

Budapest Business School
Faculty of Commerce, Hospitality and Tourism



Guide to Harvard Style Referencing

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The following guide is based on the referencing guide of the Anglia Ruskin University (ARU). If you use Zotero reference manager, please select the appropriate referencing method.

Budapest
2024

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1. What is referencing

When writing a scientific work, it is required to list the sources as references. There are several methods of referencing.

Students at the **Budapest Business School Faculty of Commerce, Hospitality and Tourism** uniformly use the **Harvard** System of Referencing.

This guide is to support students in creating their references. A priority when creating references is to make the source material used exactly and clearly retraceable. Therefore, consistency and accuracy is required when adding the entries.

In-text references show the reader which sentence, idea or paragraph is the author's own matter and which parts are inserted as verbatim citation or indirect reference into the text from academic literature.

Referencing is essential, because

- it makes possible to identify the works used and their authors
- the readers of the thesis may trace the sources of the quotations
- the works used demonstrate the depth of the author's research on the subject

In case of an unidentifiable work or a work without references

- the author's message will not be professionally credible,
- neither the author, nor others can find the referenced original,
- the author commits plagiarism.

Plagiarism: when the author of a thesis presents someone else's work or ideas as his or her own, failing to use in-text references (therefore writing a bibliography only is not enough).

The **sources of a thesis** may be used in various ways:

- as verbatim citations
- as the summary of its subject-matter
- to outline facts and theories.

A number of issues must be considered when referencing. The following discuss these in detail and also give examples.

1.1 Intellectual property - Copyright

Plagiarism is an offence that has legal consequences. Authors are protected by Act No. LXXXVI of 1999.

Copyright protects works of literature, science and arts, and – through so-called related rights – the performance associated with their use.

Based on **Act LXXVI of 1999** on copyright, primarily creations of literature, science and art, so-called works fall under copyright protection (e.g. fictional, literary works, music, films,

paintings, sculptures), but other works, such as software and databases are also protected. Copyright protection is not established automatically from the point of the creation of the work but it is established by operation of law.

Displaying the © (=copyright) symbol has no legal effect per se, its practical function is merely to inform the reader/viewer of a work that the author reserves its right, in other words permission must be requested to use that work (sztnh.gov.hu, 2018).”

1.2 List of abbreviations

editor → ed.

- When specifying the edition (Always use Arabic numbers for the number of edition.):

corrected → corr.

enlarged → enl.

edition → ed.

editors → eds.

revised → rev.

supplemented → suppl.

- When specifying the data of publication: (see p. 32)

no place of publication → s.l.

no named publisher → s.n.

no date → s.a.

- When specifying the number of pages:

p. → page (from the Latin word 'pagina', e.g. p. 3)

pp. → pages (e.g. pp. 23-24)

no page → s.p.

2. Harvard system

Author-year method

Characteristics: the **author's** surname is followed by the **year of publication**.

When referencing **in the text of the thesis** (this is called "in-text reference") the author's surname and the year of publication are placed in brackets (together with the page number in the case of verbatim citations). Please note that the scientific degree of the author(s) (such as Dr., Dr. habil., Prof. Dr., etc.) should not be included in in-text references or the table of contents, either.

In-text references may appear in theses in two cases:

– **for verbatim citations:** when the author, year of publication and page number – where the quotation is taken from – are put in brackets at the end of the train of thought or paragraph cited in quotation marks.

For online sources where no page number is indicated, the term "s.p." must be used (e.g. (Pintér, 2019, s.p.)).

Example:

"The importance of personal leadership in achieving organizational purposes is well established (Sharplin, 1985, p. 148)."

– **for indirect references:**

If the author's surname is included in the sentence, only the year of publication should be indicated in brackets after the author.

Example:

The importance of personal leadership is emphasized by Sharplin (1985) in achieving organizational goals.

If the reference is put at the end of a train of thought or paragraph, the author's surname and the year of publication must be put in brackets, separated by a comma. Even if providing a summary of a part of a work (indirect reference), the page number(s) of the work used are not to be indicated.

Example:

Personal leadership is important in achieving organizational goals (Sharplin, 1985).

The **bibliography** enables the reader to trace the sources.

It lists the referred works in alphabetical order by author(s) at the end of the thesis.

Different types of publications require different data to be indicated, but certain information, such as the author, year of publication and title always have to be included.

The following section presents with examples how verbatim citations and indirect references should be made and it explains in detail how to form a bibliography correctly.

3. Book

3.1 One author

Get the data of the book from the title page, not from the cover page. Indicate the edition only if it is not the first edition. (A book with no edition statement is most commonly a first edition.)

The required data for a reference:

Author's surname, initials of the first name., Year of publication. *Book title*. Edition. Place of publication: Publisher.

(Comment: Place of publication: name of the city, not of the country. The place of publication can sometimes be found on the back of the title page in the address of the publishing company.)

– First edition

Example:

For verbatim citations:

"Parallel to the progression of regionalization/globalization, a number of public and semi-public organizations have been founded or restructured for the purpose of facilitating travel and tourism activities around the world (Siu, 2020, p. 114)."

For indirect references:

With globalization, organizations have been established to facilitate travel and tourism (Siu, 2020).

In the bibliography:

Siu, R.C.S., 2020. *Economic principles for the hospitality industry*. Abingdon: Routledge.

-2nd or later editions

Example:

For verbatim citations:

"The view that MNCs allocate resources across the globe in an optimal manner rests on the proposition that the world's resources are best utilised through the interplay of unfettered market forces (Bennett, 1999, p. 165)."

For indirect references:

Multinational corporations allocate resources optimally because the world's resources can be best utilized through the interaction of unlimited market forces (Bennett, 1999).

In the bibliography:

Bennett, R., 1999. *International business*. 2. ed., Harlow: Prentice Hall.

3.2 Multiple authors

In case of books with multiple authors all the authors should be listed in the bibliography, however, only the first author and the abbreviation "et al." (meaning: and others) should be used in the verbatim and indirect references.

3.2.1 Two authors

Both authors' names should be indicated in the order of appearance.

The required elements for a reference:

Author's surname, initials of the first name. & Author's surname, initials of the first name., Year of publication. *Book title*. Edition. Place of publication: Publisher.

Example:

For verbatim citations:

"Managerial economics is an aid to decentralised decision taking at the level of the firm. It is not about central planning of a total economy (Reekie & Crook, 1995, p. 4)."

For indirect references:

Reekie and Crook (1995) defines managerial economics as an aid to decentralised decision taking at a company level.

Comment: If the surnames of works with two authors are included in the sentence, connect the two names with "and" instead of the ampersand (&). In this case the indirect reference needs not be included in brackets at the end of the text again, and only the year of publication is put in brackets after the authors' name. (See the boldfaced example above.)

In the bibliography:

Reekie, W.D. & Crook, J.N., 1995. *Managerial economics: A European text*. New York: Prentice Hall.

3.2.2 Three or more authors

The surname of the first author should be included in verbatim and indirect references, the other names are substituted by the abbreviation "et al."

The required elements for a reference:

Author's surname, initials of the first name. & Author's surname, initials of the first name. & Author's surname, initials of the first name., Year of publication. *Book title*. Edition. Place of publication. Publisher.

Example:

For verbatim citations:

"Marketing analysis is the systematic understanding of the existing and potential market for a product or service, the provision of this information to management, and the making of recommendations on how the customers' wants might best be served (Clifton, et al., 1992, p. 2)."

For indirect references

Marketing analysis serves the needs of customers by understanding of a market for a product or service, making this information available to management (Clifton, et al., 1992).

In the bibliography:

Clifton, P. & Nguyen, H. & Nutt, S., 1992. *Market research: Using forecasting in business*. Oxford: Butterworth-Heinemann Ltd.

Comment: For works with three or more authors, all authors' surnames and initialled first names must be indicated in the bibliography, and the authors' names should be separated by ampersand (&). That is to say the abbreviation "et al." may not be used in the bibliography, only in in-text references. (See the example above.)

3.3 Edited books

For books, which have no author but editor, the surname(s) of the editor(s) should be given in the in-text references followed by “ed.” or “eds.”.

The required elements for a reference:

Author’s surname, initials of the first name., ed., Year of publication. *Book title*. Edition. Place of publication: Publisher.

Example:

For verbatim citations:

„High levels of tourism bring many positive economic benefits to the destinations; however simultaneously, they can have very serious sociocultural and environmental impacts (Ineson, et al., eds., 2018, p. 101).”

For indirect references:

High levels of tourism may cause serious negative impacts on the environment (Ineson, et al., eds., 2018).

In the bibliography:

Ineson, E. & Smith, M. & Nita, V., eds., 2018. *International case studies for hospitality, tourism and event management students and trainees*. Iasi: Editura Technopress.

3.4 Book chapters

This is used for books, e.g. conference proceedings or collections of studies where each chapter is written by a different author and the book has an editor.

The required elements for a reference:

Author’s surname, initials of the first name., Year of publication. Title of chapter. In: editor’s surname, initials of the first name., ed., Year of the publication of the book. *Book title*. Place of publication: Publisher. First and last page numbers of the chapter (use pp. abbreviation!).

Example:

For verbatim citations:

"Put simply, Revenue Strategy is about putting the most heads in beds to generate the most money for the bank (McCartan, 2019, p. 57).”

For indirect references:

Revenue Strategy is making money for the bank (McCartan, 2019).

In the bibliography:

McCartan, M., 2019. Practice: Revenue strategy. In: Ginneken, R., ed., 2019. *Hospitality finance and accounting: Essential theory and practice*. Abingdon: Routledge. pp. 57-70.

3.5 Several works by one author in the same year

If you are quoting several works written by the same author in the same year, they should be differentiated by adding a lower case letter (a, b, c, etc.) directly, with no space, after the year for each item.

The required elements for a reference:

Author's surname, initials of the first name., Year of publication and a lower case letter. *Book title*. Place of publication: Publisher.

Example:

For verbatim citations:

"The chief advantage of oral communication is the opportunity it provides for immediate feedback. This is the channel to use when you want the audience to ask questions and make comments or when you're trying to reach a group decision (Thill & Bovée, 1996a, p. 86)."

„Class discussion is good for helping students understand general principles and solve some specific problems, but one-on-one conferences are indispensable in the development of business communicators (Thill & Bovée, 1996b, p. 4)."

For indirect references:

Oral communication has the advantage over written communication, that it provides immediate feedback (Thill & Bovée, 1996a).

In the training of business communicators conducting personal conversation proves to be even more useful (Thill, & Bovée, 1996b).

In the bibliography:

Thill, J.V. & Bovée, C.L., 1996a. *Excellence in business communication*. New York: McGraw-Hill.

Thill, J.V. & Bovée, C.L., 1996b. *Instructor's manual to accompany Excellence in business communication*. New York: McGraw Hill.

This also applies when multiple authors have the same surname. Alternatively, their initials may also be included in the in-text reference.

(Soros, G. 1966a)

(Soros, G. 1966b)

(Soros, M. 1966)

In the latter case, they should be listed in the bibliography in alphabetical order by the names of the authors.

If you are quoting several works written by the same author and they have been published in *different years*, they should be arranged in chronological order, starting with the earliest year.

3.6 E-books

Books available on the Internet or downloaded electronically. Most frequent formats: pdf, e-pub, mobi. Most frequently used e-book access sites: EBSCO, Emerald, ProQuest Central, Science Direct, SpringerLink, UNWTO Elibrary.

Comment: The databases subscribed by the libraries of BBS are available in the buildings of BBS and, and with a VPN access, from home. Students may request VPN access from the IT Division by providing their Neptune code and password.

VPN access may be requested via the following link:

https://uni-bge.hu/hu/vpn-kapcsolat-leterehozasa-a-kozponti-konyvtar-altal-elofizetett-adatbazisokhoz?fbclid=IwAR03lgSUsXqrp-aZvkK0lNggKyoj6TLxDhyvGm9RrGizNm9ywU_tyHGpV3M

- The required elements for a reference:

Author's surname, initials of the first name., Year of publication. *Book title*. [e-book] Place of publication: Publisher. Available at: URL [Access date].

Example:

For verbatim citations:

"The outdoor adventure market segment has been identified as a major growth area in every region of the Canadian Arctic, as can be seen from the next section, although many of these segments overlap (Huddart & Stott, 2020, p. 147)."

Comment: For e-books, it happens that we cannot provide page numbers for verbatim citations in all formats (e.g., website).

For indirect references:

In Canada the outdoor adventure market is a growing and developing area (Huddart & Stott, 2020).

In the bibliography:

Huddart, D. & Stott, T., 2020. *Adventure Tourism*. [e-book] Liverpool: Palgrave Macmillan. Available at: <https://link.springer.com/book/10.1007/978-3-030-18623-4#toc> [Access date: 16/03/2021.].

–Corporate authors of e-books:

The required elements for a reference:

Name of organisation, Year of publication. *Document title*. [e-book] Place of publication: Publisher. Available at: URL [Access date].

Example (in pdf):

For verbatim citations:

"During the pandemic, travel restrictions were put in place by many governments. Travel was only allowed for some very specific reasons. It is, therefore, important to understand the distinction between travel and tourism. This will enable the identification of those who, among the travellers allowed to enter a country of reference, qualify as visitors (World Tourism Organization, 2021, p. 3)."

For indirect references:

Although travel restrictions were put in practice due to the pandemic in many countries, there remained a clear difference between travellers and visitors in the tourism sector (World Tourism Organization, 2021).

In the bibliography:

World Tourism Organization, 2021. *Conceptual guidance on tourism statistics in the COVID-19 context*. [e-book] Madrid: World Tourism Organization. Available at: <https://www.e-unwto.org/doi/epdf/10.18111/9789284422432> [Access date: 08/04/2021.].

3.7 Secondary reference

You may come across a summary or quotation of another author's work in the source you are reading, which you would like to refer to in your own piece of work, this is called secondary referencing.

Example:

For verbatim citations:

»A peevish or fastidious traveller will find sources of dissatisfaction amongst the highest beauties of nature or art; whilst the good-humoured man will draw amusement even from accidents and hardships... (Baines, 1834, quoted by Seaton & Bennett, 1996, p. 77).«

Comment: Had this paragraph been taken paraphrased by Seaton & Bennett from the original 1834 work of Baines, the word “referred” should be applied instead of “quoted”, and the sign “ “ should be used instead of the sign » «.

Though it is most advised to use materials only from original sources, you might not be able to retrace the original source. In this case, this reference method is required.

For indirect references:

The personality, social and cultural learning of a traveller will influence his behaviour (Baines, 1834, referred by Seaton & Bennett, 1996).”

In the bibliography:

Seaton, A.V. & Bennett, M.M., 1997. *The marketing of tourism products: concepts, issues and cases*. London: ITP.

The bibliography includes only the work you have read. In the above example, only the work of Seaton and Bennett should be described.

3.8 Using the works of multiple authors within a train of thought

If a train of thought/paragraph is developed using the works of multiple authors, and you do not specifically indicate which statement comes from which author, you should list the sources in an in-text reference by authors in brackets **in alphabetical order, separated by semicolons** at the end of the train of thought/paragraph.

Example:

In-text reference: (Bennett, 1999; Siu, 2000)

In the bibliography:

Bennett, R., 1999. *International business*. 2. ed., Harlow: Prentice Hall.

Siu, R.C.S., 2020. *Economic principles for the hospitality industry*. Abingdon: Routledge.

4. Articles from journals and magazines

4.1 Articles from printed sources – basic journal references

These guidelines are for print articles and online articles that have a print equivalent.

The required elements for a reference:

Author's surname, initials of the first name., Year of publication. Title of article. *Full Title of Journal*, Volume number (Issue/Part number), Page number(s). (e.g. p. 3; pp. 18-21)

Example:

For verbatim citations:

"Hotels should employ green advertising strategies to increase favorable consumer AHot, positive brand evaluations, patronage intentions, and to have a stronger green brand image (Sahin, et al., 2020, p. 453)."

For indirect references:

Green advertising increases revisit intention, brand evaluation and brand image of hotels (Sahin et al., 2020).

In the bibliography:

Sahin, S. & Baloglu, S. & Topcuoglu, E., 2020. The Influence of Green Message Types on Advertising Effectiveness for Luxury and Budget Hotel Segments. *Cornell Hospitality Quarterly*, 61(4), pp. 443-460.

Comment: The article appeared in the 61st volume, 4th issue of Cornell Hospitality Quarterly magazine in 2020.

4.2 Electronic articles

An e-journal article should be referenced as print if it is also available in a print version of the journal.

The required elements for a reference:

Author's surname, initials of the first name., Year of publication. Title of article. *Full Title of Journal*, [online] Volume number (Issue/Part number), Page number(s). Available at: URL [Access date].

Comment: The following article is only available electronically.

Example:

For verbatim citations:

"The recent outbreak of novel coronavirus disease 2019 (COVID-19) has generated enormous social and economic change. Government responses around the world have been extraordinary, ranging from financial stimulus packages to unprecedented social distancing restrictions and bans on international travel (Free & Hecimovic, 2021, p. 58)."

For indirect references:

The new pandemic, also known as Covid-19, brought about social and economic change. Various governments have taken unprecedented measures (Free & Hecimovic, 2021).

In the bibliography:

Free, C. & Hecimovic, A., 2021. Global supply chains after COVID-19: the end of the road for neoliberal globalisation? *Accounting, Auditing & Accountability Journal*, [online] 34(1), pp. 58-84. Available at: <https://www.emerald.com/insight/content/doi/10.1108/AAAJ-06-2020-4634/full/pdf?title=global-supply-chains-after-covid-19-the-end-of-the-road-for-neoliberal-globalisation> [Access date: 16/03/2021.].

-E-article with DOI number

Where an article has a **DOI number** (Digital Object Identifier, permanent identifier and replaces a permanent web address for online articles):

The required elements for a reference:

Author's surname, initials of the first name., Year of publication. Title of article. *Full Title of Journal*, [e-journal] Volume number (Issue/Part number), Page numbers (if available), DOI.

Example:

For verbatim citations:

„In a business environment characterized by globalization and based on knowledge, many hotel establishments are subjected to increased pressures with regard to their service quality, innovativeness and global competitiveness (Prud'homme, 2016, p. 631).”

For indirect references:

Globalization puts hotels under pressure to provide high quality services (Prud'homme, 2016).

In the bibliography:

Prud'homme, B., 2016. Implementation of sustainable development practices in the hospitality industry: A case study of five Canadian hotels. *International Journal of Contemporary Hospitality Management*, [e-journal] 28(3), pp. 609-639. <https://doi.org/10.1108/IJCHM-12-2014-0629>

4.3 Articles

The required elements for a reference:

Author's surname, initials of the first name., Year of publication. Title of article. *Full Title of Journal*, month and day, Page numbers

Example:

For verbatim citations:

„You're there to protect your kids. And as an extension, you're there to protect the community (Docterman, 2021, p. 46).”

For indirect references:

Emily Smith, an epidemiologist in Texas runs a Facebook page on corona virus affairs and explains why social distancing is a moral choice (Docterman, 2021).

In the bibliography:

Docterman, E., 2021. Moms on a Mission. *Time*. 29 March, pp. 44-49.

- If no author is specified for the newspaper article, the title of the journal can be given instead of the author:

Example:

For verbatim citations:

„The uncertainty unsettles Nepal’s giant neighbours. Yet India, for once, is not interfering, says Amish Raj Mulmi, author of ‘All Roads Lead Morth’, a history of Nepal’s relations with India and China. As the historical hegemon and Nepal’s biggest trade partner, India has the habit of meddling (The Economist, 2021, p. 44).”

For indirect references:

India never interferes in political turmoils of its neighbouring countries including Nepal. (The Economist, 2021).

In the bibliography:

The Economist, 2021. Banyan Himalayan upheaval: China and India take opposite approaches to a crisis in Nepal. *The Economist*, 20 March, p. 44.

4.4 Online articles

The required elements for a reference:

Author’s surname, initials of the first name., Year of publication. Title of article or page. *Full Title of Journal*, [online] further data. Available at: URL [Access date].

Example:

For verbatim citations:

“The drop in Chinese tourist numbers from January to April alone could cost the Thai economy \$3.05 billion, according to The Tourism Authority of Thailand, not counting the revenue loss of other nationalities choosing to stay away (Campbell, 2020, s.p.).”

For indirect references:

The spread of coronavirus in China caused a significant drop in foreign tourist numbers and a drop of \$3.05 billion to Thai economy (Campbell, 2020).

In the bibliography:

Campbell, C., 2020. 'It Will Be Catastrophic.' Asia's Tourism-Dependent Economies Are Being Hit Hard by the Coronavirus. *Time*, [online] 13 February. Available at: <https://time.com/5783505/thailand-asia-tourism-covid-19-china-coronavirus/> [Access date: 30/03/2021.].

5. Other source types

There may be other types of documents in a research that need to be referenced.

5.1 Acts

The required elements for a reference:

Year of enactment of the Act, number (Roman numerals) and title. Available at: URL [Access date].

Example:

For verbatim citations:

“shopping centre means a building with an integrated design that serves multiple purposes, in which several traders carry out commercial activities of various types on a permanent basis, predominantly in stores, and where additional, predominantly leisure-time service activities are also carried out; (Section 2(3) of Act CLXIV of 2005)”

For indirect references:

A shopping centre is a building with an integrated design where multiple traders pursue commercial activities of various types, predominantly in stores, and where leisure-time activities are also available (Act CLXIV of 2005).

In the bibliography:

Act CLXIV of 2005 on trade. Available at:

https://njt.hu/translated/doc/J2005T0164P_20180101_FIN.pdf [Access date: 23/03/2021.].

5.2 Government decrees, decisions

The required elements for a reference:

Number of the decree/Year of adoption of the decree (month with Roman numerals) and title. Available at: URL [Access date].

Example:

For verbatim citations:

“persons liable for payment of tourism development contribution need not pay tourism development contribution, and for this period, tourism development contribution need not be declared, assessed or paid (498/2020. (13 Nov) Gov. Decree, Section 2A,a)”

For indirect references:

The government declared that during the period of state of danger tourism development contribution is not to be paid (498/2020. (13 Nov) Gov. Decree).

In the bibliography:

498/2020 (13 Nov) Gov. Decree on certain economic rules applicable during the period of state of danger. Available at: https://njt.hu/translated/doc/J2020R0498K_20210208_FIN.pdf [Access date: 23/03/2021.].

5.3 Annual reports of organizations

The required elements for a reference:

Corporate author, Year. *Full title of the annual report.* Place of publication: Publisher.

Example:

For verbatim citations:

“Total of 10 wells were drilled in 3 countries, while further 4 have been spudded. 5 discoveries were made in 2019. Besides drilling, seismic acquisition campaigns progressed in Pakistan, Hungary and Romania. Exploration portfolio was extended with new licences acquired in Hungary and Croatia (MOL Hungarian Oil and Gas Plc, 2020, p. 16).”

For indirect references:

10 drilling, 4 spudding operations and some seismic acquisition campaigns were carried out in 2019 by MOL (MOL Hungarian Oil and Gas Plc, 2020).

In the bibliography:

MOL Hungarian Oil and Gas Plc, 2020. *MOL Group Integrated Annual Report – 2019*. s.l.: MOL Hungarian Oil and Gas Plc.

-Electronic version:

The required elements for a reference:

Corporate author, Year. *Full title of the document*. [online] Available at: URL [Access date]

Example:

For verbatim citations:

„The aim of MOL Group Risk Management is to keep the risks of the business within acceptable levels and support the resilience of the operations as well as the sustainability of the company (MOL Hungarian Oil and Gas Plc, 2020, p. 9).

For indirect references:

Sustainability is among the main aims of MOL Group risk management (MOL Hungarian Oil and Gas Plc, 2020).

In the bibliography:

MOL Hungarian Oil and Gas Plc, 2020. *MOL Group Integrated Annual Report – 2019*. [online] Available at:
https://molgroup.info/storage/documents/annual_general_meeting_documents/mol_group_integrated_annual_report_2019_eng.pdf [Access date: 08/04/2021.].

5.4 Standards

The required elements for a reference:

Corporate author, Year. *Reference number and full title of the standard*. Place of publication: Publisher.

-Hungarian standard:

Example:

For verbatim citations:

„Loading devices shall be designed to prevent transport cars from falling off (MSZ EN 12463:2021, section 5.3.4.3).”

For indirect references:

Devices must be designed to avoid accidents (MSZ EN 12463:2021).

In the bibliography:

Magyar Szabványügyi Testület, 2021. *MSZ EN 12463 Food processing machinery. Filling machines and interchangeable equipment. Safety and hygiene requirements*. Budapest: Magyar Szabványügyi Testület.

–An international standard adopted in Hungary:

Example:

For verbatim citations:

“Baggage room, dedicated room where guest’s luggage is stored (MSZ EN ISO 18513:2003, section 3.2.2).”

For indirect references:

A baggage room must store the guest’s luggage in a hotel (MSZ EN ISO 18513:2003).

In the bibliography:

International Organization for Standardization, 2003. *MSZ EN ISO 18513. Tourism services. Hotels and other types of tourism accommodation. Terminology*. [Geneva]: International Organization for Standardization.

5.5 Patents

The required elements for a reference:

Inventor’s surname, initials of the first name., Beneficiary, Year. *Title of the invention*. Place. Application number.

Example:

For verbatim citations and indirect references: (Bradley, et al., 2006)

In the bibliography:

Bradley, S. J. & Meyer, H. A., Kraft Food Holdings INC., 2006. *Food Package*. United States. US2006151339A1.

5.6 Conference proceedings

The required elements for a reference:

Author’s surname, initials of the first name., Year. Title. In: Name of editor or organisation, *full title of conference*. Place, date. Place of publication: Publisher.

Example:

For verbatim citations:

„The first period of CEE-Taiwanese cooperation was characterized by the political and economic difficulties the CEE states faced with. (Novák, 2016, p. 157).”

For indirect references:

Collaboration between CEE and Taiwan was difficult at the beginning for political and economic reasons (Novák, 2016).

In the bibliography:

Novák, T., 2016. CEE-Taiwan Economic Relations: New Opportunities and Old Challenges. In: Vándor, J. & Beke Lisányi, J., eds., 2016. *The current issues of economic and social integration in Hungary and Taiwan*. Budapest, 22-23 February, 2016. Budapest: Budapest Business School, University of Applied Sciences.

5.7 Doctoral dissertations and theses

Doctoral dissertations available freely on the Internet include substantial research results. Theses may also be used as sources if you quote its primary research in your own thesis.

–Doctoral dissertations

The required elements for a reference:

Author's surname, initials of the first name., Year of publication. *Title of dissertation*. [university doctoral dissertation] Training location: Official name of the doctoral school and of the university. Available at: URL [Access date].

Example:

For verbatim citations:

"A consumer's activity promotion tendencies are expected to have a positive relationship on intentions to engage in retaliatory behavior following a brand change. Additionally, to an extent, consumers with a high self-brand connection are expected to retaliate more strongly against a brand following a brand change than those with a low self-brand connection (Hawkins, 2015, p. 43)."

For indirect references:

The development of the self-brand is very important for a consumer, it is necessary to constantly stimulate their activity (Hawkins, 2015).

In the bibliography:

Hawkins, M. A., 2015. *An Investigation into Consumers' Relationship with Their Consumption Activities*. [doctoral dissertation] Barcelona: Universitat Ramon Llull, Available at: https://www.tdx.cat/bitstream/handle/10803/294266/00_Matt%20Hawkins%20PhD%20Thesis_Final%20Version_2015_03.pdf?sequence=1&isAllowed=y [Access date: 16/03/2021.].

-Theses:

The required elements for a reference:

Author's surname, initials of the first name., Year of publication. *Title of thesis*. [thesis] Training program. Training location: Official name of the university. Available at: URL [Access date].

Example:

For verbatim citations:

"If one visits some Hungarian a'la carte restaurant kitchens, it is easy to see that it is possible to run a prospering business with less than ideal kitchen conditions (Ring, 2018, p. 45)."

For indirect references:

The prosperity and success of restaurants in Hungary does not necessarily depend on ideal kitchen conditions (Ring, 2018).

In the bibliography:

Ring, B., 2018. *Ergonomy in Commercial Kitchens: Challenges of Kitchen Technology in 2018*. [thesis] Bachelor's program. Budapest: Budapest Business School, Faculty of Commerce, Hospitality and Tourism. Available at: <http://dolgozattar.repositorium.uni-bge.hu/15602/1/ring%20bence%20szakdolgozat%20ergonomy%20teljes.pdf> [Access date: 19/03/2021.].

5.8 European Union (EU) documents

The required elements for a reference:

Name of regulating body (eg. European Committee), Legislation type (eg. directive or decision), Year. Legislation number. Acceptance date (if known). Title (with italic characters) Available at: URL [Access date].

Example:

For verbatim citations:

"'online marketplace' means a provider of an intermediary service that allows economic operators on the one side, and members of the general public, professional users, or other economic operators, on the other side, to conclude transactions regarding regulated explosives precursors via online sales or service contracts, either on the online marketplace's website or on an economic operator's website that uses computing services provided by the online marketplace (European Parliament and Council, regulation, 2019, 2019/1148, Article 3 (11))."

For indirect references:

The online marketplace establishes a link between users and economic operators (European Parliament and Council, regulation, 2019, 2019/1148).

In the bibliography:

European Parliament and Council, regulation, 2019. 2019/1148. 20 June 2019. On the marketing and use of explosives precursors, amending Regulation (EC) No 1907/2006 and repealing Regulation (EU) No 98/2013. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32019R1148&qid=1615980913784> [Access date: 17/03/2021.].

5.9 Course material and lecture notes

It is important to check with the lecturer who has given the lecture that they agree to being referenced. Use the printed version the lecture notes if available! In this case, apply the book referencing method.

The required elements for a reference:

Lecturer's/Author's surname, initials of the first name., Year. Subject name Subject code. Lecture date. [university lecture] Training location: Name of institution and faculty.

Example:

For verbatim citations and indirect references: (Bakacsi, 2020)

In the bibliography:

Bakacsi, Gy., 2020. *Academic writing ACNG0DA5-DELDMNVD01*. 1 April. [lecture note] Budapest: Budapest Business School, Faculty of Commerce, Hospitality and Tourism.

Comment: You can find the code of a subject in Neptun in the "Registered subjects" menu item under the "Subjects" menu by selecting the semester when you registered the subject. The subject code is next to the subject name.

5.10 Interview

It is important to check with the person being interviewed that they will be in agreement with a transcript of the interview being made available. The transcript of the interview should be included in the Appendix of the thesis.

–Personal interview:

The required elements for a reference:

Interviewee's name. Year of interview. *Title of interview*. Interviewer. [interview] Location and date of interview.

Example:

For verbatim citations and indirect references: (Lindsay, 2017) (see Appendix 1 for the interview abstract)

In the bibliography:

Lindsay, I., 2017. *Interview with Iain Lindsay, British Ambassador to Hungary*. Interviewer: Máté Kovács. [interview] Budapest, 1 February.

–Interview in a television or radio programme:

The suggested elements for a reference:

Interviewee’s name, Initials., Year of Interview. *Title of Interview*. (or Interview on ... “name of programme”) Interviewer’s name. [type of medium/format] Name of Channel, Date of transmission, time of transmission.

Example:

For verbatim citations and indirect references: (Kelly, 2020) (see Appendix 2 for the interview abstract)

In the bibliography:

Kelly, B., 2020. *How the pandemic has changed the hotel and short-term rental market*. Interviewer Seema Mody. [television] CNBC, 12/09/2020. 3.34 PM.

5.11 Press release

The suggested elements for a reference:

Corporate author of press release, Year. *Title*. [press release] date. Available at: URL [Access date].

Example:

For verbatim citations

“EU4Health is the largest EU health programme ever in monetary terms and will provide funding to EU countries, health organisations and NGOs (European Commission, 2021).”

For indirect references:

EU launched a health programme called EU4Health program to provide funds to various health organisations in EU member states (European Commission, 2021).

In the bibliography:

European Commission, 2021. *Commission welcomes entry into force of EU4Health programme*. [press release] 26 March. Available at: https://ec.europa.eu/commission/presscorner/detail/en/IP_21_1344 [Access date: 29/03/2021.].

5.12 Reference from a dictionary

– When you are quoting a definition from a dictionary, use the **publisher** as the author.

The suggested elements for a reference:

Dictionary publisher, Year. *Full title of dictionary*. Place of publication: Publisher.

Example:

For verbatim citations:

“community: all the people who live in a particular area, country, etc. when talked about as a group (Oxford, 2003, p. 243)”

In the bibliography:

Oxford, 2003. *Oxford Advanced Learner's Dictionary of Current English*. Sixth edition. Oxford: Oxford University Press.

–When using **subject specific or non-generic dictionaries**, the author/editor can be used as author, and the referencing guidelines for a book can be followed.

Example:

For verbatim citations:

“retailers: trainers who usu. buy their supplies in relatively small quantities from wholesalers and sell them to consumers in shops and markets (Adam, 1985, p. 314)”

In the bibliography:

Adam, J.H., 1985. *Longman concise dictionary of business English*. Harlow: Longman.

6. Using electronic sources

Comment: These documents have no page numbers on the websites.

6.1 Websites

The required elements for a reference:

Authorship or Source, Year. *Title of web document or web page*. [online] (date of update if available) Available at: URL [Access date].

Example:

For verbatim citations:

"The benefits to our city are huge – tourism and the night time economy contribute £36 billion a year to London's economy overall and employ 700,000 people. Mayor Sadiq Khan wants to ensure that London continues to offer the best to its visitors and support those who keep these vital economies going (london.gov.uk, 2021, s.p.)."

For indirect references:

Mayor Sadiq Khan wants to lure tourists to London again after the epidemic is over (london.gov.uk, 2021).

In the bibliography:

london.gov.uk, 2021. *Supporting the Tourism sector*. [online] Available at: <https://www.london.gov.uk/what-we-do/business-and-economy/supporting-londons-sectors/supporting-tourism-sector> [Access date: 16/03/2021.].

6.2 Blogs

Blog entry:

The required elements for a reference:

Author, Initials., Year. Title of individual blog entry. *Blog title*, [blog] Blog posting date. Available at: URL [Access date].

Example:

For verbatim citations:

"Cooking and eating outside aren't just for summer months – in fact, using open fires or ovens to create meals designed for the great outdoors adds a additional element. Bonfires, barbecues and firepits crackling and glowing are bliss to warm the toes and fingers, but really special for adding a different kind of heat to your home-prepared food (Oliver, 2014, s.p.)."

For indirect references:

Outdoor cooking in the fall is just as cozy, with a variety of fried potatoes or fish on the table (Oliver, 2014).

In the bibliography:

Oliver, J., 2014. Wood-fired autumn food. *Jamie Oliver* [blog] October 24. Available at: <https://www.jamieoliver.com/features/wood-fired-autumn-food/> [Access date: 16/03/2021.].

6.3 Social media

The required elements for a reference:

Author, Initials., Year. *Title of page*. [Social media type] Day Month post written. Available at: URL [Access date].

–Facebook:

Example:

For verbatim citations:

"Together, they have established the Global Recovery Observatory, supported by UNEP and International Monetary Fund, to track governments recovery spending and advise nations on how to take greener steps both now, and in the future (University of Oxford, 2021)."

For indirect references:

Global Recovery Observatory has been set up to encourage governments to make decisions that are as green as possible (University of Oxford, 2021, s.p.).

In the bibliography:

University of Oxford, 2021. *Building a tomorrow better than yesterday?* [Facebook] 13 March. Available at: <https://www.facebook.com/the.university.of.oxford/posts/10165160040515107> [Access date: 17/03/2021.].

–Twitter:

Author, Initials., Year. Title of page. [Social media type] Day Month post written. Available at: URL [Access date].

Example:

World Tourism Organization, 2021. "Happy National Day, Hungary! Hungary joined UNWTO in 1975, and has since then actively promoted the power of tourism for sustainable development. Learn more about the measures implemented to #RestartTourism via UNWTO data dashboard: <https://unwto.org/covid-19-measures-to-support-travel-tourism>" [Twitter] 15 March. Available at: <https://twitter.com/UNWTO/status/1371370583972315137> [Access date: 17/03/2021.].

7. Films, pictures, podcast, YouTube video

7.1 Films

The required elements for a reference:

Title of film, Year of release. [film] Director's name, Initials. Country of origin (if any): Film studio. (Other relevant data)

Example:

For verbatim citations:

"The Truth is...I am Iron Man (Iron Man, 2008)."

For indirect references:

The protagonist admits at the end of the film that he is Iron Man (Iron Man, 2008).

In the bibliography:

Iron Man, 2008. [film] Favreau, J. United States: Paramount Pictures.

7.2 Broadcasts, tv programmes

–For a broadcast where you would like to refer to a **named episode**, the suggested elements should include:

Episode name, Year of broadcast. Series title. [TV-programme] Broadcasting organisation and Channel, date of transmission.

Example:

For verbatim citations:

„What I love to add is beer. The beautiful pale ale goes in, it's got amazing multi flavours, a really deep, a kind of chocolaty vibe (Jamie: Keep Cooking Family Favourites, 2020)."

For indirect references:

If we add beer to the ingredients of spaghetti bolognese, it gives a special taste to them (Jamie: Keep Cooking Family Favourites, 2020).

In the bibliography:

Roast Chicken, Spaghetti Bolognese and Pasta Prep, 2020. Jamie: Keep Cooking Family Favourites. [TV-programme] Channel Four Television Corporation, Channel 4, 17/08/2020.

–If the **episode is not named**, the suggested elements should include:

Series title, Year of broadcast. Series and episode number if known. [TV-programme] Broadcasting organisation and Channel, date and time of transmission.

Example:

For verbatim citations and indirect references: (Jamie: Keep Cooking Family Favourites, 2020)

In the bibliography:

Jamie: Keep Cooking Family Favourites, 2020. Series 1 episode 1. [TV-programme] Channel Four Television Corporation, Channel 4, 17/08/2020.

–For a broadcast series:

Series title, Year of broadcast. [TV-programme] Broadcasting organisation and Channel, date and time of transmission

Example:

For verbatim citations and indirect references: (Jamie: Keep Cooking Family Favourites, 2020)

In the bibliography:

Jamie: Keep Cooking Family Favourites, 2020. [TV-programme] Channel Four Television Corporation, Channel 4, 17/08/2020.

7.3. Pictures, photographs

The suggested elements for a reference:

Artist/Photographer's name, Initials (if known), Year of production. *Title of image*. [photograph] Collection details as available (Collection, document number, geographical town/place: Name of Library/Archive/Repository).

Example:

For reference: (Beaton, 1944)

In the bibliography:

Beaton, C., 1944. *China 1944: A mother resting her head on her sick child's pillow in the Canadian Mission Hospital in Chengtu*. [photograph] London, Imperial War Museum Collection.

For an electronic reference the suggested elements:

Artist/Photographer's name, Initials, Year of production. *Title of image*. [electronic photograph] Available at: URL [Access date].

When using an image from a book or journal article, look for the name of the image creator – beneath the image, in the list of figures, or in the copyright statement. If there is no author or artist given for the image, it is fair to assume the image was created by the author(s) of the book or journal article.

Example:

For reference: (Dean, 2008)

In the bibliography:

Dean, R., 2008. *Tales from Topographic Oceans*. [electronic print] Available at: <https://www.rogerdean.com/product/tales-from-topographic-oceans/> [Access date: 17/03/2021.].

7.4 Electronic images

For images found on the internet the required elements for a reference:

Author, Year (of the image created). *Title of work*. [electronic image] Available at: URL [Access date].

Where the author is not known, begin the reference with the title of the work. Where none of the usual details are known, (such as author, date, or image title) try to find the filename of the image (for example by right clicking and looking at the properties of the file). If none of the above is available begin the reference with the subject and title of the work.

Example:

For reference: (pepsi.co.uk, 2021)

In the bibliography:

Pepsi, 2021. *Maximum raspberry no sugar*. [image online] Available at: <https://pepsi.co.uk/products/pepsi-max-raspberry> [Access date: 17/03/2021].

7.5 Podcast, archived tv programmes

The required elements for a podcast reference:

Broadcaster/Author, Year. *Programme title*, Series Title. (if relevant) [type of medium] date of transmission. Available at: URL [Access date].

–Podcast:

Example:

For verbatim citations:

„To be surrounded by smoke all the time was not a good thing for human health because smoke is full of toxins and constant exposure to those toxins can take a toll (Gastropod.com, 2021).”

For indirect references:

Too much smoke can be toxic (Gastropod.com, 2021).

In the bibliography:

Gastropod.com, 2021. *Where There’s Smoke, There’s ... Whiskey, Fish, and Barbecue!* [podcast] 30/03/2021. Available at: <https://gastropod.com/where-theres-smoke-theres-whiskey-fish-and-barbecue/> [Access date: 12/04/2021]

–Archived TV-programme:

Example:

For verbatim citations and indirect references: (BBC, 1974)

In the bibliography:

BBC, 1974. *Ambleside Bridge House*. [TV-programme] 08/04/1974. Available at: <https://www.bbc.co.uk/archive/ambleside-bridge-house/zrktwty> [Access date: 08/04/2021]

7.6 YouTube video

The required elements for a reference:

Screen name of contributor, Year. *Video Title*, Series Title. (if relevant) [video online] Available at: URL [Access date].

Example:

For verbatim citations:

"... artists wrote stories about the welfare state before the welfare state existed in Scandinavian countries. They inspired politicians that we could have some kind of minimum income that we could take care of each other, that it would be a good investment for you to have neighbours who are not starving who are feeling secure, that you can have women in a workplace without it being a problem to anybody (TheFuturesAgency, 2020).”

For indirect references:

Politicians could trust artists’ view on the future of societies (TheFuturesAgency, 2020).

In the bibliography:

TheFuturesAgency, 2020. *#Covid19 + Future of Business*. [video online] Available at: <https://www.youtube.com/watch?v=7xxeATjtnX4> [Access date: 24/03/2021.]

8. Diagrams, tables

8.1 Diagrams

When using a diagram from an external work as it is, the number and title of the diagram, together with the source and page number where it is taken from, should be below the diagram.

Example:

For reference:

Diagram 1: Thermal facilities demand in Portugal since 1927 - evolution

Source: Smith & Puczkó, 2014, p. 352.

If you do not use a diagram as it is (e.g. scanning), but reproduce it yourself (e.g. with textboxes), you should include "own editing" at the source.

Source: Own editing based on Smith & Puczkó, 2014, p. 352.

In the bibliography:

Smith, M. & Puczkó, L., 2014. *Health, tourism and hospitality: spas, wellness and medical travel*. New York, Routledge.

8.2 Tables

The number and title of tables must be written above, the source and page number (if any) must be written below the table.

Example:

For reference:

Table 1: *The number of inbound trips to Hungary and the related expenditures (2016-2020)*

Source: Own editing based on Hungarian Central Statistical Office, 2021

In the bibliography:

Hungarian Central Statistical Office, 2021. *The number of inbound trips to Hungary and the related expenditures (2016-2020)* Available at:

https://www.ksh.hu/docs/eng/xstadat/xstadat_infra/e_ogt002a.html [Access date: 29/03/2021]

9. References with missing details

Occasionally it may not be possible to identify an author, place or publisher.

Information such as place and publisher not found on the document, but traced from other sources, should be placed in square brackets in the bibliography.

[Minnesota]

Comment: Do not abbreviate the place of publication in the bibliography. Use Minnesota instead of Minnes., Budapest instead of Bp.

[Routledge]

9.1 No author

If the author cannot, but the **corporate authorship** can be identified, it should be used instead.

Example:

(Hungarian Chamber of Commerce and Industry, 2018)

When the authorship is also unknown, it should be referred as **anonymous author**.

“Anon” - author anonymous or not identifiable

Example:

(Anon, 2018)

For **journal articles** with no author name indicated, or with initials or a pseudonym, the **title of the journal** must be referenced.

Example:

(Cornell Hospitality Quarterly, 2018)

9.2 No date

If the **date** of publication is unknown, the abbreviation “s.a.” (meaning: sine anno, i.e. without year) should be used in in-text references and in the bibliography alike. No spaces are required within the abbreviation.

Example:

(Smith, s.a.)

9.3 No place of publication

If the **place** of publication is unknown, the abbreviation “s.l.” (meaning: sine loco, i.e. without place) should be used in the bibliography. No spaces are required within the abbreviation.

Example:

MOL Hungarian Oil and Gas Plc, 2020. *MOL Group Integrated Annual Report – 2019*. s.l.: MOL Hungarian Oil and Gas Plc.

9.4 No publisher

If the **name of publisher** is unknown, the abbreviation “s.n.” (meaning: sine nomine, i.e. without name of publisher) should be used.

Example:

Laux, J.L., ed., 1994. *Guest information Budapest '94: Hotels, restaurants, entertainment, shops*. Budapest: s.n.

9.5. No page number

When quoting verbatim from a source that does not have a page number (usually an online source), the abbreviation "s.p." (meaning: sine pagina, i.e. no page) is to be used.

10. Transliteration

Transcription or transliteration is used when you want to transcribe the data of a work written in a foreign alphabet to the Latin alphabet. For example, transcription from Cyrillic characters to Latin characters.

Original text:

鷺田清一. (2007). *京都の平熱: 哲学者の都市案内*. 東京: 講談社.

For reference: Washida (2007) suggests...

In the bibliography:

Washida, K., 2007. *Kyōto no heinetsu: tetsugakusha no toshi annai*. Tōkyō: Kōdansha.

Documents used as a basis for this guide:

Anglia Ruskin University, University Library, 2019. *Guide to Harvard Style of Referencing*. 6.1.2 Version [pdf] Available at: https://libweb.anglia.ac.uk/referencing/files/Harvard_referencing_201718.pdf [Access date: 20/4/2019].

Hungarian Intellectual Property Office, 2018. Basic concepts of copyright. [online] Available at: <https://www.sztnh.gov.hu/hu/szerzoi-jog/szerzoi-jogi-alapfogalmak> [Access date: 22/07/2019].