Information Literacy Skills in Higher Education

How to identify reliable sources?

Contents

What is peer-reviewed?

You may have been requested to use and refer to "Peer-reviewed sources" in your research papers and assignments.

The reason why, can be explained as follows:

Peer-reviewed resources create an added value as they are ensured a high level of quality and reliability.

Indeed, if a publication is "peer-reviewed" or "reviewed by peers", it means that the content has been proofread by several experts/referees in the same discipline, who have verified the accuracy of the information provided prior to its publication. After reviewing the article, the peers send comments to the authors, who will then need to modify his article and resubmit for reviewing.

This is a very long process and it is most commonly used for articles, which is why it is also important know how to identify a reliable source.

How to identify reliable sources?

Apart from the peer-reviewed sources, you may have heard or read the terms "Academic sources", or "Scholarly sources".

These publications share the same characteristics as peer-reviewed sources:

- They are **written by experts in a specific discipline** – a biography is often provided, but you can also search the internet to know more about the author's background.

- They **aim to inform and create new knowledge** – as opposed to popular sources who also aim to entertain.

- They use **formal language**.

- The content is **well structured** (Abstract, Introduction, Conclusion, clear table of content, Appendix).

- They always include **citations and a complete bibliography**.

If you are not sure, try to search for the journal title on the Ulrichsweb (http://ulrichsweb.serialssolutions.com). This website indicates if the publication is refereed or peer-reviewed.

						Title	Publisher	ISSN	Country	Statu	Serial Ty	Format
						Cornell Hospitality Quarterly	Sage Publications, Inc.	1938-9655	United States	Activ e	Journal	Print
						Cornell Hospitality Quarterly	Sage Publications, Inc.	1938-9663	United States	Activ e	Journal	Online

Theses and dissertations, as well as conference papers can sometimes be published as a monograph. Thus, they can be considered as reliable sources.

Below are several specific criteria that you should look at, when evaluating the reliability of the resources you found. Please make sure to check all the sections listed here, as the information provided in only one section cannot alone determine the reliability of the content.

The publisher

o Most big universities have their own publishing houses specialized in academic and scholarly books or journals. E.g. Cambridge University Press, Oxford University Press, Stanford University Press, Cornell University Press, Harvard University Press, Columbia University Press, etc.

o Reliable publishers are well-known and you may recognize their names: Routledge, Sage, Palgrave, Pearson, McGraw-Hill, Cengage, Springer, Wiley, Elsevier, Taylor & Francis, Emerald, Hodder Education, Bloomsbury, CABI, Blackwell, Butterworth-Heinemann, etc.

o Big institutes also created their publishing houses, like the American Hotel and Lodging Education Institute (AHLEI), the Appraisal Institute, the Chartered Institute of Personnel and Development, the Institute of Hospitality.

o Organizations can also publish reliable content, like the World Health Organization, the World Tourism Organization, the United Nations, etc.

o All these publishing houses have teams of experts (editorial boards) who will assess the content of each work prior to its publication. It is the same peer-reviewing process.

o If you are not sure about a publisher's reliability, visit the publisher's website to know more about it.

o Self-publishing companies, also called Independent publishing houses provide a fast service (no review of the content), available to anyone. Authors pay to have their works published and nobody assesses the content.
It can be an expert who wants to share his knowledge and findings, or just anyone who will share his opinion on a subject.
A characteristic indicating the low quality of the content is the bibliography. Should there be none, then you better ignore the source you found. If there is one, then you better verify the sources used by the author.
You can also take the CRAAP test.

The copyright page

The more information you have, the better. Don't forget to check at the very end of the book. Sometimes it indicates "Amazon fulfillment", so you automatically know that it is a self-published document.

A list of several editor roles – like executive editor, associate editor, editorial assistant – indicates that the content has been submitted to an Editorial Board and it can be considered as a reliable source.

Please see examples below for more details.

The summary

Reading the summary on the back of the book can also provide indications on the level of quality of the content. If the author uses "I", then the content will be subjective and reflect his opinion or experience, and therefore cannot be considered as an academic source.

Please see examples below for more details.

The bibliography

- o The type of sources cited: If the author has mostly used websites and no monographs, then the reliability can be compromised.

- o The length: if the bibliography fits on one page, it means that the author may not have done a complete research and state of the art of the topic.

- o The style: bibliographies should be written in APA, Harvard, Chicago, Oxford or MLA referencing styles. These are standards providing detailed information on each source that has been used or quoted in the publication. It should be listed alphabetically.

- o Looking at the references themselves can also give indications on the level of quality based on the sources used by the author(s): the more sources from well-known and reliable publishing houses, the more reliable the content will be.

Please see examples below for more details.

The table of content

A complete and well-structured table of content is a good indicator.

They should be clear and easy-to-read and provide a lettering (e.g. Part A) and/or a numbering (e.g. Chapter 1), the chapters' titles and the corresponding page numbers.

In a glance, you should see the structure of the document: Preface, Introduction, Parts, Chapters, Conclusion, Appendix, Bibliography, Index.

An incomplete or unstructured or inexistent table of content can also be an indicator of the level of quality of the publication, thus the reliability can be compromised.

Please see examples below for more details.

Other useful pages

The "About the author" page, the "About the book" page, the "Preface" may also provide an indication as to the reliability of the publication.

Please see examples below for more details.

CRAAP test

CRAAP is an acronym for Currency, Relevance, Authority, Accuracy, and Purpose. It has been imagined by a librarian from the Meriam Library in the California State University back in 2004 to help students remember the criteria to evaluate information.

The test can be used to evaluate all types of sources, not only academic sources, but also websites and blogs.

Below is the actual test which can be downloaded as pdf using this link:

http://www.csuchico.edu/lins/handouts/eval_websites.pdf

Examples

The publisher and the copyright page

1

These are examples of copyright pages from reliable sources:

1- Evidence of an Editorial Board + well-known publisher "Pearson Education"

2- Well-known (Oxford) and reliable (University Press) publisher

2

OXFORD
UNIVERSITY PRESS

Great Clarendon Street, Oxford, OX2 6DP,
United Kingdom

Impression: 1

1

100 Tips for Hoteliers
What Every Successful Hotel Professional Needs to Know and *Do*

2

We would like to send you a
FREE E-book as a thank you for
Purchasing this book from us.
Please go to:

http://www.infowhse.com/mail.htm

to get your FREE E-Book!

Disclaimer

The information in this book is provided for informational purposes only. It is not designed to be a definitive resource or an outline for a particular course of action pertaining to any specific situation or problem. Every situation or problem has its own unique properties and circumstances which may require different applications or courses of action. It is up to the reader to determine which parts, if any, of this publication applicable for any problem or situation. Because of this, the writers, publishers and distributors of this publication assume no responsibility for the use or application of any or all parts of this publication.

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Printed in Poland
by Amazon Fulfillment
Poland Sp. z o.o., Wrocław

Printed in Great Britain
by Amazon.co.uk, Ltd.,
Marston Gate.

These are examples of copyright pages from less reliable sources:

1- No proper copyright page: only marketing and a disclaimer.

2- Publisher's name is not well-known: "iUniverse" - sounds like a self-publishing house.

3- Copyright is author's name + publisher's name is not well-known "Booksurge" – sounds like a self-publishing house.

4- "Amazon Fulfilment" or "Printed by […] Amazon" indicating the it has been printed via a self-publishing service.

The summary

These are examples of summaries and back of book covers from reliable sources:

1- Well-structured, objective summary + evidence that the authors are experts in the field + well-known and reliable publisher "Oxford University Press"

2- Well-structured, objective summary + well-known and reliable publisher "Prentice Hall

Offering up-to-date and complete coverage of consumer behaviour, providing you with a unique and holistic approach to this fascinating subject.

- Why are some brands or products more attractive than others?
- How are consumers influenced by sight, smell, and sound?
- What makes us buy what we buy when there is so much choice available?

1

Isabelle Szmigin and Maria Piacentini, experts in the field with first-hand experience of marketing in both business and policy contexts, will guide you through the core issues essential to achieving a deep understanding of consumer behaviour. Insights from researchers, practitioners, and consumers bring concepts to life and help you to grasp both the socio-cultural and behavioural drivers of consumption.

Leading research, in areas such as cognitive and social psychology, anthropology, and consumer culture theory, is woven throughout this text alongside the very best examples illustrating consumer behaviour from around the world. The authors consistently explore how these concepts inform the marketing strategies of world-renowned companies, charities, and government initiatives.

Consumer Behaviour presents you with:

- real-world experiences of prominent thinkers working in business, advertising, and government through the **Practitioner Insights**;
- extensive use of **Case Studies** and **Consumer Insights** covering organizations such as Pinterest and Havaianas, and in countries such as India, China, and Brazil, as well as the UK, Europe, and the US;
- **Research Insights** introducing you to the most important historical findings and the latest developments in consumer behaviour approaches that are used extensively by practitioners;
- coverage of emerging and important techniques in this field including: neuromarketing, social media marketing, patterns of buyer behaviour, and attitudes towards digital marketing in this rapidly evolving area.

Isabelle Szmigin is Professor of Marketing at the University of Birmingham, and **Maria Piacentini** is Professor of Consumer Research at Lancaster University Management School, Lancaster University.

online resource centre
www.oxfordtextbooks.co.uk/orc/szmigin_piacentini/

This textbook is accompanied by an Online Resource Centre containing additional resources for students and lecturers.

OXFORD
UNIVERSITY PRESS

www.oup.com

ISBN 978-0-19-964644-9

9 780199 646449

2

This book focuses on the skills and knowledge necessary to successfully run a hotel. While viewed from the perspective of a General Manager, the various elements of the book are applicable to all operating departments in a lodging operation. In addition, detailed examples are drawn from all departments.

Managing the Lodging Operation examines and explains how a manager has to focus on seven major responsibilities:

- Protecting assets
- Managing supply and demand
- Increasing income
- Improving employee performance
- Improving productivity
- Managing customer service
- Managing quality

For information about all Prentice Hall Hospitality Management and Culinary Arts titles, visit: www.prenhall.com/pineapple

Key learning tools:

- "Quick Stay" features—mini real-life case studies with discussion questions
- Chapter Outlines and Learning Outcomes at the beginning of each chapter
- Summary, Discussion Questions, and Suggested Activities at the end of each chapter

Readers of this book will learn how to:

- ensure guest security and safety
- analyze an income statement
- prepare an updated operations budget
- balance the supply of hotel rooms and the demand for them
- maximize revenue through yield management
- implement a successful internal marketing and sales program
- improve productivity
- determine how service can be improved
- implement a total quality program

Twenty-two years ago, author Peter Venison's *Hotel Management* became a best seller in the hotel and tourism industry. It was labeled a must-read on the curriculum of every hotel school, and landed on the bookshelf of every hotel manager. Despite many requests for a follow-up volume, Venison declined on the basis that he had nothing new to say. Now he does.

Holed up for several weeks in five-star hotels while concluding a complicated business deal, Venison realized that the standards offered by the industry still fall short of perfection. He has put pen to paper to produce this handy catalog of suggestions to hoteliers, based upon his considerable personal experience as a hotelier and perpetual hotel guest.

100 Tips for Hoteliers guides you from the inception of a hotel to its opening and operation, offering practical tips for each stage of the journey. It should prove equally useful to hotel school students as a checklist of what they can expect, and also to practicing hotel managers as a reminder of their responsibilities.

Proceeds from the sale of *100 Tips for Hoteliers* will be donated to the Duke of Edinburgh Cup charity.

Peter Venison was raised in England and is married with four children and eight grandchildren. Since retiring from Sun International Hotels, Venison co-chairs the Duke of Edinburgh Cup, a charity for disadvantaged children.

1

These are examples of summaries and back of book covers from less reliable sources:

1- Evidence in the 2nd paragraph that the content is based on the author's experience and has not been reviewed: "He has put pen to paper to produce this handy catalog of suggestions to hoteliers, based upon his considerable personal experience as a hotelier and perpetual hotel guest."

2- Same comment: "Jengyee Liang shares her story and how she recovered from a bad boss encounter."

Finally, a book on internships, co-ops, and entry-level positions by a recent college student!

Students, do you feel pressed for time? Don't worry. This short read will prepare you for landing your first or second job and then excelling at it once you are there!

Employers, get inside the head of a college student with this quick read. Use this insightful information to structure your program.

Parents, Mentors, and Professors, are you ever at a loss of words when a college student approaches you about advice for finding a summer internship or other job? With this guide, you'll get up to speed with the ins and outs of the process and be ready to provide support to your student in no time.

2

HELLO REAL WORLD! is four years of wisdom captured in a two-hour read!

Drawing from experiences at four Fortune 100 companies, Jengyee Liang shares her story and how she recovered from a bad boss encounter. She landed paid internships during each summer of her undergraduate career at the University of California, Berkeley. Her experiences include internships with the United Parcel Service in Los Angeles, CA in 2002; Merck & Company in West Point, PA in 2003; SBC Communications (now AT&T) in San Ramon, CA in 2004; and most recently in 2005, an entry-level position with Procter & Gamble in Cincinnati, OH.

The bibliography

These are examples of bibliographies from reliable sources:

1- Each chapter provides a detailed and well-structured bibliography (alphabetical order, APA citation style).

2- Same comment, with more references.

3- The bibliography uses a different citation style (MLA or Chicago style), but looking at the references you can still see that they all provide from well-known and reliable publishers like Harvard Business Press, Cambridge University Press, MIT Press, University of Chicago Press, Penguin, Arrow, Bloomsbury, Kogan Page, etc.)

CHAPTER 15 THE MARKETING PLAN   1

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These are examples of bibliographies from less reliable sources:

1- These "endnotes" are no proper bibliography: citations are not complete, no alphabetical order, no journal article but only articles from websites (Linkedin.com, retail-week.com, fastcompany.com, stirstuff.com, 1to1media.com, etc.). Only the NYtimes.com can be considered as reliable source. You will have to investigate and find out about all other sources.

2- These "notes" are not complete either and it's all websites. Only the NYtimes.com and restaurant.org can be considered as reliable sources. You will have to investigate and find out about all other sources.

1

ENDNOTES

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6. www.sidewalksofny.com/index.php/food-truk-tours
7. http://inventors.about.com/library/inventors/blchuckwagon.htm
8. http://lonehand.com/chuckwagon_central.htm
9. http://americanchuckwagon.org/chuck-wagon-history.html
10. www.tablematters.com/index.php/philly-sections/st/sttoms
11. www.barrypopik.com/index.php/new_york_city/entry/lunch_wagon/
12. http://media.wgnradio.com/media/mp3file/2010-01/51777191.mp3
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17. www.nytimes.com/2011/07/17/sunday-review/17foodtrucks.html?_r=1

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The table of content

These are examples of table of content from reliable sources:

1- The structure is very concise and you see the clear numbering of each part and chapter, plus the page numbers. There's an introduction, stages, chapters, a conclusion, a bibliography, an index.

2- Same comment, even if very short, you still have a clear structure.

3- Same comment, and you even have lists of figures, tables, case studies, marketing insights.

Contents

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CONTENTS

CONTENTS

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FULL PAPERS

Table of Contents **1**

These are examples of summaries and back of book covers from less reliable sources:

1- Not very clear table of content, with spelling mistakes, no numbering.

Other useful pages

"About the book", and similar pages

> Some publications give important information on the level of reliability of the content:
>
> 1- "About this book" gives you hints. It can also be called "Scope".
>
> 2- "Aims and submissions guidelines" also indicates that there is an editorial board reviewing the contributions.
>
> 3- Information on the collection can also provide indication as to the reliability of the content.

About this book | 1

Going beyond critical thinking

We all have some idea of what is meant by 'critical thinking'. Indeed many of us have probably taken a course in it. So how does it differ from smart thinking? Critical thinking is essentially the auditor of our thinking. It teaches us the value of critically evaluating our arguments and those we read and hear to see if they are consistent: that their conclusions are validly drawn from the assumptions that support them and there are no undisclosed assumptions manipulating our thinking. We learn to identify hidden values and recognise the logical fallacies in arguments.

We also learn to evaluate the evidence on which an argument is based: is it reliable, is it relevant, is it enough to support the conclusions of the argument? Likewise, we learn to evaluate the language used to develop the argument to see if it conveys the ideas accurately, clearly and consistently. Are the implications of the argument obscured by vague language? Do words change their meaning halfway through the argument, persuading us to accept false conclusions? We learn to read between the lines to identify when a writer is using devices that manipulate our thinking by appealing to our emotions rather than our reason.

Although critical thinking is seldom defined clearly and comprehensively, ranging over various activities from courses in formal logic to social theory and current affairs, the emphasis is on the word 'critical'. The aim is to provide us with the tools and habits we need to evaluate arguments, and not just accept them on blind trust. Once we have done this we can then decide whether they can be repaired, whether there is any part worth retaining, or whether we should just abandon them entirely.

In some of this there are overlaps with smart thinking. They both encourage us to become thinkers who are self-reflective, who learn to monitor their thinking. They both draw upon our ability to analyse problems and arguments, so that we know what we are dealing with. And they both advocate the importance of imaginatively empathising with others to play devil's advocate so that we are aware of beliefs and assumptions that we would not otherwise take into account.

Creating new ideas

But the crucial difference is that on its own critical thinking will not create one new idea. When we think critically we work with what we are given to identify its weaknesses, assess its reliability and decide whether it can be repaired or needs to be discarded altogether. In contrast, smart thinking is all about generating new ideas, creating new

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AIMS AND SUBMISSION GUIDELINES

1 # HOW TO USE THIS BOOK

Written and designed in a logical, easy-to-use style, the book covers every organisational detail from the day of the engagement right through to after the wedding or civil formation.

Concentrating totally on the practical aspects of the preparations, the book is divided into three sections – Wedding Countdown Calendar, Action Plans and Checklists. To obtain the maximum benefit from the book and to simplify your planning, it is recommended that you follow the suggested sequence:

1. Refer to the Countdown Calendar that lists all the vital steps at each stage of the preparations. The page numbers in brackets relate to the next section of the book – the Action Plans.

2. Follow the step-by-step sequence detailed in each Action Plan. In some instances this is supplemented by additional information.

3. Finally, turn to the Checklist section of the book to record all relevant information to enable you to track your progress at every vital step towards the wedding day or civil formation.

These are examples indicating that these are not academic sources:

1- This "How to use this book" section indicates that this is more step-by-step guides based on the author's experience. Information provided in this publication can be reliable – as written by an expert in the field – but it cannot be considered as an academic source – as the content has not been reviewed by other experts in the field prior to its publication.

2- This "About this book" section indicates that readers will find general information on the subject as "the book is designed as a reference work". None of the content has been revised by peer.

2 ## About This Book

This book is primarily about the business of working as an event manager within the event management industry. It covers the crucial areas of briefing, budgeting, scheduling and the thousand-and-one pieces of detail required to successfully meet a client's brief. If you're not an event manager as such, but you have been tasked with organising a particular one-off event, or if you're a marketing professional who would like to know more about the events industry and what it entails, this book is for you, too: Organising a successful event involves the same skills and requirements whatever your job title.

Whatever the background you're coming from, use this book as a reference. *For Dummies* books are designed as reference works, with a get-in, get-out philosophy reflected in the self-contained structure of the chapters. You don't need to read this book in order from front cover to back.

Scattered liberally throughout the main text, you'll find a number of sidebars (grey-tinted boxes) which, while not strictly essential reading, will illustrate and help you to understand further the meat of the book. Many of them are marked as Case Studies, and these involve real-life examples drawn from a career spent in event management. Read them or leave them as you see fit.

Within this book, you may note that some web addresses break across two lines of text. If you're reading this book in print and want to visit one of these web pages, simply key in the web address exactly as it's noted in the text, pretending as though the line break doesn't exist. If you're reading this as an e-book, you've got it easy – just click the web address to be taken directly to the web page.

The Preface

Some publications provide a preface:

1- In this example, the preface gives us details on how information has been collected and indicates that the process lasted 2 years and needed contributions from various sources (people and institutions) around the world.

2- Indication as to the type of publication (contemporary textbook) and the authorship (experienced author team) suggest that this source is reliable. Again, you need to check other criteria to verify this.

3- This preface mentions that the authors are "researchers passionate about the field" and that the book "aims to provide a solid overview of classic and ground-breaking scholarship" on the subject.

Preface

1

Travel is an inherent part of tourism, whether as a functional means of transportation, such as between origin and destination or within the destination, or as a key element of the holiday experience itself, as in cruising or travelling along scenic and/or historic routes. As tourism transport is dealt with rather superficially within a few paragraphs in most tourism textbooks, there is a paucity of academic texts dealing with tourism transport in any great detail. Therefore, this book is designed as an introductory text to provide students and other interested parties with the necessary background information to gain a comprehensive understanding of the transportation markets. Transportational modes will be defined, and the different types of transportation available within each mode, as well as their particular use within the tourism industry, will be elucidated from a mainly European and North American perspective. Historical developments of each market will also be presented in order to facilitate a deeper understanding of the subject matter before presenting current demand and supply trends. Furthermore, in order to understand the operational environment, applicable international institutional frameworks, selected national or regional agreements, and industry associations will be presented. We acknowledge that due to space limitation a more comprehensive understanding of planning and management issues cannot be addressed. However, for those who wish to gain a deeper understanding of the subject matter, references and further sources are provided at the end of each chapter. We hope the information contained in this book will find wide use among students and faculty alike, and simultaneously engage an interest for the exciting area of travel and tourism.

When writing a book, most authors depend on the support of various people and institutions. We too have been fortunate to receive help from various sources around the world during the two-year process. As numerous companies, consultants, associations, research institutions and universities, ministries, agencies and individuals have contributed important information to

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Preface **2**

Changes in the wider environment have triggered a new normal for event creation. Heightened attendee expectations, a keener focus upon the return required by funders and wider stakeholders, and, of course, an ever more competitive event marketplace. Couple these with CSR, social media, globalisation and technology and the reasons event creation is now a strategic and multilayered responsibility are clear.

Strategic Event Creation is the contemporary textbook that recognises and articulates this changed reality for students and professionals. It moves away from an older paradigm of simply 'making events work' and managing inputs to show a sector that now needs to be: outcome obsessed, stakeholder centric, strategically focused and driven by strategically aware reflective professionals.

This text is based on a carefully designed framework which

☐ Delivers a clear overview of the key principles

☐ Integrates theory with industry voices, cases and the practitioner perspective

☐ Uses the lens of outcomes to anchor the role of inputs/processes/ decisions/budgets

☐ Delivers clear learning summaries and highlights key questions for reflection

The broadly based and experienced author team are widely engaged with the events industry whose voice and insights inform the book throughout. It is designed to move students and professionals beyond event organising to Strategic Event Creation. As the event industry has progressed effective event operations become a prerequisite to exist rather than a recipe to succeed.

It will be an essential text for students studying Events, Festival, Conference and Exhibition Management at all levels, and also of significant use to a wide range of students in Tourism, Hospitality and Marketing. The practical 'real world' perspective means that it can help venue managers, event creators (across many areas), experiential marketing professionals and conference / training managers gain a broader understanding of the business context in which they are competing.

PREFACE **3**

Over lunch at the Western States Communication Association meeting in February 2006, our Bedford/St. Martin's editor asked us, "What was your original inspiration to write the first edition of this book?" We have been asked this question before, and we never waiver in our response: We are researchers passionate about our field, and we are teachers who desire to share the importance of interpersonal communication with our students. The product of these commitments is our book, *Interpersonal Communication: A Goals-Based Approach*, in which we aim to provide a solid overview of classic and groundbreaking scholarship on interpersonal communication while revealing the powerful impact that applying this research to everyday interactions can have on the lives of our readers. In the fourth edition of this book, we reaffirm our commitment to this goal and achieve our objectives in three ways. First, as in our previous editions, we provide a thorough, solid discussion of the most up-to-date scholarship in interpersonal communication. Second, we continue to offer a goals-based approach—a grounding framework for understanding interpersonal communication that emphasizes three often interrelated types of communication and life goals:

- *Self-presentation goals*: How people use communication as they present an image of themselves
- *Relational goals*: How communication is tied to the escalation, maintenance, de-escalation, and possible termination of relationships
- *Instrumental goals*: How people use communication in their attempts to obtain personal favors or resources

Third, we provide ample opportunities for students to apply what they have learned and to see the real-life relevance of research through three engaging features: opening news story vignettes, research-inspired self-assessments, and our popular Student as Observer boxes.
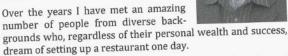
About the Author

DAVID WEBER is the founder and president of the New York City Food Truck Association (NYCFTA), which brings together small businesses that own and operate premium food trucks in New York City. The Association is focused on the issues of innovation in hospitality, high-quality food, and community development. Through his work at the NYCFTA, David liaises with local governments and communities throughout New York City in order to help reinvent food truck vending in a way that is beneficial to the city, food truck entrepreneurs, and New Yorkers. David is also a cofounder of Rickshaw Dumplings, a growing fast casual chain of two restaurants, four food trucks, and a kiosk in Times Square. Prior to his experience in hospitality, David was a technology and business consultant. He holds an MBA from New York University's Stern School of Business and a BA in English Literature from Yale University. David can be reached at: david@nycfoodtrucks.org or david@foodtrucker.info.

These are examples of "About the author" sections:

You should definitely check this section in addition to other useful pages cited previously, as the information about the author cannot alone determine the reliability of the content.

From the Author

I've been in this field since 1988 – working with restaurants, fast food outlets, catering services, hotels... Also, travelling fairly widely has given me the opportunity to study international styles of food presentation and attitudes of work.

Over the years I have met an amazing number of people from diverse backgrounds who, regardless of their personal wealth and success, dream of setting up a restaurant one day.

This information has been compiled with the intention of serving as a guide, reducing the learning curve of potential restaurateurs, and encouraging entrepreneurs on the verge of considering such an endeavour. I hope you like it.

I owe my knowledge to the many brilliant minds of entrepreneurs and colleagues with whom I've had the privilege of working and sharing experiences.

I would like to gratefully acknowledge the suggestions and editorial contributions made by my wife Seema Wazir, my friend Dr. A.V.S. Prasad and most importantly by my brother Chirag Wazir, without whom this project would never have been brought to a successful conclusion.

The first hard-copy version of this book titled Showtime was published by English Edition in 2005. This version is significantly revised. Please feel free to send me your suggestions & comments at raviwazir@gmail.com

ABOUT THE AUTHOR

Many people have described Mike Clayton as a Powerhouse.

In five years, he has written 12 books, whilst extending his speaking and seminar business. These five years have also been happy and busy years at home, as his writing career started a week after the birth of his daughter, and a month or so after moving to a new home in a new town with his new wife.

Mike has always tried to be effective in everything he does, and learned his business, management and professional skills as a management consultant, leading large engagements on behalf of the international consulting firm, Deloitte. Having established two training businesses after leaving Deloitte, Mike now focuses his work on writing, on business, management and personal effectiveness seminars, and as a platform speaker.

All of Mike's books, seminars and training programmes are about being effective as a professional, manager or leader, but Powerhouse is the first to bring the theme of effectiveness right to the fore, and so marks an important milestone in Mike's professional career.

Mike lives in Hampshire, England, with his wife and daughter.

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1- with details on their current position,

2- sometimes even a small biography.

2

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David Airey is Professor Emeritus at the University of Surrey. He has been involved in tourism education for 40 years. He began his academic career at Surrey, then spent time with the UK Ministry of Education and with the European Commission before returning to academia in 1993. During his time at Surrey he has been head of School and Pro-Vice Chancellor, responsible for teaching and learning. He retired from his full-time post in 2009 and now continues at Surrey on a part-time basis. He currently holds a number of visiting professorships and fellowships and is involved in a range of projects. His research focuses on matters related to education and to tourism policy. In 2006 he received the UNWTO Ulysses Award for his services to tourism education.

John S. Akama received his PhD training in geography from Southern Illinois University and he is a founder member of tourism training at Moi University, Kenya. For many years, he taught both undergraduate and postgraduate tourism courses at Moi University and also participated in curriculum review and development. Professor Akama has undertaken extensive research in tourism policy and planning, destination management, sustainable tourism and curriculum development and has widely published in a number of journals and books. In 2009, he moved to Kisii University, where he now serves as Vice-Chancellor.

Maureen Ayikoru is a Senior Lecturer in Tourism Management at Anglia Ruskin University in the UK, having previously been at Middlesex University in London. Maureen graduated with a PhD in tourism from the University of Surrey in 2008, where she researched about the ideological influences in tourism in higher education in England. Her thesis examined the role of higher education policies and other authoritative texts in constructing and reshaping institutional practices in higher education and the ensuing implications. Maureen's research interests are in sustainable development and tourism in developing countries (Sub-Saharan Africa), higher education policies and theoretical/methodological issues in social (tourism) research.

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