



## Academic foundations of hospitality management research with an emerging country focus: A citation and co-citation analysis



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### ABSTRACT

This study explores the academic foundations of hospitality management research within an emerging country using bibliometric analysis – citation and co-citation analysis. Turkey was chosen as a starting point to assess existing research within an emerging country framework because of the large impact of tourism and hospitality (T/H) on the economy and increasing amount of academic research in the field. A total of 76 hospitality management research articles from 1992 to 2013 were found in leading international T/H journals indexed by SSCI. Findings showed that over one-half of the research comes from publications engaging outside of the T/H field. Patterns emerged between T/H and management, marketing and psychology fields that indicated evolving maturity in the research. An intense dependency on supporting journals for substantiation existed and intra-disciplinary maturity was weak, but growing. Accordingly, referring to the findings related to the study, the article discusses limitations of the study and future steps.

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### 1. Introduction

This paper explores the progress of academic scholarship of tourism and hospitality management research within an emerging country. The intellectual structure is surveyed and mapped from the context of articles related to an emerging country, Turkey, in tourism and hospitality management (T/H) journals indexed by the Social Sciences Citations Index (SSCI) via bibliometric analysis – citation and a journal co-citation analysis.

Research with the tourism and hospitality management realms has reached a certain degree of maturity, demonstrated by researchers via both qualitative and quantitative methods. There are a number of scholarly works published by researchers that investigate the domain of tourism and hospitality management, (see: Crawford-Welch and McCleary, 1992; Baloglu and Assante, 1999; Howey et al., 1999; Jogaratnam et al., 2005b; Schmidgall et al., 2007; Schmidgall and Woods, 1997; Harrington and Ottenbacher,

2011; Xie, 2003; Tsang and Hsu, 2011; Park et al., 2011). Although these studies explored themes, methods, and disciplines resulting in a picture of which institutions and scholars were most influential in the field, there is a paucity of research with regard to mapping the intellectual structure and academic foundation.

A few scholars identified the roots of international T/H management using co-citation analysis based on cited authors, Xiao and Smith (2008) and Benckendorff (2009) and social network analysis based on authors Hu and Racherla (2008) and Ye et al. (2012). Conversely, a larger number of studies mapped the intellectual structure of related disciplines such as organization studies (Üsdiken and Pasadeos, 1995; Ferreira et al., 2014), general management (Tahai and Meyer, 1999; Acedo et al., 2001), strategic management (Ramos-Rodríguez and Ruiz-Navarro, 2004; Nerur et al., 2008; Furrer et al., 2008), international management (Acedo and Casillas, 2005), knowledge management (Ponzi, 2002), human resource management (Fernandez-Alles and Ramos-Rodríguez, 2009), business ethics (Tseng et al., 2010), information systems management (Culnan, 1986, 1987), and production and operations management (Pilkington and Liston-Heyes, 1999). All of these studies were executed via co-occurrence or citation analysis including an author co-citation, co-word, and co-author. However, previously published studies were not concentrated within a journal co-citation analysis. Therefore, in order to investigate what type

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of journals, inside or outside of discipline, exist at the crux of T/H research, journal co-citations analysis is needed to better understand this field.

This paper presents a citation and co-citation analysis as a part of a larger bibliometric study of T/H management research with an emerging country focus. The aim is to delineate how hospitality management research, related to an emerging country, has been developed in the T/H management literature. In addition, another main goal of the study was to explore specifically the relationship between cited journals in articles for new and established researchers as noted by [Fernandez-Alles and Ramos-Rodríguez \(2009\)](#). In this method, researchers essentially assemble pieces of a big puzzle such as discussed topics, employed methodologies, statistical techniques, and contributions of authors and institutions to perform citation and co-citations analysis. Additionally, researchers focus on disciplines, journals, industry, and countries to explore and map the evolution of epistemology, knowledge domains, and the development of disciplines and fields. We believe that this study, by focusing on an emerging country, assembled essential pieces of a much larger puzzle in order to understand how the academic foundations of tourism and hospitality developed within an international framework. As a result, hidden trends and patterns in the context of country research were revealed.

Turkey was selected as an emerging country for two reasons. First, the tourism and hospitality industry in Turkey has grown remarkably since the early 1980s, making it a key contributor to the Turkish economy ([Koseoglu et al., 2013](#); [Kara et al., 2012](#); [Eser, 2012](#); [Dortyol et al., 2014](#); [Okumus et al., 2012](#)), specifically in the areas of spa, culture, and health care tourism. According to the [Association of Turkish Travel Agencies \(2014\)](#), there was a 95% increase in the number of travel agencies and a 79% increase in the number of guest accommodations between 1983 and 2012. In 2011, over 31 million foreign tourists flocked to Turkey's large and varied number of historical sites including Istanbul, Turkey's largest city and historical capital of the Byzantine and Ottoman Empires. Sea destinations and Mediterranean cruise vacations were popular with foreign tourists; this income is central to the Turkish tourism industry. Turkey remains in the top 10 for foreign tourism, with arrivals increasing 75% from 1998 to 2013 ([UNWTO, 2013](#)). In response to the overwhelming growth in T/H, in January 2013 the Turkish government announced plans to build the world's largest airport in Istanbul at a cost of 7 billion euros ([Maierbrugger, 2013](#)).

Second, based on these developments, T/H management education and scholarship has advanced considerably ([Guzeller et al., 2009](#)). In the past decade, the number of academic tourism and hospitality programs at both the undergraduate and graduate level numbered 172 programs in total. Based on the rise in tourism and academic study in this area, the number of T/H research articles has also increased in both national ([Evren and Kozak, 2014](#)) and international realms ([Akkemik, 2012](#); [Duman and Kozak, 2010](#)). As such, this paper responds to the clear need for scholarship development in an emerging country setting, of which Turkey is an excellent example.

Several other reasons buttress the need for this study in the international academic community. First, the intended beneficiaries of this study include researchers, academicians, graduate students, industry practitioners and journal editors from general business, management, and the fields within tourism and hospitality management. Second, there is significant interest in exploring and mapping the evolutions of disciplines related to epistemology, knowledge domain, and intellectual structure within recent years. Third, within the T/H field in particular, the use of citation and co-occurrence analysis as a quantitative research methodology is rare. Additionally, although there have been numerous studies conducted via co-occurrence methods such as author co-citations, co-word, co-authorship, or co-institution in business and

management literature, only a few studies have been conducted using a journal co-citation method. Fourth, generally top tier journals or articles involve research conducted within developing countries in order to assess the evolution of a discipline; however, unique samples are also needed to provide new opportunities for researchers to further understand this field of study. In this respect, Turkey is an appropriate sample due to its steady economic growth, social/cultural diversity, and significant attention paid to it by the international academic T/H community ([Akkemik, 2012](#)). Finally, citations directly influence journal rankings. As such, editors should develop strategies to include studies conducted via citation and journal co-citation analysis in order to encourage developing countries to accelerate citations within their respective journals. Taking into consideration all of the reasons above, this study assists the international academic T/H management community in highlighting new ventures within this industry.

The paper structure is as follows. First, we present a literature review of citation and co-citation analysis within the tourism and hospitality management context. Second, methods and findings within the literature are provided to present a clear picture of the scope of research in since 1980. Finally, an inclusive evaluation of the results, limitations, and suggestions for future research is stipulated.

## 2. Literature review

### 2.1. Academic foundations of hospitality research

Debates on academic foundations of disciplines focus on epistemology and knowledge domain. An epistemology or philosophy of science is looking for answers to questions such as, How should scientific knowledge or a theory be ontologically produced? Knowledge domain as an evolving structure ([Galison, 1997](#)) is measured via qualitative and quantitative bibliometric methods. How is knowledge created and shared within the academic community? What is the best way to evaluate research output? How should the impacts of researchers and institutions be assessed? And how does a particular research field develop? ([Ye et al., 2012](#)).

Academic foundation and intellectual structure of a given scientific discipline can be identified via qualitative and/or quantitative methods to increase scientific communication ([Boyack et al., 2005](#)). Quantitative methods for this aim are named as *bibliometry* or *bibliometric analysis* ([Diodato, 1994](#)). Bibliometric analysis assesses certain characteristics of books and journals in disciplines via mathematical and statistical techniques ([Pritchard, 1969](#)) and is both descriptive and evaluative ([McBurney, 2002](#)). These analyses provides findings such as publications by year and research themes, contributions by authors, institutions, and regions, key words used, citations, and co-citations, related to scientific communication by analyzing published papers in specific academic fields ([Barca and Hızıroğlu, 2009](#)).

Bibliometric analyses help researchers reconstruct the history of various sciences, to question traditional dogmas, correct errors of perception ([Callon et al., 1993](#)), avoid potential subjective biases, validate expert inferences, and delineate leading schools of thought and the interrelated connections between them ([Nerur et al., 2008](#)).

### 2.2. Overview of T/H research conducted via bibliometric analysis

The evolution of tourism research as a discipline has been extensively and deeply assessed in numerous studies including [Tribe \(1997, 2000, 2004, 2006, 2010\)](#); [Coles et al. \(2006, 2009\)](#); and [Belhassen and Caton \(2009\)](#). Even so, according to [Benckendorff and Zehrer, 2013](#) "there is board consensus within the tourism academy that the corpus of tourism research is fragmented and

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