Exploring the intersections of Tourism and Hospitality: A review and research agenda

Explorando as intersecções do Turismo e da Hotelaria: Uma agenda de revisão e investigação

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Abstract

This study comprehensively reviews the literature since 2000 addressing contemporary tourism and hospitality research. The research conducted bibliometric analysis and topic modeling using R software encompassing over 18 thousand articles published in the top journals (first decile) according to the Scopus rankings. Our investigation determines the knowledge structure of research on tourism and hospitality and identifies current research trends through the intersection of the co-occurring themes and topic modeling topics. The impact of technological developments, the significance of sustainability in tourism practices, and the investigation of visitor behavior and decision-making processes are among the focal points. Furthermore, our study proposes directions for future research through the identification of a number of interesting avenues for further investigation that will fill in urgent shortages in the area. They include making tourism more inclusive and accessible, making use of cutting-edge technologies, and utilizing cultural diplomacy to improve the sustainability of tourism.

Keywords: Contemporary research, topic modeling, science mapping, tourism, hospitality, literature analysis.

Resumo

Este estudo faz uma revisão exaustiva da literatura desde 2000 abordando a investigação contemporânea em turismo e hotelaria. A pesquisa realizou análise bibliométrica e modelação de temas com recurso ao software R abrangendo mais de 18 mil artigos publicados nas principais revistas (primeiro decil) de acordo com o ranking Scopus. A nossa investigação determina a estrutura de conhecimento da investigação em turismo e hotelaria e identifica as tendências atuais de investigação através da intersecção de temas co-ocorrentes e modelação de tópicos. O impacto dos desenvolvimentos tecnológicos, a importância da sustentabilidade nas práticas turísticas e a investigação do comportamento dos visitantes e dos processos de tomada de decisão estão entre os pontos focais. Além disso, o nosso estudo propõe orientações para futuras pesquisas através da identificação de uma série de caminhos interessantes para futuras investigações que irão colmatar carências urgentes na área. Estas incluem tornar o turismo mais inclusivo e acessível, fazer uso de tecnologias de ponta e utilizar a diplomacia cultural para melhorar a sustentabilidade do turismo.

Palavras-chave: Investigação contemporânea, modelação de tópicos, mapeamento científico, turismo, hotelaria, análise da literatura.

1. Introduction

The end of the last century brought us affordable air transportation, leveraging traveling to previously unforeseen levels. Accordingly, international tourism became mainstream, leading to intercultural experiences and the growth of the hospitality and tourism industry to deal with domestic and foreign demand (Fan et al., 2022). However, while the dawn of the current millennium emerged promising, several disruptive events, such as the 9/11 attacks, the 2004 tsunami, the 2008 financial crisis, and, very recently, the COVID-19 pandemic, influenced the path of tourism for both practitioners and scholars (Piccinelli et al., 2021). The tourism scenario was also enriched by emerging trends such as sustainability and environmental impact, with conflicting interests in tourism massification (Farmaki, 2019). Furthermore, recent technologies were developed and matured, with the tourism industry at the front line of their use. Specifically, the two most evident are mobile phones and social media (Law et al., 2015). The increase in computational capacity aligned with new data analysis algorithms grounded on artificial intelligence techniques brought novel methodological approaches based on data science (Han et al., 2021). Such profusion of novelties from all perspectives has carved tourism's path in this millennium.

Given the innovation in tourism witnessed in the last two decades, it is relevant to look back in time to see how this field has evolved to foresee what lies ahead. Literature analyses have been conducted periodically in the tourism and hospitality field (e.g., Leung et al., 2013; Li et al., 2018), enabling researchers to understand the field as a whole better. The value of such studies can be sensed by the high number of citations each usually receives (Leung et al., 2013, has received 549 Scopus citations as of April 2021). However, recent analyses are focused on specific issues in tourism. For example, Li et al. (2018)'s study is focused on Big Data.

Additionally, the increasingly large body of knowledge has raised the challenge of analyzing such large publications. To deal with it, automatic literature analysis approaches have emerged that enable parsing large sets of articles based on text mining techniques (Moro and Rita, 2018). In this study, we adopt topic modeling, a text mining procedure that aggregates documents into consistent sets of topics characterized by the words contained within them. Using such an approach, we analyzed more than 13k articles published in the top 10 journals ranked in tourism and hospitality. Such a recent comprehensive analysis, which already includes recent COVID-19-related impacts on tourism, provides valuable insights, enabling it to open a window over the future of research in hospitality and tourism.

Through this blended approach, the current study aims to answer the following research questions:

RQ1: What is the knowledge structure of contemporary tourism and hospitality research (i.e., publication and citation structure and contributing authors)?

RQ2: How do the co-occurring themes and topic modeling topics reveal current research trends?

RQ3: Where should research about contemporary tourism and hospitality be heading, considering potential research gaps?

2. Method

2.1 *Step 1: Defining the search strategy*

The search strategy mainly includes the selection of the corpus for analysis and database selection. In this study, we conduct a literature analysis of all articles published in highly ranked journals since 2000 within tourism and hospitality. By analyzing the published articles, we aim to comprehensively review all articles under the topic (Paul and Benito, 2018). The first task is to select the target journals. Thus, all journals included in the top 10% (13 out of 129) of SJR of the "Tourism, Leisure, and Hospitality Management" category and related to tourism were selected (only the Journal of Service Management was not included, for not being specifically a tourism journal) (Table 1). This approach follows the suggestion of Webster and Watson (2002)'s that significant contributions are likely to be in the leading journals.

Table 1 - List of selected journals

#	Source	Abbreviation	SJR	IF
1	Tourism Management	TM	3.383	12.879
2	Journal of Travel Research	JTR	3.291	8.933
3	Annals of Tourism Research	ATR	3.145	12.853
4	International Journal of Hospitality Management	IJHM	2.512	10.427
5	Journal of Sustainable Tourism	JST	2.476	9.470
6	International Journal of Contemporary Hospitality Management	IJCHM	2.288	9.321
7	Tourism Geographies	TG	2.273	11.355
8	Journal of Travel and Tourism Marketing	JTTM	2.054	8.178
9	Journal of Hospitality Marketing and Management	JHMM	1.999	9.821
10	Current Issues in Tourism	CIT	1.838	7.578
11	Tourism Management Perspectives	TMP	1.761	7.608
12	Journal of Destination Marketing and Management	JDMM	1.754	7.158

Source: Own elaboration.

All articles published since 2000 were collected. To collect the articles, we employed a search string that included the journal's name from Table 1 in the Scopus database. Scientific literature is typically indexed on academic databases to facilitate searching and finding published studies on a given subject. Arguably, two of the most recognized and widely accepted databases among scholars are the Web of Science (WoS) and Scopus (Martín-Martín et al., 2018).

Both index articles rank journals in thematic categories according to citation-based metrics, the Impact Factor (IF) for WoS, and the SCImago Journal Rank (SJR) for Scopus. We chose Scopus since it covers various source titles (Abrizah et al., 2013). It is consistent with other literature analysis studies in tourism (e.g., Hall, 2011; Moro et al., 2019). Moreover, it follows Donthu et al. (2021)'s recommendation to focus on one database to mitigate human errors. The search string was applied on January 14, 2023, and the final dataset included 20,338 documents. The author's name, article title, year of publication, source, citation count, title, abstract, and keywords were collected from each article.

2.2. Step 2: Screening of search results

The document type was analyzed, and 2,179 papers were found that did not present novel research (i.e., editorial notes, retracted, and reviews), which were removed. To ensure the relevance and quality of our results, we focused only on articles due to the importance of many empirical studies published in top-tier journals to develop a research field (Ferreira et al., 2022). Additionally, journal articles represent the most advanced and up-to-date knowledge and are recognized for their academic value (Kim and So, 2022; Rojas-Lamorena et al., 2022). The outcome revealed 18,159 articles that were suitable for further analysis. The dataset was under the process of a subsequent normalization process (Rojas-Lamorena et al., 2022). The authors' names were manually revised as they have different nomenclatures (e.g., 'Li X.R.' and 'Li X.' for Xiang Li) and refer to different authors ('Li X.' for Xiang Li vs. 'Li X.' for Xiangee Li). Data was gathered in a CSV file.

2.3. Step 3: Conducting data analysis

For data analysis, bibliometric and topic modeling analyses were performed using R software. The bibliometric analysis allows for conducting a quantitative analysis with objectivity and reliability (Quezado et al., 2022), permitting to conduct a performance analysis and science mapping (Donthu et al., 2021). Performance analysis reveals the research productivity, such as the most relevant authors, sources, articles, and indices (*h*-index, *g*-index, *m*-index). The Hirsh Index (*h*-index) aims to estimate the journal's productivity and impact through the number of articles and citations per article (Hirsch, 2005). The *g*-index takes into account the citation evolution over time to measure research performance (Egghe, 2006), while the *m*-index calculates the *h*-index and the time since the first publication (*n*) (*m*-index=*h*-index/*n*) (Halbach, 2011).

Science mapping focuses on the relationships between research variables. Although the bibliometric analysis is highly relevant for mapping and summarizing existing research, the analyses are mainly descriptive (Rita and Ramos, 2023). A topic modeling analysis was performed to conduct a comprehensive analysis and an in-depth understanding of the state of the art regarding contemporary hospitality and tourism research.

Many publications demand an automated method of analysis. Text mining consists of techniques to handle unstructured text to extract meaningful knowledge, and topic modeling gathers the literature into consistent topics (Ramos et al., 2019). To conduct the topic modeling analysis, we built a corpus of documents consisting of the title, abstract, and keywords of the articles, assuring that only the most relevant concepts from each article were collected (Moro et al., 2023). Then, all text was transformed into lowercase to enable direct matching and extra white spaces were discarded. Both punctuation and numbers were removed. We performed lemmatization to reduce similar words to one (e.g., transforming "reviewing" into "review"). Next, we executed part-of-speech (PoS) tagging, which is a procedure that classifies each word according to its function in a sentence (i.e., noun, verb, adjective, adverb, pronoun). Using the PoS results, we retained only nouns, representing the concepts we aim to understand within the body of knowledge. Also, we removed common nouns usually adopted in abstracts, such as "paper" and "article". Finally, we built a document-term matrix, a structure that counts the frequency of each word within each document. We reduced sparsity by discarding words occurring less than 0.1% to avoid a very large and sparse matrix.

We adopted the widely used Latent Dirichlet Allocation (LDA) algorithm for topic modeling. LDA takes as inputs the desired number of topics and the document-term matrix. To find the optimal number of topics, we used the "ldatuning" package from R statistical tool (Moro et al., 2023). LDA enables one to identify how a topic is characterized by assessing its relationship with the words that best match it through a β distribution function (Ramos et al., 2019). Therefore, a β closer to zero indicates that a given word is highly related to the corresponding topic.

All the experiments were conducted using the R statistical tool, which is open-source and supported by an online community of enthusiasts (Cortez, 2014). For the bibliometric analysis, the "bibliometrix" package was used as it permits to conduct several analyses used in this study, such as citations, authors, and publication trends and impact (Donthu et al., 2021; Rita and Ramos, 2022). The "tm" package was adopted for the text mining process, while the "topicmodel" package was used for computing LDA.

3. Results and Discussion

3.1.RQ1: Knowledge structure

Figure 1 reflects the article trend under contemporary hospitality and tourism research. Since 2020, 18,159 articles have been published, an average of 760 articles per year. The period with fewer publications was between 2000 and 2002, with 946 articles. Since then, many publications have been observed, revealing a trend. The period from 2018-2020 revealed 4,321 articles. Although the number of publications decreased between 2021 and 2023, the data collection was performed at the beginning of January 2023. Nevertheless, this period has almost doubled the number of articles published between 2015-2017, the fourth most productive year. These results suggest that contemporary hospitality and tourism research is a dynamic and thriving field, with many scholars and practitioners contributing to its development.

Figure 1 – Publication trends and citations
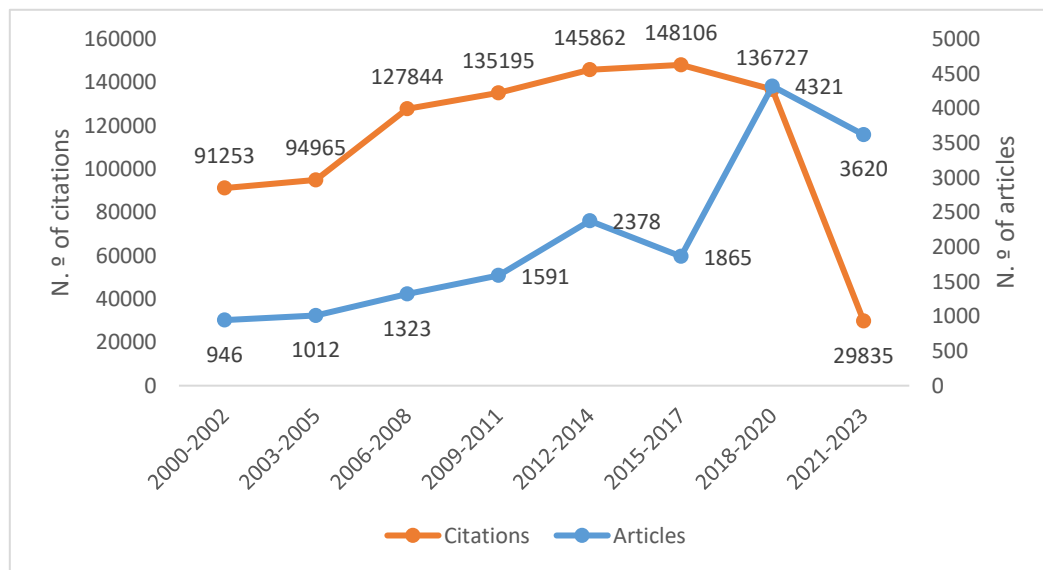
Source: Own elaboration.

The citation count is generally recognized by academia as the most objective criterion to reveal the importance of a publication (Stremersch et al., 2007). The number of citations followed the increasing number of publications since 2000, suggesting the increasing interest of researchers on this topic. Although there was a small decrease in the number of articles published between 2015-2017, this period had the highest number of citations (148,106). This result suggests the relevance of the articles published in this period for developing the research field under analysis. The increasing citation count and the impact of the publications in the field suggest that this field is becoming increasingly important and influential. Between 2015-2017, the most cited paper was from Guttentag (2015), with 1,017 citations. This paper explored the emergence of Airbnb through the lens of disruptive innovation theory. It was used for many studies to explore the impact of ordinary people renting their residences as tourist accommodation (e.g., Guttentag et al., 2018). This underscores the impact of disruptive innovation on the tourism and hospitality industry and highlights the importance of staying abreast of technological and social developments in the field (Gursoy et al., 2017).

The most average cited year was 2000 (M=107.2). This record is strongly linked with the works of Buhalis (2000) and Baker and Crompton (2000), with 1,597 and 1,560 citations, respectively. Buhalis's (2000) work discloses the destination concept and suggests several models for strategic marketing and management of destinations. The work of Baker and Crompton (2000) aimed to understand the impact of perceived performance quality and satisfaction on visitors' behavioral intentions. These findings demonstrate the dynamic of contemporary hospitality and tourism research, suggesting new topics and trends emerging alongside enduring themes and foundational concepts.

Table 2 lists the source impact, ordered by the number of articles. The highest-publishing journal in the field is Tourism Management, which has contributed 3,043 articles on the topic since 2000. This result is consistent with other studies (e.g., Kim and So, 2022), confirming the relevance and outstanding productivity of Tourism Management for the development of contemporary hospitality and tourism research. This journal's scope addresses the topic

management of travel and tourism (ScienceDirect, 2023), including planning and policy in an interdisciplinary approach in examining international, national, and regional tourism. The second and third most productive journals are the International Journal of Hospitality Management and the International Journal of Contemporary Hospitality Management, with 2,669 and 2,105 articles, respectively. Together, these three journals published 43% of the total articles. These journals publish many articles highlighting their importance in shaping the field's discourse and directions. Tourism Management also has the highest number of citations, with 266,213 citations. This finding underscores the significance of this journal in advancing the field's knowledge and understanding.

Table 2 - Source Impact

Journal	N. of articles	TC	SJR	IF	h-Index
Tourism Management	3,043	266,213	3.383	12.879	231
International Journal of Hospitality Management	2,669	123,222	2.512	10.427	150
International Journal of Contemporary Hospitality Management	2,105	67,816	2.288	9.321	106
Journal of Sustainable Tourism	1,618	69,144	2.476	9.470	90
Annals of Tourism Research	1,578	126,321	3.145	12.853	120
Current Issues in Tourism	1,625	42,232	1.838	7.578	179
Journal of Travel Research	1,433	92,383	3.291	8.933	150
Journal of Travel and Tourism Marketing	1,270	41,522	2.054	8.178	92
Tourism Management Perspectives	887	21,047	1.761	7.608	64
Tourism Geographies	770	26,566	2.273	11.355	80
Journal of Destination Marketing and Management	601	17,561	1.754	7.158	63
Journal of Hospitality Marketing and Management	560	15,760	1.999	9.821	58

Source: Own elaboration.

Consistent with the highest number of articles and citations, the journal with the highest *h*-index is Tourism Management (231), followed by Current Issues in Tourism (179). These results suggest the journals' strong influence and impact on contemporary hospitality and tourism research. It should be stressed that the production starting year of the Journal of Hospitality Marketing Management was 2010, while Tourism Management Perspectives and Journal of Destination Marketing and Management started in 2012. Although these journals have not been in production for as long as other journals in the field, they have published many articles and have already gained a prominent position in contemporary hospitality and tourism research.

The number of citations is commonly used to evaluate the articles' impact (Donthu et al., 2021) and how it impacts the evolution of a research field (Purkayastha et al., 2019). Table 3 highlights the ten most cited articles on contemporary hospitality and tourism research since 2000. Buhalis and Law (2008) is the most relevant article, with 1,854 citations. This comprehensive review aimed to characterize the primary dimensions of Information Communication Technology and tourism management. Gössling et al. (2021)'s work about pandemics, tourism, and global change, although published in 2021, has received 1,835 citations, an average of 458 citations per year, and is placed in third, revealing its recent importance in the field. These results reinforce the importance of conducting research that addresses current and emerging issues in the field, such as the impact of technology and pandemics, and the value of comprehensive reviews that synthesize existing knowledge and guide future research directions (Hulland and Houston, 2020). Tourism Management has seven papers within this list, revealing its outstanding relevance for developing hospitality and tourism research.

Table 3 - Top10 most cited articles

Article	Title	Journal	TC	Average TC per year
Buhalis and Law (2008)	Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research	Tourism Management	1854	115.88
Yoon and Uysal (2005)	An examination of the effects of motivation and satisfaction on destination loyalty: a structural model	Tourism Management	1838	96.74
Gössling et al. (2021)	Pandemics, tourism and global change: a rapid assessment of COVID-19	Journal of Sustainable Tourism	1835	458.75
Xiang and Gretzel (2010)	Role of social media in online travel information search	Tourism Management	1678	119.86
Litvin et al. (2008)	Electronic word-of-mouth in hospitality and tourism management	Tourism Management	1613	100.81
Buhalis (2000)	Marketing the competitive destination of the future	Tourism Management	1597	66.54
Baker and Crompton (2000)	Quality, satisfaction and behavioral intentions	Annals of Tourism Research	1560	65.00
Beerli and Martín (2004)	Factors influencing destination image	Annals of Tourism Research	1329	66.45
Chen and Tsai (2007)	How destination image and evaluative factors affect behavioral intentions?	Tourism Management	1326	78.00
Chen and Chen (2010)	Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists	Tourism Management	1325	94.64

Source: Own elaboration.

Identifying the most contributing authors is essential to acknowledge the field's structure and growth (Nerur et al., 2008), as their influence can positively impact subsequent publications (Rojas-Lamorena et al., 2022). Table 3 identifies the Top10 most productive authors. Rob Law is the most prolific author, having 246 published articles between 2000 and 2023, an average of 10 per year. Rob Law's high productivity, coupled with the fact that he is also the most cited and has the highest *h*-index and *g*-index among the Top10 most prolific authors, highlights his significant contribution to the field. His work has likely had a significant impact on the field and has influenced subsequent research in contemporary hospitality and tourism research (e.g., Jiang & Wen, 2020). The second most prolific author is Hessup Han, with 196 articles published. Although placed second, Han published his first paper in 2007, an average of 12 per year. This result is expressed in the *m*-index, as he has the highest score. Dogan Gursoy and Anna S. Mattila reveal their outstanding productivity, listed as the remaining authors with 100 or more publications within our dataset. The most cited work from Gursoy (Gursoy et al., 2002), with 790 citations, impacted the field by suggesting a model to host community support for tourism development. In turn, Mattila's most cited work (Duman and Mattila, 2005), with 407 citations, discusses the value of affective factors on perceived cruise vacation value, revealing important implications for the design of cruise experiences that effectively leverage positive emotions to enhance customer satisfaction and loyalty. The insights gained from these studies can be instrumental in driving innovation, improving customer satisfaction, and promoting sustainable tourism development. Additionally, these findings demonstrate the importance of individual researchers' contribution to developing and advancing contemporary hospitality and tourism research. The high productivity of the Top10 most prolific authors high productivity and high citation and h-index scores suggest that their work has significantly impacted the field and influenced subsequent research.

These results inform the research community about potential collaborators and experts in the field and guide future research directions. Identifying the most productive authors can also lead, through their published work, to identifying research gaps and potential areas of further exploration.

Table 4 - Top10 most productive authors by number of papers

Authors	Current affiliation	N. of Articles	Fractionalized Frequency	TC	h-index	g-index	m-index	Production Year-Start
Rob Law	Hong Kong Polytechnic University, Hong Kong	246	84.5	16,819	64	123	2.667	2000
Hessup Han	Sejong University, South Korea	196	70.8	13,837	60	113	3.529	2007
Dogan Gursoy	Washington State University, USA	117	42.1	11,233	52	105	2.167	2000
Anna S. Mattila	Pennsylvania State University, USA	100	39.1	4,024	35	60	1.522	2001
Chris Ryan	University of Waikato, New Zealand	86	36.1	5,803	39	76	1.625	2000
Bob Mckercher	University of Queensland, Australia	85	43	6,554	42	80	1.826	2001
Yang Yang	Temple University, USA	85	27.4	2,701	30	50	2.500	2012
IpKin Anthony Wong	Sun Yat-Sen University, China	85	29.9	2,100	27	42	1.929	2010
Haiyan Song	Hong Kong Polytechnic University, Hong Kong	83	27.3	6,385	41	79	1.952	2003
Choong-Ki Lee	Kyung Hee University, South Korea	82	25.0	7,021	43	82	1.792	2000

Source: Own elaboration.

Fractionalized frequency informs the credits each author receives, grounded on the number of authors of each published paper. If an article has two authors, each author receives a half-point. If an article has three authors, each receives a third of a point, and so on (Cuccurullo et al., 2016). The results inform how academics interact with each other in research projects through co-authorship (Rojas-Lamorena et al., 2022). The author with the highest score is Rob Law, followed by Hessup Han. Considering the number of papers published by these authors, these results suggest a strong collaborative network and active engagement in research projects with other academics in contemporary hospitality and tourism research. Additionally, it informs that collaboration and co-authorship may have a positive impact on productivity and research impact.

Analyzing the authors' affiliation provides insights into the geographic distribution of research. Table 3 shows that most of the most productive authors are affiliated with institutions in Asia, with five out of the top 10 institutions based in Hong Kong, South Korea, and China. This highlights the significant contribution of Asian affiliations to the field, suggesting a growing interest and investment in contemporary hospitality and tourism research in this region. Moreover, three of the Top 10 institutions are from the American

continent, all located in the USA, and two are based in Oceania, with one in Australia and one in New Zealand. This may reflect the unique tourism and hospitality contexts of these countries. These results may inform collaborators and partnerships between institutions and researchers in different geographic regions, providing opportunities for cross-cultural and cross-regional exchange and collaboration and important insights into the global scenario of contemporary hospitality and tourism research.

3.2. RQ2: Current research trends

3.2.1.   Co-occurrence analysis

Co-occurrence analysis identifies patterns, associations, and specific keywords' frequency or terms within a corpus (Eduardsen and Marinova, 2020). This analysis provides a starting point for identifying key concepts and relationships within contemporary hospitality and tourism research. The authors´ keywords were used for the co-occurrence analysis (Figure 2). The point-size edge reflects the frequency with which the keyword is mentioned, and the thickness of the lines between the point-size edge reveals the frequency of the co-occurrence between keywords.

Figure 2 - Co-occurrence analysis grounded on the authors' keywords
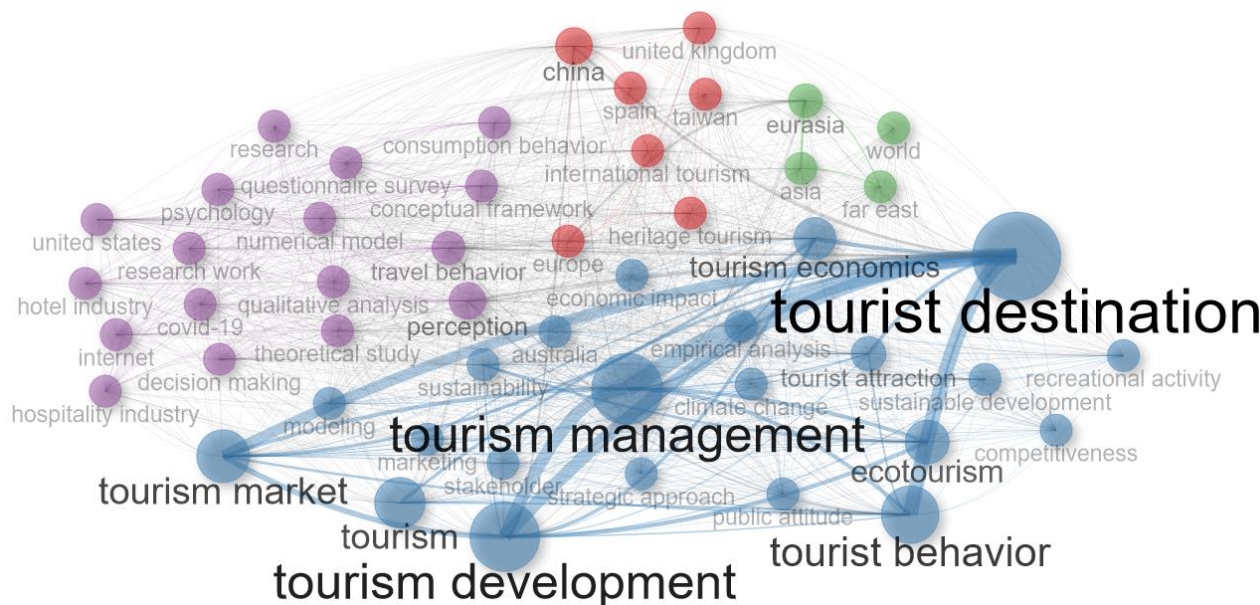
Source: Own elaboration.

The red cluster suggests a topic under international heritage tourism, focusing on European countries, China, and Taiwan. This cluster suggests a focus on the exploration and promotion of cultural heritage. The reference to International Tourism, China, Europe, the United Kingdom, and Spain suggests that studies are concentrated on the tourism flux analysis between different countries and regions, considering the challenges and opportunities associated with cross-cultural encounters. Recognizing their importance and impact on the heritage tourism experience (Jung et al., 2018) permits visitors to learn and appreciate cultural diversity (Qi et al., 2018). By engaging, visitors gain a deeper understanding of the culture, which can lead to positive attitudes towards other cultures, fostering understanding and respect between different societies (Bai and Chang, 2023).

The blue cluster focuses on tourism management, economic, and sustainability topics and suggests discussing central strategies in developing tourism destinations. These three interconnected dimensions form the backbone of a prosperous and responsible tourism industry. Destination tourism management and the tourism economy have direct implications for sustainability. Reckless practices and a strictly economic approach may lead to mass tourism, provoking long-term damage to the destination and local communities (Tomej and Liburd, 2020). By developing sustainable practices, tourism destinations can reduce their environmental footprint, contribute to the conservation of natural and cultural resources, promote social and economic development for local communities, and enhance the visitor experience, which can lead to increased visitor satisfaction and repeat visitation (Dodds et al., 2018).

The purple cluster includes the keywords perception, travel behavior, decision-making, and consumption behavior, suggesting an interest in exploring the cognitive and psychological factors influencing travelers' choices and experiences. These elements interact to form the "travel behavior" of a tourist. Understanding this behavior is fundamental for tourism providers, destination managers, and politicians, as it improves the tourist experience, maximizes economic impact, and promotes sustainable tourism.

Understanding the psychological factors influencing travelers' choices and experiences can inform tourism businesses and destination managers to design and market their products and services more effectively, considering the preferences and motivations of different traveler segments (Kastenholz et al., 2018). Additionally, policymakers can promote sustainable tourism development and minimize the negative impacts on destinations and communities (Frent, 2018).

3.2.2. Topic Modeling

Topic modeling is an approach that aims to uncover a text corpus's underlying themes and topics (Ramos et al., 2019). Using co-occurrence analysis and topic modeling, results can be triangulated to comprehensively understand contemporary hospitality and tourism research, leading to meaningful and actionable insights. Figure 3 reflects the results of the topic modeling analysis.

Figure 3 - Unveiled topics
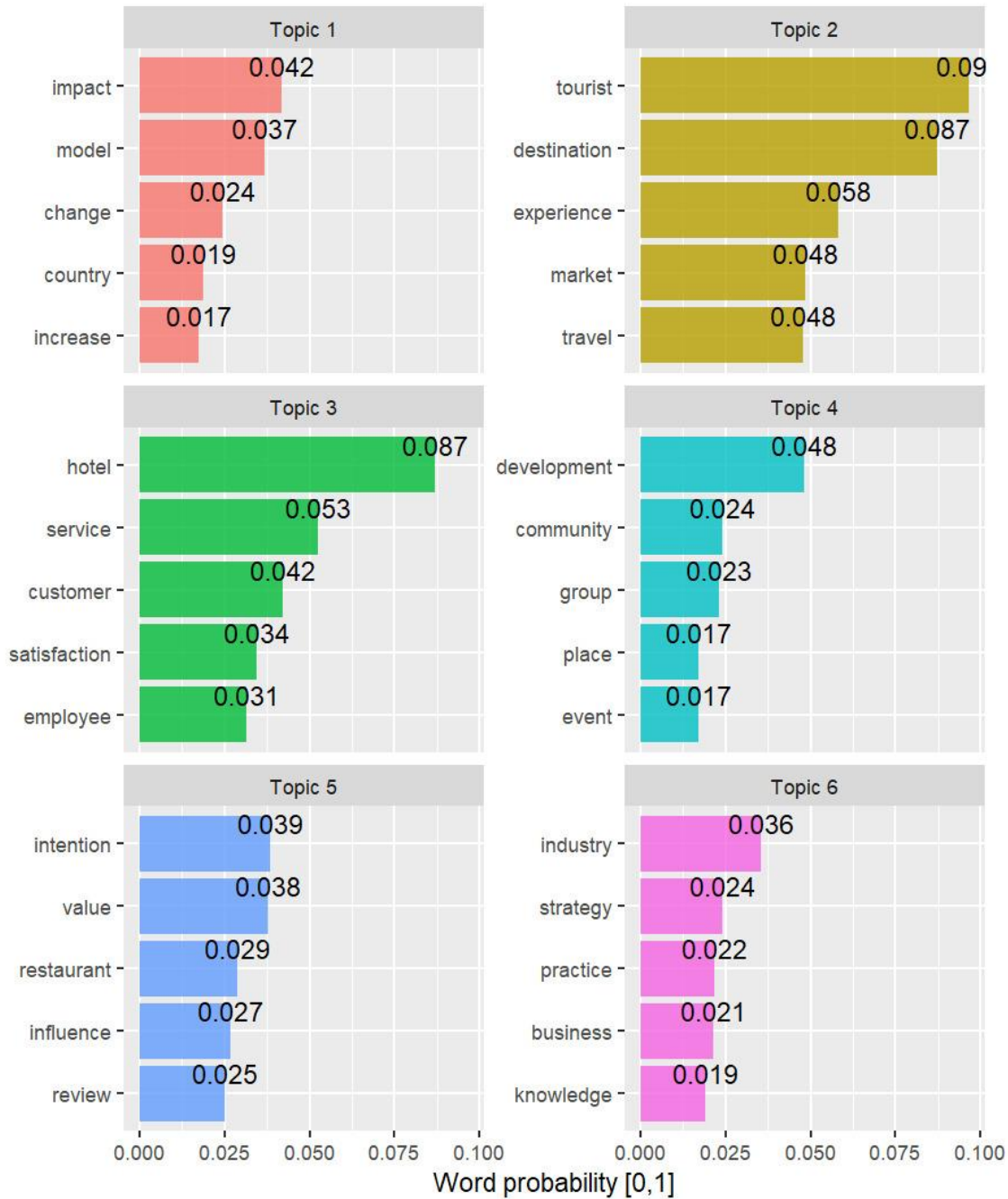
Source: Own elaboration.

Topic 1 addresses the drivers and impacts of change and growth in the Tourism and Hospitality industry, suggesting how changes impact this sector. These results show the relevance of understanding the drivers and impacts of change and growth since tourism

and hospitality are major economic sectors that contribute to the GPD of many countries (Lin et al., 2023), and changes reveal new impacts. Tourism and hospitality are competitive industries that are constantly evolving (Lalicic, 2018). Acknowledging the drivers of change can help businesses and policymakers to anticipate and respond to industry trends and develop effective strategies to remain competitive.

Topic 2 reveals insights regarding tourist behavior and destination choice in the current travel market. The relationship between the factors that shape tourists' experiences and decision-making processes leads to different decisions. Acknowledging these factors will permit the industry to adapt its offer to meet the tourists' expectations, leading to satisfaction and loyalty (Roozen and Raedts, 2018). Using this knowledge, the industry can identify opportunities for innovation and growth and mitigate risks and challenges (Reif and Schmücker, 2020).

Topic 3 highlights service quality, customer satisfaction, and employee well-being. It suggests understanding how hotels and other accommodation providers can deliver high-quality customer service while ensuring employee satisfaction and well-being. The understanding of the relationship between these factors helps hotels identify potential areas for improvement and develop strategies to address any issues that may arise (Furtado et al., 2022), leading to increased loyalty from customers and employees, which can lead to improved financial performance for the hotel (Wang et al., 2021). Furthermore, these factors can help hotels identify potential areas for improvement and develop strategies to address issues that may arise (Jaaron et al., 2023).

Topic 4 discusses a community and place-based events topic. It suggests research that aims to understand the contribution of tourism and hospitality to communities and place events. Thus, this topic focuses on understanding the relationship between tourism and hospitality, community development, sense of place, and event management. These factors are interconnected and play a significant role in shaping the experiences of tourists and locals alike. Understanding the relationship between these factors can provide sustainable and authentic tourism experiences (Wu et al., 2022). Events that are carefully planned and integrated into the local community can help strengthen the sense of place by creating an authentic and memorable experience for tourists (Ramos et al., 2022). Additionally, understanding the relationship between these factors can help to identify areas of conflict or tension between tourists and locals (Shin et al., 2023).

Topic 5 suggests a topic related to social influence and decision-making in restaurants. It explores how online reviews influence consumers' perceptions and the intention to visit a restaurant. This topic suggests a dynamic where online reviews directly influence the restaurants' value proposition, affecting their visit intentions. Social influence can be shaped by online reviews and social media (Choi and Seo, 2021) since customers can share their experiences with others, influencing the perceptions and decisions of potential customers (Rita et al., 2022). The effective management of the restaurant's online presence and online reviews can be crucial factors to attract and retain clients.

Topic 6 reveals insights regarding business strategy and practice in tourism and hospitality. It suggests understanding how business knowledge is applied through strategies and practices to improve business outcomes. Understanding this dynamic can be helpful for entrepreneurs, managers, consultants, and academics involved in the tourism industry. Effective strategic planning is essential to ensure that a business is positioned to take advantage of emerging opportunities and mitigate potential risks (Martínez-Pérez et al., 2021). Best customer service, operations management, and marketing practices can help businesses improve efficiency, reduce costs, and enhance customer satisfaction (Ahn and Kwon, 2021). By understanding and adapting to market trends, businesses can stay ahead of the curve and maintain a competitive advantage (Gursoy et al., 2022), and effective knowledge management ensures that businesses access the latest industry research, best practices, and emerging trends. By leveraging this knowledge, the tourism and hospitality industry can make informed decisions, improve operations, and enhance customer service (Liu and Dong, 2021).

3.2.3. Triangulation of co-occurrence and topic modeling results to identify current research trends

Considering the red cluster from the co-occurrence analysis, we can observe a focus on the intersection of heritage tourism and international travel, emphasizing China and Europe. This theme is also reflected in the second topic from the topic modeling. This topic focuses on understanding how tourist destinations can effectively market and promote their unique cultural heritage and experiences to international travelers. These findings suggest how heritage tourism and destination marketing converge and the opportunities and challenges associated with promoting heritage tourism to international travelers (Mele et al., 2021). Promoting heritage tourism requires a deep understanding of the target audience, including their interests and motivations (Xu et al., 2021). International travelers may have different expectations and preferences, and marketing efforts must be tailored to their needs.

The blue cluster from the co-occurrence analysis is closely aligned with the fifth topic from the topic modeling. Both suggest a focus on understanding the factors influencing consumers' decision-making processes in the tourism and hospitality industry and the role of social influence and sustainability in shaping these decisions. These insights offer a general understanding of how sustainable tourism practices and social influence can influence consumer behavior (Ma and Li, 2022) and the implications of these factors for the tourism and hospitality industry. Sustainable tourism practices can influence consumer behavior by appealing to their values

and desire for responsible travel (Zhao and Zhou, 2021). Consumers are increasingly interested in environmentally and socially responsible travel options (de Oliveira et al., 2021).

The purple cluster from the co-occurrence analysis closely aligns with the fourth topic from the topic modeling. These themes focus on understanding the complex relationship between individual behavior, social influence, and community development in the tourism and hospitality industry context. These findings reveal an understanding of how individual behavior and community development intersect in the tourism and hospitality industry (Stone and Stone, 2022) and the implications of these factors for business strategy and practice. Individual behavior can significantly impact community development in the tourism and hospitality industry. Tourists who engage in responsible and sustainable travel practices can support local economies and preserve natural and cultural resources (Li et al., 2021).

These results provide valuable insights for researchers and industry practitioners and can guide future research directions (Table 5).

Table 5 - Current research trends and research questions

Current research trends	Research questions
International heritage tourism	1. What challenges and opportunities are associated with promoting heritage tourism in regions outside China and Europe? 2. How can the authenticity and cultural significance of heritage tourism experiences be preserved and communicated to international travelers? 3. How can technology and digital platforms be effectively leveraged to promote and market heritage tourism experiences to international travelers?
Social influence and sustainability on tourists' decision-making	1. How do cultural differences impact consumer attitudes toward sustainable tourism, and how can businesses tailor their strategies accordingly? 2. How can tourism and hospitality businesses collaborate with local communities to promote sustainable tourism practices and enhance the destination experience? 3. What is the potential for sustainable tourism practices to drive economic growth and development in destinations, and how can this be measured and evaluated?
Relationship between individual behavior, social influence, and community development	1. How can tourism businesses effectively promote responsible and sustainable travel practices among individual travelers, and how do these practices impact community development and local economies? 2. What role does social influence play in shaping individual behavior and travel practices, and how can this influence be leveraged to promote responsible and sustainable tourism? 3. How do individual behaviors and community development intersect in the context of different tourism destinations, and what implications do these intersections have for business strategy and practice?

Source: Own elaboration.

3.3. RQ3: Future research grounded on potential research gaps

Regarding RQ3, the topics not identified in the analysis suggest potential research gaps. A comprehensive research agenda should encourage researchers to develop new research projects and look beyond boundaries (Hulland and Houston, 2020). Grounded on the results, five potential research gaps were identified (Table 6).

Table 6 - Future research avenues

Potential research gaps	Research questions
Accessibility and Inclusivity in Tourism	1. What are the key factors that hinder accessibility and inclusivity in tourism for individuals with disabilities, and how can these challenges be overcome through policy, infrastructure, and service improvements?
	2. How do different cultures and cultural norms influence the perception and experience of accessibility and inclusivity in tourism? What strategies ensure all travelers feel welcome and accommodated regardless of cultural background?
	3. What are the social and economic benefits of promoting accessibility and inclusivity in tourism, and how can these benefits be effectively measured and quantified to encourage greater investment in these areas?
Emerging technologies and Innovation in Tourism	1. How can Virtual, Augmented, and Mixed Reality enhance the tourist experience, particularly for those unable to travel to specific destinations?
	2. What are the potential ethical and privacy concerns surrounding using Artificial Intelligence in the tourism industry, and how can these technologies be addressed to ensure responsible implementation?
	3. How can robots be used in the hospitality industry to increase efficiency and provide better customer service while maintaining a human touch and personalized experience?
Cultural diplomacy in shaping the tourism industry	1. How can cultural diplomacy be used to promote intercultural understanding and cooperation within the tourism industry?
	2. What strategies and tools can be employed to measure the effectiveness of cultural diplomacy initiatives in the tourism industry?
	3. How can cultural diplomacy be leveraged to address tourism-related conflicts and promote sustainable tourism practices?
Impact of global events	1. How do pandemics affect the tourism industry, and how can destinations mitigate the effects on the sector?
	2. What is the impact of hosting a major sporting event on a destination's tourism industry, and how can destinations capitalize on the opportunity to attract tourists?
	3. How can destinations use global events, such as the Olympics and World Cup, as a platform for sustainable tourism development and community engagement?
Technological advancements	1. What is the impact of blockchain technology on the tourism and hospitality industry, and how can it be leveraged to create more secure and transparent transactions?
	2. What are the current and future challenges of implementing sustainable tourism practices in space tourism, and how can they be addressed?
	3. How can the Internet of Things enhance sustainability practices in the tourism and hospitality industry?

Source: Own elaboration.

Studying accessibility and inclusivity in tourism is relevant as it allows for a better understanding of providing opportunities for all individuals to participate in tourism activities, regardless of their physical, mental, or social status (Benjamin et al., 2021). Additionally, it can help identify the specific needs and preferences of different traveler segments, such as seniors, people with disabilities, families with young children, and LGBTQ+ travelers (Vongvisitsin and Wong, 2021). Finally, understanding this topic can have positive economic and social impacts. By improving accessibility, tourism destinations and businesses can attract more visitors, generate more revenue, and create new job opportunities.

Being aware of emerging technologies and investing in innovation is crucial for the tourism and hospitality industry. Integrating new technologies can provide tourists a more personalized and interactive experience (Hu et al., 2021), increasing satisfaction and loyalty. Additionally, it can help streamline operations and reduce costs, leading to greater efficiency and productivity (Pizam et al.,

2022). It can also drive industry growth and development by opening new markets and opportunities for tourism and hospitality businesses.

Understanding cultural diplomacy in shaping the tourism industry can provide insights into how cultural exchange and cooperation can contribute to the development and sustainability of the tourism industry. It can facilitate the exchange of ideas, traditions, and values, leading to a better understanding and appreciation of different cultures (Suntikul, 2019) and promoting peace, harmony, and cooperation among nations and communities (Carbone, 2017). It can enhance destination attractiveness by highlighting its unique cultural heritage, promoting its cultural events and activities, and helping to engage local communities and promote their participation and ownership.

Hosting global events can significantly affect the tourism and hospitality industry. Understanding how these events impact tourism demand, tourist behavior, and industry operations is relevant as they can inform managers' strategies, mitigate adverse effects, and capitalize on opportunities presented by these events (Ladhari and Souiden, 2020). In addition, it can provide insights into the resilience of the tourism industry and its ability to adapt to external shocks (Magno and Dossena, 2020).

Technology continuously evolves, and keeping up with the latest developments can help businesses stay competitive and improve their operations (Xu et al., 2020). Additionally, it can potentially enhance the overall tourism experience for travelers, making their trips more convenient, efficient, and enjoyable (Jeong and Shin, 2020). Studying technological advancements can also provide insights into technology use's ethical and social implications in the tourism and hospitality industry (Stephan et al., 2012).

4. Conclusions

This study represents an integrated review conducted through bibliometric analysis and topic modeling aiming using R software to (1) acknowledge the knowledge structure of contemporary tourism and hospitality research, (2) identify current research trends through the intersection of the co-occurring themes and topic modeling topics, and (3) proposing future research avenues.

This integrated review highlighted the growth and dynamic nature of contemporary and tourism research. The research field has seen a consistent increase in scholarly output. Additionally, the most cited articles and productive authors were identified. The co-occurrence and topic modeling analyzes have provided valuable insights into the most relevant themes in contemporary hospitality and tourism research. The focus areas include the impact of technology advancements, the importance of sustainability in tourism practices, and the exploration of tourist behavior and decision-making process. These topics reflect current challenges and suggest directions for future studies. Finally, this study has uncovered several promising research lines for future research that address pressing gaps in the research field. These include enhancing accessibility and inclusivity in tourism, leveraging emerging technologies, and using cultural diplomacy to enhance tourism sustainability. Each of these areas offers opportunities for significant contributions that could lead to more inclusive, innovative, and culturally enriched tourism practices. These gaps highlight the importance of adapting to global changes and the potential to drive forward-thinking research in hospitality and tourism.

4.1. Theoretical implications

By analyzing the patterns and impacts of scholarly work, this study contributes to the knowledge dissemination and the evolution of this particular field of research. Given the significant role of technological advancements, this study can inform theories related to technological adoption within the tourism industry. It provides a basis for understanding how innovations influence consumer behavior, business operators and strategic management in tourism. Additionally, the focus on sustainability practices indicates a shift toward eco-friendly and sustainable tourism. Insights into tourist behavior and decision-making processes can enrich theoretical frameworks in consumer behavior withing the tourism context. These theoretical implications highlight the importance of integrating multidisciplinary approaches and adapting to dynamic global trends in the development of hospitality and tourism research.

4.2. Managerial implications

This study identifies key areas of research that are gaining traction that could be used by managers to prioritize investments in these areas, ensuring that their operations align with the latest industry trends and consumer expectations. The focus on sustainability underscores its importance to consumers and the industry. Managers can use these insights to develop or improve sustainability initiatives and fulfil corporate responsibility goals. By using these insights, tourism managers can better understand the complexities of the industry, innovate in response to evolving trends, and enhance their competitiveness in a rapidly changing global market.

4.3. Limitations and future research

Although the study provides relevant insights regarding contemporary hospitality and tourism research, it has some limitations. First, the search scope was limited to the Scopus database. Therefore, this research did not cover the entire literature on contemporary tourism and hospitality research. However, every scientific database has limitations (Falagas et al., 2008), and it is

recommended to use a single database to mitigate human errors (Donthu et al., 2021). Second, the study addressed only the research published since 2000 and included only the top 10% of SJR of the "Tourism, Leisure, and Hospitality Management" category. Third, future research was grounded on the co-occurrence and topic modeling analyses. Future studies should employ frameworks (Paul et al., 2023) to expand the knowledge created in this field.

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Credit author statement

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