

CHAPTER 7: REFERENCES

Finalisation of the research work is very demanding. This is mainly because by the time a researcher finishes the study, there may be tiredness and pressure to complete the study. However, this section is essential and should be accomplished with seriousness and uttermost care. This chapter discusses referencing, preparing the appendix and formatting the final work.

REFERENCES

In research, the term 'reference' applies to materials that have been referred to or quoted in the study. The reference list is a compilation of the books and articles referred to. This list is related closely to the literature review chapter. This is because all reference materials used in the literature review should be reflected in this section. The reference list should contain the most relevant and important publications. Reference has been made easy with the use of computer softwares such Mendley (<https://www.mendeley.com>), Endnote (<https://endnote.com>) among many others. There are four widely used referencing styles or conventions. They are called the *MLA* (Modern Languages Association) system, the *APA* (American Psychological Association) system, the *Harvard* system, and the *MHRA* (Modern Humanities Research Association) system.

In writing thesis make sure you know what style your institution is using. Some institutions will produce manuals explaining which style they want you to use. You can also find detailed guides to these systems in your institution's library or on the internet. The following sections give the important aspects of the four conventions in brief and all other preceding sections followed the *APA* style for illustration purposes.

- The *MLA* system is a parenthetical system: i.e. bracketed references in the body of your thesis are linked to full length citations in the bibliography at the end of your thesis. The bracket

in the body of the di contains only the author's surname and the page number or numbers you are referring to. If your thesis quotes from two or more works by the same author, then the bracketed reference should include a shortened version of the title to indicate which book is being referred to (Kennedy, *New Relations*, 26).

A bibliography compiled according to MLA conventions lists items alphabetically by the author's last name. Each entry should include, in the following order: the author's name in full, the title of the book, the place of publication, the publisher, and the date. For example: Kennedy, David. *New Relations: The Refashioning of British Poetry 1980-1994*. Bridgend: Seren, 1996. Pay attention to how the entry is punctuated as that is part of the system too.

- The APA system is also a parenthetical system but the bracketed references in the body of your thesis are the author's surname, the date of publication and the page or page numbers you are referring to. For example: There are several different referencing styles or conventions but there are four that are used most widely (Kennedy, 2003, p. 17). The reference always goes at the end of the sentence before the full stop.

A bibliography compiled according to APA conventions lists items alphabetically by the author's last name. Each entry should include, in the following order: the author's surname, their first initial, the date of publication in brackets, the title of the book, the place of publication and the publisher. For example: Kennedy, D. (1996). *New Revelations: The Refashioning of British Poetry 1980-1994*. Bridgend: Seren. Again, pay attention to how the entry is punctuated as that is part of the system too.

- The Harvard system is another parenthetical system and the bracketed references in the body of your thesis are the author's surname and the date of publication. The list of works at the end of the thesis is headed 'References'. The works listed in it appear in alphabetical order by the author's surname and follow the same format as the APA system.
- The MHRA system does not use bracketed references in the body of a thesis. Instead, superscript numbers like this ¹ are linked to a sequence of notes which appear either at the foot of the page or in

a section at the end of your thesis. The note contains the full reference for the book or article you are referring to. Here's what an MHRA note reference looks like:

¹ David Kennedy, *New Relations: The Refashioning of British Poetry 1980-1994*. (Bridgend: Seren, 1996), p.26.

THE REFERENCES IN THE BODY OF THE TEXT

The appropriate point at which to indicate the source of an idea is as soon as is convenient. When it is at the beginning or middle of a sentence, the researcher should indicate the surname of the author and year of publication. The year of publication should be enclosed inside brackets, for instance, 'Basera (2021) pointed out that ...,' 'Basera (2021) indicated that ...' At the end of a sentence or paragraph, one needs to enclose the surname of the author and year of publication in brackets. The name and year should be separated by a comma, for example (Basera, 2021); (Kanokanga, 2018).

DIRECT QUOTATIONS

Direct quotations should be accurate. If there is need to omit some words within a quotation, the writer should use three ellipses (...) to indicate the omissions. If the quotation is short, that is, a maximum of three sentences then uses quotation marks within the text. Longer quotations are usually indented and typed in single spacing, without quotation marks. In both cases, the pages from which the quotation comes must be indicated at the end of the quotation (Basera, 2021:693).

PARAPHRASE

The use of another author's idea but expressed in the writer's words is referred to as paraphrasing. In this case the writer indicates the source author and year, for example (Kanokanga, 2018).

CITATION STYLES

One of the challenges experienced by researchers is how to cite references. The two most common methods for citing published work are **the number system** and the **name year system**.

1. The number system

With this system, references to published work are by use of numbers, for example:

There are many factors affecting adoption of quality management systems in the Zimbabwean hotel industry [5-9]. The most common factors seem to be the economic challenges also expressed by Zengeni [2]. However, the only one factor which the industry had managed to manage is employing skilled personal on multiskilled bases indicated by Basera [13].

Or

There are many factors affecting adoption of quality management systems in the Zimbabwean hotel industry 5-9. The most common factors seem to be the economic challenges also expressed by Zengeni 2. However, the only one factor which the industry had managed to manage is employing skilled personal on multiskilled bases indicated by Basera 13.

In both examples above, three citations were made. The first referred to publication numbers 5, 6, 7 and 9; the second citation referred to publication number 2, while the last citation referred to publication number 13. The fact that the numbers relate to items in the reference list is indicated by the square parentheses [...] or by the superscripts. The convention a researcher follows will depend on the guidelines and regulations of one's institution.

When using the number system citation style, the order of the corresponding reference list is important. By convention, the first cited publication will be the first on the list and assigned the number '1'. The second cited publication will be the second on the list and assigned the number '2' and so on. That is, the publications in the reference list are presented in the order that they were cited. However, the reference list must not contain duplicates. This means that the researcher will must keep track of the publications that have been cited and their associated order in the reference list, so that he/she can use the

appropriate number when he/she is citing a publication more than once, as in the above examples.

2. The name year system

Using the name year citation style, the above example becomes:

There are many factors affecting adoption of quality management systems in the Zimbabwean hotel industry (Basera, 2021; Chikuta, 2017; Kanokanga 2018; Zengeni, 2014). The most common factors seem to be the economic challenges also expressed by Ndlovu (2014). However, the only one factor which the industry had managed to manage is employing skilled personal on multiskilled bases indicated Urombo (2018).

The first citation named 4 authors using their surname. Associated with each surname is the year of the publication. Notice that they are presented in alphabetical order, within round parentheses, (...). The author is separated from the year by a comma. Author year pairs are separated by semicolons. The next two citations named the authors using their surnames with the publication year of the cited publications enclosed in parentheses. Therefore, there are two ways to use the name year citation style. When using this citation style, the reference list is presented in alphabetical order.

How a publication is cited also depends on the number of authors. If there are two authors, then cite as follows: 'Basera and Mwenje (2021) defined quality in hotels is freshness, integrity, vibrancy, consistency and synergies in all that is done when offering service to guests.'

Or

Quality in hotels is freshness, integrity, vibrancy, consistency and synergies in all that is done when offering service to guests (Basera and Mwenje, 2021).' When a publication has more than two authors, cite as follows:

'Basera *et al.* (2021) considered'

At the point at which a source is cited in the text, indicate the author's surname, followed by the year of publication.

In a sentence simply indicate the surname and put the year of publication of the document in brackets, that is, Basera (2021). However, if the source is indicated at the end of a sentence or paragraph, then include both the author and year of publication in brackets (Basera, 2021).

A comma separates the author's name and year of publication. If an author has published several works in the same year and one is using more than one of these, then lower-case letters are used after the year for identification, that is, Basera (2021a, 2021b, and so on).

If several sources are being referred to at the same time, then the authors should be organised alphabetically and the sources separated using semi colons (Basera, 2021; Kanokanga, 2021).

If quotations are used, indicate the author, year of publication and page(s) of the quotation. Page(s) can be indicated by using p. (pp. if many) or using colon i.e. (Basera, 2021, p.693) or (Basera, 2021: 693). If many pages (Basera, 2021: pp. 693-694) 014 (Basera, 2003: 693-694).

LISTING OF REFERENCES

There are several types of publications used in research. These materials include articles, magazines, journals, conference proceedings, books, dissertations, theses and research reports. Each category of materials requires a different presentation format. However, the general order of organising the references is as follows:

1. Surname of the author
2. Initials of the author
3. Date of publication
4. Title of the material
5. Place of publication
6. Publishers

Author's surname, initials, (year of publication). Title of material. Place of Publication: Publishers.

PRESENTATION FORMAT

There are various presentation formats for different materials. This is as follows:

- **Journal Articles** - These are the most common sources of cited material and include specialist technical journals and trade journals. They are presented in the following format:
 - a) Surname of the author.
 - b) Initials of the author.
 - c) Year (date) of publication.
 - d) Title of article: The first letter of the title is capitalised while the rest are in lower case.
 - e) Name of journal (underlined or italicised). You may use an abbreviated form for the journal name, but make sure that it is the Recognised one. Most journals will have the 'official' abbreviated title printed at the top of its pages.
 - f) Volume, followed by number of issues. Instead of issue numbers, some journals have a month of issue. In such cases, substitute the month for the issue number.
 - g) Pages in the journal where the article appears.

Author's surname, initials. (Year of publication). Title of article. *Name of Journal*, Volume (number, pages).

For example:

Basera, V. & Mwenje, J. (2021). Stakeholders' Awareness of Quality and Quality Management Systems in Zimbabwean Hotels. *African Journal of Hospitality, Tourism and Leisure*, 10(1): 682-697.

- **Conference Proceedings** - Papers presented at conferences are also common sources of research information. The format is as follows; Author(s), (year). Article title, Name of conference, Location of conference, page range.

For example:

Kanokanga P. F., Ndoda, G., & Tukuta, M. (2019). Public-private sector partnerships for destination image recovery and sustainable performance of the tourism sector in Zimbabwe. Conference paper, 12th Zimbabwe Research Council-International Research Symposium, 10-13 March, 2019, (Paper to be published by Zimbabwe Research Council in a book in September 2019).

The author(s) surname appears first, followed by initials. The year is enclosed in parentheses and terminated with a full stop. The first letter of the title is capitalised while the rest are in lower case. You may use abbreviations to indicate the type of publication and the name of the conference. For example, 'Proc.' is usually used in place of 'Proceedings'; 'Pre.' for 'Preprints'; 'Conf.' for 'Conference'; 'Symp.' for 'Symposium' and so on.

- **Books** -To list books, use the following format:

Surname of the author, initials of the author. (Year of publication.)
Title of book. Edition number, place of publication, publishers. For example:

Basera, V. (2020). *Online Marketing*. London: Lambert Publishers.

Gay, L. R. (1992). *Educational Research: Competence for Analysis and Applications*. 4th Edition, New York: Macmillan Publishers.

In referencing books, the first letters of keywords in the main title are in capitals, and the title is in italics. There is no need to indicate the edition of the book if it is the first edition.

Some books are compilations of articles from different authors. For such cases, the format used is a hybrid between that for journal articles and books. This is as follows:

Author(s), (year). Title of article in book, In: Name of book, Edition number, Chapter number, Name(s) of editors, Name of publisher, place of publication.

For example:

Rumelhart D.E., Hinton G.E. and Williams, R.J. (1987). Learning internal representations by error propagation, In: *Parallel Distributed Processing: Vol. 1*, Ch. 8, D.E. Rumelhart and J.L. McClelland [editors], MIT Press: Cambridge MA. Note the use of the word 'In:' and the difference in which the names of the authors and the names of the editors are presented: editors' names are listed with their initials first. However, when you list the book without reference to authors of particular chapters, editors are considered the authors, in which case the item will be listed as:

Or Rumelhart, D.E. and McClelland, J.L. [editors]. (1987). *Parallel Distributed Processing: Vol. 1*, MIT Press: Cambridge MA.

- **Dissertations, theses and research reports**

Dissertations, theses and academic research reports are listed using the format below:

Author(s), (year). Title in italics. Type of publication, Research Group, Name of Institution, Country. For example:

Kanokanga, P. (2018). *Development of destination image recovery model for enhancing performance of tourism industry in Zimbabwe*. PHD Thesis, Chinhoyi University of Technology, Chinhoyi, Zimbabwe.

- **Company reports and manuals**

Sometimes, a researcher may need to cite material contained in publications by companies and from manuals. In such cases there are no named individuals for authors. Use the format below:

Name of company or organisation, (year). *Title in italics*. Place of publication. For example:

Zimbabwe Tourism Authority, (2020). *Tourism Statistics*. Harare, ZTA.

□ **Information from the world-wide website**

Nowadays, much information can be obtained from the Internet; typically, websites but sources include newsgroups and online forums.

The format to use for such publications is:

Name of Author(s) or company or organisation, (year), Title of article, URL, date found.

The URL (Uniform Resource Locator) is the full Internet address of the article. Due to the transient nature of online information, it is important to include the date when one found the information. For example:

EFQM, (2017). *The EFQM Excellence Model*. <http://www.efqm.org> [Accessed 22 11 2018].

□ **Personal communications**

Sometimes, a researcher may have used information passed on to him/her by a colleague or another person, via a phone conversation, letter, email or other forms of communication. The researcher can include this information in the reference list. The format to use is:

Name, (year). Personal communication, Affiliation of named person. For example:

Basera, V. (2021). Personal communication, Manicaland State University of Applied Science, Zimbabwe.

The reference list should be compiled as a researcher writes the chapters. The references should be organised alphabetically using surnames. If the author has several publications listed, they should be organised using the date (year) order. If there is more than one author, the names and initials of all the other authors should appear. All authors should be given credit. All the materials cited should be referenced.

The reader should note that the material presented here is not exhaustive; there are many variations. However, in the absence of other instructions, and as long as you are consistent, the guidelines presented above should be sufficient.

NUMBERING

In a research proposal or thesis, there is a specific format for numbering. There is specific numbering for the following:

- Chapters and sections in chapters
- Figures and diagrams
- Tables and lists
- Equations

Each chapter of the proposal/thesis should be assigned a number. For example:

Chapter 1. INTRODUCTION

Chapter 2. LITERATURE REVIEW

Chapter sections and subsections should also be assigned a numerical index. For example, the second section of Chapter 1 could be 1.2 Statement of the research problem, while a subsection of Section 4 in Chapter 4 could be: 4.4.1 Simulation results.

Notice the use of different cases in the 3 heading categories. The title of chapter is in upper case (capitalised); the heading of a section has the first letter of keywords in upper case; while only the first letter of the first word in a subsection is capitalised. These styles are used as visual cues to indicate the different levels of headings. Avoid having more than 3 levels, for instance, 2.1.3.2, as they can make the text messy especially when referring to them. If you need to categorise further, the contents of a subsection, use a different font style. Bold and underlined text is a popular format.

To refer to a particular chapter, use the formats given by the following examples:

'Chapter 2 provides a review literature on factors affecting quality management systems. The methodology used in the study is explained in Chapter 3' Notice that the word 'Chapter' is written in full with a capital 'C.' The following examples show how references are made to sections or subsections:

'The procedure outlined in Section 5.3 was employed to ...' 'Section 3.2.2 discussed the implication of ...'

Here, the word 'Section' with a capital 'S' is used to refer to both sections and subsections; the latter being obvious from the numerical index.

FIGURES AND DIAGRAMS

In proposals, dissertations and thesis, all figures and diagrams must be captioned and given a numerical index. Captions should appear below or above the figure or diagram and should be sufficiently descriptive without being too long. Simply state what the illustration is showing and do any explaining in the main text. Captions for figures and diagrams have the format: Chapter number. Figure number.

DESCRIPTION

Figure 2.4. Service quality measurement.

The word 'Figure' is used generically to cover all illustrations, such as drawings, flow charts, sketches, and so on. Spell out the word in full. Note too, the positions of the full-stops. The numerical index is composed of the chapter number, a full stop, and followed by the figure number, terminated with another full stop. Thus, the third illustration appearing in Chapter 4 would have the caption:

Figure 4.3. Deming model.

You may use the abbreviated form, 'Fig.', when referring to illustrations if the reference appears in the middle of a sentence. For example:

'The Deming model, shown in Fig. 4.3, is quite common.'

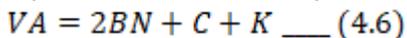
Otherwise, write the word 'Figure' in full, for instance, 'Figure 4.3 shows a Deming model of quality management.'

TABLES AND LISTS

All tables and lists must be captioned and given a numerical index, and the numbering style is identical to that used for figures and diagrams. The captions should be placed below or above each table and list. So, for example, the second table in Chapter 3 would have the caption: 'Table 3.2. Hotels in Harare.' Abbreviations should not be used when referring to tables and lists write out the word 'Table' in full, with a capital 'T.'

EQUATIONS

These are mathematical and chemical expressions. Each major equation should be assigned a numerical index, with the following format: (Chapter number. Equation number). The following shows equation number 6 in Chapter 4.



Use the following rules when referring to equations.

- When a sentence starts with the word 'Equation,' write it out in full followed by the numerical index.
- Otherwise use either the abbreviation 'Eq.' or 'Eqn.' making sure that you maintain consistency throughout the proposal/ thesis. When referring to a collection of equations, use the corresponding plural forms, i.e. 'Eqs.' or 'Eqns.'

For example:

'Equation (5.1) shows the effect of ...'

'Substituting Eq. (3.3) into Eq. (3.7) yields ...'

'The factor model, given by Esq. (4.4) to (4.10) ...'

When referring to equations in text contained within parentheses, you need not enclose the equation's numerical index within parentheses.

As such, 'The factor model, (Eqs. 4.4 to 4.10)' is much neater than 'The factor model, (Eqs. (4.4) to (4.10)) ...'