

# Některé digitální knihovny vysokoškolských prací

PhDr. Martina Machátová

Moravská zemská knihovna v Brně

E-mail: [machat@mzk.cz](mailto:machat@mzk.cz), tel.: 541 646 170

Aktualizace: 13. listopadu 2017

# **NDLTD**

## **Networked Digital Library of Theses and Dissertations**

- <http://www.ndltd.org/>
- Mezinárodní organizace (sdružení různých institucí a konsorcií), které se věnuje problematice tvorby a uchovávání elektronických vysokoškolských prací.
- ETDs – electronic theses and dissertations.
- Databáze obsahuje více než 5 mil. záznamů.
- Jenom některé práce jsou volně dostupné v plném textu.



Search this site

[Home](#) [Directory](#) [Events](#) [Community](#) [Thesis Resources](#) [NDLJD Global ETD Search](#)

## About

- [Mission, Goals, and History](#)
- [List of Members](#)
- [Financial Information](#)
- [Official Documents](#)
- [FAQ](#)

## Contact Us

- Directory
- Board of Directors
- Committees & Working Groups

## Membership

- Membership Benefits
- Become Member
- Renew Membership
- Edit Institutional Profile
- Edit Personal Profile

## Support NDLTD

- Volunteer
- Sponsor Students & Librarians
- Exhibit at a Conference
- Donate

## Synthesis Resources

▼ Find ETDs

NDLTD Global ETD Search  
Help Build NDLTD Global  
ETD Search

## Build ETDs

Page ETDs

ETD Symposium Papers,  
Slides, and Posters

## News

## News

### Calendar

## Mission 9

Welcome to  
the adoption

publishing and open access to scholarship in order to enhance the sharing of knowledge worldwide. Our website includes resources for university administrators, librarians, faculty, students, and the general public. Topics include how to find, create, and preserve ETDs; how to set up an ETD program; legal and technical questions; and the latest news and research in the ETD community. [More >>](#)

## Thesis Resources

USE THE NEW NDLTD GLOBAL ETD SEARCH.

[For Researchers: Resources to find available open-access electronic theses and dissertations.](#)

[For Authors and Thesis Advisors](#) Resources to build a multimedia thesis, to promote research using open-access repositories, and to inform about copyright and publishing issues.

[For Librarians, Academic Managers, and Faculty:](#) Resources to set up and manage an open-access repository for theses.

Share your questions, comments, and ideas with the ETD community on the [ETD Forum](#).

Please e-mail suggestions for additional thesis resources to [admin@ndltd.org](mailto:admin@ndltd.org).

## News

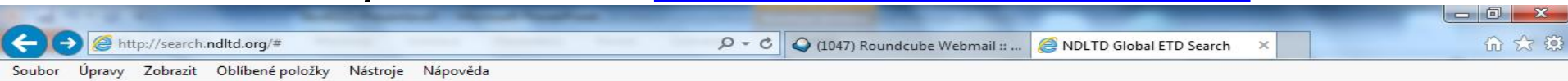
**Highlights from the NDLTED ETD Forum** The NDLTED ETD Forum is for all library professionals, academic administrators, faculty, and students interested in the promotion of Electronic Theses and Dissertations (ETDs). This is the place to discuss ...

## Events

What	Where	Date	Website
2015 ETD Award Nominations Due: Extended!		August 15, 2015	<a href="#">2015 ETD Innovation &amp; Leadership</a>

# NDLTD

Vyhledávání: <http://search.ndltd.org/>



## Global ETD Search

Search the 3,984,370 electronic theses and dissertations contained in the NDLTD archive:



[advanced search tips](#) ▼

# NDLTD

## Výsledky

http://search.ndltd.org/search.php?q=deserts+agriculture

Soubor Úpravy Zobrazit Oblíbené položky Nástroje nápověda

### NDLTD

#### Search results

Showing 1 to 10 of 50167 (0.047 seconds)  
Spelling suggestions: "desert agriculture"

**Refine Query**

deserts agriculture

Apply

**Source**

Filter by source

**Publication year**

2011 to 2015

**Language**

<input checked="" type="checkbox"/> English	26097
<input type="checkbox"/> Portuguese	7237
<input type="checkbox"/> Chinese	3570
<input type="checkbox"/> French	2371
<input type="checkbox"/> Lithuanian	852
<input type="checkbox"/> Spanish	441
<input type="checkbox"/> German	356
<input type="checkbox"/> Swedish	327
<input type="checkbox"/> Afrikaans	89
<input type="checkbox"/> Catalan	78
<input type="checkbox"/> Italian	39
<input type="checkbox"/> Dutch	24
<input type="checkbox"/> Norwegian	11

- Urban Agriculture and Education Center: An Answer to Urban Food Deserts**  
MOSSLER, ADRIENNE C. 21 August 2008 (has links)  
No description available.  
Architecture Grocery Food deserts
- Desert in Context**  
Celello, Peter 22 April 2009 (has links)  
No description available.  
Philosophy Desert Distributive Justice Justice Rawls
- SOIL MOISTURE REGIMES WITH DESERT STRIP FARMING**  
Morin, George Cardinal Albert, 1943- 15 August 2013 (has links)  
No description available.  
Arid regions agriculture. Soil moisture.
- The Desert Grassland**  
Humphrey, Robert R. 1958 (has links)  
No description available.  
Agriculture -- Arizona Grasslands Botany -- Southwest, New Plant ecology
- Developed Soils in the Desert And Desert Grassland of Arizona**  
Buol, S. W. 1965 (has links)  
No description available.  
Agriculture -- Arizona
- Desert Strip Farming: A Way to Make the Desert Green**  
Morin, G. C. A., Parsons, D. K., Matlock, W. G., Fangmeier, D. D. 1973 (has links)  
No description available.  
Agriculture -- Arizona

# NDLTD

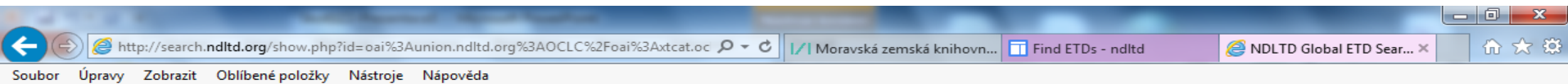
## Záznam 1

The screenshot shows a web browser window with the NDLTD Global ETD Search interface. The browser's address bar shows the URL: <http://search.ndltd.org/show.php?id=oai%3Aunion.ndltd.org%3Anetd.ac.za%2Foi%3Auniv>. The browser's menu bar includes 'Soubor', 'Úpravy', 'Zobrazit', 'Oblíbené položky', 'Nástroje', and 'Nápověda'. The browser's toolbar includes a back button, a search button, and several open tabs: 'Moravská zemská knihovna...', 'Find ETDs - ndltd', and 'NDLTD Global ETD Search...'. The NDLTD Global ETD Search interface has a blue header with the text 'NDLTD Global ETD Search' and a 'New Search' button. Below the header is a 'Return to search' button. The main content area displays the title 'The plant project : an urban agricultural intervention in Marabastad' and a 'Description' section. The description text reads: 'Dissertation (MArch(Prof))--University of Pretoria, 2015. The dissertation investigates the notion of resilience in the urban environment. The potential for architecture to adapt to the changing contexts. The study focuses on regenerating decayed urban environments using a relationship between architecture and the landscape.' Below the description are the keywords 'Architecture', 'MArch(Prof)', and 'Unrestricted'. A red box highlights the text 'Kliknutím na příslušné klíčové slovo se objeví záznamy k danému tématu.' with an arrow pointing to the 'UCTD' tag. Below the tags are the 'Links & Downloads' section, which includes a link to <http://hdl.handle.net/2263/45291>. Below the links are the 'Additional Fields' section, which contains a table with the following data:

Identifier	oai:union.ndltd.org:netd.ac.za/oai:union.ndltd.org:up:oai:repository.up.ac.za:2263/45291
Date	2015
Creators	Latim, O. Timothy
Contributors	Nkambule, Emmanuel, latim.timothy@gmail.com
Source Sets	South African National ETD Portal
Language	English
Detected Language	English
Type	Mini Dissertation
Rights	© 2015 University of Pretoria. All rights reserved. The copyright in this work vests in the University of Pretoria. No part of this work may be reproduced

# NDLTD

## Záznam 2



NDLTD Global ETD Search New Search

[Return to search](#)

### Modernization of the Czech Air Force.

#### Description

Thesis (M.S. in Management) Naval Postgraduate School, June 2001.

Thesis advisors, Raymond Franck, Gregory Hildebrandt. Includes bibliographical references (p. 149-150). Also available online.

#### Links & Downloads

<http://handle.dtic.mil/100.2/ADA392853>

Cesta k plnému textu či k záznamu  
v lokálním repozitáři.

#### Additional Fields

Identifier	oai:union.ndltd.org:OCLC/oai:xtcat.oclc.org:OCLCNo/640956772
Date	2001
Creators	Vlcek, Vaclav.
Publisher	Monterey, Calif. : Springfield, Va. : Naval Postgraduate School ; Available from National Technical Information Service
Source Sets	OCLC
Language	English
Detected Language	English

# NDLTD – odkazy na repozitáře vysokoškol. prací

<http://www.ndltd.org/resources/find-etds>

http://www.ndltd.org/resources/find-etds

Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda

Home Directory Events Community **Thesis Resources** NDLTD Global ETD Search

**About**  
Mission, Goals, and History  
List of Members  
Financial Information  
Official Documents  
FAQ

**Contact Us**  
Directory  
Board of Directors  
Committees & Working Groups

**Membership**  
Membership Benefits  
Become Member  
Renew Membership  
Edit Institutional Profile  
Edit Personal Profile

**Support NDLTD**  
Volunteer  
Sponsor Students & Librarians  
Exhibit at a Conference  
Donate

**Find ETDs**  
NDLTD Global ETD Search  
Help Build NDLTD Global ETD Search  
Build ETDs  
Manage ETDs  
ETD Symposium Papers, Slides, and Posters

**News**  
News  
Calendar  
Events  
Videos on NDLTDx  
NDLTD Awards  
Conferences  
Instructional Videos  
NDLTD Awards

**Thesis Resources > Find ETDs**

Try our brand-new [NDLTD Global ETD Search](#)

Please send corrections and additional resources to [admin@ndltd.org](mailto:admin@ndltd.org).

Showing 35 items

Country or Region	Resource Name/URL	Description
Sort	Sort	Sort
Australia	<a href="#">Trove</a>	
Brasil	<a href="#">Biblioteca Digital Brasileira de Teses e Dissertações</a>	
Canada	<a href="#">Theses Canada</a>	
Central Asia	<a href="#">Central Asian Thesis Repository</a>	Kazakhstan, Kyrgyzstan, and Tajikistan
Europe	<a href="#">DART-Europe</a>	
France	<a href="#">Theses France</a>	
Germany	<a href="#">Deutsche Nationalbibliothek</a>	
Hong Kong	<a href="#">HKU Theses Online (HKUTO) 1941 – present</a>	
Hong Kong	<a href="#">Hong Kong Institutional Repositories Thesis Search</a>	
India	<a href="#">Shodhganga</a>	
International	<a href="#">Google Scholar</a>	Harvests theses and dissertations from virtually all registered open-access repositories.
International	<a href="#">NDLTD Global ETD Search (previously: Union Catalog)</a>	To participate, please follow instructions at <a href="http://www.ndltd.org/resources/manage-etds#UnionCatalog">http://www.ndltd.org/resources/manage-etds#UnionCatalog</a>
International	<a href="#">Microsoft Academic Search</a>	Harvests theses and dissertations from virtually all registered open-access repositories.
International	<a href="#">VTLS Thesis Search</a>	Interface to ETD Union Catalog. (Currently experiencing technical difficulties.)
International	<a href="#">Cybertesis</a>	Bolivia, Brasil, Canada, Chile, France, Hong Kong, Mexico, Peru, Spain, and the United States

CS 8:48 1.7.2015

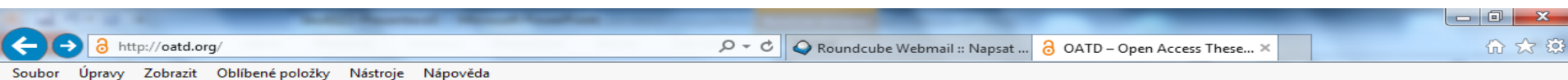
# OATD

## Open Access Theses and Dissertations

- <http://oatd.org/>
- Zachycuje více než 4 mil. vysokoškolských prací z více než 1100 univerzit a výzkumných institucí z různých zemí.
- Upřednostňují se zdroje s otevřeným přístupem.
- Lze používat operátory AND, OR a NOT, horní oboustranné uvozovky pro frázi a \* pro pravostranné rozšíření.

# OATD

## Jednoduché vyhledávání



## Open Access Theses and Dissertations





Advanced research and scholarship. Theses and dissertations, free to find, free to use.

[Advanced search options](#)  
[Search history](#)


### Recent Additions


See all of this week's new additions.


 *Toward a Poetics of Green Building.* Hughes, Jonathan. University of Cincinnati.

 *An analysis and an interpretation of the role of Dickon in The scarecrow by Percy MacKaye.* Evans, George Herbert. California State University – Sacramento.

 *Developing Architecture.* Dickson, David T. University of Cincinnati.

 *Three-dimensional Bin Packing in Mixed-case Palletization.* Yan, Yi Feng. University of Waterloo.

 *The experience of hosting friends and relatives for immigrants.* Griffin, Tom. University of Waterloo.

 *The hybrid model and student learning experiences.* Nava, Sarah. California State University –

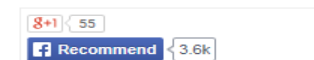
### About OATD.org

OATD.org aims to be the best possible resource for finding open access graduate theses and dissertations published around the world. Metadata (information about the theses) comes from [over 1000 colleges, universities, and research institutions](#). OATD currently indexes 2,806,182 theses and dissertations.

[About OATD \(our FAQ\).](#)

### Visual OATD.org

We're happy to present several data visualizations to give an overall sense of the OATD.org collection by county of publication, language, and field of study.



You may also want to consult these sites to search for other theses:

- [Google Scholar](#)
- [NDLTD](#), the Networked Digital Library of Theses and Dissertations. NDLTD provides information

# OATD

## Výsledky 1

Open Access Theses and Dissertations

Search keywords from titles, author names, abstracts, subjects... [Search](#)

[Advanced search options](#)

Sorted by: relevance · author · university · date | [New search](#)

[Search history](#)

You searched for `title:(librar*) AND language:(en OR eng OR english) AND pub_dt:[2011-01-01 TO 2015-01-01]` Showing records 121 – 150 of 706 total matches.

◀ [1] [2] [3] [4] [5] [6] [7] ... [241] ▶

**Search Limiters**

Last 2 Years | English Only

Dates

2011 – 2015 (706)

2006 – 2010 (47)

Universities

University of Arizona (53)

Delft University of Technology (30)

University of KwaZulu-Natal (24)

Shri Jagdishprasad Jhabarmal Tibarewala University (21)

Bundelkhand University (16)

Department

Library and Information Science (67)

Chemistry (14)

Degrees

PhD (45)

MS (27)

121. Comstock, Sharon. *A case study of legitimate literacies: teens??? ???small world??? and the school library*. Degree: 2012, University of Illinois – Urbana-Champaign  
URL: <http://hdl.handle.net/2142/34419>

► This dissertation is a dual-site ethnographic case study of the lived information literacy experiences of students in their junior year of high school relative to... [\(more\)](#)

Subjects/Keywords: teens; information behavior

...library? If so, is information literacy as it is practiced within school libraries doomed to... ...student relative to the school library?â Ultimately, we as librarians may need to ask what â... ...Librariesâ in Digital Library Use: Social practice in design and evaluation.) Action research... ...elementary, middle and high school librarians, library assistants and I met to collaboratively... ...website was created and maintained by one of the district librarians.12 One librarian in the...

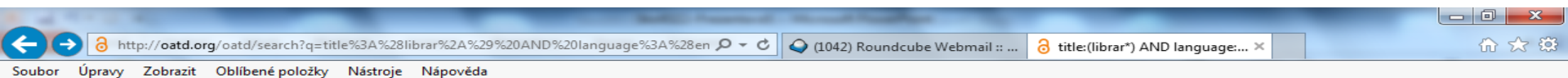
Record Details Similar Records Cite Share »

122. Albayrak, Saadet. *Construction and Screening of Custom Peptide Libraries Derived from Synthetic DNA Pools*. Degree: PhD, Chemical Engineering, 2011, University of Michigan  
URL: <http://hdl.handle.net/2027.42/86451>

Cesta k záznamu a k plnému textu v lokálním zdroji.

# OATD

## Pokročilé vyhledávání



### Open Access Theses and Dissertations

#### Advanced Search Options

Browse by author name ("Author name starts with...").

Find ETDs with:

Any of these words  in

☒ And / ☐ Or

Any of these words  in

☒ And / ☐ Or

Any of these words  in

☒ And / ☐ Or

None of these words  in

Written in  Published in  Earliest date  Latest date

Sorted by

☐ Only ETDs with Creative Commons licenses

Results per page:

Sorted by: relevance · author · university · date | [New search](#)

[Search history](#)

You searched for `title:(librar*) AND language:(en OR eng OR english) AND pub_dt:[2011-01-01T00:00:00Z TO 2015-01-01T00:00:00Z]`. Showing records 121 – 150 of 706 total matches.

[◀](#) [\[1\]](#) [\[2\]](#) [\[3\]](#) [\[4\]](#) [\[5\]](#) [\[6\]](#) [\[7\]](#) ... [\[24\]](#) [▶](#)

# OATD

## Výsledky 2

Open Access Theses and Dissertations

Search keywords from titles, author names, abstracts, subjects...

Advanced search options

Sorted by: relevance · author · university · date | [New search](#)

Clear History · Hide History

Num	Search	Hits
1	architectur* and building*	11934 <a href="#">Re-run</a> <a href="#">Add to builder</a>

New Search Builder

Click "Add to builder" links in search history

Add: "And" "Or" "Not"

Dates: Last 2 Years × Language: English ×

You searched for architectur\* AND building\*. Showing records 31 - 60 of 829 total matches.

◀ [1] [2] [3] [4] [5] ... [28] ▶

31. Lipton, Patricia. *Playing The Devil's Advocate: Historic Places Of Worship And Preservation Policies In England, Scotland, And The United States*.  
Degree: 2013, University of Edinburgh  
URL: <http://hdl.handle.net/1842/8207>

▶ In the twenty-first century, it may be surprising to learn that many religious institutions - and their historic places of worship - still maintain a...

Subjects/Keywords: Church Conservation; Preservation; Place of Worship; MSc Architectural Conservation

...conservation! of! listed! buildings! but! exclusion! from! listed! building! control! meant! historic...  
buildings! were! subject! to! the! same! listed! building! controls! as! secular! structures. 29...  
building! control! as! it! applies! to! secular! buildings! and! a! complete! end! to...  
both! parties! & 3.3 & Objective & It! is! because! religious! buildings...  
merits! the! highest! respect! Yet! the! complexity! of...

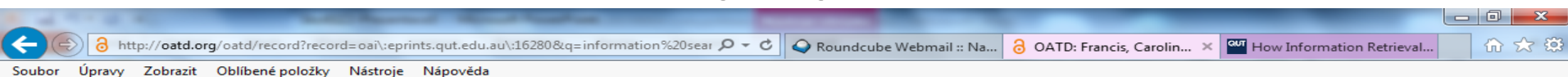
Record Details Similar Records Cite Share

Zobrazení úplného abstraktu.

Zobrazení úplného bibliografického záznamu

# OATD

## Záznam



### Open Access Theses and Dissertations


 

Full Record

[New Search](#) | [Similar Records](#)

Author Francis, Caroline M.

Title How Information Retrieval Systems Impact on Designers' Searching Strategies Within the Early Stages of the Design Process

URL <http://eprints.qut.edu.au/16280/> 

Cesta k záznamu a k plnému  
textu v lokálním zdroji.

Publication Date 2006

University/Publisher Queensland University of Technology

Abstract The purpose of this research is to investigate the influences that Information Retrieval Systems such as online Search Engines and Databases have on designers' early searching strategies. The study involves the observation of designers transforming early design language into query 'keyword' language for the operation of Information Retrieval Systems and how this transition causes a shift in early design exploration. This transformation is referred to in this research as the CLASS activity; Converting Language from Abstract Searching to Specific. Findings show a common pattern across the activity of both professional and advanced student designers. Information Retrieval Systems are seen to drive the searching process into specific, explored domains rather than stimulate an 'abstract' broad investigation. The IR systems are built upon categories that are created to manage the information content. It is these categories that require a person to use defined keywords and query sentences to operate the Information Retrieval Systems. The findings suggest that using Information Retrieval Systems prior to defining the scope of a design problem causes designers to prematurely focus on specific searching.

Subjects/Keywords design activity; industrial design; searching strategies; searching practices; information retrieval systems; design language; classification; abstract searching; specific searching; online databases; design research

Rights Copyright Caroline M. Francis

Country of  
Publication au

Format application/pdf

Record ID oai:eprints.qut.edu.au:16280

Repository qut1

Date Retrieved 2015-04-18

Date Indexed 2015-04-21

# EThOS

- Electronic Theses Online Service
- <http://ethos.bl.uk/Home.do>
- Databáze obsahuje asi 475 000 záznamů doktorských prací z Velké Británie z více než 120 institucí, z toho asi 160 000 je v plném textu. Měsíční přírůstek: asi 3 000 záznamů.
- Stažení některých plných textů zdarma je možné z EThOS (po registraci) či ze zdroje. Někdy lze objednat zhotovení elektronické kopie (pozor - placená služba).
- Lze používat booleovské operátory AND, OR a AND NOT.
- Seznam participujících univerzit:  
<http://ethos.bl.uk/HEIList.do>

# ETHOS

## Základní vyhledávání

http://ethos.bl.uk/Home.do

Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda

British Library ETHOS - Search

ETHOS  
e-theses online service

Basic search **Advanced search** Search results

Login / Register About Help FAQ Follow

Search ETHOS

Search over 400,000 doctoral theses. Download instantly for your research, or order a scanned copy quickly and easily.

arid soil\* agricultur\* GO

Limit search to items available for immediate download from ETHOS or the Institution: ☒

Can't find the thesis you want? Click [here](#) to ask our experts

#ShareMyThesis competition winners announced

See the winning research summaries and [read all the entries](#) now.

In partnership with **Research Councils UK** and **Vitae**

Find out more

"A wealth of data is buried in theses which can shed light on very interesting areas..."

Find out how three researchers from the Universities of Manchester, Plymouth and Glasgow have used ETHOS to help their research.

Find out more

More about ETHOS:

- Participating institutions

Other Services from the British Library:

- Document supply website

# EThOS

## Pokročilé vyhledávání

The screenshot shows the EThOS e-theses online service interface. The browser address bar displays <http://ethos.bl.uk/AdvancedSearch.do?new=1>. The page header includes the British Library logo and the text "EThOS e-theses online service". Navigation links for "Basic search", "Advanced search", and "Search results" are present. A red box highlights the text "Výběr operátoru: AND, OR AND NOT." with an arrow pointing to the operator dropdown menu in the search form. The search form includes a text input field with "region\*", a dropdown menu with "OR" selected, and another text input field with "local". Below this, another dropdown menu has "AND" selected, followed by a text input field with "tourism". A red box highlights the text "Možnost výběru pole." with an arrow pointing to a dropdown menu that lists various search fields: Any word, Abstract, Author's first name(s), Author's last name, Awarding body, Current institution, DOI, EThOS ID, ILS catalogue number, ISNI, Issue date (d/m/yyyy), Issue year, Language, LCSH, OAI source id, ORCID, Qualification level, Qualification name, Research supervisor, Shelf mark, Sponsor, Subject keyword (highlighted), Thesis title, and Thesis title (secondary). The page also features a "Limit search to items available for immediate download from EThOS or the Institution:" checkbox and a footer with links to "Terms and Conditions", "Notice and Takedown Policy", "Privacy Policy", "Sitemap", and "Contact us".

http://ethos.bl.uk/AdvancedSearch.do?new=1

Roundcube Webmail :: Napsat ... British Library EThOS: Adva...

Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda

LIBRARY  
HS111RB

EThOS  
e-theses online service

Basic search | **Advanced search** | Search results

Help | FAQ | Follow

**Výběr operátoru: AND, OR AND NOT.**

**Advanced search**

region\*

OR local

AND tourism

+ Add Term

Limit search to items available for immediate download from EThOS or the Institution: ☐

Terms and Conditions | Notice and Takedown Policy | Privacy Policy | Sitemap | Contact us

Copyright © The British Library Board

Any word  
Abstract  
Author's first name(s)  
Author's last name  
Awarding body  
Current institution  
DOI  
EThOS ID  
ILS catalogue number  
ISNI  
Issue date (d/m/yyyy)  
Issue year  
Language  
LCSH  
OAI source id  
ORCID  
Qualification level  
Qualification name  
Research supervisor  
Shelf mark  
Sponsor  
**Subject keyword**  
Thesis title  
Thesis title (secondary)

**Možnost výběru pole.**

# EThOS

## Výsledky

Browser tabs: Roundcube Webmail :: Napsat ... British Library EThOS: Search...

Navigation: Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda

Search options: Basic search | **Advanced search** | Search results

Links: Login / Register About Help FAQ Follow

### Advanced search

Search tips

region\* Any word

OR local Any word

AND tourism Subject keyword









+ Add Term GO

Limit search to items available for immediate download from EThOS or the Institution: ☐

### Search results

47 records were found - Results sorted by most relevant. Items available immediately are indicated by a PDF or open lock icon.

Results page: 1 2 3 4 5 of: 5

<a href="#">Community engagement with local associations and in the development of tourism : a case study of residents of three parishes in the Peneda Gerês National Park</a>	 
Author: Fernandes, Carlos de Oliveira Awarding Body: Bournemouth University Awarded: 2009	
<a href="#">Tourism development in transition economies : an evaluation of the development of tourism at a Black sea coastal destination during political and socio-economic transition</a>	 
Author: Stoyanova-Bozhkova, S. Awarding Body: Bournemouth University Awarded: 2011	
<a href="#">The impact of GATS : a case study of tourism development in Egypt</a>	 
Author: Fayed, Hanaa Abd El-Kader Sayed Awarding Body: Bournemouth University Awarded: 2002	
<a href="#">The role of social relationships in the setting up and management of small tourism businesses in two Portuguese rural areas</a>	 
Author: Rebelo, D. G. Awarding Body: Bournemouth University Awarded: 2012	

Ikony indikují pravděpodobnou dostupnost plného textu.

# EThOS

## Záznam


Browser address bar: <http://ethos.bl.uk/OrderDetails.do?did=16&uin=uk.bl.ethos.499087>

Navigation: Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda



Basic search | Advanced search | Search results

Login / Register | About | Help | FAQ | Follow

Use this URL to cite or link to this record in EThOS: <http://ethos.bl.uk/OrderDetails.do?uin=uk.bl.ethos.499087>



**UNIVERSITY OF ABERDEEN**

Title:	Marketing, innovation and business relations in Scotland's rural hotel industry : a regional development perspective		
Author:	Edmond, Helen		
Awarding Body:	University of Aberdeen		
Current Institution:	University of Aberdeen		
Date of Award:	2009		
Availability of Full Text:	Access through EThOS:	 Thesis available to order. Please login/register to view download & delivery options.	←
	Access through Institution:	 Access the thesis from the institution's repository	←

**Abstract:**

The research examines strategic marketing practices involved in knowledge development and innovation in Scotland's rural hotels, as well as the business relations which potentially support this. The research draws on regional development literature – especially that concerned with innovation and flows of knowledge between small businesses. Rural development, tourism and hotel industry literatures are used to ground the research within a rural and wider tourism industry context. Referring to the critique of regional development literature, the role of different forms of proximity and the influence of competition in business relations are assessed. In doing so, the wider applicability of regional development concepts is tested and considered. Implications for public sector policy and support are assessed, with reference to tensions between rural development approaches and those adopted in Scottish tourism policy. The research uses a multi-method approach involving quantitative postal survey data, supplemented by qualitative interview data. Both marketing and relational activities were found to be limited in scope, focusing on short term, sales-oriented activities. Attitudes to co-operation varied depending on competitive considerations and the stage of the marketing process involved: trust-based issues, sectoral characteristics and internal business factors being influential. Geographical and organisational proximity were both found to be insufficient in supporting co-operation, geographical proximity even being detrimental in certain sets of relations. Public sector policy does not sufficiently address the constraints and opportunities facing smaller tourism businesses in their marketing and innovation activities. In both policy and theoretical terms there may be scope to avoid unnecessary polarisation between local and wider development, recognising a role for local or regional resources and development processes in achieving national objectives – simultaneously taking advantage of both competitive and co-operative approaches to relations and making use of local and extra-local inputs and networks.

Supervisor:	Not available	Sponsor:	Not available
Qualification Name:	Thesis (Ph.D.)	Qualification Level:	Doctoral
EThOS ID:	uk.bl.ethos.499087	DOI:	Not available
Keywords:	Tourism : Hotels : Marketing : Small business		
Share:			

Cesta k plnému textu