A Bibliometric Analysis of Customer Engagement Research In The Hospitality And Tourism Industry

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Abstract

Over the past few years, customer engagement (CE) has emerged as an important concept in the marketing discipline. Despite the voluminous literature on the area in the hospitality and tourism (H&T) industry, there is a lack of studies that provide a structure to the existing literature, and as a result, the directions to advance this research area are not clear. To address this gap, the present study aimed to present a state-of-the-art review of CE research in the H&T industry and highlight potential areas for future research. In order to achieve this objective, a bibliometric analysis of 211 articles published in 85 Scopus-indexed journals between 2009 and 2023 was done. The results indicated that the number of publications on CE in the H&T industry has increased, especially after 2019, and is clustered around four themes: consequences of CE, CE in the digital age, CE as a tool to build customer relationships, and tourists CE with the destination. The results further revealed the most productive and influential journals, articles, authors, and countries in the area of CE in the H&T industry. By highlighting the current status of the field and the potential areas for future research, the study is believed to assist academicians and researchers in taking this research area forward.

Keywords:

Customer engagement, Bibliometric analysis, Tourism, Hospitality, Review, Tourist engagement

1. Introduction

Statistics reveal that over the past few years, the service sector has contributed about 65% to the global gross domestic product (GDP), compared to the agricultural and manufacturing sectors' contributions of 5% and 30%, respectively (Statista, 2022). These statistics indicate that the service sector is the highest contributing sector in the economy worldwide. As per the Prowess database of the Centre for Monitoring Indian Economy, the service sector consists of various industries like hospitality & tourism, wholesale & retail trading, transportation, communication, information technology, financial, and other miscellaneous services.

Among the wide range of industries comprising the service sector, the hospitality and tourism (H&T) industry contributed 10.3% to the global GDP in 2019, which declined to 5.3% in 2020 (Statista, 2023). This sharp decline in the industry's contribution to the global GDP can be attributed to the Covid-19 pandemic and lockdown, which put restrictions on mobility. However, in 2021, the industry's contribution to the global GDP rose to 6.1%, which is further projected to grow by 5.8% annually between 2022 and 2032 (World Travel & Tourism Council, 2022), thereby indicating that the industry will once again reach its pre-pandemic levels of contribution to the global GDP.

However, in order to reach pre-pandemic levels of contribution, it has been suggested that customer engagement (CE) needs to be targeted (Gallup, n.d.). The study by Gallup indicated that if a company focuses on CE, its sales increase by 66% and customer loyalty increases by 25%. Therefore, CE can be considered as a mechanism that will help the overall industry to grow.

Given the relevance of CE in the H&T industry, the concept captured the interest of academicians and researchers, and as a result, the number of articles on CE in the H&T industry increased from 5 articles per year in 2013 to 45 articles per year in 2022 (Figure 1). However, the increasing number of publications on CE makes it difficult for both practitioners and researchers to understand how to drive CE and how to take this research area forward. Therefore, there is a need to systematically structure and analyse the existing literature so as to highlight the current status of the research and the gaps for future research.

Previous attempts by Chen et al. (2021), Hao (2020), and So et al. (2020) to provide a structure to CE research in the H&T industry were limited in terms of the number of articles analysed, and the techniques used for analysis. Therefore, building on this gap, the present study aims to present a state-of-the-art review of CE research in the H&T industry and highlight potential areas for future research by providing a structure to the existing literature.

The remaining article is organised as follows: Section 2 provides a brief overview of CE. Section 3 outlines the research methodology of the study. Section 4 presents the results of the study. Section 5 provides a brief conclusion of the study and highlights the potential areas of future research. Section 6 discusses the limitations of the study.

2. Customer Engagement (CE)

The concept of 'engagement' has been widely researched in disciplines like sociology, psychology, organizational behaviour, and political science (Hollebeek, 2011). It was only after 2005 that management and its related disciplines started exploring this concept. In management, the concept has been termed 'customer engagement' and is defined from two perspectives, i.e., unidimensional and multi-dimensional. From a unidimensional perspective, CE has been defined as a behavioural manifestation of the customer that extends beyond purchase (van Doorn et al., 2010). However, from the multi-dimensional perspective, CE has been defined as a psychological state (cognitive, emotional, and behavioural) that occurs due to interactive, co-creative customer experiences with the focal object (Brodie et al., 2011). Since the multi-dimensional perspective is more comprehensive, the present study defines CE from the multi-dimensional perspective.

In an attempt to explore CE in detail, researchers have used theories like relationship marketing and service-dominant logic to identify the antecedents and consequences of CE (Islam & Rahman, 2016). Consequently, constructs like satisfaction, trust, commitment, and flow have been identified as antecedents of CE (Brodie et al., 2011; Hollebeek, 2011), while constructs like loyalty, word-of-mouth, and co-creation have been identified as consequences of CE (Abbas et al., 2018; Bowden, 2009; Rather et al., 2019). Further, based on the results of empirical studies, it was established that CE serves as a promising tool to build long-lasting customer relationships in the H&T industry.

Given the relevance of CE in the H&T industry, the research on CE is growing continuously, making it difficult for researchers to understand the concept and take the research area forward. Therefore, there is a need to provide a structure to the existing literature to highlight the current status of the research and the gaps for future research. Consequently, the present study attempts to provide a structure to the existing literature on CE in the H&T industry and aims to present a state-of-the-art review of the field and highlight potential areas for future research. The research methodology of the study is discussed in the next section.

3. Research Methodology

In order to provide structure to the existing literature on CE in the H&T industry, different methods such as systematic literature review, bibliometric analysis, and meta-analysis were available. However, the present study used bibliometric analysis as it allows researchers to manage massive amounts of bibliographic data and to find out the most influential works by mapping the research field without any subjective bias (Zupic & Čater, 2015). Therefore, to perform the bibliometric analysis, a four-step methodology proposed by Donthu et al. (2021) was followed. These steps are as follows:

Step-1: Defining the aim and scope of the study

According to Donthu et al. (2021), bibliometric analyses are conducted to retrospect the performance of research constituents (such as journals, articles, authors, and countries) and the science of the research field (i.e., the relationship between research

constituents). Consequently, to conduct a bibliometric analysis of the existing literature on CE in the H&T industry, the present study formulated four research questions (RQs).

RQ1: What are the current publication trends (number of articles by year) of CE research in the H&T industry?

RQ2: What are the most influential publications (journals, articles) of CE research in the H&T industry?

RQ3: Who are the most productive and influential contributors (authors, countries) to CE research in the H&T industry?

RQ4: What are the existing themes (intellectual and conceptual structure) of CE research in the H&T industry and what are the potential future research areas in the field?

Furthermore, it was decided to answer these RQs by reviewing the literature published between 2009 and 2023. The year 2009 was selected as the starting point since it was the year of the third Thought Leadership Conference on Customer Management, which was widely regarded as a landmark event that launched CE-related marketing research (So et al., 2020). Therefore, the review period for the study was restricted to 15 years, spanning from 2009 to 2023.

After defining the aim of the study, it is important to ensure that the number of papers (i.e., scope) extends to hundreds, which is large for manual review. An initial search on Scopus indicated that the field has more than 200 papers, thereby ensuring that the scope is large enough to use bibliometric analysis.

Step-2: Choosing the techniques for bibliometric analysis

Based on the recommendations of Zupic & Čater (2015) and Donthu et al. (2021), different techniques were chosen to answer the RQs of the study. The chosen techniques included performance analysis for RQ1, citation analysis for RQ2 and RQ3, and co-citation analysis and co-word analysis for RQ4.

Step-3: Data collection

In order to retrieve data for bibliometric analysis, first, an attempt was made to identify the relevant keywords to search for the existing literature. Donthu et al. (2021) suggested two methods for identifying keywords: literature search and brainstorming. The present study adopted the first method, whereby a search on Google Scholar was made using the words 'customer engagement hospitality and tourism industry' and the keywords of the first 10 articles which were sorted by their relevance were analysed. The keyword analysis indicated that three keywords 'customer engagement', 'hospitality', and 'tourism' occur most frequently. Therefore, it was decided to use these three keywords to search for the relevant literature along with the keywords 'consumer engagement' and 'tourist engagement' as synonyms for 'customer engagement'.

After shortlisting the keywords, the database to carry out the search was shortlisted. For this, different databases namely Scopus, Web of Science, and EBSCO were available. However, among these databases, the Scopus database is the one that has a wider coverage and follows a strict set of indexing criteria and provides complete bibliometric

data for its publications (Kumar et al., 2021). Therefore, the data for the present study were retrieved from the Scopus database.

After shortlisting the keywords and database, the search for the study was done in January 2023. The search query applied followed as: (((TITLE-ABS-KEY ("customer engagement") OR TITLE-ABS-KEY ("consumer engagement))) AND ((TITLE-ABS-KEY ("tourism") OR TITLE-ABS-KEY ("hospitality")))) OR (TITLE-ABS-KEY ("tourist engagement")). The database search resulted in a total of 269 articles (as on January 20, 2023), published between 2009 and 2023.

As per the methodology adopted, 269 articles needed to be further refined. Based on the previous literature reviews, the articles were filtered for their "subject area", "document type", "source type", and "language" in the Scopus database. In line with Hao (2020), the subject area was limited to "Business, Management, and Accounting", "Social Sciences", "Arts and Humanities", and "Psychology". The source type and document type was limited to "Journal" and "Articles", respectively, as journal articles are subjected to rigorous peer-review, and thus ensure the quality of research findings. Finally, the language was limited to "English" due to translation issues. The filtration process resulted in the elimination of 58 articles, thereby leaving only 211 articles for final analysis.

The bibliometric data of all 211 articles were then downloaded in CSV format and cleaned for analysis. In order to clean the data, it was checked for duplicate, misspelled, and incomplete elements. Table 1 summarises the search and filtration strategy for the study.

Table1: Search and filtration strategy

Review period	2009-2023	No. of articles
Data base	Scopus	
Key words	"customer engagement", "consumer engagement", "tourist engagement", "tourism", and "hospitality"	269
Filters	**Subject area:** Business, Management, and Accounting, Social Sciences, Arts and Humanities, Psychology	211
	Document type: Articles	
	Source type: Journal	
	Language: English	
Articles for Final Analysis		**211**

Step-4: Running and reporting the findings of the analysis

After collecting and cleaning the data, it was analysed using the biblioshiny application of R-studio software. These results and findings of the analysis are presented in the next section.

4. Analysis and Findings

The present study was undertaken with four RQs, namely, publication trends, publication performance, contributor performance, and intellectual and conceptual structure of existing literature on CE in the H&T industry. To do so, bibliometric data of 211 articles published in Scopus between 2009 and 2023 were downloaded and analysed using the biblioshiny application. The following sub-sections present the results of the analysis, addressing each one of the four RQs.

4.1. Publication Trend

The first RQ aimed to examine the publication trends of CE research in the H&T industry, thereby reflecting the performance of the research field. For this, the 211 articles that were retrieved from the Scopus database were distributed by their year of publication (Figure 1). The results indicated a growing trend of CE research in the H&T industry. However, it was only after 2019 that CE-related research in the H&T industry witnessed a huge increase, with at least 30 publications per year. Before 2019, there were only 46 publications on CE in the H&T industry, which were 3.5 times fewer than publications between 2019 and 2023. A title and abstract analysis of the papers published before 2019 indicated that the huge growth in the publications in recent years can be attributed to the replacement of customer satisfaction with customer engagement, which has proven to be a better predictor of customer loyalty.

4.2 Publications' Performance

The second RQ aimed to examine the publications' (journals and articles') performance by identifying the most influential journals and articles in the research field. Based on the methodology adopted, a citation analysis was done to examine the publication's performance. The results of the analysis are discussed in the following two sub-sections, namely, journal performance and article performance.
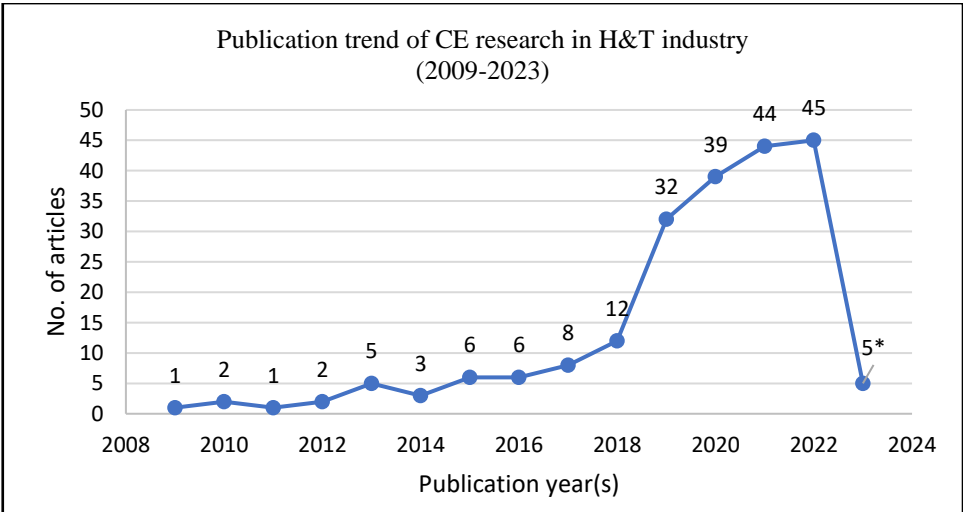

Figure 1: Publication trend

Note: * publications are till January 20, 2023

4.2.1. Journal performance

The analysis of the 211 articles that were retrieved from the Scopus database based on their journals indicated that the 211 articles were published across 85 journals. A manual review of the journal titles indicated that the 85 journals included both H&T-themed journals and general management (i.e., non-H&T-themed) journals, thereby indicating that the research on CE in the H&T industry can also be published in non-H&T journals. However, a majority of the articles (n=147) were published in H&T-themed journals, among which the most influential journals (Table 2) are Tourism Management (970 citations), International Journal of Contemporary Hospitality Management (951 citations), and Journal of Hospitality and Tourism Research (681 citations). The remaining 64 articles were published in general management (i.e., non-H&T-themed) journals, among which the most influential journals are Service Industries Journal (317 citations), Journal of Business Research (292 citations), and International Journal of Information Management (176 citations).

Table 2: Top 10 H&T-themed and non-H&T-themed journals

Top 10 H&T-Themed Journals			Top 10 Non-H&T-Themed Journals		
Journal	Total Citations	No. of Articles	Journal	Total Citations	No. of Articles
Tourism Management	970	8	Service Industries Journal	317	7
International Journal of Contemporary Hospitality Management	951	16	Journal of Business Research	292	3
Journal of Hospitality and Tourism Research	681	15	International Journal of Information Management	176	1
Journal of Travel Research	449	7	Journal of Destination Marketing and Management	155	4
Journal of Travel and Tourism Marketing	443	6	European Journal of Marketing	99	2
Journal of Hospitality Marketing and Management	294	7	Journal of Retailing and Consumer Services	81	3
International Journal of Hospitality Management	283	8	Journal of Global Marketing	70	1
Annals of Tourism Research	265	3	Journal of Services Marketing	54	3
Journal of Hospitality and Tourism Technology	173	7	Anatolia	42	2
Journal of Hospitality and Tourism Management	94	3	Sustainability (Switzerland)	35	4

Further, to determine the main keywords that were used to publish CE-related articles in H&T-themed and non-H&T-themed journals, an analysis of the keywords of the top 10 journals (based on the number of articles published) in each type of journal was done. The findings indicated that two different types of journals published CE-related research using similar keywords. Among these keywords, five frequently used keywords included social media, brand loyalty, co-creation, satisfaction, and customer

experience. Therefore, researchers who are working on CE in the H&T industry and want to publish their articles in these journals should ensure that their content is related to these keywords.

4.2.2. Article performance

An article's performance can be measured by two types of citations: local citations and global citations. Local citations refer to the number of citations an article receives from the articles in the review corpus (e.g., 211 articles that were retrieved from the Scopus database), while global citations refer to the number of citations an article receives from the articles in and out of the review corpus (Kumar et al., 2021). Since local citations indicate the influence of an article over a particular body of knowledge, the present study analysed local citations of the 211 articles retrieved from the Scopus database to identify the most influential articles in the area of CE in the H&T industry.

The results (Table 3) indicated that among the 211 articles, three articles were frequently cited to measure CE in the H&T industry. However, among these three articles, only one article (i.e., customer engagement with tourism brand: scale development and validation) developed a new scale to measure CE in the context of the H&T industry. The remaining two articles used an already existing scale and validated it in the context of the H&T industry, with one article (i.e., customer engagement with tourism social media brands) offering an alternative shorter version of the already existing scale. Since different researchers have different perspectives on CE in the H&T industry, there is a need to develop new scales to measure the different dimensions and perspectives of CE in the H&T industry.

Further, a content analysis of the top 10 locally cited articles indicated that five articles were on a theme of antecedents and consequences of CE in the H&T industry and were frequently cited (n=139) by the researchers. However, among these articles, there is only one article (i.e., Tourism-based customer engagement: the construct, antecedents, and consequences) that examines both the antecedents and consequences of CE. The remaining four articles examined either the antecedents (n=1) or consequences of CE (n=3), thereby indicating that researchers tend to examine only one aspect of the relationship (either antecedent or consequence) at a time. However, to gain a more comprehensive understanding of a concept, researchers need to examine both its antecedents and consequences. Therefore, future researchers are suggested to examine both the antecedents (customer-based and organisation-based) and consequences of CE in the H&T industry so as to gain a complete understanding of the concept and assist managers in formulating strategies to persuade desired customer behaviour through customer engagement.

Table 3: Top 10 most locally cited CE articles in the H&T industry

Theme	Article title	Author(s)	Year	Local Citations
Scale development or validation	Customer Engagement With Tourism Brands: Scale Development and Validation	So K.K.F., King C., Sparks B.	2014	61
	Customer engagement with tourism social media brands	Harrigan P., Evers U., Miles M., Daly T.	2017	51

	Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent	Harrigan P., Evers U., Miles M.P., Daly T.	2018	17
Antecedents and consequences of CE	The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands	So K.K.F., King C., Sparks B.A., Wang Y.	2016	50
	Customer engagement behaviors and hotel responses	Wei W., Miao L., Huang Z.	2013	31
	Investigating the effects of tourist engagement on satisfaction and loyalty	Rasoolimanesh S.M., Md Noor S., Schuberth F., Jaafar M.	2019	17
	Barriers affecting organisational adoption of higher order customer engagement in tourism service interactions	Chathoth P.K., Ungson G.R., Altinay L., Chan E.S.W., Harrington R., Okumus F.	2014	17
	Tourism-based customer engagement: the construct, antecedents, and consequences	Rather R.A., Hollebeek L.D., Islam J.U.	2019	24
Review paper	Co-creation and higher order customer engagement in hospitality and tourism services: A critical review	Chathoth P.K., Ungson G.R., Harrington R.J., Chan E.S.W.	2016	18
Social media and CE	Social media affordances: Enabling customer engagement	Cabiddu F., Carlo M.D., Piccoli G.	2014	18

4.3. Contributors' Performance

The third RQ aimed to examine the contributors' (authors and countries') performance by identifying the most productive and influential authors and countries in the research field. Based on the methodology adopted, a citation analysis was done to examine the contributors' performance. The results of the analysis are discussed in the following two sub-sections, namely, author performance and country performance.

4.3.1. Authors' performance

The analysis of the 211 articles that were retrieved from the Scopus database based on their authorship indicated that the 211 articles were published by a total of 499 authors, with only 21 articles having been sole-authored. These statistics indicated that the majority of the articles, i.e., 190 articles, were authored by either two or more authors, thereby indicating that the majority of the work on CE in the H&T industry was done in collaboration.

Further, to analyse the performance of an author, the number of articles published by an author (a measure of productivity) and their total citations (a measure of impact) were analysed. The results (Table 4) indicated that the field of CE in the H&T industry was being dominated by Dr. Rather RA, with the publication of 10 articles during a short

span of five years (i.e., 2019-2023). However, a majority of his publications (i.e., 7 articles) were co-authored, among which his major collaborators included Dr. Hollebeek L.D, Dr. Rasoolimanesh SM, and Dr. Hussain K., thereby indicating that these were working on similar themes. To find out the theme on which Dr. Rather RA was working, the titles and the abstracts of his 10 articles were analysed. The analysis indicated that the author predominantly worked on antecedents and consequences of CE in the H&T industry. His article "Tourism-based customer engagement: the construct, antecedents, and consequences" co-authored with Dr. Hollebeek L.D. and Dr. Islam J.U. was one of his most cited articles (i.e., 136 citations). These statistics indicated that by exploring the antecedents and consequences of CE in the H&T industry, researchers can publish a significant number of articles in a short span of time. Therefore, future researchers are suggested to explore new antecedents and consequences of CE in the H&T industry.

Table 4: Most productive and influential authors

Most Productive Authors (with more than three articles)			Most influential Authors		
Authors	Publication start year	Articles	Authors	Total citations	Articles
Rather RA	2019	10	So KKF	760	6
So KKF	2014	6	King C	682	3
Rasoolimanesh SM	2019	5	Harrigan P	596	3
Wang Y	2016	4	Daly T	590	2
Perdue RR	2020	4	Evers U	590	2
Shin H	2020	4	Rather RA	543	10
Li S	2020	4	Miles M	371	1
Panda RK	2021	4	Bilgihan A	364	3

Although Dr. Rather RA was the most productive author in the field, the authors with a lesser number of articles were ranked high in terms of their impact on the field. In order to find out the reason for this inconsistency, it was found that So KKF's 2014 co-authored article "customer engagement with tourism brand: scale development and validation" received the maximum number of citations, i.e., 332. An analysis of the article indicated that it was the first study that developed a scale to measure CE with tourism brands. This specific study must have been used by other empirical studies to analyse CE in the H&T industry, leading to a huge number of citations for this study and making Dr. So KKF the most influential author in the field. A large number of citations of So KKF's scale indicated that the field was lacking scales to measure the different perspectives and dimensions of CE. Therefore, it is the right time for the researchers to come out with new, modified scales to measure the different perspectives and dimensions of CE in the H&T industry.

The results further indicated that Prof. King C co-authored all of his three papers with Dr. So KKF, thereby making him the second most influential author in the field. However, Dr. Harrigan P, who co-authored two out of his three articles with Dr. Daly T and Dr. Evers U, examined CE in the H&T industry in the social media context. The large number of citations for their articles suggested that a large number of researchers examined the role of social media for CE in the H&T industry, thereby demanding a review of these studies and synthesizing their results.

4.3.2. Country's performance

The analysis of 211 articles that were retrieved from the Scopus database based on their country indicated that a total of 43 countries had contributed to CE research in the H&T industry. In order to evaluate the performance of a country, the number of articles published in a country (a measure of productivity) and total citations of the country's articles (a measure of impact) were analysed. The results (Table 5) indicated that the USA was the most productive and influential country in the field, with a contribution of 35 articles that received 1570 citations over the last 10 years. Although its articles were published in 15 different journals, about 50% of them were published in only three journals, namely, International Journal of Contemporary Hospitality Management (n=6), Journal of Hospitality and Tourism Research (n=6), and International Journal of Hospitality Management (n=5). A keyword analysis of its articles indicated that to study CE in the H&T industry, the US researchers mainly examined its relationship with constructs like customer loyalty, satisfaction, experience, brand image, trust, and profitability, particularly in the context of social media.

The results further indicated that China (n=24) and India (n=20), despite being the second and third most productive countries in the field, respectively, were ranked lower in terms of their impact on the field. On the other hand, Australia and the UK had been ranked high in terms of their impact on the field. These statistics indicated that although both developed and developing countries were contributing to the field, in terms of impact on the field, developed countries had the upper hand. Therefore, an attempt was made to identify the areas in which developed countries were active and where developing countries should concentrate in order to have a greater influence. For this, the keywords of the articles published by the three developed countries (i.e., the USA, Australia, the UK) and two developing countries (China and India) in the list of the top five influential countries were analysed.

Table 5: Most productive and influential countries

Most productive countries (with 10 or more articles)					Most influential Countries	
Country	Articles	Publication start year	Single country production	Multiple Country production	Country	Total citations
USA	35	2013	30	5	USA	1570
China	24	2017	9	15	Australia	749
India	20	2012	16	4	United Kingdom	705
United Kingdom	19	2012	14	5	China	638
Spain	15	2016	13	2	India	568
Australia	10	2011	7	3	New Zealand	391

The keyword analysis indicated that the key areas in which developed countries were working included social media, brand loyalty, co-creation, online reviews, and artificial intelligence, while the key areas in which developing countries were working included customer experience, behavioural intention, co-creation, satisfaction, and trust. Further, according to the author's performance analysis, authors who examined CE in the H&T industry in the context of social media received more citations. Therefore, based on the keyword and the author's performance analysis, it can be argued that

developing countries should also examine the role of social media for CE in the H&T industry in order to increase its impact on the field. Developing countries should also explore the role of emerging technologies like artificial intelligence and virtual reality in CE in the H&T industry, on which developed countries have already taken a lead.

Furthermore, since the author's performance analysis indicated that the majority of the work in the field was done in collaboration, an attempt was made to examine whether the collaborations were done at the national or international level. For this, the number of single-country and multiple-country productions was analysed. The results indicated that among the 190 collaborative studies, the majority of the studies (i.e., 124) were done by collaborating at the national level. However, the results (Table 5) indicated that the majority of the studies in China (i.e., 15 out of 24) were done through international collaborations, particularly with the USA (n=8). Since different countries have different cultures, multi-country productions in China were analysed to see if collaboration were done to examine cross-cultural aspect or to improve a particular area of research. Surprisingly, there was no single study that examined the role of culture in CE in the H&T industry. Instead, the collaborations were done to examine areas like consequences of CE (value co-creation, behavioural intention, customer experience), the role of employees in CE, and the role of emerging technologies like mobile apps and youtube vlogs in driving CE. Though international collaborations led to the improvement in CE research in the H&T industry, future researchers also need to explore whether and how culture affects CE and, in turn, customer behaviour in the H&T industry.

4.4. Intellectual and Conceptual Structure

In order to provide directions on how future researchers can take the research on CE in the H&T industry forward, it is important to understand the existing knowledge structures in the field. Therefore, the fourth RQ aimed to explore the intellectual and conceptual structure of CE research in the H&T industry. The intellectual structure reveals the knowledge foundations of the research field, while the conceptual structure reveals the link between the concepts in the research field (Aria & Cuccurullo, 2022). The present study used two techniques of science mapping, namely, co-citation network analysis and keywords co-occurrence analysis, to explore the intellectual and conceptual structure of CE research in the H&T industry, respectively. The results of the analysis are discussed in the following two sub-sections, namely, intellectual structure and conceptual structure.

4.4.1. Intellectual structure

In order to identify the intellectual structure of CE research in the H&T industry, a co-citation network analysis was performed. The analysis examines the references cited by the core articles of the study (i.e., 211 articles that were retrieved from the Scopus database) and forms clusters of cited references based on their thematic similarities (Donthu et al., 2021), thereby enabling the researchers to identify the papers that are important for developing fundamental knowledge of the area. Based on the recommendation of Zupic & Čater (2015), the number of references (i.e., papers) for co-citation analysis was limited to 50 most cited references. The results (Figure 2) indicated that the top 50 references that serve as knowledge foundations of CE research in the H&T industry could be clustered into two clusters (represented by different colours). Cluster 1 (red colour) consisted of 12 papers, while cluster 2 (blue colour) consisted of

38 papers. To further identify a common theme within each cluster, the titles and abstracts of the top ten papers (based on their page rank analysis) in each cluster were studied.
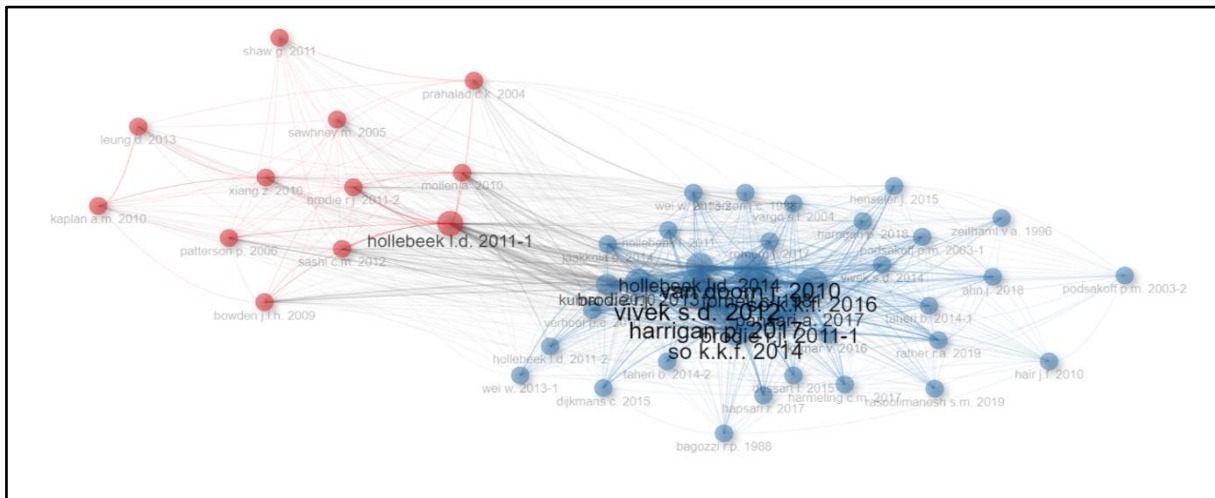

Figure 2: Co-citation network analysis of top 50 cited references

4.4.1.1. Cluster 1: CE conceptualisation

The analysis of the top 10 papers in cluster 1 indicated that cluster 1 consisted of papers that mainly focused on the conceptualization of CE in the marketing discipline. These papers were interdisciplinary papers that borrowed the concept of engagement from disciplines like sociology, psychology, and organisational behaviour in order to develop its application in the marketing discipline. A content analysis of these papers indicated that papers in cluster 1 were trying to not only define the concept of CE in the marketing discipline but also trying to develop constructs to facilitate its measurement. Consequently, two main perspectives were seen on CE. Researchers like Bowden (2009) and Sashi (2012) defined CE as a process, while researchers like Brodie et al. (2011) and Hollebeek (2011) defined it as a psychological state consisting of three dimensions, namely cognitive, emotional, and behavioural. One of the most cited papers in cluster 1 included 'Customer engagement: Conceptual domain, fundamental propositions, and implications for research' by Brodie et al. (2011). Based on the five propositions developed in the paper, the researchers defined CE, which was by far the most comprehensive definition of CE.

4.4.1.2. Cluster 2: CE scale development and its relationship with other concepts

The analysis of the top 10 papers in cluster 2 indicated that cluster 2 consisted of papers that were using the concept of CE developed by papers in cluster 1 to develop scales for the measurement of CE or to explore its relationship with other marketing concepts in different contexts. Researchers like Hollebeek et al. (2014) and So et al. (2014) developed scales to measure CE, however in different contexts. The scale developed by Hollebeek et al. (2014) was a 10-item scale that measures CE with brands in social media, while the scale developed by So et al., (2014) was a 25-items scale that measures CE with tourism brands.

Besides the papers focusing on scale development, the cluster also consisted of papers that proposed CE relationships with other concepts, acting either as antecedents

or consequences of CE (Table 6). Concepts like involvement, participation, and emotions have been proposed as antecedents of CE, while concepts like loyalty, word-of-mouth, self-brand connection, and brand usage intent have been proposed as consequences of CE (Harrigan et al., 2018; Pansari & Kumar, 2017; Vivek et al., 2012). Furthermore, the concepts like satisfaction, trust, and commitment have been proposed as antecedents in some papers, while as consequences in others. Specifically, van Doorn et al. (2010) proposed these concepts as antecedents of CE, whereas Brodie et al. (2013) and Vivek et al. (2012) proposed them as consequences of CE. It was argued that these concepts act as antecedents for an existing customer, while consequences for new customers.

Table 6: CE relationship with other concepts

Relationship	Concepts
Only Antecedents	Participation, Involvement, emotions
Only Consequences	value, word of mouth, loyalty, brand community involvement, self-brand connection, brand usage intent, firm performance, empowerment, connection
Both antecedents and consequences	satisfaction, trust, and commitment

Overall, the result of the co-citation analysis indicated that two types of papers provided a knowledge base for CE research in the H&T industry. These papers discussed how CE can be conceptualised in the marketing discipline, how it can be measured, and how it was related to other marketing concepts. Drawing foundational knowledge from these papers, researchers explored the concept of CE in the H&T industry. Therefore, an attempt was made to identify the themes (i.e., conceptual structure) which were investigated and most popular among CE researchers in the H&T industry. The results of the same are discussed in the next subsection.

4.4.2. Conceptual structure

In order to identify the conceptual structure of CE research in the H&T industry, a keyword co-occurrence analysis was performed. The analysis examines the actual content of the articles in terms of words that are often derived from authors' keywords and forms clusters of words based on their thematic similarities (Donthu et al., 2021), thereby enabling researchers to identify the themes which are investigated and popular among researchers. Therefore, the present study performed a keyword co-occurrence analysis of those authors' keywords that had occurred at least three times (n=36). The results (Figure 3) indicated that the 36 keywords could be clustered into four clusters (represented by different colours), wherein keywords in each cluster represent a theme on which CE research in the H&T industry was being conducted. Therefore, to identify a cluster's theme, its keywords were analysed. Consequently, the following four themes were identified.
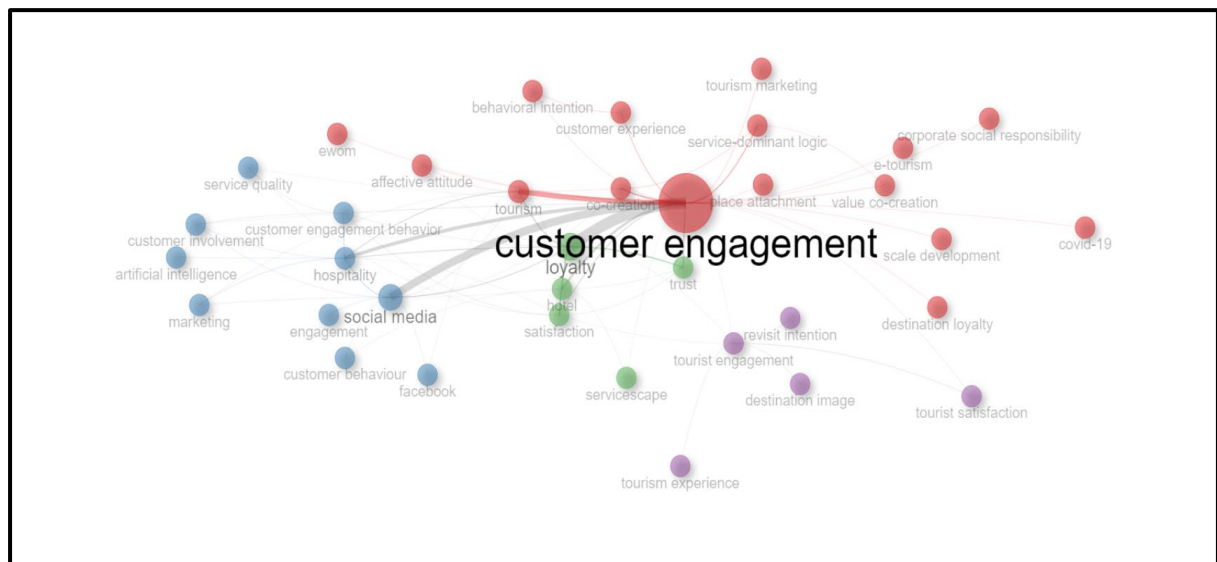
Figure 3: Keyword co-occurrence analysis

4.4.2.1. Cluster 1 (red colour): Consequences of CE

The analysis of the keywords in cluster 1 indicated that researchers in the area of CE in the H&T industry were trying to justify the investment of firms' resources in CE by examining its impact on different concepts. Consequently, it was found that CE had a significant impact on co-creation, customer experience, behavioural intention, and electronic word-of-mouth (e-wom) in the H&T industry (Kim & Hwang, 2022; Rather, Hollebeek, et al., 2022; Rather, Parrey, et al., 2022). Further, affective attitude was found to mediate the relationship between CE and its consequences like loyalty, price perceptions, and willingness to pay (Bergel & Brock, 2019; Kumar et al., 2022). The analysis further indicated that CE in the H&T industry was widely explored through the theoretical perspectives of service-dominant logic and value co-creation.

4.4.2.2. Cluster 2 (blue colour): CE in the digital age

The analysis of keywords in cluster 2 indicated that researchers were exploring how digital technologies like social media and artificial intelligence could be leveraged for CE in the H&T industry, which impacts customer behaviour like e-wom, repurchase intention, co-creation, etc. Using theoretical perspectives like stimulus-organism-response, protection motivation theory, uses and gratification theory, and flow theory, researchers like (Abbasi et al., 2023; Harrigan et al., 2018; Kim et al., 2020; Li & Park, 2022; Rather, Parrey, et al., 2022) identified multiple factors in social media that drive CE in the H&T industry. These factors included service quality, social media involvement, flow, psychological risk, images' value, post type, post length, content interactivity, information, social integration, personal identity, brand interactions, entertainment, empowerment, and remuneration.

4.4.2.3. Cluster 3 (green colour): CE as a tool to build customer relationship

The analysis of keywords in cluster 3 indicated that researchers were examining the role of CE in building customer relationships, wherein they found that CE has a significant impact on satisfaction, trust, and loyalty (Rather, 2019; Rather et al., 2019). Further, trust was reported to fully mediate the relationship between CE and loyalty in the

tourism industry (Li et al., 2020). However, to build customer relationships through CE, companies need to provide a good servicescape which significantly impacts CE in the H&T industry (Li, 2021).

4.4.2.4. Cluster 4 (purple colour): Tourist CE with the destination

The analysis of keywords in cluster 4 indicated that researchers were examining how destination images drive tourists customers' engagement with the destination, which impacts their experience, satisfaction, and revisit intention (Kim & Barber, 2022; Melón et al., 2021).

Overall the keyword co-occurrence analysis indicated that examining the antecedents and consequences of CE (Table 7) with different engagement objects like social media, and destination was one of the most popular themes among researchers concerning CE in the H&T industry. However, the article performance analysis (sub-section 4.2.2) indicated that researchers tend to examine only one aspect of the relationship (either antecedent or consequence) at a time. In order to gain a complete understanding of the concept, antecedents and consequences need to be examined simultaneously. Further, the authors' performance analysis (sub-section 4.3.1) indicated that researchers who explored new antecedents and consequences of CE in the H&T industry published a significant number of articles in a short amount of time. Therefore, future researchers are suggested to examine both the antecedents and consequences of CE in the H&T industry simultaneously in order to gain a complete understanding of the concept and increase their productivity.

Furthermore, although many researchers examined the role of digital technologies in driving CE, the country performance analysis (sub-section 4.3.2) revealed that the majority of these studies were conducted in developed nations. Since developed and developing countries have different cultures, customer behaviour differs across developed and developing countries (Vohra & Bhardwaj, 2019). Therefore, developing countries should also focus on examining the role of digital technologies in driving CE in the H&T industry.

Table 7: Antecedents and consequences of CE in the H&T industry

Relationship	Concepts
Antecedents	servicescape, place attachment, place authenticity, corporate social responsibility, service quality, destination image, social media involvement, flow, psychological risk, images' value, post type, post length, content interactivity, information, social integration, personal identity, brand interactions, entertainment, empowerment, and remuneration
Consequences	co-creation, customer experience, behavioural intention, electronic word-of-mouth (e-wom), price perceptions, willingness to pay, tourism experience, tourist satisfaction, revisit intention, trust

5. Conclusion and Future Research Directions

The present study aimed to present a state-of-the-art review of CE research in the H&T industry and highlight potential areas for future research by providing a structure to the existing literature. In order to achieve this objective, a bibliometric analysis of the

211 articles on CE in the H&T industry that were published between 2009 and 2023 in the Scopus database was done. The results indicated a growing trend in the number of publications on CE in the H&T industry, especially after 2019. The analysis further indicated that the research on CE in the H&T industry can be published in both H&T-themed and non-H&T-themed journals, by including keywords like social media, loyalty, co-creation, experience, and satisfaction.

The analysis of the article's performance indicated that to measure CE in the H&T industry, researchers frequently used three scales. However, among these scales, only one scale was developed specifically in the context of the H&T industry. Since different researchers have different perspectives on CE in the H&T industry, there is a need to develop new scales to measure the different dimensions and perspectives of CE in the H&T industry. The analysis further revealed that researchers examining the antecedents and consequences of CE tend to focus only on one aspect of the relationship at a time. However, to gain a complete understanding of CE in the H&T industry, antecedents and consequences need to be examined simultaneously. It will also help the researchers to increase their productivity in the field.

Further, the analysis of the contributors' performance indicated although both developed and developing countries were contributing to the field, in terms of impact on the field, developed countries had the upper hand owing to their focus on exploring the role of digital technologies like social media, artificial intelligence, augmented reality, virtual reality, etc. Therefore, developing countries should also focus on this aspect to improve their impact on the field. The analysis further indicated that though the majority of the studies were done through collaborations at the national level, those done through international collaborations also did not explore the role of culture in CE in the H&T industry. Since culture differs across developed and developing countries, researchers need to explore whether and how culture affects CE and, in turn, customer behaviour in the H&T industry.

The study further highlighted that drawing foundational knowledge from two types of papers, researchers frequently explored four themes concerning CE in the H&T industry. These themes included consequences of CE in the H&T industry, CE in the digital age, CE as a tool to build customer relationships, and tourist CE with the destination.

Based on the above findings, the study identifies various gaps in the existing literature on CE in the H&T industry that could serve as potential future research areas. These potential areas for future research are as follows:

5.1. Develop a scale to measure CE in the H&T industry

The analysis indicated that among the most popular scales to measure CE in the H&T industry, only one was developed to specifically measure CE in the H&T industry. However, different researchers have different perspectives on CE in the H&T industry. Therefore, future researchers need to develop new scales to measure the different dimensions and perspectives of CE in the H&T industry.

5.2. Examine the role of digital technologies in CE in developing countries' H&T industry

The analysis revealed that numerous attempts had been made to investigate how technologies like social media and artificial intelligence can be used for CE in the H&T industry. However, a majority of these attempts were made by developed countries. As a result, these countries ranked higher in terms of their impact on the field, despite publishing a lesser number of articles than the developing countries. Therefore, researchers in developing countries need to examine the role of digital technologies like social media, artificial intelligence, virtual reality, augmented reality, and the Internet of Things in driving CE in the H&T industry.

5.3. Examine the role of culture in CE

The analysis indicated that though international collaborations were taking place to explore CE in the H&T industry, they did not examine the role of culture in CE. Since culture has a significant impact on customer behaviour and developed and developing countries have different cultures, future researchers should conduct cross-cultural studies to examine whether and how culture affects CE and, in turn, customer behaviour in the H&T industry.

5.4. Examine antecedents and consequences of CE in the H&T industry

The analysis revealed that though researchers were examining the antecedents and consequences of CE in the H&T industry, they tend to focus on one aspect (either antecedent or consequence) at a time. However, to gain a complete understanding of CE in the H&T industry, antecedents and consequences need to be examined simultaneously. Therefore, future researchers should examine both antecedents and consequences of CE in the H&T industry simultaneously. It will also help the researchers to increase their productivity in the field.

6   Limitations

Despite the various theoretical implications of the study, the present study has some limitations pertaining to its search strategy. First, the data for the study was retrieved only from the Scopus database. Though the usage of Sccopus has been justified in the present study, there may be chances of missing some articles that have been published in journals that are indexed in other databases such as Web of Science and EBSCO. Therefore, future reviews on CE in the H&T industry should try to incorporate the articles published in these journals to support or refute the findings of the present review. Second, the present study reviewed only those publications that are in the form of articles. Therefore, other forms of publications, such as conference reviews and book chapters, which may be important sources of the literature were excluded from the study.

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