

# HOTEL INDUSTRY AND REGIONAL COMPETITIVENESS: THE BIBLIOMETRIC PERSPECTIVE OF WEB OF SCIENCE

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## ABSTRACT

The hotel industry is certainly a key sector study for any regional competitiveness. The aim of this study is to review the extent and emerging perspectives and approaches to the hotel industry and regional competitiveness. We adopted a systematic literature review using a bibliometric approach, focusing on the creation of maps and networks of visualization of intellectual structure in the period of 18 years (2000-2018), through the Web of Science database. The author argues that the hotel industry is undoubtedly the sector linked to regional competitiveness and that is an engine of the regional economy.

Keywords: Bibliometric Analysis, Hotel Industry, Intellectual Knowledge, Regional Competitiveness.

JEL Classification: Z3, Z31, Z32, M2, M21

## 1. INTRODUCTION

The hotel industry belongs to one of the vital and structural elements of the tourism sector without which no destination could be competitive (Attila, 2016; Ouyang, Wei, & Chi, 2019; Zhao, Xu, & Wang, 2019). The importance of studying knowledge about a new and certain scientific domain is in itself interesting from its foundation or given period, allowing to see its theoretical position of the intellectual structure and its permanent development and future perspectives (Koman & Kundrikova; 2016; García-Almeida & Klassen, 2017; Atapattu, 2018; Aydin & Dube, 2018). Based on this assumption we chose to select two scientific areas of study, the hotel industry and regional competitiveness, since these are undoubtedly two areas that constitute an important source of economic growth in many countries, and because the hotel industry is a very important capital factor in the development and a source of research of great interest (Attila, 2016; Sellers-Rubio & Casado-Diaz, 2018; Assaf & Tsionas, 2019; Penela, Isabel, & Gregory, 2019).

Most of the empirical studies in the area of competitiveness at the level of the industries have been related to the manufacturing sectors, and only more recently some investigators have begun the study of the international competitiveness in the service sector with a particular focus on tourist destinations and the hotel industry that deserves a systematic and critical review (Tsai, Song, & Wong, 2016).

However, although many people deal with tourism, the hotel industry and tourist destinations of the regions in the literature on international tourism, there is still a large gap in the hotel industry rooted in the conditions and research trends that are rarely investigated (Yang & Cai, 2016).

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Although there are some empirical studies related to the hotel industry and competitiveness, most of them focus on services with a particular focus on destination, not on the hotel industry and regional competitiveness. But as tourism evolves the hotel industry continues to thrive in the global, international and domestic economy, among members of the industry, therefore, possessing competitive advantages may be a factor and key to the success of these hotel members (Tsai, Song, & Wong, 2009a; Attila, 2016; Tsai et al., 2016).

There are many other researchers who use the study of competitiveness indices to explore the impact of global or regional competitiveness from certain policy measures, for example, to determine the competitiveness of prices, destination to the market, and cost of access to the destination (Dwyer, Forsyth, & Rao, 2000; Picazo & Moreno-Gil, 2018). However, there is a lack of systematic studies that analyze driving and restricted forces in the adoption of hotel industry issues and this is one of the main objectives of this study, namely to identify these forces (Mak & Chang, 2019).

This paper, therefore, seeks to meet this need, from the literature bibliometric analysis that focuses on how these concepts (hotel industry and tourism competitiveness) have interrelated over time, given that their respective fields of study emerge as highly dispersed and, until now, systematic study of the literature in these terms. Currently, the bibliometric analysis represents the most commonly applied methodology for studying research results and literature (Palmer, Sesé, & Montano, 2005; Evren & Kozak, 2014; Cancino, Merigó, & Coronado, 2017; Castillo-Vergara, Alvarez-Marin, & Placencio-Hidalgo, 2018). This covers the application of quantitative and statistical analyzes to academic results in order to generate a broad perspective on research activities and their impacts, particularly on researchers, journals, countries and the origin of universities.

The objective of the study is to provide researchers with topics related to the hotel industry and tourism competitiveness, a map of journals, authors, themes, citations and other data that allow a better understanding of publications related to the theme and future perspectives. Thus in the review of the following literature, we approach these contexts of the hotel industry and tourism competitiveness in order to identify future research trends.

## **2. THEORETICAL FRAMEWORK**

### **2.1 Hotel Industry**

The hotel industry comprises the cluster of several commercial establishments specializing in providing accommodation to travelers for a certain amount depending on their rating and number of stars. The hotel industry and competitiveness have been relatively little studied, although some studies have already begun in other industries since the early 1990s (Tsai et al., 2009a; Mohsin & Lengler, 2015). The responsibility of hotels in relation to their natural, economic, social and cultural environment is undoubted of utmost importance, since it is in this environment that the tourism product is included, determining the quality and satisfaction of the tourist experience (Ettinger, Grabner -Kräuter, & Terlutter, 2018).

The hotel industry is also often characterized by the great power of the directors and managers in each unit, influencing business and management strategies in the development of new products and introduction of innovation factors, thus generating dynamic capacity development (Pusck, Kramer, Flag, & Freire, 2019).

However, only recently some researchers have begun to take an interest in studying and analyzing factors of competitiveness in the hotel industry and competitiveness in the tourism sector, either through conceptual and empirical studies with a particular focus on tourist destinations and the hotel industry (Tsai et al., 2009a, 2009a; Zainuddin et al.,

2015; Domínguez Vila et al., 2015). As tourism and the hotel industry continue to thrive in the global economy, competition whether national or international is becoming increasingly competitive (Tsai, Song, & Wong, 2009b; Orfila-Sintes, Crespi, & Martı́, 2005; Ali Köseoglu, Ross, & Okumus, 2016). This heterogeneous distribution of the hotel industry, resources and capabilities among competing companies have been invoked as a relevant aspect in the creation of competitive advantage (Lafuente, Carlos, Moreno-gómez, & Szerb, 2019).

## **2.2 Tourism Competitiveness**

The concept of tourism involves the analysis of the existence of actors such as institutions, groups, universities, industries, and regional competencies, as well as the interactions involved with innovation-related purposes, in order to provide local and state authorities with tools (Huahai, Xuping, & Feng, 2011). The concept of competitiveness of a country and within regions is similar to the concept of competitiveness of countries. Competitiveness is the capacity that a destination, a region or business has for people to live or work under dignified conditions to the human condition.

Although there is a large number of analyzes on the motivations and competitiveness of tourist destinations, there are still gaps regarding the empirical research that simultaneously encompasses the concepts of satisfaction, its attributes and tourism competitiveness in the analysis of multiple tourism events (Pansiri, 2014).

As far as satisfaction studies are concerned, these are one of the most important tools for gathering information and tourist opinions of a destination (Alegre & Garau, 2010). Thus, through the analysis of events and tourist satisfaction, it is possible to reach tourist competitiveness (Chen, Chen, Lee, & Tsai, 2016; Garcia-Almeida & Klassen, 2017; Garcia-Almeida & Klassen, 2017). Tourism is fundamental to the development of new clusters capable of sustaining regional competitiveness, bringing challenges to the tourism and cultural sector, nourishing its competitiveness, (Jackson & Murphy, 2002; Novelli et al., 2006; Zan et al., 2007; Alberti & Giusti, 2012).

According to Costa & Buhalis (2006), there is a need for a new conceptual approach to tourism, both in the introduction of new products with emerging solutions and in industries such as: reengineering established products and destinations, emerging destinations based on fashion and accessibility, based on experience, nature-based products, ecotourism and adventure tourism, sports and event tourism, urbanization tourism and residences, new age travel / tourism: spiritual experiences, shopping and tourism, gastronomy, food and wine; Thana tourism and Dark Tourism, (including spiritual tourism and pilgrimage) and even space tourism.

Communication and trust between tourists and residents, the efficiency of customs and emigration services, the attitude of customs and emigration services, the hospitality of residents to tourists, diversity of shopping experience, theme parks, financial institutions and ease of exchange, are also some factors of regional competitiveness (Crouch, 2011).

Management capabilities, the existence of tourism programs, cooperation between public and private sectors, spa and health resorts, tourist information and referral, casinos, nightlife and the use of e-commerce are fundamental elements for the competitiveness of a destination (Semlinger, 2008; Armenski et al., 2011; Aristei, Vecchi, & Venturini, 2016).

The destination vision regarding the values of tourism, residents, stakeholders and community are also identified by Armenski et al. (2011) as essential factors for tourism competitiveness. Briefly, the specific implications most supported by stakeholders in the tourism sector were the organizations and institutions of the tourism destination that can play an important role as facilitating strategies between the regional government and companies for better planning, development of tourism competitiveness (Banerjee & Homroy, 1998).

### 3. METHODOLOGY

#### 3.1 Data

The data for this research was used essentially using the WoS (Web of Science) database, which comprises several databases associated with it. The bibliometrics studies were initially used mainly based on the WoS and Scopus databases (Michael Hall, 2011; Sánchez, de la Cruz Del Rio Rama, & García, 2016; Cancino et al., 2017). Bibliometric study is a field of quantitative analysis that essentially uses bibliographical material, analyzing research trends, and it has been used in a wide range of fields (Palmer et al., 2005; Benckendorff & Zehrer, 2013; Jian-min, Chun-hao, & Jian-min, 2017; Estevão, Garcia, Filipe, & Fernandes, 2017; Castillo-Vergara et al., 2018; Project, 2018).

We have gathered our data from the Science Citation Index Expanded (2000-2018), Citation Index of Social Sciences (2000-2018), Arts and Humanities Citation Index (2000-2018), and the conference proceedings citation index - Social and human sciences (2000-2018), compiled by Thomson Reuters-ISI online databases containing many thousands of scholarly articles and bibliographic information about the authors and their affiliations and citations (Delbari, Ng, Aziz, & Ho, 2015; Global et al., 2016).

The research was conducted in April 2019 on the Web of Science Core Collection database involving the application of the search terms hotel industry and regional competitiveness with title, authors, abstract, keywords or source and with the chronological filter defined until the end of 2018, separated by schedules (Win). The result of this search resulted in 4466 articles associated with the keyword hotel industry and 3287 associated with the keyword regional competitiveness. All of these procedures have also occurred using Microsoft Excel 2010 software (Microsoft Corporation, Washington, USA) and VOSviewer software.

### 4. RESULTS

#### 4.1 Hotel Industry

Table 1 shows the annual trends in the number of articles published in this area of study of the hotel industry, as well as its number of citations and average citations per year. The three articles that get the highest number of citations are:

1. Ray Reagans and Bill McEvily (2003). Network Structure and Knowledge Transfer: The Effects of Cohesion and Range. *Administrative Science Quarterly*, Vol. 48, No. 2 (Jun. 2003), pp. 240-267). **(1376 citations, 80.65 citations per year)**.
2. Wedad Elmaghraby, Pinar Keskinocak (2003). Dynamic Pricing in the Presence of Inventory Considerations: Research Overview, Current Practices, and Future Directions. *Management Science*, Vol, 49, No. 10, 1287-1309. **(541 citations, 31.76 citations per year)**.
3. Meuter, ML; Bitner, MJ; Ostrom, AL; Brown, SW (2005). Choosing among alternative service delivery modes: An investigation of customer trial of self-service technologies. *Journal of Marketing*, 69(2), 61–83 **(485 citations, 32.27 citations per year)**.

**Table 1. Intellectual Capital of Top 50 of the Most Cited Studies in the “Hotel Industry”**

Rank	Title	Authors	Journal	Year of publication	Total citations	Average per year
1	Network structure and knowledge transfer: The effects of cohesion and range	Reagans, R; McEvily, B	Administrative Science Quarterly	2003	1376	80,65
2	Dynamic pricing in the presence of inventory considerations: Research overview, current practices, and future directions	Elmaghraby, W; Keskinocak, P	Management Science	2003	541	31,76
3	Choosing among alternative service delivery modes: An investigation of customer trial of self-service technologies	Meuter, ML; Bitner, MJ; Ostrom, AL; Brown, SW	Journal of Marketing	2005	485	32,27
4	Relational embeddedness and learning: The case of bank loan managers and their clients	Uzzi, B; Lancaster, R	Management Science	2003	460	27,06
5	Knowledge, clusters, and competitive advantage	Tallman, S; Jenkins, M; Henry, N; Pinch, S	Academy of Management Review	2004	432	27
6	A review of innovation research in tourism	Hjalager, Anne-Mette	Tourism Management	2010	426	42,6
7	Agglomeration economies, firm heterogeneity, and foreign direct investment in the United States	Shaver, JM; Flyer, F	Strategic Management Journal	2000	374	18,7
8	The geography of opportunity: spatial heterogeneity in founding rates and the performance of biotechnology firms	Stuart, T; Sorenson, O	Research Policy	2003	372	21,88
9	Friendships among competitors in the Sydney hotel industry	Ingram, P; Roberts, PW	American Journal of Sociology	2000	334	16,7
10	The effect of customers' emotional responses to service failures on their recovery effort evaluations and satisfaction judgments	Smith, AK; Bolton, RN	journal of the Academy of Marketing Science	2002	318	17,67
11	The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings	Ye, Qiang; Law, Rob; Gu, Bin; Chen, Wei	Computers in Human Behavior	2011	312	34,67
12	Making the next move: How experiential and vicarious learning shape the locations of chains' acquisitions	Baum, JAC; Li, SX; Usher, JM	Administrative Science Quarterly	2000	302	15,1
13	An empirical investigation of an incentive plan that includes nonfinancial performance measures	Banker, RD; Potter, G; Srinivasan, D	Accounting Review	2000	290	14,5
14	Transaction cost determinants and ownership-based entry mode choice: a meta-analytical review	Zhao, HX; Luo, YD; Suh, T	Journal of International Business Studies	2004	274	17,13
15	Using data envelopment analysis to measure hotel managerial efficiency change in Taiwan	Hwang, SN; Chang, TY	Tourism Management	2003	256	15,06
16	An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers	Chu, RKS; Choi, T	Tourism Management	2000	253	12,65
17	Managing marketing channel opportunism: The efficacy of alternative governance mechanisms	Brown, JR; Dev, CS; Lee, DJ	Journal of Marketing	2000	246	12,3
18	Agglomeration effects and performance: A test of the Texas lodging industry	Chung, W; Kalnins, A	Strategic Management Journal	2001	222	11,68
19	Institutional-based antecedents and performance outcomes of internal and external green supply chain management practices	Zhu, Qinghua; Sarkis, Joseph; Lai, Kee-hung	Journal of Purchasing and Supply Management	2013	203	29

20	The relationship between brand equity and firms' performance in luxury hotels and chain restaurants	Kim, HB; Kim, WG	Tourism Management	2005	202	13,47
21	On the positive and negative effects of emotion work in organizations	Zapf, D; Holz, M	European Journal of Work and Organizational Psychology	2006	198	14,14
22	Impacts of positive and negative corporate social responsibility activities on company performance in the hospitality industry	Kang, Kyung Ho; Lee, Seoki; Huh, Chang	International Journal of Hospitality Management	2010	182	18,2
23	Aspects of service-dominant logic and its implications for tourism management: Examples from the hotel industry	Shaw, Gareth; Bailey, Adrian; Williams, Allan	Tourism Management	2011	174	19,33
24	Effects of different dimensions of corporate social responsibility on corporate financial performance in tourism-related industries	Inoue, Yuhei; Lee, Seoki	Tourism Management	2011	172	19,11
25	brand equity, brand loyalty and consumer satisfaction	Nam, Janghyeon; Ekinci, Yuksel; Whyatt, Georgina	Annals of Tourism Research	2011	171	19
26	Innovation activity in the hotel industry: Evidence from Balearic Islands	Orfila-Sintes, F; Crespi-Cladera, R; Martinez-Ros, E	Tourism Management	2005	170	11,33
27	New consumer behavior: A review of research on eWOM and hotels	Serra Cantallops, Antoni; Salvi, Fabiana	International Journal of Hospitality Management	2014	168	28
28	Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants	Wu, Cedric Hsi-Jui; Liang, Rong-Da	International Journal of Hospitality Management	2009	166	15,09
29	Liquidity events and the geographic distribution of entrepreneurial activity	Stuart, TE; Sorenson, O	Administrative Science Quarterly	2003	163	9,59
30	Using fuzzy number for measuring quality of service in the hotel industry	Benitez, Juan Manuel; Martin, Juan Carlos; Roman, Concepcion	Tourism Management	2007	161	12,38
31	Hospitality teams: Knowledge sharing and service innovation performance	Hu, Meng-Lei; Monica; Horng, Jeou-Shyan; Sun, Yu-Hua; Christine	Tourism Management	2009	160	14,55
32	Knowledge transfer and management in tourism organisations: An emerging research agenda	Shawa, Gareth; Williams, Allan	Tourism Management	2009	159	14,45
33	Agglomeration effects and strategic orientations: Evidence from the US lodging industry	Canina, L; Enz, CA; Harrison, JS	Academy of Management Journal	2005	159	10,6
34	Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels	Chen, Mei-Fang; Tung, Pei-Ju	International Journal of Hospitality Management	2014	158	26,33
35	Web reviews influence on expectations and purchasing intentions of hotel potential customers	Mauri, Aurelio G.; Minazzi, Roberta	International Journal of Hospitality Management	2013	156	22,29
36	Progress on information and communication technologies in hospitality and tourism	Law, Rob; Buhalis, Dimitrios; Cobanoglu, Cihan	International Journal of Contemporary Hospitality Management	2014	152	25,33

37	CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction	Martinez, Patricia; Rodriguez del Bosque, Ignacio	International Journal of Hospitality Management	2013	152	21,71
38	Understanding small firms in tourism: A perspective on research trends and challenges	Thomas, Rhodri; Shaw, Gareth; Page, Stephen J.	Tourism Management	2011	151	16,78
39	tourism economics research: a review and assessment	Song, Haiyan; Dwyer, Larry; Li, Gang; Cao, Zheng	Annals of Tourism Research	2012	150	18,75
40	Contemporary medical tourism: Conceptualisation, culture and commodification	Connell, John	Tourism Management	2013	147	21
41	A behavioral theory of firm growth: Sequential attention to size and performance goals	Greve, Henrich R.	Academy of Management Journal	2008	146	12,17
42	Motivations for ISO 14001 in the hotel industry	Chan, ESW; Wong, SCK	Tourism Management	2006	146	10,43
43	Do socially responsible activities help hotels and casinos achieve their financial goals?	Lee, Seoki; Park, Sun-Young	International Journal of Hospitality Management	2009	145	13,18
44	Environmental practices and firm performance: an empirical analysis in the Spanish hotel industry	Molina-Azorin, Jose F; Claver-Cortes, Enrique; Pereira-Moliner, Jorge; Jose Tari, Juan	Journal of Cleaner Production	2009	145	13,18
45	Consumers' willingness to pay for green initiatives of the hotel industry	Kang, Kyung Ho; Stein, Laura; Heo, Cindy Yoonjong; Lee, Seoki	International journal of Hospitality Management	2012	143	17,88
46	The Human Dimension A Review of Human Resources Management Issues in the Tourism and Hospitality Industry	Kusluvan, Salih; Kusluvan, Zeynep; Ilhan, Ibrahim; Buyruk, Lutfi	Cornell Hospitality Quarterly	2010	143	14,3
47	Feasibility analysis of stand-alone renewable energy supply options for a large hotel	Dalton, G. J.; Lockington, D. A.; Baldock, T. E.	Renewable Energy	2008	143	11,92
48	An investigation of the role of justice in turnover intentions, job satisfaction, and organizational citizenship behavior in hospitality industry	Nadiri, Halil; Tanova, Cem	International Journal of Hospitality Management	2010	141	14,1
49	The whole relationship between environmental variables and firm performance: Competitive advantage and firm resources as mediator variables	Lopez-Gamero, Maria D.; Molina-Azorin, Jose F; Claver-Cortes, Enrique	Journal of Environmental Management	2009	139	12,64
50	An analysis of environmental management, organizational context and performance of Spanish hotels	Gil, MJA; Jimenez, JB; Lorente, JJC	Omega-International Journal of Management Science	2001	139	7,32

Source: Own Elaboration

## 4.2 Regional Competitiveness

Table 2 shows the annual trends in the number of articles published in this area of regional competitiveness studies, as well as their number of citations and average citations per year. The three articles that get the highest number of citations are:

1. Porter M.E. (2000). Location, Competition, and Economic Development: Local Clusters in a Global Economy. *Economic Development Quarterly*, 14(1), 15-34. **(1470 citations, 73.5 citations per year)**.
2. Martin, R; Sunley, P (2003). Deconstructing clusters: chaotic concept or policy panacea? *Journal of Economic Geography*, 3(1), 5–35 **(999 citations, 58.76 citations per year)**.
3. Porter M.E. (2003). The economic performance of regions. *Regional Studies*, 37(6-7), 549-578 **(603 citations, 35.47 citations per year)**.

**Table 2. Intellectual Capital of the Top 50 Most Cited Studies in the “Regional Competitiveness”**

Rank	Title	Authors	Journal	Year of publication	Total citations	Average per year
1	Location, competition, and economic development: Local clusters in a global economy	Porter, ME	Economic Development Quarterly	2000	1470	73,5
2	Deconstructing clusters: chaotic concept or policy panacea?	Martin, R; Sunley, P	Journal of Economic Geography	2003	999	58,76
3	The economic performance of regions	Porter, ME	Regional Studies	2003	603	35,47
4	Toward a relational economic geography	Bathelt, H; Gluckler, J	Journal of Economic Geography	2003	299	17,59
5	Regional competitiveness: An elusive yet key concept?	Kitson, M; Martin, R; Tyler, P	Regional Studies	2004	274	17,13
6	Competitiveness of regions from an evolutionary perspective	Boschma, RA	Regional Studies	2004	249	15,56
7	On the concept of territorial competitiveness: Sound or misleading?	Camagni, R	Urban Studies	2002	245	13,61
8	Face-to-face, buzz, and knowledge bases: sociospatial implications for learning, innovation, and innovation policy	Asheim, Bjorn; Coenen, Lars; Vang, Jan	Environment and Planning C-government and Policy	2007	241	18,54
9	Effects of new business formation on regional development over time	Fritsch, M; Mueller, P	Regional Studies	2004	241	15,06
10	How to unlock regional economies from path dependency? From learning region to learning cluster	Hassink, R	European Planning Studies	2005	208	13,87
11	National industry cluster templates: A framework for applied regional cluster analysis	Feser, EJ; Bergman, EM	Regional Studies	2000	185	9,25
12	Everyone’s a ‘winner’: problematising the discourse of regional competitiveness	Bristow, G	Journal of Economic Geography	2005	171	11,4
13	Innovation and urban regions as national and international nodes for the transfer and sharing of knowledge	Simmie, J	Regional Studies	2003	170	10
14	The impact of different policy environments on agricultural land use in Europe	van Meijl, H; van Rheenen, T; Tabeau, A; Eickhout, B	Agriculture Ecosystems & Environment	2006	169	12,07
15	City repositioning and competitiveness building in regional development: New development strategies in Guangzhou, China	Xu, J; Yeh, AGO	International Journal of Urban and Regional Research	2005	147	9,8
16	Metropolitan institutional reform and the rescaling of state space in contemporary western Europe	Brenner, N	European Urban and Regional Studies	2003	143	8,41



17	The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions	Cracolici, Maria Francesca; Nijkamp, Peter	Tourism Management	2009	139	12,64
18	Resilient regions: re-'place'ing regional competitiveness	Bristow, Gillian	Cambridge Journal of Region's Economy and Society	2010	136	13,6
19	Analysis of sources of innovation, technological innovation capabilities, and performance: An empirical study of Hong Kong manufacturing industries	Yam, Richard C. M.; Lo, William; Tang, Esther P. Y.; Lau, Antonio K. W.	Research Policy	2011	127	14,11
20	Social capital, firm embeddedness and regional development	Cooke, P; Clifton, N; Oleaga, M	Regional Studies	2005	123	8,2
21	Creating a UK Competitiveness Index: Regional and local benchmarking	Huggins, R	Regional Studies	2003	123	7,24
22	Jockeying for position: What it means and why it matters to regional development policy when places compete	Malecki, EJ	Regional Studies	2004	117	7,31
23	The evolution of technologies in time and space: From national and regional to spatial innovation systems	Oinas, P; Malecki, EJ	International Regional Science Review	2002	117	6,5
24	Inequality and politics in the creative city-region: Questions of livability and state strategy	McCann, Eugene J.	International Journal of Urban and Regional Research	2007	112	8,62
25	The learning region: The impact of social capital and weak ties on innovation	Hauser, Christoph; Tappeiner, Gottfried; Walde, Janette	Regional Studies	2007	110	8,46
26	Competitiveness, productivity and economic growth across the European regions	Gardiner, B; Martin, K; Tyler, P	Regional Studies	2004	109	6,81
27	How to institutionalize innovative clusters? Comparing explicit top-down and implicit bottom-up approaches	Fromhold-Eisebith, M; Eisebith, G	Research Policy	2005	108	7,2
28	Consumers' preferences for locally produced food: A study in southeast Missouri	Brown, C	American Journal of Alternative Agriculture	2003	108	6,35
29	Why do business service firms cluster? Small consultancies, clustering and decentralization in London and southern England	Keeble, D; Nachum, L	Transactions of the Institute of British Geographers	2002	105	5,83
30	Internalisation of external cost in the power generation sector: Analysis with Global Multi-regional MARKAL model	Rafaj, Peter; Kypreos, Socrates	Energy Policy	2007	104	8
31	Social capital, economic growth and regional development	Iyer, S; Kitson, M; Toh, B	Regional Studies	2005	104	6,93
32	Evaluating the competitiveness of container ports in Korea and China	Yeo, Gi-Tae; Roe, Michael; Dinwoodie, John	Transportation Research part a-Policy and Practice	2008	103	8,58
33	Innovation in knowledge intensive industries: The nature and geography of knowledge links	Toedtling, Franz; Lehner, Patrick; Trippel, Michaela	European Planning Studies	2006	102	7,29

34	European agricultural landscapes, common agricultural policy and ecosystem services: a review	van Zanten, Boris T.; Verburg, Peter H.; Espinosa, Maria; Gomez-y-Paloma, Sergio; Galimberti, Giuliano; Kantelhardt, Jochen; Kapfer, Martin; Lefebvre, Marianne; Manrique, Rosa; Piorr, Annette; Raggi, Meri; Schaller, Lena; Targetti, Stefano; Zasada, Ingo; Viaggi, Davide	Agronomy for Sustainable Development	2014	98	16,33
35	Hard and soft networks for urban competitiveness	Malecki, EJ	Urban Studies	2002	97	5,39
36	Why are bank profits so persistent? The roles of product market competition, informational opacity, and regional/macroeconomic shocks	Berger, AN; Bonime, SD; Covitz, DM; Hancock, D	Journal of Banking & Finance	2000	96	4,8
37	Rethinking innovation: context and gender	Blake, MK; Hanson, S	Environment and Planning	2005	90	6
38	Analysis of <i>Rhizobium etli</i> and of its symbiosis with wild <i>Phaseolus vulgaris</i> supports coevolution in centers of host diversification	Aguilar, OM; Rival, O; Peltzer, E	Proceedings of the National Academy of Sciences of the United States of America	2004	87	5,44
39	Increasing state market share through a regional positioning	Uysal, M; Chen, JS; Williams, DR	Tourism Management	2000	87	4,35
40	Prospects for regional governance under the new regionalism: Economic imperatives versus political impediments	Norris, DF	Journal of Urban Affairs	2001	86	4,53
41	Health Information Exchange Among US Hospitals	Adler-Milstein, Julia; DesRoches, Catherine M.; Jha, Ashish K.	American Journal of Managed Care	2011	85	9,44
42	International tourism and climate change	Scott, Daniel; Gossling, Stefan; Hall, C. Michael	Wiley Interdisciplinary Reviews-Climate Change	2012	83	10,38
43	LEADER and innovation	Dargan, Lorna; Shucksmith, Mark	Sociologia Ruralis	2008	83	6,92
44	Assessing the effects of invasive alien species on rural livelihoods: Case examples and a framework from South Africa	Shackleton, C. M.; McGarry, D.; Fourie, S.; Gambiza, J.; Shackleton, S. E.; Fabricius, C.	Human Ecology	2007	83	6,38
45	Agglomeration externalities: Marshall versus Jacobs	van der Panne, G	Journal of Evolutionary Economics	2004	83	5,19
46	Technology policy and the regions - the case of the BioRegio contest	Dohse, D	Research Policy	2000	82	4,1
47	Universities, knowledge networks and regional policy	Huggins, Robert; Johnston, Andrew; Steffenson, Rebecca	Cambridge Journal of Regions Economy and Society	2008	81	6,75
48	Optimal selection of location for Taiwanese hospitals to ensure a competitive advantage by using the analytic hierarchy process and sensitivity analysis	Wu, Cheng-Ru; Lin, Chin-Tsai; Chen, Huang-Chu	Building and Environment	2007	81	6,23

49	Putting porter into practice? Practices of regional cluster building: Evidence from Sweden	Lundequist, P; Power, D	European Planning Studies	2002	81	4,5
50	Social capital and localised learning: Proximity and place in technological and institutional dynamics	Lorenzen, Mark	Urban Studies	2007	78	6

Source: Own Elaboration

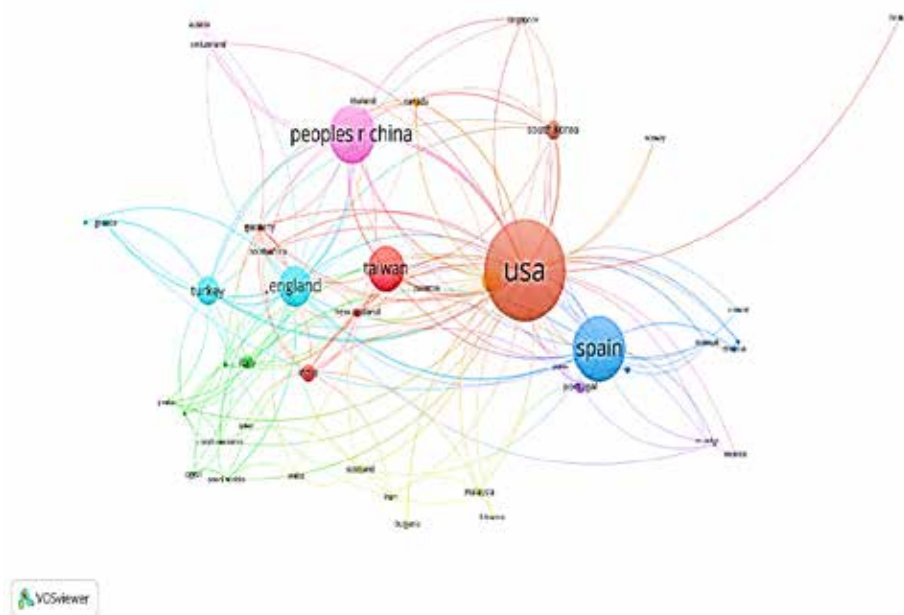
### 4.3 Global Analysis of Intellectual Knowledge: Hotel Industry and Regional Competitiveness

Intellectual knowledge is one that is associated with a deeper understanding of things, abstracts, concepts, theories, definitions, and interpretations of that knowledge. It is all type of knowledge produced that cannot be represented by a stimulus of the senses, that is, it must be revoked based on real facts by the investigator and his mind (Li, 2017; Trequattrini, Lombardi, Lardo, & Cuozzo, 2018; Teixeira, Veiga, & Fernandes, 2019).

On the human scale, this knowledge can be considered secondary when compared to the sensory knowledge, since it reflects attitudes learned, by the mind and human being since the individual has knowledge of it, and is able to prove by real and duly substantiated facts. According to the software, we chose the data type in the study area of the “hotel industry” and “regional competitiveness”, and from there we created a map based on the bibliographic data, using the type of analysis and counting method based on its coauthors selected the top 50 of the countries from which most publications originate, and which have at least one publication.

Bibliometry is a field of study that allows from the science of information the application of statistical and mathematical methods to construct indicators on the dynamics and evolution of scientific and technological information in the most diverse fields of study, scientific areas, organizations and countries (Acedo & Casillas, 2005; Evren & Kozak, 2014; Fan, Yang, & Chen, 2015; Merigo, Torres-abad, & Jose, 2015; Omerzel, 2015; Zhong, Geng, Liu, Gao, & Chen, 2016; Global et al., 2016; Liang & Liu, 2018).

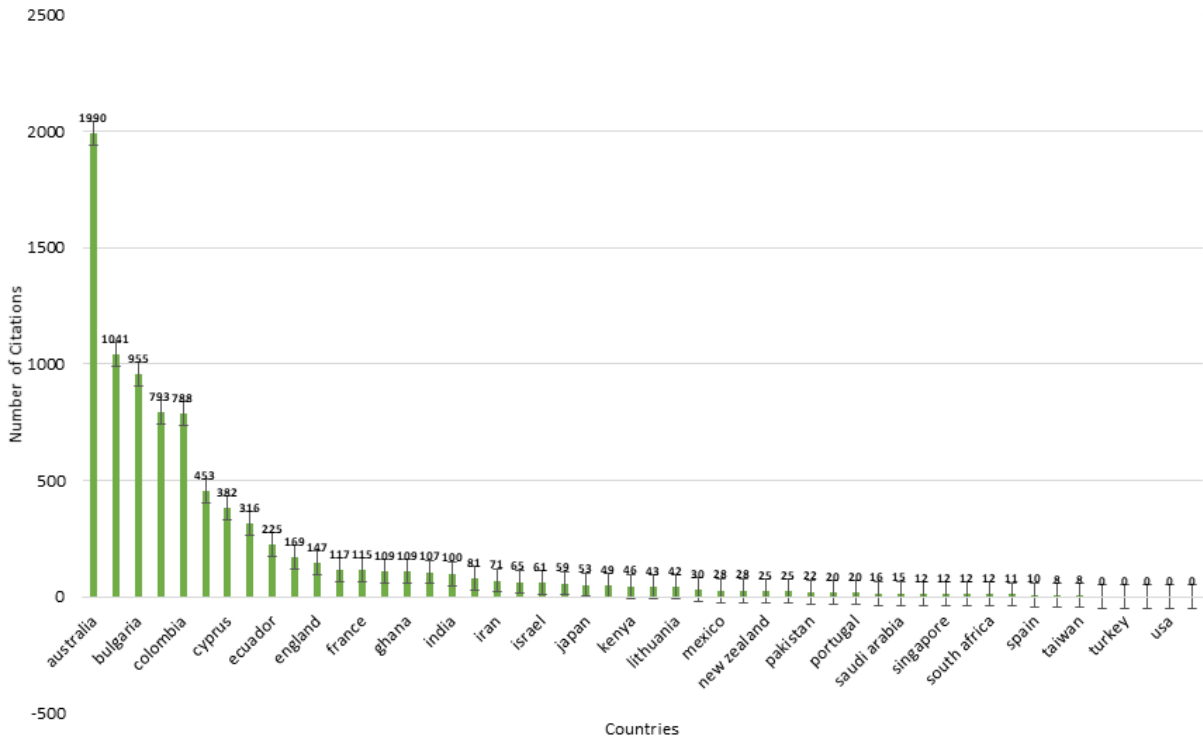
Figure 1. A Global Overview Map of the Countries with the Highest Publication Number by Keywords “Hotel Industry” and “Regional Competitiveness”



Source: Own Elaboration

Thus, from the following figures, we present the main outputs and groups of clusters obtained and originated from the selection of the Top 50 Countries, authors, the co-occurrence of words and journals that most published in the area of study of the hotel industry and regional competitiveness. From this analysis, it will be possible to highlight its importance, which areas and scholars have been devoted to the study of these two fields of study.

**Figure 2. The Top 50 of Countries with the Highest Number of Citations in “Hotel Industry” and “Regional Competitiveness”**

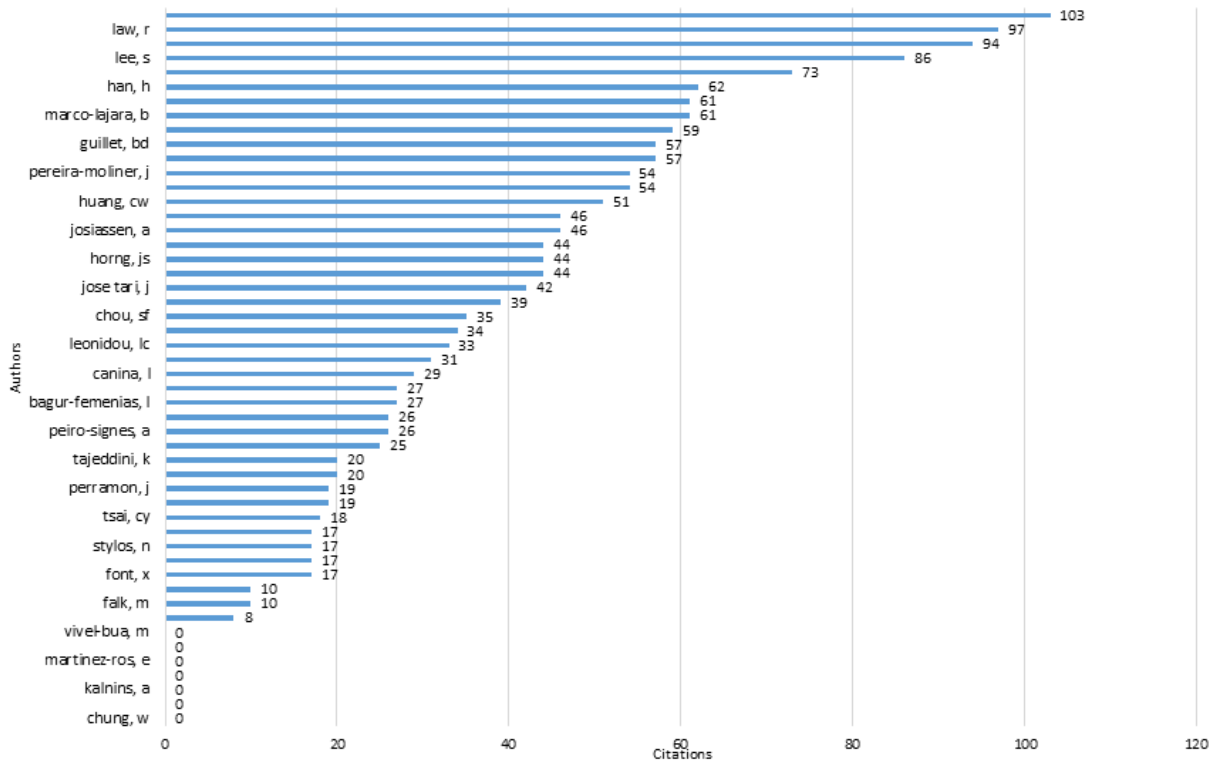


Source: Own Elaboration

Regarding the analysis of figure 2, it is possible to analyze and identify the countries with the highest number of citations in these areas of study. The countries with the largest number of publications covering these two areas of study are: Australia, Austria, Canada, Colombia, Croatia, Cyprus, Denmark, Ecuador, Egypt, England, Finland, France, Germany, Ghana, Greece, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Jordan, Kenya, Kuwait, Lithuania, Malaysia, Mexico, Netherlands, New Zealand, Norway, Pakistan, Republic of China, Portugal, Qatar, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, South Korea, Spain, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, USA, Wales.

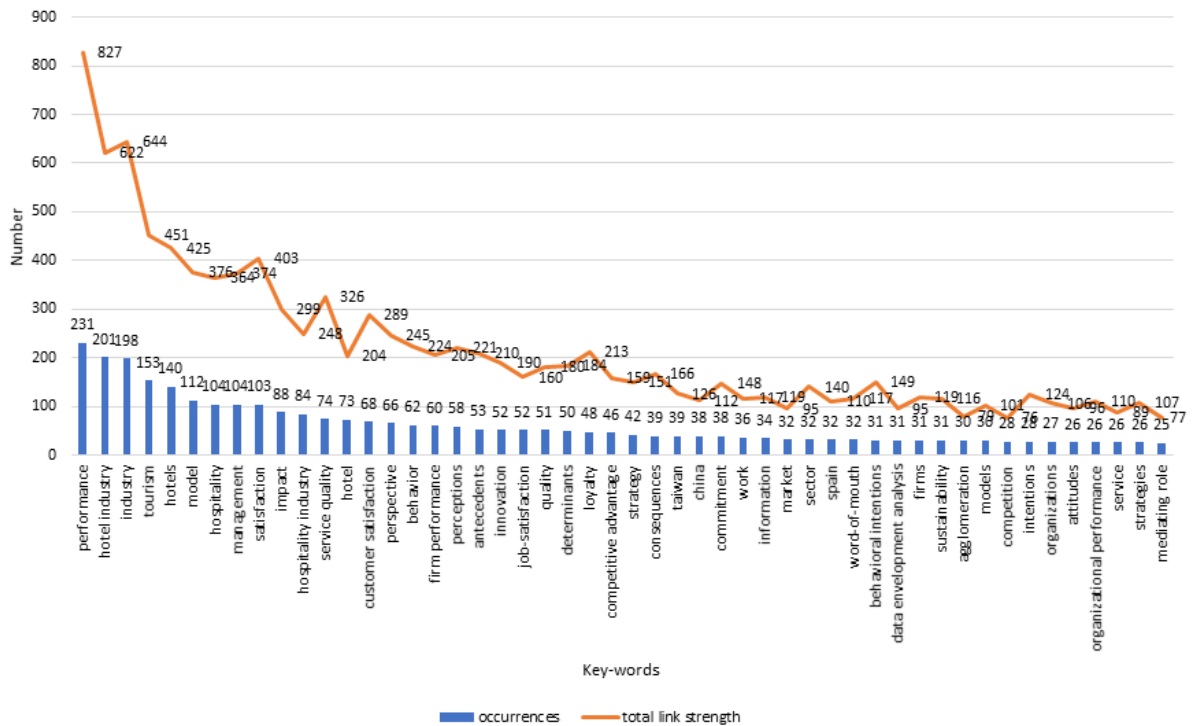
From the analysis of figure 3, it can be seen that the authors with the greatest number of citations in this field of study are: assaf, ag; law, r ; jang, s; lee, s; lee, sk; han, h; marco-lajara, b; ubeda-garcia, m; chen, cm; claver-cortes, e; guillet, bd; molina-azorin, jf; pereira-moliner, j; huang, cw; josiassen, a; qu, h; del mar alonso-almeida, m; horng, js; o’neill, jw; jose tari, j; karatepe, om; chou, sf; tang, tw; leonidou, lc; orfila-sintes, f; canina, l; bagur-femenias, l; llach, j; peiro-signes, a; segarra-ona, m; chan, esw; hsu, chc; tajeddini, k; bilgihan, a; perramon, j; tsai, cy; font, x; lopez-gamero, md; stylos, n; yang, y; falk, m; sainaghi, r; okumus, f; chung, w; enz, c; kalnins, a; lado-sestayo, r; martinez-ros, e; nieves, j; vivel-bua, m.

Figure 3. The Top 50 of Authors with the Highest Number of Citations in “Hotel Industry” and “Regional Competitiveness”



Source: Own Elaboration

Figure 4. Top 50 and Global Map of Co-occurrence of Words Associated with “Hotel Industry” and “Regional Competitiveness”



Source: Own Elaboration

Figure 5. Top 50 Journals with the Highest Number of Citations in the Areas of “Hotel Industry” and “Regional Competitiveness”



Source: Own Elaboration

In the understanding of the visualization map of figure 4, the keywords with the greatest number of occurrences are: agglomeration; antecedents; attitudes; behavior; behavioral intentions; China; commitment; competition; competitive advantage; consequences; customer satisfaction; data envelopment analysis; determinants; firm performance; firms; hospitality; hospitality industry; hotel; hotel industry; hotels; impact; industry; information; innovation; intentions; job-satisfaction; loyalty; management; market; mediating role; model; models; organizational performance; organizations; perceptions; performance; perspective; quality; satisfaction; sector; service; service quality; Spain; strategies; strategy; sustainability; Taiwan; tourism; word-of-mouth; work, being the last ones referenced the less explored soon the exploration suggestions and areas of future investigation.

The journals with the highest number of citations, figure 5, in the defined study areas are: african journal of business management; amfiteatru economic; annals of tourism research; asia pacific journal of tourism research; benchmarking-an international journal; cornell hospitality quarterly; cuadernos de Turismo; current issues in tourism; economic research-ekonomiska istrazivanja; european journal of tourism research; information technology & tourism; international journal of contemporary hospitality management; international journal of culture tourism and hospitality research; international journal of hospitality and tourism administration; international journal of hospitality management; international journal of human resource management; international journal of tourism cities; international journal of tourism research; journal of business economics and management; journal of business research; journal of china tourism research; journal of economic geography; journal of hospitality & tourism research; journal of hospitality and tourism insights; journal of hospitality and tourism management; journal of hospitality and tourism technology; journal of hospitality marketing & management; journal of quality assurance in hospitality & tourism; journal of service management; journal of services marketing; journal of small



We would also emphasize that generally, these themes appear in the literature associated with large sums of capital investments, the application of technical and scientific resources means to production systems and a deep restructuring of the regional economy. The provision and investment in infrastructures for these regions is, therefore, the result of considerable public investment designed to make private capital more productive in the expectation of greater business competitiveness, which is reflected in the competitiveness of the destination. Likewise, there is both growing demand and interest in setting up and operating new tourism and hotel businesses, with this evidence being a key factor within the knowledge process, innovation in obtaining greater competitiveness from the industries namely the hotel.

Can we then say which tools, models and mechanisms companies, regions or tourist destinations should adopt and exploit in order to be able to continue to become increasingly competitive and innovative at the regional level and better define their simultaneously sustainable growth policies, of the hotel industry?

A destination can only be competitive if the experiences it provides can be more satisfying to tourists and, on the other hand, offer more advantages in the long term to tourism professionals and local people than any other destination or region. These are some of the key challenges faced by researchers, business owners and policymakers. As future lines of research it may be interesting, with this opening of new less exploited areas (according to the less cited in the appendix), indicate and explore ways in this field of study, thus contributing to greater knowledge on this topic. One of the limitations was that it focused only on a single database and did not apply any chronological filter or areas of study.

Therefore, the analysis excluded many specialized journals in this field of studies not indexed in WoS and to which we recommend the use of another database such as Scopus. Another line of future research that could result would be the use of several databases, performing qualitative studies, longitudinal studies, and other systematic reviews of the literature, as well as using the triangulation data method. Finally, the selection of such keywords limits the scope of this study, and bibliometric analysis could be expanded by adding new keywords associated with this area of hospitality and tourism studies.

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