

‘The past is prologue to the future’: an introspective view of hospitality and tourism research

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Abstract Since the early 1970s, scholars have contributed their talent and intellect towards the establishment of the discipline and the education of the next generation of hospitality and tourism professionals. Espousing the popular notion “publish or perish”, numerous scholars have explored the discipline’s research foundations from an array of different perspectives, such as the ranking and rating of scholars, journal publications and institutions. This novel empirical endeavor aims to enrich the existing intellectual capital by investigating the publication strategies of forty-four prolific hospitality and tourism scholars, by focusing on three distinctive thematic areas, namely, a journal’s impact factor and citations, authorship specifics, and research themes. Findings are of interest to both current and future scholars in their quest for academic excellence and contributions, which further enhance the hospitality and tourism discipline.

Keywords Bibliometrics · Publication strategies · Correspondence analysis · Linear mixed effects models (LMEM) · Hierarchical clustering on principal component (HCPC)

Introduction

For more than two generations scholars have made significant contributions in order to broaden the educational horizon of successive generations within the field of hospitality

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and tourism. Pioneers, who personify the “early days” of the hospitality and tourism discipline, were charged with placing it on the scientific research map as their efforts culminated in creating an identity and gaining autonomy for their discipline. As the first generation of scholars, their invaluable contributions laid the conceptual foundations upon which the next generations could scale new peaks.

As the scholarly family grew, and despite some early attempts, mostly exploratory in nature (see for example, Ferreira et al. 1994; Sheldon 1991), many embarked on a journey of discovery, or self-fulfillment, with the aim of quantifying the quality of hospitality and tourism journals, publications and researchers in the field. Adopting a multitude of methodologies, mostly quantitative in nature, scholars explored the architecture and bibliometric properties of the hospitality and tourism discipline (Evren and Kozak 2013; Hall 2011) including journal impact factors and citations (Chang and McAleer 2012; Hall 2011; Jamal et al. 2008; Pechlaner et al. 2004; Zehrer 2007). Others investigated individual and institutional contributions (McKercher 2008; Park et al. 2011; Severt et al. 2009; Way et al. 2012; Zhao and Ritchie 2007), cross-disciplinary and cross-institutional collaborations (Howey et al. 1999), and influential articles (Law et al. 2009). In addition, the empirical characteristics of journals (Svensson et al. 2009), and the conceptual foundations of hospitality and tourism research (Ballantyne et al. 2009; Kim et al. 2009; Xiao and Smith 2006) also received extensive scrutiny. Encapsulating the status of the discipline, Ryan (2005) concludes that “...the field of tourism research is alive, dynamic and egalitarian” (p. 662).

In an era where publish, preferably in ‘high-quality’ journals, or perish, has been superseded by the mantra “be cited or perish” (Law et al. 2009, p. 736), academic institutions are driven to evaluate the research competencies and contributions of their members, either for the purposes of promotion or tenure-decisions. This study set out to investigate, and hence, further enhance our collective knowledge regarding the publication strategies of hospitality and tourism scholars, whilst also helping to advance hospitality and tourism research and practice. In so doing, the study builds on the existing intellectual capital which has shaped the publication strategies and tactics of forty-four prominent scholars according to the distinctive thematic areas of the journal’s impact factor and citations, authorship specifics, and research themes.

Esposing the notion that the past is prologue to the future, the study’s findings have a practical relevance, as well as implications for both current and future hospitality and tourism scholars. Moreover, we believe that this study can be a beacon for those wishing to ‘take up the gantlet’ and build their research portfolio in this rapidly evolving field.

Literature review

Bibliometrics, defined by Diodato (1994) as the quantitative examination of scholarly productivity, has become a widely accepted method for analyzing research output within academic circles. More specifically the discipline has been described as the study of “relations between cited and citing literature” (Benckendorff and Zehrer 2013, p. 125) and, according to the same authors, was pioneered by Garfield (1972) via his Science Citation Index (SCI). Within this paradigm, evaluative techniques have enabled a more scientific quantitative analysis including, citation, impact factor and a hybrid measure which incorporates both techniques (Benckendorff 2009; Borgman and Furner 2002), while relational techniques focus on authorship analysis, research fields, themes and patterns (Benckendorff and Zehrer 2013).

Citing technical, conceptual and methodological deficiencies, some authors (Losekoot et al. 2001; Ryan 2005; Van Raan 2005) have criticized the nature of bibliometrics, while MacDonald and Kam (2007) provide a compelling thesis of the paradigm engulfing the publications arena which has embraced a nepotistic culture. Their somewhat acerbic piece concludes that a paper in one of the quality journals “is much more important as a unit of measurement than as a contribution to knowledge. It measures academic performance and determines much academic funding” (p. 640). They are highly critical of a system where academic survival is shrouded in a form of “gamesmanship” and, where rewards are based on which particular journal a paper is published, rather than on what is published. Echoing a similar sentiment, Ryan (2009) argues that “...today many publications are not driven by an author feeling they have something important to say, but rather by a wish to have anything published in order to enhance their career” (p. 2).

Conscious of the fact that there is a multitude of methodologies for evaluating the publication output of researchers, the volume of critiques regarding the current evaluation methods is burgeoning. Ryan (2005) takes issue by informing us that the bases of any lists compiled, should be made clear for the benefit of all stakeholders concluding that “...lists themselves must be subjected to tests of credibility, much as any dataset must if it is to serve a use” (p. 662), a view which is also shared by Way et al. (2012). Having joined the fray, Jamal et al. (2008) suggested the need for a fundamental review of the entire process, which should include more comprehensive databases of citations, “...developing ranking and rating methods that are more sensitively tuned to the interdisciplinary challenges...developing new interdisciplinary networks and discursive structures for dealing with knowledge-power in tourism studies” (p. 77).

Despite the criticism, Hall (2011) made a compelling case as to the necessity and importance of bibliometrics for evaluating research quality, urging for additional empirical investigations so that, “...at least the use of metrics should become far more transparent and less open to misuse and abuse” (p. 26). Others have commended the utilization of bibliometric techniques since they may balance out the inherent deficiencies associated with the subjective nature of evaluation methods which are based on expert judgments and peer-reviews (Chang and McAleer 2012; Moxham and Anderson 1992).

A pivotal element of bibliometrics, that is, the journal’s quality, also known as impact factor, has been at the epicenter of scholars’ investigations and analysis. Whereas a variety of approaches have been utilized, Zehrer (2007) highlighted citation count and expert opinion as the two prevailing methods used to evaluate journal quality. Utilizing citation counts, Chang and McAleer (2012), and Ryan (2005) concur that the *Annals of Tourism Research*, *Tourism Management*, and *Journal of Travel Research* are the top three journals in the fields of Hospitality and Tourism, an argument also supported by Tseng et al. (2010), and both the Association of Business Schools (Association of Business Schools 2010) and Thomson’s Web of Science (Thomson Reuters: Journal Citation Reports 2012) impact factor rankings. It is important to note that other publications such as the *International Journal of Hospitality Management* and the *Journal of Sustainable Tourism* have also exhibited progressively high citation-based rankings in the past few years. Others (Law et al. 2010; Law and Van der Veen 2008; McKercher et al. 2006; Pechlaner et al. 2004) have suggested that elements such as perceptual awareness, reputation, popularity, acceptance rates, readership composition, editorial membership and other affiliations, and, both scientific and academic relevance, are equally important parameters in the holistic evaluation of a journal’s quality. The subjective nature of expert opinion has been highlighted by McKercher et al. (2006) who suggested, unsurprisingly, that scholars’

evaluations of academic journals are based on their own awareness of the respective publication in parallel with their high/low quality perception.

In conjunction with a journal's quality, citation analysis has also received notable attention and extensive coverage. The need to publish, as well as being frequently cited by others, has become an indicator of one's success (Law et al. 2009), thus implying that the higher the frequency of citation, the greater the significance and importance of the paper within academe. Defined as "the process by which bibliographies of articles are examined, and in which the number of times a particular source is referenced in another article is determined" (Howey et al. 1999, p. 134), citation analysis studies have explored both the actual number of citations received (Chang and McAleer 2012; Hall 2011; Jamal et al. 2008; Law and Van der Veen 2008; McKercher 2008; Tseng et al. 2010), and the collaborative networks between journals, articles and authors (Howey et al. 1999). The evolution of diverse, and noteworthy web-based tools, such as the Web of Science by Thomson Reuters, Google Scholar, and SciVerse Scopus by Elsevier (Lee et al. 2013), has enabled the provision of a quantifiable measure for citation analysis.

At this point a note of caution is required as citation analysis is subject to bias due to journals' tendency in the field of hospitality and tourism, to have lower citation rates than mainstream journals in business (Law and Chon 2007). In a similar vein, Law et al. (2009) concluded that hospitality and tourism journals were not well known in mainstream academic disciplines as they are less often cited than journals in other fields. A key reason for this could be that the research community is significantly smaller than other areas of business and the social sciences. Subsequently, articles in the tourism field have a minimal influence on those researching in other fields (see also, Law et al. 2010; Racherla and Hu 2010). This may be due to the fact that research in hospitality and tourism is highly devoted to solving practical problems (Pechlaner et al. 2004), therefore limiting its generalizability and utility for the mainstream research community. Furthermore, according to Howey et al. (1999), there was a dearth of cross-over citations between hospitality and tourism authors, a result that has also impacted the citation quality of the relevant articles. In a later study, Kim et al. (2009) provided evidence that maturity of the field has seen an increase in the volume of citations among hospitality and tourism scholars.

Debate has also ensued regarding the authorship specifics of hospitality and tourism journals in terms of both single and multi-authorships, as well as the rank of the authors' appearance. One such study of authorship specifics was conducted by Sheldon (1991), who investigated authors' contributions according to their rank and position by verifying both the increased volume of tourism research outputs, as well as the expansion of multidisciplinary collaborations. In a subsequent study, Zhao and Ritchie (2007) posited that only 30 % of the articles published between the years 1985–2004 were single-authored, with the remaining 70 % being co-authored by two or more scholars. In their investigation of articles published in the Cornell Hospitality Quarterly (period 2008–2011), Law et al. (2012) found that the vast majority of the papers (>73 %) were produced by multiple authors, whereas Ye et al.'s (2012) study of hospitality and tourism research for the previous two decades, highlighted the changing co-authorship structures, and cross-institutional collaborations. Reiterating the importance of authorship specifics, Ye et al. (2013) utilized social network analysis to propose a model for evaluating researchers' collaborations based on co-authorship data from six premier hospitality and tourism journals. They concluded that in order to optimize existing networks, researchers in the mainstream research community, need to strengthen the connections with those in the so-called periphery, while simultaneously strengthening the existing collaboration networks.

Closely associated with bibliometrics are the discipline's diverse thematic areas. The distinctive structure and dynamic networks of the discipline provided the impetus for various studies (Benckendorff and Zehrer 2013; Dann and Cohen 1991; Tribe 1997, 2010; Xiao and Smith 2006) which aimed to empirically and conceptually extrapolate the foundation and nature of tourism knowledge research and production. Despite the ensuing debate on numerous issues, mostly associated with the thematic categorization of the discipline (Coles et al. 2006), scholars (Ballantyne et al. 2009; Law et al. 2012; Park et al. 2011; Tsang and Hsu 2011; Xiao and Smith 2008) have explored the thematic specificities or topic areas of hospitality and tourism publications in association with a variety of bibliometric elements. Undoubtedly the field has evolved, particularly when compared to the themes of the 90s, which primarily focused on lodging and food service (Baloglu and Assante 1999). Special interest tourism, the economic impact of tourism, and the sociological and anthropological aspects of tourism have also gained notable attention (Ballantyne et al. 2009; Xiao and Smith 2006; Ying and Xiao 2012), whereas Park et al. (2011) identified the most popular fields within the hospitality-specific literature to be within marketing, human resources, and strategic management.

As this brief sojourn within the literature concludes that there is a plethora of assessment tools and methods utilized to analyze research output, it is evident that some scholars are rather unequivocal in their assertion that the academe should be seeking ways to standardize procedures of evaluation (Hall 2011). In reality, not insignificant effort is expended in developing more sophisticated methods for assessing research output, many of which have been criticized for their lack of practical utility (Law et al. 2013). In addition, the literature informed us that there are a number of factors which influence researchers' publication strategies. These include the impact factor of the journal where their article is published, whether to collaborate with other authors, and the likelihood of cross-discipline authorship. Informed by the literature, how we set about investigating publication strategies is incorporated in the next section of the paper.

Methodology

The study set out to explore the publication strategies of forty-four prominent hospitality and tourism scholars, by focusing on three distinctive thematic areas, namely the journal's impact factor and citations, authorship specifics, and research themes. Conscious of the fact that these have been investigated as separate items in the past, to our knowledge, this is the first holistic exploration of these elements with the aim of 'discovering' hospitality and tourism research publication strategies. Supported by the literature, these areas have been considered as fundamental components of a scholar's publication strategy, and thus of interest to the youngest generation of hospitality scholars seeking to boost their academic career and enrich their publication portfolios.

Previous studies (see for example, Jogaratnam et al. 2005; McKercher 2008, 2014, Park et al. 2011; Way et al. 2012; Zhao and Ritchie 2007) and the individual's h-index, as calculated by the Publish or Perish software program, informed the study's selection of the forty-four scholars, separated into two eras; Era One and Era Two. Era One consisted of twenty-two authors who began their publishing career before 1990, namely, Tom Baum, Richard Butler, Kaye Chon, Erik Cohen, Chris Cooper, John Crompton, Geoffrey Crouch, Daniel Fesenmaier, Don Getz, Jafar Jafari, Alastair Morrison, Steven Page, Douglas Pearce, Philip Pearce, Richard Perdue, Abraham Pizam, Brent Ritchie J.R., Chris Ryan, Muzaffer Uysal, Turgut Var, Stephen Witt, and Roy Wood. The second Era, included

twenty-two individuals who began their publication career after 1990, namely, Konstantinos Andriotis, Seyhmus Baloglu, Dimitrios Buhalis, Cathy Enz, Dogan Gursoy, Cathy Hsu, SooCheong (Shawn) Jang, Osman Karatepe, Seong-Seop Kim, Woo Gon Kim, Terry Lam, Rob Law, Seoki Lee, Anna Mattila, Bob McKercher, Haemoon Oh, Bruce Prideaux, Brent W. Ritchie, Sevil Sonmez, Gary Thompson, Bruce J. Tracey, and John Tribe. In total, according to Harzing's (2007) Publish or Perish software program as of July 2014, the forty-four authors produced 2,958 academic papers which yielded 117,507 citations. Only academic papers published in English-language hospitality and tourism-related journals (as itemized by McKercher et al. 2006) were included in the analysis. In accordance with similar studies (Jang and Park 2011; Law et al. 2012; Tsang and Hsu 2011), articles published in non-hospitality and tourism-related journals, books, book chapters, case studies, book reviews, introductory notes, conference papers, etc. have been excluded from our analysis since they were beyond the nature and scope of the current study.

For the purposes of the study, a database including ten variables was compiled. The variables, most of which were collected from Harzing's (2007) Publish or Perish software program, were: (1) Name of the scholar, (2) Era of publication, (3) Title of the paper/article, (4) Name of the journal, (5) Impact factor (or ranking) of the journal, (6) Single or multi-authorship, (7) Rank of author, where there is multi-authorship, (8) Citations received, (9) Year of publication, and (10) Research theme. Each article's abstract and keywords were also collected for classification purposes from the Google Scholar website, a process also utilized by Park et al. (2011). It is important to note that on numerous occasions the full article had to be retrieved in order to clarify its research theme and validate the information collected.

A significant aspect of this investigation was the association of the journal's impact factor with other study-specific variables. For this purpose, four distinctive categories of journal rankings were developed based on five established academic quality guides, namely (a) the ISI Web of Knowledge (Thomson Reuters: Journal Citation Reports 2012), (b) the ABS (Association of Business Schools 2010), (c) the 2014 Google Scholar H-5 Index (Google Scholar Metrics 2014), (d) the 2013 ABDC (Australian Business Deans Council 2013) journal quality list, and (e) SCImago-SJR (SCImago Journal and Country Rank 2013). Since the guides adopt different ranking systems, the research team defined the four ranks as follows: Tier One (upper rank)—Journals with an ISI impact factor >1.500, ABS inclusion, Google Scholar H5-Index >30, ABDC rank A*, and an SJR >.93; Tier Two (mid rank)—Journals with an ISI impact factor of <1.500, ABS inclusion, Google Scholar H5-Index between 17 and 30, ABDC rank A or B, and an SJR between .39 and .93; Tier Three (lower rank)—Journals without or very low ISI impact factor, most without an ABS inclusion, Google Scholar H5-Index <17, ABDC rank B or C, and an SJR between .14 and .47; and Unranked—all other journals. It is important to note that, despite our best efforts to produce a comprehensive journal list based on established international ranking criteria, a certain level of subjectivity was still present.

Identifying the research theme of each paper posed some challenges since no 'universal' guidelines exist. For example, Ballantyne et al. (2009) suggest twenty-one different tourism-related research themes, Baloglu and Assante (1999) suggest six hospitality-related fields, Law et al. (2012) twelve, and Park et al. (2011) eleven for hospitality and twenty for tourism. After a thorough review of the existing classification frameworks and the practicalities involved, the study adopted the following ten categories: (1) Hospitality Operations (HO—including Food and Beverage, Rooms Divisions, etc.), (2) Hospitality and Tourism Management (HTM—Strategic aspects including Legal topics), (3) Marketing and Consumer Behavior (MCB); (4) Human Resources and Organizational

Behavior (HRM); (5) Finance/Accounting/Economics (FAE—including econometrics); (6) Information Technology and MIS (IT—including e-commerce); (7) Tourism Planning and Development (TPD—including Environmental Planning and Sustainability); (8) Destination Marketing and Management (DMM—Macro level aspects including Image and Branding, Crisis Management, etc.); (9) Alternative Forms of Tourism (AFT—including Conventions, Casinos, Sports, Heritage, Cultural, etc.); and (10) Education and Research (ER).

Descriptive and inferential statistics were utilized to analyze the dataset and address the research objective. In particular, and in order to examine the association between categorical variables, the Chi square test for independence (Sheskin 2004) was utilized. Moreover, due to the multiple levels of many factors, both the Correspondence (CA) and Multiple Correspondence Analyses (MCA) were utilized to visualize the relationships between the variables of interest in a low-dimensional space (Greenacre 2007). It is worth noting that due to the complexity of the compiled dataset, as well as the empirical relationships to be examined, ggplots2, a data visualization package for the statistical programming language R, was utilized. Finally, the publication progress of authors was studied, after the division of time into three periods, utilizing the Linear Mixed Effect Models (LMEM) technique (Pinheiro and Bates 2000), whereas, Hierarchical Clustering on Principal Components (HCPC) was used to enhance conceptual clarity as to the connectivity of the papers' research themes with the authors, with the aim of suggesting different research theme profiles (Husson et al. 2011).

Findings

The following section presents the primary findings as they relate to the three theme areas under investigation.

Citations and impact factor

The first theme explored issues related to the journal's impact factor and number of citations received, with the first objective being to investigate the association between the journal's impact factor and the number of citations received by each respective paper. Based on the literature, it was evident that hospitality and tourism scholars' publications in Tier One journals have received considerably more citations in comparison to others. In order to empirically substantiate this, the non-parametric Kruskal–Wallis test was utilized to identify whether the impact factor of the four different types of journals have the same distributions on the quantitative response variable (in our case, citations). The choice of the non-parametric procedure was due to the fact that the Kolmogorov–Smirnov ($K-S$) test for normality signified that the variable 'number of citations per article' did not follow the normal distribution ($Z = 18.159$, $p < .001$). The Kruskal–Wallis test indicated that the distributions (or the median values) for the number of citations per article were significantly different among the four different ranks of journals ($\chi^2(3) = 314.871$, $p < .001$). This empirical finding suggests that the higher the impact factor of the journal, the higher the number of citations the article receives.

Moreover, and due to the fact that the Kruskal–Wallis test does not provide a post hoc analysis, the Mann–Whitney test was utilized, after conducting the Bonferroni–Dunn correction ($p = .05/6 = .008$, where 6 is the number of the overall comparisons), in order to control the family-wise error rate ($FWER$). The pair-wise comparisons indicate that all

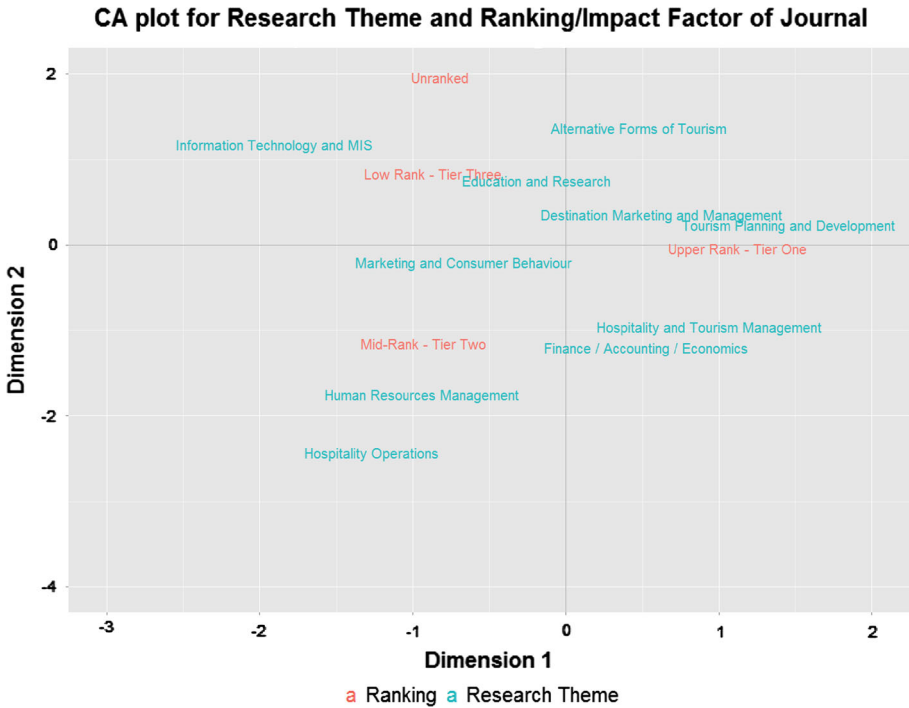
differences between the four unrelated groups are statistically significant ($p < .001$), except the pair-wise comparison of Low Rank-Tier Three and Unranked journals ($p = .698$).

Our next objective was to investigate whether there is a statistically significant association between the journal's impact factor and the research theme of the publications. With the utilization of the Chi square test for independence, findings revealed a statistically significant relationship between the two nominal variables [$\chi^2(27, N = 2958) = 223.065, p < .001$]. Moreover, and in order to enhance the conceptual clarity of the nature of the relationship, Correspondence Analysis (CA), with symmetrical normalization, and the Euclidean distance measure, were utilized to further explore the relationships between the two variables. Findings, exhibited in Fig. 1, revealed a 61.2 % contribution to the principal inertia from the first principal Axis (Dimension 1) and 29.7 % from the second dimension, for a total explained variation of 90.9 %. The third dimension was excluded since it was significantly below the 20 % level, as suggested by Hair et al. (2010). With regard to the quality of representation for rows and columns, squared correlations, which provide a measure for the degree of association between a row or a column with a particular dimension, suggest that in terms of rows, all except Tier Three journals are well represented in the two dimensions. Moreover, Tier One journals are strongly associated with the first dimension, whereas Tier Two and Unranked journals are associated with the first dimension. The quality numbers for the four study-specific journal rankings (rows) are: Tier One (1.000); Tier Two (.988); Tier Three (.570), and Unranked (.895).

In terms of columns, findings suggest that all themes are adequately represented in the two dimensions. Marketing and Consumer Behavior (MCB), Information and Technology and MIS (IT), Tourism Planning and Development (TPD) and Destination Marketing and Management (DMM) contribute a substantial portion to the inertia of the first dimension, whereas Alternative Forms of Tourism (AFT), Education and Research (ER), and Finance/Accountings/Economics (FAE) are strongly associated with the second dimension. The quality numbers for the ten study-specific research themes are: Hospitality Operations (.997); Hospitality and Tourism Management (.797); Marketing and Consumer Behavior (.807); Human Resources Management (.744); Finance/Accounting/Economics (.893); Information Technology and MIS (.989); Tourism Planning and Development (.990); Destination Marketing and Management (.851); Alternative Forms of Tourism (.984); and Education and Research (.808).

Figure 1 graphically illustrates the two-dimensional CA solution which yields a satisfactory approximation of the data. In particular, the bi-plot exhibits that the research themes of Destination Marketing and Management (DMM), and Tourism Planning and Development (TPD), are associated with Tier One journals, whereas Human Resources Management (HRM), and Hospitality Operations (HO) are associated with Tier Two publications. Finally, Tier Three journals seem to be highly associated with the Information Technology and MIS (IT) and Education and Research (ER) research themes.

A third objective was to explore the differences between the two Eras in terms of the publication's impact factor. Again, the Chi square test for independence was used with the findings revealing a statistically significant association between the two nominal variables [$\chi^2(3, N = 2,958) = 185.685, p < .001$]. More precisely, 55.1 % of Era One publications were published in Tier One journals, in contrast to 32.6 % of Era Two. Overall, Era One scholars preferred Tier One journals, whereas publications in the other three journals' ranking categories increased during Era Two (see Fig. 2). A plausible explanation for this discrepancy is the fact that Era One scholars had considerably fewer academic journals, and thus fewer options in which to publish, compared to their Era Two colleagues.



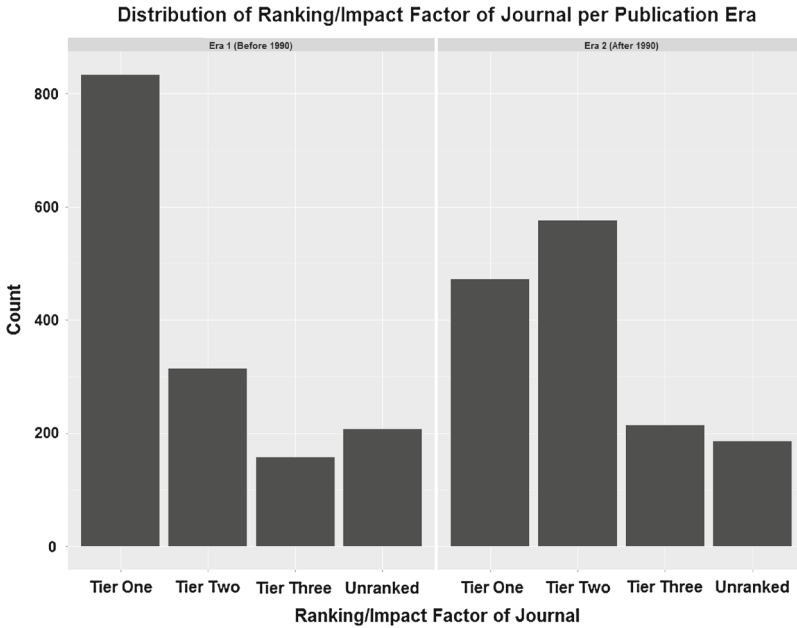
Dimension	Singular Value	Inertia	Proportion of Inertia	
			Account for	Cumulative
1	.215	.046	61.2%	61.2%
2	.150	.022	29.7%	90.9%
3	.083	.007	9.1%	100%

Fig. 1 Correspondence analysis (CA) plot and results for journal’s impact factor and research themes

Scholars’ contributions, according to the journal’s ranking, have also been investigated with the assumption being that premier scholars are mostly associated with Tier One journals. The Chi square test indicates a statistically significant association between the author’s number of publications and the Journal’s Impact Factor [χ^2 (129, $N = 2,958$) = 818.655, $p < .001$]. Subsequent correspondence analysis revealed that eight scholars were associated with Era One. These included Crompton, Jafari, Page, Pizam, Purdue, Sonmez, Var, and Witt, all of whom had published the majority of their articles in Tier One journals.

With the aim of providing a more insightful causal representation, Multiple Correspondence Analysis (MCA) was utilized to detect and represent the underlying structure of the relationship of the four nominal variables of research theme, citations, journal ranking, and publication Era. Due to the inflation phenomenon of the total inertias which is associated with the indicator design matrix of MCA, and which according to Greenacre and Blasius (2006) causes all inertia percentages on the principal axes to be low, an explanation for the variation of the two axes is not provided.

For analytical purposes, the number of citations received (a continuous variable) was re-coded as nominal by using the quantiles of its empirical distribution, thus producing the



			Ranking/Impact Factor of Journal				Total
			Tier One	Tier Two	Tier Three	Unranked	
Publication Era	Era 1 (Before 1990)	Count	833	314	157	207	1511
		% within Publication Era	55.1%	20.8%	10.4%	13.7%	100.0%
		% within Ranking/Impact Factor of Journal	63.8%	35.3%	42.3%	52.8%	51.1%
	Era 2 (After 1990)	Count	472	576	214	185	1447
		% within Publication Era	32.6%	39.8%	14.8%	12.8%	100.0%
		% within Ranking/Impact Factor of Journal	36.2%	64.7%	57.7%	47.2%	48.9%
Total	Count	1305	890	371	392	2958	
	% within Publication Era	44.1%	30.1%	12.5%	13.3%	100.0%	
	% within Ranking/Impact Factor of Journal	100.0%	100.0%	100.0%	100.0%	100.0%	

Fig. 2 Clustered bar charts for journal’s impact factor and publication Era

following four categories: Category 1 (0–2 citations), Category 2 (3–12 citations), Category 3 (13–40 citations), and Category 4 (41+ citations). As exhibited in the MCA plot (see Fig. 3), authors who have published in Tier One journals received a high number of citations (>41), and their papers mostly revolved around the research themes of Destination Marketing and Managing (DMM), and Tourism Planning and Development (TPD). In contrast, authors with publications in Tier Three and unranked journals received significantly less citations (0–2 citations and 3–12 citations) for publications related primarily to Information Technology and MIS (IT) and Education and Research (ER) research themes. Moreover, Hospitality Operations (HO) and Human Resources Management (HRM) were associated with Tier Two publications. Publications associated with the Finance/Accounting/Economics (FAE), Marketing and Consumer Behavior (MCB), and Hospitality and Tourism Management (HTM) research themes, received a moderate number of citations (13–40 citations). Finally, the only notable observation is that during Era One the research interests revolved mostly around the fields of Tourism Planning and Development (TPD) and Destination Marketing and Management (DMM), whereas, themes such as Information Technology and MIS (IT), Human Resources Management (HRM) and Hospitality Operations (HO) gained popularity in Era Two.

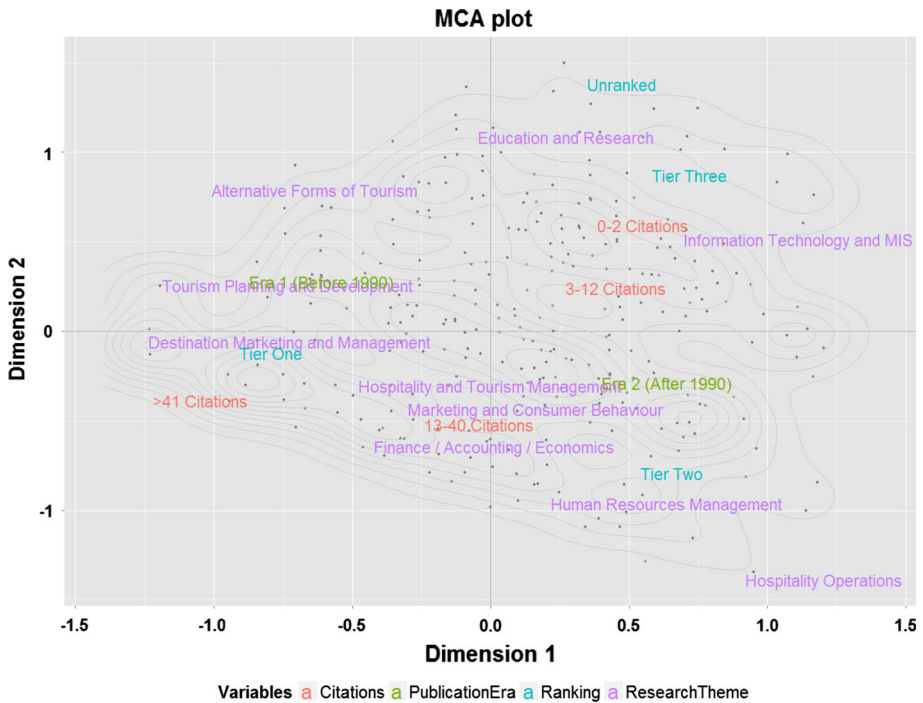


Fig. 3 Multiple correspondence analysis (MCA) scatterplot for research theme, citations, impact factor and publication Era

Finally, Linear Mixed Effect Models (LMEM), a statistical technique which contains both fixed and random effects, ideal for longitudinal studies (Pinheiro and Bates 2000), enabled the modeling of the number of publications for each time span, with period and publication Era as fixed effects, and author as random effect. For the purposes of the analysis, publication time chronology was divided into three distinctive periods. The first period included the scholar’s first 5 years of publication activities, the second included years six till ten, and the third period included those from year eleven and beyond. It is important to note that six authors (Andriotis, Gursoy, Jang, Karatepe, Lee, and Mattila) did not complete the whole third period of their careers, thus the outcome of the dependent variables was considered as a missing value in order to eliminate the bias.

The graph (see Fig. 4) produced from the R statistical programming language, displays the temporal structure of the number of publications according to the three periods for each author. Overall, the graph indicates an upward trend in the number of publications with some minor exceptions.

The main effect of publication era was significant ($p = .016 < .05$) indicating a significant difference between the two publication eras. The positive value of the coefficient ($\beta = 9.326$, $SE = 3.711$) indicates an increasing trend in the number of publications from the first to the second publication eras. The other findings of the model, presented in Table 1, indicate a main effect of period on the number of publications (the reference category was the first period). More specifically, findings suggest a statistically significant difference between the first and second period ($\beta = 5.727$, $SE = 1.723$, $p = .001 < .05$) and a significant difference between the first and third period ($\beta = 5.830$, $SE = 1.823$,

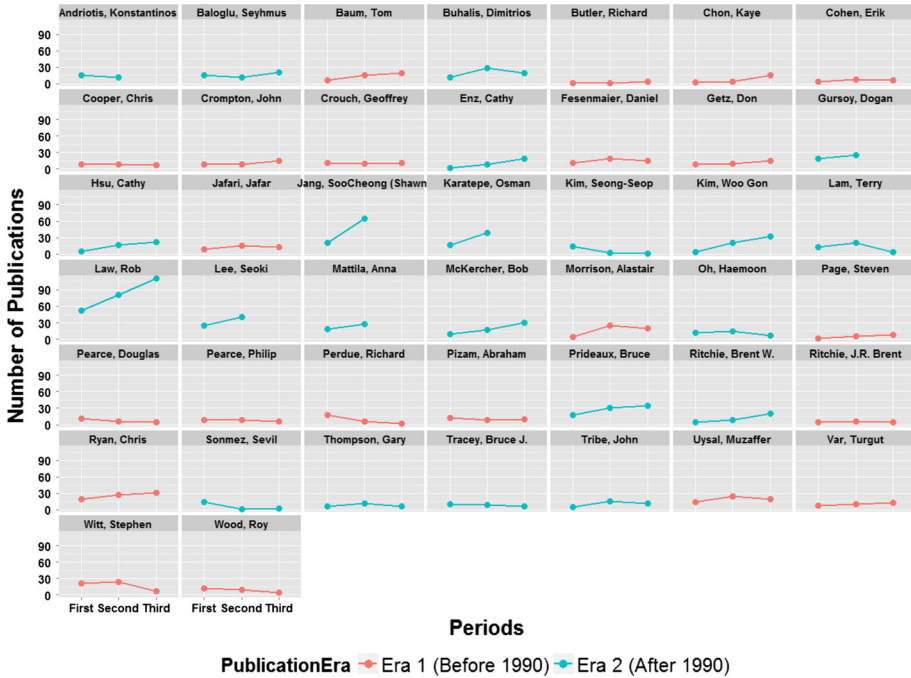


Fig. 4 Graph for number of publications per period for each author. *Note:* Authors belonging to the first Publication Era (before 1990) are highlighted in red, whereas second Publication Era authors (after 1990) in blue. (Color figure online)

$p = .002 < .05$). Moreover, the positive values of the coefficients indicate an increasing trend in the number of publications for each period compared to the reference category. In order to clarify which periods present statistically significant differences, multiple hypothesis tests were conducted by using the Tukey’s Honest Significant Difference (HSD) procedure in order to control the family-wise error rate (FWER). The adjusted p-values signify again that there is a statistically significant difference between the first and second period ($p = .002 < .05$) and between the first and third period ($p = .003 < .05$). On the other hand, there is not a statistically significant difference between the second and the third period ($p = .998 > .05$).

Authorship specifics

The second research theme revolved around the authorship-specific issues as they relate to the publication. In order to explore the publication progression of the authors, time was again divided into three chronological periods, namely period one which included the scholar’s first 5 years of publication activities, period two, years six till ten, and period three included year eleven and beyond. Our first objective was to explore the authors’ publication progression as it relates to authorship collaborations. Findings revealed that 37.0 % of the first period’s publications were single-authored, whereas the number decreased in the second (29.7 %), and third periods (20.5 %). The Chi square test for independence also revealed a statistically significant association between the type of

Table 1 Results of LMEM for the number of publications

Fixed effects	<i>b</i>	<i>SE</i>	<i>t</i>	<i>p</i>
Intercept	6.905	2.800	2.466	.016
Period (second)*	5.727	1.727	3.316	.001
Period (third)*	5.830	1.821	3.202	.002
Era (after 1990)**	9.326	3.711	2.513	.016

Period and publication era are considered as fixed effects

* Baseline = Period (First)

** Baseline = Era (before 1990)

authorship (single/multi) and period [$\chi^2(2, N = 2,528) = 54.181, p < .001$]. The assumption that most scholars begin their publication career alone and then adopt a collaborative strategy is supported by the findings.

The association between the scholar’s rank on the authorship list, and the publication period was also investigated. Findings suggest that during the first period, 67.5 % of scholars sought first ranking in the authorship list, with the number decreasing to 58.0 % for the second period, and 42.4 % for period three. Again, the Chi square test revealed a statistically significant association between the rank of author in the list and period of publication [$\chi^2(6, N = 2,526) = 119.564, p < .001$]. Moreover, and of potential interest to the readership, a statistically significant association was also revealed [$\chi^2(6, N = 2,528) = 38.159, p < .001$] when investigating the distribution of publications per period and the ranking of the journal. In particular, 58.2 % of the first period’s articles were published in Tier One journals with the percentage subsequently dropping to 43.2 and 41.5 % for the second and third period, respectively.

In an attempt to methodically detect and represent the underlying structure of the relationship of the three nominal variables of authorship period, authorship list, and journal ranking, Multiple Correspondence Analysis (MCA) was again utilized, (exhibited as Fig. 5), superimposing both the observations and the categories. The figure clearly illustrates that during the first period, authors tend to publish in Tier One journals and rank first in the authorship order of their publication, whereas, during the second period, publications were primarily associated with Tier Two and Tier Three journals. It is important to note that since some individuals’ names overlap, density curves were used to highlight the zones which were highly concentrated.

In a similar vein, MCA was utilized to explore the underlying structure of the other three categorical variables; publication Era, research theme and authorship. Findings, exhibited in Fig. 6, suggest that publications incorporating articles on Alternative Forms of Tourism (AFT), Destination Marketing and Management (DMM), and Tourism Planning and Development (TPD), were associated primarily with Era One scholars, whereas Era Two scholars showed a preference for publications investigating Hospitality Operations (HO), Hospitality and Tourism Management (HTM), Information Technology and MIS (IT) and Human Resources Management (HRM) themes. In contrast, Marketing and Consumer Behavior (MCB), and Finance/Accounting/Economics (FAE) themes were not related to any particular publication Era. Moreover, in terms of authorship-specifics, the analysis suggests that Education and Research (ER) papers were mostly single-authored, whereas, publications dealing with Marketing and Consumer Behavior (MCB), Destination

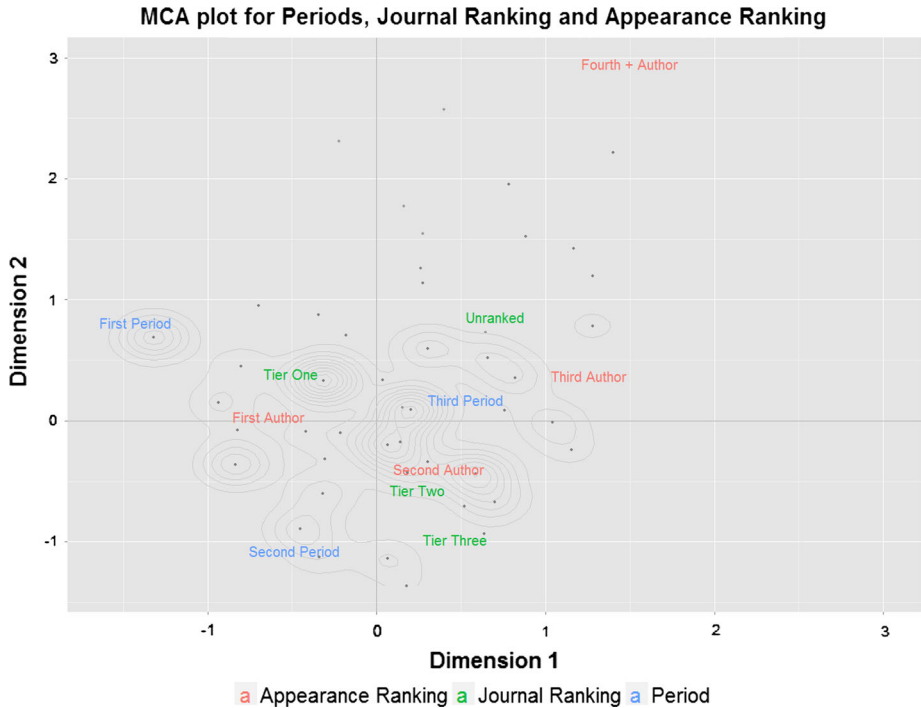


Fig. 5 Multiple correspondence analysis (MCA) scatterplot for appearance order, journal ranking and authorship period

Marketing and Management (DMM), and Finance/Accounting/Economics (FAE) were mostly multi-authored.

Research themes clusters and authors

Hierarchical Clustering on Principal Components (HCPC), an exploratory data analysis methodology, was utilized to explore the disciplinary approach of each scholar according to the study's ten research themes. Principal Components Analysis (PCA) was conducted as a preprocessing step in order to balance groups of variables and facilitate a better understanding of the data's structure. PCA findings revealed four dimensions which explained 66.91 % (see Table 2) of the total variance, whereas the unrotated component matrix (see Table 3; Fig. 7) suggests that Destination Marketing and Management (DMM), Tourism Planning and Development (TPD), and Alternative Forms of Tourism (AFT) are highly correlated research themes that mainly load on the first axis. In simple terms, findings indicate that scholars publishing DMM related articles also publish in the fields of TPD and AFT. Furthermore, Hospitality and Tourism Management (HTM), Hospitality Operations (HO), Marketing and Consumer Behavior (MCB), and Information Technology and MIS (IT) are mostly related with the second axis; nevertheless, not all these variables are correlated in a high degree in the unrotated space. Finally, Education and Research (ER), Human Resources Management (HRM) and Finance/Accounting/Economics (FAE) did not load on any of the two initial components forming separate additional dimensions.

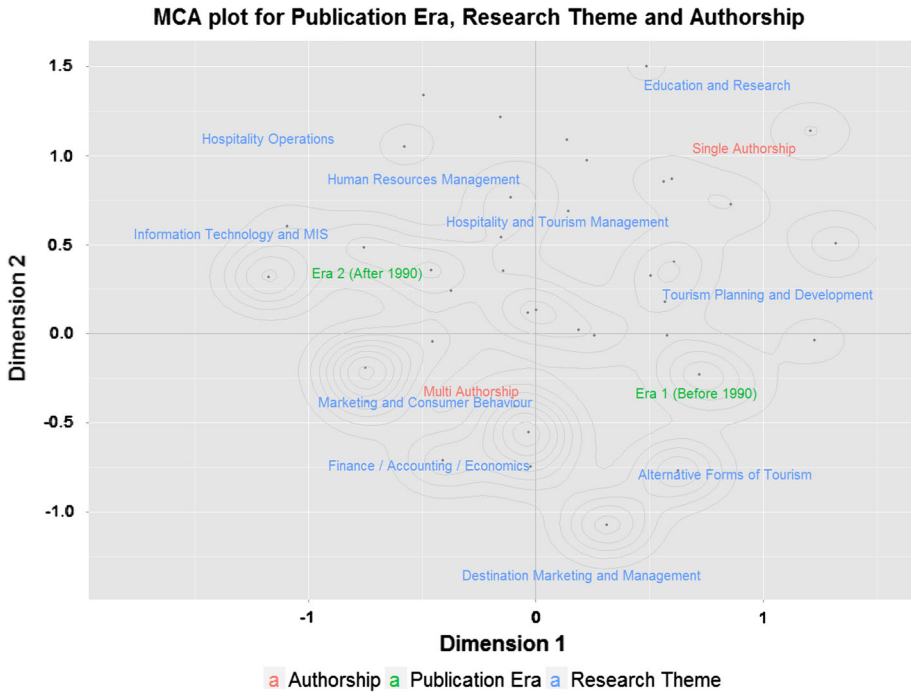


Fig. 6 Multiple correspondence analysis (MCA) scatterplot for authorship, publication Era, and research theme

Table 2 Principal components analysis (PCA): total variance explained

Component	Initial eigenvalues		
	Total	% of Variance	Cumulative %
1	2.346	23.462	23.462
2	1.932	19.321	42.783
3	1.321	13.206	55.990
4	1.092	10.915	66.905
5	.921	9.206	76.111
6	.817	8.172	84.283
7	.545	5.447	89.730
8	.434	4.337	94.067
9	.384	3.842	97.908
10	.209	2.092	100.000

In attempting to extrapolate the previous findings to the authors under investigation, hierarchical clustering on the PCA results was utilized. As suggested by the representation of the hierarchical tree on the factor map (see Fig. 8), the forty-four authors were divided into four clusters. Each cluster, represented by a different color, contains the authors who are, in turn, located on the two-dimensional factor map according to the particular thematic

Table 3 Principal component analysis (PCA) matrix

	Component			
	1	2	3	4
Tourism planning and development (TPD)	.863	−.021	.103	−.097
Destination marketing and management (DMM)	.757	.059	−.009	.392
Alternative forms of tourism (AFT)	.681	−.177	.417	−.082
Human resources management (HRM)	−.366	−.233	−.335	.266
Hospitality operations (HO)	−.388	.654	.247	.313
Information technology and MIS (IT)	.137	.624	−.540	.034
Marketing and consumer behavior (MCB)	.162	.598	.252	.560
Hospitality and tourism management (HTM)	.010	.597	.221	−.477
Education and research (ER)	.402	.425	−.618	−.303
Finance/accounting/economics (FAE)	−.269	.363	.421	−.344

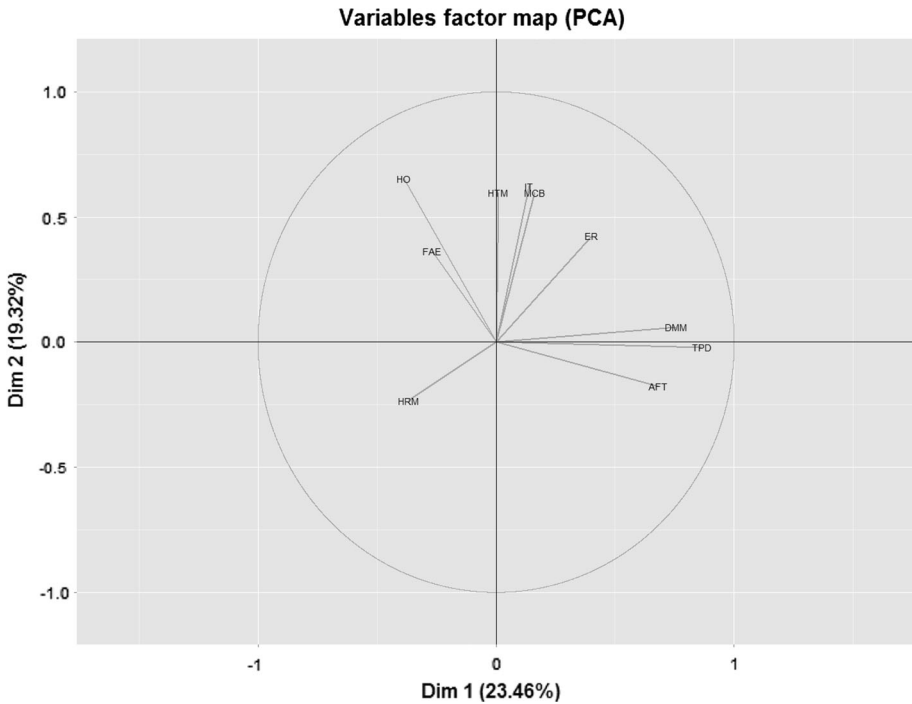


Fig. 7 Variables factor map (PCA)

dimension. More precisely, six authors, namely, Enz, Jang, Kim, Lee, Mattila, and Witt form a cluster (red color), which is closely related with HTM and MCB research themes (second dimension of factor map). The vast majority of scholars were associated with the first cluster (black color), whereas Law seems to exemplify a single-disciplinary approach, primarily associated with an IT research theme. Finally, four authors of the third cluster (green color), namely Getz, McKercher, Ryan, and Uysal, are mostly associated with TPD, DMM and AFT research themes.

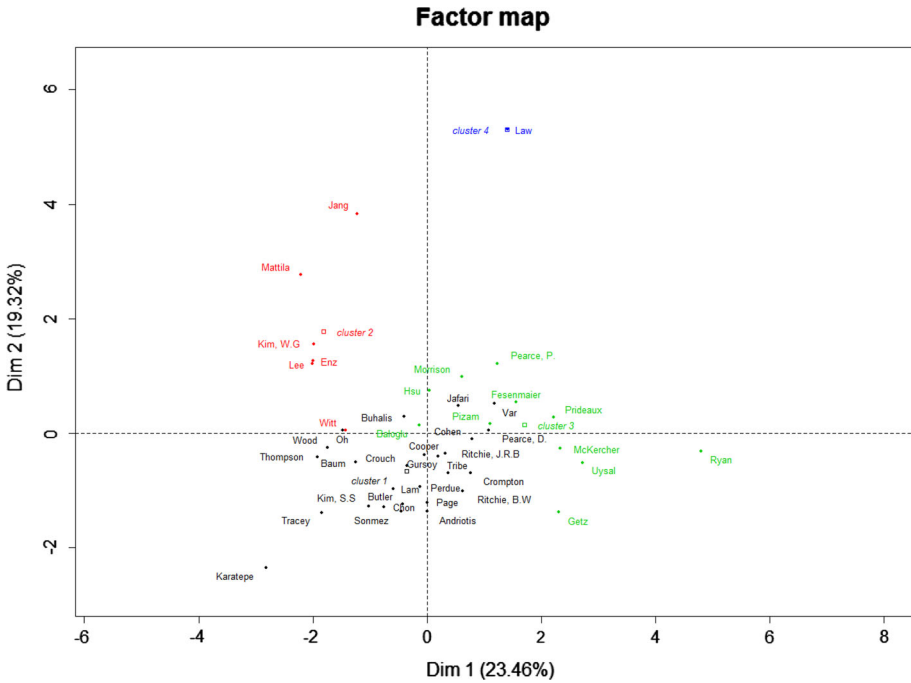


Fig. 8 Hierarchical clustering of authors (*2d Representation*)

Discussion and implications

Paraphrasing Shakespeare’s metaphor, “What’s past is prologue”,¹ suggesting that the past has set up the context for, or to effect, a future act, we revisited, and reflected on the publication strategies of forty-four prolific hospitality and tourism scholars. The study provided the opportunity for insightful analysis of the strategies utilized, as well as facilitating current and future scholars ‘quest for excellence’, adding to the discourse regarding the contributions of the hospitality and tourism discipline.

The findings, confirming some and rejecting other deep-rooted beliefs, may serve to enhance our conceptual clarity regarding the publication strategies and tactics adopted by some of the disciplines’ premier iconic scholars. Our analysis confirms that most Era One scholars began their publishing careers with Tier One publications, which received significantly more citations. Consequently, this broader exposure provided the foundations for the readership’s willingness to embrace their contributions, whereas Era Two scholars were more inclined to publish in Tier Two or lower-rated publications due to the dearth of mature journals available within each Era. Moreover, the analysis revealed that specific research themes are mostly associated with Tier One journals, whereas others, such as the Information Technology and MIS (IT) research theme, are mostly found in Tier Three and unranked journals. A plausible explanation is derived due to the majority of IT-related papers being published in newly established journals without an impact factor. Regarding

¹ The Tempest, Act II, Scene I, (William Shakespeare), <http://www.online-literature.com/shakespeare/tempest/3/> accessed on 2nd of December, 2013.

publication frequency or volume, the findings revealed an upward trend when comparing the scholars' first 5 years of output within subsequent periods. The early part of their publication careers was accompanied by rapid output, followed by a period of stability, with some minor exceptions.

Furthermore, in terms of authorship specifics, findings revealed that one in three scholars began their publication career with single-authorship papers before venturing down the collaboration route, a pattern that is to be expected as scholars' status grows in seniority, which then sees them collaborating with their graduate students. Moreover, a substantial majority of scholars sought to be ranked first in the authorship list during the first 5 years of their publication career, with the number significantly decreasing in subsequent periods. Similarly, during the first 5 years, the majority of articles were published in Tier One journals, with the number again subsequently dropping. This suggests that during the first 5 years of their publication careers, the prolific authors under investigation preferred to publish single-authored papers in Tier One journals, and to be ranked first in the authorship list.

The papers' thematic fields were also investigated with regard to both authorship (single vs. multi) and the publication Era. Noteworthy findings highlight themes, such as Education and Research (ER) being mostly associated with single authorship articles, whereas Marketing and Consumer Behavior (MCB), Destination Marketing and Management (DMM), and Finance/Accounting/Economics (FAE) with multi-authorships. Additionally, the relative shift in publication themes from Era One to Era Two was also revealed with Alternative Forms of Tourism (AFT), and Tourism Planning and Development (TPP) being the 'icons' of Era One, whereas Hospitality Operations (HO), Hospitality and Tourism Management (HTM), and Information Technology and MIS (IT), surfaced as the primary themes of the second Era. It is apparent that hospitality and tourism trends, such as Information Technology and MIS (IT), mostly associated with the post-1990 Era, influenced the thematic interests of academics.

Finally, the findings regarding the intra-disciplinary approach of each scholar, according to the study's ten research themes, suggest that macro-tourism themes, such as Destination Marketing and Management (DMM), Tourism Planning and Development (TPD), and Alternative Forms of Tourism (AFT) were highly associated and related with specific scholars. It is evident that the close relationship of specific homogeneous themes may be traced to the educational background and experience of the scholars. Worthy of note is the finding that only one of the forty-four scholars under investigation exhibits a mono-thematic research approach.

The undeniable 'explosion' of hospitality and tourism doctorate programs worldwide (Pearce 2004), is likely to produce a generation of ambitious young scholars who are eager to contribute to the preservation, and, further development and interdisciplinary expansion of the discipline. Crompton (2005) highlighted the necessity for doctorate students to illustrate their commitment to the discipline's academic community by undertaking research that would lead to upper-level publications. His conceptual thinking underlines the importance for utilizing research performance indicators, such as frequency of publications, impact factor and citations, as a means to verify the impact of the publication. Moreover, others (Chung and Petrick 2011; Sinclair et al. 2013) have highlighted the profound impact that doctorate advisors have on incubating active researchers who possess the potential for meaningful research contributions.

Young scholars are often caught in an abyss during their scholarly publications quest. Typical questions ranging from what to publish, where, how, when and with whom, may produce an atypical ambiguous terrain with no simple answers. Such ambiguities may

prove detrimental in terms of personal motives, interests, goals and achievements, professional disciplinary contributions and general career advancement. The evidence from the study can provide an introspective insight for advisors, doctorate students and junior scholars in defining their research performance productivity standards and future scholarly goals. It is evident that publishing in Tier One journals is of paramount importance for research-active academics. A strategy to achieve this could be by collaborating with established, senior academics who have already published in journals of this caliber. The experience gained through this strategy should also provide a solid foundation for collaboration with their graduate students, and the changing publications terrain can provide a broader platform, compared to Era One scholars, upon which to exhibit their work. The ‘publish or perish’ mantra is the driver for achieving meaningful disciplinary contributions through a wider dissemination of published work, preferably in Tier One journals.

However, there is a subtext which cannot be ignored or at best, underestimated. As we analyze and critique the very substance of what it means to be a successful academic, perhaps we should heed the words of Macdonald and Kam (2007, p. 650), “academic publishing has always been ridden with self-interest, and academics have always played games to promote themselves. But while collegiality and professionalism imposed at least some constraint on this behavior, managerialism offers positive incentives”. The jibe is apparently aimed, not only at the academic fraternity, but also at the university administrators who have imposed and nurtured a cohort of ‘bean-counters’ as a substitute to collegiality and good academe. We believe that this is likely to have both direct and indirect implications for academic institutions wishing to objectively evaluate the scholarly activities and impact of their members. Most often, junior faculty members find themselves in the ambiguous position of struggling to shape their own publication’s strategy without knowing if this is aligned with their host institution’s deep-rooted norms for assessing academic excellence. Unfortunately, assessments characterized by subjectivity, bias, prejudice, favoritism, and double standards, have become an alarming trend, and thus necessitate the immediate attention and intervention of the international academic hospitality and tourism community. The preservation of the discipline’s academic integrity should act as the impetus for all of our actions.

Limitations and conclusions

Despite some notable contributions, the research team would like to acknowledge specific limitations. Foremost, the subjective nature of some of our variables, such as the journals’ impact factors, may be a cause for concern, especially when revised rankings are publicized annually. The development of a study-specific journals’ ranking system, reflecting existing literature, and in the absence of a universally standardized framework, was the least subjective way of forming and utilizing the specific variable. Moreover, and in a similar vein, the development of the ten research theme categories may be scrutinized by some.

We acknowledge that due to methodological specificities, to include only publications in English language hospitality and tourism journals, our analysis fails to capture the contributions of other notable scholars such as Dean MacCannell, Geoff Wall, and Michael Hall, amongst others. The aforementioned, specifically Michael Hall, has pursued a different yet hugely successful and influential strategy. Subsequently, we would like to stress that this aspect is worthy of further exploration and investigation. This issue has been adequately raised by Ryan (2005) who suggested that the utilization of only refereed

journal publications may provide a distorted picture since it “...significantly underplays the influence of a colleague such as Michael Hall, whose main work lies in books that offer not only a synthesis of existing knowledge, but extend that synthesis into an antithesis not often publishable in journals” (p. 659). At this point it is important to reiterate that our purpose was neither to capture, nor to measure the impact or influence of prominent hospitality and tourism scholars, but rather to thoroughly explore their publication strategies, namely their stream of decisions, which elevate and establish them as leading scholars in the field. Finally, it is important to note that the subjective nature and inherent limitations of such research endeavors have been highlighted by numerous scholars’ investigation of similar topics in the past (see for example, Jamal et al. 2008; Law and Van der Veen 2008; Ryan 2005).

In addition, we acknowledge that there is a need to review the process (Jamal et al. 2008), and that significant effort needs to be expended in order to establish a standardized process of evaluation (Law et al. 2013). It is apparent that attempts at introducing quantitative measures to evaluate research output has been, and is likely to remain a highly contentious issue which is perceived as lacking in transparency (Hall 2011; Ryan 2005; Way et al. 2012); a fairer process should include both quantitative and qualitative measures of a scholar’s productivity (Losekoot et al. 2001); and, having created an “audit culture”, whether it adds real value to the research agenda (Fennell 2013).

The nature, scope and specifics of hospitality and tourism research provide ample opportunities for scholars wishing to further explore the architecture and bibliometric qualities of the discipline. Longitudinal studies may investigate related topics from an array of perspectives with the aim of guiding junior scholars, confirming the decisions of senior scholars, and thus, enhancing the academic integrity and maturity of the discipline. It is suggested that future studies meta-analytically investigate the relationships of the field with other business and non-business disciplines. It will be of interest to delineate the interdisciplinary impact of hospitality and tourism research on other fields and vice versa. Perhaps a pertinent question might be, have we moved from the era of dependency and self-preservation to one of genuine cross-disciplinary influence, acknowledgement, and collaboration?

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