

TRENDS AND PRACTICES IN HOSPITALITY AND TOURISM RESEARCH: A SELECTED STUDY FROM INTERNATIONAL JOURNALS

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Abstract *The study of Hospitality, Tourism and Tourists along with their interrelated phenomena has grown many fold over the years. It is clearly visible with growing number of Journals in this domain. Thus, it is evident the researchers in the field have contributed and continue to debate and disseminate information of key as well as application related areas of Hospitality & Tourism. Understanding and reviewing the existing research trends and issues enable not only to explore ongoing thrust areas but also helps in future areas of research pertaining to tourism. Within this increasingly growing sector, more than ever there is a need for the tourism researchers to embrace a disciplined, structured and continuous approach to identifying the trends and issues. To explore these claims, Out of total twenty eight journals pertaining to Hospitality and Tourism, three journals which are general in nature and invite research papers and articles on various topics related to the fields of hospitality travel, and tourism from Taylor and Francis Group have been selected. This study reviews the total number of research papers published in these selected hospitality, travel and tourism journals from the years 2001–2012 (Both Inclusive) that accounted for 846 articles in totality.*

Keywords: *Trends, Practices, Hospitality, Tourism, Research, Taylor & Francis*

INTRODUCTION

With the phenomenal growth in hospitality and tourism industry, the quantum of research in the area has also proportionately increased. The constant academic endeavors of authors and scholars have resulted into a more practical and functional industry. The various distinguished facets of the industry like tourism management, customer orientation, destination competitiveness, marketing and branding and product development have become increasingly intriguing that the research only provides compassion. At this crux, it seems apt to take stock of current research efforts on tourism and hospitality to track swift variations in the research focus and sophisticated methodologies for providing an insight into the changing scenario, emerging trends and as well for highlighting areas of future attention. And this makes the review of literature by the academicians almost imperative to give momentum to the scholarly productivity in hospitality

and tourism journals.

For the present study, Taylor and Francis, a renowned group that publishes more than 1,800 journals and over 2000 new books each year, with a books backlist in excess of 20,000 specialist titles (from http://www.taylorandfrancis.com/info/about_us/ during January-February, 2014) was selected. Taylor & Francis Group partners with researchers, scholarly societies, universities and libraries worldwide to bring qualitative knowledge to life. One of the world's leading publishers of scholarly journals, books, eBooks and reference works, their content spans all areas of Humanities, Social Sciences, Behavioral Sciences, Science and Technology.

The group has twenty eight journals focusing research in hospitality, travel and Tourism. Out of twenty eight journals, twenty five journals have specific theme based nomenclature dealing with specialized aspects of tourism and hospitality industry. However, three journals are general in nature and

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Table 1. Comparative Representation of Volumes, Issues & Articles with Respect to 2001-04, 2005-08 and 2009-12 of Selected Journals

	ANATOLIA				APJTR				CIT			
	2001-2004	2005-2008	2009-2012	T	2001-2004	2005-2008	2009-2012	T	2001-2004	2005-2008	2009-2012	T
No. of volumes	12 -15	16-19	20-23		6-9	10-13	14-17		4-7	8-11	12-15	
No. of issues	08	08	10	26	10	16	20	46	24	24	28	76
No. of articles	43	57	94	194	70	98	129	297	107	111	137	355

invite research papers and articles on various topics related to the fields of hospitality travel, and tourism. Thus, for the present study, we have selected these three journals:

1. **Anatolia : An International Journal of Tourism & Hospitality Research (Anatolia) :** ISSN 1303-2917 (Print), 2156-6909 (Online)
2. **Asia Pacific Journal of Tourism Research (APJTR):** ISSN 1094-1665 (Print), 1741-6507 (Online)
3. **Current Issues in Tourism (CIT):** ISSN 1368-3500 (Print), 1747-7603 (Online)

This study reviews the total number of research papers published in these selected hospitality, travel and tourism journals from the years 2001–2012 that accounted for 846 articles in totality. Further, this time period of twelve years is divided into three quarters: 2001-2004; 2005-2008; 2009-2012. The purpose of this study is to identify and analyze the work that has been done to date related to hospitality and tourism research from published articles in these three major research journals of Taylor and Francis group.

OBJECTIVES

The study focuses on the following objectives:

1. To describe and categorize the sub-themes of the hospitality travel & tourism research, and the topical focus of the articles;

2. To identify the key areas that draw the attention of the researchers most frequently throughout the years;
3. Based on the above information, to develop an understanding about some emerging trends and make suggestions on future research directions in this field.

METHODOLOGY

The present research work is divided into three phases. In the first phase, an overview of the overall development of research in the field of hospitality, travel, and tourism research during the three quarters (2001-2004; 2005-2008; 2009-2012) in the three selected journals has been done. In the second phase, the content analysis of the articles published in the selected journals for the duration of twelve years (2001-2012) has been undertaken and the most frequently used subject matters in the research have been identified. Finally, in the third phase, an attempt has been made to highlight some emerging trends in the frequently used subject areas.

FINDINGS AND DISCUSSIONS

In total, during these twelve years (2001-2012), 194 articles were published in Anatolia, 297 were published in APJTR and 355 articles were published in CIT as shown in table no.1.

Table 2. Key Areas Wise Volume of Articles

	ANATOLIA % of articles published (2001-2012)	APJTR % of articles published (2001-2012)	CIT % of articles published (2001-2012)	Total % of all the articles published in three journals (2001-2012)
TOPIC				
1. Tourism Management	9.79	14.14	25.35	17.84
2. Tourist / visitor studies	9.79	13.80	6.76	9.92
3. Hotels	10.3	18.51	1.12	9.33
4. Destinations	8.24	2.69	3.66	4.37
5. Marketing	6.7	5.05	1.69	4.01
6. Heritage tourism	3.09	6.06	5.63	5.2

Table 3. Year-Wise Volume of Articles by Key Areas in Respective Journals

Key Areas	ANATOLIA				APJTR				CIT				Total
	2001-2004	2005-2008	2009-2012	T	2001-2004	2005-2008	2009-2012	T	2001-2004	2005-2008	2009-2012	T	
3.1. Tourism Management	08	06	05	19	11	10	21	42	34	28	28	90	151
3.2. Tourist / visitor studies	03	03	13	19	02	21	18	41	04	06	14	24	84
3.3. Hotels	03	04	13	20	14	21	20	55	01	00	03	04	79
3.4. Destinations	00	05	11	16	02	04	02	08	02	03	08	13	37
3.5. Marketing	06	01	06	13	03	06	06	15	01	04	01	06	34
3.6. Heritage tourism	00	03	03	06	12	02	04	18	12	00	08	20	44
3.7. Pro-Poor Tourism	----	----	----	----	00	01	03	04	00	09	02	11	15

A close observation shows that there has been more number of research papers published in time period 2009-2012 in all the three journals that depicts not only the growth in hospitality and tourism industry but also an increasing interest of the researchers in these areas. There is an increase in the number of issues per year as well in the later time period of 2009-2012. Whereas, Anatolia increases the number of issues from 2 to 3 per year (2011 onwards); APJTR and CIT increase the number of issues to 8 per year.

The most frequently published topic areas in Anatolia and APJTR and CIT are given in table no-2. The key topic Hotels accounted for 10.3% and 18.51% of all articles in Anatolia and APJTR and Tourism Management in CIT alone has accounted for 25.35% of all articles during the time period of twelve years (2001-2012).

Tourism Management and Tourist/Visitor studies are the topical areas that accounted for around 10% in Anatolia and around 14% in APJTR. Tourist Studies in CIT accredited for around 7% publications of all the articles. Marketing in Anatolia, Heritage Tourism in APJTR and CIT has the equal coverage of publications of around 6% of all the articles. Together these top six key Areas represented 50.67% (over half) of all articles (Table 2).

The further analysis of volume of articles by key areas in the three quarters is shown in table no.3. Tourist/Visitor Studies and Destinations have shown the greatest growth during the 12-year period followed by Hotel whereas Tourism Management and Marketing remain almost stable with little variations. Heritage tourism showed the decline in the later quarter (2009-2012) may be due to the shifting of this topic into specialist journals like – Journal of Heritage Tourism of the same publication. One more topical area Pro-poor Tourism has marked its presence in the later years in APJTR and CIT and thus denotes the emerging interest of the researchers towards this. (Refer to table no.3)

In order to further explore emerging trends and key focus areas in these five most frequently published topical areas (leaving Heritage tourism that showed a fall through twelve

years owing to the emergence of journals specifically inviting articles on Heritage tourism) across three quarters (2001–2004; 2005–2008; and 2009–2012), the further in-depth analysis was undertaken and following sub-themes and key areas were identified:

3.1. Tourism Management

The key areas of tourism management in which adequate number of research studies were undertaken by the researchers along with the principle findings and suggestions are explained in Table no. 3.1 (a):

A close observation of the table no. 3.1 (a) indicates the following key areas of the research in Tourism Management:

- **Tourism Management and Tourism Development:** Previous research studies indicated that formulation of effective strategies to absolve the issues and challenges held the foundation of development of tourism.
- **Tourism Planning And Policy Making:** Previous research studies have emphasized upon the effective tourism planning and policy making in consonance with the emerging trends minimizing environmental damage and conflict with local stakeholders.
- **Impact of/on Tourism:** Various research studies have focused on analyzing the social and economic impact of tourism at individual and collective levels and as well various determinants like political constraints and tourism policies and community role were identified in the previous research studies to have impact on tourism.

3.2. Tourist/Visitor Studies

The key areas of tourist/visitor studies in which adequate number of research studies were undertaken by the researchers along with the principle findings and suggestions are explained in Table no. 3.2 (a):

Table 3.1 (a). Tourism Management: Key Areas of the Research

Authors	Findings and Suggestions	Nodal Areas
Gregory Chase & Ilan Alon	Upliftment of the economy of developing countries especially island economies focusing on tourism as export industry.	Economic impact of Cruise Tourism on a destination
Craig Webster	Stimulating impact of tourism on Cyprus 'export	Economic impact of tourism
Young -Sun Shin	Tourism development in North Korea and the SWOT analysis from tourism perspective with the reunification of north and south Korea	Ways of Tourism development in North Korea from economical and Geopolitical perspective
Levent Altinay , Hasan Ali Bicak & Mehmet Altinay	Favorable Impact of political solution on tourism promotion in North Cyprus and receptive areas of development	Political impact on promoting tourism
Hilal Erkus –Öztürk	Evaluation of central government run tourism development policies and measures to reduce its negative impact	Tourism planning policies and their impact and interventions in the city of Antalya
Ramudu Bhanugopan	Analysis of current issues and trends pertaining to tourism development in Papua, New Guinea and formulation of effective strategies to remove obstacles and ameliorate tourism.	Tourism development and planning
Shalini Singh	Indian tourism planning process and implementation and its delimitation to domestic base than international front	Tourism policy pitfalls in India
Manat Chaisawat	Strategic management approach for tourism development and management in Thailand.	Tourism management, planning, tourism product marketing and promotion and role of tourism education in bringing all to the forefront.
Nara Huttasin	Perception of residents of Baan Tawai village in Thailand towards social impact of tourism development as a mean to leveraging their economy and deafness towards its negative impact in terms of increasing prostitution, vandalism and drug abuse.	Negative impact of tourism development and residents' perceptions of social impact of tourism.
Renaud Lapeyre	Grootberg lodge partnership in rural areas of Namibia contributes to nature conservation, poverty alleviation by improving livelihoods through providing secure wage revenues and asset building as well as capacity-building and empowerment at both the individual and collective levels.	Socio-economic impact of tourism
Kevin Hannam	The contemporary tourism management issues in India's national parks specifically, the Rajiv Gandhi (Nagarahole) National Park were analyzed with a recommendation to involve local communities in management and development of the park.	Issues pertaining to Tourism Management

A close observation of the table no. 3.2 (a) indicates the following key areas of the research in Tourist/Visitor Studies are:

- **Tourist Behavior and Perceptions:** Tourist motivations are significant factors in understanding tourist behavior in relation to destination choice; and motivation relates to the needs, goals and preference of the tourists. Certain research papers were written depicting the change in the every aspect of tourist behavior due to current trends and emerging issues in tourism and hospitality industry such as use of social media, technological advancements, changing economic situations, increasing environmental consciousness and demographic changes. Tourist perceptions of a destination, its attributes, climatic conditions also play an important role in decision making about the destinations.
- **Tourist Satisfaction:** Previous research studies have acknowledged the importance of tourist satisfaction towards destination performance. With the increasing

degree of competitiveness, it has become almost imperative for the destination management activities to identify and analyze the main factors causing satisfaction / dissatisfaction of visitors.

- **Tourist Motivations and Preferences:** The researchers also used theory of push and pull travel motivations and found recreation, destination attributes, recreational activities and safety and security were major determinants of tourism motivations and preferences.

3.3. Hotels

The key areas of Hotels in which adequate number of research studies were undertaken by the researchers along with the principle findings and suggestions are explained in Table no. 3.3 (a):

A close observation of the table no. 3.3 (a) indicates the following key areas of the research in Hotels are:

Table 3.2 (a). Tourist/ Visitor Studies: Key Areas of the Research

Authors	Findings and Suggestions	Nodal Areas
Jennifer Kim Lian Chan & Tom Baum	Exploratory qualitative study to find that destination attributes (natural attractions, wild life, eco-activities, local life style) are pull factors & push factors are social-psychological desire to escape from normal routine life.	Tourism motivation factors of ecotourists staying in ecolodges of Sukau
Asad Mohsin & Abdulaziz Mohammed Alsawafi	Used the theory of “push” and “pull” travel motivations and the result indicated that mental refreshment, yearning for knowledge expansion and leisure time for recreational activities were most important push motivations to travel abroad and the safety and security concerns at a destination are major pull factors. Also, the significant impact of gender on some travel motivations was studied.	Holidaying attributes of Omani students in Oman
Maryam Yousefi & Azizan Marzuki	Results indicated “novelty and knowledge seeking” and “cultural and historical attractions” were most agreed upon push and pull travel domains for international tourists travelling to Penang.	The travel motivation of international tourists to Penang, Malaysia
Carl H. Marcussen	The factors like trip purpose; travel distance, destination and lengths, package vs. self organized trips, travel party size, age group and seasons are found to be significant determinants of spending nature of tourists whereas gender was not as influential factor.	The spending behavior and analysis of factors that determine spending by Danes travelers within Denmark and outbound from Denmark.
Meral Korzay & Maria D. Alvarez	The tourist-host community interaction and the perceptions of tourists in relation to the host community play significant role in tourist satisfaction.	Content analysis of reasons causing satisfaction and dissatisfaction of Japanese tourists visiting Turkey.
Siriporn McDowall	Beautiful architectural buildings and historical sites, shopping opportunities and cultural sight-seeing induce satisfaction but first time and repeat visitors differed in their views of Bangkok as being an amazing place, the hospitality of residents and quality of goods and services as well safety and security issues.	Comparison of first time and repeat international tourists in regarding their satisfaction and destination loyalty with their visits to Bangkok.
Patrícia Oom do Valle, Júlio Mendes, Manuela Guerreiro & João Albino Silva	The local population influence the way tourists perceive a destination and positive attitude of residents towards tourism experience and tourist satisfaction helps attracting more tourists.	Role of residents’ attitude towards tourists’ satisfaction in four municipalities of the region Algarve, Portugal;
Songshan Huang & Cathy H.C. Hsu	The destination image of Hong Kong is perceived as shopping destination with motivations like knowledge enhancement; curiosity; family togetherness and kinship; lifestyle; and visiting friends and relatives. Factors liketime, money, language, complexity of getting travel documents and improper accommodation supplies were perceived as inhibitors.	Mainland Chinese residents’ perceptions, motivations and perceived behavioral inhibitors of visiting Hong Kong
Roy Henkel, Pattaya Henkel, Wendy Agrusa, Jerome Agrusa & John Tanner	Cultural sight-seeing, friendly people, night life, entertainment and food were significantly important when perceiving Thailand as tourist destination.	Tourist’s perceptions of Thailand as a tourist destination
Stefan Gössling, Magnus Bredberg, Anna Randow, Elin Sandström & Patrik Svensson	Certain climate variables like more rain, storms and higher humidity negatively influence travel decisions.	Tourist perceptions of climate change, the role of climate in travel decision making and the consequences of ongoing climate change for travel decisions in Zanzibar, Tanzania.

- **Hotel and environmental concern:** Owing to the “Go Green” scenario, the modern tourist is quite health and environment conscious and has led the researchers to explore these trends in their studies too. Hotel guests, nowadays, are in cognizant with the environmental issues and have started to consider environment in their accommodation choices.
- **Hotel service quality and customer’s perception, satisfaction and disappointment:** Service quality is the antecedent of customer satisfaction. And

the later is the litmus test for the success of service industry because it entails to repeated purchases and word-of-mouth recommendations. The articles reviewed showed the positive relationship between quality service and customer satisfaction and as well investigated the indicators in service quality to enhance customer satisfaction.

- **Hotel and its marketing and branding efforts:** Hotels continuously seek for the new innovative ways of marketing and promotion to acquire, retain

Table 3.3 (a) Hotels: Key Areas

Authors	Findings and Suggestions	Nodal Areas
Patrick Masau & Bruce Prideaux	The environmental responsibility and sustainability becoming prime concern for Kenya's hotels for increasing yield and visitor numbers.	Tourists' willingness to pay a higher rate for an environmentally friendly hotel.
Eduardo Parra Lopez, Francisco J. Garcia Rodriguez & Desiderio Gutierrez Tano	Environnemental reserves and capabilities play important role for ameliorating tourism market competitiveness.	Hotel and environmental concern
Cristina Bernini & Andrea Guizzardi	Environment affects heterogeneity of accommodation production	Role of environmental features on different hotel clusters in Emilia Romagna.
Osman M. Karatepe & Turgay Avci	Tangibles and intangibles are found to be important determinants of customer satisfaction.	The level of service quality and customer satisfaction provided by hotels in Northern Cyprus
Ramudu Bhanugopan	Service gaps always have negative impact on customers' satisfaction. Certain quality service gaps in hospitality industry in the areas of "Personalized Service and empathy" are identified so as to improve customer satisfaction by eliminating them	Influence of service gaps on customers' satisfaction in Papua New Guinea
Sung-Sook Kang , Nobuyuki Okamoto & Herbert A. Donovan	"Tangibility" had the powerful impact on customer satisfaction followed by "creativity".	Effect of service quality on customer satisfaction and customer behavioral intention at hotel and ryokan.
Kuo-Chien Chang & David D. C. Tarn	The two types of service tangibility – physical and mental have great impact on consumers' sense of service and the hotel managers need to concentrate more on specific components of services to improve customer satisfaction.	Impact of two types of service tangibility
Ashraf Tag-Eldeen & Osman Ahmed El-Said	Organizational success is directly proportional to the effective conceptualization and implementation of internal marketing strategies.	Conceptualization of internal marketing amongst frontline employees of five star hotels in Egypt.
Nicolau Miguel Almeida, João Albino Silva, Júlio Mendes & Patrícia Oom do Valle	"Advertising" and "Word of Mouth" found to have significant roles in decision making for booking.	Factors influencing the tourist's first stay booking decision
Mastura Jaafar, Abdul Rashid Abdul Aziz & Siti Zaleha Mohd Sukarno	The hotel industry should explore further the marketing dimension for enhancing customer satisfaction and tourism development. The website, word of mouth, sign boards and brochures were found to be the most common marketing methods.	Marketing aspects of Small Medium Budget Hotels in three urban cities in East Peninsular Malaysia
Minjoo Kim & Hyochang Lim	The wage system is one of the indicators in determining employee commitment and attitude towards organization. The employee satisfaction with the wage system is very important and a precursor to his commitment and loyalty to the organization.	Relationship between wage justice and employees' attitude in Korean hotels
Mahmut Demir	The positive influence was found to be generated by organizational justice and organization trust on affective commitment, continuance commitment and normative commitment.	The influence of organizational justice and organization trust on employee's commitment towards organization
Derya Kara	The significant difference was found between female and male employees with respect to "Behavioral Commitment Factor" of the scale where males reported higher levels of Behavioral Commitment than their female counterparts did.	Measuring organizational commitment through different genders of employees in five star hotels in Ankara, Turkey
Kevin K. F. Wong	Industry specific factors like number of hotel rooms, total revenue earned and general environmental factors like production index and the gross domestic product played crucial role in decision making by the hotel managers for fulfilling demand for manpower resource	Hotels and Human Resource Management
Hui-O Yang & Nita Cherry	The Strategic Approach to HRM plays a crucial role in creating and sustaining competitive advantage in hotels and is preferable than traditional focus of personnel administration.	Importance of HRM in hotels
Paul Strickland	Ethnic restaurants are under constant financial pressure and thus employing family members for cost reductions though it may distort employment figures of the hospitality industry.	Role of financial in decision making for employing man power for hotel
Rob Law & Candy Ng	Promotional strategies and advertisements are used as a tool to invite customers as well to retain them.	The marketing practices of small hotels in Cheung Chau in Hong Kong

Table 3.4 (a). Destinations: Key Areas of Research

Authors	Findings and Suggestions	Nodal Areas
Girish Prayag	Destination image had both direct and indirect influence on visitor's loyalty. Overall satisfaction and overall image play an important role and the indicators can be used for destination promotion and positioning. The abstract nature of the destination image has also decisive role while choosing a destination as it has great influence on tourists' attitudes, behaviors and motives.	Relationship between destination image, overall satisfaction and visitor's loyalty at six popular tourist attraction in Cape Town
Yumi Park & David Njite	Three factors – environment, attractions and value for money have significant effect on satisfaction and future behavior of tourists. The findings of this study contribute to the development of marketing strategies to satisfy tourists' needs. The role of user-generated electronic content as information source used by tourist and its influence on destination image also played crucial role.	Influence of destination image of Jeju Island, Korea
Dev Jani & Yeong-Hyeon Hwang	Functional attributes were dominating in potential tourists' perception of the destination image whereas post-travel image perception was dominated by psychological attributes which were quite positive in nature.	Destination image as communicated by tourists to Zanzibar Island
Dimitrios Buhalis & Eleni Michopoulou	Information communication technology (ICT) was found to be successful in destination branding and marketing and suits to customer needs and satisfaction.	ICT and Destination branding and marketing
Harald Pechlaner, Michael Volgger & Marcus Herntrei	Destination Management Organizations (DMOs) play significant role in managing destination network and in fostering co-operation between destination actors. The relationships between destination governance and the corporate governance of DMOs was found to be positive with broad stakeholder's involvement and an effective way of working. The relative image of the destination also play crucial role for proper destination positioning and development.	Role of Destination Management Organizations (DMOs) in destination management
Xiang (Robert) Li	Competing destinations can be utilized as a reference frame and helps in replicating tourists' actual decision making process and this relative image assessment deliver such an information and insight that is crucial for destination management and development.	Destination Development in Mainland China
Larry Dwyer & Chulwon Kim	A model of destination competitiveness was developed that enables comparisons between countries and between tourism sector industries. The model is a set of indicators comprising both objective and subjective measures and allows identification of relative strengths and weakness of different tourism destinations. It can be used by industry and governments in tourism development and socio-economic prosperity.	Developing a model of destination competitiveness
Ching-Yaw Chens, Phyra Sok & Keomony Sok	The strengths and weakness of Cambodian tourism market were analyzed so as to establish a framework to help country policy-makers formulating strategies to use its resources effectively to create sustainable tourism competitiveness.	Analysis of Cambodian tourism market
Mika Kylanen & Marcello M. Mariani	The comparison between Finnish and Italian theme parks gave genesis to an entirely new term / strategy "Coopetion" – that indicates co-presence of co-operation and competition. The findings concluded that the new strategy marks long-term business benefits when public and private stakeholders understand the benefits of enhancement of destination brand image and more visitor turnover by leveraging the destination's multifaceted assets.	Destination competitiveness

and increase customer graph. Competitive marketing strategies are implemented by the hotels to expand the business since cost of losing customer is rising.

- **Hotel and its employer and employee commitments and expectations:** The employees are the assets of the labour-intensive service industry and their attitude and behavior defines the excellence in service quality and satisfied, loyal customers. The organizational commitment and job satisfaction are contributing factors in achieving guest satisfaction.

- **Hotels and Human Resource Management :** The hospitality industry face grave challenges in recruiting, and retaining a committed, competent, well-managed and well-motivated skilled workforce focusing on offering a 'high-quality product' to the increasingly demanding and discerning customer.

Destinations

The key areas of Destination in which adequate number of research studies were undertaken by the researchers along

Table 3.5 (a). Tourism Marketing : Key Areas of Research

Authors	Findings and Suggestions	Nodal Areas
Vasilis Angelis & Maria A. Salamoura	Comparative advantages can be developed by the business organizations by focusing on tourism product's quality, the factors affecting it & the ways of measuring them.	Tourism Product development
John S. Akama & Kennedy I. Ondimu	The recent downfall in Kenya as a tourism product is due to its limited marketing encompassing just to beach & wild life tourism. Diverse alternative tourism product can only suffice the expectations and demands of postmodern tourist.	Kenya's tourism product development
Elena Ignatov & Stephen Smith	Canadian culinary tourists were segmented as – those who participated only in food related activities, those who only participated in wine related activities and third those who participated in both and found that the food segment was the largest of the three. Owing to difference in educational levels, income levels, gender, motivations, activities and expectations in three levels, there is need of employment of different methods of communications and different packaging and product development strategies to reach each of the identified segments.	Market segmentation of Canadian culinary tourists
Siu-Ian (Amy) So & Alastair M. Morrison	The examination of socio-demographic profile, trip characteristics and expenditures of Taiwan inbound repeat travelers indicated that nationality, income, type of travel arrangements & information search behavior significantly affected repeat travel behavior. The Chinese travelers were most likely to have travelled to Taiwan more than once among all nationalities compared and Korea and Japan spent the most money among all nationalities groups.	Multi stage segmentation of Taiwan inbound repeat travelers.
Azilah Kasim & Hisham Dzakhiria	The analysis of relative competence of market Kedah, market segmentation analysis and profiling of the international tourists indicated Kedah's positioning and its strength in being a safer place should be made an important variable in its marketing.	Market analysis, Competitor's intelligence analysis and Product positioning
Teoman Duman & Cevat Tosun	The combined themes may prove to be beneficial in marketing of tourism product considering the richness of the country's tourism potential.	Tourism Marketing Strategies

with the principle findings and suggestions are explained in Table no. 3.4 (a):

A close observation of the table no. 3.4 (a) indicates the following key areas of the research in Destinations are:

- **Destination Image and Branding:** The perceptions of the tourists and sellers about the attributes and attractions offered by a destination contributes destination image. Studies on Destination Brand Images are mostly conducted either from the perspective of the leisure tourist or of the host population. Anita Zehrer, Harald Pechlaner & Frieda Raich (2007) identified the image of Alps as it is perceived in the minds of accommodation providers of the region. The study aimed to find out the ways and the sources adopted by the accommodation providers for branding the destination image and its consequences on destination promotion.
- **Destination Development and Destination Competitiveness:** Destination Competitiveness is defined in terms of ability of a destination to deliver goods and services that perform better than other

destinations on aspects of the tourism experience that are important to tourists.

3.5. Tourism Marketing

The key areas of Tourism Marketing in which adequate number of research studies were undertaken by the researchers along with the principle findings and suggestions are explained in Table no. 3.5 (a):

A close observation of the table no. 3.5 (a) indicates the following key areas of the research in Tourism Marketing are:

- **Tourism Product development:** Previous research studies have indicated that the development of tourism product enhances the profitability of tourism businesses by increasing quantity of quality of products, services available for tourists, diversification of the product attributes and as well effective marketing strategies since it is directly proportional to the number of visitors, number of visits, length of stay and the spending of the visitors.

Table 4. Sub-Themes and Key Areas of Hospitality, Tourism & Travel Research in Respective Journals

Sub-themes	Key areas
Tourism Management	• Tourism Development • Tourism Planning & Policy Making • Impact of Tourism • Impact on Tourism
Tourist/Visitor Studies	• Tourist Behavior & Perceptions • Tourist Satisfaction • Tourist Motivations & Preferences
Hotels	• Hotel & Environmental Concern • Hotel Service Quality & Customer's Perception, Satisfaction and disappointment • Hotel & its Marketing and Branding efforts • Hotel and its Employer & Employee commitments and Expectations • Hotel & Human Resource Management
Destinations	• Destination Image & Branding • Destination Development & Destination Competitiveness
Tourism Marketing	• Tourism Product Development • Market Segmentation • Tourism Marketing and Branding Strategies

- **Market Segmentation:** Segmentation has been proclaimed to be the corner stone of successful marketing. It is critical to competitive advantage. Tourist visitor is considered to be the focal point of a real tourism marketing strategy not the destination or the product. Research studies also pointed towards employing variety of promotional and marketing measures to attract and retain different segments.
- **Tourism Marketing and Branding Strategies:** Marketing is an essential ingredient for success of every business and destination marketing organization. It helps to attract more customers to build sales and profits. Douglas G. Pearce, Raewyn Tan & Christian Schott (2007) presented a systematic cross-national approach to examining the distribution of international tourism. The distribution channels of New Zealand tourism in Australia, Great Britain & the USA are compared to identify their variations, reason behind these variations and their implications.

SUM UP

The three renowned journals named Anatolia: An International Journal of Tourism & Hospitality Research, Asia Pacific Journal Of Tourism Research and Current Issues in Tourism From Taylor and Francis were selected for the overview of comprehensive development in the field of hospitality, tourism and travel research during the three time periods (2001-2004; 2005-2008; 2009-2012). The content analysis of the articles published in the selected journals

brought out certain sub-themes and the key areas as given in table no. 4:

It is also found that in the later time segment of 2009-2012, certain new trends have emerged that have drawn the attention of the researchers which are treading towards a new direction of tourism studies from the given perspectives:

- **Pro-Poor Tourism:** Many research studies are found in the recent years with the core idea of taking tourism as a mean to alleviate poverty and economic development.
- **Environment Concern & Ecotourism:** Green hospitality have become phenomenon nowadays and the environment concerns are the call of day for the researchers.
- **Tourism Crisis Management:** Owing to growing terroristic attacks and natural calamities and as well epidemics have raised certain new issues that have draw the attention of scholars.
- **Tourism Research:** It is also a new area in which many research studies have taken place in recent years.

SCOPE FOR FUTURE RESEARCH

Following are the suggestions for the future research studies:

- **Theme Specific :** Research studies may be conducted focusing on identified specific themes individually.
- **Comparative Analysis of the Leading Publications:** Comparative analysis of the leading publications may be undertaken to know their respective contributions in the research areas.

- Research trends in Indian sub-continent in hospitality and tourism journals may be identified.
- Future research may be undertaken to overview the trends in the hospitality and tourism industry in comparison with the trends in the hospitality and tourism research
- Future research may be undertaken to know the continent and author-wise representations.

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