

West Side Informer

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The newsletter is written
and published by the West
Campus Library Staff.

Exotic Spring Break Minus a Passport!

Every spring millions of college students leave their books behind in search of a cold drink and sunny beaches. Many flock to destinations in Florida, California, and Texas, but this year the island of Puerto Rico is looking to offer an exotic destination, a unique culture, and many nice amenities to students looking for something different for Spring Break.

The Puerto Rican Tourism Committee invested 20 million dollars in 2010 to improve tourism to the island. They also work with airlines to assure that there are more flights available to and from the island. As a Commonwealth of the United States, one of the biggest advantages to travel is the fact that you don't need a passport, unlike destinations in Mexico such as Acapulco and Cancún. Puerto Rico offers museums, resorts, miles of gorgeous beaches, as well as a rich culture and history making it a top alternative destination for Spring Break.

The new tourism campaign [Editorial]. (2010, October). *Caribbean Business*, 38(41), 29. Retrieved from Business Source Complete.

Puerto Rico Tourism Company (2010). *Discover why Puerto Rico does it better*. Retrieved from <http://www.seepuertorico.com>.



Entrepreneurship Resources

The WCL has many resources for your entrepreneurial research needs. Some of the best information can be found in print such as:

- Who We Are: series of books on consumer behavior of different races
- New Strategist also puts out a series on different age groups: Millennials, Gen X, Baby Boomers
- Industry-specific handbooks such as the Adam's Handbooks on the liquor, wine, and beer industries
- Start-Up Guides include business & marketing plan development, barriers, operating procedures and more.

We have books on How To Own & Operate a Financially Successful... Retail Business, Bakery, Pizza & Sub Restaurant and others.

In addition to the print, we have databases with information including:

- Pro Forma Financials: BizMiner
- Industry/Market Reports: IBISWorld, NetAdvantage, Business Source Complete, Mintel
- Company Reports: Business Source Complete, Mergent Online, Business & Company Resource Center, Reference USA

We also have resources on local demographics, business plans, sources of capital and advertising. Visit the Barclay Center for help with any of these resources.