

This article was downloaded by: [Hong Kong Polytechnic University]

On: 22 January 2015, At: 19:01

Publisher: Routledge

Informa Ltd Registered in England and Wales Registered Number: 1072954 Registered office:  
Mortimer House, 37-41 Mortimer Street, London W1T 3JH, UK



[Click for updates](#)

## Asia Pacific Journal of Tourism Research

Publication details, including instructions for authors and subscription information:

<http://www.tandfonline.com/loi/rapt20>

### The Recent Asian Wave in Tourism Research: The Case of the Journal of Travel & Tourism Marketing

Rosanna Leung<sup>a</sup>, Norman Au<sup>b</sup> & Rob Law<sup>b</sup>

<sup>a</sup> Department of Business Administration, Caritas Institute of Higher Education, Hong Kong, People's Republic of China

<sup>b</sup> School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, People's Republic of China

Published online: 05 Feb 2014.

To cite this article: Rosanna Leung, Norman Au & Rob Law (2015) The Recent Asian Wave in Tourism Research: The Case of the Journal of Travel & Tourism Marketing, Asia Pacific Journal of Tourism Research, 20:1, 1-28, DOI: [10.1080/10941665.2014.881895](https://doi.org/10.1080/10941665.2014.881895)

To link to this article: <http://dx.doi.org/10.1080/10941665.2014.881895>

PLEASE SCROLL DOWN FOR ARTICLE

Taylor & Francis makes every effort to ensure the accuracy of all the information (the "Content") contained in the publications on our platform. However, Taylor & Francis, our agents, and our licensors make no representations or warranties whatsoever as to the accuracy, completeness, or suitability for any purpose of the Content. Any opinions and views expressed in this publication are the opinions and views of the authors, and are not the views of or endorsed by Taylor & Francis. The accuracy of the Content should not be relied upon and should be independently verified with primary sources of information. Taylor and Francis shall not be liable for any losses, actions, claims, proceedings, demands, costs, expenses, damages, and other liabilities whatsoever or howsoever caused arising directly or indirectly in connection with, in relation to or arising out of the use of the Content.

This article may be used for research, teaching, and private study purposes. Any substantial or systematic reproduction, redistribution, reselling, loan, sub-licensing, systematic supply, or distribution in any form to anyone is expressly forbidden. Terms & Conditions of access and use can be found at <http://www.tandfonline.com/page/terms-and-conditions>

# The Recent Asian Wave in Tourism Research: The Case of the *Journal of Travel & Tourism Marketing*

Rosanna Leung<sup>1</sup>, Norman Au<sup>2\*</sup> and Rob Law<sup>2</sup>

<sup>1</sup>Department of Business Administration, Caritas Institute of Higher Education, Hong Kong, People's Republic of China

<sup>2</sup>School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, People's Republic of China

*This paper presents the findings of a review of research papers that were published in the Journal of Travel & Tourism Marketing from January 2011 to December 2013. Content analysis was used to analyze 159 research papers. The results revealed that, out of the eight research areas identified, consumer behavior, brand management, and e-marketing are the three most popular research topics among studies that collected data from Asian and non-Asian countries/regions. One notable exception is that research related to demand models and pricing seems to be dominated by research in Asian countries/regions. The study concludes with a general discussion of the implications, trends in tourism marketing research, and study limitations.*

**Key words:** journal publication, Asia, research area, marketing

## Background

The last decade has experienced growth in the social, cultural, political, and economic significance of tourism to many countries/regions, particularly in Asia. Although the economic crisis hit the world in 2008, tourism arrivals to this region have recovered faster and stronger than expected. According to the United Nations World Tourism Organization (UNWTO), the Asia-Pacific region has

received an increase in inbound tourist arrivals from 199 million to 233 million between 2009 and 2010. The increase continued in 2011 to 258 million, representing average growth of more than 11% per year (United Nations World Tourism Organization [UNWTO], 2011). Such massive tourism demand has brought substantial inbound tourism expenditure – US\$350 billion in 2011 (UNWTO, 2012). Perhaps due to the high level of investment in new resorts and hotels during recent

---

\*Email: [norman.au@polyu.edu.hk](mailto:norman.au@polyu.edu.hk)

years, together with the easing of visa requirements and political openness in many Asian countries such as China, there is clear trend of “Asian Wave”, which is defined as a phenomenon of gradual shift in travel toward Asia (Winter, 2009). Indeed, the UNWTO (2007) has forecasted that Mainland China (hereafter known as China) is likely to be the top international destination country in the world by the year 2020. The rapid growth of Asian tourism is not only evident in statistical figures, but has also been recognized by the academia who have organized conferences in 2007 and 2009 using “Asian Wave” as central theme (Lema, 2007; Winter, 2009), as well as writing insightful discussions regarding this phenomenon (Winter, Teo, & Chang, 2009).

The tourism business is facing a new set of transformations in the twenty-first century under an uncertain and dynamic new competitive environment (Tribe, 2010). This poses not only many challenges but also opportunities for practitioners to explore Asian markets for further business growth. As competition in the tourism industry becomes more intense, the role and contribution of effective marketing strategies are increasingly critical in establishing a competitive position for the enterprise (Tsai, Song, & Wong, 2009). In order for scholars to accurately reflect the changes in the tourism industry, it is important to conduct continuous, rigorous, and systematic research studies. As such, given the growing importance of marketing management, especially in Asia, a comprehensive and critical review of the latest research studies would be useful so that tourism practitioners can update their knowledge on current marketing trends and academia can identify possible gaps for new research. In addition, it is useful to assess how hospitality and tourism scholars have adapted to the extensive

changes in the market that might impact hospitality and tourism research (Line & Runyan, 2012).

The *Journal of Travel & Tourism Marketing (JTTM)* is recognized as a leading applied research journal specializing in travel and tourism marketing (McKercher, Law, & Lam, 2006). The *Asia Pacific Journal of Tourism Research*, on the other hand, aims to publish articles that advance knowledge of tourism particularly related to the Asia-Pacific region. Some examples of recent systematic reviews of prior research in hospitality and tourism have focused on information technology (IT) application (Law, Leung, & Buhalis, 2009) and social media (Leung, Law, van Hoof, & Buhalis, 2013). A review that analyzes the overall pattern of travel and tourism marketing research specifically focusing on Asia is, however, lacking but would be beneficial for readers from understanding the research conducted in Asia. The purpose of this study is, thus, to fill this gap by consolidating and synthesizing the research focus of manuscripts that have been published in the *JTTM* over the past three years, and examining whether the research that focused on Asia differs from research that focused on other regions. It is hoped that tourism researchers and practitioners will be able to better understand what have been studied that might be relevant to their learning and what gaps in knowledge remain to be explored in the future.

## Methodology

Similar to many published review articles, this study conducted a content analysis to examine articles individually. Journal articles were downloaded in August and November 2013 for review. Only full-length research articles published in the *JTTM* from January 2011 to

December 2013 were included. Research notes, conference reports, book reviews, introductions to special reports, and communications were excluded. A total of 159 articles were retrieved from the publisher's website for categorization. The method for publication categorization followed the method of Tsiotsou and Ratten (2010), who classified tourism research into seven categories: consumer behavior, market segmentation, brand management, service performance, e-marketing, demand models/pricing, and strategic marketing/marketing concepts. In addition, literature review was added as another area. An Excel worksheet was created to document the characteristics of each paper, including research area and focus, authors' country of affiliation, data analysis methodology, and country of data source. Each researcher read the paper carefully and then recorded its category, research focus, and methodology on a separate worksheet. In addition, if any of the selected papers' authors were affiliated with an Asian institute and/or the data source was in Asia, the name of the country was recorded in the worksheet for further analysis.

Because it is difficult to verify the weighting of each author's contributions in each paper, this study simply counted all instances where there was an Asian affiliation or data source. In other words, if an author came from an Asian country/region or if the data were collected in Asia, the paper was counted as Asian (i.e. one point was added). After the categorization by each researcher was completed, the worksheets were cross-checked and consolidated by three experienced researchers in tourism management. In cases where there were discrepancies, the researchers discussed the discrepancies until an agreement was reached.

Table 1 shows the frequency distribution of the research areas for the 159 analyzed papers.

These papers were further sub-divided by their geographical focus. If the research data were collected within Asia, the paper was categorized as "Asia". Otherwise, papers were categorized as "non-Asia". A majority of the papers focused on non-Asian regions, whereas around 41% focused on Asia. Among all of the 159 papers, consumer behavior, brand management, and e-marketing were the top three topics for the past three years. Demand models/pricing was the least-explored area, with only four papers published in the past three years.

## Findings and Discussions

### *Asian Data Source and Affiliation*

Among the 159 papers, 65 (41%) used Asia as their data source. Among all Asian countries/regions, one-fifth of the studies (13 papers) focused on Hong Kong, and 12 papers (19%) focused on Taiwan. China ranked third with 11 papers (17%). Nine other papers focused on more than one Asian country/region. Two papers compared the tourism situation in China and Taiwan; one paper compared China and Hong Kong; one compared Japan and Korea; one examined the differences between Malaysia and Korea; and four studies compared several Asian countries.

Among the 159 papers, 46 papers were co-authored by scholars across more than one country. Out of those 46, more than 80% (37 papers) involved institutes in Asia. This strongly hints that the majority of international collaborations were connected with Asia. By counting the number of country occurrences, there were 223 counts among 159 papers, where 45% (72 papers) had at least one author from an Asian institute.

Table 1 Research Areas and Topics in Tourism Marketing Research

Research areas	Topics	Number of journal papers		
		Asia	Non-Asia	Total
Consumer behavior	Motives, perceptions, satisfaction	19	22	41 (26%)
Brand management	Destination branding, destination image, destination personality, destination image measures	15	23	38 (24%)
E-marketing	Transaction, promotion, Web 2.0, user-generated content, social media, mobile services	9	14	23 (14%)
Strategic marketing/ marketing concept	Market orientation, relationship marketing, experiential marketing	9	13	22 (14%)
Market segmentation, targeting, positioning	Psychographic and behavioral segmentation factors	5	10	15 (9%)
Service performance	Service quality, service delivery, service failure	4	5	9 (6%)
Demand models/ pricing	Demand prediction models and pricing strategies	3	1	4 (3%)
Literature review		1	6	7 (4%)
Total		65 (41%)	94 (59%)	159 (100%)

Note: Research areas and topics were adapted from Tsiotsou and Ratten (2010).

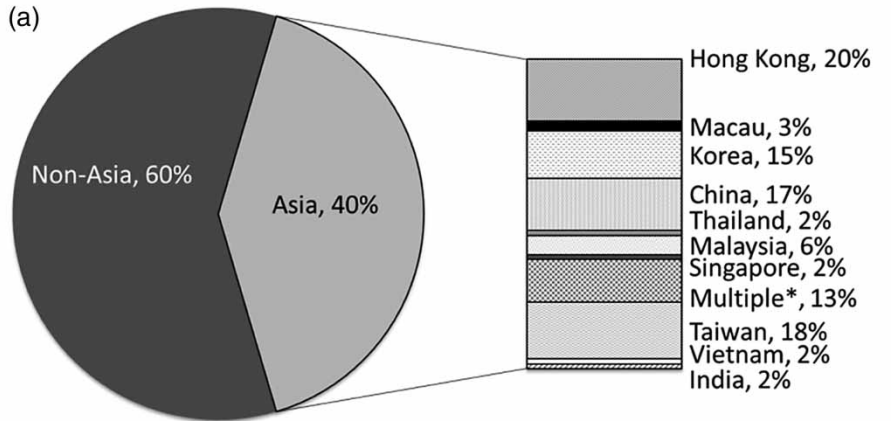
Among Asian papers with at least one Asian institute affiliated author, Hong Kong ranked the first, with 34 papers (41%), Korea ranked second with 21 papers (26%), and Taiwan ranked third with 15 papers (18%) (Figure 1).

### Research Area

As previously discussed, the selected papers were divided into the following eight research areas: brand management, consumer behav-

ior, demand models/pricing, e-marketing, market segmentation, service performance, strategic marketing, and literature review.

*Consumer Behavior.* Consumer behavior was the most popular topic in the study period, with a total of 41 papers (26%). The number of Asia-focused papers about consumer behavior (19, 46%) was just slightly more than the number of non-Asia-focused papers (22, 54%). Table 2 shows the research summary of all journal papers on consumer behavior.



\* Multiple indicated data source across more than 1 Asian countries

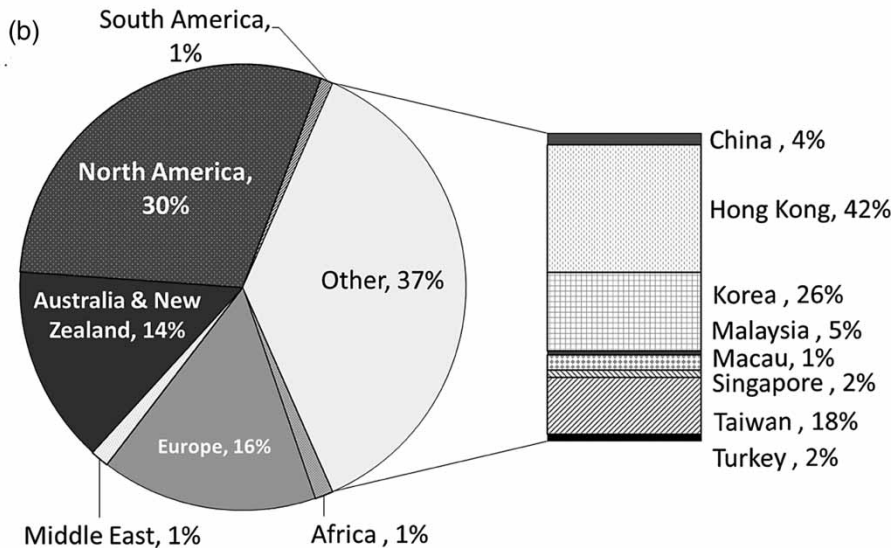


Figure 1 Research Papers' Geographic Distribution by Country/Region.

*Asian research in consumer behavior.* The wave of tourism to Korea seems to be a hot topic in consumer behavior. Out of the 17 Asian research papers, 5 studies focused on Korea: medical tourism (Lee et al., 2012); TV drama and film tourism (Kim, 2012); the flow and tourism wave (Lee & Yoo, 2011); tourist behavior (Kim & McKercher, 2011);

and the use of social networking (Kim & Tusyadiah, 2013). With the massive increase of Mainland Chinese tourists traveling around the world, many practitioners would like to understand their behavior in order to get ready to receive this growing market: tourists' travel behavior (Chow & Murphy, 2011) and preferences of Chinese tourists (Agrusa et al.,

Table 2 List of Papers Focused on Consumer Behavior

Author	Research focus and data source country	Country of affiliation
<i>Asian data source</i>		
Agrusa, Kim, and Wang (2011)	Chinese tourists characteristics and preferences in Hawaii	USA, Korea, and Taiwan
Au and Cheng (2012)	Hong Kong employees' satisfaction with an airline information system	Hong Kong
Chen and Xiao (2013)	Longitudinal study on motivations of repeat international tourists in China	China and Hong Kong
Chih, Wu, and Li (2012)	Consumers' impulsiveness could be an internal factor that affects whether they make purchases on Taiwan travel websites	Taiwan
Chow and Murphy (2011)	Chinese tourists' travel behavior via a pre- and post-tour survey in Australia	Australia
Jamal, Othman, and Muhammad (2011)	Psychological factors that influence homestay tourism in Malaysia	Malaysia
Kim and McKercher (2011)	The collective effect of the Korean nation's culture and tourists' home culture on tourist behavior	Korea and Hong Kong
Kim and Tussyadiah (2013)	Use of social networking and support by young professionals in Korea	USA and Denmark
Kim (2012)	Korean TV drama and film tourism	Australia
Kucukusta, Pang, and Chui (2013)	Hong Kong customers' preferences and selection criteria in the spa business	Hong Kong
Lee and Yoo (2011)	The flow and structure of the experience of the Korean tourism wave	Korea
Lee, Han, and Lockyer (2012)	Japanese medical tourism to Korea	Korea and New Zealand
Liang (2013)	Children influential power on the purchase of online travel products in Taiwan	Taiwan
Lim (2013)	Time pressure for visitors to a travel fair in Singapore	Singapore
Lin and Wang (2012)	Repurchase intentions in Taiwan	Taiwan
Musa, Doshi, Wong, and Thirumoorthy (2012)	Malaysian hospitality examined international tourists' satisfaction	Malaysia

(Continued)

Table 2 Continued

Author	Research focus and data source country	Country of affiliation
Su and Hsu (2013)	Tourist experience – service fairness influence satisfaction and behavioral intentions in the context of Chinese natural heritage tourism	China and USA
Tsang, Tsai, and Leung (2011)	Price bargaining in Hong Kong’s open-air markets	Hong Kong
Xie, Wu, and Hsieh (2012)	Authenticity of Taiwanese souvenirs, including tourists’ perceptions	USA and Taiwan
<i>Non-Asian data source</i>		
Barlés-Arizón, Fraj-Andrés, and Martínez-Salinas (2013)	Spanish woman with different profile influence different family vacation decision stages	Spain
Bonnefoy-Claudet and Ghantous (2013)	Emotions can affect perceived value at French ski resort	France
Gration, Raciti, and Arcodia (2011)	Australian “Festivalgoers” actively disassociate themselves from the “tourist” tag	Australia
Han and Hyun (2012)	Proposed an extension of the existing four-stage loyalty model	Korea
Karatepe (2011)	Tourists’ behavior affects hotel employees in Arab descent	Turkey
Kim and Qu (2012)	Refined a model for relationship selling in the USA	Korea
Kim, Sun, and Kim (2013)	Tested attitudes and behavioral intentions in social commerce in the USA	USA
Koc (2013)	All inclusive Turkey packages may change tourists dieting habits and may cause obesity	Turkey
Lee, Castellanos, and Choi (2012)	Examined the readiness of US customers using self-service check-in kiosks	USA and Canada
Lee, Han, and Willson (2011)	Tourists’ behavior affects visit intentions and word of mouth in a green hotel	Korea and Australia
López-Bonilla and López-Bonilla (2013)	Compared self-service technology and traditional service on air-ticket purchases in Spain	Spain
Mattila and Hanks (2012)	Visitors’ emotions while they were queuing for services in the USA	USA

(Continued)



Table 2 Continued

Author	Research focus and data source country	Country of affiliation
Mikulić, Paunović, and Prebežac (2012)	Neural network-based importance–performance analysis to find out how to enhance the visitor experience in a wine fair in Croatia	Croatia
Phillips and Back (2011)	Interpersonal mediation, materialistic hedonism, and status had influences on US visit intentions	USA
Polo Peña, Frías Jamilena, and Rodríguez Molina (2013)	Assessed the impact of IT on Spain rural tourism enterprises	Spain
Prayag (2012)	Predicted the travel motivation and intentions of French senior citizens	France
Savinovic, Kim, and Long (2012)	Ethnic minorities' motivation, satisfaction, and intentions to re-visit a cultural festival in Australia	Australia and UK
Shields (2011)	Wanderlust begins with early and varied travel experiences, and then it continues and inspires future travel behavior for American	USA
Suni and Komppula (2012)	How a film village in France acts as a push factor that attracts tourists	Finland
Walls, Okumus, and Wang (2011)	Conceptual paper on the tourist vacation decision-making process	USA
Yamada and Fu (2012)	Planned behavior influences people visit in a museum in the USA	Korea and USA
Zamora, Vasquez-Parraga, Rodriguez, and Gonzalez (2011)	Compared the motivations and loyalty for travelers that use train or bus services in Chile	Chile and USA

2011). Furthermore, a longitudinal study conducted in Xiamen, China, examined the motivations of repeat international tourists (Chen & Xiao, 2013). Asian tourists seem liking purchase souvenirs; therefore, several studies focused on their purchase behavior: authenticity of souvenirs (Xie et al., 2012), repurchase intentions (Lin & Wang, 2012),

consumers' impulsiveness affects purchases on travel websites (Chih et al., 2012), and price bargaining in open-air markets (Tsang et al., 2011). Besides, Liang (2013) investigated the influential power of children on the purchase of travel products. As a service-oriented industry, the hospitality industry needs to focus on the important factor of

customer satisfaction (Musa et al., 2012) and employees' satisfaction with an airline information system (Au & Cheng, 2012). Su and Hsu (2013) confirmed that service fairness influences satisfaction and behavioral intentions in the context of Chinese natural heritage tourism. To increase customer satisfaction and increase business opportunities, businesses must examine customers' preferences and selection criteria, especially in the spa business (Kucukusta et al., 2013). Psychological factors could influence homestay tourism (Jamal et al., 2011) and time pressure for visitors to a travel fair (Lim, 2013).

*Brand Management.* Brand management was the second most popular research area, with 38 papers (24%). There were 15 Asian papers (39%) and 23 non-Asian papers (61%). Table 3 lists the articles that focused on brand management research.

*Asian research in brand management.* Many Asian studies have focused on understanding destination image from travelers' perspective. Li and Wang (2011) investigated China's image through the eyes of Western travelers. Battour et al. (2012) showed that the mediating effect of Malaysian Muslim tourists' satisfaction was positively associated with destination loyalty. Destination brand equity of Korea as an Islamic-friendly destination (Im et al., 2012) and low perceived risk tended to have more positive ratings of destination image (Tavitiyan & Qu, 2013).

With the increasing number of Chinese tourists traveling around the world, destination management offices (DMOs) should know more about the perceptions of Chinese tourists. Korea's food-themed TV drama affected Chinese perception of the national image of Korea and their intentions to visit

(Kim et al., 2012); another study assessed the perceived image of Taiwan by interviewing Mainland Chinese tourists (Song & Hsu, 2013). In addition, various studies have examined China's destination image. Chen et al. (2013) stated that destination image was perceived positively in terms of historic sites, fairs and festivals, natural scenery, and hospitality and friendliness. Song et al. (2013) examined destination loyalty with a multiple mediation model at China's Hainan Island, and competence, excitement, sophistication, and ruggedness are four building blocks of destination personality of Beijing (Xie & Lee, 2013).

Besides China, several studies have examined other Asian destinations. Two prior studies focused on Kaohsiung, Taiwan. One examined Kaohsiung's destination attractiveness and revisit intentions (Wang & Wu, 2011), and the perception gap between blogs and DMO promotion of Kaohsiung (Chen et al., 2012). In addition to tourists' perception, studies have examined employees' perceptions and the brand equity of theme parks in Hong Kong (Tsang et al., 2011) and casino management in Macau (Tsai et al., 2013). Additionally, Jeong and Holland (2012) confirmed that optimal amount of travel information exposure provided a saturation effect on perceived Korea destination image formation, and travelers' attitudes toward Korea street food fully mediated the relationship between benefit perception and behavioral intention (Choi et al., 2013).

*E-marketing.* E-marketing research ranked third, with 23 papers (14%). There were nine papers (39%) focusing on Asian countries and 14 (61%) focusing on non-Asian countries/regions. Table 4 summarizes the research finding for these journal papers that focused on e-marketing.

Table 3 List of Papers Focused on Brand Management

Author	Research focus and data source country	Country of affiliation
<i>Asian data source</i>		
Battour, Battor, and Ismail (2012)	Mediating effect of Muslim tourists' satisfaction with Malaysia	Malaysia and Egypt
Chen, Chen, and Wang (2012)	Perception gap between blogs and DMO promotion of Kaohsiung	Taiwan and USA
Chen, Hua, and Wang (2013)	Destination image of China	USA
Choi, Lee, and Ok (2013)	Korean consumers' perceptions on the risk of street food	USA and Korea
Im, Kim, Elliot, and Han (2012)	Destination brand equity of Korea conducted in Malaysia	Korea, Hong Kong, and Canada
Jeong and Holland (2012)	Korea's destination image formation	Korea and USA
Kim, Kim, Agrusa, and Lee (2012)	Chinese tourists' perception of the national image of Korea from Korea's food-themed TV drama and their intentions to visit	Korea and Hawaii
Li and Wang (2011)	China's image through the eyes of Western travelers	USA
Song and Hsu (2013)	Perceived image of Taiwan through the eyes of Chinese tourists	Australia and Hong Kong
Song, Su, and Li (2013)	Destination loyalty to Hainan Island in China	China
Tavitiyaman and Qu (2013)	Thailand's destination image and tourist behavior	Hong Kong and USA
Tsai, Lo, and Cheung (2013)	Casino Brand Equity in Macau	Hong Kong
Tsang, Lee, and Li (2011)	Hong Kong employees' perceptions and the brand equity of theme parks	Hong Kong
Wang and Wu (2011)	Kaohsiung's destination attractiveness and revisit intentions	Taiwan
Xie and Lee (2013)	Destination personality of Beijing, China	USA and Hong Kong
<i>Non-Asian data source</i>		
Abreu Novais and Arcodia (2013)	Event image could be transferred to the sponsor in Australia	Australia

(Continued)

Table 3 Continued

Author	Research focus and data source country	Country of affiliation
Agapito, Oom do Valle, and da Costa Mendes (2013)	Relations between cognitive, affective, and conative dimensions of Portugal's destination image	Portugal
Bianchi and Pike (2011)	Brand salience, brand image, and brand value are positively related to Australia's destination loyalty from Chilean tourists	Australia
Björk (2012)	Proposed a quick-fix model for brand recovery in Finland	Finland
Bruwer and Lesschaeve (2012)	Winescape framework to measure wine tourists' perceptions of a Canadian wine region	Australia and Canada
Cervera-Taulet, Schlesinger, and Yagüe-Guillen (2013)	Spain's advertisements affect airline brand personality	Spain
Cox and Wray (2011)	Australia's regional tourism destinations	Australia
Oom do Valle, Mendes, and Guerreiro (2012)	Portugal residents' participation in the events supports the repositioning of the destination image	Portugal
Glover (2011)	Australia's destination image could affect students' choice of study destination	UK
Huang, Oh, Zhang, and Choi (2013)	Destination branding from college students in the USA	USA
Jin, Lee, and Huffman (2012)	US restaurants experiences affect brand image and customer loyalty	USA
Jones, Day, and Quadri-Felitti (2013)	Definition of boutique hotels around the world	USA
Kim and Perdue (2011)	American ski destinations effects of cognitive and affective images	USA
Koutra and Karyopouli (2013)	Motivation factors that form Cyprus' destination image	UK
Mathisen and Prebensen (2013)	How promotional film affect Norway's destination image	Norway
Pan and Hanusch (2011)	Faster tempo music of tourism TV commercials gain the audience's attention	Hong Kong and Australia

(Continued)

Table 3 Continued

Author	Research focus and data source country	Country of affiliation
Pratt (2013)	Australian travelers' perceptions on awareness, visitation history, and destination perceptions at South Pacific	Hong Kong
Regan, Carlson, and Rosenberger (2012)	Travel motivations, affective Australia's destination image	Australia
Ryan and Ninov (2011)	Dubai's overall image was determined by a specific location	New Zealand and UAE
Silkes, Cai, and Lehto (2013)	Food experiences contribute to the cognitive component of US destination image	USA
Trembath, Romaniuk, and Lockshin (2011)	Relationship between brand salience and destination choice of Australia	Australia
Wheeler, Frost, and Weiler (2011)	Regional destination branding of Australia	Australia
Ye and Tussyadiah (2011)	Visual cues have to stimulate the imagination of the USA	USA

*Asian research on e-marketing.* E-marketing was one of the least-researched areas in Asia. Interestingly, a majority of these papers focused on social media, and only two papers examined e-marketing strategies. One study examined the performance of Hong Kong hotels' social media websites (Chan & Guillet, 2011) and the image of Malaysia as perceived by Muslims from online photos (Syed-Ahmad et al., 2013). Asian studies mainly focused on website evaluation. Fuzzy Analytic Hierarchy Process were adopted to rank Hong Kong hotel websites (Ip et al., 2012), and content analysis was used to evaluate hotel websites in China and Taiwan to understand their effect on the hotel images (Ting et al., 2012). In Korea, studies investigated the cultural effects of tourists' online information searches on destination websites (Cho & Sung, 2012), how websites affect the

medical tourism industry (Yu et al., 2011), and how trust affects the loyalty of online tourism shopping websites (Kim et al., 2012). Technology helps the tourism industry maintain its competitiveness without geographical barriers. IT can affect online system transaction costs (Chathoth & Law, 2011), and Lin and Fu (2012) identified three dimensions that are important for successful e-commerce on business-to-consumer websites: technology, product, and service.

*Strategic Marketing/Relationship Marketing.* Strategic and relationship marketing ranked fourth, with 22 papers published. Nine papers (41%) focused on non-Asian countries, and 13 papers (59%) focused on Asian countries/regions. The papers on strategic marketing and relationship marketing are summarized in Table 5.

Table 4 List of Papers Focused on e-Marketing

Author	Research focus and data source country	Country of affiliation
<i>Asian data source</i>		
Chan and Guillet (2011)	Performance of Hong Kong hotels' social media websites	Hong Kong
Chathoth and Law (2011)	IT can affect online system transaction costs in India	Australia and Hong Kong
Cho and Sung (2012)	Cultural effects of tourists' online information searches on Korean destination websites	Korea and USA
Ip, Law, and Lee (2012)	Fuzzy Analytic Hierarchy Process to rank Hong Kong hotel websites	Hong Kong
Kim, Chung, Lee, and Kim (2012)	Trust affects the loyalty of online tourism shopping websites in Korea	Korea
Lin and Fu (2012)	Factors affect the successfulness of e-commerce on Taiwan business-to-consumer websites	Taiwan
Syed-Ahmad, Musa, Klobas, and Murphy (2013)	Image of Malaysia as perceived by Muslims from online photos	Malaysia and Italy
Ting, Kuo, and Li (2012)	Upscale Taiwanese hotel image affect the information published on their websites	Taiwan
Yu, Lee, and Noh (2011)	Websites affect the medical tourism industry in Korea	Korea and Australia
<i>Non-Asian data source</i>		
Browning, So, and Sparks (2013)	Online hotel reviews influence service quality and firms' ability to control service delivery	Australia
Chhabra, Andereck, Yamanoi, and Plunkett (2011)	Gender equity in the USA's tourism advertisements	USA
Hudson and Thal (2013)	Consumer decision process	USA
Kang and Schuett (2013)	US tourists share their travel experience on social media	USA
Kim, Choi, and Kim (2013)	Social media affect the motivation of American college students	USA and Korea

(Continued)

Table 4 Continued

Author	Research focus and data source country	Country of affiliation
Lee, Law, and Murphy (2011)	Effect of electronic Word-of-mouth (eWOM) performance internationally in TripAdvisor on the reputation and credibility of the content creator	Hong Kong and Australia
Leung and Bai (2013)	Social media affect the motivation of American travelers	USA
Milwood, Marchiori, and Zach (2013)	Compared social media usage, e-word of mouth in USA and Switzerland	USA, Switzerland, and Denmark
Rasty, Chou, and Feiz (2013)	International customers' attitudes toward Internet travel advertising	Iran and Taiwan
Schroeder, Pennington-Gray, Donohoe, and Kiouisis (2013)	Role of social media in crisis management in various countries	USA
Senders, Govers, and Neuts (2013)	Social media affect customer loyalty for tour operations in Dutch-speaking countries	Belgium
Tham, Croy, and Mair (2013)	eWOM in social media affect destination choice	Australia
Tussyadiah (2012)	Social gaming and location-based social network marketing in the USA	USA
Wen (2012)	Online travel purchase intentions in the USA	USA

*Asian research in strategic marketing/relationship marketing.* Among the Asia focused papers, three researched Hong Kong, and three researched Taiwan. Lo et al. (2011) confirmed travelers would adopt risk-reduction strategies that are related to their travel characteristics and their socio-demographic characteristics, and travel distance affects Hong Kong travelers' choices (Guillet et al., 2011). Although information searches on the Internet for travel information were very popular, travel guidebooks still play an important role during travel and post-travel.

Tsang et al. (2011) concluded that travelers have six underlying dimensions when using travel guidebooks. In order to successfully enhance tourists' experiences in a heritage museum in Taiwan, tourist must have involvement, willingness, and ability to actively participate in the story-telling experience (Chronis, 2012), and Huang and Chuang (2013) proposed a multiple channel strategy model for travel agencies.

Culinary tourism is popular in Asia, and Horng and Tsai (2012) proposed a culinary tourism strategy based on the results of

Table 5 List of Papers Focused on Strategic Marketing/Relationship Marketing

Author	Research focus and data source country	Country of affiliation
<i>Asian data source</i>		
Chronis (2012)	Enhance tourists' Taiwan experiences depended on tourists' involvement, willingness, and ability to actively participate in the story-telling experience	USA
Guillet, Lee, Law, and Leung (2011)	Hong Kong residents' travel distance affects their destination choices	Hong Kong
Hahm and Wang (2011)	Destination image of Japan from the film <i>Lost in translation</i>	USA
He, Park, and Roehl (2013)	Perceived travel risks in China	USA
Horng and Tsai (2012)	Culinary tourism strategy in Taiwan	Taiwan
Huang and Chuang (2013)	Multiple channel strategy model for Taiwan travel agencies	Taiwan
Lo, Cheung, and Law (2011)	Perceived travel risks in Hong Kong	Hong Kong
Park, Qu, and Lee (2011)	Image differentiation positioning positive effect on future consumer behavior in Korean airline industry	USA and Korea
Tsang, Chan, and Ho (2011)	Role of travel guidebook in the eyes of Hong Kong residents	Hong Kong
<i>Non-Asian data source</i>		
Dolnicar, Grün, and Yanamandram (2013)	How survey question influence survey quality in Australia	Australia and Austria
Kerr, Cliff, and Dolnicar (2012)	DMOs should attract business travelers to become holiday makers to Australia	Australia
Kim, Jeon, and Hyun (2011)	Service providers communication style affect perceived relational benefits and loyalty in the USA	Korea
Kim, Kim, and O'Neill (2013)	Increase in advertisement expenditure could increase total and unsystematic risk in the USA	Hong Kong and USA
Levy, Getz, and Hudson (2011)	Consumer-to-consumer relationships and interaction increase tour members' satisfaction and enjoyment in North America	USA, Canada, and Sweden

(Continued)



Table 5 Continued

Author	Research focus and data source country	Country of affiliation
Martínez, Pérez, and Rodríguez del Bosque (2013)	Developed a scale to assess corporate social responsibility in Spain tourism	Spain
Okumus, Kock, Scantlebury, and Okumus (2013)	Authentic local cuisines play a critical role in destination promotion of four small Caribbean islands	USA and Aruba
Pfarr and Locher (2012)	Reform of healthcare system in Germany affects the spa and health resort industry	Australia
Redondo (2012)	Appropriate movies could help promote Spain	Spain
Tung and Ritchie (2011)	Canadian senior travelers travel intention	Canada
Walters and Mair (2012)	Celebrities to endorse Australia post-disaster recovery campaign messages	Australia
Weaver and Lawton (2011)	Word of mouth was the most important source of US visit intentions	Australia
Zach and Racherla (2011)	Promote USA via film and TV drama	USA

various qualitative methodologies. Zach and Racherla (2011) stated that film could provide positive and negative destination images; a study on the image of Japan in the film *Lost in translation* found similar results (Hahm & Wang, 2011). Park et al. (2011) established and tested a model of airlines' strategies for image differentiation positioning, and they found it has positive effect on future consumer behavior. He et al. (2013) investigated the effects of religion on perceived risks that are associated with travel to China. Results indicated that the travelers who reported a religious affiliation perceived more risk than non-religious travelers did.

*Market Segmentation.* Market segmentation ranked fifth with 15 papers (9%). Five of them (40%) were Asia focused, and 10 papers (60%) were non-Asia focused. Table 6 lists

the papers that researched on market segmentation.

*Asian research in market segmentation.* The five Asian-based papers that focused on marketing segments examined five different countries'/regions' tourists: China, Hong Kong, Korea, Macau, and Vietnam. Li et al. (2011) segmented Chinese tourists and attempted to understand the constraints of outbound travel. Lo et al. (2011) used risk-reduction strategy to segment tourists. Moreover, Lyu and Lee (2013) classified visitors who participated in a golf event in Korea by leisure benefits; Wong et al. (2013) focused on visitors who are interested in religious tourism in China; and Le and Pearce (2011) segmented international visitors to battlefield sites in Vietnam. However, the results

Table 6 List of Papers Focused on Market Segmentation

Author	Research focus and data source country	Country of affiliation
<i>Asian data source</i>		
Le and Pearce (2011)	Segmented international visitors to battlefield sites in Vietnam	New Zealand
Li, Zhang, Mao, and Deng (2011)	Constraints of outbound travel in China	Hong Kong and Australia
Lo, Law, and Cheung (2011)	Risk-reduction strategy to segment tourists in Hong Kong	Hong Kong
Lyu and Lee (2013)	Classified Korean visitors by leisure benefits	Korea
Wong, Ryan, and McIntosh (2013)	Religious tourism in China	Macau and New Zealand
<i>Non-Asian data source</i>		
Dawson, Havitz, and Scott (2011)	Activities involvement of Alpine skiers in Canada	Canada
Hung and Petrick (2012)	Background constraints to cruises between cruisers and non-cruisers	Hong Kong and USA
Jovanovic, Dragin, Armenski, Pavic, and Davidovic (2013)	Constraining factors of nautical tourism in Serbia	Serbia
Kattiyapornpong and Miller (2012)	Analysis tourists shopping patterns in Australia	Australia
Kruger and Saayman (2012)	South African arts festival visitors' demographic backgrounds and their purpose of visit	South Africa
Lahav, Mansfeld, and Avraham (2013)	Classified DMOs' media coverage by their public relations expenditure	Israel
Lehto, Lin, Chen, and Choi (2012)	US family vacation activities	USA, Taiwan, and Korea
Lima, Eusébio, and Kastenholz (2012)	Segmented Portugal mountain visitors based on their expenditures	Portugal
Odunga and Maingi (2011)	Segmented wildlife tourists in Kenya	Kenya
Tkaczynski and Rundle-Thiele (2013)	Australian music festival attendees' demographic backgrounds and their purpose of visit	Australia

Table 7 List of Papers Focused on Service Performance

Author	Research focus and data source country	Country of affiliation
<i>Asian data source</i>		
Chang and Chung (2012)	Service failure in Taiwan	Taiwan
Kim, Choi, and Schwartz (2012)	Importance–performance model testing using Korean data	USA and Korea
Lin, Shiu, and Wu (2012)	Relationship between tourists' perceptions and the service quality in Taiwan	Taiwan
Tsang, Lee, Wong, and Chong (2012)	THEMEQUAL model for theme park in Hong Kong	Hong Kong
<i>Non-Asian data source</i>		
Jang, Cho, and Kim (2013)	Handling disappointment and dissatisfaction in the service industry in Spain	USA and Korea
Kim and Severt (2011)	Service quality on entertainment shows in the USA	USA
Lee and Khan (2012)	US restaurants' service guarantee strategy	USA
Sabiote, Frías, and Castañeda (2012)	Culture acts as a moderator between service quality and tourists' satisfaction in UK	Spain
Sun and Qu (2011)	Word of mouth and service quality in midscale US hotels found no significant difference across genders	USA

indicated that the battlefields were not a factor affecting whether tourists visit Vietnam.

*Service Performance.* Service performance ranked sixth with nine papers (6%), of which four papers (44%) were Asia focused, and five papers (56%) were focused on non-Asian countries/regions. The papers on service performance were listed in Table 7.

*Asian research in service performance.* Among the four Asia-related papers, each had a different research focus. Tsang et al. (2012) proposed the THEMEQUAL model for measuring theme park service quality. Lin et al.'s (2012) study on the service quality of Taiwanese bed and break-

fasts showed that tourists from different market segments have different preferences for service quality. Since service failure in group tour packages that incur third-party complaints, service organizations must be careful when handling the potential risk (Chang & Chung, 2012). A study conducted in Korea focused on the importance–performance model and tested whether it could contribute to the tourism literature (Kim et al., 2012).

*Demand Models/Pricing.* Demand models and pricing were the least-researched area with only four papers (3%). There was only one non-Asian paper, and the other three papers focused on Asian countries/regions.

**Table 8** List of Papers Focused on Demand Models/Pricing

Author	Research focus and data source country	Country of affiliation
<i>Asian data source</i>		
Jones, Lee, and Chon (2011)	Future issues in revenue management and sales and marketing in China	Hong Kong
Law, Leung, Guillet, and Lee (2011)	Online travel agents' pricing strategy in Hong Kong	Hong Kong
Tsai and Gu (2012)	Room capacity and profitability in Hong Kong	Hong Kong and USA
<i>Non-Asian data source</i>		
Vanegas (2013)	Tourists forecast in El Salvador	USA

This was the only research area that had a higher ratio of Asian-based publications than non-Asian-based publications. All four papers' research focuses were listed in Table 8.

*Asian research in demand models/pricing.* Three papers explored demand and forecasting in Asia, and all of them were related to Hong Kong. Tsai and Gu (2012) examined the room capacity and profitability of Hong Kong hotels using a single-period inventory model. Jones et al. (2011) illustrated future issues in revenue management and sales and marketing in China using the Delphi approach. Law et al. (2011) examined online airfare changes for a fixed departure date to understand online travel agents' pricing strategy.

*Literature Review.* Other than the seven research areas above, *JTTM* also published seven articles that reviewed prior research. Generally speaking, literature reviews did not have geographical focus, but one of the reviews examined the Asia paradigm. Therefore, it was classified as Asian-based research.

All the literature review focuses were summarized in Table 9.

*Asian research in literature review.* There was only one paper focused on Asia. Leung et al. (2011) examined the research publications in four leading travel and tourism journals from 1999 to 2008. Their findings indicated a growth of Asia-related research in the tourism sector in the decade.

### Conclusions, Limitations, and Future Studies

This study categorized research papers published in the *JTTM* into eight areas and further sub-categorized them into Asia and non-Asia focused. Among all eight categories, consumer behavior was the most popular topic with 41 papers. Demand models/pricing was the least popular topic with only four papers published in three years. This is in line with a review performed by Yoo, Lee, and Bai (2011) on four other hospitality journals. Among the papers, 41% focused on Asia,

Table 9 List of Papers Focused on Literature Review

Author	Research focus and data source country	Country of affiliation
<i>Asian data source</i>		
Leung, Leung, Bai, and Law (2011)	Research collaboration in Asia	Hong Kong and USA
<i>Non-Asian data source</i>		
Amaro and Duarte (2013)	Online travel purchase	Portugal
Goh and Law (2011)	Forecasting and tourism demand methodologies	Hong Kong
Lee and Law (2011)	Research productivity of academic institutes	Hong Kong
Lee and Law (2012)	Most popular analysis methods	Hong Kong
Leung et al. (2013)	Content analysis	Hong Kong, USA, and UK
Xiao, Li, and Lin (2011)	Three areas: economics, geography and environment, and sociocultural studies	Hong Kong and Singapore

while the remaining 59% were non-Asia focused.

However, among all eight categories, Asia-focused research was less common than non-Asian research on marketing segmentation and strategic marketing (Asian research made up 33% of each category). On the other hand, Asia-focused research makes up a higher proportion of the papers that focus on demand models/pricing (75%). This may suggest that scholars in Asian universities tend to have more interest or strength in quantitative and mathematical modeling research.

As the role of the Internet and social media in marketing has become increasingly important, marketing research in this area should increase to keep up with the trend. This study revealed only nine Asia-based (focused) papers on e-marketing. Therefore, researchers should be aware of this under-explored area. While most prior research has focused on

Western countries, cultural differences between Asian and non-Asian cultures may be another interesting area to further explore because tourism is by nature a multi-cultural business involving travelers from different parts of the world. In view of the rapid and sustainable growth of Asian tourism in the coming years as increasingly recognized by the industry practitioners and academia, findings of this study can reveal general research gaps and opportunities where resources can be more effectively directed upon and strategically focused in the future. Specifically, by taking advantages of the skills and familiarity of quantitative modeling and cultural differences associated with Asian-based scholars, more focus could be on strategic marketing in the Asian region. As such, the “Asian Wave” can further be manifested and enhanced.

This study has several limitations. First, it only analyzed one tourism journal for three

years. Therefore, the results may not represent the entire situation of Asian research, especially as the Asian tourism industry has witnessed significant growth for more than a decade (Leung et al., 2011). The sample size should be expanded to get a fuller picture of research focuses in Asia. Second, this study only focused on one marketing journal, which is not comprehensive enough to reflect the entire situation. It would thus be beneficial to include more leading tourism journals, perhaps including non-English journals from different countries. Future research could also consider exploring whether research areas are associated with demographic and/or academic background of researchers. This would certainly be useful for identifying opportunities for possible research collaboration.

## References

- Abreu Novais, M., & Arcodia, C. (2013). Measuring the effects of event sponsorship: Theoretical frameworks and image transfer models. *Journal of Travel & Tourism Marketing*, 30(4), 308–334.
- Agapito, D., Oom do Valle, P., & da Costa Mendes, J. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing*, 30(5), 471–481.
- Agrusa, J., Kim, S. S., & Wang, K.-C. (2011). Mainland Chinese tourists to Hawaii: Their characteristics and preferences. *Journal of Travel & Tourism Marketing*, 28(3), 261–278.
- Amaro, S., & Duarte, P. (2013). Online travel purchasing: A literature review. *Journal of Travel & Tourism Marketing*, 30(8), 755–785.
- Au, N., & Cheng, T. C. E. (2012). The formation of employee satisfaction with airline information systems. *Journal of Travel & Tourism Marketing*, 29(4), 335–351.
- Barlés-Arizón, M. J., Fraj-Andrés, E., & Martínez-Salinas, E. (2013). Family vacation decision making: The role of woman. *Journal of Travel & Tourism Marketing*, 30(8), 873–890.
- Battour, M. M., Battor, M. M., & Ismail, M. (2012). The mediating role of tourist satisfaction: A study of Muslim tourists in Malaysia. *Journal of Travel & Tourism Marketing*, 29(3), 279–297.
- Bianchi, C., & Pike, S. (2011). Antecedents of destination brand loyalty for a long-haul market: Australia's destination loyalty among Chilean travelers. *Journal of Travel & Tourism Marketing*, 28(7), 736–750.
- Björk, P. (2012). Brand recovery: A quick fix model for brand structure collapse. *Journal of Travel & Tourism Marketing*, 29(6), 520–531.
- Bonnefoy-Claudet, L., & Ghantous, N. (2013). Emotions' impact on tourists' satisfaction with Ski resorts: The mediating role of perceived value. *Journal of Travel & Tourism Marketing*, 30(6), 624–637.
- Browning, V., So, K. K. F., & Sparks, B. (2013). The influence of online reviews on consumers' attributions of service quality and control for service standards in hotels. *Journal of Travel & Tourism Marketing*, 30(1–2), 23–40.
- Bruwer, J., & Lesschaeve, I. (2012). Wine tourists' destination region brand image perception and antecedents: Conceptualization of a Winescape framework. *Journal of Travel & Tourism Marketing*, 29(7), 611–628.
- Cervera-Taulet, A., Schlesinger, M. W., & Yagüe-Guillen, M. J. (2013). Influence of advertising on brand personality in the airline sector: The case of Spain. *Journal of Travel & Tourism Marketing*, 30(5), 445–454.
- Chan, N. L., & Guillet, B. D. (2011). Investigation of social media marketing: How does the hotel industry in Hong Kong perform in marketing on social media websites? *Journal of Travel & Tourism Marketing*, 28(4), 345–368.
- Chang, D. S., & Chung, J.-H. (2012). Risk evaluation of group package tour service failures that result in third-party complaints. *Journal of Travel & Tourism Marketing*, 29(8), 817–834.
- Chathoth, P. K., & Law, R. (2011). Managerial perceptions of information technology and their impact from a transaction cost perspective. *Journal of Travel & Tourism Marketing*, 28(8), 787–803.
- Chen, G., & Xiao, H. (2013). Motivations of repeat visits: A longitudinal study in Xiamen, China. *Journal of Travel & Tourism Marketing*, 30(4), 350–364.
- Chen, H. J., Chen, P. J., & Wang, M. H. (2012). Application of perception-promotion matrix model – the case of Kaohsiung City. *Journal of Travel & Tourism Marketing*, 29(2), 163–184.
- Chen, P.-J., Hua, N., & Wang, Y. (2013). Mediating perceived travel constraints: The role of destination image.

- Journal of Travel & Tourism Marketing*, 30(3), 201–221.
- Chhabra, D., Andereck, K., Yamanoi, K., & Plunkett, D. (2011). Gender equity and social marketing: An analysis of tourism advertisements. *Journal of Travel & Tourism Marketing*, 28(2), 111–128.
- Chih, W.-H., Wu, C. H.-J., & Li, H.-J. (2012). The antecedents of consumer online buying impulsiveness on a travel website: Individual internal factor perspectives. *Journal of Travel & Tourism Marketing*, 29(5), 430–443.
- Cho, M.-H., & Sung, H. H. (2012). Travel destination websites: Cross-cultural effects on perceived information value and performance evaluation. *Journal of Travel & Tourism Marketing*, 29(3), 221–241.
- Choi, J., Lee, A., & Ok, C. (2013). The effects of consumers' perceived risk and benefit on attitude and behavioral intention: A study of street food. *Journal of Travel & Tourism Marketing*, 30(3), 222–237.
- Chow, I., & Murphy, P. (2011). Predicting intended and actual travel behaviors: An examination of Chinese outbound tourists to Australia. *Journal of Travel & Tourism Marketing*, 28(3), 318–330.
- Chronis, A. (2012). Tourists as story-builders: Narrative construction at a heritage museum. *Journal of Travel & Tourism Marketing*, 29(5), 444–459.
- Cox, C., & Wray, M. (2011). Best practice marketing for regional tourism destinations. *Journal of Travel & Tourism Marketing*, 28(5), 524–540.
- Dawson, J., Havitz, M., & Scott, D. (2011). Behavioral adaptation of alpine skiers to climate change: Examining activity involvement and place loyalty. *Journal of Travel & Tourism Marketing*, 28(4), 388–404.
- Dolnicar, S., Grün, B., & Yanamandram, V. (2013). Dynamic, interactive survey questions can increase survey data quality. *Journal of Travel & Tourism Marketing*, 30(7), 690–699.
- Glover, P. (2011). International students: Linking education and travel. *Journal of Travel & Tourism Marketing*, 28(2), 180–195.
- Goh, C., & Law, R. (2011). The methodological progress of tourism demand forecasting: A review of related literature. *Journal of Travel & Tourism Marketing*, 28(3), 296–317.
- Gration, D., Raciti, M., & Arcodia, C. (2011). The role of consumer self-concept in marketing festivals. *Journal of Travel & Tourism Marketing*, 28(6), 644–655.
- Guillet, B. D., Lee, A., Law, R., & Leung, R. (2011). Factors affecting outbound tourists' destination choice: The case of Hong Kong. *Journal of Travel & Tourism Marketing*, 28(5), 556–566.
- Hahm, J. J., & Wang, Y. (2011). Film-induced tourism as a vehicle for destination marketing: Is it worth the efforts? *Journal of Travel & Tourism Marketing*, 28(2), 165–179.
- Han, H., & Hyun, S. S. (2012). An extension of the four-stage loyalty model: The critical role of positive switching barriers. *Journal of Travel & Tourism Marketing*, 29(1), 40–56.
- He, L., Park, K., & Roehl, W. S. (2013). Religion and perceived travel risks. *Journal of Travel & Tourism Marketing*, 30(8), 839–857.
- Horng, J. S., & Tsai, C. T. S. (2012). Constructing indicators of culinary tourism strategy: An application of resource-based theory. *Journal of Travel & Tourism Marketing*, 29(8), 796–816.
- Huang, C., Oh, K., Zhang, Q., & Choi, Y.-J. (2013). Understanding the city brand in the regional tourism market among college students. *Journal of Travel & Tourism Marketing*, 30(7), 662–671.
- Huang, L., & Chuang, C.-M. (2013). The development of an optimal multiple channel strategy model for travel agencies' tourism business excellence. *Journal of Travel & Tourism Marketing*, 30(7), 732–753.
- Hudson, S., & Thal, K. (2013). The impact of social media on the consumer decision process: Implications for tourism marketing. *Journal of Travel & Tourism Marketing*, 30(1–2), 156–160.
- Hung, K., & Petrick, J. F. (2012). Comparing constraints to cruising between cruisers and non-cruisers: A test of the constraint-effects-mitigation model. *Journal of Travel & Tourism Marketing*, 29(3), 242–262.
- Im, H. H., Kim, S. S., Elliot, S., & Han, H. (2012). Conceptualizing destination brand equity dimensions from a consumer-based brand equity perspective. *Journal of Travel & Tourism Marketing*, 29(4), 385–403.
- Ip, C., Law, R., & Lee, H. A. (2012). The evaluation of hotel website functionality by fuzzy analytic hierarchy process. *Journal of Travel & Tourism Marketing*, 29(3), 263–278.
- Jamal, S. A., Othman, N., & Muhammad, N. M. N. (2011). The moderating influence of psychographics in homestay tourism in Malaysia. *Journal of Travel & Tourism Marketing*, 28(1), 48–61.
- Jang, Y. J., Cho, S. B., & Kim, W. G. (2013). Effect of restaurant patrons' regret and disappointment on dissatisfaction and behavioral intention. *Journal of Travel & Tourism Marketing*, 30(5), 431–444.

- Jeong, C., & Holland, S. (2012). Destination image saturation. *Journal of Travel & Tourism Marketing*, 29(6), 501–519.
- Jin, N. P., Lee, S., & Huffman, L. (2012). Impact of restaurant experience on brand image and customer loyalty: Moderating role of dining motivation. *Journal of Travel & Tourism Marketing*, 29(6), 532–551.
- Jones, D. L., Day, J., & Quadri-Felitti, D. (2013). Emerging definitions of boutique and lifestyle hotels: A Delphi study. *Journal of Travel & Tourism Marketing*, 30(7), 715–731.
- Jones, D. L., Lee, A., & Chon, K. (2011). Future issues in sales, marketing, and revenue management in Greater China: What keeps you up at night? *Journal of Travel & Tourism Marketing*, 28(6), 598–614.
- Jovanovic, T., Dragin, A., Armenski, T., Pavic, D., & Davidovic, N. (2013). What demotivates the tourist? Constraining factors of nautical tourism. *Journal of Travel & Tourism Marketing*, 30(8), 858–872.
- Kang, M., & Schuett, M. A. (2013). Determinants of sharing travel experiences in social media. *Journal of Travel & Tourism Marketing*, 30(1–2), 93–107.
- Karatepe, O. M. (2011). Customer aggression, emotional exhaustion, and hotel employee outcomes: A study in the United Arab Emirates. *Journal of Travel & Tourism Marketing*, 28(3), 279–295.
- Kattiyapornpong, U., & Miller, K. E. (2012). Propensity to shop: Identifying who shops till they drop. *Journal of Travel & Tourism Marketing*, 29(6), 552–565.
- Kerr, G., Cliff, K., & Dolnicar, S. (2012). Harvesting the “business test trip”: Converting business travelers to holidaymakers. *Journal of Travel & Tourism Marketing*, 29(5), 405–415.
- Kim, D., & Perdue, R. R. (2011). The influence of image on destination attractiveness. *Journal of Travel & Tourism Marketing*, 28(3), 225–239.
- Kim, I., Jeon, S. M., & Hyun, S. S. (2011). The role of effective service provider communication style in the formation of restaurant patrons’ perceived relational benefits and loyalty. *Journal of Travel & Tourism Marketing*, 28(7), 765–786.
- Kim, J., & Tussyadiah, I. P. (2013). Social networking and social support in tourism experience: The moderating role of online self-presentation strategies. *Journal of Travel & Tourism Marketing*, 30(1–2), 78–92.
- Kim, K., & Severt, D. E. (2011). Satisfaction or quality comes first: An empirical analysis. *Journal of Travel & Tourism Marketing*, 28(1), 81–96.
- Kim, M., & Qu, H. (2012). A refined model of relationship selling between meeting planners and suppliers. *Journal of Travel & Tourism Marketing*, 29(2), 105–118.
- Kim, M. J., Chung, N., Lee, C.-K., & Kim, J.-M. (2012). Do loyalty groups differ in the role of trust in online tourism shopping? A process perspective. *Journal of Travel & Tourism Marketing*, 29(4), 352–368.
- Kim, N., Choi, S., & Schwartz, Z. (2012). On the validity of the “importance minus performance” construct – A genuine contribution of the tourism literature or a mishap? *Journal of Travel & Tourism Marketing*, 29(6), 599–610.
- Kim, S., Kim, M., Agrusa, J., & Lee, A. (2012). Does a food-themed TV drama affect perceptions of national image and intention to visit a country? An empirical study of Korea TV drama. *Journal of Travel & Tourism Marketing*, 29(4), 313–326.
- Kim, S. B., Choi, K. W., & Kim, D. Y. (2013). The motivations of college students’ use of social networking sites in travel information search behavior: The mediating effect of interacting with other users. *Journal of Travel & Tourism Marketing*, 30(3), 238–252.
- Kim, S. B., Sun, K. A., & Kim, D. Y. (2013). The influence of consumer value-based factors on attitude-behavioral intention in social commerce: The differences between high- and low-technology experience groups. *Journal of Travel & Tourism Marketing*, 30(1–2), 108–125.
- Kim, S. K. (2012). The relationships of on-site film-tourism experiences, satisfaction, and behavioral intentions: The case of Asian audience’s responses to a Korean historical TV drama. *Journal of Travel & Tourism Marketing*, 29(5), 472–484.
- Kim, S. S., & McKercher, B. (2011). The collective effect of national culture and tourist culture on tourist behavior. *Journal of Travel & Tourism Marketing*, 28(2), 145–164.
- Kim, Y., Kim, M., & O’Neill, J. W. (2013). Advertising and firm risk: A study of the restaurant industry. *Journal of Travel & Tourism Marketing*, 30(5), 455–470.
- Koc, E. (2013). Inversionary and Liminoidal consumption: Gluttony on holidays and obesity. *Journal of Travel & Tourism Marketing*, 30(8), 825–838.
- Koutra, C., & Karyopoulou, S. (2013). Cyprus’ image – a sun and sea destination – as a detrimental factor to seasonal fluctuations. Exploration into motivational factors for holidaying in Cyprus. *Journal of Travel & Tourism Marketing*, 30(7), 700–714.



- Kruger, M., & Saayman, M. (2012). When do festivos decide to attend an arts festival? An analysis of the Innibos National Arts Festival. *Journal of Travel & Tourism Marketing*, 29(2), 147–162.
- Kucukusta, D., Pang, L., & Chui, S. (2013). Inbound travelers' selection criteria for hotel spas in Hong Kong. *Journal of Travel & Tourism Marketing*, 30(6), 557–576.
- Lahav, T., Mansfeld, Y., & Avraham, E. (2013). Factors inducing national media coverage for tourism in rural versus urban areas: The role of public relations. *Journal of Travel & Tourism Marketing*, 30(4), 291–307.
- Law, R., Leung, R., & Buhalis, D. (2009). Information technology applications in hospitality and tourism: A review of publications from 2005 to 2007. *Journal of Travel & Tourism Marketing*, 26(5–6), 599–623.
- Law, R., Leung, R., Guillet, B. D., & Lee, H. A. (2011). Temporal changes of airfares toward fixed departure date. *Journal of Travel & Tourism Marketing*, 28(6), 615–628.
- Le, D. T. T., & Pearce, D. G. (2011). Segmenting visitors to battlefield sites: International visitors to the former demilitarized zone in Vietnam. *Journal of Travel & Tourism Marketing*, 28(4), 451–463.
- Lee, H. A., & Law, R. (2011). Research productivity and institutional characteristics of hospitality and tourism programs. *Journal of Travel & Tourism Marketing*, 28(4), 432–450.
- Lee, H. A., & Law, R. (2012). Diversity in statistical research techniques: An analysis of refereed research articles in the *Journal of Travel & Tourism Marketing* between 1992 and 2010. *Journal of Travel & Tourism Marketing*, 29(1), 1–17.
- Lee, H. A., Law, R., & Murphy, J. (2011). Helpful reviewers in TripAdvisor, an online travel community. *Journal of Travel & Tourism Marketing*, 28(7), 675–688.
- Lee, K., & Khan, M. A. (2012). Exploring the impacts of service guarantee strategy. *Journal of Travel & Tourism Marketing*, 29(2), 133–146.
- Lee, M., Han, H., & Lockyer, T. (2012). Medical tourism – attracting Japanese tourists for medical tourism experience. *Journal of Travel & Tourism Marketing*, 29(1), 69–86.
- Lee, M., Han, H., & Willson, G. (2011). The role of expected outcomes in the formation of behavioral intentions in the green-hotel industry. *Journal of Travel & Tourism Marketing*, 28(8), 840–855.
- Lee, T. H., & Yoo, J. K. (2011). A study on flow experience structures: Enhancement or death, prospects for the Korean wave. *Journal of Travel & Tourism Marketing*, 28(4), 423–431.
- Lee, W., Castellanos, C., & Choi, H. S. C. (2012). The effect of technology readiness on customers' attitudes toward self-service technology and its adoption: The empirical study of U.S. Airline self-service check-in kiosks. *Journal of Travel & Tourism Marketing*, 29(8), 731–743.
- Lehto, X. Y., Lin, Y. C., Chen, Y., & Choi, S. (2012). Family vacation activities and family cohesion. *Journal of Travel & Tourism Marketing*, 29(8), 835–850.
- Lema, J. D. (2007). The 5th Asia Pacific CHIRE & 13th Asia Pacific Tourism Association joint conference: “Coming of the Asian waves”, Beijing, China, May 23–27, 2007. *Journal of Teaching in Travel & Tourism*, 7(3), 81–84.
- Leung, D., Law, R., van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1–2), 3–22.
- Leung, D., Leung, R., Bai, B., & Law, R. (2011). Asian wave in travel and tourism research. *Journal of Travel & Tourism Marketing*, 28(2), 196–209.
- Leung, X. Y., & Bai, B. (2013). How motivation, opportunity, and ability impact travelers' social media involvement and revisit intention. *Journal of Travel & Tourism Marketing*, 30(1–2), 58–77.
- Levy, S. E., Getz, D., & Hudson, S. (2011). A field experimental investigation of managerially facilitated consumer-to-consumer interaction. *Journal of Travel & Tourism Marketing*, 28(6), 656–674.
- Li, M., Zhang, H., Mao, I., & Deng, C. (2011). Segmenting Chinese outbound tourists by perceived constraints. *Journal of Travel & Tourism Marketing*, 28(6), 629–643.
- Li, X., & Wang, Y. (2011). China in the eyes of Western travelers as represented in travel blogs. *Journal of Travel & Tourism Marketing*, 28(7), 689–719.
- Liang, Y.-W. (2013). Children's influence on purchasing tourism products via the internet: Parental power versus children's power – the social power perspective. *Journal of Travel & Tourism Marketing*, 30(7), 639–661.
- Lim, C. (2013). Analysis of time pressure and value perception: An exploratory study of consumer travel fair. *Journal of Travel & Tourism Marketing*, 30(5), 509–521.

- Lima, J., Eusébio, C., & Kastenholz, E. (2012). Expenditure-based segmentation of a mountain destination tourist market. *Journal of Travel & Tourism Marketing*, 29(7), 695–713.
- Lin, C. F., Shiu, H. J., & Wu, M. Y. (2012). Exploring the relationships between tourist perceptions and the service quality of B&Bs. *Journal of Travel & Tourism Marketing*, 29(6), 585–598.
- Lin, C. H., & Wang, W. C. (2012). Effects of authenticity perception, hedonics, and perceived value on ceramic souvenir-repurchasing intention. *Journal of Travel & Tourism Marketing*, 29(8), 779–795.
- Lin, S. W., & Fu, H. P. (2012). Uncovering critical success factors for business-to-customer electronic commerce in travel agencies. *Journal of Travel & Tourism Marketing*, 29(6), 566–584.
- Line, N. D., & Runyan, R. C. (2012). Hospitality marketing research: Recent trends and future directions. *International Journal of Hospitality Management*, 31(2), 477–488.
- Lo, A. S., Cheung, C., & Law, R. (2011). Hong Kong residents' adoption of risk reduction strategies in leisure travel. *Journal of Travel & Tourism Marketing*, 28(3), 240–260.
- Lo, A. S., Law, R., & Cheung, C. (2011). Segmenting leisure travelers by risk reduction strategies. *Journal of Travel & Tourism Marketing*, 28(8), 828–839.
- López-Bonilla, J. M., & López-Bonilla, L. M. (2013). Self-service technology versus traditional service: Examining cognitive factors in the purchase of the airline ticket. *Journal of Travel & Tourism Marketing*, 30(5), 497–508.
- Lyu, S. O., & Lee, H. (2013). Market segmentation of golf event spectators using leisure benefits. *Journal of Travel & Tourism Marketing*, 30(3), 186–200.
- Martínez, P., Pérez, A., & Rodríguez del Bosque, I. (2013). Measuring corporate social responsibility in tourism: Development and validation of an efficient measurement scale in the hospitality industry. *Journal of Travel & Tourism Marketing*, 30(4), 365–385.
- Mathisen, L., & Prebensen, N. K. (2013). Dramatizing an event through a promotional film: Testing image effects. *Journal of Travel & Tourism Marketing*, 30(7), 672–689.
- Mattila, A. S., & Hanks, L. (2012). Time styles and waiting in crowded service environments. *Journal of Travel & Tourism Marketing*, 29(4), 327–334.
- McKercher, B., Law, R., & Lam, T. (2006). Rating tourism and hospitality journals. *Tourism Management*, 27(6), 1235–1252.
- Mikulić, J., Paunović, Z., & Prebežac, D. (2012). An extended neural network-based importance-performance analysis for enhancing wine fair experience. *Journal of Travel & Tourism Marketing*, 29(8), 744–759.
- Milwood, P., Marchiori, E., & Zach, F. (2013). A comparison of social media adoption and use in different countries: The case of the United States and Switzerland. *Journal of Travel & Tourism Marketing*, 30(1–2), 165–168.
- Musa, G., Doshi, D. R., Wong, K. M., & Thirumorthy, T. (2012). How satisfied are inbound medical tourists in Malaysia? A study on private hospitals in Kuala Lumpur. *Journal of Travel & Tourism Marketing*, 29(7), 629–646.
- Odunga, P. O., & Maingi, S. W. (2011). The wildlife tourism market to Kenya (2002–2003). *Journal of Travel & Tourism Marketing*, 28(1), 62–80.
- Okumus, F., Kock, G., Scantlebury, M. M. G., & Okumus, B. (2013). Using local cuisines when promoting small Caribbean island destinations. *Journal of Travel & Tourism Marketing*, 30(4), 410–429.
- Oom Do Valle, P., Mendes, J., & Guerreiro, M. (2012). Residents' participation in events, events image, and destination image: A correspondence analysis. *Journal of Travel & Tourism Marketing*, 29(7), 647–664.
- Pan, S., & Hanusch, F. (2011). Tourism TV commercials: A delicate balance between aural and visual information load. *Journal of Travel & Tourism Marketing*, 28(5), 465–480.
- Park, Y., Qu, H., & Lee, H. (2011). The effects of the image differentiated positioning strategy on airlines consumer behavior: An application of the schema theory. *Journal of Travel & Tourism Marketing*, 28(5), 498–523.
- Pförr, C., & Locher, C. (2012). The German spa and health resort industry in the light of health care system reforms. *Journal of Travel & Tourism Marketing*, 29(3), 298–312.
- Phillips, W. J., & Back, K.-J. (2011). Conspicuous consumption applied to tourism destination. *Journal of Travel & Tourism Marketing*, 28(6), 583–597.
- Polo Peña, A. I., Frías Jamilena, D. M., & Rodríguez Molina, M. Á. (2013). Impact of customer orientation and ICT use on the perceived performance of rural tourism enterprises. *Journal of Travel & Tourism Marketing*, 30(3), 272–289.

- Pratt, S. (2013). Same, same but different: Perceptions of South Pacific destinations among Australian travelers. *Journal of Travel & Tourism Marketing*, 30(6), 595–609.
- Prayag, G. (2012). Senior travelers' motivations and future behavioral intentions: THE CASE OF NICE. *Journal of Travel & Tourism Marketing*, 29(7), 665–681.
- Rasty, F., Chou, C. J., & Feiz, D. (2013). The impact of internet travel advertising design, tourists' attitude, and internet travel advertising effect on tourists' purchase intention: The moderating role of involvement. *Journal of Travel & Tourism Marketing*, 30(5), 482–496.
- Redondo, I. (2012). Assessing the appropriateness of movies as vehicles for promoting tourist destinations. *Journal of Travel & Tourism Marketing*, 29(7), 714–729.
- Regan, N., Carlson, J., & Rosenberger, P. J. (2012). Factors affecting group-oriented travel intention to major events. *Journal of Travel & Tourism Marketing*, 29(2), 185–204.
- Ryan, C., & Ninov, I. (2011). Dimensions of destination images – the relationship between specific sites and overall perceptions of place: The example of Dubai Creek and “Greater Dubai”. *Journal of Travel & Tourism Marketing*, 28(7), 751–764.
- Sabiote, C. M., Frías, D. M., & Castañeda, J. A. (2012). Culture as a moderator of the relationship between service quality and the tourist's satisfaction with different distribution channels. *Journal of Travel & Tourism Marketing*, 29(8), 760–778.
- Savinovic, A., Kim, S., & Long, P. (2012). Audience members' motivation, satisfaction, and intention to revisit an ethnic minority cultural festival. *Journal of Travel & Tourism Marketing*, 29(7), 682–694.
- Schroeder, A., Pennington-Gray, L., Donohoe, H., & Kiouis, S. (2013). Using social media in times of crisis. *Journal of Travel & Tourism Marketing*, 30(1–2), 126–143.
- Senders, A., Govers, R., & Neuts, B. (2013). Social media affecting tour operators' customer loyalty. *Journal of Travel & Tourism Marketing*, 30(1–2), 41–57.
- Shields, P. O. (2011). A case for wanderlust: Travel behaviors of college students. *Journal of Travel & Tourism Marketing*, 28(4), 369–387.
- Silkes, C. A., Cai, L. A., & Lehto, X. Y. (2013). Marketing to the culinary tourist. *Journal of Travel & Tourism Marketing*, 30(4), 335–349.
- Song, H., & Hsu, C. H. C. (2013). The image of Taiwan as a travel destination: Perspectives from Mainland China. *Journal of Travel & Tourism Marketing*, 30(3), 253–271.
- Song, Z., Su, X., & Li, L. (2013). The indirect effects of destination image on destination loyalty intention through tourist satisfaction and perceived value: The bootstrap approach. *Journal of Travel & Tourism Marketing*, 30(4), 386–409.
- Su, L., & Hsu, M. K. (2013). Service fairness, consumption emotions, satisfaction, and behavioral intentions: The experience of Chinese heritage tourists. *Journal of Travel & Tourism Marketing*, 30(8), 786–805.
- Sun, L. B., & Qu, H. (2011). Is there any gender effect on the relationship between service quality and word-of-mouth? *Journal of Travel & Tourism Marketing*, 28(2), 210–224.
- Suni, J., & Komppula, R. (2012). SF-Filmvillage as a movie tourism destination – a case study of movie tourist push motivations. *Journal of Travel & Tourism Marketing*, 29(5), 460–471.
- Syed-Ahmad, S. F., Musa, G., Klobas, J. E., & Murphy, J. (2013). Audience response to travel photos and Arab destination image. *Journal of Travel & Tourism Marketing*, 30(1–2), 161–164.
- Tavitiyaman, P., & Qu, H. (2013). Destination image and behavior intention of travelers to Thailand: The moderating effect of perceived risk. *Journal of Travel & Tourism Marketing*, 30(3), 169–185.
- Tham, A., Croy, G., & Mair, J. (2013). Social media in destination choice: Distinctive electronic word-of-mouth dimensions. *Journal of Travel & Tourism Marketing*, 30(1–2), 144–155.
- Ting, P. H., Kuo, C.-F., & Li, C.-M. (2012). What does hotel website content say about a property – an evaluation of upscale hotels in Taiwan and China. *Journal of Travel & Tourism Marketing*, 29(4), 369–384.
- Tkaczynski, A., & Rundle-Thiele, S. (2013). Understanding what really motivates attendance: A music festival segmentation study. *Journal of Travel & Tourism Marketing*, 30(6), 610–623.
- Trembath, R., Romaniuk, J., & Lockshin, L. (2011). Building the destination brand: An empirical comparison of two approaches. *Journal of Travel & Tourism Marketing*, 28(8), 804–816.
- Tribe, J. (2010). *Strategy for tourism*. Oxford: Goodfellow.
- Tsai, H., & Gu, Z. (2012). Optimizing room capacity and profitability for Hong Kong hotels. *Journal of Travel & Tourism Marketing*, 29(1), 57–68.
- Tsai, H., Lo, A., & Cheung, C. (2013). Measuring customer-based casino brand equity and its consequences.

- Journal of Travel & Tourism Marketing*, 30(8), 806–824.
- Tsai, H., Song, H., & Wong, K. K. F. (2009). Tourism and hotel competitiveness research. *Journal of Travel & Tourism Marketing*, 26(5–6), 522–546.
- Tsang, N. K. F., Chan, G. K. Y., & Ho, K. K. F. (2011). A holistic approach to understanding the use of travel guidebooks: Pre-, during, and post-trip behavior. *Journal of Travel & Tourism Marketing*, 28(7), 720–735.
- Tsang, N. K. F., Lee, L. Y. S., & Li, F. X. H. (2011). An examination of the relationship between employee perception and hotel brand equity. *Journal of Travel & Tourism Marketing*, 28(5), 481–497.
- Tsang, N. K. F., Lee, L. Y. S., Wong, A., & Chong, R. (2012). THEMEQUAL – adapting the SERVQUAL scale to theme park services: A case of Hong Kong Disneyland. *Journal of Travel & Tourism Marketing*, 29(5), 416–429.
- Tsang, N. K. F., Tsai, H., & Leung, F. (2011). A critical investigation of the bargaining behavior of tourists: The case of Hong Kong open-air markets. *Journal of Travel & Tourism Marketing*, 28(1), 27–47.
- Tsiotsou, R., & Ratten, V. (2010). Future research directions in tourism marketing. *Marketing Intelligence & Planning*, 28(4), 533–544.
- Tung, V. W. S., & Ritchie, J. R. B. (2011). Investigating the memorable experiences of the senior travel market: An examination of the reminiscence bump. *Journal of Travel & Tourism Marketing*, 28(3), 331–343.
- Tussyadiah, I. P. (2012). A concept of location-based social network marketing. *Journal of Travel & Tourism Marketing*, 29(3), 205–220.
- United Nations World Tourism Organization. (2007). *UNWTO news* (Year XXI, Issue 2). Madrid: United Nations.
- United Nations World Tourism Organization. (2011). *Statistical yearbook for Asia and the Pacific 2011*. Bangkok: United Nations.
- United Nations World Tourism Organization. (2012). *Statistical yearbook for Asia and the Pacific 2012*. Bangkok: United Nations.
- Vanegas, M. (2013). Co-integration and error correction estimation to forecast tourism in El Salvador. *Journal of Travel & Tourism Marketing*, 30(6), 523–537.
- Walls, A. R., Okumus, F., & Wang, Y. R. (2011). Cognition and affect interplay: A framework for the tourist vacation decision-making process. *Journal of Travel & Tourism Marketing*, 28(5), 567–582.
- Walters, G., & Mair, J. (2012). The effectiveness of post-disaster recovery marketing messages – the case of the 2009 Australian bushfires. *Journal of Travel & Tourism Marketing*, 29(1), 87–103.
- Wang, C. Y., & Wu, L. W. (2011). Reference effects on revisit intention: Involvement as a moderator. *Journal of Travel & Tourism Marketing*, 28(8), 817–827.
- Weaver, D. B., & Lawton, L. J. (2011). Information sources for visitors' first awareness of a low profile attraction. *Journal of Travel & Tourism Marketing*, 28(1), 1–12.
- Wen, I. (2012). An empirical study of an online travel purchase intention model. *Journal of Travel & Tourism Marketing*, 29(1), 18–39.
- Wheeler, F., Frost, W., & Weiler, B. (2011). Destination brand identity, values, and community: A case study from rural Victoria, Australia. *Journal of Travel & Tourism Marketing*, 28(1), 13–26.
- Winter, C. (2009). Report on the 8th Asia Pacific forum for graduate students' research in tourism conference: "Role of hospitality and tourism in globalization", July 7–9, 2009, Seoul, Korea. *Journal of Travel & Tourism Marketing*, 9(3/4), 309–311.
- Winter, T., Teo, P., & Chang, T. C. (2009). *Asia on tour: Exploring the rise of Asian tourism*. New York, NY: Routledge.
- Wong, C. U. I., Ryan, C., & McIntosh, A. (2013). The monasteries of Putuoshan, China: Sites of secular or religious tourism? *Journal of Travel & Tourism Marketing*, 30(6), 577–594.
- Xiao, H., Li, M., & Lin, E. C. K. (2011). Diffusion patterns and knowledge networks: An inductive analysis of intellectual connections in multidisciplinary tourism studies. *Journal of Travel & Tourism Marketing*, 28(4), 405–422.
- Xie, K. L., & Lee, J. S. (2013). Toward the perspective of cognitive destination image and destination personality: The case of Beijing. *Journal of Travel & Tourism Marketing*, 30(6), 538–556.
- Xie, P. F., Wu, T. C. E., & Hsieh, H.-W. (2012). Tourists' perception of authenticity in indigenous souvenirs in Taiwan. *Journal of Travel & Tourism Marketing*, 29(5), 485–500.
- Yamada, N., & Fu, Y. Y. (2012). Using the theory of planned behavior to identify beliefs underlying visiting the Indiana State Museum. *Journal of Travel & Tourism Marketing*, 29(2), 119–132.
- Ye, H., & Tussyadiah, I. P. (2011). Destination visual image and expectation of experiences. *Journal of Travel & Tourism Marketing*, 28(2), 129–144.

- Yoo, M., Lee, S., & Bai, B. (2011). Hospitality marketing research from 2000 to 2009 – topics, methods and trends. *International Journal of Contemporary Hospitality Management*, 23(4), 517–532.
- Yu, J., Lee, T. J., & Noh, H. (2011). Characteristics of a medical tourism industry: The case of South Korea. *Journal of Travel & Tourism Marketing*, 28(8), 856–872.
- Zach, F., & Racherla, P. (2011). Assessing the value of collaborations in tourism networks: A case study of Elkhart County, Indiana. *Journal of Travel & Tourism Marketing*, 28(1), 97–110.
- Zamora, J., Vasquez-Parraga, A. Z., Rodriguez, A., & Gonzalez, A. (2011). Road travelers' motivations and loyalty: Train versus bus services. *Journal of Travel & Tourism Marketing*, 28(5), 541–555.