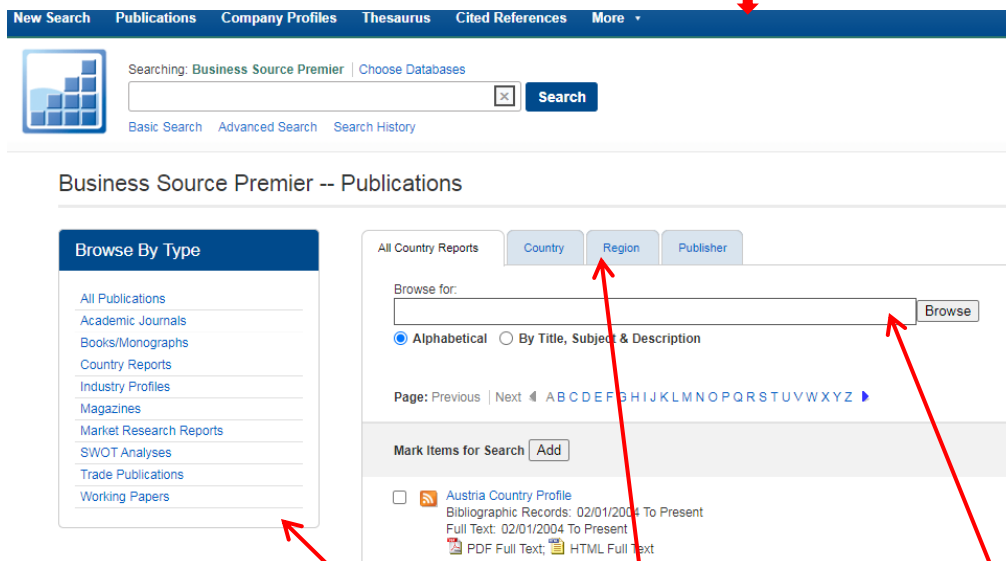
Keyword Search

Search Options ▶ Basic Search Advanced Search Search History

Browse:

- Company Profiles**
Datamonitor companies...
- Country Reports**
Economics, political background...
- Industry Profiles**
Overview, market value...
- Market Research Reports**
Market insight, emerging trends...

For example: selecting country report will direct you to this page.



New Search Publications Company Profiles Thesaurus Cited References More ▾

Searching: Business Source Premier | Choose Databases

Basic Search Advanced Search Search History

Business Source Premier -- Publications

Browse By Type

- All Publications
- Academic Journals
- Books/Monographs
- Country Reports
- Industry Profiles
- Magazines
- Market Research Reports
- SWOT Analyses
- Trade Publications
- Working Papers

All Country Reports Country Region Publisher

Browse for: Browse

Alphabetical By Title, Subject & Description

Page: Previous | Next 4 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ▶

Mark Items for Search Add

- Austria Country Profile
Bibliographic Records: 02/01/2004 To Present
Full Text: 02/01/2004 To Present
PDF Full Text; HTML Full Text

You have an option of browsing by type or by country/ region/publisher. You can also type the country's name at the search bar