



Hospitality marketing research from 2000 to 2009

Topics, methods, and trends

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Abstract

Purpose – The purpose of this study is to provide an analysis of published marketing research within the top four hospitality journals and suggest future research directions.

Design/methodology/approach – The study selects the top four hospitality-oriented journals and analyzes the topics, methods, and trends of hospitality marketing articles published between 2000 and 2009 through a qualitative research design using content analysis and descriptive analysis.

Findings – The study explores how hospitality marketing research has progressed within the past decade in terms of topical areas, industry applications, and methods, and additionally discovers notable trends for hospitality marketing research.

Practical implications – The study analyzes published research in hospitality marketing and is thus expected to provide topical and methodological recommendations to academic scholars in contributing further to scientific progress and the literature.

Originality/value – Based on the existing reviews, this study aims to examine hospitality marketing research developments in top hospitality research journals over the past decade. It is the first study to review hospitality marketing research for a period of ten years in the recognized top four hospitality research journals.

Keywords Hospitality services, Marketing, Research

Paper type Literature review

Introduction

Hospitality marketing research has been growing constantly. Many scholars have attempted to provide the research status quo in this area. Bowen and Sparks (1998) conducted a study on hospitality marketing for approximately an eight-year period on eight major journals and provided implications for future research. Oh *et al.* (2004) examined developments in hospitality and tourism marketing research for a two-year period on eight journals and provided guidelines for future research directions as well. Svensson *et al.* (2009) investigated the empirical characteristics in hospitality and tourism research from 2000 to 2007. Based on the existing studies, this study also aimed to review hospitality research developments in a similar but a distinguishing angle with the attempt to discover further findings. This study specifically aimed to review hospitality marketing research from top four hospitality journals within the past decade from 2000 to 2009. The purpose of this study was to provide an analysis of published marketing research and suggest future research directions. Specifically, the study analyzed topical areas and research methods employed in hospitality marketing research in the top four hospitality research journals. In addition, the study took a comparative approach by examining noticeable trends between the two periods 2000-2004 and 2005-2009.



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Methodology

A total number of 570 marketing-focused articles published in four “hospitality-oriented” (hereafter “hospitality”) journals from 2000 to 2009 were reviewed. Ultimately, the classification was conducted by one person in order to maintain consistency after a comprehensive discussion among the authors followed by a review of previous studies. An inter-rater reliability check was conducted by the other two authors. The hospitality journals included *Cornell Hospitality Quarterly* (*Cornell Quarterly*), *International Journal of Hospitality Management* (*IJHM*), *Journal of Hospitality & Tourism Research* (*JHTR*), and *International Journal of Contemporary Hospitality Management* (*IJCHM*). The journals that were selected for the purpose of this review were based on the study of McKercher *et al.* (2006). In their study, the aggregate importance scores were calculated to determine the journal rankings. The aforementioned four journals received the highest scores in hospitality journal rankings. The review method for this study was built upon the study by Oh *et al.* (2004). It should be noted that only refereed papers were included in the total number of articles. Any type of discussion notes, announcements, book reviews, conference/research comments, and editorial comments were excluded. The present study included the following review results:

- topical areas;
- significant research trends;
- target industry application; and
- research methods employed.

Several sub-categories were adjusted or added for the study purpose and the underlying details were discussed.

As a final point, this study broke the ten-year review into two halves and compared the first five years of 2000-2004 and the latter five years of 2005-2009. This was purposely to investigate how hospitality marketing academic research changed from the earlier time period of 2000 to the later time period in different areas. Additionally, the comparison was to discover particular trends between 2000-2004 and 2005-2009.

Study topic

Classification of the topical areas by research subject is based on the study by Oh *et al.* (2004), which was developed on the studies published in *Journal of Marketing*. For the present study, several sub-categories were adjusted or added to improve clarity and applications. As a result, this study classified the subjects into 20 categories.

First of all, this study attempted to combine the various sub-categories into a more general category because there were study subjects that could fall under more than one category or some that were difficult to identify with a more detailed list. For example, there were several researchers who attempted to examine various consumer behaviors – including attitude, behavior, perception, and purchase intention – on a specific service provider in one study. Therefore, this study combined all consumer behavior related sub-categories from the study of Oh *et al.* (2004) into one category as “Consumer behavior” to assign such cases into one category and to keep consistency for the review taken as a whole. In addition, tipping, perceived value, and persuasion (word-of-mouth) were added to the consumer behavior category in order to keep the list more concise. If

the combined subjects were researched from the company's point of view instead of the consumers, it would then all fall under the category of "Marketing strategy/management/performance".

It should be noted that articles were categorized by the most pertinent subject that the study was focused on. For instance, if a study examined consumers' perceptions of a certain brand, then it would fall under "Branding" instead of "Consumer behavior". From a similar standpoint, although subjects such as service quality and service recovery could be examined from the customer's perspective, they were still grouped under "Service management". Service management included service quality and delivery as well as service failure and recovery. Research related to legal, political, and economic issues was combined with crisis management and safety/security into "Macro environment". Public relations was added – with advertising, personal selling, and sales promotion – to "Promotion". Sustainability has become such a broad subject and this study only reviewed those papers that focused on it from a marketing angle, such as green marketing in the hospitality industry. Finally, there were a few studies that focused on tourism marketing, although the selected journals were hospitality-oriented. Any tourism-oriented subjects were classified under "Others" with general marketing subjects.

Industry application

Industry applications refer to the hospitality and tourism industries, in which the studies were conducted. For example, if a study researched customers' satisfaction level with a chain restaurant and collected the sample data from undergraduate university students, the target industry was regarded as "Restaurant/food service" because it asked for opinions from the students as restaurant guests during the study. If a study surveyed data from panels or consultants to investigate a hotel's brand equity, the target industry was regarded as "Hotel/lodging" since the study was aimed at that specific industry. Studies that targeted industries such as cruises and spas were classified under "Others".

Main analysis methods

This study classified the main research analysis methods into ten categories. Descriptive analysis included frequency analysis, content analysis, and importance-performance analysis. A *t*-test, χ^2 test, cross-tabulation, and correlation were separated from the descriptive analysis. It should be noted that a number of studies employed more than one data analysis technique, but this study only reviewed the main analysis method that tested the hypotheses or the research question. However, there were a few articles that utilized more than one main method and thus have been sorted under the category of "Multiple method". The category "Other multivariate statistical method" was added because there were studies that used multivariate methods such as correspondence analysis and canonical correlation, while methods such as grounded theory or ethnography were assigned under "Others".

Findings

Study topic review and trends

Table I presents the results of the classification of topical areas by each journal. Overall, consumer behavior, e-marketing, and service management were the three

Table I.
Hospitality marketing
research by subject

Subject	Cornell Quarterly		IJHM		JHTR		IJCHM		Total	
	n	Percent	n	Percent	n	Percent	n	Percent	n	Percent
Branding	11	7.1	4	2.8	4	3.6	6	3.7	25	4.4
Business relationship management (partnership)	2	1.3	2	1.4	2	1.8	2	1.2	8	1.4
Consumer behavior	28	18.1	56	38.9	34	30.9	37	23.0	155	27.2
CRM/loyalty/retention	10	6.5	6	4.2	20	18.2	16	9.9	52	9.1
Distribution (supply, intermediate, channels)	8	5.2	2	1.4	0	0.0	0	0.0	10	1.8
E-marketing (internet, website, email) and IT	17	11.0	14	9.7	6	5.5	23	14.3	60	10.5
Ethics and social responsibility	0	0.0	3	2.1	1	0.9	2	1.2	6	1.1
Internal marketing/empowerment/training	1	0.6	1	0.7	0	0.0	1	0.6	3	0.5
International marketing	0	0.0	0	0.0	0	0.0	1	0.6	1	0.2
Macro environment	2	1.3	1	0.7	0	0.0	0	0.0	3	0.5
Marketing research	10	6.5	3	2.1	4	3.6	5	3.1	22	3.9
Marketing segmentation/positioning/targeting	5	3.2	6	4.2	10	9.1	6	3.7	27	4.7
Marketing strategy/management/performance	11	7.1	10	6.9	4	3.6	26	16.1	51	8.9
Pricing/revenue/yield management	26	16.8	16	11.1	7	6.4	6	3.7	55	9.6
Promotion (advertising, PR, sales)	7	4.5	1	0.7	0	0.0	0	0.0	8	1.4
Service management	13	8.4	12	8.3	15	13.6	20	12.4	60	10.5
Sustainability	1	0.6	6	4.2	1	0.9	4	2.5	12	2.1
Others	3	1.9	1	0.7	2	1.8	6	3.7	12	2.1
Total	155	36.0	144	57.4	110	26.0	161	28.2	570	34.0

subjects where the most research has been conducted (27.2 percent, 10.5 percent, and 10.5 percent, respectively) within the hospitality marketing research.

Consumer behavior, including various topical areas, was the most popular subject among the hospitality marketing articles reviewed. Customer perception and customer satisfaction/complaints were by far the most examined subject areas among the consumer behavior topic. A closer look indicates that consumer perception was frequently researched on key purchase factors or perceptions throughout the diverse market (Noone, 2008; Ryu and Jang, 2007). Tipping was a subject that was researched specifically within restaurant/foodservice businesses. Subjects related to website attributes and investigation on effective information technologies to improve service and business were the main areas that received a considerable amount of interest of research within electronic marketing (Khan and Khan, 2009; Namasivayam *et al.*, 2000; Piccoli, 2001).

Service management included service quality and delivery, which focused more on the company/business, and service failure and recovery, which focused more on customer experience. Many articles utilized the SERVQUAL model of Parasuraman *et al.* (1998) to inspect service quality and also utilized adjusted SERVQUAL models such as DINESERV for the restaurant/foodservice industry (Heung *et al.*, 2000; Kim *et al.*, 2009). However, more recently hospitality marketing studies increasingly expanded their research into service failure and recovery areas while being aware of the importance of retention (Susskind, 2005; Dutta *et al.*, 2007).

Pricing/revenue/yield management, customer relationship marketing/loyalty/retention, and marketing strategy/management/performance were the next three most frequent research subjects (9.6 percent, 9.1 percent, and 8.9 percent, respectively). Due to the distinct characteristic of perishability within the hospitality service industry, yield management and revenue management received a substantial amount of research attention. Many studies described the effectiveness of yield management and suggested ways to implement or more effectively utilize revenue management practically (Kimes, 2003; Choi, 2006). Other studies described effective pricing decision models to apply within the hospitality industry. More recent interesting studies attempted to examine price competition through online distribution channels (Noone and Mattila, 2009).

Customer relationship marketing was mainly covered by subjects related to the importance of establishing long-term relationships with customers emotionally. Subjects related to loyalty programs have been researched constantly within various industries but progressed to discover diverse ways to improve the program by increasing customer retention rate and emotional customer attachment (Bowen and Shoemaker, 2003; Sui and Baloglu, 2003; Mattila, 2006). Increasing customer loyalty among hospitality brands has attracted considerable interest as well (Back and Parks, 2003). Marketing strategy/planning/management was rather a broad topical area that included a range of subjects. Successful strategies were examined and potential strategies or special applications were introduced. Business performance was also included in this category.

Other subjects such as branding and market segmentation/positioning/targeting were areas that received constant interest. Researchers acknowledged the importance of branding in today's competitive markets so articles explored how branding can gain competitive advantages (O'Neil and Mattila, 2004). Other branding subject articles

attempted to identify or understand how hospitality brands were evaluated or perceived (Prasad and Dev, 2000). Market segmentation was mainly the subject that was researched within the market segmentation/positioning/targeting topic. Many studies attempted to investigate different types of markets, domestic and international, and describe different characteristics by segmentation (Bojanic, 2007; Jang *et al.*, 2009). Marketing research was an area that was examined somewhat extensively by suggesting useful methods for businesses or scholars in different marketing areas.

Other topical areas included business relationship management, which chiefly discussed partnerships and strategic alliances, and distribution, where most of the articles researched marketing channels, and promotions, including subjects such as advertising, public relations, and personal selling. In comparison, research related to sustainability and social responsibilities was rather limited. General tourism marketing/management, destination image, international marketing, and internal marketing were rarely researched within hospitality marketing journals. On the whole, 34 percent of articles were marketing-related among the four selected hospitality journals (36 percent were marketing related from *Cornell Quarterly*, 57.4 percent from *IJHM*, 27 percent from *JHTR*, and 28.2 percent from *IJCHM*).

Significant topic trends by journal. Figure 1 illustrates how the study topics changed from a five-year comparative point of view between 2000-2004 and 2005-2009. This was an effort to discover whether there were any noticeable trends within the hospitality marketing research and whether the top four journals showed a consistent trend. Overall, attention towards consumer behavior, market segmentation/positioning/targeting, market strategy/management/performance, and pricing/revenue/yield management subjects increased considerably, while branding and e-marketing/IT subjects increased moderately. Attention towards social responsibility and sustainability subjects increased radically, while CRM/loyalty/retention subject received equivalent interest. Although service management remained as one of the most popular research topics, research efforts decreased together with marketing research subjects. Details on the study topic trends from a five-year comparative standpoint are then discussed by each journal.

Cornell Hospitality Quarterly. The *Cornell Quarterly* was the only journal where the total number of marketing articles decreased in 2005-2009 from 2000-2004 (see

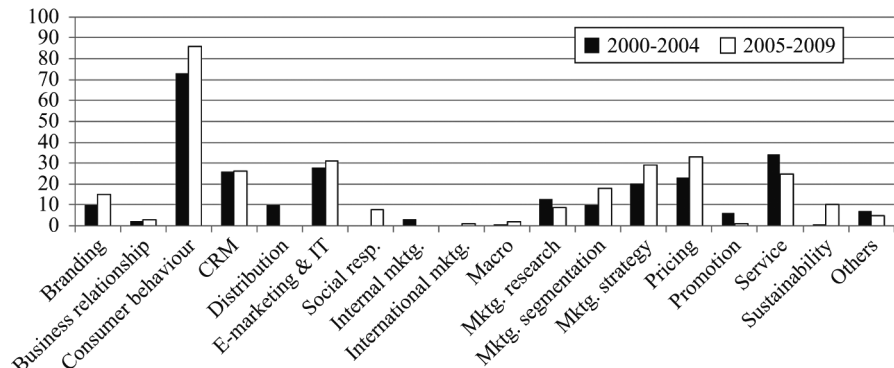


Figure 1.
Hospitality marketing
research trend

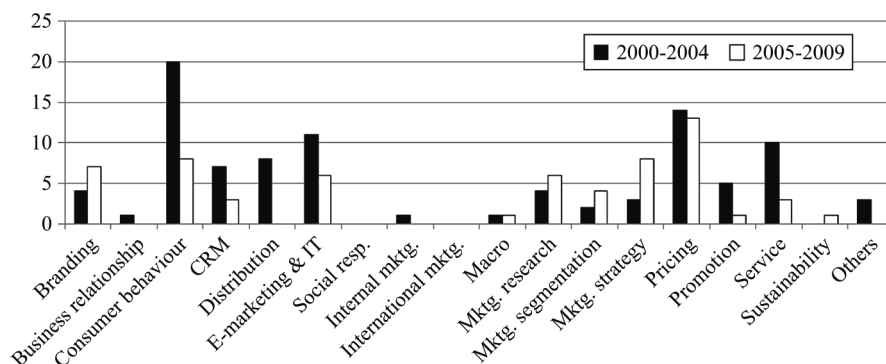
Note: Five year comparison

Figure 2). However, it should be noted that the journal published six issues each year until 2003 but started to publish four issues beginning in 2004. The top three subjects of marketing articles related to consumer behavior subjects, e-marketing, and service management decreased significantly from 2000-2004 to 2005-2009, but it was particularly distinguishable that pricing/revenue/yield management subjects consistently remained the highest. Kimes (2000, 2002, 2004) mostly focused on yield management applications throughout various industries, including hotels, restaurants, golf clubs, and spas (Kimes and Singh, 2009). In total, Kimes published eight revenue/yield management subject articles, while Choi and Mattila focused on hotel revenue management specifically from the consumer's perspective and published three articles (Choi, 2006; Choi and Mattila, 2005, 2006). Tipping was also a subject that appeared the most in *Cornell Quarterly* among all the journals. Lynn (2003, 2004) especially researched the tipping customs and behaviors in different countries. Also, branding subject articles increased from 2000-2004 to 2005-2009 as compared to other hospitality journals.

International Journal of Hospitality Management (IJHM). The number of marketing related articles from *IJHM* increased significantly from 2000-2004 to 2005-2009 (see Figure 3). The amount of research related to consumer behavior, service management, and pricing/revenue/yield management subjects was more than double in each area. It was especially apparent to see a huge jump in the quantity of social responsibility and sustainability subject articles. Those articles mainly focused on the relationship between a hotel's business performance and environment management or social responsibility (Tzschentke *et al.*, 2008; Lee and Park, 2009).

Journal of Hospitality & Tourism Research (JHTR). *JHTR* remained the most consistent in publishing marketing articles (see Figure 4). The total number of studies was the same in 2000-2004 and 2005-2009. There was no drastic change in the subjects between the five-year comparisons. The only notable fact was that like in *IJHM*, interest in social responsibility and sustainability subject increased.

International Journal of Contemporary Hospitality Management (IJCHM). Similar to *IJHM*, the total number of hospitality marketing articles increased significantly from 2000-2004 to 2005-2009 in *IJCHM* (see Figure 5). Subjects related to e-marketing/IT, marketing strategy/management/performance particularly increased considerably



Note: Five year comparison

Figure 2.
Cornell Quarterly research
trend

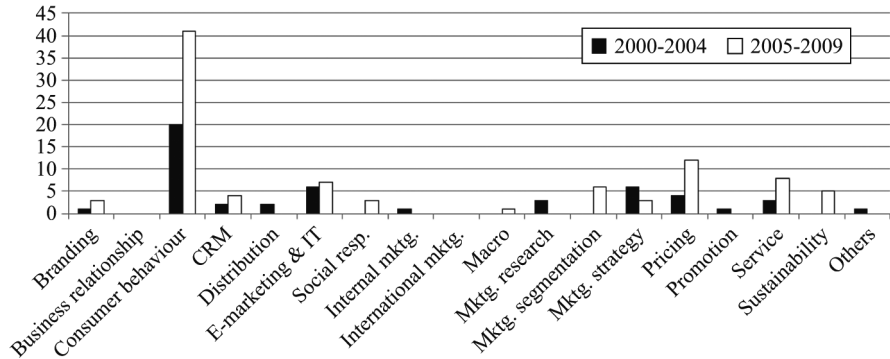


Figure 3.
IJHM research trend

Note: Five year comparison

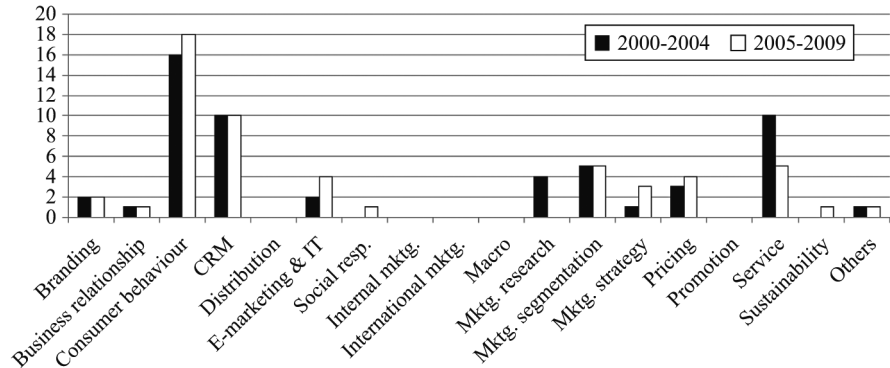


Figure 4.
JHTR research trend

Note: Five year comparison

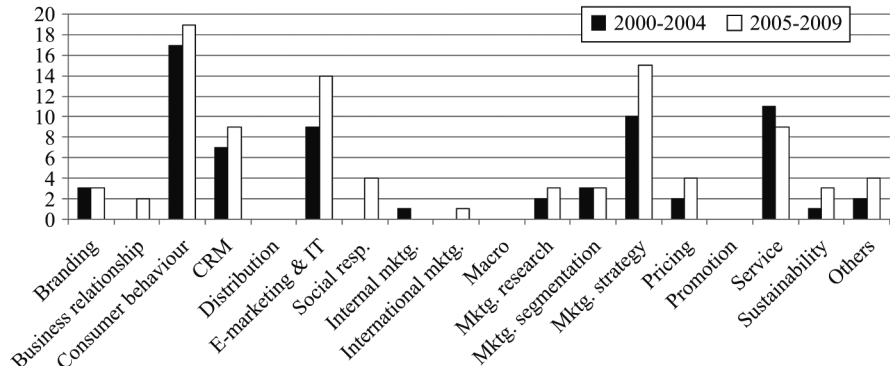


Figure 5.
IJCHM research trend

Note: Five year comparison

resulting in the highest quantity of publications. Due to the substance of the journal, e-marketing studies were conducted throughout many international countries. Still, the main purpose of the studies was to understand the e-marketing and information technology effect from both the business and the consumers' perspectives. For example, Martin (2004) examined the internet effects on UK hospitality firms and Law and Hsu (2005) investigated consumers' perceptions of hotel website dimensions and attributes.

Industry application review

Table II presents the classification of industry applications. Overall, the hotel/lodging industry was mostly researched (35.9 percent). Many studies targeted the general hospitality industry (31.1 percent) and restaurant/foodservice (21.5 percent). The number of articles that targeted industries such as casino, convention/meeting, resort/leisure/timeshare were quite similar. There were no articles that were conducted or targeted at the airline industry. Additionally, there were not any significant changes or interesting trends within industry application from the reviewed studies.

Methodology review

Table III shows the summary of research designs and methods that were applied in the hospitality marketing articles. Hospitality marketing research was empirical research for the most part (83.8 percent). The majority used a quantitative research design (71.2 percent) and studies that attempted to employ a mixed method of both qualitative and quantitative research design were rare (2.6 percent).

Almost half the hospitality marketing studies employed primary field survey as the main data collection method (49.4 percent), followed by secondary data (10.2 percent) and experiments (8.6 percent). In comparison, case studies, interviews, and focus groups were found to be less popular. Fewer studies were published that used simulation data, comments, and reviews in hospitality marketing research.

Hospitality marketing articles mostly used descriptive data analysis for the main data analysis method (34.1 percent). Causal modeling data analysis techniques such as regression analysis/logit model (17.9 percent), and structural equation modeling (10.0 percent) were frequently used as well as more general significant tests such as analysis of variance (11.0 percent) and *t*-test, χ^2 test, and cross-tabulation (10.5 percent). Multivariate statistical methods such as factor/cluster/discriminant analysis were not used often by itself since the primary objective was not to test a hypothesis or a research question. Instead, such an analysis was combined with other methods. For instance, many studies used factor analysis or cluster analysis to categorize multiple variables and then used other statistical data analysis methods such as regression, analysis of variance to test the hypotheses. Other multivariate statistical methods such as canonical correlation, correspondence analysis, and multi dimensional scaling methods were used occasionally (1.4 percent) and time series analysis was hardly ever used (0.5 percent). Finally, other methods such as analytical hierarchical process, cohort analysis, data envelopment analysis, Delphi study, domain analysis, and meta analysis were used (10.5 percent).

Figures 6 and 7 illustrate how the study methods changed from a five-year comparative point of view between 2000-2004 and 2005-2009. Figure 6 indicates the trend for the research design and type of study. Overall, researchers conducted more

Table II.
Hospitality marketing
research by industry
application

Industry	Cornell Quarterly		IJHM		JHTR		IJCHM		Total	
	n	Percent	n	Percent	n	Percent	n	Percent	n	Percent
Airlines	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Casino/gaming	6	3.9	2	1.4	2	1.8	2	1.2	12	2.1
Convention/conference/meetings/events	3	1.9	1	0.7	2	1.8	3	1.9	9	1.6
General hospitality industries	43	27.7	43	29.9	52	47.3	39	24.2	177	31.1
General tourism destinations/organizations	7	4.5	1	0.7	3	2.7	18	11.2	29	5.1
Hotel/lodging	62	40.0	48	33.3	30	27.3	65	40.4	205	36.0
Resort/leisure/timeshare	3	1.9	5	3.5	2	1.8	3	1.9	13	2.3
Restaurant/food service	27	17.4	43	29.9	19	17.3	31	19.3	120	21.1
Other	4	2.6	1	0.7	0	0.0	0	0.0	5	0.9
Total	155	100	144	100	110	100	161	100	570	100

Method	Cornell Quarterly		IJHM		JHTR		IJCHM		Total	
	n	Percent	n	Percent	n	Percent	n	Percent	n	Percent
<i>Type of study</i>										
Conceptual	43	27.7	13	9.0	4	3.6	32	19.9	92	16.1
Empirical	112	72.3	131	91.0	106	96.4	129	80.1	478	83.9
<i>Research design</i>										
Qualitative	52	33.5	24	16.7	9	8.2	64	39.8	149	26.1
Quantitative	101	65.2	113	78.5	100	90.9	92	57.1	406	71.2
Mixed methods	2	1.3	7	4.9	1	0.9	5	3.1	15	2.6
<i>Data collection/orientation</i>										
Case study	15	9.7	6	4.2	1	0.9	14	8.7	36	6.3
Commentary	15	9.7	0	0.0	0	0.0	0	0.0	15	2.6
Experiment	15	9.7	18	12.5	12	10.9	4	2.5	49	8.6
Interviews/focus groups	3	1.9	6	4.2	3	2.7	20	12.4	32	5.6
Primary field survey	53	34.2	78	54.2	80	72.7	71	44.1	282	49.5
Review	0	0.0	0	0.0	0	0.0	18	11.2	18	3.2
Secondary data	16	10.3	23	16.0	6	5.5	13	8.1	58	10.2
Simulation	5	3.2	1	0.7	1	0.9	0	0.0	7	1.2
Multiple	5	3.2	3	2.1	2	1.8	3	1.9	13	2.3
Others	28	18.1	9	6.3	5	4.5	18	11.2	60	10.5
<i>Main analysis method</i>										
Analysis of (co)variance (ANCOVA, MANOVA)	12	7.7	21	14.6	16	14.5	14	8.7	63	11.1
Descriptive/content	75	48.4	29	20.1	10	9.1	80	49.7	194	34.0
Factor/cluster/discriminant	1	0.6	4	2.8	5	4.5	4	2.5	14	2.5
Regression/logit	19	12.3	36	25.0	27	24.5	20	12.4	102	17.9
Structural equation model	3	1.9	18	12.5	32	29.1	5	3.1	58	10.2
t-test/ χ^2 /cross-tabulation/correlation	18	11.6	16	11.1	9	8.2	17	10.6	60	10.5
Time series	1	0.6	1	0.7	0	0.0	1	0.6	3	0.5
Other multivariate methods	0	0.0	4	2.8	1	0.9	3	1.9	8	1.4
Multiple	0	0.0	4	2.8	4	3.6	0	0.0	8	1.4
Others	26	16.8	11	7.6	6	5.5	17	10.6	60	10.5
Total	155	100	144	100	110	100	161	100	570	100

Table III.
Hospitality marketing
research by method
employed

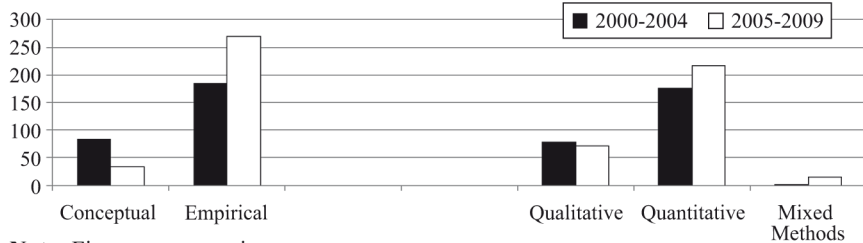
empirical studies rather than conceptual studies. Despite the small number, it is noteworthy that there was an increasing amount of research that used mixed methods more recently.

Figure 7 indicates the trend for the main data analysis methods. While descriptive data analysis still appeared to be the most frequent method researchers utilize, there was a significant increase in the application of causal modeling data analysis techniques such as regression and structural equation models.

Discussion

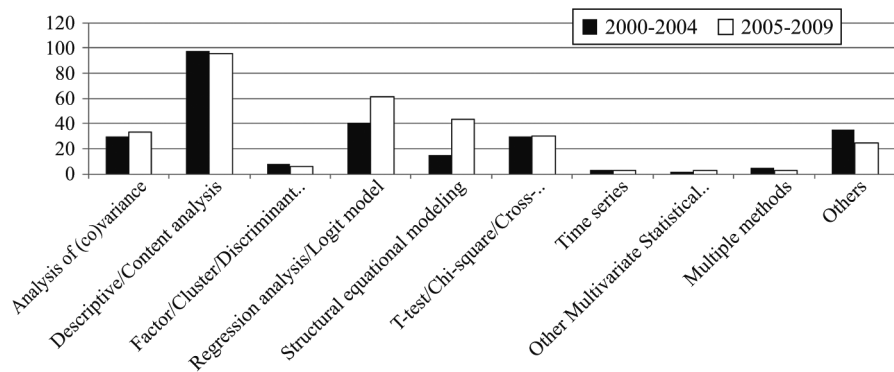
This study reviewed hospitality marketing research published in four hospitality journals (*Cornell Quarterly, IJHM, JHTR, and IJCHM*) from 2000 to 2009. The results indicate that approximately 34 percent of the published articles are related to hospitality marketing. Moreover, consumer behavior, service management, and e-marketing were the three most popular research subjects, followed by pricing/revenue/yield management, customer relationship marketing/loyalty/retention, and marketing strategy/management/performance. The six subjects consisted of approximately 76 percent of hospitality marketing articles. Industry application originated mostly in hotel/lodging, general hospitality industries, and restaurants/food service, which consisted of approximately 88 percent. Most of the hospitality and tourism marketing articles were based on empirical research (83.9 percent) employing a quantitative research design method (71.2 percent). Also, the

Figure 6. Hospitality marketing research trend by research design and type of research



Note: Five year comparison

Figure 7. Hospitality marketing research trend by data analysis methods



Note: Five year comparison

majority of the studies utilized primary a field survey to collect data (49.5 percent) and used descriptive and statistical data analysis methods (34 percent) to analyze the data.

It is anticipated that consumer behavior, e-marketing, and customer relationship management/loyalty/retention subjects will consistently receive attention for research. Branding, market segmentation/positioning/targeting, marketing strategy/management/performance, and pricing/revenue/yield management subjects are also expected to increase steadily in future research. Social responsibility and sustainability subjects may gradually gain more interest in scholarly journals. Research that employs more mixed methodology designs and multiple diverse data analysis techniques will be of high quality.

As was discussed by Oh *et al.* (2004), there was lack of research that attempted to implement more conceptual rigor and central theories in general. The number of conceptual papers and researches that implemented qualitative study designs decreased to a quite large extent. Although many studies tried to implement various study designs such as experiments, in-depth interviews, and focus groups and applied both qualitative and quantitative methods together, the lack of theory development still remains. Overall, studies have progressed in practical research where researchers attempted to utilize various resources and challenged to test the existing subjects in diverse industries. Many researchers realized the importance and need of more theoretical applications and made efforts to replicate existing study topics in different service industries.

It was noted that trends and tendencies of hospitality marketing journals progressed to meet more with industry reality and needs as well. For instance, social responsibility and sustainability related topics are more recent subjects that started to earn attention in the industry. It was apparent that researchers found it interesting and devoted steady efforts in more recent studies. Future research should continue to pay more attention in diverse ranges of social responsibility and sustainability subjects.

Also, consumer behavior has been a topic that has earned attention steadily due to increasing competition within the industry. As consumers' needs change and develop constantly, understanding consumers' behavior has become a key success factor. Businesses are not just trying to comprehend but also attempting to predict consumers' behavior. Thus, hospitality researchers have developed consumer behavior subjects into various areas going beyond common topics such as customer experience and preference. Understanding what influences customer satisfaction has become more fundamental than merely discovering the customer satisfaction level.

Conclusion

Consequently, consumer behavior topics have expanded to more in-depth areas such as consumers' emotions, relationships, and perceptions. Recently, building relationships with customers through social media has become a very popular method. It is expected that the full implementation of social media and the examination of its effectiveness will become hot topics among hospitality researchers. However, the effort of scholarly journals to map well with industry reality and needs is not enough and should be further enhanced.

As with all research, the limitations of this paper need to be addressed. Although this study was based on several previous studies to ensure validity and attempted to be as objective as possible, the process of identifying topic and method categories may be

inherently biased. However, it should be noted that this study is one of the very few studies to review hospitality marketing articles. In fact, to our knowledge, it is the first attempt to review hospitality marketing articles within the top hospitality journals over the past decade. Therefore, it is expected to contribute to the limited but growing body of related research. Future research in this stream is needed to refine the methodology used in this study. For example, more journals may be included for analysis. Also, given the related nature of the hospitality and tourism industries, a separate review study on tourism marketing research should be conducted to better understand marketing research endeavors in the hospitality and tourism discipline.

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