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Internet Marketing Research in Hospitality and Tourism: A Review and Journal Preferences

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Introduction

Marketing research in hospitality and tourism constitutes a major topic in both fields and have been growing steadily over the past three decades (Yoo *et al.*, 2011), partially because it has been addressing a number of changes within the hospitality and tourism industry as well as from external social, political, environmental, and economic developments. A recent critical trend in this subfield is the introduction of Information Communication Technologies (ICTs), which has become one of the major factors impacting and changing the hospitality and tourism industry in general (Buhalis and Law, 2008; Leung and Law, 2007; Liu *et al.*, 2011). The Internet technology, as one of the most important information technologies that has been invented, is replacing traditional marketing tools and leading to fundamental changes in the principles and operations of marketing practices (Oh *et al.*, 2004). As the Internet technology continues to develop, Internet marketing, or e-marketing, has been predicted to be one of the influential future trends of the hospitality and tourism industry (Oh *et al.*, 2004; Yoo *et al.*, 2011). The

significant role of Internet technology in the hospitality and tourism industry prompts an emerging research direction on Internet marketing or e-marketing. Dev *et al.* (2010) looked into hospitality marketing research from 1960 to 2010 and named the 2000s a decade of Internet marketing (web marketing).

Research on Internet marketing and e-marketing has started to appear since 1990 and has drawn increasing attention since 2000 (Frew, 2000). More academic researchers are increasingly seeking to understand new technologies, explain new phenomena, discuss updated applications, and forecast future developments brought by the Internet (Buhalis and Law, 2008). An evidence of this trend is the increasing number of articles on Internet marketing in the hospitality and tourism fields (Bowen and Sparks, 1998; Line and Runyan, 2012; Oh *et al.*, 2004). In the 1990s, Internet marketing was missing from the topical areas of hospitality marketing research (Bowen and Sparks, 1998), whereas in the 2000s, approximately 7% of the total marketing research are on electronic marketing such as website, e-distribution, and technology adoption (Line and Runyan, 2012; Oh *et al.*, 2004). However, the vast amount of research on consumer behavior that is related to ICTs (e.g. social media, online community, online information search) has not yet been explicitly documented.

The growing body of research in the Internet marketing in hospitality and tourism fields calls for a systematic review of existing literature on this topic. Despite an overview of Internet marketing research in marketing, economics, management, and information system disciplines (Ngai, 2003), no study has focused on the research progress of Internet marketing in the hospitality and tourism fields. Specifically, the topical areas, the methodologies used, and the general trend of this subfield are still

unclear and need particular attention (Liu *et al.*, 2011). Therefore, there is a dire need to conduct a comprehensive review of research endeavors in Internet marketing. By doing so, we will obtain a better understanding of the state-of-the-art hospitality and tourism marketing research related to ICTs. Meanwhile, a thorough examination of research design, data collection, and statistical technique can contribute to a detailed account of the progress of tourism and hospitality marketing research in general (Yoo *et al.*, 2011). Finally, a grasp of the evolvement of this research subfield will shed light on further directions and development of this research subfield (Morosan *et al.*, 2014).

Thus, the purpose of the present study was to provide a progress review of published Internet marketing research in the hospitality and tourism fields. Specifically, the study intended to (a) identify topical areas and research methods in Internet marketing articles published in eight top tier hospitality and tourism research journals during the period of 1996-2013; (b) discuss the topical area changes among the three divided sub-periods: 1996-2001, 2002-2007, and 2008-2013; (c) compare the publication preferences in topical areas and methodology among the top tier journals; and (d) suggest future research directions on Internet marketing for the hospitality and tourism disciplines. The innovation of the present study lies in the new method it applied in literature review. Beyond content analysis, the present study creatively adopted correspondence analysis to visually present the evolution of research focuses during the study period and the publication preferences of the eight selected journals.

Literature review

Hospitality and tourism marketing research review

In the general hospitality and tourism marketing area, many scholars have reviewed and summarized the status quo of marketing research and provided various categorizations of the research topics (Bowen and Sparks, 1998; Line and Runyan, 2012; Oh *et al.*, 2004; Yoo *et al.*, 2011). Bowen and Sparks (1998) reviewed hospitality marketing research articles published in eight major hospitality journals in the period of 1990-1997 and identified nine main topical areas: consumer behavior, segmentation, product policy, internal marketing, promotion, personal selling, database marketing, pricing, and distribution. Oh *et al.* (2004) examined 223 articles published in eight hospitality and tourism journals in 2002–2003 and discussed eight significant topical research trends: consumer satisfaction, market segmentation and positioning, consumer relationship and loyalty, electronic marketing, motivation and perceptions, service quality and delivery, demand and capacity management, and pricing and revenue management.

Dev *et al.* (2010) provided a retrospective analysis of marketing research published in *Cornell Hospitality Quarterly* from the 1960s to 2010. They concluded that the first ten years of the twenty-first century witnessed the eruption of research on Internet applications, and predicted that the same topic will continue to dominate in the future. Yoo *et al.* (2011) collected and analyzed 570 marketing-focused articles published in four hospitality journals from 2000 to 2009 and identified consumer behavior, e-marketing, and service management as the three most discussed topics. They also found that most of the articles focused on hotel/lodging, general hospitality industries, and restaurants/food service, and employed a quantitative research design method. Line and Runyan (2012) reviewed 274 marketing research articles published in four top hospitality journals from 2008 to 2010 and identified six significant trends: consumer behavior,

management and planning, electronic marketing, public relations, pricing and selling, and internal marketing. Overall, there is lack of a general consensus on categorization of topical areas in tourism and hospitality marketing research; they are indeed subject to researchers' interpretations. Moreover, the topical areas of the past 25 years have experienced constant changes, from industry unique topics such as tourism impacts and tipping behaviors from 1989 to 1998 and mainstream marketing topics such as demand forecasting and brand loyalty from 1990 to 2008, to return of industry unique topics such as timeshare and complaining behavior from 2009 to 2013 (Morosan *et al.*, 2014). The present study can be considered as a continuation of the previous review studies, but it only focuses on marketing researches that are related to ICTs.

Information technology and hospitality and tourism research review

Since the early 1990s, many researchers have noted the potential of integrating IT into the hospitality and tourism industry (Burger, 1997; Frew, 2000). Along with the growing significance of ICTs are the emerging review articles focusing on documenting and summarizing the existing studies on related topics. Although a few review articles focused only on the collaboration, social interaction, and geographic distribution of the authors (Leung and Law, 2007; Liu *et al.*, 2011), most reviews have come up with their own categories in terms of the major topics of existing research. Kirk and Pine (1998) classified the applications of technology in the hospitality industry into six directions: productivity, management decision making, education and training, guests' demands, marketing communications, and channels of distribution. However, these directions were too broad and too general to cover the special technological changes. Frew (2000) examined 665 publications on the applications of ICTs in the tourism field from 1980 to

1999 and identified that Internet applications, including website design, are one of the fastest growing areas in this research field. O'Connor and Murphy (2004) carried out a review of ICTs-related articles published in a dozen hospitality and tourism journals from January 2003 to July 2004 and revealed three major research areas in this period: the Internet's effects on distribution; on pricing; and on consumer interactions. They also suggested that future research strive for better rigor and relevance.

More recently, Buhalis and Law (2008) reviewed 149 published articles on ICTs applications in tourism (e-tourism) over the past 20 years and identified three main areas: consumer and demand, technology innovation, and industry and business functions. They also projected that future research will focus more on consumer-centric technologies and their applications. Wang *et al.* (2010) analyzed 144 articles published in the first 10 volumes of *Information Technology and Tourism* and identified a three-category classification of information technology and tourism research areas: customer and demand, technology implementation, and industry and business functions. Law *et al.* (2009) conducted a review of research on information technology applications in both tourism and hospitality fields published in 57 journals from 2005 to 2007 and classified the reviewed research into the following three categories: the consumer perspective, technological development, and the supplier perspective. Analyzing 88 ICTs-related research articles in the period 1999-2008, Ip *et al.* (2011) identified seven major research topics: human resources and training, security, reservation, revenue management, marketing, guest services, and strategic and operational management. Most recently, Law *et al.* (2014) adopted the perspectives from consumers and suppliers to categorize the research on ICTs in hospitality and tourism. The consumer's perspective is based on the

stages of consumer decision-making process, and it includes information search, evaluation of alternatives, purchase decision, post-purchase behavior, and technology adoption. The supplier's perspective contains the areas of eMarketing, eStrategic management, eSecurity, Web design and analysis, and guest services.

Despite the numerous review articles focusing on either marketing or ICTs, no reported research has been found that examines the current literature on the intersection of marketing and ICTs. Neither has the research that focuses on the major research topics since ICTs have been applied particularly in tourism and hospitality marketing. Given the importance of marketing research in the hospitality and tourism fields, it is necessary to investigate the impacts and applications of ICTs on marketing research in order to gain a more detailed knowledge of the state-of-art of research on this particular topic. Therefore, a thorough review of up-to-date research on Internet marketing research published on top tier hospitality and tourism journals will render a big picture of the existing research and reveal any gaps that may exist. By addressing the progression of topical areas, this paper will shed light on the future direction in this stream of research.

Methodology

Data collection

The study selected Internet marketing related articles in top tier hospitality and tourism journals. These journals included four hospitality journals: *Cornell Hospitality Quarterly* (CHQ), *International Journal of Hospitality Management* (IJHM), *Journal of Hospitality and Tourism Research* (JHTR), and *International Journal of Contemporary Hospitality Management* (IJCHM), and four tourism journals: *Annals of Tourism*

Research (ATR), *Tourism Management* (TM), *Journal of Travel Research* (JTR), and *Journal of Travel and Tourism Marketing* (JTTM). The eight journals were selected based on McKercher *et al.* (2006)'s journal ranking study. They determined the journal rankings for tourism journals and hospitality journals, respectively. The aforementioned four hospitality journals received the highest scores in hospitality journal rankings. Three of the aforementioned tourism journals (ATR, TM, JTR) received the highest scores in hospitality journal rankings. Although ranked right behind Journal of Sustainable Tourism, JTTM was also included for the present study because it is a more marketing-oriented journal.

The titles and key words of all articles published in these eight journals were reviewed for relevancy to Internet marketing and those with no Internet marketing focus were eliminated. Only refereed papers were included in the present study, while any type of discussion notes, announcements, book reviews, conference/research comments, and editorial comments were excluded. As a result, a total number of 331 articles were identified as Internet marketing related research published in the identified journals from 1996 to 2013. Table 1 shows the number of articles selected from each journal.

Insert Table 1 about here

Content analysis was employed to collect data from the selected articles. For each article, information collected included first author, publication year, publication journal, type of study, research design, data collection method, statistical technique, target industry sector, topical area, and study area. The type of study had two categories: conceptual and empirical. Research design consisted of three categories: qualitative, quantitative, and mixed research. Topical area, data collection method, statistical

technique, and target industry application were classified into several categories. The classifications were conducted in order to maintain consistency after a comprehensive discussion among the authors followed by a review of previous studies. An inter-rater reliability check was also performed with a 93% percent agreement.

As for topical areas, when two or more topics were addressed in an article, the primary topic was identified with a meticulous review of the article content. A third judge was utilized when two reviewers could not agree on the primary topic of a specific article. With regard to data collection methods and statistical techniques, when two or more methods or techniques were employed in an article, all of them were recorded.

Data analysis

The collected data were analyzed in three steps. First, descriptive statistics were presented to show the overall status quo of Internet marketing articles published in the eight hospitality and tourism journals. Second, given the relative long span of the present study period, the whole study period was broken into three sub-periods: 1996-2001, 2002-2007, and 2008-2013 to better understand the evolution of research focus over time (Chen *et al.*, 2014; Harrington *et al.*, 2014; Morosan *et al.*, 2014). The sub-periods were decided based on both the total number of articles published in each year and the authors' subjective judgment. Correspondence analysis (CA) was utilized to explore the significant changes of Internet marketing research across these three sub-periods. Last, another correspondence analysis was conducted to examine the publication preferences among the eight different journals. CA is a statistical technique used for comparisons among objects and attributes simultaneously based on categorical/nominal data. It creates perceptual maps where a set of objects and attributes are displayed graphically in a joint

space based directly on the association of objects and attributes. In a perceptual map, objects fall in close proximity when they have high association (Hair *et al.*, 2010).

Results

Topical review

Classification of the topical areas initially in the present study started with the method employed by Schibrowsky *et al.* (2007) and Ngai (2003). Through the data collection process, several categories and sub-categories were adjusted, deleted, or added to improve the clarity and applications. As a result, a 5-category and 27-subcategory classification was identified in the present study (Table 2).

Insert Table 2 about here

As shown in Table 2, the topics of internet marketing research in hospitality and tourism fields can be categorized into five big categories, namely: customer behavior, marketing strategy, marketing function, marketing research, and legal/political environment.

About half of online marketing articles (46.5%) were devoted to studying consumer behavior, making it the most popular topical category among the Internet marketing articles reviewed. In this category, decision making/purchase intention (9.4%) and eWOM/satisfaction/complaint topics (8.2%) had the strongest representation. Considering more customers now increasingly purchase hospitality products online, it is not surprising that a customer's decision making process or factors impacting purchase intention draw the highest attention in this area. Different from general hospitality marketing research, in Internet marketing articles, customers' satisfaction and complaint were usually related to their online reviews and comments, which are considered as

customers' electronic word-of-mouth (eWOM). The topics such as information search (5.4%), characteristics/segmentation (4.8%), and technology acceptance (4.5%) also started to catch researchers' attention. Note that both technology acceptance and technology adoption were listed as subcategories but belonged to different categories. It is because technology acceptance focuses more on customers' acceptance and use of technology and thus is classified into customer behavior category, while technology adoption refers to those research on businesses/organizations' acceptance and adoption of Internet and information technology, so it is under the marketing strategy category.

The second largest topical category is marketing strategy, which takes up 24.5% of the total Internet marketing research articles. Under this category, technology adoption (8.8%) and discussing how and why hospitality and tourism businesses adopt new information technology received the most attention from scholars. As the main promotion channel in the Internet era, the website of a hospitality and tourism business received extensive examination as well, making website design/performance/evaluation (8.2%) a prominent topic. The other two topics, marketing effectiveness (4.2%) and consumer relationship/interaction, (3.3%) also had some good representation.

Marketing function is the third largest topical area, comprising 22.4% of the total articles reviewed. The marketing function category focuses on the marketing mix, or called 4 "Ps", of the hospitality and tourism businesses in the new Internet era. The present study discovered that the marketing mix 4 "Ps," namely product, promotion, pricing, and place (distribution), all received their fair share of attention in Internet marketing research. First, the product focus is reflected in the research interest of deciding and enhancing business online branding and representing their unique images

online (5.1%). Second, how to create impressive web advertising campaigns to promote business online also became a hot topic (4.5%). Third, pricing in the Internet era focus on dynamic pricing, rate transparency, price bundling, and pricing strategies of online travel agent (4.2%). Lastly, distribution research in Internet marketing centered on the emergence of online travel agents and the consequences of disintermediation (3.9%). Besides the “4” Ps, the new technology coming into being in the Internet era, such as search engines and social media, also made it possible for the inclusion of new research topics in this topical category.

Table 2 concludes with marketing research (3.9%) and legal/political environment (2.7%). How to conduct marketing research with the help of Internet has been discussed in the articles, including data collection and data analysis methods. Website accessibility and other legal issues such as contract and trademark, online privacy, and Internet policy also emerged as areas of research.

Methodological review

Table 3 shows a summary of methodological analyses of the collected Internet marketing articles. Consistent with Line and Runyan’s (2012) and Oh *et al.*’s (2004) review results on hospitality marketing research, the present study found that the Internet marketing research in hospitality and tourism fields to be empirical in nature. In total, 93.1% of the reviewed articles fell into this category, similar to 93.8% reported by Line and Runyan (2012) and 91% reported by Oh *et al.* (2004). In all empirical articles, 56.2% of them were quantitative research and 22.4% mixed research, leaving only 14.5% purely qualitative research. This suggests that most of the Internet marketing research is still quantitatively oriented in general.

In terms of data collection, the use of survey method was the most prevalent (43.8%), similar to Line and Runyan's (2012) results. Because the venue of Internet marketing is online, online documents were used overwhelmingly, resulting in popularity of the document data collection approach (35.6%). In addition, interview/focus group (7.9%) and experiment (8.8%) were employed to some extent.

Insert Table 3 about here

With regard to statistical techniques used in both quantitative and mixed research articles, researchers most frequently used univariate statistical techniques (31.4%), including t-test, ANOVA, ANCOVA, Chi-square, and cross-tabulation. Multivariate statistical techniques such as factor analysis, cluster analysis, regression, discriminant analysis, logistic regression, multidimensional scaling, and correspondence analysis were also employed frequently (27.8%) in these articles. Note that SEM (structural equation modeling)/CFA (confirmatory factor analysis)/path analysis should belong to multivariate statistical techniques in nature. However, since these statistical techniques appeared to gain increasing popularity (19.3%) in the Internet marketing research, the present study separated SEM/CFA/path analysis from multivariate statistical techniques to make an individual category. Thus, if we group SEM with other multivariate statistical techniques, multivariate statistical techniques were actually the most popular statistical techniques (47.1%). Descriptive statistical techniques such as mean, frequency, and correlation were still popular (14.5%). Other statistical techniques including mathematical modeling, algorithm, analytical hierarchical process, and neural network analysis were used much less frequently (5.4%).

For industry sector analysis, similar to what Yoo *et al.* (2010) found, the biggest focus was the hotel/lodging industry (31.1%), followed by destination/DMO (destination marketing organization) (22.4%). There were also plenty of articles (19.9%) not focusing on one particular industry sector, but discussing general hospitality and tourism industry as a whole. Some researchers were also interested in the restaurant/food service (5.1%), the travel agent/OTA (online travel agency) (8.5%), and the airline industries (3.6%). The findings suggest that Internet marketing has become a hot topic in various hospitality and tourism industries.

Topical area changes

In order to examine the progression of Internet marketing research over the period of 1996–2013, the study broke this period into three sub-periods: 1996-2001, 2002-2007, and 2008-2013. Chi-Square tests were run to determine whether there was any topical area change among the three sub-periods. The results show that topical sub-category ($\chi^2 = 79.07, p < 0.01$) changed significantly among the three sub-periods. Thus, correspondence analysis (CA) was conducted to discover the topical sub-category change over the three sub-periods.

Since there were only three columns (the three sub-periods) in CA, a two-dimensional solution was the only result, which explained 100% of the variances in all variables. The first dimension explained 74% of the total variances, while the second dimension accounted for 26% of the total variances. Figure 1 displays the perceptual map generated by the correspondence analysis.

Figure 1 shows a clear change pattern on topical sub-categories from 1996-2001 to 2002-2007 to 2008-2013. The most obvious change was that there were more and

more topical areas studied as time went by. This change was also reflected on the rapid growth in the number of publications. The number of Internet marketing publications on eight journals increased from 28 in 1996-2001 to 94 in 2002-2007 to 209 in 2008-2013. In summary, Internet marketing research in the hospitality and tourism field experienced introduction, growth, and maturity stages in the three sub-periods. Moreover, the research focus changed from business to customer and then to both businesses and customers over time.

Specifically, during the period of 1997-2001, the Internet's period of introduction, Internet marketing research in hospitality and tourism fields mainly focused on technology adoption of hospitality businesses, legal and policy issues, data collection methods, and web advertising. The reason might be the relatively low level of Internet development and application at that time. Therefore, the major focus of research was related to how business could utilize Internet and whether there were any legal or policy issues involved. In this period, the major research perspective was on the business side.

Major themes developed during the period of growth (2002-2007) include characteristics, motivation, quality, accessibility, privacy, technology acceptance, website performance/evaluation, and consumer relations. During this period, hospitality and tourism businesses recognized the importance of establishing presence on the Internet where more and more people used the Internet for travel planning and purchase purposes. The industry realized a need to learn customer behavior in digital era in order to develop the marketing strategies. Hence, the research focus changed from business perspectives to customer perspectives. The research topics in this period reflected the needs of the industry.

The period of 2008 to 2013 witnessed the phase of maturity where plenty of new topics emerged and turned to be the hot topics in the area, such as experience, trust/loyalty, e-WOM/satisfaction/complaint, decision making/purchase intention, social media marketing, search engine marketing, online branding/image, pricing issues, distribution channel, and marketing effectiveness. Especially along with the advent of the Web 2.0, social media and e-WOM/satisfaction/complaint have been focused because customer evaluation and feedback online are becoming increasingly crucial for hospitality and tourism companies. In this period, hospitality and tourism businesses strove for a deeper understanding of their online customers. For example, businesses are interested in knowing the reason why customers make online purchases, what factors affect their online experience and their loyalty, and what triggers their purchase intention. At the same time, marketing mix, or 4 “Ps” were expanded and studied extensively. Branding/image, pricing, distribution channel, and marketing effectiveness were all on the research agenda. During this period, research focus was not only on the customer side, but also on the business side.

Insert Figure 1 about here

Journal publication preferences

A correspondence analysis was conducted to examine and compare the topical and methodological characteristics of the publications in the eight hospitality and tourism journals. Before conducting the correspondence analysis, Chi-Square tests were run to test the independence between the attributes of articles and journals. Of the five attributes -- topical category, type of study, research design, data collection, and statistical technique, all were found significant at $\alpha = 0.05$ level except for the type of study,

suggesting that the eight journals all publish more empirical than conceptual studies. The reason for this may be that researchers do much more empirical research than conceptual research in Internet marketing, which is also reflected in the percentage of empirical research in Table 3. Thus, correspondence analysis was employed on the four attributes of articles (topical category, research design, data collection, and statistical technique) by the eight journals.

According to Hair *et al.* (2010), singular values (eigenvalues) of the dimensions should be greater than 0.20 to be included in the final solution. Thus, a two-dimensional solution was suggested by correspondence analysis, which explained 81% of the variances in all variables. The first dimension explained 59% of the total variances, while the second dimension accounted for 22% of the total variances. The perceptual map generated by correspondence analysis was shown in Figure 2.

Figure 2 indicates that, in general, JTR, TM, JTTM, JHTR and IJHM had wider preferences in Internet marketing research than CHQ, ATR, and IJCHM, since the first five journals were closer to more attributes. As shown in Figure 2, eight journals formed four groups that shared similar article characteristics. The first group had only one journal, CHQ, which was more likely to publish mixed research articles on legal/political topics using descriptive statistics. The second group was composed of ATR and IJCHM. Both of them preferred qualitative studies and interview data collection methods. In terms of topical areas, ATR and IJCHM published many articles in marketing function topics. The third group contained three tourism journals, JTR, TM, and JTTM. These three journals had a variety of topical preferences. They favored articles on consumer behavior and marketing strategy with some interests in marketing research. The three journals

preferred quantitative research using univariate statistics. In terms of data collection methods, TM, JTR, and JTTM were in favor of survey, document, and other field methods such as Delpi and panel evaluation. The last group consisted of two hospitality journals, JHTR and IJHM, which also preferred quantitative research articles as the third group. However, these two journals focused more on higher level statistical techniques, such as multivariate statistics, SEM, and other statistics such as mathematical modeling and algorithm. IJHM and JHTR were also in favor of articles using survey and experiment methods.

Insert Figure 2 about here

Discussion and conclusion

The present study reviewed Internet marketing research published in eight hospitality and tourism journals (CHQ, IJHM, JHTR, IJCHM, ATR, TM, JTR, and JTTM) from 1996 to 2013 in an effort to develop a classification of Internet marketing research topics and summarize significant trends of Internet marketing research in the hospitality and tourism discipline. A 5-category and 27-subcategory classification of research topics were identified based on 331 reported studies. In five topical categories, customer behavior was the most popular category, followed by marketing strategy and marketing function categories, with a small percentage of research focusing on marketing research and legal/political environment categories. The majority of articles were empirical research using quantitative or mixed research design. Survey and document methods were the most prevalent data collection methods, while multivariate statistical techniques including SEM and univariate statistical techniques were the most popular data analysis

methods. In terms of industry sectors, the hotel/lodging industry and destination/DMO/CVB were the two focused industries.

The study summarized the topical area changes over the study period using correspondence analysis. With a two-dimensional solution, the perceptual map indicates that Internet marketing research in the hospitality and tourism fields experienced introduction, growth, and maturity stages. The research focus changed from business perspective to customer perspective and then to both business and customer perspectives.

The publication preferences were analyzed through a second correspondence analysis among the eight hospitality and tourism journals. A two-dimensional solution suggests four journal groups that shared similar article characteristics. JTR, TM, and JTTM were interested in a wide range of Internet marketing topics. JHTR and IJHM preferred a higher level statistical data analysis, such as multivariate statistics and SEM. ATR and IJCHM favored qualitative studies with interview data collection methods, while CHQ favored legal/political topics and descriptive statistics.

All things considered, the present study has valuable contributions to the hospitality and tourism discipline. First, the present study is one of the few attempts to draw a big picture of Internet marketing research in the hospitality and tourism fields. Although many studies have focused on both hospitality marketing literature review (eg, Bowen and Sparks, 1998; Line and Runyan, 2012; Oh *et al.*, 2004; Yoo *et al.*, 2011) and hospitality information technology literature review (eg, Buhalis and Law, 2008; Frew, 2000; Kirk and Pine, 1998; Law *et al.*, 2009; Law *et al.*, 2014; O'Connor and Murphy, 2004; Wang *et al.*, 2010), none have investigated the overlaps of marketing and ICTs in the hospitality and tourism discipline. As the Internet has become more and more popular

for both users and businesses, hospitality and tourism industry practitioners and scholars need to continue to gain more insights from this special Internet marketing research area.

Second, the present study is among the first to introduce an innovative approach by employing correspondence analysis in literature review studies. In the past, most of the literature review research used descriptive statistical techniques, which made it impossible to visualize the topical area change over time as the perceptual map does in this study. The present study tries to open up a new way to easily analyze and display the literature results and trends.

Lastly, the present study has creatively compared the publication preferences among the eight top tier hospitality and tourism journals using correspondence analysis. The results are helpful for both authors and editors. Knowing journal preferences would make it easier for authors to choose the appropriate journal to submit their manuscripts. For editors, understanding the preferences of their own journals and competitive journals would be beneficial in improving their journals or adjusting their publication preferences. However, we are, by no means, to suggest that the publication preferences found in this study are the norm in the selection of manuscripts for publication consideration in the identified journals. Rather, we provide such analyses to advise researchers in their decisions to search for an outlet to publish their research work and to assist editors in their judgments of manuscript submissions.

From a practical standpoint, results of the study are expected to provide topical and methodological recommendations to academic scholars in defining their future research topics. At the same time, industry practitioners may also find the results useful in their effort to continue Internet marketing. In terms of topical areas, both consumer and

business perspectives will be the research focus in the future. From the consumer perspective, the use of new information technology, like e-WOM through social media platform, online information search, online experience, and decision making change in the e-world, will continue to be popular until new technology emerges. From the business perspective, the applications of new information technology in the industry, such as social media marketing, search engine marketing, online branding and pricing, and new technology's marketing effectiveness may gain popularity in Internet marketing research. Also, since the Internet marketing topic has been studied for almost two decades, the marketing research focus has changed from data collection to data analysis. That is, how to employ new methods from other disciplines to analyze marketing data in Internet marketing era will be worth investigating.

In addition, the three stages of topical area change indicate the diversity trend of Internet marketing research in the hospitality and tourism fields. Topical diversity is an indication of research maturity and thus will still be the future trend of Internet marketing research in the hospitality and tourism discipline. Looking forward, new theories and practices in information technology may lead to new research topics in Internet marketing research. With the development of information technology, we anticipate more and more interactions between hospitality and tourism marketing research and information technology discipline. For example, the use of portable mobile devices will enable marketers to reach and engage customers more efficiently and effectively. One specific research area that demands attention is how hospitality and tourism businesses market their products online and direct their customers to their real world stores, known as O2O

(online to offline). This will provide opportunities to both industry practitioners and academic scholars to be innovative and forward-thinking.

With regard to the type of research that was employed, the present study found that Internet marketing research in the hospitality and tourism fields tends to be empirical in nature, which is supported by existing literature (Line and Runyan, 2012; Oh *et al.*, 2004). As suggested by numerous researchers (e.g. Line and Runyan, 2012; Oh *et al.*, 2004; Yoo *et al.*, 2011), more conceptual research is needed in marketing research. Although both marketing and hospitality and tourism disciplines are considered a “practice” instead of a science in the literature (Line and Runyan, 2012; Oh *et al.*, 2004), Internet marketing research in the hospitality and tourism fields would still benefit from theory development. For example, as a new research area, Internet marketing research may combine information technology and social psychology theories with communication theories to develop ground-breaking models for scientific inquiries. In addition, the fact that too much emphasis on quantitative research implies that more attention should also be directed toward the triangulation of mixed methods in approaching research issues related to Internet marketing.

Finally, the present study also found that more than 53 percent of the articles reviewed used hotel/lodging and destination/DMO as the study settings. While this trend may continue, there is clearly a need for Internet marketing research devoted to such industry sectors as restaurant/food service, travel agent/OTA, and airlines. One area that deserves special attention is social media. Online social media and networks continue to gain popularity among those customers whose decision-making is influenced by the user-generated content. Issues related to what and where to eat and when and how to travel are

to a large extent dependent upon online reviews. Given the increasing growth of these industry sectors and the popularity of information technology applications, we may anticipate more Internet marketing studies in the future.

Limitation and future research

The present study was not exempt from limitations. It only collected research articles from eight hospitality and tourism journals. The classifications and trends generated in the study may not be generalized to all Internet marketing research in hospitality and tourism disciplines. Also, although the classifications of this study were developed based on several previous studies (Line and Runyan, 2012; Oh *et al.*, 2004; Schibrowsky *et al.*, 2007) to ensure validity, the process of identifying topic and method categories might be still biased, especially in identifying new topics. What's more, in comparing eight journals, the present study has a particular bias because of the inclusion of *Journal of Travel and Tourism Marketing*. Among the eight journals, only this journal specifically focuses on marketing and a big portion of articles (28.7%) in the present study were collected from this journal. Thus, the comparison of the journal preferences and publication characteristics among eight journals might be misrepresented. Therefore, future research may address these limitations. For example, more hospitality and tourism journals could be included in review. A better coding process could be used to develop classifications of research topics and methods. Moreover, correspondence analysis method used in the present study could be employed in the future for literature review on other research topics.

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Table I. Summary of articles selected from each journal

Journal	Number of articles
CHQ	25
IJHM	36
JHTR	16
IJCHM	31
ATR	13
TM	62
JTR	53
JTTM	95
Total	331

Table II. Internet marketing research in hospitality and tourism by topical area

Category	Sub category	n	%
Customer behavior		154	46.5
	Decision making/purchase intention	31	9.4
	e-WOM/satisfaction/complaint	27	8.2
	Information search	18	5.4
	Characteristics/segmentation	16	4.8
	Technology acceptance	15	4.5
	Trust/loyalty	11	3.3
	Website perception	10	3.0
	Experience	9	2.7
	Online community	8	2.4
	Motivation	5	1.5
	Quality	4	1.2
Marketing strategy		81	24.5
	Technology adoption	29	8.8
	Website design/evaluation	27	8.2
	Marketing effectiveness	14	4.2
	Consumer relationship/interaction	11	3.3
Marketing function		74	22.4
	Online branding/image	17	5.1
	Web advertising/promotion	15	4.5
	Pricing issues	14	4.2
	Distribution channel change	13	3.9
	Social media marketing	9	2.7
	Search engine marketing	6	1.8
Marketing research		13	3.9
	Data collection methods	10	3.0
	Data analysis methods	3	0.9
Legal/political environment		9	2.7
	Web accessibility	3	0.9
	Legal issues	2	0.6
	Online privacy	2	0.6
	Internet policy	2	0.6
Total		331	100

Table III. Internet marketing research in hospitality and tourism by method employed

Category	Sub category	n	%
Type of study	Conceptual	23	6.9
	Empirical	308	93.1
Research design	Qualitative	48	14.5
	Quantitative	186	56.2
	Mixed	74	22.4
Data collection	Interview/focus groups	26	7.9
	Survey	145	43.8
	Experiment	29	8.8
	Document/Online document	118	35.6
	Other field method	6	1.8
Statistical techniques	Descriptive	48	14.5
	Univariate	104	31.4
	Multivariate	92	27.8
	SEM/CFA/path analysis	64	19.3
	Other statistics	18	5.4
Industry	Hotel/lodging	103	31.1
	Destination/DMO	74	22.4
	Restaurant/food service	17	5.1
	Travel agent/online travel agent	28	8.5
	Airline	12	3.6
	General hospitality/tourism industry	66	19.9
	Others	5	1.5

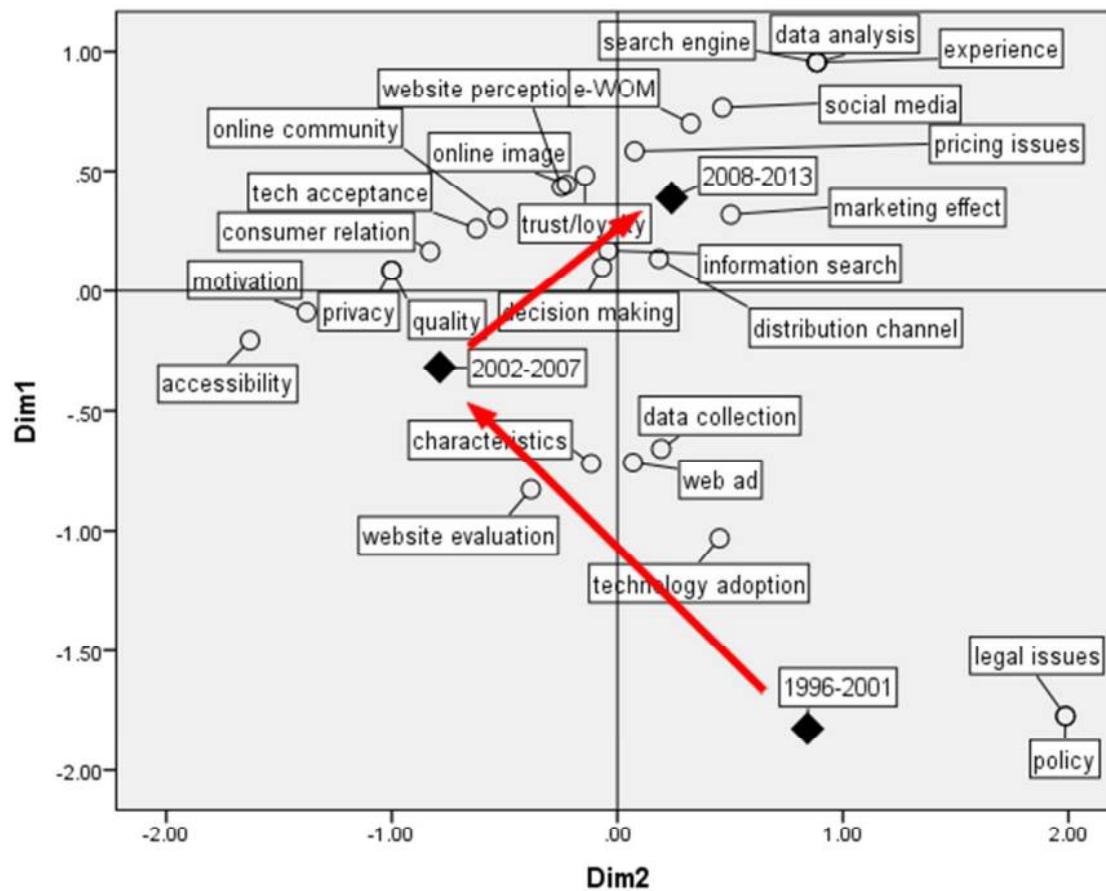


Figure 1. Topical area changes over the study period of 1996 to 2013

Note: Black diamonds represent the three sub-periods, while open circles represent topical sub categories.

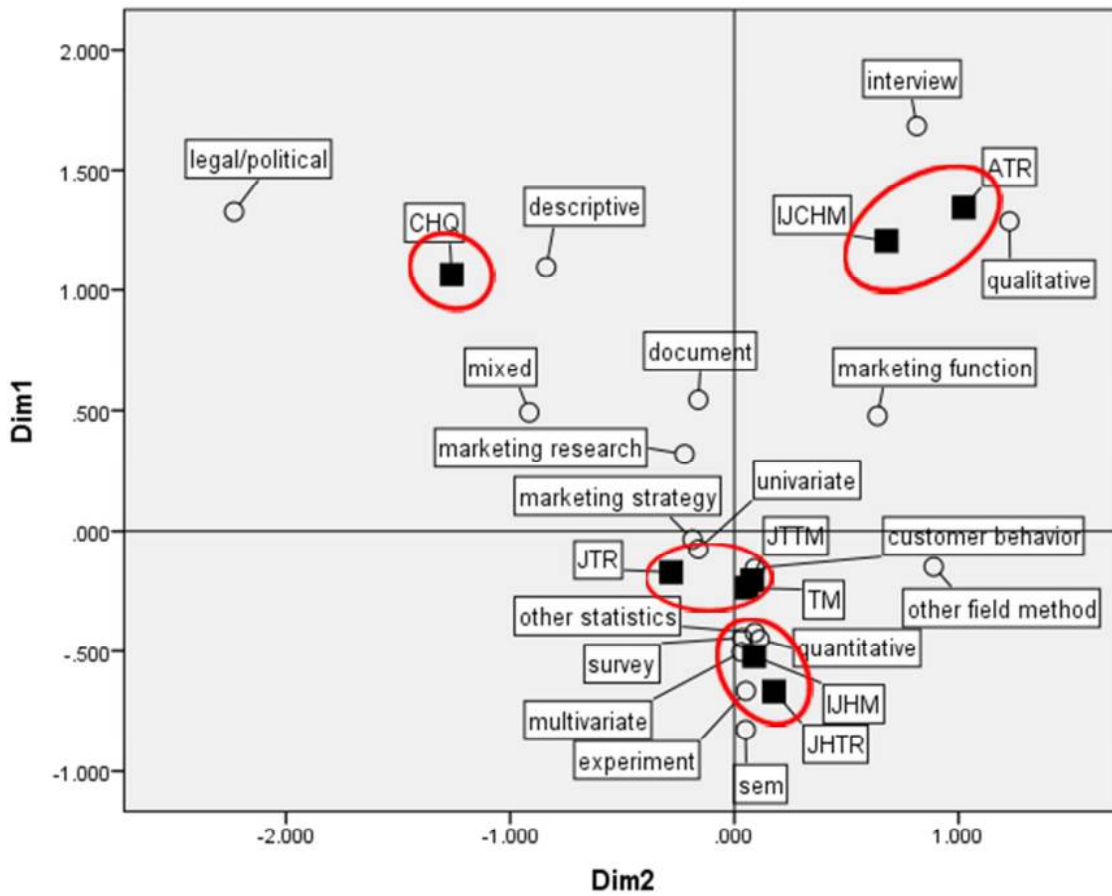


Figure 2. Correspondence joint map for eight journals and article attributes
Note: Black squares represent journals with open circles representing article attributes.