

Origins, evolution and themes of scholarly hospitality sources: 1960–2019

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ABSTRACT

This paper provides an overview and insight into the intellectual foundations and evolution of hospitality scholarship. The authors found that hospitality research has exhibited certain defining and evolving characteristics when an extended period – six decades – is considered. Quantitative methods have predominated with ongoing efforts to reach agreement about the most valid and applicable research methods. Four of the six identified research domains are marketing related, each with its defining characteristics. Some domains are heavily reliant on sources from work originally published in “mainstream” literature such as marketing, though the fast-developing field of online reviews draws sources overwhelmingly from the hospitality and tourism journals. The paper contributes to theory by synthesizing key theoretical concerns over six decades. It also evidences the shift of hospitality scholarship from its pragmatic and operational origins to a stronger theory base offering practitioners an important reference point when confronting unprecedented industry upheavals.

1. Introduction

This study seeks to identify the origins, evolution and themes of scholarly hospitality sources in a search for intellectual connections. Academic foundations and sources help to shape the intellectual connections of a given field of scholarship which in turn influence its structure (Köseoglu et al., 2019a, 2019b; Shafique, 2013). The mapping of intellectual connections offers potential support for the creation and development of new and existing theories. The processes of critical thinking and problem solving can also provide information and prospective solutions for practitioners (Torraco, 2016). Research fields with a substantial accumulated corpus of knowledge benefit from identifiable intellectual connections which are shaping future directions. Hospitality scholarship shows evidence of progress, with the transformation of earlier pragmatic perspectives into a clearly defined and recognized academic domain. Scholarly examination of such evolution may help researchers to identify potential impacts of theory on society. Monitoring may also provide hospitality practitioners with evidence to address the challenges of industry disruptions through understanding interconnections between hospitality and related domains such as tourism, food and beverage and information technology.

Hospitality researchers have undertaken empirical investigations of progress in the development of theories and methodologies (Köseoglu et al., 2016). However, there have been few in-depth insights into the evolving patterns of hospitality research. Qualitative studies offer the prospect of providing deeper synthesis (Zupic and Čater, 2015), though are prone to researcher bias (e.g. Jones, 2004; Mc Kercher, 2018; Morrison, 2018; Nailon, 1982; Ryan, 2015; Slattery, 1983, 2002; Taylor and Edgar, 1996). Meanwhile, quantitative studies have not provided a complete picture of the evolution of hospitality research. Why conduct the current study? First and at the macro level, the authors believe that it is timely to evaluate hospitality research over an extended period. It is undisputed that hospitality has a substantial heritage, with the origins of hospitality dating back to antiquity. Persistent scholarly questions accompany this legacy. It is notable that recent years have seen increased contestation over the scope and meaning of hospitality. Advocates of *critical hospitality*, for example have embraced perspectives from the humanities and social sciences to challenge the commonplace view of hospitality as a subset of business. This alternative approach has been given scholarly impetus through journals such as *Hospitality and Society*. Many questions evidently persist about the disciplinary roots and scope of hospitality, despite the relatively short history of scientific

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scholarly outputs. The now substantial back catalogues of the various leading hospitality journals offer potential insights into the maturing of scholarly patterns. For these reasons, the current authors believe that an investigation of the scholarly origins of hospitality has merit, distinct from conducting an equivalent study within alternative academic disciplines such as business. Despite the rich and growing history of hospitality research, previous studies have offered limited longitudinal coverage thereby generating limited insights into the evolution of the discipline over the longer run.

A second impetus derives from the limitations of previous analyses of co-citations in hospitality. These have not considered intellectual connections amongst the emergent research works or subfields, nor the evolutionary role of influential works across the wider field (e. g., Ali et al., 2019; Cunill et al., 2019; García-Lillo et al., 2016; Li et al., 2017; Mulet-Forteza et al., 2019).

Third, most existing studies have only considered individual hospitality journals (e. g. Ali et al., 2019; García-Lillo et al., 2016; Mulet-Forteza et al., 2019). Ali et al. (2019) and Mulet-Forteza et al. (2019), for example, examined the *International Journal of Contemporary Hospitality Management*, whereas García-Lillo et al. (2016) considered the *International Journal of Hospitality Management*. Whilst valuable contributions in their own right, such efforts have fallen short of providing “big picture” hospitality research, since more comprehensive bibliometric studies or co-citation analyses may prospectively generate different results. Previous investigations have not succeeded in providing a clear assessment of the maturity of intellectual connections in hospitality research. Fourth, since previous papers have made concurrent use of multiple bibliometric methods, they have given relatively superficial consideration to intellectual connections via analyses of co-citations in hospitality research more generally (Cunill et al., 2019) or across hospitality-focused journals in particular (Ali et al., 2019; García-Lillo et al., 2016; Mulet-Forteza et al., 2019). Fifth and finally, though previous studies have used samples of academic journal articles as a form of certifiable knowledge, they have generally extended their analysis of citations and/or co-citations, to books, book chapters and reports as well journal articles. Though this approach has some advantages, it may generate questionable analytical outcomes. For example, books often have wider topical coverage and an association with more than one knowledge domain when they are compared with journal articles.

The current study complements ongoing discussions about the state-of-the-art in hospitality research and addresses the aforementioned constraints by deploying a quantitative analysis of studies published in the leading hospitality-focused journals. The authors use citation analyses and document co-citation analyses with network analysis to provide comprehensive and deep insights into intellectual connections in hospitality research. In delineating such connections, the study has the following objectives:

- To identify influential domains of source knowledge in hospitality research through the mapping of intellectual connections,
- To determine the prevalence of connecting and clustering amongst the major domains of source knowledge,
- To show emergent research areas as a potential framework for future investigations.

In pursuing these objectives, the study offers potentially significant contributions to the hospitality field. First of all, the investigation delves into intellectual connections across a large body of research that covers various hospitality subfields. Considering the not adequacy of previous researchers in addressing intellectual connections across the field and their evolution over an extended period, this study has important implications for theory development in hospitality research. Second, the study covers a larger number of hospitality journals over a longer time horizon than its predecessors. This potentially allows hospitality researchers to obtain a comprehensive picture of the field and its evolution. Lastly and unlike its predecessors, the study focuses exclusively on

journal articles. This generates a potentially more reliable analysis and results. By adopting this approach, the authors seek to draw attention to an evidence-base across previously neglected areas for the potential benefit of managers and policy makers.

The paper adopts the following structure. First, the authors discuss intellectual connections in hospitality research. Second, they present the proposed study methodology. Third, results are reported and elaborated in detail. Finally, the authors take account of study limitations to present key conclusions and outline future research opportunities.

2. The intellectual connections of hospitality research

There has been a profusion of literature review studies in hospitality research. These may be classified into four. The first are hospitality-focused studies (e. g., Li et al., 2017; Park et al., 2018). Second are journal-focused studies (e. g., Ali et al., 2019; Baloglu and Assante, 1999; Chon et al., 1989; Crawford-Welch and McCleary, 1992; Cunill et al., 2019; García-Lillo et al., 2016; Law et al., 2012; Mulet-Forteza et al., 2019; Rivera and Upchurch, 2008; Rivera and Pizam, 2015). The third category of studies are theme-focused (e.g., Denizci Guillet, 2020; Dev et al., 2010; Koseoglu et al., 2019a, 2019b; Line and Runyan, 2012; Sainaghi et al., 2019; Yoo et al., 2011). Geography-focused studies constitute the fourth and final category (Koseoglu et al., 2015a, b; Tsang and Hsu, 2011). Table 1 lists the previously noted studies that have addressed intellectual structure and/or connections in hospitality research.

3. Methodology

The current authors deploy bibliometric methods to crystalize the intellectual connections of hospitality research, namely citation analyses and document co-citation analyses via social network analyses. Such methods serve to increase objectivity in the research process, including the deployment of large datasets over an extended period. *Citation analysis* involves identifying key articles in a given field by counting references or documents. Despite being a simple analysis of frequencies, citation analysis provides potentially useful knowledge about the past and future of a field. For example, researchers can understand the evolutionary process by tracking the growth of key references over time and exploring the significance of the applicable reference documents. In the next step, *co-citation analysis* explores relations amongst the influential references by mapping intellectual connections in the given field. Such analyses help researchers to highlight emerging subfields and how they are interlinked. Therefore, the present study seeks to reveal the knowledge structure of hospitality research by deploying social network analysis and co-citation analysis for the knowledge network that is attributable to a large number of influential hospitality references.

3.1. Data collection

The data used to conduct the current analysis include references cited in hospitality related articles that have been published in academic journals. These are viewed as representing a certified form of knowledge. The articles were acquired from the seven leading hospitality-focused journals, namely Cornell Hospitality Quarterly (CHQ), International Journal of Contemporary Hospitality Management (IJCHM), International Journal of Hospitality and Tourism Administration (IJHTA), International Journal of Hospitality Management (IJHM), Journal of Hospitality Marketing and Management (JHMM), Journal of Hospitality and Tourism Management (JHTM) and Journal of Hospitality and Tourism Research (JHTR). The following steps were followed to arrive at the selection of these particular journals. Firstly, the authors searched the most highly reputed and respected global databases - Social Science Citation Index and Scopus - and identified eight prominent hospitality-focused journals. Second, they examined previous bibliometric studies which addressed progress in hospitality and tourism

Table 1
Studies of intellectual connection in hospitality research.

Studies	Bibliometric method	Time Scope	Multiple time periods	Number of paper analyzed	Article Selection Method	Analysis Method	Software program for Analysis	Findings for intellectual connections in the hospitality research
Ali et al., 2019	Citation analysis	1989–2018	Yes	1573	Journal-based (IJCHM)	Frequency analysis	Not mentioned	Based on the citation analysis, the most cited references were related to structural equation modeling (Fornell and Larcker, 1981) and service quality (Parasuraman et al., 1988). Psychology and marketing appeared as two main reference fields for the studies published in IJCHM.
Mulet-Forteza et al., 2019	Co-citation analysis of cited journals and authors	1989–2017	Yes	1601	Journal-based (IJCHM)	Network Analysis	VOSviewer software	Journals in marketing have gained importance through time, and over the past years, they have become a significant core in the journal. Journals in management are also becoming more influential in the journal.
Li et al., 2017	Co-citation analysis	2008–2014	Yes	1572	Journal-based (IJHM, IJCHM, CHQ)	Network Analysis	CiteSpace	This study identified 13 clusters in the intellectual structure of hospitality research including social support, review, service failure, predictor, green hotel, host, major sporting event, cuba, labor turnover cost, value, crossroad, international tourist hotel, and hotel company behaviour,
García-Lillo et al., 2016	Author co-citation analysis	2008–2014	No	847	Journal-based (IJHM)	Network Analysis	Bibexcel, SPSS, VOSviewer	The most two cited studies are related to methodology (Hair et al. 1998, Fornell and Larcker, 1981). The study identified eight clusters in the intellectual structure of hospitality management research, including (1) CSR and performance; (2) service encounter; (3) emotional labor; (4) Relational marketing, environmental management, factors that affect consumer behavior, theory of reasoned Action, work of an instrumental nature, SEM methodology; (5) Physical environment in which the service is provided (servicescape), perceived quality of service, environmental psychology Impact of certain attributes on client satisfaction and increased loyalty DINESERV scale; (6) Work of an instrumental nature on the application of quantitative research techniques; (7) Studies on perceived value as antecedent to behavior intentions Client satisfaction (predominance of cognitive aspect); (8) Research which relates emotions with consumer satisfaction Service quality in the field of marketing of services
Cunill et al. (2019)	Citation analysis and Co-citation Analysis of cited journals and authors	1982–2017	No	1996	Journal-based (IJHM)	Frequency analysis Network Analysis	VOSviewer	The most cited article is Fornell and Larcker's (1981) article. The most cited articles are in marketing and psychology. Based on the co-citation analyses the study mainly identified clusters including marketing, marketing and psychology, and hospitality.
Our study	Citation and document co-citation analysis	1960–2019	No	7963	Journal-based (CHQ, IJCHM, IJHTA, IJHM, JHMM, JHTM and JHTR)	Frequency analysis Network Analysis	Bibexcel, SPSS, VOSviewer	–

research (Gursoy and Sandstrom, 2016; Koseoglu, 2020a, 2020b). This generated a list of seven journals. Lastly, the authors asked five productive researchers and/or tourism and hospitality journal editors about the acceptability of the seven as the leading hospitality journals. Some indicated that though it is debatable whether two of the journals should be considered “leading”, they are potential future leaders nevertheless. Based on these inputs, the seven journals were included in the sample.

Drawing from the Scopus database, the authors downloaded articles and their references published in the leading journals from the first through to the latest issue (published in December 2019). These were then imported into an Excel spreadsheet yielding a total of 9408 articles. We checked whether the articles include reference(s) and eliminated any articles without references. The resulting sample amounted to 7963 articles. The types of reference included journal articles, books, book chapters, theses, reports and online addresses. To increase reliability, the current researchers opted to confine their coverage to journal articles from these references by writing the reference type manually. Some reference data were inconsistent because a name of the same author, title, or journal was represented differently. These cases were corrected manually to match the titles of the relevant journal article references and to increase accuracy. This procedure yielded around 290,000 journal reference appearances. Fig. 1 presents the number of articles generated over time through the two processes

3.2. Analysis

Four quantitative methods are prevalent in the bibliometric literature - actor analysis, cluster analysis, multidimensional scale analysis, and network analysis. These each use co-citation data to identify sub-fields in the intellectual structure of a given discipline or field. Determining a cut-off point to generate the co-citation data is a critical analytical issue since there is no widely accepted standard (Hota et al., 2019). Some studies consider stress value of the data (see Hota et al., 2019). Others use the trial-error method to find the best interpretable cluster, and others simply assign a cut-off point that included at least 50, 100 or more works based on research preference and expertise (see Zupic and Čater, 2015). The preferred cut-off point for co-citation data in the current study was the most cited 100 articles. This generated 101 articles for prospective analysis that were cited on at least 64 occasions.

The current study used network visualization to highlight the academic foundations as clusters for the period via VOSviewer. VOSviewer identifies clusters using modularity-based clustering (Van Eck et al., 2010). The researchers used the association strength approach in their analysis of the articles for purposes of normalization. In the network view, circles represent nodes, and lines show the links amongst the nodes. The colors identify the clusters to which the nodes belong. The size of the nodes indicates how frequently a specific article was used as a reference.

4. Results

4.1. Influential articles for intellectual connections in hospitality research

Influential articles were identified by counting citation documents (i.e. articles) available in the reference lists of the articles published in the journal set. As evidenced in Table 2, the researchers categorized influential hospitality articles as the 50 that were most widely cited.

Various insights arise from an analysis of the top ten references. Methodological rather than topical importance is evident in the case of the first four most cited references (Anderson and Gerbing, 1988; Bagozzi and Yi, 1988; Fornell and Larcker, 1981; Podsakoff et al., 2003) and of the sixth (Baron and Kenny, 1986). All of the preceding items discuss quantitative techniques, particularly structural equation modeling (Anderson and Gerbing, 1988; Bagozzi and Yi, 1988; Fornell and Larcker, 1981), method variance and bias (Podsakoff et al., 2003) and properties of moderator and mediator variables (Baron and Kenny, 1986). This empirical evidence indicates the predominance of quantitative research in hospitality.

In terms of topic, the most cited paper is Parasuraman, Zeithaml, and Berry (1988)'s pioneering work on SERVQUAL. This is followed by other work by the same authors on the behavioral consequences of SERVQUAL (Zeithaml et al., 1996) and conceptual clarifications of the construct (Parasuraman et al., 1985). Zeithaml (1988)'s similar work on price quality and value is another of the top ten most cited references, followed by Bitner (1992)'s servicescapes. Whilst it cannot be claimed that the aforementioned cover broad knowledge domains in the hospitality literature, two conclusions are evident from the citation analysis. Firstly, service is the central theme within the hospitality literature and second, SERVQUAL is the pre-eminent theoretical framework.

4.2. Intellectual connections within hospitality research – the subfields

Based on the co-citation analysis, Fig. 2 identifies and visualizes six distinct clusters, each representing a domain of hospitality knowledge. Appendix A features related data about the various clusters and their constituents. Next the authors undertook a qualitative analysis of the citations in each cluster in order to provide suitable labels.

4.2.1. Method and management

Method and management is the largest domain (noted in red) with the biggest number of constituents. The proposed label acknowledges two subclusters to explain the focus of articles within this knowledge domain. The largest grouping of articles with the highest weightings focus on quantitative methods and techniques. Within this cluster the highest weight and influence applies to the aforementioned methodologically-focused articles in the top 10 citations list. Articles within this cluster that have similar foci though somewhat lesser influence include those by Hu and Bentler (1999) on covariance structure

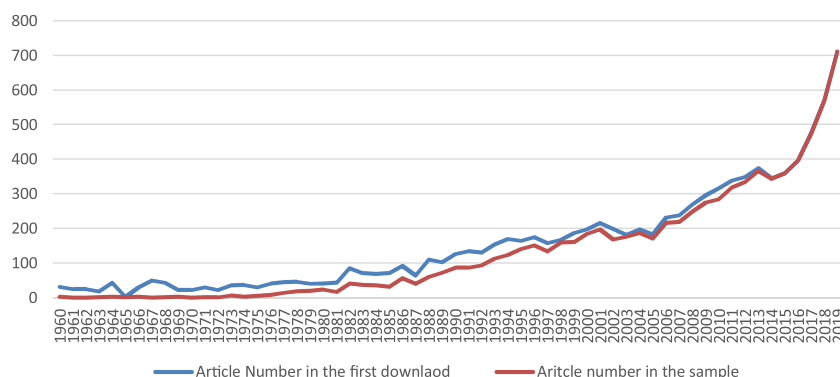


Fig. 1. Article numbers over time as the study population and sample.

Table 2
The most cited 50 articles.

No	Article Code	Article	Citations #	No	Article Code	Article	Citations #
1	R1	Fornell and Larcker (1981) . Evaluating structural equation models with unobservable variables and measurement error. <i>Journal of Marketing Research</i> , 18(1), 39–50.	739	26	R26	Bowen and Shoemaker (2003) . Loyalty: A strategic commitment. <i>The Cornell Hotel & Restaurant Administration Quarterly</i> , 39(1), 12–25.	119
2	R2	Anderson and Gerbing (1988) . Structural equation modeling in practice: A review and recommended two-step approach. <i>Psychological Bulletin</i> , 103(3), 411.	599	27	R27	Smith et al. (1999) . A model of customer satisfaction with service encounters involving failure and recovery. <i>Journal of Marketing Research</i> , 36(3), 356–372.	117
3	R3	Podsakoff et al. (2003) . Common method biases in behavioral research: A critical review of the literature and recommended remedies. <i>Journal of Applied Psychology</i> , 88(5), 879–903.	403	28	R28	Litvin et al. (2008) . Electronic word-of-mouth in hospitality and tourism management. <i>Tourism Management</i> , 29(3), 458–468.	113
4	R4	Bagozzi and Yi (1988) . On the evaluation of structural equation models. <i>Journal of The Academy of Marketing Science</i> , 16(1), 74–94.	344	29	R29	Sparks, and Browning (2011) . The impact of online reviews on hotel booking intentions and perception of trust. <i>Tourism Management</i> , 32(6), 1310–1323.	110
5	R5	Zeithaml et al. (1988) . SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. <i>Journal of Retailing</i> , 64(1), 12–40.	334	30	R30	Dick and Basu (1994) . Customer loyalty: toward an integrated conceptual framework. <i>Journal of The Academy of Marketing Science</i> , 22(2), 99–113.	109
6	R6	Baron and Kenny (1986) . The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. <i>Journal of Personality and Social Psychology</i> , 51(6), 1173–1182.	328	31	R31	Armstrong, and Overton (1977) . Estimating nonresponse bias in mail surveys. <i>Journal of Marketing Research</i> , 14(3), 396–402.	109
7	R7	Zeithaml et al. (1996) . The behavioral consequences of service quality. <i>Journal of Marketing</i> , 60(2), 31–46.	273	32	R32	Podsakoff & Organ (1986) . Self-reports in organizational research: Problems and prospects. <i>Journal of Management</i> , 12(4), 531–544.	104
8	R8	Parasuraman et al. (1985) . A conceptual model of service quality and its implications for future research. <i>Journal of Marketing</i> , 49(4), 41–50.	266	33	R33	Grönroos (1993) . A service quality model and its marketing implications. <i>European Journal of Marketing</i> , 18(4), 36–44.	103
9	R9	Zeitham (1988) . Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. <i>Journal of Marketing</i> , 52(3), 2–22.	230	34	R34	Preacher and Hayes (2008) . Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. <i>Behavior Research Methods</i> , 40(3), 879–891.	103
10	R10	Bitner (1992) . Servicescapes: The impact of physical surroundings on customers and employees. <i>Journal of Marketing</i> , 56(2), 57–71.	213	35	R35	Vermeulen and Seegers (2009) . Tried and tested: The impact of online hotel reviews on consumer consideration. <i>Tourism Management</i> , 30(1), 123–127.	101
11	R11	Oliver (1980) . A cognitive model of the antecedents and consequences of satisfaction decisions. <i>Journal of Marketing Research</i> , 17(4), 460–469.	208	36	R36	Keller (1993) . Conceptualizing, measuring, and managing customer-based brand equity. <i>Journal of Marketing</i> , 57(1), 1–22.	100
12	R12	Cronin and Taylor (1992) . Measuring service quality: A reexamination and extension. <i>Journal of Marketing</i> , 56(3), 55–68.	204	37	R37	Kandampully, and Suhartanto (2000) . Customer loyalty in the hotel industry: The role of customer satisfaction and image. <i>International Journal of Contemporary Hospitality Management</i> , 12(6), 346–351.	99
13	R13	Morgan and Hunt (1994) . The commitment-trust theory of relationship marketing. <i>Journal of Marketing</i> , 58(3), 20–38.	198	38	R38	Ye et al. (2009) . The impact of online user reviews on hotel room sales. <i>International Journal of Hospitality Management</i> , 28(1), 180–182.	99
14	R14	Churchill (1979) . A paradigm for developing better measures of marketing constructs. <i>Journal of Marketing Research</i> , 16(1), 64–73.	188	39	R39	Davis (1989) . Perceived usefulness, perceived ease of use, and user acceptance of information technology. <i>MIS quarterly</i> , 13(3), 319–340.	97
15	R15	Bitner (1990) . Evaluating service encounters: The effects of physical surroundings and employee responses. <i>Journal of Marketing</i> , 54(2), 69–82.	187	40	R40	Hartline and Ferrell (1996) . The management of customer-contact service employees: An empirical investigation. <i>Journal of Marketing</i> , 60(4), 52–70.	97
16	R16	Bitner et al. (1990) . The service encounter: Diagnosing favorable and unfavorable incidents. <i>Journal of Marketing</i> , 54(1), 71–84.	186	41	R41	Buhrmester et al. (2011) . Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality, data?. <i>Perspectives on Psychological Science</i> , 6(1), 3–5.	95
17	R17	Ajzen (1991) . The theory of planned behavior. <i>Organizational Behavior and Human Decision Processes</i> , 50(2), 179–211.	179	42	R42	Vargo and Lusch (2004) . Evolving to a New Dominant Logic. <i>Journal of Marketing</i> , 68(1), 1–17.	93
18	R18	Oliver (1999) . Whence consumer loyalty?. <i>Journal of Marketing</i> , 63, 33–44.	165	43	R43	Holbrook and Hirschman (1982) . The experiential aspects of consumption: Consumer fantasies, feelings, and fun. <i>Journal of Consumer Research</i> , 9(2), 132–140.	93
19	R19	Hu and Bentler (1999) . Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. <i>Structural Equation Modeling: A Multidisciplinary Journal</i> , 6(1), 1–55.	158	44	R44	Pine and Gilmore (1998) . Welcome to the experience economy. <i>Harvard Business Review</i> , 76(4), 97–105.	93
20	R20	Barney (1991) . Firm resources and sustained competitive advantage. <i>Journal of Management</i> , 17(1), 99–120.	139	45	R45	Buhalis and Law (2008) . Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. <i>Tourism Management</i> , 29(4), 609–623.	92
21	R21		132	46	R46		91

(continued on next page)

Table 2 (continued)

No	Article Code	Article	Citations #	No	Article Code	Article	Citations #
22	R22	Cronin et al. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. <i>Journal of Retailing</i> , 76(2), 193–218.	130	47	R47	Namkung and Jang (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. <i>Journal of Hospitality & Tourism Research</i> , 31(3), 387–409.	91
		Reichheld and Sasser (1990). Zero defections: Quality comes to services. <i>Harvard Business Review</i> , 68(5), 105–111.				Jensen and Meckling (1976). Theory of the firm: Managerial behavior, agency costs and ownership structure. <i>Journal of Financial Economics</i> , 3(4), 305–360.	
23	R23	Heskett et al. (1994). Putting the service-profit chain to work. <i>Harvard Business Review</i> , 72(2), 164–174.	125	48	R48	Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. <i>Psychological Bulletin</i> , 88(3), 588–606.	89
24	R24	Mattila (2001). Emotional bonding and restaurant loyalty. <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 42(6), 73–79.	122	49	R49	Baker and Crompton (2000). Quality, satisfaction and behavioral intentions. <i>Annals of Tourism Research</i> , 27(3), 785–804.	88
25	R25	Fornell and Larcker (1981). Structural equation models with unobservable variables and measurement error: Algebra and Statistics. <i>Journal of Marketing Research</i> , 18(3), 382–388.	120	50	R50	Anderson et al. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. <i>Journal of Marketing</i> , 58(3), 53–66.	86

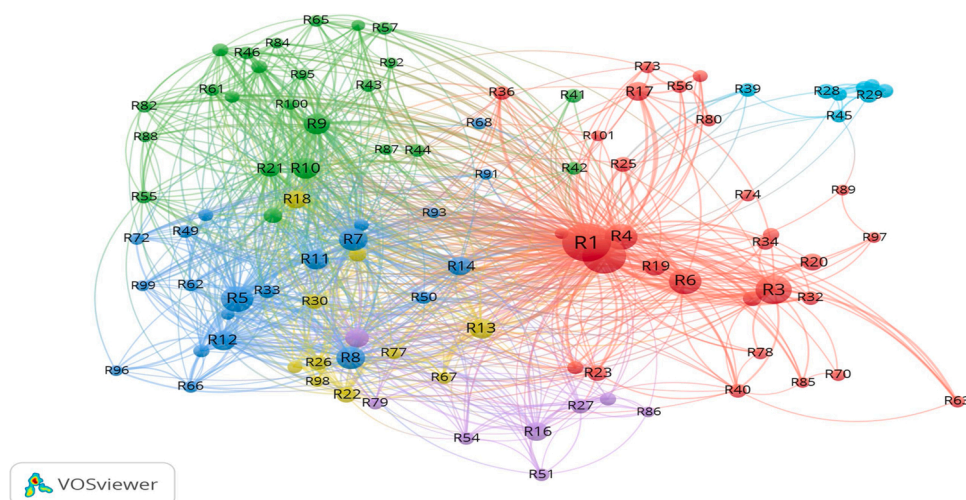


Fig. 2. Subfields in hospitality research.

analysis, Preacher and Hayes (2008) on sampling strategies, and Armstrong and Overton (1977) on non-response bias. Fig. 2 (the “intellectual map”) shows studies such as R1 and R4 on quantitative methods occupying the center of the map. As well as contributing to this cluster, they have a strong relationship with other nodes throughout the whole map. This observation confirms that hospitality research is largely quantitative – the phenomenon is not confined to a group of articles within a specific theme.

Management-focused articles constitute a second sub-cluster in this knowledge domain. Interestingly, there has been no consistent repetition of any specific aspect of, or topic within management or hospitality management. Evidently, various studies from the mainstream business and hospitality literatures contribute to the different management discourses in hospitality. Barney’s (1991) work on competitive advantage is an influential reference. The author’s pioneering work proposes resources of the firm that lead to competitive advantage in terms of four attributes: value, rareness, imitability, and sustainability.

Four highly cited studies on employee and operations management are noteworthy. Heskett, Jones, Loveman, Sasser, and Schlesinger (1994) proposed the service-profit chain for service firms using the analogy of value-chain. The authors nominated operational strategy as the cornerstone of service-chain, with internal service quality and employee satisfaction as the essential components. These components lead to employee retention, productivity, and ultimately to revenue

growth and profitability. Hinkin and Tracey (2000) showed the importance of employee retention, not only for achieving superior customer satisfaction, but also because costs accumulate along with employee turnover. Hartline and Ferrell (1996) developed an employee management model in service settings and tested it across multiple service process interfaces - manager-employee, employee-customer, and employee-role. The positive and negative consequences of different managerial control mechanisms were also considered. Kusluvan, Kusluvan, Ilhan, and Buyruk (2010)’s systematic review of human resource management has a wide scope and considered several themes.

Financial aspects of management are also observable in this cluster. Jensen and Meckling (1979) developed a theory of ownership structure of the firm. The theory covers various aspects of finance, including the separation of ownership and control, defining corporate objectives, and proposing an optimal determination of capital structure.

Five studies within this same cluster provide guidelines for sustainable, green and corporate social responsibility practice, with management and/or marketing implications (Bohdanowicz, 2005; Han et al., 2010; Jauhari and Manaktola, 2007; Kang et al., 2010; Lee et al., 2010). These papers generated some common findings, and some that were conflicting. Bohdanowicz (2005) observed that European hoteliers acknowledge a need for the industry to be more environmentally conscious. However, the author observes that few guests expect that hotels will maintain environmental programs. Jauhari and Manaktola

(2007) observed that though tourists in India are mindful of the environmentally friendly practices of hotels and prefer green hotels, they are unwilling to pay extra. Lee et al. (2010) on the other hand, concluded that a hotel's image of green-ness affects customers' behavioral intentions, including their intention to offer positive word of mouth, intentions to revisit, and willingness to pay a premium. Han et al. (2010) highlighted the theory of planned behavior to explain customer's green hotel choices, and noted its greater predictive effectiveness than the theory of reasoned action. Meanwhile, Kang et al. (2010) investigated whether firm performance is positively or negatively affected by corporate social responsibility (CSR) activities. They concluded that the prevalence of positive CSR activities in the hotel and restaurant industry impacts positively on the value of the firm, though not on performance. Interestingly, in the airline industry, a negative impact on profitability may arise not only from negative CSR activities. Positive CSR activities may also have a negative effect on firm value.

Kim and Kim (2005) contributed another rare example of an influential article on investment and firm performance. They found that brand equity affects firm performance (i.e. sales) in the case of luxury hotels and chain restaurants. There were two influential articles on innovation management. Hu, Horng, and Sun (2009) observed that knowledge sharing positively affects service innovation performance, and that this effect is moderated by a team culture. Hjalager's (2010) systematic literature review concluded that tourism and hospitality scholars are "barely at the beginning" of innovation research. The author proposed ten future research themes, including innovation processes, driving forces, barriers to tourism innovation, innovation and economic performance, technological innovations, diffusion of innovation, the role of entrepreneurship, policy studies and evaluations, academia and innovation, and developing tourism innovation theories.

Other influential references in this cluster do not relate directly to management. One example is Ajzen (1991)'s theory of planned behavior. Hobfoll (1989)'s stress model provides a conceptualization from the resource-based perspective. Also present in this cluster are Allen and Meyer's (1990) work on commitment to an organization and Keller's (1993) conceptualization of brand equity, its measurement and management.

4.2.2. Quality, value and servicescape (marketing)

The marketing label can be broadly applied to the second cluster, which is colored green and is located towards the upper left side of the map (Fig. 2). It consists of studies that conceptualize, measure or model relationships between variables related to consumer perceptions and behaviors. Quality, value and servicescape are the three main interrelated themes in this cluster (the last can also be referred to as environment).

Bitner (1992)'s pioneering work is the most influential servicescape reference. The proposed conceptual model suggests that three main environmental factors create a so-called "perceived servicescape", namely ambient conditions (e.g. temperature, noise, air quality, music), space/function (e.g. layout, furnishing, equipment), and sign, symbols and artifacts (e.g. signage, personal artifact, décor style). This in turn leads to cognitive, emotional, and psychological employee responses and ultimately to behavior. Han and Ryu (2009) adjusted and conducted an empirical test of the servicescape model. While all three servicescape components lead to price perception and subsequently to customer loyalty, the authors did not support the effect of spatial layout and ambient conditions on customer satisfaction.

It is unsurprising that this cluster also contains some studies which have adopted an experiential paradigm, since servicescape is an environment that is perceived through sensory experiences. Two pioneering works are notably influential. One is Pine and Gilmore (1998)'s *Welcome to the Experience Economy*, which is frequently credited as the origin of the experiential paradigm. The other is Holbrook and Hirschman's (1982) earlier work, in which the authors articulated consumer fantasies, feelings and fun as three experiential aspects of consumption.

Emotions also play a part in this theme. Ryu and Jang's (2007) examination of upscale restaurants tested the effects of six environmental perception attributes on pleasure and arousal - facility aesthetics, lighting, ambience, layout, dining equipment, employees. They found that emotional constructs are unaffected by lighting, layout, or dining equipment. Ambience and employees affected both pleasure and arousal, whereas facility aesthetics affected only pleasure. Hospitality researchers' frequent reference to Westbrook (1987) suggests their acknowledgment of the existence of independent positive and negative affective responses as predictors of behaviors.

The concept of quality is the second influential theme in this cluster (the listings do not indicate order of importance). Zeithaml's (1988) conceptual model on interrelations between perceived quality, price and value is amongst the most influential and leads the discourse of value and quality. Several quality constructs and models were proposed by Zeithaml and other scholars. Three aspects of quality appear within this cluster, namely product/food quality, service quality and atmosphere/environment quality. Two clarifications are merited. First, studies on the service dimension of quality, notably SERVQUAL, will mainly be discussed in the following cluster in their capacity as a separate knowledge domain. Second, since there was a tendency to apply the atmosphere/environment dimension of quality and physical environment of servicescape interchangeably, these are primarily discussed above. The other influential works are considered in the following section.

Various quality constructs were compared across several studies. Prominent features included quality of food, atmosphere/environment and service. Jang and Namkung (2009) tested the effect of product (in this context food) quality, atmospherics and service quality on positive and negative emotions. The authors adopted the Mehrabian-Russel model as their theoretical framework. Food quality affected only negative emotions, while atmosphere and service quality affected only positive emotions. Robert and John (1982) also applied the Mehrabian-Russel model to confirm that pleasure and arousal are mediators of shopping behaviors.

Namkung and Jang (2007) confirmed that food quality leads to customer satisfaction and behavioral intentions in a restaurant context. Liu and Jang (2009) developed/refined a scale to measure food quality (7 attributes), atmospherics/environment (7 attributes), and service quality (7 attributes) and test their effect on customer satisfaction and behavioral intentions in the setting of a Chinese restaurant. Ryu, Lee, and Kim (2012) examined the effect of three quality constructs on restaurant image and value in a similar setting - food, physical environment and service. Only food quality impacted directly on value, whereas the direct relationships between quality of physical environment and value, and service quality and value were not significant. However, all three value constructs indirectly affected value through restaurant image. Mattila (2001) found that food quality was the main motivation for patronizing a specific restaurant, followed by service and atmosphere. Sulek and Hensley (2004) identified that food quality is the sole determinant of repeat patronage, even though food quality, dining atmosphere and seating-order fairness affect the overall dining experience.

A number of studies in this cluster focus on service quality. Cronin Jr, Brady, and Hult (2000) confirmed the effect of service quality on service value, customer satisfaction and behavioral intentions. The relatively high citations for this study may be attributable to the higher fitness of the proposed model compared with other SERVQUAL studies. Stevens, Knutson, and Patton's (1995) extension of service quality to what the authors call "dineserv" is as a similar work.

Value is the third and final theme. As mentioned previously it has not always appeared. Nevertheless, it has been prevalent in the same models along with quality. Among the influential works, Vargo and Lusch's (2004) service dominant logic articulated that customer involvement in the (co)creation of value is critical to the management of services marketing. Amongst the most cited studies are those that have

developed scales for value. Babin, Darden, and Griffin's (1994) scale differentiated between hedonic and utilitarian value. Hirschman and Holbrook's (1982) earlier conceptualization of hedonic consumption also appears in this cluster. In [Sweeney and Soutar \(2001\)](#), the perceived value scale was categorized into four dimensions, namely emotional, social, quality/performance and price/value for money. Ryu, Han, and Kim's (2008) empirical model tested value as an outcome of restaurant image and as an antecedent of customer satisfaction and behavioral intentions. The authors supported that both hedonic and utilitarian values affect customer satisfaction, which mediates the effects to behavioral intentions. Furthermore, they showed that relative to hedonic value, utilitarian value has greater influence on customer satisfaction and behavioral intentions. In a more complex and inclusive model, [Oh \(2000\)](#) tested the relationships between numerous variables including brand class, brand awareness, price, perceived quality, price fairness, customer value, purchase intention and search intention. The relatively high referrals to Buhrmester, Kwang, and Gosling's (2011) work indicate that this hospitality marketing domain makes frequent use of Amazon's Mechanical Turk as a source for data collection.

4.2.3. Service quality and satisfaction (Marketing 2)

The third cluster unites influential marketing related references, is colored darker blue and is located towards the left side of the map. The main focus of studies in this cluster relates to service quality (SERVQUAL) and/or satisfaction. [Gronroos \(1984\)](#) provided the earliest clarifications of SERVQUAL and its marketing implications. It is, however, [Parasuraman et al.'s \(1988\)](#) measurement scale, that leads the discourse, arguably because it made the concept more tangible and usable by others. Similarly, the authors' earlier conceptualization of SERVQUAL ([Parasuraman et al., 1985](#)) and its behavioral consequences ([Zeithaml et al., 1996](#)) have become highly influential points of reference. Conceptually and operationally service quality was defined as the difference between consumer perceptions and expectations of quality. There have been a number of other elaborations. [Knutson, Stevens, Wullaert, Patton, and Yokoyama \(1990\)](#) extended the concept to the so-called LODGSERV model. Service quality has largely been viewed as a dynamic process and as a function of two types of expectation: what will and should transpire ([Boulding et al., 1993](#)). [Boulding et al. \(1993\)](#) found that the two types of expectation have different (opposing) effects on service quality. [Cronin Jr and Taylor \(1992\)](#) criticized the existing service quality conceptualizations for allegedly confounding satisfaction and proceeded to propose an alternative method to measure the concept – a performance based approach. In particular, the authors compared the performances of weighted and unweighted SERVPERF and SERVQUAL measures by testing their relationships with customer satisfaction and purchase intentions. The study showed that the SERVPERF outperforms SERVQUAL. [Oh \(1999\)](#) later proposed what he described as a more holistic model, incorporating price, service quality, customer satisfaction, value, repurchase and word of mouth intentions. Attempts to improve, refine, and/or extend the scale and model have continued into the current millennium (e.g. [Brady & Cronin Jr, 2001](#)). Along these lines, [Churchill Jr \(1979\)](#)'s study is frequently cited as a guideline to develop measures for marketing constructs.

Satisfaction is the second theme in this cluster. Alternative frameworks have also been proposed to understand satisfaction, despite the obvious relationship with SERVQUAL. One of the most influential citations is [Oliver's \(1980\)](#) framework which integrates performance-specific expectations and expectancy disconfirmation as a predictor of satisfaction. Though it is less influential the same author's subsequent work has a similar tone ([Oliver, 1981](#)). In a way, the two works are the very basis of two function SERVQUAL and have been instrumental reference points for Parasuraman and colleagues when developing SERVQUAL. Performance quality has also been identified as an antecedent of satisfaction in the case of festivals ([Baker and Crompton, 2000](#)).

Emotions are important for understanding satisfaction. [Westbrook](#)

and [Oliver \(1991\)](#) clustered customers into five groups based on their emotional response patterns. The findings showed that the two most satisfied groups are what were labeled by the authors as the happy/content and pleasant-surprise clusters. Unsurprisingly, it was found that customer satisfaction is particularly high amongst businesses that depend on repeat purchasing ([Fornell, 1992](#)). Empirical evidence supports the view that increased customer satisfaction leads to higher profitability ([Anderson et al., 1994](#)). Drawing from similar (US-based) nationwide data, [Fornell, Johnson, Anderson, Cha, and Bryant \(1996\)](#) found that customer satisfaction is higher for goods than for services. Amongst other important findings, the author showed that quality is better than value and price for predicting customer satisfaction.

[Choi and Chu's \(2001\)](#) study of Hong Kong hotels identified seven factors that affect customer satisfaction and repeat patronage. Staff service quality, room quality and value were the most influential determinants. Two studies within the cluster focus on tourists. [Baloglu and McCleary \(1999\)](#)'s model on destination image formation tested how tourists' cognitive and affective evaluations affect destination image. [Crompton \(1979\)](#) investigated the motives of tourists for taking vacations.

4.2.4. Loyalty (marketing 3)

This yellow colored cluster unites marketing studies that focus on loyalty and commitment. About half of the studies were published in mainstream marketing, and the remainder in hospitality journals. [Morgan and Hunt \(1994\)](#)'s "commitment-trust theory of relationship marketing" leads this knowledge domain. The authors conceptualized and tested relationship commitment and trust as the two key mediating variables. The two variables have different antecedents and consequences depending on the context, and are frequently conceptualized together as constituting loyalty. Though there is evidently a relationship between the two variables, the sequence is less clear. [Morgan and Hunt \(1994\)](#) contend that commitment leads to trust, whereas trust precedes commitment according to [Garbarino and Johnson \(1999\)](#). Studies have adopted different approaches to modeling loyalty. For [Dick and Basu \(1994\)](#), loyalty is the relationship between relative attitude and repeat patronage, which is moderated by social norms and situational influence. It has cognitive, affective and conative antecedents ([Dick and Basu, 1994](#)). [Oliver's \(1999\)](#) review of the loyalty literature centres around understanding the satisfaction-loyalty conundrum. The author considers this relationship through two new factors - social bonding and personal determinism.

The construct of quality is present within the domain, this time represented by [Crosby, Evans, and Cowles' \(1990\)](#) "relationship quality" model. Relationship quality is identified as a predictor of relational selling behaviors and future interactions ([Crosby et al., 1990](#)). Defection management is another theme in the loyalty domain ([Reichheld and Sasser, 1990](#)). Understanding why loyal customers defect may help to bring them back and/or to retain them.

As was noted previously, several hospitality studies are present in this cluster. For [Bowen and Shoemaker \(2003, p. 31\)](#), loyalty is "the relationship built on trust and commitment between the buyer and seller". Consistent with [Morgan and Hunt \(1994\)](#), they assert that trust leads to commitment. [Kandampully and Suhartanto \(2000\)](#) conceptualized loyalty as a single separate construct with two measurement items, including intention to recommend and repurchase. They identified hotel image and customer satisfaction as predictors of loyalty. [Shoemaker and Lewis \(1999\)](#) distinguished between frequency (membership) programs and loyalty. For example, although both target higher sales and profits, the first focuses on building traffic, whereas the latter emphasizes building the brand. Frequency can be measured by number of transactions, sales growth and cost structure, whereas loyalty is measured by individual lifetime value, attitudinal change and emotional responses. The authors further propose three building blocks for customer loyalty, namely process (how service works), value-added-value-recovery, and database management and

communication. Later, [Mattila \(2006\)](#) showed that commitment and loyalty are separate constructs, with the former leading to the latter. There are two sub-dimensions of commitment - affective and calculative. As noted by the author, calculative commitment may be further divided into value added benefits and point accumulation. The availability of the various aforementioned studies in the loyalty knowledge domain demonstrates the adaption of hospitality researchers to a diversity of perspectives when examining loyalty.

4.2.5. Service encounters (marketing 4)

The cluster in light violet colour at the bottom of the map connects studies on service encounter. Of the seven applicable studies, six were published in *Journal of Marketing*, one in *Harvard Business Review*, and none in hospitality journals. The mainstream marketing literature is evidently the main contributor to the theoretical foundations of this hospitality knowledge domain. [Oliver and Swan \(1989\)](#) contributed the earliest study in this cluster. The authors focus on the effect of four constructs which can be seen as alternative or earlier descriptions of the service encounter - buyer's input and output, and seller's input and outcome. Later, [Hart, Heskett, and Sasser \(1990\)](#) emphasized the financial importance of service recovery (its values exceed its costs) and provided an applicable roadmap.

[Bitner](#) and colleagues contributed the two most influential studies in this domain ([Bitner, 1990](#); [Bitner et al., 1990](#)). [Bitner's \(1990\)](#) model explained how customers evaluate service encounters in general and service failures in particular. Two important considerations are whether a firm has control over the cause of a service failure and whether the incident is repetitive or rare. The consequences are: customer perception of satisfaction, quality and ultimately behavioral intentions. [Bitner et al. \(1990\)](#) mapped the typologies or categories in service incidents based on their outcomes. They identified three categories. The first group of incidents involve employee responses to service delivery failures. These can be unavailable or unreasonably slow service, and other core service failures. The second group of incidents involve employee responses to customer needs and requests. The four applicable factors are how employees respond to admitted customer errors, customer preferences, those with special needs, and potentially disruptive others. The final group is on unprompted and unsolicited employee actions. Here, customers make judgements based on four factors: whether attention is paid to them, truly out-of-the-ordinary employee behaviors, cultural norms, gestalt evaluation and performance under adversity. Examples are given on each instance about what leads to a satisfied or dissatisfied customer. [Bitner, Booms, and Mohr \(1994\)](#) later added customers' own misbehaviors as a fourth group or reason for customer dissatisfaction.

Customers may leave as a consequence of factors other than service failure. [Keaveney \(1995\)](#) identified six factors that affect so-called switching behaviors, including pricing, inconvenience, core service failure, service encounter failures, response to service failure, competition, ethical problems, and involuntary switching. Two studies viewed justice theory as a means to service recovery. There is strong support for all three components of justice affecting customer satisfaction - distributive justice, procedural justice and interactional justice ([Smith et al., 1999](#); [Tax et al., 1998](#)). Recovery attributes are antecedents of justice, including compensation, response speed, apology and initiation ([Smith et al., 1999](#)). The effects of recovery attributes on justice are moderated by type and magnitude of failure ([Smith et al., 1999](#)).

4.2.6. Online reviews

A somewhat isolated small and light blue colored cluster is located towards the upper right side of the map. This cluster is named online review and concerns studies about social media and information technology as well as online reviews. It is the only knowledge domain that unites studies that have been published almost exclusively in hospitality or tourism journals. When the most influential works are considered this is the youngest cluster, with [Davis' \(1989\)](#) earlier technology acceptance model being the only exception.

[Litvin, Goldsmith, and Pan's \(2008\)](#) study is one of the earliest in the domain. This conceptual paper discusses the transition from word of mouth to electronic word of mouth (eWOM) and differences between them. The authors discuss the definition of eWOM, its typology, challenges and opportunities, along with applicable management strategies. There are two review studies in this cluster, one on information technology ([Buhalis and Law, 2008](#)) and the other on eWOM ([Cantallos and Salvi, 2014](#)).

The dominant themes connecting the final four studies in this cluster are the impact of online reviews ([Sparks and Browning, 2011](#); [Vermeulen and Seegers, 2009](#); [Ye et al., 2009](#)) and the role of social media ([Xiang and Gretzel, 2010](#)). Starting from the latter, [Xiang and Gretzel \(2010\)](#) investigated the extent to which social media appear in results of travel planning related searches. The findings support the importance of social media in travel related decisions. It is notable that virtual communities (40%) and reviews (27%) were the two major players of the various social media platforms. Impact studies have shown that the number of reviews is influenced by average ratings, variances of rating, pricing, and city rankings ([Ye et al., 2009](#)). Hotel awareness is affected by both positive and negative reviews, and positive reviews lead to improved attitudes ([Vermeulen and Seegers, 2009](#)). [Sparks and Browning \(2011\)](#) went a step further to investigate the role of different review attributes in this influence, including its target (core or interpersonal); valence (positive or negative); framing (whether positive or negative review comes first); and review text (present or absent together with rating). There seems to be a consensus that online reviews affect hospitality firms differentially.

5. Discussion

The authors set out to determine intellectual connections in hospitality related research. This section focuses on the theoretical implications of the research findings for the six proposed knowledge domains and considers future research opportunities. A first and notable feature of the highly cited articles in hospitality management is the preponderance of methodological over thematic issues. Particularly, analysis has revealed that quantitative methods and structural equation modeling is the leading "topic" of interest amongst these articles. This indicates that hospitality research is quantitatively driven and relies heavily on guidance about methodologies from other "mainstream" business disciplines. It also provides insights into the search for a secure base of empirical methods. The current study has not revealed whether this concerns the nature of hospitality research (i.e. research problems typically require the adoption of a quantitative approach), or the epistemological preferences and mindsets of scholars and editors.

Second, this study contributes to discussions about prevalent hospitality theories. Interestingly, SERVQUAL or service quality is the most widely accepted theory. The prevalence of SERVQUAL citations shows the centrality of service as a hospitality research theme. It is intriguing to ask whether the SERVQUAL model enjoys equivalent popularity in other service sectors or whether its prominence in hospitality is unique.

Third, this study contributes to discussions about the scope and dimensions of the hospitality field. Of the six identified topic clusters (Method and management, Quality, value, servicescape - marketing 1, Service quality and satisfaction - marketing 2, Loyalty - marketing 3, Service encounters - marketing 4 and Online reviews), four can be broadly labelled as Marketing. This is consistent with [García-Lillo et al.'s \(2016, p.128\)](#) observation that hospitality knowledge domains are "most closely linked to the discipline of marketing". These authors questioned whether this is attributable to their narrow study setting (they focused exclusively on IJHM articles), or can be generalized to a wider hospitality domain. The current study suggests that the latter is the case. Should we be surprised by this finding? Drawing his evidence from the inaugural volume of IJHM, [Nailon \(1982\)](#) proposed that beyond the several components of hospitality research and teaching, the field ultimately concerns how to transform customers with needs into

satisfied customers. On this basis, it should not be a surprise that customer satisfaction is the main dependent variable in the field along with similar marketing constructs.

Fourth, this study has revealed major gaps in its identification of knowledge domains within hospitality. Hospitality research can be widely categorized as both micro (“how hospitality firms actually [and should] behave in the areas of personnel, marketing, finance, operations & general management”) and macro (“research concerning impact at an industry level on issues [e.g. general economy; government policies]”) (Taylor and Edgar, 1996). The preceding study has shown that knowledge domains and most of their constituents fit what can predominantly be viewed as the micro level, whilst macro or industry level studies and knowledge domains are largely absent. At first glance, this seems to contradict Park, Chae, and Kwon’s (2018) finding that macro environment topics are a primary domain in hospitality. The authors, however, acknowledge that whilst many articles touch *in part* on macro environmental issues *as well*, it is rare to find articles with a *primary focus* on the macro environment.

Sixth, this study shows the evolution of the hospitality field, with the appearance of online reviews as a new and young domain within its intellectual structure. This domain is distinct in its longevity, with the most influential references being of recent origin. Interestingly, online review studies take their theoretical foundations almost exclusively from the hospitality literature. Although this domain currently has the smallest number of constituents, recent developments such as sentiment analysis, text mining and big data analytics offer considerable promise and potential. Noting the long search for independent hospitality research theories, is it possible that may emerge from the newly formed online reviews domain? Does this domain offer potential to guide and/or lead mainstream disciplines? Alternatively, as a currently “trendy” topic, will it progressively disappear as a separate knowledge domain, as was observable with niche market segments such as backpacking which offered the prospect of forming distinct knowledge domains in tourism?

This study has contributed to each of the identified knowledge domains by revealing their theoretical foundations. The largest cluster consists of articles on methods and management. Most items in this cluster focus on quantitative research methods with the remainder occupying the management sub-cluster. Topics of interest include competitive advantage, employee and operations management, finance, sustainability practices and innovation management. Despite wide ranging topics, no specific aspect of management or hospitality management has received repetitive attention. Hjalager’s (2010) diagnosis that innovation management in hospitality research is barely at the beginning may be applicable to other aspects of management and it may be timely to conduct review studies on various aspects. Considering the unprecedented impacts of extreme events such as the COVID-19 pandemic on hospitality businesses, there is an added impetus for researchers to pay more attention to producing evidence-based knowledge that can inform management. An increased emphasis is needed on innovation and crisis management to help managers and policy makers in dealing with future challenges.

One extensively studied marketing-oriented cluster concerns quality, value and servicescape. Although the interrelationships between the three constructs are solid, some contradictory findings are evident. Food quality seems to be the most influential of the various quality dimensions in restaurant settings. Frequent and interchangeable use was made of the atmosphere/environment dimension of quality and the physical environment of servicescape. An area of potential future research interest may be examining instances, or settings in which specific attributes of quality, servicescape and/or value do not affect each other, satisfaction (or other popular dependent variables).

A separate knowledge domain concerns the service dimension of quality, especially SERVQUAL, a construct which has been substantially refined. The SERVPERF model appears to be the main alternative to SERVQUAL. Multiple studies have confirmed the effect of both

constructs on customer satisfaction. In the longer run, the SERVPERF model may dominate because of its operational simplicity. In common with the previous marketing cluster, it may be interesting to find moderators of (non)influence and/or to apply the frameworks to unique settings.

Commitment and loyalty (marketing 3) features a diversity of views and is a reminder that the hospitality domain needs greater consensus about the conceptualization and operationalization of loyalty. Is it a function of trust commitment relationships? If yes, which comes first, or is it a separate construct? A narrative or systematic review may provide answers to these questions. The Service encounters domain takes its theoretical foundations almost exclusively from the mainstream marketing literature. It is the smallest marketing-related hospitality domain. Theoretical foundations of this domain include topics such as value versus cost of service recovery, types of service encounters, factors affecting switching behavior, and fairness of service recovery. Due to its small size, the current status or future expectations from this domain cannot be predicted. The final and also small cluster consists of Online reviews. As previously mentioned, it is the only knowledge domain containing studies almost exclusively published in tourism or hospitality journals. There may be a tourism and hospitality focus for theory building through online reviews, because they are more important for hospitality relative to other industries.

6. Conclusion

This study set out to provide an overview and insight into the intellectual foundations and evolution of hospitality scholarship. Employing bibliometric methods, the authors found that hospitality research over the past sixty years has exhibited certain defining and evolving characteristics. Quantitative methods have predominated as contributions to scholarly debate. Most of the identified research domains have defining characteristics and are marketing related. While some research domains rely heavily on the “mainstream” literature (e.g. marketing), the emerging field of online reviews sources overwhelmingly from the hospitality and tourism journals. This study contributes to theory by synthesizing key theoretical concerns over a period of six decades. It has also traced the shift in hospitality scholarship from its pragmatic and operational origins to a stronger theory base.

Though the current study has proposed a “big picture” of intellectual connections in hospitality research, some limitations should be acknowledged. For example, bibliometric methods do not allow researchers to determine why an article has been cited. There are many different reasons why an article may be cited by many authors (Zupic and Čater, 2015). This may include deliberate “gaming” of the system and strategic choice of keywords. Although such issues are considered to be outside the current scope, future researchers may proceed to investigate them. It is acknowledged that a prevalence of self-citations may lead to biased citation metrics. However, the current authors study has ensured coverage of many articles published over an extended period. Such extensive coverage makes it more difficult for any single author to have increased the frequency of citations at a significant level. Another limitation of the study is that despite covering a wide range of hospitality journals it does not include articles from outside the hospitality dedicated domain. Hospitality related articles outside selected journals have not been included in the sample. The current authors believe that it would be helpful for future studies to apply temporal cut-offs to examine and visualize the evolution of intellectual connections. This will test the probability that some of the most cited articles will lose influence over time, as others emerge.

In addition to its theoretical contributions, the study offers potential avenues for future research. It is suggested that online reviews, management innovation and crisis management, societal impacts, hospitality education and small businesses may be expected to yield significant research impact.

Appendix A

Cluster	Label	Article	Weight
1	R1	Fornell and Larcker (1981). Evaluating structural equation models with unobservable variables and measurement error. <i>Journal of Marketing Research</i> , 18(1), 39–50.	739
1	R2	Anderson, and Gerbing (1988). Structural equation modeling in practice: A review and recommended two-step approach. <i>Psychological Bulletin</i> , 103(3), 411.	599
1	R3	Podsakoff et al. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. <i>Journal of Applied Psychology</i> , 88(5), 879–903.	403
1	R4	Bagozzi, and Yi (1988). On the evaluation of structural equation models. <i>Journal of The Academy of Marketing Science</i> , 16(1), 74–94.	344
1	R6	Baron and Kenny (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. <i>Journal of Personality and Social Psychology</i> , 51(6), 1173–1182.	328
1	R17	Ajzen (1991). The theory of planned behavior. <i>Organizational Behavior and Human Decision Processes</i> , 50(2), 179–211.	179
1	R19	Hu and Bentler (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. <i>Structural Equation Modeling: A Multidisciplinary Journal</i> , 6(1), 1–55.	158
1	R20	Barney (1991). Firm resources and sustained competitive advantage. <i>Journal of Management</i> , 17(1), 99–120.	139
1	R23	Heskett et al. (1994). Putting the service-profit chain to work. <i>Harvard Business Review</i> , 72(2), 164–174.	125
1	R25	Fornell, and Larcker (1981). Structural equation models with unobservable variables and measurement error: Algebra and Statistics. <i>Journal of Marketing Research</i> , 18(3), 382–388.	120
1	R31	Armstrong, and Overton (1977). Estimating nonresponse bias in mail surveys. <i>Journal of Marketing Research</i> , 14(3), 396–402.	109
1	R32	Podsakoff, P. M., & Organ, D. W. (1986). Self-reports in organizational research: Problems and prospects. <i>Journal of Management</i> , 12(4), 531–544.	104
1	R34	Preacher, and Hayes (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. <i>Behavior Research Methods</i> , 40(3), 879–891.	103
1	R36	Keller (1993). Conceptualizing, measuring, and managing customer-based brand equity. <i>Journal of Marketing</i> , 57(1), 1–22.	100
1	R40	Hartline and Ferrell (1996). The management of customer-contact service employees: An empirical investigation. <i>Journal of Marketing</i> , 60(4), 52–70.	97
1	R47	Jensen, and Meckling (1976). Theory of the firm: Managerial behavior, agency costs and ownership structure. <i>Journal of Financial Economics</i> , 3(4), 305–360.	91
1	R48	Bentler & Bonett (1980). Significance tests and goodness of fit in the analysis of covariance structures. <i>Psychological Bulletin</i> , 88(3), 588–606.	89
1	R56	Jauhari and Manaktola, 2007. Exploring consumer attitude and behavior towards green practices in the lodging industry in India. <i>International Journal of Contemporary Hospitality Management</i> , 19(5), 364–377.	83
1	R63	Hobfoll (1989). Conservation of resources: A new attempt at conceptualizing stress. <i>American Psychologist</i> , 44(3), 513.	76
1	R70	Hinkin and Tracey (2000). The cost of turnover: Putting a price on the learning curve. <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 41(3), 14–21.	74
1	R71	Han et al. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. <i>Tourism Management</i> , 31(3), 325–334.	73
1	R73	Lee et al. (2010). Understanding how consumers view green hotels: How a hotel's green image can influence behavioural intentions. <i>Journal of Sustainable Tourism</i> , 18(7), 901–914.	73
1	R74	Kang et al. (2010). Impacts of positive and negative corporate social responsibility activities on company performance in the hospitality industry. <i>International Journal of Hospitality Management</i> , 29(1), 72–82.	72
1	R78	Kusluvan et al. (2010). The human dimension: A review of human resources management issues in the tourism and hospitality industry. <i>Cornell Hospitality Quarterly</i> , 51(2), 171–214.	70
1	R80	Bohdanowicz (2005). European hoteliers' environmental attitudes: Greening the business. <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 46(2), 188–204.	69
1	R85	Allen, and Meyer (1990). The measurement and antecedents of affective, continuance and normative commitment to the organization. <i>Journal of Occupational Psychology</i> , 63(1), 1–18.	68
1	R89	Hjalager (2010). A review of innovation research in tourism. <i>Tourism Management</i> , 31(1), 1–12.	66
1	R90	Anderson and Gerbing, 1988. An updated paradigm for scale development incorporating unidimensionality and its assessment. <i>Journal of Marketing Research</i> , 25(2), 186–192.	66
1	R101	Kim and Kim (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. <i>Tourism Management</i> , 26(4), 549–560.	64
1	R97	Hu et al. (2009). Hospitality teams: Knowledge sharing and service innovation performance. <i>Tourism Management</i> , 30(1), 41–50.	64
2	R9	Zeithaml (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. <i>Journal of Marketing</i> , 52(3), 2–22.	230
2	R10	Bitner (1992). Servicescapes: The impact of physical surroundings on customers and employees. <i>Journal of Marketing</i> , 56(2), 57–71.	213
2	R21	Cronin et al. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. <i>Journal of Retailing</i> , 76(2), 193–218.	132
2	R24	Mattila (2001). Emotional bonding and restaurant loyalty. <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 42(6), 73–79.	122
2	R41	Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality, data?. <i>Perspectives on Psychological Science</i> , 6(1), 3–5.	95
2	R42	Vargo and Lusch (2004). Evolving to a New Dominant Logic. <i>Journal of Marketing</i> , 68(1), 1–17.	93
2	R43	Holbrook and Hirschman (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. <i>Journal of Consumer Research</i> , 9(2), 132–140.	93
2	R44	Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. <i>Harvard Business Review</i> , 76(4), 97–105.	93
2	R46	Namkung and Jang (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. <i>Journal of Hospitality & Tourism Research</i> , 31(3), 387–409.	91
2	R53	Ryu et al. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. <i>International Journal of Contemporary Hospitality Management</i> , 24(2), 200–223.	84
2	R55	Stevens et al. (1995). Dineserv: A tool for measuring service quality in restaurants. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 36(2), 56–60.	83
2	R57	Sweeney and Soutar (2001). Consumer perceived value: The development of a multiple item scale. <i>Journal of Retailing</i> , 77(2), 203–220.	82
2	R59	Jang and Namkung (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. <i>Journal of Business Research</i> , 62(4), 451–460.	82
2	R61	Sulek and Hensley (2004). The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 45(3), 235–247.	78
2	R65	Babin et al. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. <i>Journal of Consumer Research</i> , 20(4), 644–656.	76
2	R76		71

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Cluster	Label	Article	Weight
		Han and Ryu (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. <i>Journal of Hospitality & Tourism Research</i> , 33(4), 487–510.	
2	R82	Ryu and Jang (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. <i>Journal of Hospitality & Tourism Research</i> , 31(1), 56–72.	69
2	R84	Liu and Jang (2009). Perceptions of Chinese restaurants in the US: what affects customer satisfaction and behavioral intentions?. <i>International Journal of Hospitality Management</i> , 28(3), 338–348.	68
2	R87	Westbrook (1987). Product/consumption-based affective responses and postpurchase processes. <i>Journal of Marketing Research</i> , 24(3), 258–270.	67
2	R88	Donovan & Rossiter (1982). Store Atmosphere: An Environmental Psychology Approach. <i>Journal of Retailing</i> , 58(1), 34–57.	67
2	R92	Hirschman and Holbrook (1982). Hedonic consumption: Emerging concepts, methods and propositions. <i>Journal of Marketing</i> , 46(3), 92–101.	66
2	R94	Ryu et al. (2010). Relationships amongst hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. <i>International Journal of Contemporary Hospitality Management</i> , 22(3), 416–432.	66
2	R95	Ryu et al. (2008). The relationships amongst overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. <i>International Journal of Hospitality Management</i> , 27(3), 459–469.	66
2	R100	Oh (2000). The effect of brand class, brand awareness, and price on customer value and behavioral intentions. <i>Journal of Hospitality & Tourism Research</i> , 24(2), 136–162.	64
3	R5	Zeithaml et al. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. <i>Journal of Retailing</i> , 64(1), 12–40.	334
3	R7	Zeithaml et al. (1996). The behavioral consequences of service quality. <i>Journal of Marketing</i> , 60(2), 31–46.	273
3	R8	Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. <i>Journal of Marketing</i> , 49(4), 41–50.	266
3	R11	Oliver (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. <i>Journal of Marketing Research</i> , 17(4), 460–469.	208
3	R12	Cronin and Taylor (1992). Measuring service quality: A reexamination and extension. <i>Journal of Marketing</i> , 56(3), 55–68.	204
3	R14	Churchill (1979). A paradigm for developing better measures of marketing constructs. <i>Journal of Marketing Research</i> , 16(1), 64–73.	188
3	R33	Grönroos (1993). A service quality model and its marketing implications. <i>European Journal of Marketing</i> , 18(4), 36–44.	103
3	R49	Baker, and Crompton (2000). Quality, satisfaction and behavioral intentions. <i>Annals of Tourism Research</i> , 27(3), 785–804.	88
3	R50	Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. <i>Journal of Marketing</i> , 58(3), 53–66.	86
3	R60	Boulding et al. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. <i>Journal of Marketing Research</i> , 30(1), 7–27.	81
3	R62	Brady and Cronin (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. <i>Journal of Marketing</i> , 65(3), 34–49.	77
3	R66	Parasuraman et al. (1991). Refinement and reassessment of the SERVQUAL scale. <i>Journal of Retailing</i> , 67(4), 420–450.	75
3	R68	Baloglu and McCleary (1999). A model of destination image formation. <i>Annals of Tourism Research</i> , 26(4), 868–897.	74
3	R72	Oliver (1981). Measurement and Evaluation of Satisfaction Processes in Retail Settings. <i>Journal of Retailing</i> , 57(3), 25–48.	73
3	R75	Westbrook, and Oliver (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. <i>Journal of Consumer Research</i> , 18(1), 84–91.	72
3	R81	Oh (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. <i>International Journal of Hospitality Management</i> , 18(1), 67–82.	69
3	R83	Fornell (1992). A national customer satisfaction barometer: The Swedish experience. <i>Journal of Marketing</i> , 56(1), 6–21.	68
3	R91	Choi, and Chu (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. <i>International Journal of Hospitality Management</i> , 20(3), 277–297.	66
3	R93	Crompton (1979). Motivations for pleasure vacation. <i>Annals of Tourism Research</i> , 6(4), 408–424.	66
3	R96	Knutson et al. (1990). LODGSERV: A service quality index for the lodging industry. <i>Hospitality Research Journal</i> , 14(2), 277–284.	65
3	R99	Fornell et al. (1996). The American customer satisfaction index: Nature, purpose, and findings. <i>Journal of Marketing</i> , 60(4), 7–18.	64
4	R13	Morgan and Hunt (1994). The commitment-trust theory of relationship marketing. <i>Journal of Marketing</i> , 58(3), 20–38.	198
4	R18	Oliver (1999). Whence consumer loyalty?. <i>Journal of Marketing</i> , 63, 33–44.	165
4	R22	Reichheld and Sasser (1990). Zero defections: Quality comes to services. <i>Harvard Business Review</i> , 68(5), 105–111.	130
4	R26	Bowen and Shoemaker (2003). Loyalty: A strategic commitment. <i>The Cornell Hotel & Restaurant Administration Quarterly</i> , 39(1), 12–25.	119
4	R30	Dick and Basu (1994). Customer loyalty: toward an integrated conceptual framework. <i>Journal of The Academy of Marketing Science</i> , 22(2), 99–113.	109
4	R37	Kandampully and Suhartanto (2000). Customer loyalty in the hotel industry: The role of customer satisfaction and image. <i>International Journal of Contemporary Hospitality Management</i> , 12(6), 346–351.	99
4	R64	Shoemaker and Lewis (1999). Customer loyalty: The future of hospitality marketing. <i>International Journal of Hospitality Management</i> , 18(4), 345–370.	76
4	R67	Crosby et al. (1990). Relationship quality in services selling: an interpersonal influence perspective. <i>Journal of Marketing</i> , 54(3), 68–81.	75
4	R77	Garbarino, and Johnson (1999). The different roles of satisfaction, trust, and commitment in customer relationships. <i>Journal of Marketing</i> , 63(2), 70–87.	70
4	R98	Mattila (2006). How affective commitment boosts guest loyalty (and promotes frequent-guest programs). <i>Cornell Hotel and Restaurant Administration Quarterly</i> , 47(2), 174–181.	64
5	R15	Bitner (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. <i>Journal of Marketing</i> , 54(2), 69–82.	187
5	R16	Bitner et al. (1990). The service encounter: Diagnosing favorable and unfavorable incidents. <i>Journal of Marketing</i> , 54(1), 71–84.	186
5	R27	Smith et al. (1999). A model of customer satisfaction with service encounters involving failure and recovery. <i>Journal of Marketing Research</i> , 36(3), 356–372.	117
5	R51	Bitner et al. (1994). Critical service encounters: The employee's viewpoint. <i>Journal of Marketing</i> , 58(4), 95–106.	85
5	R54	Keaveney (1995). Customer switching behavior in service industries: An exploratory study. <i>Journal of Marketing</i> , 59(2), 71–82.	83
5	R58	Tax et al. (1998). Customer evaluations of service complaint experiences: Implications for relationship marketing. <i>Journal of Marketing</i> , 62(2), 60–76.	82
5	R79	Oliver and Swan (1989). Consumer perceptions of interpersonal equity and satisfaction in transactions: A field survey approach. <i>Journal of Marketing</i> , 53(2), 21–35.	69
5	R86	Hart et al. (1990). The profitable art of service recovery. <i>Harvard Business Review</i> , 68(4), 148–156.	68
6	R28	Litvin et al. (2008). Electronic word-of-mouth in hospitality and tourism management. <i>Tourism Management</i> , 29(3), 458–468.	113
6	R29	Sparks and Browning (2011). The impact of online reviews on hotel booking intentions and perception of trust. <i>Tourism Management</i> , 32(6), 1310–1323.	110
6	R35	Vermeulen and Seegers (2009). Tried and tested: The impact of online hotel reviews on consumer consideration. <i>Tourism Management</i> , 30(1), 123–127.	101
6	R38	Ye et al. (2009). The impact of online user reviews on hotel room sales. <i>International Journal of Hospitality Management</i> , 28(1), 180–182.	99
6	R39	Davis (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. <i>MIS quarterly</i> , 13(3), 319–340.	97
6	R45	Buhalis and Law (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. <i>Tourism Management</i> , 29(4), 609–623.	92

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Cluster	Label	Article	Weight
6	R52	Xiang and Gretzel (2010). Role of social media in online travel information search. <i>Tourism Management</i> , 31(2), 179–188.	84
6	R69	Cantallops and Salvi (2014). New consumer behavior: A review of research on eWOM and hotels. <i>International Journal of Hospitality Management</i> , 36, 41–51.	74

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