

Comparative content analysis in hospitality journals

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ABSTRACT

Keywords:

Tourism,
Comparative content analysis,
MAXQDA,
VOSviewer,
Qualitative analysis,
Hospitality journals

This dynamic structure has also shown itself in tourism studies, which have been carried out on current issues. This study examined articles published in hospitality journals in the last 40 years. International Journal of Contemporary Hospitality Management, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management in SSCI were selected as case studies. Five thousand three hundred and ninety-five articles in the journals were analyzed using the content analysis method. MAXQDA and VOSviewer programs were used as analysis tools. Comparative content analysis was made. The changes in the word frequencies of the studies were revealed in 10-year periods. Keywords of the articles, author collaborations, and country collaborations were analyzed. The study results show that the main themes of the research are similar, but different words come to the fore over time. The keywords Satisfaction, Hotels, Hospitality, and Tourism were used more. Themes such as social media, social customer, social life, social management, customer, value, communication, and the brand were used more, especially after the 2000s. The United States, Hong Kong, and China are first-in cooperation countries. The most productive authors are Hua, N., Kim, H., Han, H., Matilla, A. S., and Law, R..

Article History:

Submitted: 19.08.2021

Revised: 20.08.2021

Revised: 09.02.2022

Accepted: 01.06.2022

Published Online: 08.06.2022

Doi: <https://doi.org/10.31822/jomat.2022-7-2-57>

1. Introduction

The dynamic nature of tourism has been the subject of research in tourism research. Tourism paradigms have emerged due to the change in the tourism sector, which renews itself over time and appears in different types and structures. Tourism paradigms are generally grouped under three headings. These are pre-modern, modern, and post-modern periods. The pre-modern period refers to the time from the first period of the tourism movement to the realization of package tours that emerged under Thomas Cook's leadership (Onhan, Yıldız, & Güneş, 2018). The modern period is the tourism movement developed under Thomas Cook's leadership and expresses the period until the development of alternative tourism in the 2000s. The post-modern period is when mass tourism has been rapidly abandoned since the 2000s. Individual and group travel has become widespread, and participants have become more accessible and alternative types (Chheang, 2009; Kozak, Akoğlan Kozak, & Kozak, 2015; Triarchi & Karamanis, 2017).

Tourism research refers to a sub-branch of social sciences. It has been a developing and increasing

field of study in recent years (Gren, & Huijbens, 2012; Robinson, Heitmann, & Dieke, 2011). According to Shaw and Williams (2004), tourism contains a part of every aspect of life. Tourism researchers should take part in discussions in social sciences and get to know different disciplines closely. So, the phenomenon of tourism can be expressed.

Studies are examining the developments in tourism research in the related literature. Law, Leung, & Buhalis (2010) evaluated the regional and institutional contributions of important research journals in the field of accommodation and tourism from an academic leadership perspective. The study shows that the editorial and editorial board members have the most prominent regional and national share, especially in the USA. Given the institutes, few universities in the world can show academic leadership. Park, Phillips, Canter, & Abbott (2011) examined the authors, the countries, and the universities that contributed to tourism research. Within the scope of the study, 2834 articles were published between 2000 and 2009. The Journal of Hospitality & Tourism Research, International Journal of Hospitality

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Research paper

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Management, Cornell Hospitality Quarterly, Tourism Management, Annals of Tourism Research, and Journal of Travel Research were analyzed. In these studies, 50 authors and 20 countries came to the fore.

King, Funk, & Wilkins (2011) examined the harmony between tourism research and tourism sector priorities. The study's findings show that industry priorities are not consistent with tourism research. Tsang and Hsu (2011) examined China's tourism research. The study results show that the research focuses on consumer behavior, and multi-author and mixed methods are used. Line and Runyan (2012) analyzed 274 articles published between 2008 and 2010. The study results show that the focus is on the marketing environment, functions, electronic marketing, public relations, demand, price, and sales.

Shen, Morrison, Wu, Park, Li, & Li (2014) studied the research focus and countries of 4654 articles from 32 academic tourism journals from 2002 to 2011. The study shows tourism researches are distributed to 126 countries, and sustainability, ecotourism, cultural tourism, rural tourism, and sports tourism come to the forefront among the topics studied. Zhang, Lan, Qi, & Wu (2016) examined 16024 tourism articles published in China between 2003-2012. The study results show that 13608 authors wrote these studies from 2565 universities. Gursoy and Sandstrom (2016) examined top-tier journals in hospitality and tourism. Annals of Tourism Research, Tourism Management, and Journal of Travel Research were identified as top-tier journals in tourism. In contrast, the International Journal of Hospitality Management and Journal of Hospitality & Tourism Research were identified as top-tier journals in the field of hospitality.

Park, Chae, & Kwon (2018) reviewed the International Journal of Contemporary Hospitality Management, Cornell Hospitality Quarterly, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management, which they described as the four best journals for hospitality businesses. The abstracts of 4139 articles were examined in the study. Fifty topics came to the fore. Among these topics, the most studied ones were hospitality, job satisfaction, customer satisfaction, development of tourism, and marketing strategies. Mulet-Forteza, Genovart-Balaguer, Merigo, & Mauleon-Mendez (2019) conducted the bibliometric analysis of the first 30 years of The International Journal of Contemporary Hospitality Management. The

study results show that English-speaking countries are the countries that produce the highest number of articles, followed by Asia and Hong Kong.

Ali, Park, Kwon, & Chae (2019) studied the International Journal of Contemporary Hospitality Management trends in the 30 years. The abstracts and keywords of 1573 articles between 1989 and 2018 were handled within the scope of the study. The study results show an increase in the number of articles and co-authors, diversity of collaboration, and the topics also change over time. This study focuses on only one journal. We analyzed and compared three journals. Khan and Hefny (2019) systematically evaluated 9364 articles published between 2002 and 2017. The prominent theories in the studies were identified as planned behavior theory, mediation theory, social change theory, social identity theory, resource-based theory, and real action theory. Belarmino and Koh (2020) studied 107 articles published in various disciplines about the hospitality industry between 2010 and 2017. The study results show that the topics discussed have expanded, but they are still undiscovered.

Tourism studies generally are emphasized current issues. The current situation and problems of tourism have been evaluated. There is a need to examine the current status of tourism studies. So, these changes and current developments in tourism and hospitality research can be followed, and awareness can be created. (Ali et al., 2019; Belarmino & Koh, 2020). Examining hospitality research with a comparative content analysis method can reveal the current situation. In this context, the central questions of our research are:

- How has the development and change of hospitality researches over time?
- What are the main keywords and words in accommodation research?
- How are the collaborations between the authors? Who are the featured authors?
- How is the cooperation between countries? Which are the leading countries?
- What are the current trends in accommodation studies?

2. Method

We examined tourism researches in accommodation journals in the study—collected data between January and July 2020. We included all the articles from the 1980s to 2020 for analysis, using the content analysis technique, one of the qualitative analysis techniques in this study. The

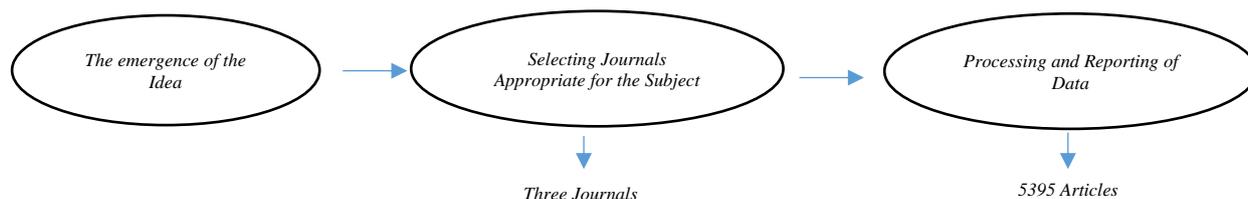


Figure 1. Flow Chart (Obtaining Data)

Source: Authors

data obtained were analyzed with the MAXQDA analysis program. The content analysis aims to reach the most commonly used concepts, events, and thoughts in written texts, images, or discourses. We used MAXQDA. These programs can analyze the words and provide visuals by this analysis (Kozak, 2018). We revealed the changes between the articles in journals in 10-year periods. The development, change, and current stage in hospitality researches was explained. We used "Word Frequency" analysis in the "MAXDicto," excluding adverb, adjective, and subject. The 20 most used words were determined. We used the VOSviewer analysis tool for revealing keywords, author collaborations, and country collaborations in these three journals. Scopus database was used for exported data for analysis in VOSviewer (collected data in October of 2020).

The study used articles in the International Journal of Contemporary Hospitality Management, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management. These journals are included in the Social Sciences Citation Index (SSCI). The main reason for choosing the International Journal of Contemporary Hospitality Management, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management as a field of study is that they are the leading journals in tourism. Scimago journal rankings and literature show that these journals are essential for accommodation. Gürsoy and Sandstrom (2016) reviewed the top-ranked magazines in the field of accommodation and tourism. Annals of Tourism Research, Tourism Management, and Journal of Travel Research ranked at the top in tourism.

The International Journal of Hospitality Management and Journal of Hospitality & Tourism Research rank high in hospitality rankings. Park et al. (2018) identified the top four journals for hospitality businesses as International Journal of Contemporary Hospitality Management, Cornell Hospitality Quarterly, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management. Figure 1 shows the flowchart used to process the data in the study.

3. Findings

The findings are discussed under three headings. These; The findings for The International Journal of Contemporary Hospitality Management, the Journal of Hospitality & Tourism Research, and the International Journal of Hospitality Management.

The Findings For International Journal of Contemporary Hospitality

The International Journal of Contemporary Hospitality Management is an international journal that started its online publication life in 1989 and focuses on hospitality and tourism businesses management. It ranks fifth in the Scimago Journal, ranking on "Tourism, Leisure and Hospitality Management." It has been regularly in Q1 on "Tourism, Leisure and Hospitality Management" since 2011. According to Journal Citation Reports data, the 5-year "Impact Factor" score is 6.226. According to Scopus data, the CiteScore score is 9.1. Within the scope of the study, articles between 1989 and 2020 were handled. A 1998 article, which is available online and is between volumes 1 and 32, was reviewed (including number 32). There were no articles that could not be accessed (emerald.com, 2020; scimagojr.com, 2020). Figure 2 shows the total citations of the International Journal of Contemporary Hospitality Management by years.



Figure 2. Total Citations of the International Journal of Contemporary Hospitality Management by Years

Source: scimagojr.com, 2020

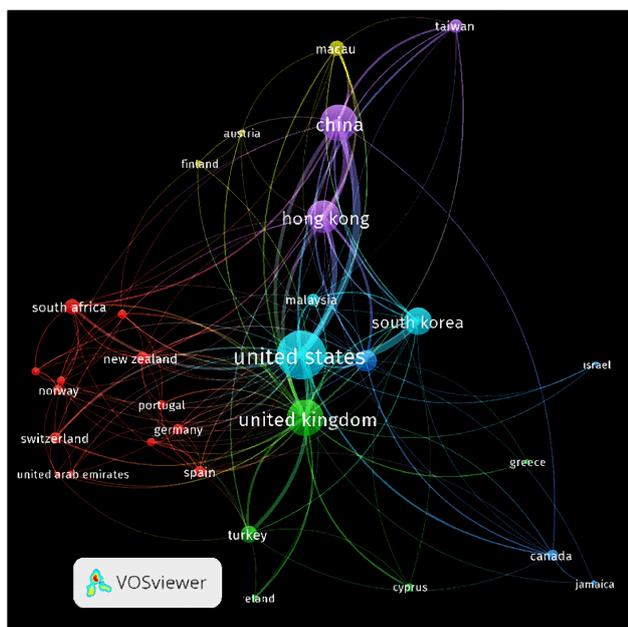


Figure 4. Country (Network Visualization) (International Journal of Contemporary Hospitality)

Source: Authors

The countries in Figure 4 were prepared according to the minimum publication number of 8 (31 of 85 countries met this criterion). The number of publications for the countries and their link strength with other countries was calculated. With 652 documents, 20370 citations, and 306 total link strengths, the United States has the most connection strength. Statistical data for other countries are as follows (Top 10): China (170, 5026, 182), United Kingdom (536, 12749, 177), Hong Kong (182, 6846, 149), South Korea (131, 4709, 108), Australia (129, 4784, 68), Turkey (86, 2985, 43), Macau (37, 896, 36), South Africa (27, 739, 35), Taiwan (74, 2045, 30). The colors in the figure show clusters that are connected. Countries in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes countries like the United States, United Kingdom, Hong Kong, China, South Korea, Turkey, Spain, and Thailand.

The “network visualization” image of the author map created according to the data exported from the Scopus database is shown in Figure 5 (Scopus.com, 2021a).

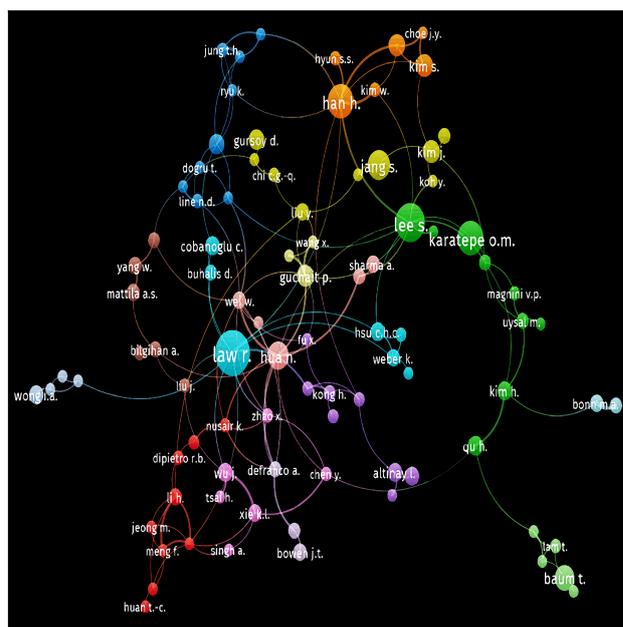


Figure 5. Author (Network Visualization) (International Journal of Contemporary Hospitality)

Source: Authors

The authors in Figure 5 were prepared according to the minimum publication number of 5 (126 of 2935 countries met this criterion). The number of publications for the authors and their link strength with other authors was calculated. Hua N. has the most connection strength (16 documents, 242 citations, and 22 total link strengths). Statistical data for other authors are as follows (Top 10): Han H. (21, 851, 20), Lee S. (26, 508, 17), Guchait P. (11, 215, 15), Law R. (33, 1653, 14), Wei W. (8, 87, 14), Li H. (8, 103, 11), Zhang Z. (5, 144, 11), Defranco A. (7, 108, 10), Hwang J. (11, 251, 10). The colors in the figure show clusters that are connected. Authors in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes authors like Hua N., Lee S., Guchait P., Upneja A., Wei W., Torres E. N., Fu X., Zhao X., Bilgihan A., Nusair K., Defranco A., Chen Y..

The Findings For Journal of Hospitality & Tourism Research

Journal of Hospitality & Tourism Research is an international journal focusing on hotel and tourism studies. It ranks seventh in the Scimago Journal, ranking on "Tourism, Leisure and Hospitality Management." It has been regularly in Q1 on "Tourism, Leisure and Hospitality Management" since 2008. The 2-year "Impact Factor" score in Journal Citation Reports data is 3.816. CiteScore score is 6.8 according to Scopus data. The first volume of the journal was published in 1976.

connected with other keywords: tourism, marketing, consumer behavior, service recovery, restaurant, satisfaction, lodging, job satisfaction, hospitality management, education, strategy, hotels, hotel, human resources, curriculum, customer engagement, quality, and service failure.

The “network visualization” image of the country map created according to the data exported from the Scopus database is shown in Figure 8 (Scopus.com, 2021b).

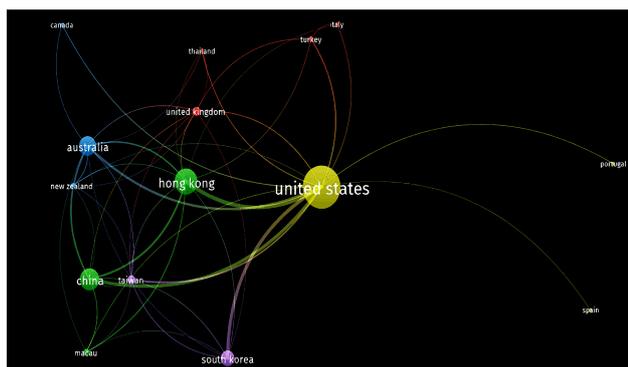


Figure 8. Country (Network Visualization) (Journal of Hospitality & Tourism Research)

Source: Authors

The countries in Figure 8 were prepared according to the minimum publication number of 8 (15 of 82 countries met this criterion). The number of publications for the countries and their link strength with other countries was calculated. With 846 documents, 19456 citations, and 130 total link strengths, the United States has the most connection strength. Statistical data for other countries are as follows: Hong Kong (97, 3513, 69), China (52, 1113, 56), Australia (90, 2678, 48), South Korea (43, 2130, 36), Taiwan (32, 906, 19), United Kingdom (43, 817, 19), Macau (13, 522, 13), New Zealand (14, 504, 10), Turkey (11, 762, 10). The colors in the figure show clusters that are connected. Countries in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes countries the United States, Hong Kong, China, Taiwan, Australia, South Korea, Macau, New Zealand, Thailand, Canada, United Kingdom, Turkey, Italy, Portugal, Spain.

The “network visualization” image of the author map created according to the data exported from the Scopus database is shown in Figure 9 (Scopus.com, 2021b).

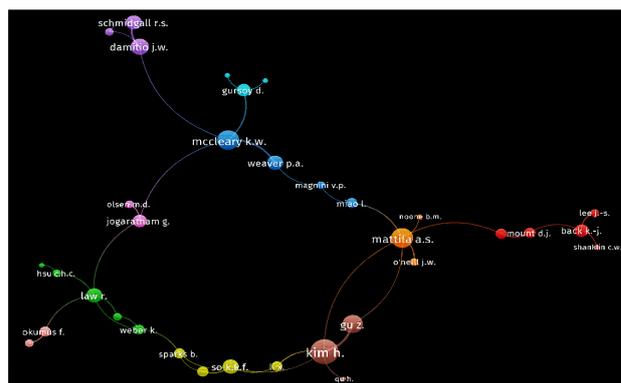


Figure 9. Author (Network Visualization) (Journal of Hospitality & Tourism Research)

Source: Authors

The authors in Figure 9 were prepared according to the minimum publication number of 5 (72 of 1606 countries met this criterion). The number of publications for the authors and their link strength with other authors was calculated. Kim H. has the most connection strength (nine documents, 310 citations, and 11 total link strengths). Statistical data for other authors are as follows (Top 10): Mattila A. S. (17, 917, 8), Mccleary K. W. (15, 415, 8), Gu Z. (10, 300, 7), Riegel C. D. (9, 39, 7), Damitio J. W. (5, 28, 6), Brymer R. A. (6, 107, 5), Lambert C. U. (10, 36, 5), Law R. (17, 698, 5), Schmidgall R. S. (8, 53, 5). The colors in the figure show clusters that are connected. Authors in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes authors like Kim H., Mattila A. S., Gu Z., Gu H., Li X., So. K. K. F..

The Findings For Journal of Hospitality Management

The International Journal of Hospitality Management is an international journal covering trends and developments in the hospitality industry. It ranks fourth in the Scimago Journal ranking on "Tourism, Leisure and Hospitality Management." It has been regularly in Q1 on "Tourism, Leisure and Hospitality Management" since 2009. According to Journal Citation Reports data, the 2-year "Impact Factor" score is 6,701. CiteScore score is 8.0 according to Scopus data. The journal, which started its online publication in 1982 and published its first volume, reached its 89th volume in 2020. Two thousand two hundred thirteen articles between volumes one and 86 were discussed in the study (including 86). There were no articles that could not be accessed (journals.elsevier.com, 2020; scimagojr.com, 2020). Figure 10 shows the total citations of the International Journal of Hospitality Management by years.

Table 3. The word frequency analysis of the International Journal of Hospitality Management

International Journal of Hospitality Management									
1980-1989 (165 Articles)		1990-1999 (230 Articles)		2000-2009 (399 Articles)		2010-2019 (1333 Articles)		2020 (86 Articles)	
Word	f	Word	f	Word	f	Word	f	Word	f
Hotel	3875	Hotel	6034	Management	15338	Hotel	51548	Hotel	3048
Management	2324	Management	6021	Hospitality	12931	Hospitality	43576	Service	2810
Industry	2319	Hospitality	4901	Hotel	11022	Management	42581	Hospitality	2549
Service	2001	Industry	4063	Service	8837	Research	36606	Social	2159
Hospitality	1611	Service	3598	Journal	8100	Journal	35293	Research	2135
Hotels	1562	Research	2993	Industry	6797	Customer	27056	Customer	2130
Food	1529	Managers	2483	Performance	5355	International	25414	Management	2058
Managers	1204	Tourism	2462	Restaurant	4877	Performance	24078	Value	1694
Research	1040	Work	2348	Tourism	4835	Satisfaction	23178	Effect	1486
Business	1035	Business	2176	International	4613	Tourism	21909	Hotels	1467
System	989	Quality	2111	Customer	4524	Food	21690	Brand	1373
Market	969	Job	2028	Business	4361	Value	21667	Restaurant	1358
Cost	941	Journal	1701	Value	4322	Quality	21379	Work	1342
Catering	938	International	1627	Information	4224	Industry	21208	Industry	1341
Work	911	Employees	1566	Satisfaction	4147	Restaurant	21121	Customers	1332
Sales	880	Performance	1542	Employees	4131	Social	20648	Tourism	1309
Tourism	768	Marketing	1512	Managers	3699	Work	19979	Performance	1239
Marketing	761	Market	1502	Market	3641	Employees	19796	Journal	1237
Services	758	Restaurant	1459	Relationship	3382	Effect	17349	Food	1225
Quality	752	Customer	1425	Development	2541	Relationship	16511	International	1219

Source: journals.elsevier.com, 2020

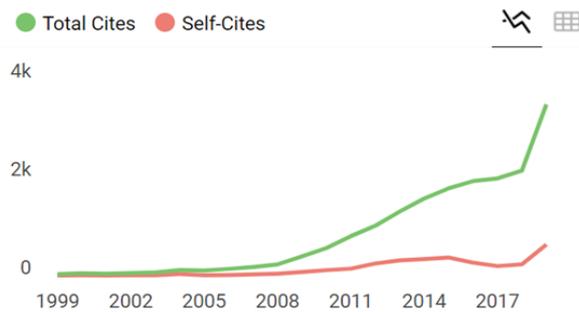


Figure 10. Total Citations of the International Journal of Hospitality Management by Years (Source: scimagojr.com, 2020)

Source: Authors

The word frequency analysis of the International Journal of Hospitality Management is shown in Table 3.

According to Table 3, “hotel, management, hospitality, service” are the most used words. The words “customer and satisfaction” have been at the top in the last ten years. The “network visualization” image of the keywords map created according to the data exported from the Scopus database is shown in Figure 11. Two thousand six hundred forty-one articles were reached between 1982 and 2020 in the Scopus database for the International Journal of Hospitality Management. However, the first 2000 articles were exported (The system allowed 2000 articles to be exported) (Scopus.com, 2021c).

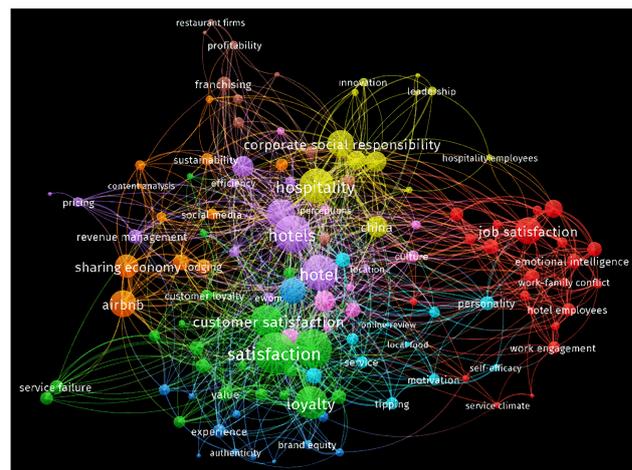


Figure 11. Keywords (Network Visualization) (International Journal of Hospitality Management)

Source: Authors

The keywords in Figure 11 were prepared according to a minimum repeat number of 8 (121 of 5426 keywords met this criterion). The number of repetitions for the keywords and their link strength with other keywords were calculated. “Satisfaction” was the most frequently used keyword with a total connection strength of 95 (57, 95). Other words for the first ten keywords are as follows: Service Quality (53, 85), Hotels (75, 82), Hotel (80, 77), Hospitality (78, 74), Loyalty (31, 69), Customer Satisfaction (61, 65), Hotel Industry (54, 56), Airbnb (42, 53), and Job Satisfaction (42, 53). The highest connection occurred in the satisfaction group. The satisfaction is connected with: service quality, hotel, hotels, corporate social

responsibility, hotel management, sustainability, lodging industry, online reviews, Airbnb, moderating effect, service recovery, food quality, value, co-creation, experience, emotions, loyalty, brand loyalty, motivation, personality, culture, and online rating.

The “network visualization” image of the country map created according to the data exported from the Scopus database is shown in Figure 12 (Scopus.com, 2021c).

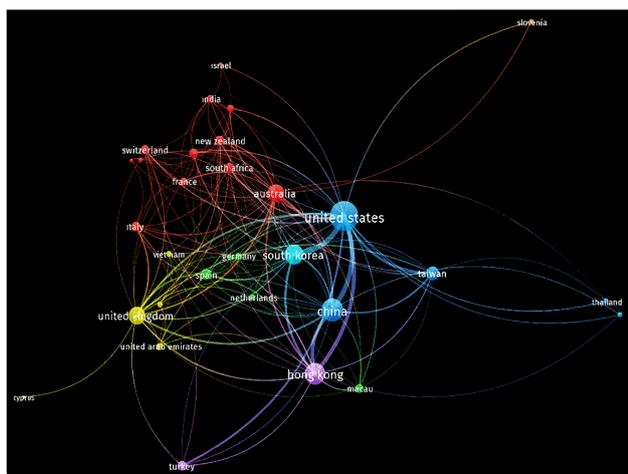


Figure 12. Country (Network Visualization) (International Journal of Hospitality Management)

Source: Authors

The countries in Figure 12 were prepared according to the minimum publication number of 8 (31 of 78 countries met this criterion). The number of publications for the countries and their link strength with other countries was calculated. With 953 documents, 36718 citations, and 430 total link strengths, the United States has the most connection strength. Statistical data for other countries are as follows: China (232, 8267, 242), Hong Kong (225, 11571, 211), South Korea (197, 11129, 169), United Kingdom (181, 5896, 129), Australia (158, 5804, 127), Taiwan (181, 8961, 68), Spain (107, 4766, 44), Turkey (49, 2454, 37), New Zealand (32, 1018, 36). The colors in the figure show clusters that are connected. Countries in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes countries the United States, South Korea, China, Taiwan, Hong Kong, United Kingdom, Spain, Thailand, Norway, Macau, Turkey, Slovenia, Netherlands, Canada, United Arab Emirates, Italy, Switzerland, France, South Africa, New Zealand, Portugal, India, Israel.

The “network visualization” image of the author map created according to the data exported from

the Scopus database is shown in Figure 13 (Scopus.com, 2021c).

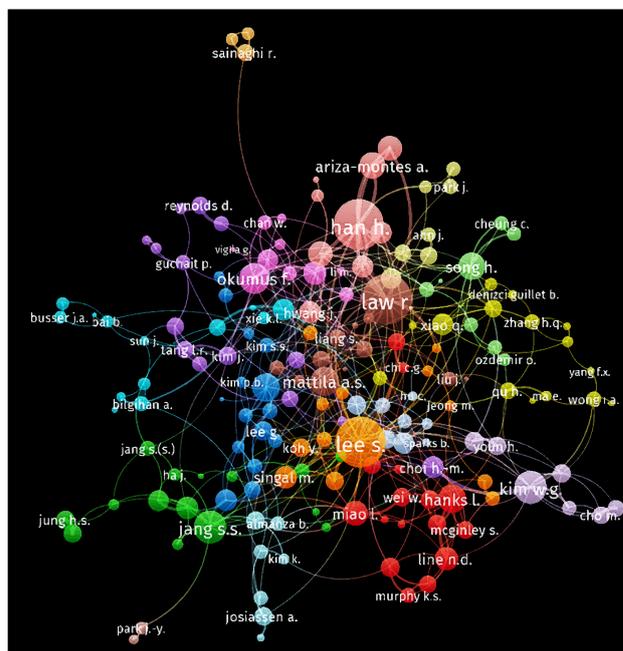


Figure 13. Author (Network Visualization) (International Journal of Hospitality Management)

Source: Authors

The authors in Figure 13 were prepared according to the minimum publication number of 5 (200 of 2738 countries met this criterion). The number of publications for the authors and their link strength with other authors was calculated. Han H. has the most connection strength (39 documents, 3858 citations, and 57 total link strengths). Statistical data for other authors are as follows (Top 10): Law R. (44, 2977, 57), Lee S. (45, 2631, 57), Jang S. S. (37, 1135, 28), Kim W. G. (28, 1857, 28), Okumus F. (20, 1016, 25), Mattila A. S. (40, 1289, 23), Hanks L. (14, 423, 22), Kim S. (16, 389, 22), Song H. (13, 443, 21). The colors in the figure show clusters that are connected. Authors in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes authors like Han H., Lee S., Law R., Song H., Hyun S. S., Kim J., Kim S., Kim Y. K. F., Hwang J., and Ariza-Montes A..

The familiar words for the three journals that emerged from frequency analysis in 10-year periods are given in a table. Table 4 shows the words in articles.

Keywords analysis was performed to interpret and support the frequency analysis. Table 5 shows the keywords (top 10).

Table 4. The words that come to the fore and differ in articles in 10-year periods

1980-1990	1990-2000	2000-2010	2010-2020	2020
Hospitality	Management	Management	Hospitality	Research
Hotel	Hospitality	Hospitality	Management	Hospitality
Management	Hotel	Tourism	Hotel	Hotel
Industry	Service	Hotel	Research	Social
Service	Industry	Service	Tourism	Tourism

Source: journals.sagepub.com, 2020; emerald.com, 2020; journals.elsevier.com, 2020

Table 5. Keywords

International Journal of Contemporary Hospitality	Journal of Hospitality & Tourism Research	International Journal of Hospitality Management
Hotels	Hospitality	Satisfaction
Tourism	Customer	Service Quality
	Satisfaction	
Customer Satisfaction	Lodging	Hotels
Hospitality Management	Service Quality	Hotel
Hospitality Services	Service Recovery	Hospitality
Hospitality	Hotels	Loyalty
Restaurants	Tourism	Customer Satisfaction
China	Consumer Behavior	Hotel Industry
Hospitality Industry	Satisfaction	Airbnb
Human Resource	Strategy	Job Satisfaction
Management		

Source: scopus.com, 2021a; scopus.com, 2021b; scopus.com, 2021c

According to Table 5, the keywords used in the three journals are generally similar. "Hospitality, Hotels, Tourism, Customer Satisfaction" are common keywords. It can also be deduced that the keywords "Service Quality, Service Recovery, Loyalty, Satisfaction, Job Satisfaction, and Hospitality Services" are widely used.

Table 6 shows the country collaborations of the authors for the three journals (top 10).

Table 6. Country

International Journal of Contemporary Hospitality	Journal of Hospitality & Tourism Research	International Journal of Hospitality Management
United States	United States	United States
China	Hong Kong	China
United Kingdom	China	Hong Kong
Hong Kong	Australia	South Korea
South Korea	South Korea	United Kingdom
Australia	Taiwan	Australia
Turkey	United Kingdom	Taiwan
Macau	Macau	Spain
South Africa	New Zealand	Turkey
Taiwan	Turkey	New Zealand

Source: scopus.com, 2021a; scopus.com, 2021b; scopus.com, 2021c

According to Table 6, the country with the most productive cooperation for all three journals is the United States. Similar countries are at the top. The top five countries include "China, Hong Kong, the United Kingdom, South Korea, and Australia." It can be said that cooperation is especially effective in these countries.

Table 7 shows author collaborations (top 10).

Table 7. Author

International Journal of Contemporary Hospitality	Journal of Hospitality & Tourism Research	International Journal of Hospitality Management
Hua N.	Kim H.	Han H.
Han H.	Mattila A. S.	Law R.
Lee S.	Mccleary K. W.	Lee S.
Guchait P.	Gu Z.	Jang S. S.
Law R.	Riegel C. D.	Kim W. G.
Wei W.	Damitio J. W.	Okumus F.
Li H.	Brymer R. A.	Mattila A. S.
Zhang Z.	Lambert C. U.	Hanks L.
Defranco A.	Law R.	Kim S.
Hwang J.	Schmidgall R.	Song H.

Source: scopus.com, 2021a; scopus.com, 2021b; scopus.com, 2021c

According to Table 7, "Law R." He is the most productive co-author for the three journals. The authors whose collaborations are the most productive include "Han H., Law R., Mattila A. S., Lee S., and Mccleary K. W."

4. Discussion, Conclusion And Suggestions

Due to the structure and nature of tourism, the study area is quite broad. While the tourism changes continue to attract attention, the changes and trends in hospitality research are also preferred as research subjects. Among these studies, it is seen that there are comprehensive and quite broad studies, but there are deficiencies. This is the main reason for choosing the nature of hospitality and hospitality research as the research problem.

In this study, the three journals were analyzed. In the study where content analysis was preferred, the analyzes were carried out through the MAXQDA program. The used words in the articles were given comparatively in ten-year periods. In addition, the VOSviewer analysis tool was used to reveal which keywords, author collaborations, and country collaborations in these three journals.

The contents of tourism studies change over time. The main words used in the articles are the concepts of management, service, and hospitality. Especially after the 2000s, the words such as customer, information, data, and satisfaction have come to the fore, which may mean that a marketing approach towards customer-centered management has been made. The change of subjects over time supports Ali et al. (2019). As it is a consumer-preferred working area, the results of the study are in line with the studies of Tsang and Hsu (2011), Park et al. (2018), while differentiating with the studies of Shen et al. (2014). Tsang and Hsu (2011) stated that the research focuses on consumer behavior, and multi-author and mixed methods are used. Shen et al. (2014) emphasize that sustainability, ecotourism, cultural tourism, rural

tourism, and sports tourism come to the fore in their studies. Park, Chae, & Kwon (2018) stated that the most studied topics were hospitality, job satisfaction, customer satisfaction, development of tourism, and marketing strategies. So that the study similarity to our study. Our keywords analysis supports the results. "Hospitality, Hotels, Tourism, Customer Satisfaction" are common keywords. It can also be deduced that the keywords "Service Quality, Service Recovery, Loyalty, Satisfaction, Job Satisfaction, and Hospitality Services" are widely used. In addition, co-author and co-country analysis also show that multinational studies and collaborations are common.

The results of the King et al. (2011) studies show that industry priorities are not consistent with tourism research and inconsistent with our study's findings. The findings of our study show that accommodation research focuses on current issues and trends. Line and Runyan (2012) examined the results of the articles between 2008 and 2010 are similar to our study. Line and Runyan stated that subjects such as marketing environment, marketing functions, electronic marketing, public relations, demand, price, and sales are seen as research problems in their studies. Marketing, social, customer words are among the prominent findings in our study. Khan and Hefny (2019) evaluated articles published between 2002 and 2017. The study shows that behavior theory, mediation theory, social change theory, social identity theory, resource-based theory, and real action theory are prominent theories—our study results align with Khan and Hefny's (2019) study.

The journals' number of publications increased over time. There has also been a steady increase in annual citations to journal publications. These three journals, which have been regularly included in Q1 on "Tourism, Leisure and Hospitality Management" since 2011, are prominent in the field of accommodation. The study results reveal the changes in the tourism paradigm over time. Although the main themes are similar, the subjects studied have changed over time. Especially after the 2000s, words such as social, customer, satisfaction, brand, performance were used. Themes such as social media, social customer, social life, social management, customer, value, communication, and the brand started to be expressed more in the accommodation sector. This may also indicate that the management approach, functioning, and structure of the accommodation sector have changed. The findings of our study

show that current research problems are shaped within this framework. Especially the concepts of brand and value are also the subject of research. It is essential for co-author and co-country studies. The data support that significant articles have been done with collaborations.

Examining the tourism paradigm will also contribute to future research and the industry. At this point, the following recommendations can be made for researchers and industry dynamics:

- Based on the dynamic nature of tourism, it is likely to change over time. At this point, hospitality stakeholders and researchers may need to renew themselves and be open to change.
- It has been determined that collaborations in articles have effective results. The widespread effect of working with collaborations can be increased. In this context, different authors from different countries can collaborate.
- Keywords such as "Satisfaction, customer, social, hospitality" were used more frequently. It can be said that the subjects have this tendency, and studies can be developed in this context.
- This study is limited to three accommodation journals. Different journals and subject-oriented research articles can contribute to the literature.
- The fact that tourism is an interdisciplinary field is one of the essential points that challenge hospitality stakeholders. While manufacturers have to provide services based on different factors, researchers need to develop the ability to connect with different disciplines. It may be helpful to follow the developments in the tourism sector and the current developments affecting all sectors.
- In the hospitality industry and research, it is observed that different topics have been investigated more and used in the sector in the last two decades. Data, information, customers, brand, social come first. When the developments are analyzed, these issues may become more important in hospitality. Hospitality stakeholders and researchers may need to change their field of view to these points.
- There are main factors affecting tourism supply and demand. Health is at the top of these. Tourism is one of the sectors most affected by the outbreak of COVID-19 in Wuhan, China, in December 2019. The whole world did not survive this epidemic till October 2021, and it can be predicted that its impact on tourism will continue. The hospitality sector also needs to renew itself. Hospitality

stakeholders and researchers do not ignore the developments and changes that may benefit the sector.

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INFO PAGE

Comparative content analysis in hospitality journals

Abstract

This dynamic structure has also shown itself in tourism studies, which have been carried out on current issues. This study examined articles published in hospitality journals in the last 40 years. *International Journal of Contemporary Hospitality Management*, *Journal of Hospitality & Tourism Research*, and *International Journal of Hospitality Management in SSCI* were selected as case studies. Five thousand three hundred and ninety-five articles in the journals were analyzed using the content analysis method. MAXQDA and VOSviewer programs were used as analysis tools. Comparative content analysis was made. The changes in the word frequencies of the studies were revealed in 10-year periods. Keywords of the articles, author collaborations, and country collaborations were analyzed. The study results show that the main themes of the research are similar, but different words come to the fore over time. The keywords Satisfaction, Hotels, Hospitality, and Tourism were used more. Themes such as social media, social customer, social life, social management, customer, value, communication, and the brand were used more, especially after the 2000s. The United States, Hong Kong, and China are first-in cooperation countries. The most productive authors are Hua, N., Kim, H., Han, H., Matilla, A. S., and Law, R..

Keywords: Tourism, Comparative content analysis, MAXQDA, VOSviewer, Qualitative analysis, Hospitality journals

Authors

Full Name	Author contribution roles	Contribution rate
Gürkan Çalışkan:	Conceptualization, Methodology, Software, Validation, Formal analysis, Investigation, Resources, Data Curation, Writing - Original Draft,	60%
Kutay Oktay:	Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision,	40%

Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. **Declaration of**

Conflicting Interests: The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article

This paper does not required ethics committee report

Justification: The methodology of this study does not require an ethics committee report.