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A BIBLIOMETRIC ANALYSIS OF INTENTION TO STAY IN A HOTEL USING VOSVIEWER

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Abstract:

As a predictor of the customer's actual action, the intention to stay at a hotel can be used to determine whether the customer will stay there. This study aims to analyze the content of journal articles discussing customers' intention to stay in a hotel. This study analyzed 347 articles in the Scopus database using bibliometric methods and VOSviewer software, including their annual frequency, journals, institutions, co-citations, co-occurrence of keywords, and research frontiers. The results show that intention is an essential predictor of behavioral research and closely related service quality, perception, satisfaction, and trust. In addition, associated theories are constantly breaking through, resulting in innovation. From the Theory of Reasoned Action (TRA) to the Theory of Planned Behavior (TPB), then the Model of Goal-directed Behavior (MGB) has been developed. Based on MGB, the latest Theory of Repurchase Decision-making (TRD) was proposed within the context of the intention to stay at a hotel. Finally, the research objects are evolving from traditional hotels to green and environmentally friendly hotels, as well as the latest medical hotels. The findings provide clues for further research in this field.

Keywords:

Intention to Stay, Hotel, Tourists, Customers, Bibliometrics Analysis

Introduction

The tourism or hospitality industry contributes significantly to a country's income. Countries such as Malaysia and the United Kingdom have embedded the hospitality sector in the tourism

industry. In contrast, some countries, such as Canada and the United States, have embedded the tourism sector in the hospitality industry. For this study, the tourism and hospitality industry will be used interchangeably due to the nature of the topic. According to the World Travel and Tourism Council (2021), the tourism industry contributed 10.4% of the global GDP to USD 9.2 trillion in 2019, and international tourists spent USD 1.7 trillion (World Travel & Tourism Council, 2021). The industry generates one-tenth of the global employment opportunities and is a crucial driver of global economic growth (United Nation World Tourism Organization, 2018). Hence, many governments worldwide are developing and promoting tourism as critical economic revenue.

In Indonesia, Harumy (2020) found that the hotel industry ranked third in profitability among the 3T sectors, following only construction and manufacturing. Kadir et al. (2023) also confirm the importance of the hotel industry for economic growth in Malaysia, and their study compares the economic and commercial value between Sharia-compliant hotels and Muslim-friendly hotels.

Analyzing the intention of tourists to stay in a hotel is essential. Firstly, in the hotel industry, revenue from room rental shows that the behavior of tourists staying in hotels has an essential impact on hotel income (Ashrafi et al., 2013). Secondly, the coronavirus disease 2019 (COVID-19) pandemic has significantly impacted the hospitality and tourism industry worldwide. Thus, this study is timely in analyzing tourists' intention to stay in a hotel. It will help countries that depend on tourism income formulate effective strategies and policies to attract more tourists, which will reactivate the country's economy. The tourism market is gradually recovering, countries are opening their doors to welcome tourists, and industry demand is increasing (World Tourism Organization, 2023). Thirdly, the recovery of the market and the rise in tourist demand will inevitably result in substantial competition in the hotel industry. Countries that rely considerably on tourism economies aggressively promote hotel and tourism products through major social platforms such as Tik Tok and Facebook (Ju & Jang, 2023). Compared to traditional mass media, social media platforms are playing a significant role in assisting tourists in choosing a destination. A study by Liu et al. (2019) stated that social media play essential roles in accommodation and restaurant choices when customers plan their travel, often looking up reviews and ratings before booking. Therefore, analyzing tourists' intention to stay will help hotel operators better understand their customers, formulate better operation strategies, improve tourists' intention to stay, and obtain better benefits.

There are several ways to understand more about hotel guests' intention to stay, and one is by analyzing literature reviews. The literature reviews section in academic research is essential in synthesizing information and describing current research (Aria & Cuccurullo, 2017). Bibliometrics is a statistical method using mathematical and applied statistical techniques based on the number of publications, which is transparent and reliable (Diodato & Gellatly, 2013). In contrast, specific network visualization and data exploration analysis of research papers are utilized to describe critical areas of research and predict future trends (Cuccurullo et al., 2016).

This article aims to review and summarize relevant literature on the intention to stay in a hotel through bibliometric techniques, analysis of evolution and trends, distribution of countries, authors, institutions, and collaborations, and classification and analysis of article content based on keywords and citations. This technique is still new in tourism and hospitality research and

has profound potential to explore further.

Intention to Stay in a Hotel

Intention is an expression that connects consumers themselves with future behavior. Fishbein and Ajzen (1977) once pointed out that the most direct way to predict whether consumers will adopt a specific behavior is to understand their intention to adopt this behavior. An individual's likelihood of performing a specific behavior is positively influenced by the strength of their intention toward that behavior (Han et al., 2015). A number of studies have proved that most social behaviors can be accurately predicted if behavioral intention can be measured correctly (Fishbein & Manfredo, 1992; Chi & Ouyang, 2020; Patwary et al., 2022). Since behavioral intentions have a substantial direct relationship with actual behaviors, behavioral intentions can be used to replace the measurement of actual behaviors (Han et al., 2015)

For hotels, the intention is described as tourists' willingness to stay in hotels when traveling, that is, the behavior tendency of tourists to stay in a hotel or not. This factor can be used as a predictor of actual actions to detect the degree of expression of whether the customer will stay in the hotel (Patwary et al., 2022).

Scholars have always valued intention as the best variable to predict whether a customer will stay in a hotel. Therefore, studies on intentions are available in various types of hotel contexts, such as traditional hotels, homestays, green hotels, and even the latest medical hotels (Han et al., 2010; Han et al., 2015). In addition, scholars are also constantly exploring the antecedents that affect intention. In addition to attitudes, subjective norms, and perceived behavioral control, in recent years, they have also confirmed the positive effects of desire, trust, perception, service quality, and satisfaction on intentions (Han & Hwang, 2013; Han, 2013; Chi & Ouyang, 2020). Han et al. (2015) found that in medical hotels, customers' intention to stay will be positively affected by desire, while perceived outcomes can moderate their relationship. Specifically, the effect of desire on intention was more significant for tourists who perceived higher levels of outcome.

However, few scholars have systematically analyzed the literature on hotel stay intentions. Therefore, this article will use bibliometrics to analyze the relevant literature on the intention to stay in a hotel to help future scholars understand the current research status in this field and predict future development trends.

Methodology

Analyzing secondary data will be the method used in this study. By measuring and analyzing published literature on hotel stay intentions, this study applies bibliometric analysis to the relevant articles published in the Scopus database from 1996 to December 4, 2022. Bartol et al. (2014) found Scopus to be one of the largest multidisciplinary databases of peer-reviewed work in the social sciences. Additionally, Scopus is widely recognized as one of the leading databases for quantitative analysis (Silveira & Zilber, 2017). Moreover, it is also the "largest single database of abstracts and indexes ever built," as well as the largest source of searchable citations and abstracts (Ahmi et al., 2019). Therefore, this article collected data from the Scopus database.

Search Strategy

From the keyword searches "intention," "willingness," and "hotel" in Scopus, this study obtained a total of 2079 publications. Willingness was added because it is a free word for intention. After reading the searched articles, it was found that some articles did not use stay to express occupancy, so the keywords were further restricted. After adding "stay," "visit," OR "revisit," this study obtained a total of 408 articles. Finally, the type of literature and publication stage were restricted, and finally, 347 articles were obtained. Table 1 shows the strategy of limit-to and exclusion criteria.

Table 1: Number of Articles Found Per Search

Search Criteria	Scopus
TITLE-ABS-KEY "intention" OR "willingness" AND "hotel"	2079
TITLE-ABS-KEY "intention" OR "willingness" AND "hotel" AND "stay" OR "visit" OR "revisit"	408
TITLE-ABS-KEY ("intention" OR "willingness" AND "hotel" AND "stay" OR "visit" OR "revisit") AND (LIMIT-TO (DOCTYPE, "ar"))	368
TITLE-ABS-KEY ("intention" OR "willingness" AND "hotel" AND "stay" OR "visit" OR "revisit") AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (PUBSTAGE, "final))"	347

Legend: Authors Elaboration| Software: Excel

Analysis Method

This study mainly uses Excel and VOSviewer to conduct linear regression, statistics, and cluster analysis on documents that meet the requirements. The process of analyzing the intention to stay in a hotel is shown in Figure 1.

Figure 1: Quantitative Analysis Process of Intention to Stay in a Hotel
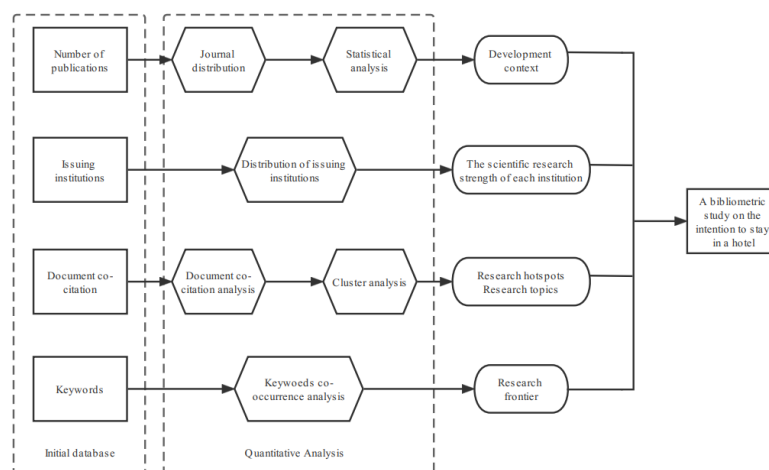
Legend: Authors Elaboration | Software: ProcessOn

Results

*Bibliometric Analysis of Published Trend of Intention to Stay in A Hotel*

The first two articles examined on the intention to stay in a hotel were published in 1996. Gustin and Weaver conducted a study entitled "Hotel marketing strategy and the Theory of Reasoned

Action." Buttle and Bok conducted a study entitled "Are hotels prepared for the environmental consumer?" According to Figure 2, 2020 was the most productive year, with 49 articles (14.1%) published in that year, while the period from 1996 to 2007 was the least productive, with only 16 articles (4.6%) during those 11 years. Since 2008, scientific productivity has increased significantly, but the average growth rate has fluctuated. In 2017, the annual growth rate peaked at 136.3%.

Based on a linear regression analysis of the accumulated literature, we found an exponential increase in published articles related to the intention to stay in a hotel. The fitting equation is $y = 2.7963e^{0.2032x}$, $R^2 = 0.9786 > 0.8$, indicating that the equation fits well and conforms to the law of exponential growth. It shows that the research on the intention to stay in a hotel is still developing and is becoming a hot topic.

Figure 2: Number of All Articles About Hotel Stay Intention in Scopus
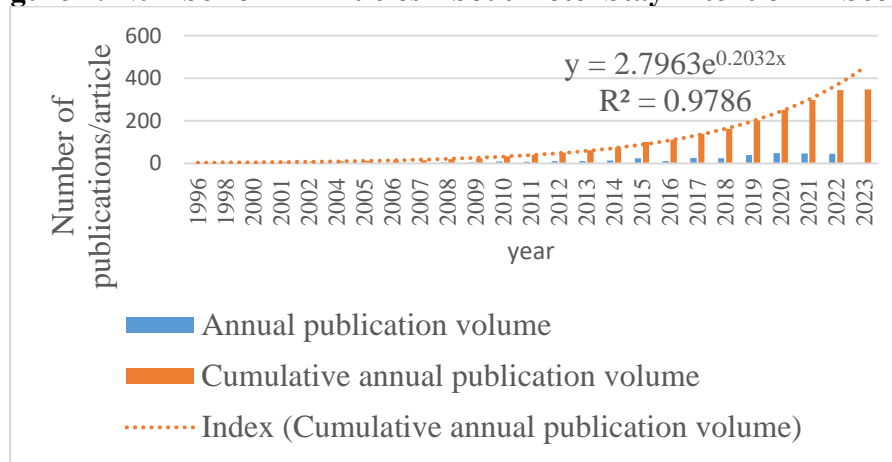
Legend: Authors Elaboration | Software: Excel

Sources

Since 1996, 347 related articles have been published in 125 journals. Table 2 shows the journals with five or more published articles, their specific number of published articles, the ratio of published articles in each journal to the total number of published articles, and the total number of citations. The table shows that the journal with the most significant number of publications is the International Journal of Contemporary Hospitality Management, which published 43 articles (12.4%). The International Journal of Hospitality Management is second only to the International Journal of Contemporary Hospitality Management, with 42 articles (12.1%), just one less (0.3%). However, the total number of citations of the International Journal of Hospitality Management far exceeded that of the International Journal of Contemporary Hospitality Management, reaching at 4422 times, becoming the most cited journal among the 125 journals.

Table 2: Most Active Source Title

Source	Number Of Documents	Ratio	Citations
International Journal of Contemporary Hospitality Management	43	12.4%	1911
International Journal of Hospitality	42	12.1%	4422

Source	Number Of Documents	Ratio	Citations
Management			
Sustainability Switzerland	17	4.9%	168
Journal Of Hospitality and Tourism Research	14	4.0%	1171
Journal Of Travel and Tourism Marketing	13	3.7%	498
Journal Of Hospitality Marketing and Management	10	2.9%	1776
Tourism Management	10	2.9%	269
International Journal of Hospitality and Tourism Administration	9	2.6%	207
African Journal of Hospitality Tourism and Leisure	6	1.7%	18
Current Issues in Tourism	5	1.4%	662
Journal Of Hospitality and Tourism Technology	5	1.4%	114
Journal Of Quality Assurance in Hospitality and Tourism	5	1.4%	99
Journal Of Services Marketing	5	1.4%	90
Journal Of Sustainable Tourism	5	1.4%	90
Tourism Economics	5	1.4%	73

Legend: Authors Elaboration | Software: Excel

Distribution of Issuing Institution

The hotel stay intention research involves 160 institutions in the Scopus database, and the publishing institutions are mainly concentrated in universities. Table 3 shows the institutions with five or more publications. It can be seen from the table that Sejong University in South Korea plays a pivotal role in research in this field, with a total of 26 papers (26%) published and followed by Hong Kong Polytechnic University, with 23 papers (6.6%).

Table 3: Most Active Institution

Issuing Institution	Number Of Documents	Ratio
Sejong University	26	7.5%
Hong Kong Polytechnic University	23	6.6%
Dong-A University	11	3.2%
Taylor's University Malaysia	10	2.9%
University of Houston	9	2.6%
Oklahoma State University	8	2.3%
Kansas State University	7	2.0%
Sun Yat-Sen University	7	2.0%
Griffith University	7	2.0%
Eastern Mediterranean University	7	2.0%
Universiti Utara Malaysia	6	1.7%
Purdue University	6	1.7%
Washington State University Pullman	6	1.7%
Hanyang University	6	1.7%
University of Nevada, Las Vegas	6	1.7%

Issuing Institution	Number Of Documents	Ratio
School of Hotel and Tourism Management, The Hong Kong Polytechnic University	6	1.7%
Carson College of Business	6	1.7%
Universiti Sains Malaysia	5	1.4%
Pennsylvania State University	5	1.4%
University of South Carolina	5	1.4%
National Chiayi University	5	1.4%
Macao Institute for Tourism Studies	5	1.4%

Legend: Authors Elaboration | Software: Excel

Document Co-citation Analysis

The co-citation network is the most common citation analysis in bibliometrics (Small, 1973, 1997, 1999). When multiple sources cite a document, there are co-citations of this document. In the document co-citation knowledge graph, the larger circle size indicates a higher number of citations. There were 22,199 bibliographic entries in these 347 articles. Fig.3A. shows the co-citation network relationship of the primary documents on the intention to stay in a hotel and analyzes four groups of cited references. The two most significant clusters are 33 and 23 items, respectively, shown in blue and green. It can be seen from the figure that the yellow circle is the largest, which is the theory of planned behavior of Ajzen (1991), which has been cited 30 times in total. The second is the red circle, which is structural equation models with unobservable variables and measurement error: algebra and statistics of Fornell and Larcker (1981), cited 29 times.

Fig.3B. shows the co-citation analysis network visualization of journals with literature on this topic. It can be seen that there are two clusters of the same color, where journals from each group are co-cited. The two journal clusters are seven and six items, respectively, shown in red and green. The red clusters are mainly journals based on business and marketing, and the green clusters are journals mainly based on tourism and hospitality. The representative journals of the two are the Journal of Marketing (Citation=474) and the International Journal of Hospitality Management (Citation=1023).

Fig. 3C shows the co-citation analysis network visualization of the authors of the topic. Three sets of cited authors were obtained by bibliometric analysis, containing 39 (red), 24 (green), and 16 (blue) items, respectively. Among them, the green circle of Han, h. is the largest, indicating that it has been cited the most, up to 688 times. The author with the highest correlation and the strongest correlation is Ajzen, I. (Citation=234). Scholars who have published many articles on a topic are called core authors who have made significant contributions to the research (Zhong, 2012). Price (1976) proposed Price's law, believing that core authors should be indicated as the group that wrote more than half of the articles in the field, and the number should be the square of the total number of authors. That is to say, the minimum number of articles published by a core author is the square root of the number of articles published by the most prolific author multiplied by 0.794 ($m = 0.794\sqrt{n_{max}}$, in the formula, n_{max} is the maximum number of articles published by a single scholar, where m is the minimum number of articles published by core authors). It is calculated that the minimum number of papers published by core authors in this field is 3.89, and this study takes the high

value of four papers. Han, h. has published 27 papers in this field, far more than four, and is also the author with the highest number of papers. In summary, combined with high co-citations and publication volume, Han H. is the core author in this field and has made the most significant contribution.

Figure 3: Co-citation Network

Legend: (A) Co-citation Network of Documents| (B)Co-citation Network of Sources| (C) Co-citation Network of Authors| Different Color Indicates Different Research Areas. The Size of the Circles Represents the Counts of Co-citations. The Distance Between the Two Circles Indicates Their Correlation| Authors Elaboration | Software: VOSviewer

Keyword Co-occurrence Analysis

VOSviewer technology mapping of keywords （Fig. 4A.） found five thematic clusters for this study. Among them, the red cluster contains the most items, with 11 items which mainly involve research on attitudes, behavioral intentions, environmental protection, and green hotels. These 11 keywords are closely related and usually appear at the same time. This is followed by the green cluster, which contains nine projects, mainly related to market, hotel, and tourism research. The blue, yellow, and purple clusters contain eight, six, and five items, respectively, that are all strongly correlated with the first two clusters, weakly independent, and cross-field related.

The trending topic network graph of keywords used from 2016 to 2019 is shown in Fig.4B. Indicators show the current publication from purple to yellow. From 2016 to 2018, more studies were focused on tourism destination choice, loyalty, service quality, and satisfaction. Research content for 2018 and beyond mainly includes green hotels, trust, behavioral intentions, re-stay intentions, perception, and COVID-19. A questionnaire survey was the data collection method for the latest trend.

Figure 4: Keywords Map
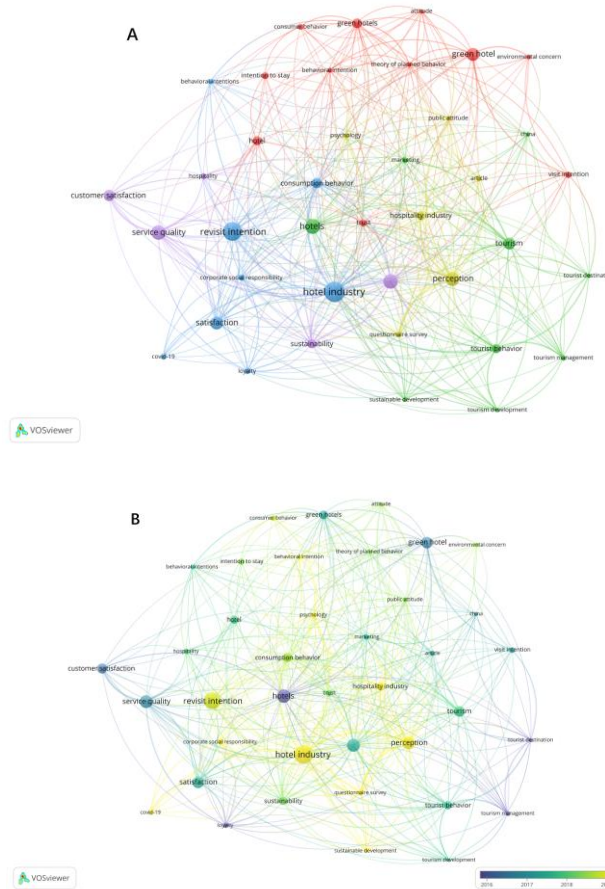
Legend: (A) Distribution of the Keywords| (B) Network Map of the Trending Topics According to the Keywords

Used From 2016 To 2019| The Size of the Circles Represents the Frequency of Appearance as The Keywords. The Distance Between the Two Circles Indicates Their Correlation. | Authors Elaboration | Software: VOSviewer

The 20 keywords with high frequency were extracted, and the relevant information is shown in Table 4. In addition to the search keywords, service quality, perception, green hotel, satisfaction, and consumer behavior appear frequently, representing research hotspots in hotel stay intention. In particular, satisfaction appears 45 times.

Table 4: Top 20 Keywords

Rank	Keywords	Frequency	Rank	Keywords	Frequency
1	Hotel Industry	37	11	Consumption Behavior	19
2	Revisit Intention	34	12	Green Hotels	18
3	Hotels	27	13	Hotel	17
4	Service Quality	26	14	Sustainability	17
5	Willingness To Pay	26	15	Tourist Behavior	17
6	Perception	25	16	Hospitality Industry	16
7	Green Hotel	24	17	Human	14
8	Satisfaction	24	18	Intention To Stay	13
9	Tourism	22	19	Trust	13
10	Customer Satisfaction	21	20	Visit Intention	12

Legend: Authors Elaboration | Software: Excel

Discussion

Based on our present study, 347 publications on the intention to stay in a hotel indexed in the Scopus database were analyzed. The linear regression results of the accumulated literature conform to the law of exponential growth, indicating that this field is currently a hot topic. In 2020, the annual publication volume peaked at 49 publications (14.1%), followed by 2021 and 2022 (see Fig.2.). Moreover, the new crown epidemic has changed the general environment of the hotel industry. When the environment changes, the process of forming customer intentions will change (Ju & Jang, 2023; Han et al., 2010), so scholars must maintain a continuous understanding of occupancy intentions. Paying attention to and studying the changes in customers' intention to stay will fill the gaps in the current literature and help hotel managers formulate more effective business strategies.

The "International Journal of Contemporary Hospitality Management" and "International Journal of Hospitality Management" are currently the two journals most favored by scholars in this field (see Table 2). The distributing disciplines of periodicals vary widely by region, showing the characteristics of interdisciplinary, mainly concentrated in Business, Management and Accounting, and Social Sciences, which together account for 66.7%. Environmental science followed with 7.6%. Environmental science could become the third discipline because there have been a large number of studies on the intention to stay in green hotels since 2018 (Patwary et al., 2022; Yeh et al., 2021; Yan & Chai, 2021; Tan & Abd Aziz, 2021). It is expected that the research interest in the intention to stay in a green hotel will continue to grow.

It is interesting is that Malaysia pays special attention to this topic, as three of the 23 institutions with five or more publications are Malaysian universities (see Table 3). In addition, there are large differences among the issuing institutions, and the research teams are relatively scattered. In the future, research institutions should strengthen teamwork to form more innovative research results.

From the co-citation network of documents, it was found that Ajzen's (1991)'s Theory of Planned Behavior (TPB) had the highest number of citations (see Fig.3A.). A close reading of the relevant literature found that this theory is a classic theory in the field of behavioral intentions, which was extended from the original Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980), adding the factor of perceived behavioral control to predict personal intentions. TPB can better predict the purposeful human behavior intention and make up for the deficiency of TRA (Agag & Colmekcioglu, 2020; Han et al., 2010; Nimri et al., 2020). To meet the needs of TPB perfection, Perugini and Bagozzi (2001) proposed and tested the Model of Goal-directed Behavior (MGB). There are several notable improvements to MGB, the most important of which is the inclusion of desire as the closest factor in behavioral intentions and which mediates the proposed relationship between the theoretical variable, the intention being a direct function of that variable (Bagozzi & Dholakia, 2006; Perugini & Bagozzi, 2001). MGB improves interpretation ability, solving the problem in TPB. Even so, the pace of scientific research and innovation has continued. Han, H. (see Fig. 3C.), the core and most significant contributor to this field, has conducted further research based on MGB. Han and Ryu (2012) tested and developed the Theory of Repurchase Decision-making (TRD). By broadening and deepening the MGB, TRD addresses the MGB issue in of accounting for the determinants of repurchase intention/behavior fully. In particular, TRD adds belief structures as determinants of desire predictors (attitudes, subjective norms, and perceived behavioral control) that underlie repurchase decision formation, improving predictive power for individual repurchase intentions (Han & Ryu, 2012). However, there are still many gaps in the literature on MGB and TRD, so this paper suggests that these two theories be tested in future research.

Keywords such as "Hotel," "Intention," "willingness," and "stay" appear frequently "(see Table 4), representing the research hotspots of intention to stay in a hotel. The high-frequency appearance of green hotel and sustainability once again strengthens the prediction of this paper that the research on intention to stay in green hotels will continue to grow (see Table 4 and Fig.4A.). Therefore, future research should continue to focus on the intention of staying in a green hotel, explore changes in the post-epidemic era, and provide guiding suggestions for hotel operators. Furthermore, intention to stay in a hotel is accompanied by words related to service quality, perception, satisfaction, and trust（see Fig.4B.) indicating that exploring the antecedents that affect stay intentions is constantly being updated, and future research should continue to explore this direction, especially the impact of specific perceived factors on intentions. Scholars have also tended to use questionnaires in recent years. Therefore, future scholars could use quantitative or mixed research methods to conduct more in-depth and comprehensive research in this field to fill in more literature gaps. Interestingly, a newer hotel type, the medical hotel, was found in a Han et al. (2015) study on intention to stay. Medical hotels are full of industry prospects, and there are still many gaps in academic research so that future scholars can research the stay intentions of this type of hotel.

Limitation

Publications on the intention to stay in a hotel were retrieved from the Scopus database, and the data were analyzed objectively and comprehensively; still, some limitations are unavoidable. First, there are still unindexed journals in Scopus, and publications from these journals may need to be addressed. Secondly, this article limits the publication stage to "Final," so 21 articles with the status of "Article in Press" were not included in the analysis. Third, if we used other indexes, such as WoS, the results would no doubt be different, so it is strongly recommended to use other database sources when evaluating research trends for the exact keywords. Fourth, there are many free words of "intention" and "stay" in the keywords retrieved in this study, and some uncommon free words may not be used as search terms, so there may be articles that are ignored with those free words as the theme. Finally, some authors may have multiple names, use different initials, or have different names in different publications. This limitation may lead to imprecision in the productivity of these institutions or authors and create disagreements in the bibliographic analysis.

Conclusion

As the number of studies on intentions to stay in hotels continues to increase, conducting a systematic review of the existing literature becomes crucial. Therefore, based on bibliometrics, this study analyzes relevant literature on the intention to stay in a hotel to identify influential articles, authors, and research institutions. After applying eligibility criteria and removing duplicates, a total of 347 articles published between 1996 and 04 December 2022, covering 883 authors, 125 journals, and 61 countries, were analyzed. Han, H. is the core author, and Sejong University in South Korea has the most publications. The International Journal of Contemporary Hospitality Management is the journal that has grown the most over the years, followed by the International Journal of Hospitality Management. The most cited article is "Application of the theory of planned behavior to green hotel choice: Testing the effect of environmentally friendly activities" by Han et al. (2010).

Our findings also found that after 2018, research into intentions to stay in green or eco-friendly hotels has gained popularity. In addition, a new hotel type, the medical hotel, emerged from the study of stay intentions. The basic theory of research is also constantly improving and innovating. Therefore, the following suggestions are put forward for the future research direction: 1) In the future, all research institutions should strengthen teamwork to form more innovative research results; 2) In addition to TPB, future research in this field can focus on MGB and TRD; 3) Future research could conduct more in-depth research on green hotels or environmentally friendly hotels in this field; 4) Medical hotels, as an emerging hotel type, have promising prospects, and future scholars should research the intention of staying in this hotel, making up for the current literature gap; 5) Exploring and examining new influencing factors of hotel stay intention will enrich the theory and help hotel managers make better decisions.

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