HORECA 4VET

HoReCa4VET

for sustainable development



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HoReCa4VET for sustainable development

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HoReCa4VET, 2023

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Introduction

Advertising as "a commodity that impacts consumers' preferences" (Devaux & Bomsel, 2022, p. 165) for any service or product plays a substantial role in hotel management (Chen & Lin, 2013; Cheng et al., 2016; Polemis et al., 2020). To gain a competitive advantage in the accommodation sector, a rapidly increasing number of hotels makes a large amount of investments in their advertising practices (Lee & Oh, 2021). Especially with the engagement of digital technologies and the introduction of digital advertising, new issues related to benefits and risks of the emerging advertising practices in the hotel sector have broken out and have drawn the attention of scholars working in the field of tourism, hotel business management, and marketing and advertising. While some (Hu, 2012; Lo & Cheng, 2020; Lwin & Phau, 2013; Lyu et al., 2021; Magnini & Gaskins, 2010; Magnini & Karande, 2010) focus their attention on how the advertising practices of the hotels affect the perceptions and choices of their customers/consumers, others (Chiou & Tucker, 2012; Sviták et al., 2021; Tekin et al., 2020) investigate the ways of improving the knowledge and practices related to ad management.

In this vein, the current paper attempts to provide an extensive overview of the advertising research within the hotel management context. In line with this, it seeks an answer to the following questions:

Q1. What are the main characteristics of the publications within the relevant field?

Q2. What are the main methodological trends in the publications within the relevant field?

Q3. How can the main topics of interest addressed in the publications be illustrated?

To answer the questions above, this study uses the systematic review approach. It is organized in four main sections. Section two explains the methodology and data collection and analysis procedures. Section three presents the findings of the systematic analysis of the research articles within the relevant literature. Section four provides a concise conclusion and discussion of the findings along with the limitations and implications for further studies.

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Material and method

This paper adopted the systematic review approach, widely known as a useful way of overcoming some of the weaknesses and limitations of traditional literature reviews (Briner & Walshe, 2014; Hlee et al., 2018). In this regard, this review study was designed to select research articles from the Web of Science (WoS) database in advertising within the hotel management context to fill the gap in the literature. The reason for selecting the WoS database over other databases (Scopus, EBSCO, IEEE, Google Scholar, etc.) is that it provides a cleaner data in terms of duplications and the publications indexed in WoS database are those published in top-tier journals (Strozzi et al., 2017). This study followed three main steps. First, the instructions of the PRISMA protocol were considered to select the research articles which focused on the field of hotel management and advertising. The PRISMA protocol was applied for choosing the relevant research articles because it is a widely accepted approach in social sciences and business literature to extract and choose publications related to the field of study, for example, consumer behavior and advertising (Alsharif et al., 2022), consumer engagement and brand management (Gambetti & Graffigna, 2010), misinformation (Kuş & Öztürk, 2022), big data and smart lifestyles (Munawar et al., 2020; Wilson et al., 2014), and hospitality and tourism (Hlee et al., 2018). Second, the selected research articles were content analyzed to identify the general and emerging areas of research in the relevant field of study, along with the authorship patterns, country, affiliation, research method, sample type, analyses, limitations, and future research directions. Third, the themes originated from the content analysis of the articles were deeply investigated. In this way, this study enables the researchers to offer suggestions for scholars to guide them in their future studies in the field of tourism and advertising.

The relevant publications were selected by the applying the query of the keywords ("hotel" OR "advertising") AND ("hotel management" OR "advertising") to the topic search field on WoS on October 26, 2022. This search yielded a total of 165 documents from a period between 1996 and 2022. All the documents were downloaded to a file on the second author's personal computer and were screened for eligibility for research on MAXQDA 2020 under the guidance of the PRISMA protocols (see Figure 1 for the steps followed). This study is limited to the systematic analysis of the research articles only since review articles are not grounded on conducting research in the relevant field, thus not providing information about the general and emerging methodological background of the literature.

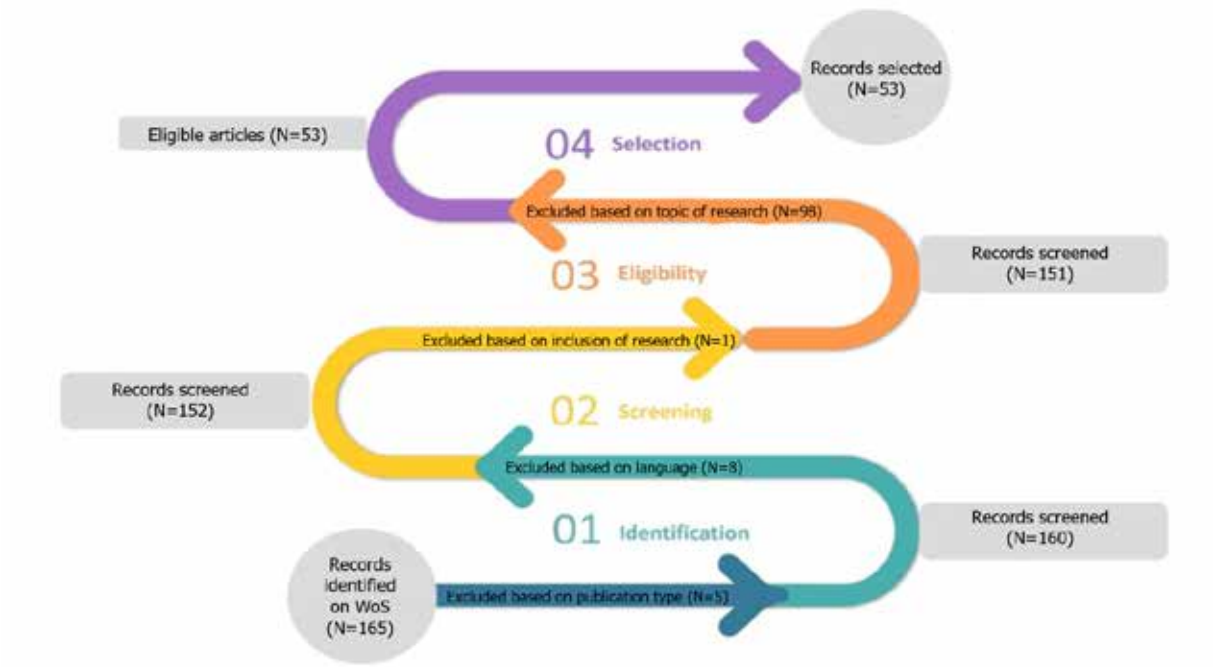


Figure 1. PRISMA protocol to extract and select research articles in this study.

The following section presents the research findings based on the systematic analysis of the 53 research articles published by journals indexed on WoS.

Results

In line with the research questions, this section is divided into three main subsections: a) main characteristics of the studies, b) methodological issues, and c) main topics of interest.

Main characteristics of the relevant studies

The sample of 53 research articles included articles published in between 2008 and 2022 (Mdn=2015). Most of the publications were published in 2020 (n=10). This is interesting as the first publication available on the database dates to 1996, but it was not until 2008 that an article directly focusing on both hotel management and advertising was published. This shows that the scholars working in this field of study showed interest in the relationship between advertising and hotel management as of 2008, and thus, this is a niche field of study, which is still open to more research for its growth, as opposed to the popular view.

The research articles were published by 34 journals. The most common publication venue was International Journal of Hospitality Management (n=7), followed by Tourism Economics (n=4), and Cornell Hospitality Quarterly (n=3).

The publications were authored by one hundred and twenty different scientists. The mean number of

authors per publication was 2.64. This shows that this field has attracted a small number of scientists working in the field of tourism and communication studies and needs researchers from different disciplines to have a rapid and successful growth. The number of single author publications was four, while that of the co-authored ones was 135. Twenty articles were written by two authors, twenty-one by three authors, seven by four authors, and one by five authors. The most prolific authors were Chiang-Ming Chen (n=5), Yu-Chen Lin (n=4), Billy Bai (n=3), and Xi Y. Leung (n=3). While the number of authors with two publications was nine, one hundred and seven authors wrote only one publication. This may support the view that this topic has just arisen the interest of different scholars.

The top five productive countries were the US (n=48), followed by Taiwan (n=22), China (n=9), Australia (n=7), and Spain (n=6). Among the top institutions were University of Nevada [the US] (n=17), University of Science and Technology of China [China] (n=13), National Chi Nan University [Taiwan] (n=11), Technological Educational Institute of Crete [Greece] (n=8), The Hong Kong Polytechnic University [Hong Kong] (n=8), University of Alicante [Spain] (n=8), and University of Granada [Spain] (n=8). This shows that this field of study has attracted attention of scholars from four different continents, and this is a sign that this topic is a common issue for scholars in different parts of the world.

218 different keywords were identified, and keywords were missing in only two publications. The frequency of the keywords is given in Table 1. As can be seen in the table below, the five most frequent keywords were advertising – advertisement (n=11), hotel(s) (n=8), hotel advertising (n=5), hotel marketing (n=4), environmental advertising (n=3), social media (n=3), sustainability (n=3), and virtual reality (n=3). While eighteen of the author keywords were used twice, the rest was used only for once. This shows that the majority of the publications used only low-frequency author keywords. When the author keywords with the least frequency in the publications were examined, it can be stated that some of the keywords such as 'ad pictures' and 'true experiment' were the sub-terms of an umbrella term, which indicates that the authors attempted to make their paper specific; however, this may cause to the failure of the publications in being noticed in the databases. Moreover, some keywords such as 'misleading', 'cardboard', and 'warmth' were used, and they were only content-specific and not attractive. Overall, these problematic keyword selections may limit the visibility of the publications in searches and their likeability of attracting citations, as mentioned by Lu et al. (2020).

Table 1. The frequency of the author keywords used in the relevant literature.

Frequency	***Author Keywords***
11	advertising – advertisement.
8	hotel(s).
5	hotel advertising.
4	hotel marketing.
3	environmental advertising; social media; sustainability; virtual reality.
2	advertising effectiveness; advertising strategy; attitude toward the ad; boutique hotel; destination advertising; emotion; eye tracking; frugality; green advertising; green attitude; green hotel; hotel positioning; Malaysian hotel industry; presence; purchase intention; satisfaction; search advertising; TripAdvisor.

1	ad pictures; advertising appeals; advertising efficiency; advertising expenses; advertising features; advertising spending; affect; Airbnb; animorph; anthropomorphism; archetypes; attention restoration theory; attitude toward social media page; attitude toward the hotel; Australia; average; awe; banner; behavioral intention; bio-spheric value; blog; Booking.com; brand management; brand personality traits; branding; brands; business cycle; capacity; cardboard; cause-related marketing; certainty; Chuck Jones; clustering; cognition; color perception; color vibrant; congruence; construal level; consumer behavior; contentment; corporate social responsibility; counter-signaling; CTR prediction; culture; data enrichment; delayed effects; demand; dependence; descriptions; differánce; direct experience; disequilibrium; display advertising; dynamic frontier modelling; eco-labelling; eco-tourism; efficiency and productivity; Elaboration Likelihood Model; electroencephalography (EEG); email; emotional appeal; emotional benefits; endorsement; environmental claims; environmental concerns; environmental involvement; e-Tourism 2.0; evaluation; eWOM; experiments; food and beverage service; framing; fuzzy clustering; gender effects; greenwashing; Hilton hotel advertisements; Hong Kong; hope; hospitality; hotel commercial; hotel industry; hotel management companies; hotel package; hotel sales; hotel sector; hotel segment; hotel selection; hotel service; immediate effects; implicit-self; impression prediction; information; information processing; Instagram; interactivity; international tourism; international tourist hotel; Internet; key success factors; language; lay belief; luxury hotels; market concentration; market share instability; market signaling; marketing effectiveness; Maurice Merleau-Ponty; mental imagery; mindset; misleading; motivation; moving experience; Muslim tourists; nature-based servicescape; negotiated exchanges; neuromarketing; non-brand bidding agreement; non-parametric frontier analysis; Norman Klein; online consumer behavior; online reviews; online search; online travel agent; peer-to-peer; Perceptual Load Theory; power asymmetry; power distance; price; price consciousness; price effects; price elasticity; pricing strategy; priming; profitability; promotion; purchase decision; quality signaling; Raimund Krumme; rational appeal; resort hotel; returns; reviews; risks; room occupancy; room price; room service; sales performance; sales prediction; scores; search engine marketing; Sergei Eisenstein; service quality; service-dominant (S-D) logic; sharing economy; Single-Period Inventory Model; size; skepticism; smell reference; social cognition; Social Exchange Theory; animated line; social media experience; social network; spending behavior; star rating; Stimulus-Organism-Response Theory; subliminal advertising; supply; sustainable tourism; Taiwan; third-party; tone; touch; touch reference; tourism; tourist decision making; trademark abuse; trademarks; transportability; true experiment; tryvertising; uncertainty avoidance; value co-creation; vertical restraints; virtual community; visit intentions; visual attention; vividness; warmth; website promotion; websites; willingness to sacrifice.

Methodological issues

Analyses of the research methods applied were based on a total of 60 methods reported in the research articles (46 articles reporting one method; 14 articles reporting two methods). Contrary to popular view, the most common research method used in the articles within the relevant literature was experiments (45%; n=27), followed by case studies (36.6%; n=22), surveys (13.3%; n=8), interviews (3.3%; n=2), and Delphi method (1.6%; n=1). In 67.9% (n=36) of the articles, authors tested only hypotheses, while 1.88% (n=1) of the articles presented only research questions. Two of the articles (3.77%) presented both research questions and hypotheses, whereas no research question or hypotheses were mentioned in 14 articles (26.4%). This shows that the authors of the relevant articles were aware of the necessities of the research designs, and that they knew that the research questions and hypotheses are presented specifically to direct the researchers to collect the right data (Farrugia et al., 2010).

The systematic analysis identified a total of 64 samples, with most studies obtaining data from only one sample (76.5%; n=49), and the rest presented data from two samples (23.5%; n=15). Documents comprised 21.8% (n=14) of all the samples, followed by residents of a particular city or country, 18.7% (n=12); customers / consumers, 15.6% (n=10); undergraduate students, 14% (n=9); online reports, 7.8% (n=5); social media users, 4.6% (n=3); and postgraduate students, 4.6% (n=3). The rest included university employees (n=2), hotel ads (n=2), tourists (n=1), hoteliers (n=1), and hotel managers (n=1). The

samples were selected mostly through purposive sampling (n=37), followed by convenience sampling (n=24), quota sampling (n=1), snowball sampling (n=1), and systematic sampling (n=1). This indicates that the research conducted within the scope of the relevant studies was based mostly on non-probability sampling, which does not enable the research findings to be generalized (Berndt, 2020; Singh Setia, 2016; Stratton, 2021).

Most of the data were collected from the US (n=21), and it was followed by Taiwan (n=9), China (n=6), Malaysia (n=3), Spain (n=3), Thailand (n=2), and the UK (n=2). Other places with only one occurrence included Australia, Croatia, Germany, Greece, Hong Kong, the Netherlands, and Slovenia. In eight of the studies, the place for data collection was not mentioned.

Within the sample of 53 publications, 66% (n=35) examined the data using inferential statistical analyses, while 14 (26.4%) used descriptive statistics for data analysis. In only three studies was content analysis used, while only one article analyzed the data using critical discourse analysis.

This systematic analysis also investigated the acknowledgement of limitations within the publications. It indicated that only seven articles did not mention the limitations of the studies. The rest listed a total of 167 limitations caused by the exclusion of other variables (44.9%; n=75), the sampling and sample size (31.1%; n=52), the nature of the method (19.7%; n=33), and the theoretical background (4.2%; n=7). As the limitations of the studies, which are "potential weaknesses that are usually out of the researcher's control, and are closely associated with the chosen research design" (Theofanidis & Fountouki, 2018, p. 156) are crucial for increasing the quality and the external and internal validity of the publications (Price & Murnan, 2013; Ross & Bibler Zaidi, 2019), the presence of the limitations delineated within the articles in the relevant literature shows that the majority of the authors avoided being criticized for their potential weaknesses in terms of methodological issues.

Main topics of interest

To illustrate the main topics of interest within the relevant literature, a word cloud was created on MAXQDA 2020 with the most common keywords used in the publications. As is evident from Figure 2, the hotel management and advertising literature is oriented towards the issues of business management, sustainability, green marketing, destination marketing, tourism and hospitality, brand management, consumer behavior and psychology, ad effectiveness, and digital advertising. These are the main streams of research, and it can be claimed that with the impact of the digital technologies, the current field will be dominated by the studies focusing on the influence of digital advertising practices based on artificial intelligence and virtual reality, on the hotel sector. In this regard, the recent studies (Leung et al., 2020; Lo & Cheng, 2020; Lyu et al., 2021) also available in the corpus provide evidence for this assertion.



Figure 2. Word Cloud of main topics of interest within the relevant literature (Source: Authors' own visualization)

Table 2 briefly presents information about the relevant publications and their key findings. As is clear from the key findings obtained through many types of research methods applied on different samples, advertising exerts significant levels of influence on the consumers' perceptions of, intentions for, and/or decisions about the brands facilitating in the hotel sectors in different parts of the world. The majority of the articles point to the fact that the level of ad effectiveness changes depending on the hotel types (Chiu & Chen, 2014; George Assaf et al., 2015; Hollenbeck et al., 2019; Huang et al., 2022; Lee & Oh, 2021; Nath et al., 2014; Sahin, 2013; Volz & Volgger, 2022), characteristics of the consumers (Bt Mohamed Sadom et al., 2021; Chen et al., 2022; Chiu & Chen, 2014; Dogan & Erdogan, 2020; Hernández-Méndez & Muñoz-Leiva, 2015; Hsu et al., 2020; Hu, 2012; Lei et al., 2020; Leung et al., 2020; Lyu et al., 2021; Magnini & Gaskins, 2010; Magnini & Karande, 2010; Nath et al., 2014; Seo et al., 2019; Septianto, Thai, et al., 2021), ad types (Devaux & Bomsel, 2022; Hsu et al., 2020; Leung et al., 2020; Lin et al., 2018; Woodside & Bernal Mir, 2019), and ad design elements (Chen et al., 2022; Dogan & Erdogan, 2020; Hernández-Méndez & Muñoz-Leiva, 2015; Hsu & Chen, 2021; Huang et al., 2022; Lee & Oh, 2021; Lei et al., 2020; Lwin & Phau, 2013; Lyu et al., 2021; Magnini & Gaskins, 2010; Magnini & Karande, 2010; Mohamed Sadom et al., 2020; Sahin, 2013; Sahin et al., 2019; Septianto, Ye, et al., 2021; Tanford et al., 2020; Volz & Volgger, 2022; Wang et al., 2018; Yoon et al., 2020). Some (Chiou & Tucker, 2012; Mellinas & Reino, 2019; O'Connor, 2009; Sviták et al., 2021) underline the risks the hotel trademarks can face within the digital advertising environment, while some (Tsai & Gu, 2012) draw attention to the hotels' inefficiency in the ad management. Furthermore, some papers (Chen & Lin, 2013, 2014; Chen et al., 2015; Chen et al., 2016; Chen, 2015; George Assaf et al., 2015; Polemis et al., 2020) call notice for the fact that the advertising can be effective in some issues regarding the hotel management, but ineffective for others, while some (Andriotis & Paraskevaidis, 2021; Ha et al., 2019;

Hollenbeck et al., 2019; Huang et al., 2018; Leung et al., 2013; Leung et al., 2020; Lin et al., 2018; Lo & Cheng, 2020; Lyu et al., 2021; Sellers-Rubio & Calderón-Martínez, 2019; Tanford et al., 2020; Woodside & Bernal Mir, 2019) indicate that digital advertising increases the potentiality of hotels to be chosen by their potential customers. In this regard, some (Tekin et al., 2020) offer suggestions for better click and sales prediction algorithms. While only two papers (Bechter et al., 2016; Sobchack, 2008) examine the content of hotel ads, only one paper (Rahman et al., 2015) presents a critical assessment of the green marketing activities of the hotel sector.

Table 2. Key findings of the relevant literature

Author(s)	Title	Key Findings
Sobchack (2008)	The Line and the Animorph or 'Travel Is More than Just A to B'	The Hilton ads, created through animated lines by Raimund Krumme, included a high level of animorphic elements. This, in turn, led the ads to be immensely pretentious by adding new meanings to the animated lines, which in fact contains incomplete figuration. To sum up, the animated lines present in the Hilton ads highlighted the production of its own praxis and pointed at an agency which they shared with their invisible mover – the animator.
O'Connor (2009)	Pay-per-Click Search Engine Advertising: Are Hotel Trademarks Being Abused?	The hotels performance in terms of search engine optimization was propitious. However, their trademarks were found to be under threat due to their uncontrolled use by the third-party sites which made payments for placement on the search engines through bids on the hotel trademarks and mentions of hotel trademarks in their advertising copy. This, in turn, resulted in the diversion of the potential customers from the websites or sales sites of hotel trademarks.
Magnini and Gaskins (2010)	Gender Differences in Responses to Written Touch References in Hospitality Print Advertisements	Gender plays an enormous role in the responses of the individuals to the advertising copy and image. Especially, the destination print ads with a written touch reference and emotional stimulus are more appealing to females than they are to males.
Magnini and Karande (2010)	An Experimental Investigation into the Use of Written Smell References in Ecotourism Advertisements	The application of a written smell reference on a destination print ad helps increase the perception of the ads as more fun, persuasive, intriguing, and appealing. The written smell reference is found to be more influential in the affective responses of those who are loosely connected to the nature and are interested in ecotourism trips. The results do not change for different genders.
Chiou and Tucker (2012)	How Does the Use of Trademarks by Third-Party Sellers Affect Online Search?	The results of this experimental research showed that with the Google's policy change towards the permittance of the use of trademarks in ad copy, third-party sellers caused their sellers to lose efficiency in conveying ad messages, while highlighting trademarks in their ads. Meanwhile, the clicks on the non-paid links showed a high level of increase probably due to the consumers' behavior towards non-paid clicks.
Hu (2012)	The Effectiveness of Environmental Advertising in the Hotel Industry	The substantive and associative environmental claims in hotel ads generate different consequences, and consumer characteristics also affect the effectiveness of the environmental claims of hotel ads. Substantive claims with extensive and concrete information regarding the hotel's contribution to the environmental preservation are more effective in elicitation of positive responses than associative ones. The green ads which illustrate the self-expressive benefits of the consumers are found more attractive for those who love to communicate their self-images. Furthermore, the consumers with high environmental involvement have a more robust tendency towards hotel ads with substantive claims, while those with low environmental involvement were less convinced by hotel ads with environmental claims.

Tsai and Gu (2012)	Optimizing Room Capacity and Profitability for Hong Kong Hotels	Hong Kong hotels are mostly away from spending their advertising budget wisely. They do not seem to use advertising budget in an efficient way, and they rely on the traditional advertising channels more than they do on the new advertising channels such as social media and mobile advertising. They appear to fail in deploying scheduled advertising budgets and attracting consumers from the Chinese Mainland.
Chen and Lin (2013)	How do advertising expenditures influence hotels' performance?	Advertising is found to offer many tangible and intangible benefits for the hospitality industry within the Taiwanese context. Even though no significant relationship between advertising and room occupancy is encountered, it is found that advertising has a significant positive impact on hotel revenue, room rate, room revenue, and brand name recognition.
Leung et al. (2013)	The Marketing Effectiveness of Social Media in the Hotel Industry: A Comparison of Facebook and Twitter	The social media experiences of the hotel customers positively affect their attitudes toward the social media management of the hotels, which in turn positively affects their attitudes toward the hotel brand. The attitudes of the customers toward the hotel brand also positively affect their intention to book and share their opinions through e-WOM activities. However, the brand cognition of hotel customers is not effective in terms of influencing their attitudes toward the hotel brand. This study also posits that the same marketing strategies and tactics yield same results for different social media platforms.
Lwin and Phau (2013)	Effective advertising appeals for websites of small boutique hotels	The emotional appeals used in websites of boutique hotels favorably influence the consumers' attitude toward the website and the hotel itself. They also evoke higher levels of purchase intentions.
Chen and Lin (2014)	An analysis on the concentration--advertising relationship in the hospitality industry	The market concentration has an inverted U-shaped impact on the advertising intensity in the room service market, but this impact is not existent in the food and beverages service market. This means, there is a non-linear relationship between the market concentration and advertising in the hotel industry in Taiwan. Moreover, hotels facilitating in a more concentrated market environment are more inclined to act connivingly than those in a comparatively competitive market environment.
Chiu and Chen (2014)	Advertising, price and hotel service quality: a signalling perspective	Advertising works better for hotels with medium-level service quality than for those with higher-level service quality as consumers of those with higher-level service quality do not need any advertising activity to choose the hotels. Furthermore, the consumers of the chain hotels are more loyal to those hotels, and mass marketing strategies perform low for these consumers, who can be affected by target marketing strategies.
Nath et al. (2014)	Expectation Formation in Case of Newer Hotels: The Role of Advertising, Price, and Culture	The newly-launch hotels have a tendency to evoke positive expectations of the potential consumers by offering many promises through their advertisements, and the lack of consumer familiarity with such hotels may be eliminated by communication hotel-led information such as services and price cues. Furthermore, this study finds out that price cues are interpreted in a similar manner by the consumers from different cultures. The consumers with high uncertainty avoidance tend to look for more service information, while those with low uncertainty avoidance are convinced by the service promises implying superior image of the hotel. Meanwhile, those with high power distance can gain a sense of trustworthiness and superiority through explicit service promises, while those with low power distance are more willing to comply with less explicit service promises.
George Assaf et al. (2015)	Does advertising spending improve sales performance?	Advertising spending favorably influences the hotel sales performance. This influence is more robust for the larger hotels and for those with high star ratings.

Chen et al. (2015)	How does advertising affect the price elasticity of lodging demand? Evidence from Taiwan	Different levels of price elasticities have a significant impact on the effects of advertising on the price elasticity of room demand. These effects of advertising also influence the relationship between pricing strategy and financial performance. This study also finds that advertising inclines to generate brand loyalty and decreases the price elasticity of demand, leading to a substantial effect on the hotel revenue.
Chen (2015)	Cyclical effects of advertising on hotel sales, risk and return	While the advertising expenditure has a linear relationship with hotel sales revenue in terms of occupancy rate and revenue per available room, it has no relationship with the hotel profitability in terms of return on assets and return on equity.
Hernández-Méndez and Muñoz--Leiva (2015)	What type of online advertising is most effective for eTourism 2.0? An eye tracking study based on the characteristics of tourists	Texts within a banner draw less attention of the consumers than the images, and celebrity endorsements increase the appeal of the images. The duration of attention for the static banners is longer than that for the animated banners mostly due to the audiences' perception of animated banners as more ad-like than static ads, leading to ad avoidance. While gender has no impact on the attention to banners, age can lead to variations in the attention span of consumers to the banners. That is, younger consumers spend longer periods of time for looking at banners than older consumers do.
Rahman et al. (2015)	Consequences of "greenwashing": consumers' reactions to hotels' green initiatives	This study finds that a high level of inclusion of environmental claims of hotels triggers consumer skepticism toward the hotel brand and its communication, which in turn results in consumers' avoidance to participate in the environmental activities and to revisit the hotel. Consumers' ecological concern is not effective in moderating the relationship between skepticism and intention to participate in environmental activities, and intention to revisit the hotel.
Bechter et al. (2016)	Advertising between Archetype and Brand Personality	Cultural factors influence the association of archetypes and personality traits with the brands. The accommodation companies incline to use Outlaw when they aim to be game changers in the market environment, while those established hotels have a tendency toward using Lover archetype.
Chen et al. (2016)	The effect of advertising on market share instability in the hotel industry	Advertising intensity has an inverse relationship with market share instability among leading firms in the hotel industry. Advertising plays a crucial role in affecting the market share instability of hotels, by increasing the market share instability of leading firms in the hotel industry.
Cheng et al. (2016)	Key Success Factors in Resort Hotels Practicing Moving Experience	Resort hotels achieve the attention of the consumers through influential advertising content, repeated exposure to the advertising message, effective brand appeals, attractive images, and advertising-induced emotions.
Huang et al. (2018)	Narrative persuasion in social media: an empirical study of luxury brand advertising	Narrative transportation is positively influenced by comprehension and imagery fluency of the ads as well as the transportability capacity of the audiences. It generates positive affect, brand SNS attitudes and intentions to visit the hotel. The positive affect is in a direct positive relationship with brand SNS attitudes and intention to visit.
Lin et al. (2018)	Value co-creation on social media: examining the effect of brand engagement on display advertising performance for Chinese hotels	Consumer-initiated and firm-initiated forms of brand engagement has a positive effect on the performance of display ads. However, consumer-initiated brand engagement is more effective than firm-initiated brand engagement in evoking a high level of display ad performance of a stronger brand.
Wang et al. (2018)	Exploring Advertising Effectiveness of Tourist Hotels' Marketing Images Containing Nature and Performing Arts: An Eye-Tracking Analysis	This eye-tracking study reveals that customers allocate more visual attention for a nature-based servicescape than they do for a built-based servicescape, and the former triggers a higher level of behavioral intentions than the latter.

Ha et al. (2019)	Persuasive brand messages in social media: A mental imagery processing perspective	The results indicate that quality and elaboration as two mental imagery factors evoke positive attitudes toward hotel brand's SNS advertising.
Hollenbeck et al. (2019)	Advertising Strategy in the Presence of Reviews: An Empirical Analysis	Online reviews and ratings affect the direction of the advertising decisions. Hotels with higher ratings have a tendency to decrease their ad spending. Similarly, hotels with a strong brand name are more vulnerable to the online reviews.
Mellinas and Reino (2019)	Fake Advertising? Neutrality in descriptions beside overall hotel scores	The hotel scoring websites use misleading words to favor the attention of the potential customers, and in this way, this act fits well with the deceptive advertising practices.
Sahin et al. (2019)	The Influence of Green Message Types on Advertising Effectiveness for Luxury and Budget Hotel Segments	Green advertising with the inclusion of green text, green certification logo, visual cues and green combination can achieve a desired level of attitude toward the ad, attitude toward the brand, and purchase intention, which results in desired consumer behavior. Luxury hotels have the potential to create an increase in their ad effectiveness through adding green certification to their advertising strategy.
Sellers-Rubio and Calderón-Martínez (2019)	Brand strategy scope and advertising spending: The more the better?	The findings reveal that when the advertising efficiency is at low levels, it has the potential to reduce the ad investment. Moreover, Internet advertising can yield more favorable results for hotels.
Seo et al. (2019)	It Is All in the Mind(set)! Matching Mindsets and Luxury Tourism	The mindsets of consumers can affect what kind of language is used within advertisements. In this regard, affective language is more favorable for consumers with fixed mindset while cognitive language is for those with growth mindset. The mindsets have also a significant influence on how they value the luxury travel. Luxury travel is important for those with fixed mindsets as they think that it will offer them self-enhancement benefits, while for those with growth mindsets, this means only superior quality.
Woodside and Bernal Mir (2019)	Clicks and purchase effects of an embedded, social-media, platform endorsement in internet advertising	Company-initiated communication is less effective than the user generated contents in terms of sharing opinions about the hotels. The internet advertisements embedding a third-party endorsement have a high potentiality to be opened and to increase the purchase intention.
Dogan and Erdogan (2020)	Effects of congruence between individuals' and hotel commercials' construal levels on purchase intentions	The construal level of individuals has a direct and positive relationship with that of ads. The interaction between the consumer's construal level and ad message content yields a higher level of purchase intention. The congruence between the consumer's construal level and that of ads leads to a greater level of intention to pay for hotel services. Thus, consumer's construal level is one of the factors affecting the purchasing behavior and decision-making process. Thus, ad content should be designed by considering the construal levels. Designing alternative ads rather than a standardized ad is more effective in increasing the purchase intention. In this regard, the consumers with low construal level are more susceptible to the concretely framed ads, while those with high construal level to the abstractly framed ads.
Hsu et al. (2020)	The Moderating Role of Hotel Type on Advertising Expenditure Returns in Franchised Chains	Customer segments have a moderating effect on the advertising expenditures, and service characteristics play a significant role on the advertising returns. Unlike traditional full-service units, the outlets with a special orientation toward destination-driven and price-sensitive customer segments take less advantage from the franchise advertising assessment and loyalty programs. Moreover, the destination hotels can have a positive moderating effect on the returns from local sales force expenditures.

Lei et al. (2020)	The effectiveness of tryvertising in hotels	Investigating within the hotel industry context the effectiveness of the tryvertising strategy, which incorporates the promoted products or services into the daily lives of the consumers in a way that triggers a sense of feeling that the use of such promotions is natural, this study reveals that the efficiency of tryvertising strategy depends on the personal traits of the consumers. Those female, older and loyal members who spend more on accommodation show a high potential to make purchases triggered through tryvertising. Moreover, those older, non-cardholder loyal members with actual stay experiences show a higher tendency to purchase what is promoted via tryvertising.
Leung et al. (2020)	A fad or the future? Examining the effectiveness of virtual reality advertising in the hotel industry	When compared to the traditional commercials, the hotel VR commercials performed better in terms of ad recognition, ad attitude, brand attitude, impression toward ad and purchase intention due to the immediate effects of VR technology thanks to its features of interactivity and better presence. However, the VR commercials fail to elicit better brand awareness, mostly because of the reduction of the consumers' visual attention to the brands caused by the more allocation of pleasure. Similarly, traditional commercials do a better job at exerting a high level of influence on the consumers' attitude toward the brand in the long run. These findings are dependent on the personal traits of the consumers as consumers with high elaboration levels show a more positive reactance toward the VR commercials.
Lo and Cheng (2020)	Does virtual reality attract visitors? The mediating effect of presence on consumer response in virtual reality tourism advertising	The findings show that an intense experience of the presence in the hotel ads through virtual reality 360° devices increases the level of purchase intention toward the promoted hotel. It is also realized that the advertised hotel is perceived more positively by the consumers. Nevertheless, the use of Cardboard googles is ineffective in developing a sense of presence.
Mohamed Sadom et al. (2020)	Less is more: the role of frugality in the Malaysian hotel industry	The findings reveal that in line with the S-O-R theory, the green marketing strategies (eco-labelling and environmental advertising) exert a positive influence on the hotel customers' green attitude and their prudence. Both strategies increase the environmental consumption, purchase and decision-making patterns of hotel customers before, during and after their stay, and boost the sustainable practices of the customers.
Polemis et al. (2020)	Advertising expenses and operational performance: Evidence from the global hotel industry	This study provides evidence for the advertising effects on the hotel management companies' operational performances. It shows that advertising stimulates the acceleration of the hotel's technological change, which in turn has a non-linear U-shaped effect on their efficiency levels (technological catch-up). An increase can be observed in the operational efficiencies with the advertising expenses.
Tanford et al. (2020)	Priming social media and framing cause-related marketing to promote sustainable hotel choice	Instagram priming of a hotel exerts a direct effect on the emotions and judgments of consumers, which in turn affects the perception of the image of the hotel and the intention to book. Similarly, cause-related marketing (CRM) framing plays an important role in the perception of the image of the hotel and the intention to book. In this context, it is revealed that image as a common function of externally primed emotion and intentional CRM framing strongly affects the environmental attitudes of the consumers to perform sustainable behavior.

Tekin et al. (2020)	Click and sales prediction for OTAs' digital advertisements: Fuzzy clustering based approach	In this study which investigates the click and sales prediction of the online travel agencies' digital ads through machine learning algorithm from the perspective of fuzzy clustering approach, it is found that predictions regarding the number of sales depend upon the predicted number of clicks which have a high level of correlation with the marketing costs, which is in high correlation with the amount of the sales. In predicting the clicks and sales, a number of machine learning algorithms may be fruitful, but tree-based algorithms such as XGboost can provide more advantages than other algorithms.
Yoon et al. (2020)	How can hotels' green advertising be persuasive to consumers? An information processing perspective	CRM ads focusing on the public benefits yield more positive affective perceptions, whereas ads with hard-sell messages yield more positive cognitive perceptions. Both affective and cognitive perceptions exert a positive impact on the attitudes toward the ad, which in turn generate consumer persuasion and positive behavioral intentions. It is also found that cognitive ad attitudes can play a mediating role between the affective ad attitude and persuasion and are more effective on persuasion than the affective ad attitudes are.
Andriotis and Paraskevaidis (2021)	Negotiated exchanges in the online hospitality market: Hoteliers and hotel managers' perceptions of Booking.com	Drawing upon the social exchange theory and online business-to-business (B2B) relational exchanges, this study scrutinizes the hoteliers' and hotel managers' perception the negotiated exchanges with Booking.com and reveals that they feel assurance rather than trust in this partnership. They declare that they depend upon this partnership for financial and advertising issues, as they find Booking.com as a venue for their global advertising and reputation.
Hsu and Chen (2021)	Neuromarketing, subliminal advertising, and hotel selection: An EEG study	The hotel selection patterns of the consumers are affected using subliminal messages of hotel ads. Especially the inclusion of emojis as subliminal stimuli has the potential to affect the consumers' purchase decisions by triggering their neural activities. In this regard, the smiling emoji is found to be the most effective subliminal stimuli.
Lee and Oh (2021)	Anthropomorphism and its implications for advertising hotel brands	The advertising communication based on anthropomorphism (an inclination to attribute human-like characteristics to non-human objects, as defined by Kim and McGill (2011, p. 95)) is more effective for local hotels than global hotels due to the consumers' perception of local hotels as a place for social connectedness and due to their emotionally focused characteristics. It boosts the perceived warmth of the hotel and the consumers' intention to visit the hotel. The ads inclusive of anthropomorphic elements with first-person pronoun generate more favorable consumer reactions to advertising
Lyu et al. (2021)	Hotel virtual reality advertising: a presence-mediated model and gender effects	The effectiveness of VR commercials depends on the gender of the consumers in that female consumers show a greater inclination to be affected by the VR commercials than male counterparts. Moreover, thanks to their high level of vividness and interactive features, VR technologies can enhance the strength of advertising's impacts on consumers' attitude toward the ad, brand attitude and intention to book.

Septianto, Thai, et al. (2021)	Lay Beliefs About the World Affect Preferences for Sustainable Hotel Offerings	This study attempts to disclose how the consumers' lay beliefs about the world induced by advertising affect the sustainable behaviors of the consumers with low levels of biospheric values, which denote the extent to which consumers pay attention to the advantages and disadvantages of their behaviors for the ecosystem as a whole. (Stern & Dietz, 1994, p. 70). In this regard, the experimental research finds that consumers with low levels of biospheric value and incremental lay belief about the world strongly inline to prefer sustainable hotel offerings due to their hope toward a positive change originating from the sustainable efforts of hotels.
Septianto, Ye, et al. (2021)	The effectiveness of advertising images in promoting experiential offerings: An emotional response approach	By investigating the effectiveness of the emotional content of advertising images of hotel packages through experimental research, this study provides evidence for the dependence of the ad effectiveness on the type of emotional content present in the ad images. The research findings reveal that awe accompanied by an experiential offering with a low level of certainty in ad images of hotel packages can evoke a more positive effect on the purchase likelihood. However, contentment accompanied by an experiential offering with a high level of certainty induces positive impacts on the purchase likelihood.
Sviták et al. (2021)	Price effects of search advertising restrictions	With the purpose of examining the effect of non-brand bidding agreements (NBBAs) imposed by some hotel brands in the Netherlands on the online travel agents (OTAs) which stipulate that OTAs cannot advertise on search engines using the hotel's trademarks, this article finds out that such restrictions lead to increases in prices offered by NBBA hotels unlike fewer prices offered on OTAs' websites or booking platforms.
Chen et al. (2022)	Understanding guests' evaluation of green hotels: The interplay between willingness to sacrifice for the environment and intent vs. quality-based market signals	This study reveals that consumers who are willing to sacrifice for the environment are more inclined to select green hotels. However, this depends on the positioning strategy of the green hotels which presents signals related to the quality of the green hotels, and on the green advertising appeals of the green hotels, which provides signals and information related to the quality and environmental intent of the green hotels.
Devaux and Bomsel (2022)	Externalities across advertising markets	This study finds that offline advertising campaigns can affect the performance of the online ads. It provides evidence for the positive impact of traditional mass-media campaigns on the increase of Google clicks, and as a result of the advertising practices of competitor hotel brands, the advertising prices determined by Google show a significant increase. It also reveals that compared to Facebook, Google holds a monopoly power and an auction system which allows Google to free ride on advertising externalities.
Huang et al. (2022)	Research on Color Perception of Hotel Room Product Publicity Pictures	Hotels can draw the attention of their potential customers via effective strategies on their selection of color tone and vibrant in their ads, and so can affect these customers' intention for information query, purchase and recommendation. This may vary according to the hotel type. Hotel ads employing cold color tones and simply display content are more effective for resort hotels, while those with warm color tones and simple display content for the urban business hotels.
Bt Mohamed Sadom et al. (2021)	"Waste not, want not": fostering frugality amongst Muslim tourists in the Malaysian hotel industry	This study reveals that there is a direct relationship between the environmental advertising and Muslim tourists' green attitude and frugality, which means Muslim tourists/hotel customers develop favorable attitudes toward green hotels and act frugally by avoiding the overconsumption patterns of the hotel resources and by paying attention to their budget during their stay.

Volz and Volgger (2022)	Does Airbnb offer hedonic or utilitarian products? An experimental analysis of motivations to use Airbnb	With the purpose of investigating the effectiveness of the advertising appeal type on the promotion of peer-to-peer accommodation with a special focus on Airbnb, this study finds that both emotional and rational advertising appeals exert a significant effect on the consumers to prefer Airbnb's peer-to-peer accommodation services. In a similar vein, this study proves that the effectiveness of ad appeals varies depending on the accommodation characteristics. It claims that unlike what is generally accepted, not only ads with emotional and hedonic appeals but also those with rational and utilitarian appeals work well, depending on the specifics of the accommodation type.

Conclusion

The interrelation between advertising and hotel management is one of the attractive topics of the scholars carrying out their studies in the field of tourism, marketing, business management, and advertising. The plentifulness of the issues that the scholars can deal with in this field enriches the academic knowledge, but this entails the need for an extensive analysis of the current literature both for understanding the common and emerging issues and disclosing the strengths and weaknesses of the literature. For this purpose, this study systematically analyzed the relevant field on MAXQDA 2020, by taking into account the original research articles published by journals indexed in the WoS database and presented the results with a focus on the main characteristics of the relevant studies, methodological issues, and main topics of interest.

The results indicated that although the first study found in the database was published in 1996, the first study with a direct focus on advertising and hotel management was published in 2008, and this clearly showed that this field is recently emerging and still needs more attention from the scholars. It was also realized that the peak year with the highest number of publications was 2020, and this may be a result of the COVID-19 pandemic, which has triggered the increase in the publications (Casado-Aranda et al., 2021). Another finding was that although a small number of scholars published articles, the co-authorship was trending, which means that authors preferred to integrate their own knowledge and interest with others. This study also found that International Journal of Hospitality Management was the leading publication venue to publish articles on advertising and hotel management, and this supports the previous studies (Köseoglu et al., 2015; Ülker et al., 2022) and shows some similarities with the finding of Li et al. (2022). It was also revealed that the most productive countries included the US, Taiwan, China, Australia and Spain, and this presents similarities with the findings of previous research (Li et al., 2022; Ülker et al., 2022). Another issue that drew the attention was that most of the relevant studies used low-frequency author keywords such as warmth, misleading, true experiment and ad pictures, and though the intention of the authors might be to specify their studies by narrowing down the scope of the keywords, this can be problematic for the publications to be found in searches on the databases and to be cited, as previous research (Lu et al., 2020) put forth. Similarly, when the themes of the keywords were considered, many pointed at the focus of the relevant field on the environmental issues related to advertising and hotel management. This shows that the trending topic in the field is the green marketing and advertising practices of the hotel sector, and it can be suggested that future research can direct their attention to the green advertising-related issues in the hotel management. In a similar vein, the analysis of the main topics of interest underlined the domination of the green marketing- and

advertising-related issues within the relevant field, and ad effectiveness and digital advertising appear to be the niche themes that still need further research. Furthermore, while the ad effectiveness on the hotel customers/consumers was discussed and proven in many studies, the emphasis was put on some factors such as hotel type, ad type, consumer characteristics, and ad strategies and elements which might play a crucial role in the ad effectiveness. One of the interesting findings was that most of the studies focused their attention on how to increase the effectiveness of advertising or what elements should be considered for effective ad management, which is a sign that the majority of the studies were carried out within the scope of liberal approach. This finding highlights the need for critical studies.

As in many other studies, this study is not free of limitations. One of the main limitations is that this study extracted data from only one database, and the future research may include documents from other databases such as IEEE, Scopus, and Google Scholar. Another limitation is that this study presents only the descriptive information regarding the publications, and further studies are needed to extensively investigate them in terms of the methodological issues. One limitation worth mentioning is the limitation inherent in the method. This study uses the systematic analysis review approach and does not focus on a depth analysis of the publications. Thus, meta-analyses are needed to overcome this limitation. This study is also limited to the publications written in English, and thus the future research is recommended that they include publications written in other languages to understand the country-specific knowledge and situations. Moreover, this study focuses on only one aspect of the tourism sector (that is, hotels), and the future studies may analyze the publications with an emphasis on the relationship between advertising and other aspects of the tourism literature such as restaurants and catering. Lastly, this study excluded the publications without a research method, and therefore, scholars working in this field are invited to investigate the publications written in review format.

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14. Систематска анализа на хотелски менаџмент и рекламна литература - Зухал ГОК ДЕМИР, Хадије АЈДОГАН

Вовед

Тековната студија се обидува да ги открие главните квалитети, методолошките трендови на хотелскиот менаџмент и литературата за реклами и да ги воведе карактеристичните теми од интерес опфатени со сродните публикации. Во овој поглед, таа систематски ги прегледува истражувачките написи објавени од извори индексирани во базата на податоци на Web of Science (WoS), следејќи ги чекорите наведени во протоколот PRISMA. По извлекувањето на сродните публикации од базата на WoS, тие беа анализирани и групирани по содржина земајќи ги предвид нивните сличности и разлики, а потоа беа дискутирани темите што се издвојуваа. За да се идентификуваат релевантните публикации, барањето за пребарување филтрирано по „тема“ беше извршено со користење на клучни зборови („хотел“ ИЛИ „рекламирање“) и („управување со хотел“ ИЛИ „рекламирање“), а како релевантен за системско разгледување беше земен само примерок од 53 истражувачки статии од 34 списанија во периодот помеѓу 2008 и 2022 година. Поголемиот дел од истражувањата беа спроведени во САД, потоа

Тајван, Кина, Австралија и Шпанија, привлекувајќи го вниманието на научниците од четири различни континенти, сигнализирајќи дека темата е од голем интерес за научниците од различни делови на светот. Најистакнатите клучни зборови беа рекламирање/реклама, хотели, хотелско рекламирање, хотелски маркетинг, еколошки реклами, социјални медиуми, одржливост и виртуелна реалност. Во однос на методолошките аспекти на публикациите, резултатите покажаа дека меѓу вкупно 60 методи (46 публикации со еден метод; 14 публикации со два методи), најистакнат метод на истражување беа експериментите, а потоа следеа студии на случај, анкети, интервјуа и методот Делфи, спроведен со учесниците утврдени претежно преку земање целен примерок како што се жителите на одреден град/земја, клиенти/потрошувачи, студенти на додипломски студии, корисници на социјалните медиуми и студенти на постдипломски студии. Добиените податоци најчесто се анализираа преку инференцијални статистички методи. Генерален заклучок од анализата на публикациите беше дека ефективноста на рекламите може да биде под влијание на многу фактори како што се типот на хотелот, типот на рекламирање, карактеристиките на потрошувачите, стратегиите и елементите за рекламирање.

15. Συστηματική ανάλυση της ξενοδοχειακής διαχείρισης και της διαφημιστικής βιβλιογραφίας - Zuhal GÖK DEMİR, Hediye AYDOĞAN

Σύνοψη

Η παρούσα μελέτη επιχειρεί να αποκαλύψει τις κύριες ιδιότητες, τις μεθοδολογικές τάσεις της ξενοδοχειακής διαχείρισης και της διαφημιστικής βιβλιογραφίας και να εισαγάγει τα διακριτικά θέματα ενδιαφέροντος που καλύπτονται από τις σχετικές δημοσιεύσεις. Από αυτή την άποψη, ανασκοπεί συστηματικά τα ερευνητικά άρθρα που δημοσιεύονται από πηγές που έχουν καταχωρηθεί στο ευρετήριο στη βάση δεδομένων Web of Science (WOS), ακολουθώντας τα βήματα που καθοδηγούνται στο πρωτόκολλο PRISMA. Μετά την εξαγωγή σχετικών δημοσιεύσεων από τη βάση δεδομένων WoS , αναλύθηκαν με βάση το περιεχόμενο και ομαδοποιήθηκαν λαμβάνοντας υπόψη τις ομοιότητες και τις διαφορές τους και στη συνέχεια συζητήθηκαν τα αναδυόμενα θέματα. Για τον προσδιορισμό των σχετικών δημοσιεύσεων, το ερώτημα αναζήτησης που φιλτραρίστηκε στο «θέμα» πραγματοποιήθηκε χρησιμοποιώντας τις λέξεις-κλειδιά («ξενοδοχείο» Ή «διαφήμιση») ΚΑΙ («διαχείριση ξενοδοχείου» Ή «διαφήμιση») και μόνο ένα δείγμα 53 ερευνητικών άρθρων που δημοσιεύτηκαν από 34 περιοδικά μεταξύ 2008 και 2022 βρέθηκαν. Το μεγαλύτερο μέρος της έρευνας διεξήχθη στις ΗΠΑ, ακολουθούμενη από την Ταϊβάν, την Κίνα, την Αυστραλία και την Ισπανία, προσελκύοντας την προσοχή μελετητών από τέσσερις διαφορετικές ηπείρους, σηματοδοτώντας ότι το θέμα έχει μεγάλο ενδιαφέρον για μελετητές από διαφορετικά μέρη του κόσμου. Οι πιο εμφανείς λέξεις-κλειδιά ήταν διαφήμιστική καμπάνια/διαφήμιση, ξενοδοχεία, διαφήμιση ξενοδοχείων, μάρκετινγκ ξενοδοχείων, περιβαλλοντική διαφήμιση, κοινωνικά μέσα, βιωσιμότητα και εικονική πραγματικότητα. Όσον αφορά τις μεθοδολογικές πτυχές των δημοσιεύσεων, τα αποτελέσματα έδειξαν ότι μεταξύ 60 συνολικά μεθόδων (46 δημοσιεύσεις με μία μέθοδο, 14 δημοσιεύσεις με δύο μεθόδους), η πιο σημαντική μέθοδος έρευνας ήταν τα πειράματα, ακολουθούμενη από μελέτες περιπτώσεων, έρευνες, συνεντεύξεις. , και η μέθοδος Delphi, που πραγματοποιήθηκε

με τους συμμετέχοντες που προσδιορίστηκαν κυρίως μέσω σκόπιμης δειγματοληψίας όπως κάτοικοι μιας συγκεκριμένης πόλης/χώρας, πελάτες/καταναλωτές, προπτυχιακοί φοιτητές, χρήστες μέσων κοινωνικής δικτύωσης και μεταπτυχιακοί φοιτητές, αντίστοιχα. Τα δεδομένα που ελήφθησαν αναλύθηκαν κυρίως μέσω συμπερασματικών στατιστικών μεθόδων. Η κοινή συζήτηση των δημοσιεύσεων ήταν ότι η αποτελεσματικότητα της διαφήμισης μπορεί να επηρεαστεί από πολλούς παράγοντες όπως ο τύπος του ξενοδοχείου, ο τύπος διαφήμισης, τα χαρακτηριστικά των καταναλωτών, οι διαφημιστικές στρατηγικές και στοιχεία.

16. Un análisis sistemático de la literatura sobre gestión hotelera y publicidad - Zuhal GÖK DEMİR, Hediye AYDOĞAN

Introducción

El presente estudio tiene como objetivo revelar las principales cualidades, tendencias metodológicas de la literatura sobre gestión hotelera y publicidad, e introducir los temas de interés distintivos abordados por las publicaciones relacionadas. En este sentido, se realiza una revisión sistemática de los artículos de investigación publicados en fuentes indexadas en la base de datos Web of Science (WoS), siguiendo los pasos establecidos en el protocolo PRISMA. Después de extraer las publicaciones relacionadas de la base de datos de WoS, se analizaron los contenidos y se agruparon teniendo en cuenta sus similitudes y diferencias, para luego discutir los temas emergentes. Para identificar las publicaciones relevantes, se realizó una consulta de búsqueda filtrada por „tema" utilizando las palabras clave („hotel" O „publicidad") Y („gestión hotelera" O „publicidad"), y solo se encontró una muestra de 53 artículos de investigación publicados por 34 revistas entre 2008 y 2022 que cumplían los criterios para la revisión sistemática. La mayoría de las investigaciones se llevaron a cabo en Estados Unidos, seguidas de Taiwán, China, Australia y España, atrayendo la atención de académicos de cuatro continentes diferentes, lo que indica que el tema es de gran interés para académicos de diferentes partes del mundo. Las palabras clave más destacadas fueron publicidad/anuncio, hoteles, publicidad de hoteles, marketing hotelero, publicidad ambiental, redes sociales, sostenibilidad y realidad virtual. En cuanto a los aspectos metodológicos de las publicaciones, los resultados mostraron que, de un total de 60 métodos (46 publicaciones con un método, 14 publicaciones con dos métodos), el método de investigación más prominente fue el experimento, seguido de estudios de caso, encuestas, entrevistas y el método Delphi, llevados a cabo con participantes seleccionados principalmente mediante muestreo intencional, como residentes de una ciudad/país en particular, clientes/consumidores, estudiantes universitarios, usuarios de redes sociales y estudiantes de posgrado, respectivamente. Los datos obtenidos se analizaron principalmente mediante métodos estadísticos inferenciales. El tema común de discusión en las publicaciones fue que la efectividad de la publicidad puede verse influenciada por muchos factores, como el tipo de hotel, el tipo de publicidad, las características del consumidor, las estrategias y elementos de publicidad.

17. Otel Yönetimi ve Reklam Alanyazınına İlişkin Sistematik Bir İnceleme - Zuhal GÖK DEMİR, Hediye AYDOĞAN

Özet

Bu çalışma, otel yönetimi ve reklamcılık literatürünün temel niteliklerini, metodolojik eğilimlerini ortaya çıkarmaya ve söz konusu yayınların kapsadığı farklı ilgi konularını tanıtmaya çalışmaktadır. Bu kapsamda Web of Science (WoS) veri tabanında indekslenen kaynaklar tarafından yayınlanan araştırma makalelerini, PRISMA protokolünde belirtilen adımları takip ederek sistematik olarak incelemektedir. İlgili yayınlar WoS veri tabanından çekildikten sonra içerik analizi yapılmış ve benzerlik ve farklılıkları dikkate alınarak kümelenmelerinin ardından ortaya çıkan temalar tartışılmıştır. İlgili yayınların tespiti için ("otel" VEYA "reklam") VE ("otel yönetimi" VEYA "reklam") anahtar kelimeleri kullanılarak "konu" filtreli arama sorgusu yapılmıştır ve yalnızca 2008 ile 2022 yılları arasında 34 dergi tarafından yayınlanan 53 araştırma makalesi sistematik inceleme için uygun bulunmuştur. Araştırmaların çoğunun ABD'nin ardından Tayvan, Çin, Avustralya ve İspanya'da yapıldığı ve dört kıtadan bilim insanlarının ilgisini çektiği görülürken, bu durum dünyanın farklı yerlerinden bilim insanları için konunun büyük önem taşıdığını göstermektedir. Öne çıkan anahtar kelimeler reklam/reklamcılık, otel, otel reklamcılığı, otel pazarlaması, çevresel reklamcılık, sosyal medya, sürdürülebilirlik ve sanal gerçeklik olmuştur. Yayınlar metodolojik açıdan incelendiğinde, toplam 60 yöntem arasında (bir yöntemle 46 yayın; iki yöntemle 14 yayın) en çok tercih edilen araştırma yönteminin sırasıyla belirli bir şehirde/ülkede yaşayanlar, müşteriler/tüketiciler, lisans öğrencileri, sosyal medya kullanıcıları ve lisansüstü öğrenciler gibi çoğunlukla amaçlı örnekleme yoluyla belirlenen katılımcılarla gerçekleştirilmiş başta deneyler olmak üzere örnek olay incelemeleri, anketler, görüşmeler ve Delphi yöntemi olduğu saptanmıştır. Elde edilen veriler çoğunlukla çıkarımsal istatistiksel yöntemlerle analiz edilmiştir. Yayınların ortak tartışması; reklam etkinliğinin otel türü, reklam türü, tüketici özellikleri, reklam stratejileri ve unsurları gibi birçok faktörden etkilenebileceği yönündedir.

18. An Analysis of the Professional Competencies of Gastronomy and Culinary Arts Undergraduate Students - Esra ŞAHİN

Esra ŞAHİN[10] - Akdeniz University, Turkey

Introduction

Nutrition has been one of the essential necessities for survival since the creation of humankind. The hunting and gathering people who lived approximately 2.5 million years ago, made the first stone tools related to nutrition and also created the first cultural tools (Uhri, 2016). For this reason, the impact of nutrition is spectacular on the culture which spaces the lives of human societies. It is seen that nutrition,

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