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A bibliometric overview of the *Journal of Hospitality and Tourism Management*: Research contributions and influence

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ABSTRACT

The *Journal of Hospitality and Tourism Management (JHTM)* has been growing from strength to strength, and it is currently widely recognized as one of the top ranked journals in its own field. This study represents a first attempt to provide a comprehensive overview of *JHTM* publications from 2006 to 2020 in order to identify the research developments and trends that signify the evolution of the journal's research contributions and influence. To achieve that, several bibliographic indicators are used such as, bibliographic coupling analysis, co-authorship analysis and keyword co-occurrence. Overall, in line with the journal's impact factors and rankings, the bibliometric analyses confirm the increasing research contribution and influence of the journal in terms of quantity and quality of research outputs. Thematic analyses findings reveal that the *JHTM* has continuously published articles focusing on original and contemporary topics including: tourism experiences, service quality, hospitality management skills, work-family conflict, sustainability and responsible tourism. Overall, the findings provide meaningful insights to help the *JHTM* editorial board and the scholarly community alike to formulate research agendas and inform research strategies that can help them to make a significant and influential contribution to the scientific field.

1. Introduction

The *Journal of Hospitality and Tourism Management (JHTM)* has nowadays grown to an internationally recognized and respected double-blind peer review academic journal. The *JHTM* is the official journal of CAUTHE (Council for Australasian Tourism and Hospitality Education Inc.), which is a Council established to represent the interests of higher education providers and individual members of tourism, hospitality and events education and researchers in Australia and New Zealand. During the 1990s, CAUTHE established the Australian Journal of Hospitality Management, which was then published by the Australian Academic Press. In 2001, CAUTHE discontinued this and launched the *JHTM*, which was initially published by Cambridge[1] and since 2012, by Sage.[2] As the tourism and hospitality research continually grows and diversifies, the *JHTM* is committed to publish multidisciplinary, contemporary research from a broad range of topics relating to the wider tourism industry, including travel, leisure and recreation, hospitality and events. *JHTM* publications are required to demonstrate their knowledge contribution to the research field as well as their real-world impact. Thus, the journal welcomes and encourages collaborative research undertaken between academia and industry.

During the last decade, the journal has been growing from strength to strength. Several journal metrics and rankings reflect the growing research contribution and influence of the *JHTM*. *JHTM* is currently ranked as "A" journal by the Australian Business Deans Council (ABDC) and it has an SSCI impact factor of 3.415(Clarivate Analytics 2020). *JHTM* has now achieved a CiteScore of 4.7 (Scopus), which ranks it 20th out of 119 titles in the Tourism, Leisure and Hospitality Management

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[1] https://www.cambridge.org/core/journals/journal-of-hospitality-and-tourism-management.
[2] https://www.journals.elsevier.com/journal-of-hospitality-and-tourism-management.

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category. The CiteScore reflects that *JHTM* articles published between 2016 and 2019 received an average of 4.7 citations in 2019. The journal currently has a SCImago Journal Rank (SJR) of 0.970 and Source Normalized Impact per Paper (SNIP) of 1.641. SNIP signifies that the *JHTM* publications have received an average of 1.641 citations by journals from its own subject discipline. According to Google Scholar,[3] *JHTM* ranks 13th in the top 20 tourism and hospitality journals and 4thin the top 20 hospitality journals.

Acknowledging the growing influence and recognition of *JHTM* in the scientific community, this study conducts a reflective overview of the journal's intellectual structure based on its published papers from 2006 to 2020. To achieve this, the study adopts a bibliometric method for investigating the following four issues relating to *JHTM* papers published from 2006 to 2020: 1) their topics; 2) their authorship base, structure and performance; 3) their citation numbers and journal sources; as well as, 4) the factors influencing the citation performance of papers. Bibliometric studies are increasingly used for studying the intellectual structure of specific fields, e.g. Okumus et al. (2018) examined the evolution of food and gastronomy research in hospitality and tourism, while Bhowmik (2021) studied the knowledge base of heritage tourism. Bibliometric studies have also become very popular for undertaking a retrospective approach of a journal and investigating its intellectual structure in terms of its publications, contributions and influence. Bibliometric studies of journals have been undertaken in the tourism/hospitality field (e.g. Cunill et al., 2019; Mulet-Forteza et al., 2019), the management field (e.g. Baker et al., 2020; Donthu et al., 2020; in pressDonthu, Kumar, Ranaweera, et al., 2021), but also in many other scientific disciplines (e.g.Cancino et al., 2017; Donthu, Kumar, Pandey, & Gupta, 2021 in press; Mora et al., 2017, Kumar et al., 2021 in press).

In this vein, by adopting a wide range of bibliometric tools, this study aims to provide an in-depth overview of *JHTM* relating to the topics, the authors and the influence of its published papers. Specifically, this study addresses the following research questions (RQs):

1. What is the research productivity and influence (citations) of *JHTM* from 2006 to 2020 and how has it evolved?
   a. How much is published in *JHTM*?
   b. How many citations *JHTM* articles have received?
2. What are the research constituents of *JHTM* and how they have changed during 2006–2020?
   a. Who and how much has published in *JHTM* in terms of authors and their affiliated institutions and countries?
3. What is the influence (citation performance) of *JHTM* and how has it evolved from 2006 to 2020?
   a. Which are the influential articles of the journal?
   b. Which journals often cite *JHTM* articles?
4. What factors are related to the influence (citation count) of a *JHTM* article?
5. What is the knowledge base of *JHTM* and how has it evolved from 2006 to 2020? i.e. what is the popularity of topics related to *JHTM* articles and how does it change with time?

To answer these questions, this study starts by providing a general overview of the *JHTM* publication productivity and performance based on aggregate data of published papers and their citations from 2006 to 2020. Three time periods (2006–2010, 2011–2015 and 2016–2020) have been identified (each one representing a key milestone of the journal's history and achievement) in order to study the various evolutions of the *JHTM* performances. The study continues by investigating the major research constituents and trends of the journal, which involves identifying the most publishing authors, institutions and countries found in the journals' articles, the temporal breakdowns of authors, institutions and countries. The study continues by identifying the *JHTM* articles having the most influence in the scientific community as well as the major sources of influence in the journal. To further investigate the factors relating to the influence of a *JHTM* article, the study uses a regression analysis to measure the significance of various article-related factors related to paper appearance, content and authorship. The knowledge base of articles published in *JHTM* by conducting a keyword analysis and bibliographic coupling analysis.

The *JHTM* is an exceptional source of knowledge for the hospitality and tourism industry and associated scholars. Overall, this retrospective study offers an understanding about who are the most contributing and influential network of scholars, institutions and countries contributing to the evolution, growth and influence of *JHTM*. It also provides meaningful insights about the themes/topics attracting most attention/citation in the scientific community and also how these have evolved during the journal's lifetime. This study can assist the hospitality and tourism scholars and the journal's Editorial Board in identifying themes that have so far received less than required attention. The latter can significantly help in formulating future research agendas for the journal as well as informing and guiding the research strategies of the hospitality and tourism community as a whole.

2. Study methodology: bibliometric analysis

Bibliometrics uses quantitative tools to analyse bibliographic data (Broadus, 1987). It is used to investigate the performance of various research constituents and themes in a research field (Ramos-Rodríguez & Ruíz-Navarro, 2004) as well as to help in mapping the interrelation among the research constituents and themes (Cobo et al., 2015). Thus, it assists in studying the development and thematic structure of a research field through various citation statistics and bibliometric indicators (Valtakoski, 2019). Its capacity of managing large corpus of data and quantitative nature eliminates author's bias and thus, it becomes ideal for such studies. This study also uses bibliometrics to develop a comprehensive overview of the research contributions and influence of the *JHTM*.

Bibliometrics is widely used in various academic disciplines including management (Ellegaard & Wallin, 2015; Zupic & Cater, 2015). For instance, the following authors have conducted bibliometric studies for tourism and hospitality journals: Mulet-Forteza et al. (2018) for the *Journal of Travel and Tourism Marketing*; Cunill et al. (2019) for the *Journal of Hospitality Management;* Mulet-Forteza et al. (2019) for the *International Journal of Contemporary Hospitality Management;* Guzeller and Celiker (2019) for the *Asia Pacific Journal of Tourism Research*; and Kumar, Sureka, and Vashishtha (2020) for the *Journal of Heritage Tourism.* Similarly, Martínez-López et al. (2018) used bibliometrics to analyse the fifty years of publication of the *European Journal of Marketing*. Valenzuela-Fernandez et al. (2019) studied the first 25 years of publications of the *Journal of Business-to-Business Marketing*. Donthu, Kumar, Ranaweera, et al. (2021) used bibliometric analyses for reviewing the 30 years of publication of the *Journal of Service Theory and Practice.* Other studies using bibliometrics for reviewing journals from the management discipline include: Heck and Bremser (1986); Hoffman and Holbrook (1993); Inkpen and Beamish (1994); Schrock et al. (2016); Valenzuela et al. (2017); Kumar, Pandey, and Haldar (2020); Kumar et al. (2021).

This study uses several bibliometric indicators and tools to map the evolution of *JHTM* by analyzing its published articles during the last fifteen years. Overall, the productivity and influence of the journal are studied by using indicators such as publications and citations per year.

First, this study investigated the evolution of the topics/themes published in the *JHTM* by using bibliographic coupling and keyword co-occurrence analysis. Bibliographic coupling analysis can identify the thematic structure of a journal. Two documents citing one (or more) common other document form bibliographic couples and, thus, these

[3] https://scholar.google.co.in/citations?view_op=top_venues&hl=en&vq=bus_tourismhospitality.

document pairs tend to share common intellectual content (Kessler, 1963; Wallin, 2005; Weinberg, 1974). In this vein, bibliographic coupling analysis groups articles that form bibliographic couples into different clusters. The Gephi software is commonly used to perform this analysis. In this study, Gephi is used for forming a bibliographic coupling network of *JHTM* articles, whereby each article is denoted as a node and the links represent the strength of ties among nodes. Gephi uses the Louvian algorithm (Waltman & Van Eck, 2013) to divide these nodes into communities called, clusters. Consequently, the *JHTM* articles are divided into several clusters and the articles within each cluster are studied to identify the central theme of the cluster. The keyword co-occurrence analysis is used for mapping the thematic development of the *JHTM*, because keywords are great pointers of the central focus or content of an article (Strozzi et al., 2017). Therefore, the study identified the most occurring keywords and the frequency of their use over different time periods in order to investigate the evolution of the topics published in *JHTM* between 2006 and 2020.

Further, the major contributors of the *JHTM* are investigated by identifying the most productive authors, institutions, and countries of journal articles. The study also explores the collaboration structure of article authors by using co-authorship analysis to graphically map the authors, their institutions and countries.

Three different metrics are used for analysing the recognition and the influence of *JHTM* including: the top-cited *JHTM* articles; the journals that most frequently cite *JHTM* articles; and the findings of the empirical analysis investigating the factors relating to the citations obtained by *JHTM* articles. The citation count is a vital insignia of the influence of any research publication in the scientific community (Svensson, 2010). The global citation count and the local citation count are taken to measure the influence of *JHTM* publications. The study also uses the negative binomial regression analysis in order to explore the factors relating to the citation count (influence) of *JHTM* articles.

The Scopus database was used for retrieving the bibliographic data of *JHTM* that were required for this study. Scopus is the largest database of peer-reviewed journals (Norris & Oppenheim, 2007) and it has been used by several other bibliometric studies (e.g. Martínez-López et al., 2018; Cunill et al., 2019; Schiuma et al., 2020). Thus, Scopus was also used in this study as well. The study used a search string "*JHTM*" under the category 'source title head' in the Scopus database; this search identified 564 documents, which after further filtrations provided 537 articles, reviews and conference papers published by *JHTM* between 2006 and 2020. As in other similar studies, MS Excel coupled with other software tools namely VOSviewer (van Eck & Waltman, 2010) and Gephi (Bastian et al., 2009) were used for conducting the bibliometric analysis and the network visualizations. The regression analysis was carried by using SPSS.

3. Research productivity and influence of *JHTM*: evolution of *JHTM* publications and citations from 2006 to 2020

For addressing the RQ1 (a&b), Table 1 presents the number of *JHTM* articles and the citations that they have attracted from 2006 to 2020. Results show that the publication count of *JHTM* has grown by 9 times since 2006. From 2006 to 2015, the journal published an average of 14.6 articles every year, which grew to an average of 78.2 articles for the next five years (2016–2020). This shows that *JHTM* has grown exponentially in terms of number of publications (productivity).

The findings also reveal that the *JHTM* has also not escaped from the general trend of the increasing co-authorship of publications in the academic field (Acedo et al., 2006; Sciabolazza et al., 2020), which is also documented by tourism studies as well (McKercher & Tung, 2016). Specifically, the number of *JHTM* articles representing co-authored publications has also experienced a significant increase within the past fifteen years, and specifically during the last years. Specifically, the number of *JHTM* articles being co-authored has increased from 108 in 2006–2015 to 244 in 2016–2020.

Table 1
Publication and citation structure of *JHTM* papers published between 2006 and 2020.

Year	TP	NCP	TC	TC/TP	TC/NCP	PAY	PoC	SoP	CoP
2006	16	0	340	21.3	0.0	16.0	0	6	10
2007	15	5	235	15.7	47.0	15.5	0.16	4	11
2008	8	13	260	32.5	20.0	13.0	0.33	1	7
2009	16	18	315	19.7	17.5	13.8	0.33	6	10
2010	19	29	388	20.4	13.4	14.8	0.39	5	14
2011	19	32	451	23.7	14.1	15.5	0.34	9	10
2012	15	40	258	17.2	6.45	15.4	0.37	5	10
2013	10	53	185	18.5	3.49	14.8	0.45	0	10
2014	14	65	303	21.6	4.66	14.7	0.49	1	13
2015	14	80	186	13.3	2.33	14.6	0.55	1	13
2016	51	110	783	15.4	7.12	17.9	0.56	18	33
2017	66	175	893	13.5	5.1	21.9	0.67	8	58
2018	45	216	452	10	2.09	23.7	0.7	4	41
2019	80	287	437	5.46	1.52	27.7	0.74	5	75
2020	149	394	161	1.08	0.41	35.8	0.73	12	137

Notes: Here, TP = total publications, NCP = number of cited publications; TC = total citations; TC/TP = citations per publication; TC/NCP = citations per cited publication; PAY = productivity per active year (calculated as: sum of articles published up to a particular year divided by the number of active years of publications up to that year); PoC = proportion of publications cited (calculated as: number of cited publications in a year divided by the sum of articles published till that year); SoP = number of sole-authored publications; CoP = number of co-authored publications.

Findings regarding the citations obtained by articles published in *JHTM* from 2006 to 2020 also reveal that the *JHTM* has not only managed to attract and publish more articles, but it has also managed to publish more influential articles. Looking at the citation matrices indicate that 73% of the total 537 publications are cited in the scientific community in the year 2020 alone. In the year 2020, the total citation received by the journal was 2125.In terms of average citations per year; *JHTM* articles show an exponential growth. The average cites per year has increased from 78 in 2006–2015 to 991 in 2016–2020.

The number and the quality of the articles that a journal publishes are highly related to the number and type of submissions that the journal receives. In 2019, the *JHTM* was selected for coverage in Clarivate Analytics products and services, including the Social Sciences Citation Index® and the Journal Citation Reports/Social Sciences Edition. Subsequently, the SSCI impact factor and other impact factors of the *JHTM* have been continuously increasing, while in 2020, the *JHTM* elevated in the ABDC journal ranking list from being a "B" to an "A" category journal. From 2015 and onwards, the *JHTM* adopted a more internationalized strategy for developing its editorial board (including associate editors and review board members), which in turn boomed its global promotion, recognition and appeal. Subsequently, the *JHTM* has managed to attract more and better-quality paper submissions not only from Australia and New Zealand (i.e. its founding countries), but from all over the world including highly research productive countries, authors and institutions. Thus, it can be said that the combined effect of the latter can significantly explain the increasing publication productivity of the journal during the last years, and specifically during the last five years.

Overall, the significant growth of the *JHTM* productivity and influence reveals that the *JHTM* has exponentially increase its research contributions both in terms of quantity and quality from 2006 to 2020, and specifically during the last five years. It is widely agreed (e.g. Donthu, Kumar, Ranaweera, et al., 2021; Svensson, 2010) that this continuous hike in productivity and influence metrics reflects an increasing readership, acceptance and influence of a journal in the scholarly community. This is also true for the *JHTM*, which has managed to get the respect, authorship and readership from the global research community.

4. *JHTM* research constituents: major contributing authors, institutions, countries and their structure from 2006 to 2020

Data was collected to investigate the constituents contributing *JHTM* articles in terms of the authors, their institutions and countries, how their composition has evolved through time and how their co-authorship structures. The following two indicators were analysed to measure the level of contribution per type of constituent and identify the major sources of *JHTM* articles (RQ2). The total publications (TP) shows the number of publications contributed by each author (Table 2). It thus assigns one-unit credit to each author contributing to an article irrespective of the number of authors involved in an article. To overcome this issue and to provide a fair picture of the author contribution, along with TP the weighted number of articles (WNA) contributed by each author is also calculated following Schwert (1993) and Chan et al. (2009). Under this matrix, weights are assigned on the basis of the number of authors contributing to an article. For example, if an article is contributed by N authors, each author is credited with 1/N weights. Finally, weights of all articles of an author are summed to get the WNA (Table 2). This same method is also used to calculate the weighted number of articles for each contributing institution and affiliated country.

4.1. Top contributing authors

Table 2 identifies the most contributing and influential authors of *JHTM* between 2006 and 2020 based on article and citation metrics. Authors are ranked based on TP, while WNA is also shown. Rob Law is found as the most contributing author in *JHTM* with 10 publications, followed by Pierre Benckendorff and Lisa Ruhanen with 8 publications respectively. In terms of WNA, Pierre Benckendorff is the most prolific author with 4.17 weighted articles and 2 sole author publications (SoP). However, citation matrixes show that Wu H.C is the most influential author in the list crediting 173 total citations (TC) to *JHTM* with 6 cited publications (TCP). Wilson E. also holds the highest average citations per article (TC/TP) of 32 cites with 4 publications.

Overall, data relating to the authorship analysis of *JHTM* articles show that the *JHTM* has managed to attract a significant number of articles from top performing and influential international scholars (e.g., Rob Law and Noel Scott are found as prolific authors in various bibliometric studies, e.g., Mulet-Forteza et al., 2018 and 2019; Cunill et al., 2019; Guzeller & Celiker, 2019). Many other internationally recognized scholars (e.g., Erica Wilson, Chingchan Cheng, Paul Barron, Jie Wang, Judith Mair, and Fevzi Okumus) have also authored for the *JHTM* with less but great quality articles, as the latter's influence (citation metrics) is quite high.

Table 2
Most contributing authors of *JHTM* papers published between 2006 and 2020.

Author	TP	WAP	SoP	TCP	TC	TC/TP	TC/TCP
Law R.	10	2.75	0	9	153	15.30	17.00
Benckendorff P.	8	4.17	2	6	90	11.25	15.00
Ruhanen L.	8	3.58	1	7	93	11.63	13.29
Ma E.	7	1.83	0	5	26	3.71	5.20
Han H.	7	1.82	0	6	19	2.71	3.17
Karatepe O.M.	6	3.67	2	6	107	17.83	17.83
Patiar A.	6	2.75	1	5	36	6.00	7.20
Wu H.C.	6	2.58	0	6	173	28.83	28.83
Backer E.	5	3.00	1	4	41	8.20	10.25
Hwang J.	5	1.83	0	4	22	4.40	5.50
Lee C.K.	5	1.28	0	3	8	1.60	2.67
Pearce P.L.	4	2.50	1	2	27	6.75	13.50
Liu C.H.	4	1.95	1	2	11	2.75	5.50
Cheng C.C.	4	1.75	0	4	119	29.75	29.75
Wilson E.	4	1.67	0	4	128	32.00	32.00
Dwyer L.	4	1.50	0	4	38	9.50	9.50
Horng J.S.	4	1.45	0	2	21	5.25	10.50
Scott N.	4	1.42	0	3	26	6.50	8.67
Barron P.	4	1.33	0	4	113	28.25	28.25
Mair J.	4	1.25	0	4	58	14.50	14.50
Hsiao A.	4	1.17	0	2	13	3.25	6.50
Guan X.	4	1.08	0	2	11	2.75	5.50
Kensbock S.	4	1.03	0	4	29	7.25	7.25
Okumus F.	4	0.82	0	3	25	6.25	8.33
Wang J.	3	1.33	0	3	46	15.33	15.33

Notes: TP = total publications, WAP = weighted average publication, SoP = sole authored publications, TCP = total cited publications, TC = total citations, TC/TP = citations per publication, TC/TCP citations per cited publication.

4.2. Top contributing institutions

Table 3 identifies the major contributing institutions. Based on TP and WNA, University of Queensland and Griffith University are found as the top two contributing institutions: 6.7% and 5% of the total *JHTM* publications are contributed by authors affiliated with these two universities respectively; and both universities have the highest citation count (557 and 272 respectively) meaning that they have also contributed the most influential *JHTM* articles. This is not surprising since both institutions are ranked and considered as the top universities for tourism

Table 3
Most contributing institutions of *JHTM* papers published between 2006 and 2020.

Institute	TP	% CJ	WAP	TCP	TC	TC/TP	TC/TCP
University of Queensland[a]	36	6.70	14.92	32	557	15.47	17.41
Griffith University[a]	27	5.03	13.05	24	272	10.07	11.33
Hong Kong Polytechnic University	21	3.91	4.82	19	252	12	13.26
Southern Cross University[a]	17	3.17	11.25	16	223	13.12	13.94
Sejong University	16	2.98	5.05	3	91	5.688	30.33
Auckland University of Technology[a]	13	2.42	6.42	12	137	10.54	11.42
University of Central Florida	13	2.42	3.85	9	101	7.769	11.22
Sun Yat-Sen University	12	2.23	7.72	7	69	5.75	9.86
Oklahoma State University	12	2.23	4.95	9	74	6.167	8.22
Victoria University[a]	11	2.05	8.95	83	10	0.909	0.12
Kyung Hee University	11	2.05	4.70	7	32	2.909	4.57
Institute for Tourism Studies, Macao	10	1.86	5.67	9	60	6	6.67
Eastern Mediterranean University	9	1.68	8.25	9	169	18.78	18.78
James Cook University[a]	9	1.68	7.08	7	155	17.22	22.14
University of Technology Sydney[a]	9	1.68	2.00	9	211	23.44	23.44
Purdue University	8	1.49	5.32	7	85	10.63	12.14
Macau University of Science and Technology	8	1.49	4.85	5	91	11.38	18.2
Florida State University	8	1.49	2.97	3	37	4.625	12.33
Universidade de Aveiro	7	1.30	5.80	7	70	10	10.00
Edith Cowan University[a]	7	1.30	5.20	6	12	1.714	2.00
City University of Macau	7	1.30	4.60	5	23	3.286	4.60
Federation University[a]	7	1.30	3.50	6	48	6.857	8.00
University of Guelph	6	1.12	4.25	4	66	11	16.50
Lincoln University[a]	6	1.12	4.00	6	87	14.5	14.50
Universidad de Las Palmas de Gran Canaria	6	1.12	4.00	5	51	8.5	10.20
Monash University[a]	6	1.12	3.42	6	102	17	17.00

Notes: TP = total publications, %CJ = percentage of total contribution to journal, WAP = weighted average publication, TCP = total cited publications, TC = total citations, TC/TP = citations per publication, TC/TCP = citations per cited publication.

[a] Universities located in Australia or NZ.

research in Australia and globally (in terms of faculty size and output), and so, as *JHTM* was launched in Australia/NZ, both universities have been heavily contributing to the journal since its launch and during its whole lifetime. The influence of the launching country of the *JHTM* on its contributing institutions is also evident by the fact that many other Australian universities are also included in the top JHTM contributing institutions. Moreover, it is also worthwhile noting that the list of top contributing institutions for *JHTM* also includes universities from USA, Asia/China and Europe that are also internationally recognized for their quality outputs in tourism, hospitality and events research.

4.3. Top contributing countries

Table 4 presents the most productive and prolific countries in terms of *JHTM* article and citation performance achieved between 2006 and 2020. The list includes authors located in various countries, including countries widely recognized for their tourism research outputs like UK, USA, Canada, China and NZ. However, most of the *JHTM* publications (29%) are contributed by authors located in Australia, followed by authors located in the United States with 20.48%, China (12.29%) and United Kingdom (8.38%). Australian authors have also contributed the articles with the highest influence: about 34% of the journal's total citations are credited to articles authored by scholars located in Australia. This finding is again not surprising, as during its first decade of existence the journal has been heavily supported by scholars located in Australia and New Zealand. However, this finding also confirms the prominence of tourism and hospitality research by the English-speaking academic community (77.28%), which is also documented in studies (e.g. Beritelli et al., 2016; Ye et al., 2015). It seems that the *JHTM* could not have been an exception from this trend.

Overall, the total figures of article and citation metrics (Table 4) provide evidence of the international appeal and recognition of the *JHTM*, and its ability to attract impactful research from a global scale, and specifically from the new emerging highly productive tourism research countries, such as China (Bao et al., 2018) and in Asia in general (Guzeller & Celiker, 2019) such as, Hong Kong, Taiwan, India and Macao.

Table 4
Most contributing countries of *JHTM* papers published between 2006 and 2020.

Country	TP	%CJ	WAP	TCP	TC	TC/TP	TC/TCP
Australia	156	29.05	134.97	139	1940	12.44	13.96
United States	110	20.48	69.01	81	729	6.63	9.00
China	66	12.29	37.87	43	300	4.55	6.98
United Kingdom	45	8.38	26.87	40	631	14.02	15.78
Taiwan	39	7.26	26.78	30	335	8.59	11.17
South Korea	39	7.26	23.42	30	188	4.82	6.27
New Zealand	36	6.70	20.43	31	372	10.33	12.00
Turkey	29	5.40	21.95	26	334	11.52	12.85
Macao	24	4.47	13.68	19	201	8.38	10.58
Hong Kong	23	4.28	10.48	19	255	11.09	13.42
Spain	22	4.10	17.37	19	172	7.82	9.05
Portugal	17	3.17	14.72	16	171	10.06	10.69
Canada	15	2.79	11.25	11	272	18.13	24.73
India	12	2.23	10.17	10	181	15.08	18.10
Malaysia	12	2.23	8.58	9	154	12.83	17.11
South Africa	10	1.86	23.42	6	55	5.50	9.17
France	10	1.86	5.15	8	145	14.50	18.13
Thailand	9	1.68	5.27	8	96	10.67	12.00
Pakistan	7	1.30	3.17	4	19	2.71	4.75
Ghana	6	1.12	4.83	6	51	8.50	8.50
Austria	6	1.12	4.75	4	52	8.67	13.00
Cyprus	5	0.93	4.78	2	10	2.00	5.00
Israel	5	0.93	4.67	4	79	15.80	19.75
United Arab Emirates	5	0.93	3.83	5	48	9.60	9.60
Iran	5	0.93	3.12	4	22	4.40	5.50
Germany	5	0.93	2.42	5	19	3.80	3.80
Netherlands	4	0.74	3.53	4	119	29.75	29.75
Japan	4	0.74	2.67	4	38	9.50	9.50
Sweden	4	0.74	1.00	4	46	11.50	11.50

Notes: TP = total publications, %CJ = percentage of total contribution to journal,WAP = weighted average publication, TCP = total cited publications, TC = total citations, TC/TP = citations per publication, TC/TCP = citations per cited publication.

4.4. Temporal evolution of authors, institutions and countries

Findings were clustered into three periods in order to study the temporal evolution of authors and their affiliations between 2006 and 2020. Table 5 presents the most contributing authors, institutions and countries over three five-year increments. Although the findings show a high diversity of contributing authors across all the three periods, the findings also reveal the significant contribution and prominence of

Table 5
Temporal evolution of authors, institutions and countries of *JHTM* papers published between 2006 and 2020.

2006–2010		2011–2015		2016–2020	
Author	TP	Author	TP	Author	TP
Benckendorff, P.[a]	4	Law, R.	4	Han, H.	8
Ruhanen, L.[a]	3	Limpanitgul, T.	3	Law, R.	6
Scott, N.[a]	3	Wilson, E.[a]	3	Patiar, A.	6
Solnet, D.[a]	3	Backer, E.[a]	2	Hwang, J.	5
Ayres, H.	2	Boonchoo, P.	2	Lee, C.K.	5
Barron, P.[a]	2	Dwyer, L.[a]	2	Wu, H.C.	5
Baum, T.	2	Guilding, C.	2	Benckendorff, P.[a]	4
Breen, H.	2	Hsiao, A.	2	Guan, X.	4
Broadbridge, A.	2	Karatepe, O.M.	2	Liu, C.H.	4
Buultjens, J.	2	Lin, L.	2	Okumus, F.	4
Institution	**TP**	**Institution**	**TP**	**Institution**	**TP**
University of Queensland[a]	13	Griffith University[a]	7	University of Queensland[a]	18
Victoria University[a]	9	Hong Kong Polytechnic University	5	Hong Kong Polytechnic University	16
Southern Cross University[a]	6	Southern Cross University[a]	5	Griffith University[a]	16
Monash University[a]	4	University of Queensland[a]	5	Sejong University	15
James Cook University[a]	4	University of Technology Sydney[a]	4	University of Central Florida	12
Griffith University[a]	4	Kasetsart University	3	Kyung Hee University	11
University of Canberra[a]	3	Auckland University of Technology[a]	2	Oklahoma State University	11
Auckland University of Technology[a]	3	Breda University of Applied Sciences	2	Sun Yat-Sen University	10
University of Technology Sydney[a]	3	Eastern Mediterranean University	2	Rosen College of Hospitality Management	9
Bond University[a]	2	Federation University[a]	2	Auckland University of Technology[a]	8
Country	**TP**	**Country**	**TP**	**Country**	**TP**
Australia	49	Australia	30	United States	98
United Kingdom	7	United Kingdom	10	Australia	77
New Zealand	4	United States	8	China	64
United States	4	New Zealand	7	South Korea	37
Turkey	3	Hong Kong	5	Taiwan	34
Canada	2	Taiwan	4	United Kingdom	28
Finland	2	Thailand	4	New Zealand	25
Malaysia	2	Canada	3	Turkey	23
Portugal	2	France	3	Spain	22
South Korea	2	Macao	3	Macao	20

Notes: TP = total publications.
[a] Located in Australia or NZ.

Australian based authors and institutions during the first five years, which significantly decreased between 2011 and 2015 resulting in a much more diversified, mixed and balanced portfolio of *JHTM* articles contributed by authors, institutions and countries coming from all over the globe. In fact, during the last five years, the USA appears as the top contributing country, while China alone has contributed an almost equal number of articles in *JHTM* as Australia.

Overall, the evolution of sources of *JHTM* papers reconfirms the abovementioned observation in relation to the influence of the journal's country of origin to the journal subsequent development into a global journal. However, the dominance of Australia in terms of contributions and influence should not be interpreted negatively. On the contrary, this finding confirms what is widely known in terms of the proliferation of journals in the wider tourism field and the resulting increased competition and difficulty that a journal has to address in order to source and secure quality publications, establish itself and increase its influence (McKercher, 2018). *JHTM* has been advantaged by starting in a region featuring globally recognized and influential research constituents and communities in tourism, who have embraced and supported the journal as authors, editorial board members, reviewers and advocates. Thus, the Australian prominence in the first years of the *JHTM* lifetime should not be viewed as a weakness, but as the major 'weapon' of the journal providing it with a good starting base that has helped it to get an early recognition, a boost of appeal and influence to subsequently grow to an internationally top ranked journal.

4.5. Collaboration structure among JHTM authors and countries

As co-authorship has become a global trend in research, this study used collaboration network analysis for investigating the relational structure of *JHTM* authors (Fig. 1) and their affiliated countries (Fig. 2). Co-authorships in scientific documents is the formal way of intellectual or scientific collaborations among scholars (Acedo et al., 2006). Figs. 1 and 2 visualises the collaboration network of the most collaborating authors and countries in the journal respectively. The networks are constructed by analyzing the bibliographic data of the co-authors and their country with the VOSviewer and Gephi software. The size of the node in the network reflects the number of collaborations (i.e. number of papers co-authored) with other nodes in the network, i.e. a node with a bigger size has more collaboration links with other nodes. Density of the links shows the strength of association between two nodes, i.e. a denser link between two nodes signifies higher number of collaborations

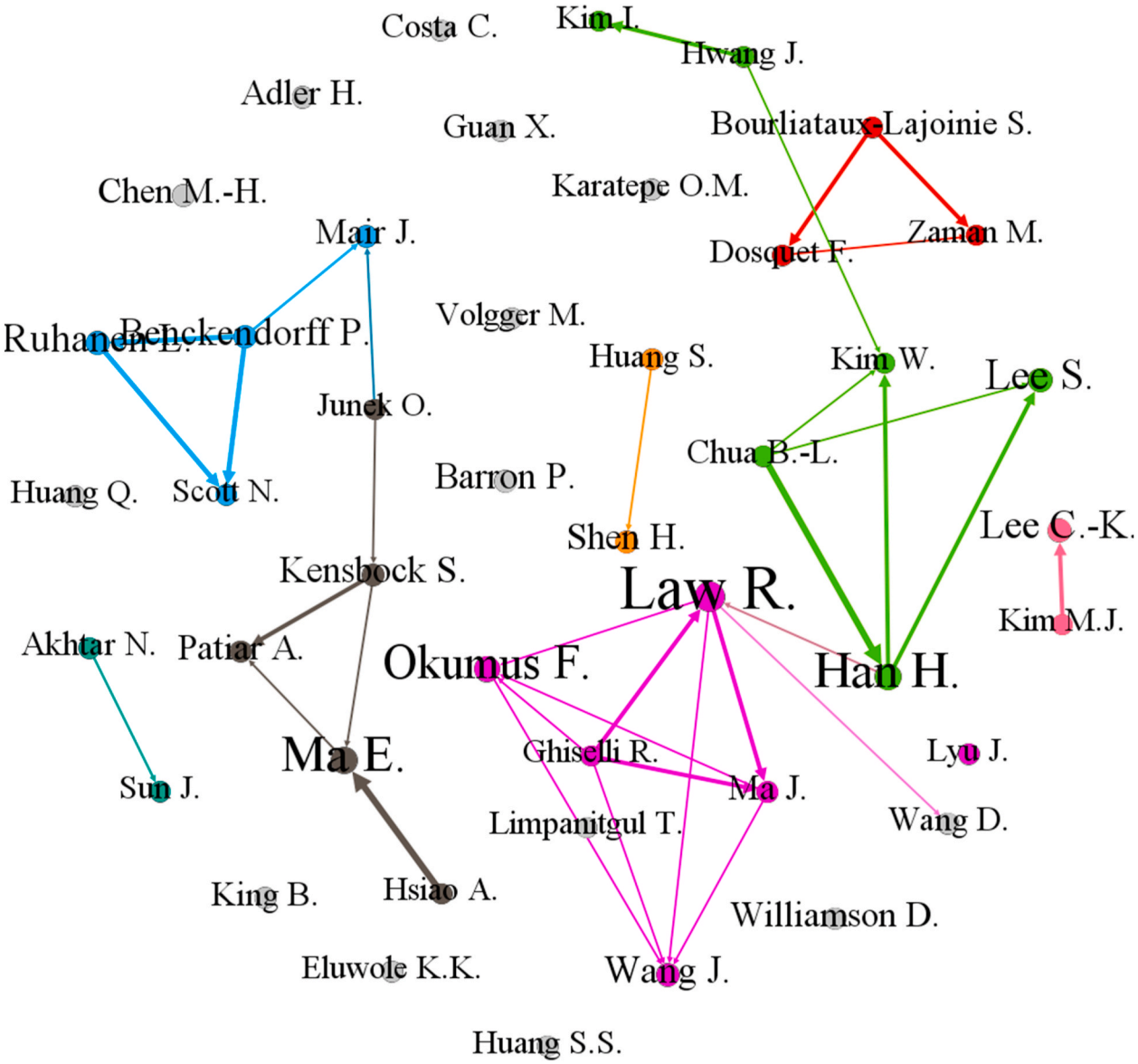

Fig. 1. Author collaboration network based on *JHTM* papers published between 2006 and 2020.

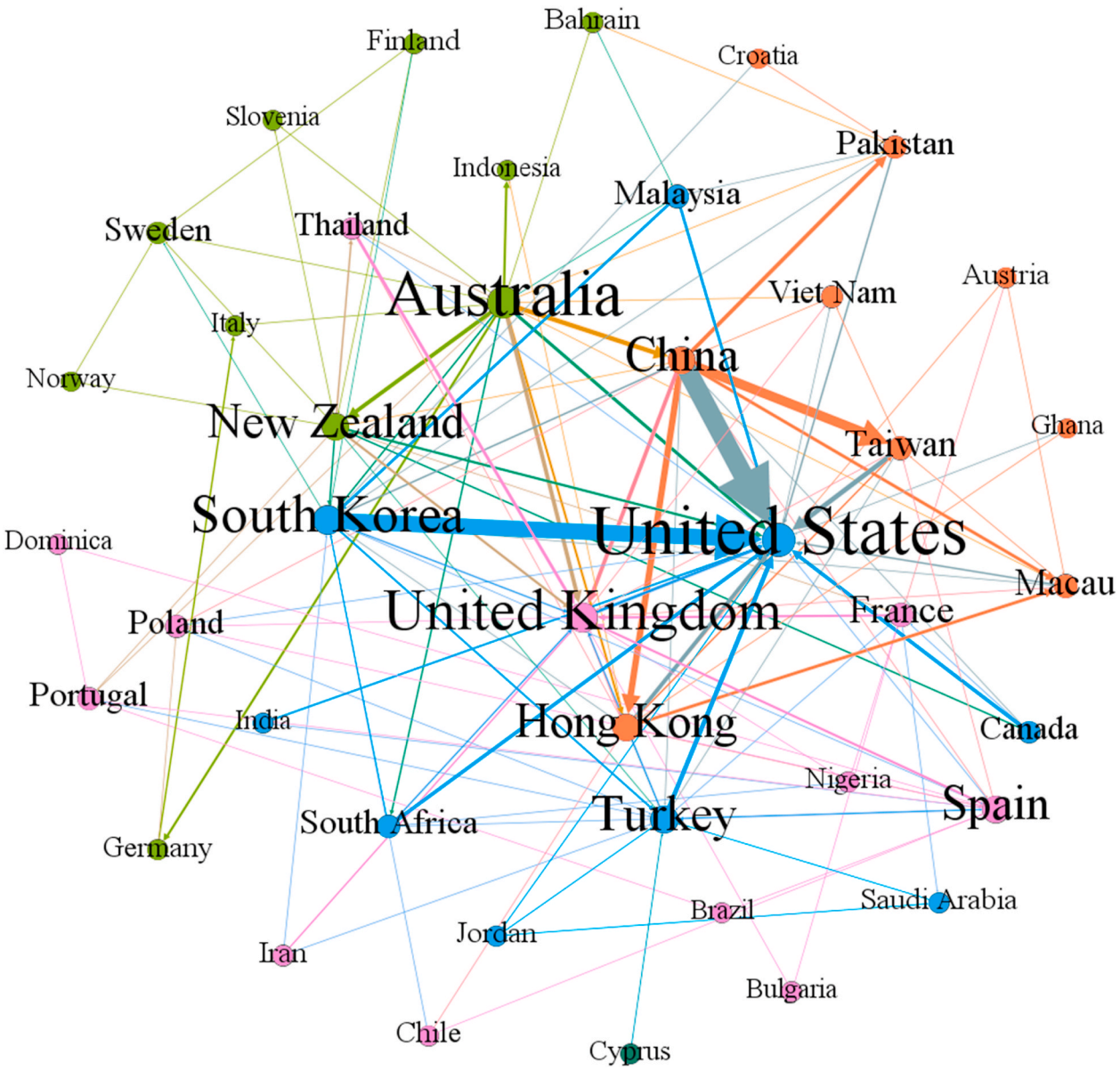

Fig. 2. Country collaboration network of *JHTM* papers published between 2006 and 2020.

between the two nodes.

In general, four major author collaborating networks are found (Fig. 1), which they cluster around authors sharing common institutional affiliation (e.g. Scott N., Benckendorff P., Mair J, affiliated with an Australian university or Okumus F affiliated with USA university) of country affiliation (e.g. Lee C.K., and Kim M.J., S. Korea). The latter is confirmed by the results of Fig. 2 revealing four dominant country collaboration networks centred around Australia, USA, China and South Korea. The author network analysis also shows that Han H., Law R., Okumus F. and Ma J. are among the most collaborating authors in *JHTM* articles, as they sharethe highest collaboration links with other authors. The country network analysis also shows that Autralia, New Zealand, United Kingdom, Hong Kong, Turkey and Spain also share good collaboration links with other countries. The authors and countries with the highest collaboration links (e.g. Law R., Benckerdorff P., Scott N., Wang J.) have also been found as one of the most productive and infleuncial *JHTM* authors. The latter confirms the general trend and neccessity nowadays (i.e. pursue and maintenance of international collaborations)that a scholar has to adopt for achieving an enhanced publication performance.

5. *JHTM* recognition and influence

Citation is recognized as an important metric measuring the impact of an article and of a journal in the scientific community (Svensson, 2010; Sureka et al., 2020; Tsay, 2009). In this vein, citation metrics (including citation numbers, journal sources and factors influencing citations) are used in this study to investigate the influence of *JHTM* articles and so, the usage and recognition of the journal in the scientific field.

5.1. *Most influential publications*

To answer the RQ3a, Table 6 provides data about the most cited *JHTM* articles. Nine of the articles presented in the list have received at least 10 cites per year (C/Y) since their publication. It is not surprising that almost all articles with the highest number of citations (Table 6) are published at the early years of *JHTM* or at least until 2016. Indeed, early than recently published articles have been accessible for longer periods, and so they have more ‘chances’ to be read and cited. However, one article authored by Richards and published in 2018 has managed to

Table 6
Most cited papers published in *JHTM* between 2006 and 2020.

Title	Year	Author	TC	C/Y
Responsible cruise tourism: Issues of cruise tourism and sustainability	2011	Klein R.A.	105	11.67
A whole-of-life approach to tourism: The case for accessible tourism experiences	2009	Darcy S., Dickson T.J.	103	9.36
Generation Y as hospitality employees: Framing a research agenda	2008	Solnet D., Hood A.	91	7.58
Cultural tourism: A review of recent research and trends[a]	2018	Richards G.	83	41.50
Careers in hospitality management: Generation Y's experiences and perceptions	2007	Barron P, Maxwell G, Broadbridge A, Ogden S	82	6.31
A hierarchical model of service quality in the airline industry	2013	Wu H.C., Cheng C.C.	72	10.29
An analysis of CSR activities in the lodging industry	2011	Levy S.E., Park S.Y.	71	7.89
Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations	2017	Mathew P.V, Sreejesh S.	67	22.33
Generic skills for hospitality management: A comparative study of management expectations and student perceptions	2006	Raybould M., Wilkins H.	65	4.64
Consumer trust in tourism and hospitality: A review of the literature[a]	2014	Wang L., Law R., Hung K., Guillet B.D.	61	10.17
Outbound tourism from China: Literature review and research agenda[a]	2008	Keating B., Kriz A.	54	4.50
Reflections on the nature of skills in the experience economy: Challenging traditional skills models in hospitality	2006	Baum T.	54	3.86
Themes and trends in Australian and New Zealand tourism research: A social network analysis of citations in two leading journals (1994–2007)[a]	2009	Benckendorff P.	53	4.82
Effects of stress, LMX and perceived organizational support on service quality: Mediating effects of organizational commitment	2014	Garg S., Dhar R.L.	50	8.33
Rural wellbeing tourism: Motivations and expectations	2010	Pesonen J., Komppula R.	50	5.00
eWOM, revisit intention, destination trust and gender	2017	Abubakar A.M., Ilkan M., Meshall Al-Tal R., Eluwole K.K.	48	16.00
A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam	2016	Cong L.C.	47	11.75
Disaster collaboration in tourism: Motives, impediments and success factors	2017	Jiang Y., Ritchie B.W.	45	15.00
Critical pedagogies: A reflexive approach to knowledge creation in tourism and hospitality studies	2012	Fullagar S., Wilson E.	45	5.63
Measuring service quality and customer satisfaction of the hotels in Malaysia: Malaysian, Asian and Non-Asian hotel guests	2006	Mey L.P., Akbar A.K., Fie D.Y.G.	45	3.21
Do core self-evaluations mediate the effect of coworker support on work engagement? A study of hotel employees in Iran	2010	Karatepe O.M., Keshavarz S., Nejati S.	44	4.40
Cruise tourism: Emerging issues and implications for a maturing industry	2011	Weeden C., Lester J.A., Thyne M.	43	4.78
Motivations to cruise: An itinerary and cruise experience study	2011	Jones R.V.	43	4.78
Synthesizing the effects of experiential quality, excitement, equity, experiential satisfaction on experiential loyalty for the golf industry: The case of Hainan Island	2016	Wu H.C., Ai C.H.	41	10.25
Generation Y's career expectations and aspirations: Engagement in the hospitality industry	2010	Maxwell G.A., Ogden S.M., Broadbridge A.	40	4.00

Notes: TC = total citations, C/Y = cites per year.
[a] Review papers.

attract a significant number of citations and is listed within the top 5 most cited *JHTM* articles between 2006 and 2020. This is again not surprising, since this is a review article that is also focusing on a topic (i.e. cultural tourism) in which the author is a widely recognized authority. Because of their scope and nature (i.e. providing a topic overview and research setting agenda), review articles frequently attract high readership and citations, and so, the interest of many journals to publish such papers.

It is also worth noting that the top five most cited articles mainly discuss prominent issues like sustainability, tourism experiences, employees, cultural tourism, generation Y, and corporate social responsibility. Sustainability is a timely and important topic in tourism and hospitality, whose popularity (and so, citations) is magnified during the last years. Climate change has been an important reason fueling sustainability research, while COVID-19 implications have further accelerated research into tourism and sustainability. Experience research has also been booming, as numerous studies investigate the topic from many and various perspectives, e.g. design, co-creation, memorability, authenticity, marketing, sensorial. Lastly, generational research also attracts research interests from numerous and various disciplines (e.g. marketing, human resources, sociology, and anthropology). Hence, it is not surprising that highly cited *JHTM* articles investigate the abovementioned topics representing high importance and popularity in the field. However, it is also worth noting that the *JHTM* has managed to attract and publish papers in these important topics for the field, and that these articles have received great recognition and citations.

5.2. Sources often citing JHTM

Table 7 lists the journals whose articles often cite *JHTM* articles (RQ3b); we call the former the major citation sources of *JHTM*. According to Scopus, between 2006 and 2020, a total of 4683 documents have cited 537*JHTM* articles. Most of the citations to the *JHTM* articles has come from the *Sustainability* (that cites 238 *JHTM* articles), which is not surprising when considering the great number of *JHTM* articles focusing on sustainability and responsibility (see Table 6). Among the other top citation sources, *JHTM* articles have also managed to generate citations from the highest ranked tourism and hospitality journals (e.g. *Tourism Management, Annals of Tourism Research, Journal of Travel*

Table 7
Journals often citing *JHTM* articles published between 2006 and 2020.

Journal	Citation count
Sustainability[b]	238
Journal of Hospitality and Tourism Management	204
International Journal of Hospitality Management[a]	181
International Journal of Contemporary Hospitality Management[a]	175
Tourism Management[a]	128
Current Issues in Tourism[a]	89
Annals of Tourism Research[a]	86
Journal of Sustainable Tourism[a]	84
Tourism Management Perspectives[a]	77
Asia Pacific Journal of Tourism Research	62
African Journal of Hospitality Tourism and Leisure	60
International Journal of Tourism Research[a]	59
Journal of Destination Marketing and Management[a]	57
Journal of Travel and Tourism Marketing[a]	56
Journal of Travel Research[a]	50
Journal of Hospitality Marketing and Management	45
Journal of China Tourism Research	43
Journal of Cleaner Production[b]	41
Journal of Hospitality Leisure Sport and Tourism Education	40
Journal of Teaching in Travel and Tourism	40
Anatolia	38
Journal of Hospitality and Tourism Education	37
Tourism Recreation Research	37
Journal of Human Resources In Hospitality and Tourism	36
Tourism Review	36
Journal of Air Transport Management	35

[a] Top ranked journal in tourism and hospitality.
[b] Top ranked journal in a generic field.

Research, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Sustainable Tourism, Current Issues in Tourism, Tourism Management Perspectives etc.). The rankings of the major citation sources of the *JHTM* provide clear evidence of the increased recognition and influence of *JHTM* on the tourism and hospitality field. In addition, Table 7 also found a top ranked journal from a generic field (namely *Journal of Cleaner Production*) as one of the top citation sources of *JHTM*; this can be attributed to *JHTM* articles focusing on sustainability and corporate social responsibility (CSR). Having two generic journals listed as top citation sources of *JHTM*, this shows that the *JHTM* and its articles are receiving an increasing recognition and influence from scientific fields beyond tourism and hospitality.

5.3. Article-related factors related to citation counts

Addressing (RQ4), this section attempts to explore the various article-related factors that may relate to the number of citations achieved by papers. As a citation count is a performance metric reflecting the influence/impact of an article and a journal (Svensson, 2010; Tsay, 2009), this analysis provides useful insights on the various article-related characteristics (e.g. age of an article, count of references, count of paper co-authors, count of keywords, article length) that may explain the *JHTM*'s influence in the scientific world. Several other studies (e.g. Chan et al., 2009; Kumar et al., 2017; Schwert, 1993; Stremersch et al., 2015, 2007; Valtakoski, 2019) have considered similar variables when exploring the factors explaining the citation count of an article. Schwert (1993) and Stremersch et al. (2007) have found that the length of an article has a positive and significant influence on an article's citation count. A significant association of article age with citation count is also reported by Schwert (1993) and Meyer et al., (2017). Schwert (1993) has also argued that in relation to papers published in 'regular' journal issues, papers published in a special issue receive more citations. Based on these, this study investigates the relation of the following article-related factors with the citation count of a *JHTM* article: method of study; type of journal issue; article presentation; content and novelty; and author affiliation. The total citation count of *JHTM* articles was taken from the Scopus database and the data for the independent variables reflecting the article-related factors were extracted from the journal's website and the bibliographic data provided by Scopus.

Table 8 offers the descriptive statistics for all the variables used in this analysis. The dependent variable, total citation count ranges from 0 to 105 with a mean value of 10.52 cited. This signifies that the dependent variable is highly dispersed. According to Stremersch et al. (2007), in case of overly spread dependent variable, the negative binomial regression is the most preferred regression model; the latter is also used by in similar studies (Baker et al., 2020; Dang & Li, 2020; Stremersch et al., 2015). Thus, this study uses negative binomial regression to explore the relation of 14 article-related factors on the total citation count of the *JHTM* article.

Total citation: as the citation count is the only objective way of measuring the impact of an article, this study uses the *JHTM* article's citation count as the dependent variable. Other studies (Kumar et al., 2017; Stremersch et al., 2007) aiming to identify the citation influencing factors of an article have also used citation as a measure of an article's impact/influence. This study used the total citation count of a *JHTM* as provided by the Scopus database.

Qualitative empirical studies and Quantitative empirical studies: empirical research studies use either quantitative or qualitative statistical methods to analyse primary data and provide meaningful inferences. Such studies facilitate both theory building and theory testing (Jasti & Kodali, 2014), which in turn makes these studies highly valuable to other studies to use as empirical evidence (i.e. they have higher probabilities of generating citations). Hence, two variables (namely, qualitative empirical studies and quantitative empirical studies) are used to measure this article-related factor. Under the variable quantitative empirical studies, the article using quantitative statistical methods are assigned the value 1; otherwise, 0. Next, under the variable qualitative empirical studies, article using qualitative statistical methods are assigned the value 1; otherwise, 0.

Conceptual/retrospective studies: articles are categorized as this type when they do not use any empirical method. Such articles include literature review articles, conceptual papers, theoretical discussions, and normative works. Such articles can have a great contribution to

Table 8
Descriptive statistics of variables.

Variable	Variable type	Minimum	Maximum	Mean	Std. D
Dependent variable					
Global citation	Count	0	105	10.51	14.68
Independent variable					
Method of study					
Quantitative empirical studies	Dichotomous	0	1	0.57	0.50
Qualitative empirical studies	Dichotomous	0	1	0.24	0.43
Conceptual/ retrospective studies	Dichotomous	0	1	0.21	0.40
Appearance					
Special issue	Dichotomous	0	1	0.24	0.43
Lead article	Dichotomous	0	1	0.06	0.24
Article age	Count	0	14	3.67	4.09
Presentation					
Page count	Count	1	20	8.69	2.69
Title length	Count	0	25	6.15	7.16
Content and Novelty					
Number of Keywords	Count	0	10	4.37	1.84
Number of references	Count	0	186	68.26	31.29
Title novelty	Dichotomous	0	1	0.03	0.18
Affiliation					
Number of Authors	Count	1	8	2.66	1.13
USA affiliation	Dichotomous	0	1	0.20	0.40
Australia affiliation	Dichotomous	0	1	0.29	0.45

theoretical foundations, the development of new concepts and overall, on the expansion and development of a research field. Thus, such articles attract high viewership and might attract a large number of citations as well. In this study, this article-related factor is measured as a dichotomous variable: articles of non-empirical nature are assigned 1 otherwise 0.

Article age: the age of an article is vital factor explaining its citations. It takes time for articles to be found, read and cited, and so, the citations of a scientific document increases with time (Stremersch et al., 2007). Article age is used by many studies (e.g. Valtakoski, 2019) to explain citation counts, and it is measured in this study as the count of years passed between the current year (2020) and the publication year of the article.

Article length: a longer article is likely to carry more information and intellectual content (e.g. Stremersch et al., 2015; Valtakoski, 2019). The more content an article offers, the greater readership audience it might attract and so, the more might cite the article (Donthu et al., 2020). According to (Rosenzweig et al., 2016), this study uses the number of article pages to measure its length.

Title length: when scholars search for articles, they look for keyword similarity in the article title and the keywords provided by the author(s). Thus, in relation to article with short titles, an article with more number of words in its title increases its chances of appearing in a greater number of search results. Moreover, a descriptive title frequently draws readership to its article (Stremersch et al., 2007). This study measures title length by counting the number of words included in the article title.

Number of keywords*:* Author keywords are chief component of article search strings. An article with higher number of keywords has a higher chance of appearing in search results (Valtakoski, 2019), which in turn can result in higher readership and ultimately, in more citations. This study measures this article-related factor by measuring the number of keywords of the article.

Special issue: In general, special issues are published to promote research on some new, prominent and emerging topics. Special issues focus on a specific topic and are meant to foster research and speed-up publication on that topic. By focusing on an emerging and prominent topic, articles published in a special issue may attract higher readership and so, more citations than articles published in a 'normal' issue (Valtakoski, 2019). In this study, articles published in any *JHTM* special issue are assigned 1, otherwise 0.

Lead article: journal editors generally choose the novel and most informative articles to be the lead article of an issue. Also, the first article listed in a journal issue is likely to attract more attention and so, readers. Thus, an article appearing in a lead position of a journal issue might also obtain more citations. This study assigned 1 for the first article of every *JHTM* issue, otherwise 0.

Number of authors: Authors have interest to increase the citations of their article. Hence, the more authors an article has, the greater the number of people, efforts and opportunities an article gets to be promoted and so, get cited. Various scholars are known and have access to different research communities, and so, articles with multiple authors get not only more exposure but also wider academic recognition and so, more readership and possibly citations. Moreover, articles with more authors might also include diverse, unique and sometimes contradictory or controversial content, which in turn might attract more readership and citations. Co-authorship is measured in this study by the number of authors in each article.

Number of references: According to Valtakoski (2019) articles with higher number of references are expected to be better linked to its concerned research area. This might result to higher acceptability and citations in the scientific community. Hence, this study measures the number of references in each *JHTM* article in order to investigate its relation to the number of article citations.

USA affiliation: According to Stremersch et al. (2007), in relation to other authors, publications from authors affiliated with USA institutions are often regarded more prestigious in many research domains. Many other studies (e.g. Stremersch et al., 2015; Valtakoski, 2019) have also tested the impact of authors' USA affiliation on the citation count. Hence, it is worthwhile investigating whether country of author affiliation (specifically, from USA and Australia, because of the prominence of Australia authors and institutions in *JHTM* due to its country of origin) is related to the citation count of *JHTM* articles. In this study, articles having at least one author affiliated to a USA institution are assigned 1, otherwise 0.

Australia affiliation: The study checked whether *JHTM* articles with at least one author affiliated to an Australian institution generate more citations than articles authored with other country affiliations. To that end, articles having one or more authors affiliated to an Australian institute are assigned 1, otherwise 0.

Findings from the negative binomial regression model are given in Table 9. Six out of the fourteen article-related factors are found to have a statistically significant relation to an article's citation count. Contrary to previous studies, the methodology used by a research paper is found not to have a significant link to its citation counts. This means that the study's methodology is not a statistically significant factor to generate citations for *JHTM* articles. As expected, the age of an article has a significant and positive association ($b = 0.282$, $p = 0.000$) with the total citation count of an article.

Amongst the factors relating to the appearance of an article (i.e. lead article, special/normal issue, title and keywords), only title length and keywords are found to significantly relate to an article's citation count. This means that authors should not be stressed where to publish their article and/or whether the article appears first or later in a *JHTM* issue. This also shows that the *JHTM* has been constantly publishing equally 'influential' and quality papers in both normal and special issues, and that a special *JHTM* issue does not mean 'an easy' publication of a 'weak' article. Hence, the *JHTM* has maintained peer review and publication standards across all types of issues. Moreover, this finding might also show that the journal has not aggressively 'exploited' special issues to push citation counts; should this be pursued, then the *JHTM* would need to be very fast in identifying and publishing special issues in topics that are very topical and influential in setting future trends. The article title length shows a highly significant but negative association with its citations ($b = -0.093$, $p = 0.000$), while the number of keywords has a moderate but significant ($b = 0.074$, $p = 0.014$) relation to its citations. This means that concise titles attract more citations, while authors including many keywords in an article do not really significantly influence the citations that their article can get.

Only one of the two factors related to the content of an article are found to have significant relation to its citation count: article length is not significant related to citation counts, while the number of references

Table 9
Results of negative binomial regression analysis.

Exploratory variables	b	Std. error
Quantitative	0.436	(0.331)
Qualitative	0.174	(0.321)
Review	0.483	(0.345)
Article length	−0.010	(0.023)
Title length	−0.093	(0.007)***
Article age	0.282	(0.018)***
No. authors	0.012	(0.048)
No. keywords	0.074	(0.030)**
No. references	0.008	(0.002)***
Title novelty	0.244	(0.282)
USA affiliation	−0.250	(0.134)*
Australia	−0.309	(0.116)***
Special issue	0.053	(0.128)
Lead article	0.126	(0.195)
AIC	3242.797	
−2 x log likelihood	−1606.399	
X^2	5281.948	
N	535.000	

has a very high significant and positive association ($b = -0.008$, $p = 0.000$) with the article citations. This re-confirms the current trend in various journals to reduce the length of articles to the minimum required and essential length (i.e. make articles short but concise and precise), but simultaneously ensure that articles identify and appropriately recognize and cite sufficient pre-existing studies in the field. Ultimately, this trend means that should scholars wish to publish and get article citations, they would need to learn and excel their writing (art) skills and/or pay for editorial services, for which many scholars might not be able to afford. In the long term, this might result in a 'writing' divide, which the academic and publishing world might need to cautious and/or take pro-active measures.

Finally, contrary to our expectations and previous studies, there is a significant high but negative association between country of authors' institution and article citation count ($b = -0.250$, $p = 0.134$ and $b = -0.039$, $p = 0.008$ for USA and Australian institution author affiliation respectively). However, this is a significant finding, because it shows that despite the prominence of articles by Australian and USA institutions in *JHTM* (at the early years of *JHTM* and nowadays respectively), this does not significantly relate to the citation counts achieved by *JHTM*. In other words, *JHTM* articles are able to generate citations irrespective of the country affiliation of their authors. Hence, this finding clearly shows that the *JHTM* has been able to attract and it publishes high quality and cited articles from all over the world.

6. *JHTM* thematic structure: major themes, topics and their evolution

6.1. Bibliographic coupling analysis

The thematic structure of *JHTM* publications (RQ5) is explored by using bibliographic coupling analysis, as this is the most frequently used and popular method for mapping the intellectual structure of a research field (Aria & Cuccurullo, 2017). The analysis showed that among the total 537*JHTM* documents published between 2006 and 2020,531 documents in the network are connected to each other as bibliographic couples, which were further analysed. The results showed that these 531 documents can be divided into four communalities/clusters providing useful insights into the themes emerging from *JHTM* publications over the years. Table 10 provides a detailed analysis of the performance and the evolution of the themes and topics of these clusters, as it derives based on the number of *JHTM* articles and the citation counts that they have achieved during the three time periods of the *JHTM* lifetime. These findings are discussed below.

Cluster 1 is the largest among all the four clusters consisting 196 articles that generated 2444 citations to *JHTM* from 2006 to 2020 (i.e. the second highest TC/TP = 12.47). This is not surprising as the cluster focuses on the concepts of sustainably and responsible tourism, which have always been regarded as important in tourism and hospitality, while recent crises (e.g. climate change, SARS, COVID-19, over-tourism) have accelerated and magnified their urgency and topicality. The cluster has experienced a steady growth but also an exponential hike in the number of publications in the recent five years (2006–2020).Studies in this cluster have approached these concepts from the various aspects of their multi-dimensionality and numerous implications. Topics discussed by these studies are various and include: sustainable livelihoods; well-being; green tourism; corporate social responsibility; outbound tourism; renewable technology adoption; and knowledge creation in tourism and hospitality. Two of the most cited papers in this clusters are dated back in 2011, which may reflect that certain sustainability issues still pertain the field.

Cluster 2 consists of 161 articles which credits 1172 citations to *JHTM* from 2006 to 2020. This is one of the biggest cluster in terms of total *JHTM* papers, but with the lowest citation contribution for the journal (i.e. lowest TC/TP = 7.28). The cluster progressively developed over all three periods, with the majority of the papers published during the last period. The cluster discusses the work-family conflict among hospitality employees and other actors as well as issues related to antecedent, outcome and support factors of employee-organisation relations (such as implications of information technology, organizational support, sustainability and consumer impacts such as loyalty and future intentions). Specifically, the major topics discussed by articles in this cluster include: organizational commitment; eWOM; revisit intention; destination trust; wireless connectivity; internet; work-family conflict; organizational support; co-worker support; employee turnover and sustainable practices. The most cited articles of this cluster reflect studies that have related the cluster theme and its discipline by investigating its implications in other disciplines (i.e. trust, intention, loyalty and organizational commitment). This shows not only the importance and impact of multi-disciplinary research in tourism, but also the ability and quality of *JHTM* articles to appeal and influence a wide disciplinary audience.

Cluster 3 consists of 116 *JHTM* articles attracting 1217 citations from 2006 to 2020. Articles in this cluster mainly focus on the concepts of tourism experience and service quality. The cluster emerged during the first period (2006–2010), but the greatest majority of the cluster articles (about 81%)are published during 2016–2020, which can be related to the increasing prominence of the 'experience' theme in recent years. Major topics perused by cluster articles include: accessible tourism experiences; experience quality; cultural tourism service

Table 10
An overview of Bibliographic clusters.

Cluster	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Central theme	Sustainability and responsible tourism	Work-family conflict and organizational support	Tourism experiences and service quality	Hospitality management skills and Generation y
TP 2006–2010	27	7	4	32
TP 2011–2015	34	13	18	7
TP 2016–2020	135	141	94	19
TP 2006–2020	**196**	**161**	**116**	**58**
TC	2444	1172	1217	793
TC/TP	12.47	7.28	10.49	13.67
Top cited articles: their key focus and number of citations	Klein (2011)	Garg and Dhar (2014)	Darcy and Dickson (2009)	Solnet and Hood (2008)
	Responsible tourism	*Organizational commitment*	*Accessible tourism experiences*	*Generation y*
	TC = 105	*TC* = 50	*TC* = 103	*TC* = 91
	Levy & Park (2011)	Abubakar et al. (2017)	Richards (2018)	Barron et al. (2007)
	Corporate social responsibility	*Revisit intention, destination trust*	*Cultural tourism*	*Generation y*
	TC = 71	*TC* = 48	*TC* = 83	*TC* = 82
	Mathew and Sreejesh (2017)	Cong (2016)	Wu and Cheng (2013)	Raybould and Wilkins (2006)
	Responsible tourism	*Intentional loyalty*	*Airline service quality*	*Hospitality management skills*
	TC = 67	*TC* = 47	*TC* = 72	*TC* = 65

Notes: TP = total publications, TC = total citations, TC/TP = cites per publication (calculated as TC divided by TP between 2006 and 2020).

quality; experiential relationship quality; experiential risk; and experiential sharing. Hence, it seems that *JHTM* articles have primarily approached the experience topic from an interactional, relational and service quality perspective. This is not surprising as the nature of tourism/hospitality experiences entails and requires (frequent and intensive) interactions with various stakeholders (e.g. employees, hosts, local residents and communities), which in turn heavily influence the actors' perceived quality and satisfaction. Findings related to the most cited articles in this cluster also reveal another interesting issue. Two of the most highly cited articles in this cluster relate to experiences in a specific/niche context namely, cultural and accessible tourism. This means that research focusing on in-depth investigations and contextualisations of the experience concept within a 'topical' and niche setting is worthwhile pursuing, as such studies have attracted so far high attention and citations.

Cluster 4 is the smallest but the most influential cluster and it contains 58 articles but which have achieved 793 citations (i.e. the highest TC/TP = 13.67 amongst all clusters). The central theme of this cluster is hospitality management skills and their implications to the major hospitality actors such as hospitality mentors, students, industry and trainees. The cluster has been booming in terms of number of articles during the first and third time period, while article numbers have plumped in between (i.e. during 2011–2015). This might reveal and relate to a cyclical nature of the cluster's theme; i.e. there is no need to review and update management skills on a continuous basis, but this becomes important and urgent when something happens (e.g. a crisis, COVID-19) and/or when labor and consumer generations change (i.e. the entrance of generation Y) and issues related to the new generation need to be re-examined. Articles in this cluster analyse various topics related to hospitality management skills and career, such as: traditional skill models, career development, mentoring programs, generation y, aspirations of tourism students, self-efficacy, career desires and expectations. Two of the most cited articles in this cluster discuss issues related to generation y, which confirms the appeal of generational studies to various disciplines and approaches from consumer research, to policy making, human resources and education ability. Hence, the fact that generational *JHTM* have managed to attract a high citation performance, provides one more evidence of the influence of the journal on the scientific field.

Fig. 3. Author keyword co-occurrence word cloud of *JHTM* papers published over three periods between 2006 and 2020 (the bigger the size of the font, the more papers refer to this topic).

6.2. Keyword co-occurrence analysis

Author keyword co-occurrence analysis was also conducted for investigating how topics discussed by *JHTM* articles have evolved during the three time periods between 2006 and 2020. Author keywords represent good insignia of the intellectual content of an article, and so, the author keyword co-occurrence analysis can successfully identify the thematic arrangements and improvements in a scientific field (Strozzi et al., 2017; Callon et al., 1983). As the study of keywords and the inter-relations among them can identify the leading edges of research themes (Castriotta et al., 2019),they were analysed to study the thematic evolution of *JHTM* between 2006 and 2020.The *JHTM* documents were divided over three time periods and the dominant themes in each period were identified by analyzing the number of occurrences of author keywords over each period. Fig. 3 presents the word cloud showing the most frequently appeared author keywords in *JHTM* articles published over the three time periods. A word cloud is a popular tool for visual expression of text data (Liao et al., 2019). The significance and occurrence of a topic is represented by the relative size of the word and its relative position from the center in the cloud.

The journal has consistently published articles related to both hospitality and tourism during all the three periods between 2006 and 2020. The *JHTM* has also attracted a smaller number of articles focusing on other sectors of the wider tourism economy (e.g. intermediaries, events, cruise, gambling, and restaurants). This definitely represents a future opportunity and challenge for the journal, as studies in these specialized sectors are usually attracted by more specialized journals focusing on their own sector. The topics appearing most often in *JHTM* articles during the three time periods include:

- (2006–2010): tourism education, hospitality and generation y appeared the most, but other topics also gained good appearance, such as wellness tourism, health tourism, hotel employees, marketing, careers, gambling, co-worker support, celebrity endorsement, web 2.0, marketing
- (2011–2015): most of the *JHTM* papers discuss topics on indigenous tourism, cruise and service quality. Other topics attracting significant article attention also include: hospitality management, work-family conflict, reflectivity, motivation, critical tourism studies, customer satisfaction, job resourcefulness, community-participation and critical tourism
- (2016–2020): there is an increased focus on more contemporary topics like sharing economy, social media, china, Airbnb and value co-creation, but also on the always topical issues such as sustainability, corporate social responsibility, destination image, destination branding, theory of planned behavior and perceived value.

The above analysis reflects the great diversity of topics, disciplines and methodological approaches that *JHTM* has constantly published. Topics cover issues related to both the micro- (firm) and macro- (destination) level of tourism research. Findings also show that the *JHTM* has consistently thrived to publish new and various themes related to all sectors of the wider tourism economy over the years. The *JHTM* has always been and will continue to be an 'all inclusive' journal addressing contemporary issues reflecting the industry trends but also the emerging research directions within all the tourism sectors. *JHTM* has also always been open to welcome novel research approaches adopted by research communities, e.g. co-creation and critical tourism studies.

7. Reflections and research implications

Overall, this bibliometric analysis of *JHTM* has underlined the rapid growth in the publication and citation performance of the journal from 2006 to 2020. This reflective study intended to provide a comprehensive understanding of the journal's major publication and citation trends, their thematic structure and major contributors as well as their temporal evolution. The study also examined the article-related factors relating to the citation count of the *JHTM*'s articles.

Findings stress the increasing contribution and influence of the *JHTM* (specifically during the last five years) both in terms of the quantity and the quality/citations of its published articles. *JHTM* was launched in Australia/NZ and so, the early prominence of articles contributed by scholars affiliated with institutions in this region. Nevertheless, this has proven to be the major 'weapon' helping the journal to grow and gain recognition in its field. The journal was embraced and supported by the internationally recognized research community based in its country of origin, which in turn helped the journal to gain an international interest, usage, influence and appeal.

Nowadays, *JHTM* has become an international and well-respected journal. This is well reflected in its continuously increasing citation performance (i.e. number and sources of citations) and its diversified portfolio of influential articles contributed by (eminent) international scholars. *JHTM*'s articles are also increasingly co-authored by scholars forming internationally recognized academic networks. Although there is an early prominence of articles contributed by Australian institutions, the authors' affiliation with Australia was not found to be a significant factor relating to article citation counts. This means that *JHTM* articles gain similar citations irrespective of the authors' country of affiliation, which in turn demonstrates the ability of the *JHTM* to source and publish equally influential papers from all over the globe.

Results from the regression analysis confirm that the most vital factors relating to an article's citation count relate to the article's content (i.e. number of keywords and references). Factors related to an article's appearance in a *JHTM* issue (i.e. first order article or inclusion in a normal *vs* special issue) do not significantly relate to the article's citation count. In other words, *JHTM* articles' are not likely to get more citations based on their issue appearance; this provides evidence of the journals' policy to maintain quality standards across all the papers that it publishes. As stated on the journal's website, *JHTM* publish research that makes a new contribution to research and industry.

During the years, the *JHTM* has managed to stay contemporary while simultaneously also contributing and expanding our understanding of conventional topics. Findings related to the thematic structure of *JHTM* articles confirm this diversified, growing, contemporary but concurrently focus on conventional issues (e.g. sustainability, service quality). Hence, the *JHTM* has been consistently inclusive, multi-disciplinary and equally open to traditional but also novel research topics, approaches and trends.

7.1. So, what is next for the JHTM and for tourism and hospitality research?

The journal will continue to diversify its research topics and sources to remain topical, influential but also international. Similar to other peer journals in its field, the journal is open and welcomes research from emerging fields as well as various methodological approaches. To ensure fast publication of urgent and topical issues, the *JHTM* might need to adopt a more 'aggressive' strategy in publishing special issues on emerging and trends setting themes by encouraging established researchers to take lead on such projects. Current industry and research trends also provide many new research topics and directions into which the *JHTM* can drive and foster research. The bibliometric analysis has also identified certain areas and research into which *JHTM* would need to broaden and deepen its contributions and influence.

Overall, the study argues and discusses the following trends, which the *JHTM* should consider for encouraging further research:

- The increasing importance and influence of multi-disciplinary research in the wider tourism field. The complexity of tourism phenomena and the inter-connectivity of tourism concepts require researchers to increasingly adopt, learn from and contribute to a

greater variety of disciplines. By using various theoretical lenses, researchers can see different things and/or see things differently. Thus, multidisciplinary can significantly expand and contribute in reaching new knowledge frontiers. The growing number of paradoxes found in tourism (i.e. the co-existence of 'contradictory' terms, such as privacy/human rights AND mobility restrictions and technology monitoring; local AND global; cooperation AND competition) also demands researchers to adopt anti-disciplinary approaches in order to unravel controversies by conducting analysis by paralysis. Hence, the *JHTM* is and should continue being open and welcome studies adopting various research approaches and methodologies.

- The growing importance of technology in the tourism economy. COVID-19 has accelerated technology adoption, usage, skills, innovation and familiarity within both tourism demand and supply. Technologies are also seen as a solution to operate in the next normal, e.g.: enabling touch-less but highly personalised human services; virtualisation of experiences (online events/conferences, cooking and wine experiences); greater efficiency and effectiveness to process people's mobility, work, travel and leisure in a more safe way. Although tourism innovation and transformation has always been influenced by technological advances (e.g. big data, robotics, artificial intelligence, social media, machine learning, robots), current trends have magnified the role and impact of technologies in tourism, as well as they have altered the investment priorities of tourism actors. For example, cloud computing and cyber-security investments and research are nowadays prioritised against social media marketing and AI investments due to the heighted importance of remote working and digitalisation of all business processes that in turn multiply the online exposure and so, security risks of corporate networks. However, the *JHTM* seems to have missed so far, the opportunity to publish a significant number of studies in this field. Hence, technologies represent a field whereby *JHTM* should focus to grow its influence and contribution
- The continuous focus on conventional but always critical topics around the concepts of sustainability, responsibility, well-being, experiences, quality, skills, education, service management, consumer behavior and labour issues. These concepts transcend and inspire research in all disciplinary fields, i.e. marketing, operations, policy making, technology, sociology/psychology and human resources. Although these topics will always remain topical and critical to the future survival and competitiveness of the tourism industry, current developments also demand an urgent revisit and redefinition of these concepts. There are various arguments stressing the need to reset these concepts. For example, studies should question our taken for granted assumptions, such as development means and can only be achieved through unstoppable tourism growth. COVID-19 related dilemmas (such as the opening of economies versus public health; mobility tracing apps and digital vaccine passports)are questioning fundamental human rights and make us rethink on whether and how we need to reform our (business) mindsets and ethics, and what philosophical framing to adopt to re-conceptualise them. COVID-19 restrictions have also formed a new context of digical (digital + physical) customer experiences; due to a prolong exposure to new work and leisure daily behaviours, people have formed new behaviours, lifestyles, routines, service expectations and evaluations that they will continue to conduct and expect in the post pandemic period as well. However, the mindset, behaviours and values of the new consumer are still unknown. The new marketplace also demands an increasingly different set of infrastructures, operating settings, staff skills and abilities to design, deliver and manage experiences and work patterns in the new normal, for example: the COVID-19 restrictions have redefined what we mean by flexible working, while managers struggle and they do not know what management skills and practices they need to manage and lead the new workforce 'generation' characterised by virtual teams and remote workers. Overall, future research would need to revisit and reset many of our 'old' mindsets, practices and solutions based on taken for granted and never challenged assumptions, should we wish tourism research to become transformational and assist us not in building back better (Sigala, 2020). What cannot assume anymore what we believed before and what worked before, it will also work in the next normal, which is still unknown and under re-shaping. *JHTM* is looking for transformational research that will help all tourism constituents to rebuild and not simply restart or recover back to the previous normal.
- The increasing but also transformed role and increasing responsibility of tourism education (and research) to drive, direct and lead a better (industry) future. COVID-19 has magnified the need for a transformational shift in tourism education (including curricula, design of programs, teaching and learning practices, operating models). Tourism education shapes the next tourism workforce, leaders and consumers, as well as inspires and supports industry innovation. In this vein, research into tourism education and how the later should operate and reform in order to also reset the next normal is highly important. Of particular interest and value would be studies looking at the following issues: 'new' pedagogical models; reformation of educational curricula and career paths/opportunities; business models for educational institutions; future skills and competencies; redefinition of scholars' employment issues including job description and responsibilities, performance measurement and management, and employment types; and new ways to engage with industry for education and research.
- The equal importance to attract and publish research focusing on both broad but also niche topics pertaining to specialized fields and/or tourism actors (e.g. women entrepreneurship, rural tourism, family tourism, gay/lesbian, Islamic and/or green/organic tourists). Similarly, there is research importance to equally attract studies investigating topics related to issues found at both the micro-level (firm, consumer) and macro-level (destination, communities)
- The continuous importance to focus research on both novel and emerging concepts currently imposed by: the new marketplaces(e.g. the sharing and circular economy, industry 4.0); the new life patterns found everywhere such as at work, leisure, personal and social life, study settings(e.g. bleisure, digital nomads, digital entrepreneurship, uberisation of education, digical experiences); and the COVID-19 implications(e.g. social distancing and personalised service, tourism reset with new 'ethically accepted' restricted human rights, such as vaccine passports and mobility tracing required to travel and work).

8. Concluding remarks

Bibliometric findings confirm the increasing ranking of *JHTM* by showing the continuously growing influence of *JHTM* in terms of publications and citations. Overall, the findings provide meaningful insights to help the *JHTM* editorial board and the scholarly community alike to formulate research agendas and inform research strategies that can help them to make a significant and influential contribution to the scientific field.

The *JHTM* has become an internationally respected publication outlet in its own field and with an increasing recognition by generic scholars as well. To maintain this status, the *JHTM* should continue being all inclusive in terms of publication sources, topics and approaches. The *JHTM* will need to continue identifying and engaging various researchers from all over the globe, representing all the various conventional and 'unconventional' disciplines that have and can further enlighten and enrich tourism research by enabling scholars to see new things and things from new perspectives. Furthermore, the COVID-19 has not only disrupted but it has also transformed every single tourism stakeholder (e.g. the tourists, operators/suppliers, the workforce, educational providers, destinations, policy makers, destination management organisations). These COVID-19 induced transformations have

raised various new issues to inspire research and multiply the future research opportunities. Tourism research and the *JHTM* have increased responsibility to help tourism constituencies to reform and resettle the new normal. Thus, to remain contemporary but also to expand and contribute new research frontiers that can lead tourism in the next normal, the *JHTM* is calling for transformational research aiming to challenge taken for granted assumptions, revisit and redefine what we already know, and help us settle a 'better' next normal.

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