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## REVIEW ON TOURISM INNOVATION RESEARCH (2000-2011)

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### RESUMEN

Con el fin de analizar la investigación en innovación en turismo, se realizó una meta-búsqueda y posterior meta-análisis. El objetivo de este trabajo es analizar las investigaciones en este tema, realizadas en los últimos 12 años (2000-2011) e identificar posibles tendencias de la investigación en innovación en turismo, dimensiones de investigación, énfasis de la investigación, los autores, entre otros. El análisis de las publicaciones por año desde 2000 hasta 2011 sugiere la existencia de una tendencia creciente en el número de publicaciones en revistas académicas, se determinaron 67 artículos de 20 revistas académicas (60,91%). También se encontró que la innovación en turismo aparece en revistas especializadas en el tema en 35 Journals que publicaron 43 artículos (39,09%). Otros hallazgos interesantes son discutidos como la participación en la investigación por continente; un ranking de participación de los países se define a partir de la afiliación universitaria de los investigadores, finalmente se describen las conclusiones, implicaciones y limitaciones.

**PALABRAS CLAVE:** meta-búsqueda en turismo, meta-análisis en turismo, innovación en turismo

### ABSTRACT

In order to analyze the tourism innovation research, we conducted a meta-search and subsequent meta-analysis. The aim of this paper is to review the research done in the last 12 years (2000-2011) and to identify possible trends in tourism innovation, research dimensions, research emphasis, authors, and so on. An analysis of the number of publications per year from 2000 to 2011 suggests the existence of a growing trend in the number of publications in academic journals referring to innovation in tourism, so, is observed 20 tourism journals publishing 67 articles (60.91%). It is also found that tourism innovation appears in specialized publications in 35 journals that published 43 articles (39.09%). Other interesting findings are discussed as participation in research by continent; a ranking of countries participation is defined from the university affiliation of the researchers finally the conclusions and limitations are presented.

**KEYWORDS:** meta-search in tourism, meta-analysis on tourism, tourism innovation.

### INTRODUCTION

In order to analyze the tourism innovation research, we conducted a meta-search and subsequent meta-analysis. A good description of the potential of meta-analysis can be found in

Baaijens and Nijkamp (2000) as “the meta-analytical approach provides a series of techniques that allow the cumulative results of a set of individual studies to be pulled together. It permits a quantitative aggregation of results across comparable studies.”

In academic literature there are several literature reviews in tourism (Baaijens et al 2000, Crouch 1995). The aim of this paper is to review the research done in the last 12 years (2000-2011) and to identify possible trends in tourism innovation, research dimensions, research emphasis, authors, and theoretical bases.

## **1. LITERATURE REVIEW**

In academic literature there are several types of studies using the meta-analytical approach as a research methodology in different topics of Administrative Sciences (Riggle, Edmondson and Hansen, 2009; Leonidou, Katsikeas and Samiee, 2002; Hwanga and Thorn, 1999). Similarly, there are several literature reviews in tourism (Baaijens et al 2000, Crouch 1995). One of the most important reviews has been done by Hjalager (2010). In his paper, this scholar describes a review of the issues relating to tourism innovation that have been investigated in the past two decades.

The knowledge remains a key driver of innovation and research is one of the main drivers of innovation, justifying the importance of the development of research on innovation in tourism. However, making a critical assessment of the achievements of research on issues of innovation research in tourism is complex, as it has very limited empirical evidence, and its impact and implications for national economies have been little studied (Hjalager 2010). The types of research that have been made, has been realized using basic concepts of the types of innovation, as described in the Oslo Manual (OECD & Eurostat, 2005). However, there have been some adjustments, as is the case Hjalager, (1997), where a category based on the ideas of Schumpeter, (1934,1939) is offered, and that in 2006 is further amended.

## **2. RESEARCH METHODOLOGY**

In order to conduct a tourism innovation meta-search, the SciVerse Scopus database was used. It was established four basic criteria: 1) the meta-search words involve the constructs "Innovation" and "Tourism" in the article title, abstract and keywords, 2) the year of publication had to be between 2000 and 2011, 3) only studies concerning tourism innovation,

specially those ones mentioning the sector impacts, were chosen. Indirect study relationships were discharged, 4) papers in languages different from English or Spanish were excluded. In Figure 1. It is shown the variables analyzed.

Figure 1. Variables analyzed

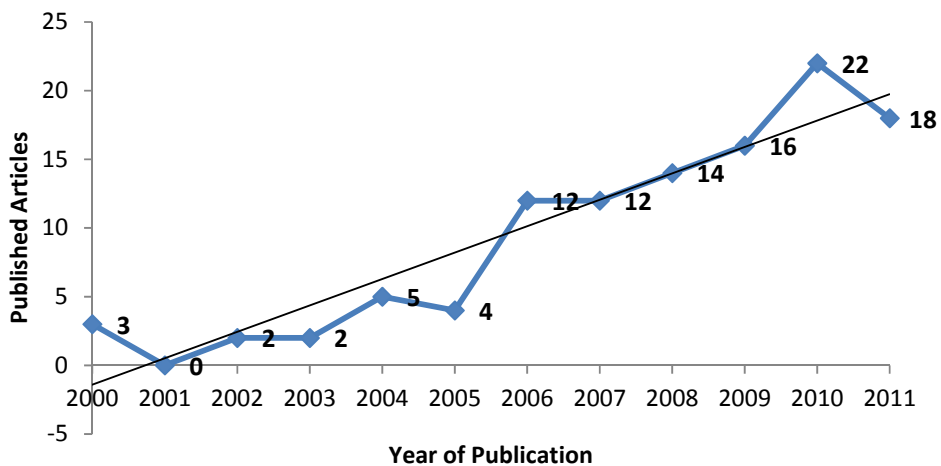


Source: Design proposed by the authors.

### 3. RESEARCH FINDINGS

An analysis of the number of publications per year from 2000 to 2011 suggests the existence of a growing trend in the number of publications in academic journals referring to innovation in tourism (see Figure 2).

Figure 2. Evolution of publications on innovation in tourism between the years 2000-2011

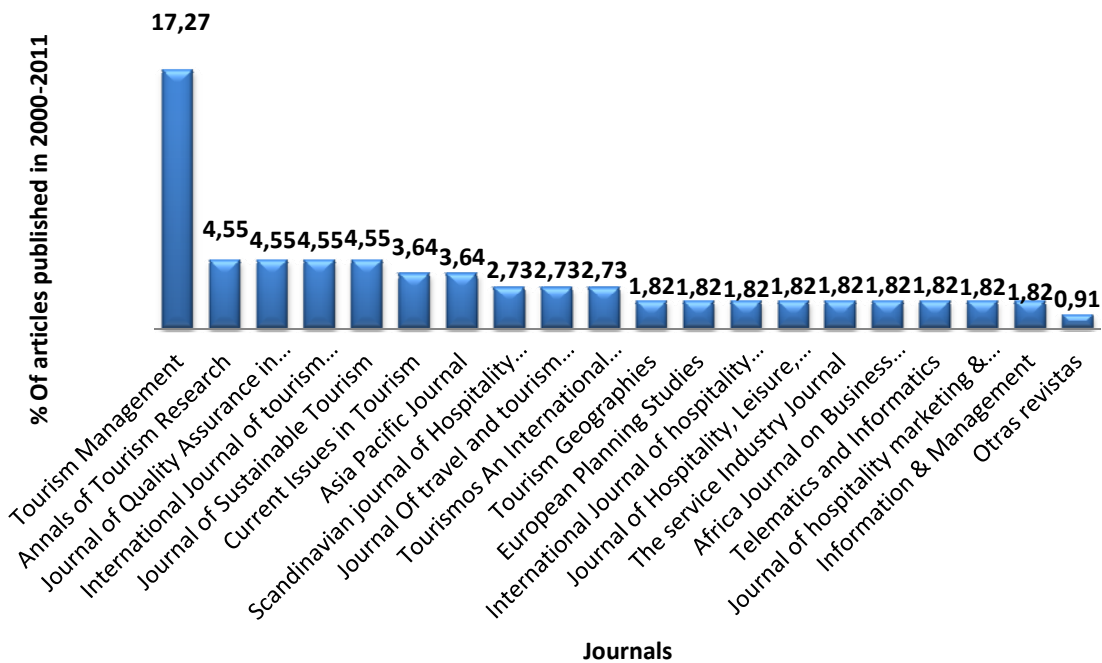


Source: SciVerse Scopus database.

In the Figure 3, it is observed 20 tourism journals publishing 67 articles (60.91%). It is also found that tourism innovation appears in specialized publications in 35 journals that published 43 articles (39.09%). This tourism innovation research basically deals with various topics such as: urban planning, marketing, management, public policy, etc.

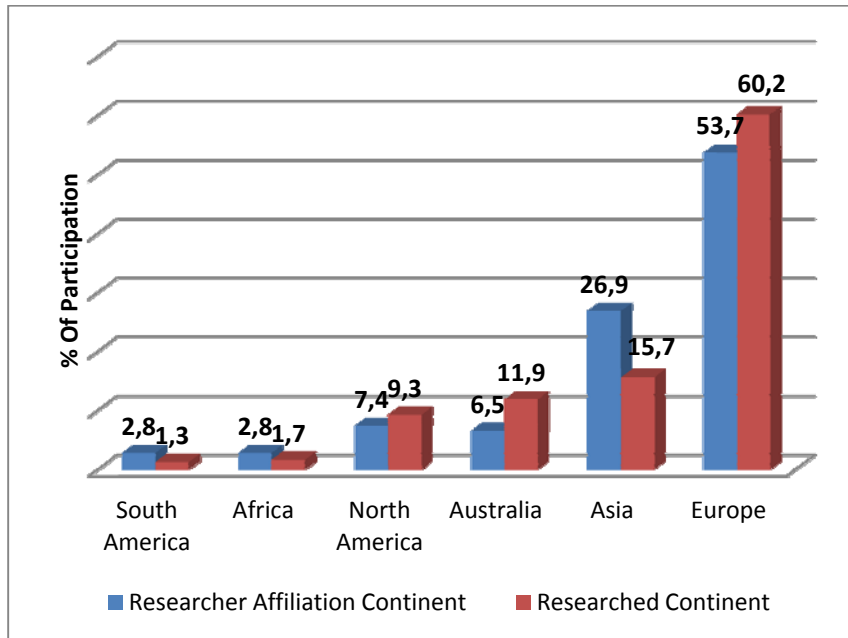
In the figure 4, it is illustrated firstly the greater participation of the European university affiliation with 60.2%, and European destinations with 53.7%. Secondly, it is ranked Asia with 37 researchers, (15.7%), and a significant destination for study (26.9%). Australia ranks third at 11.9% participation of researchers, but ranks fourth in destinations (6.5%), while North America and Australia appear as a study destination with 7.4%. Finally, Africa and South America are the continents the least studied.

Figure 3. Percentage of publication in academic journals with publications of research into innovation in tourism. (2000-2011)



Source: SciVerse Scopus database.

Figure 4. Participation rate of publications by researcher affiliation continent and researched continent



Source: SciVerse Scopus database

In Table 1, it is identified a total of 236 researchers; more researchers come from Europe with 142. The country that stands out in the overall study is Spain with 35 researchers; the second place is for Australia and the UK with 28 researchers in each country. Third, fourth and fifth, with little difference in the number of researchers, appear countries such as: USA, Taiwan and Denmark respectively. Then, Greece, France and Germany show up in a consecutive order. It was also found the participation of other countries with only 5, 4, 3 or even 2 researchers. Among the countries with the lowest participation of researchers with one researcher per country it appears Sweden, Thailand, Kenya and Canada among others.

Table 1. University affiliation of researchers by country

University Affiliation Country	Number of Researchers	Participation. (%)	University Affiliation Country	Number of Researchers	Participation. (%)
1.Spain	35	14,83%	19.Barbados	4	1,69%
2.Australia	28	11,86%	20.Estonia	4	1,69%
3. United Kingdom	28	11,86%	21. South Africa.	3	1,27%
4.USA	17	7,20%	22.Brazil	3	1,27%
5.Taiwan	16	6,78%	23. Lithuania	2	0,85%

6. Denmark	15	6,36%	24.Portugal	2	0,85%
7. Greece	9	3,81%	25. New Zealand	2	0,85%
8. France	8	3,39%	26.Singapore	2	0,85%
9. Germany	7	2,97%	27.China	2	0,85%
10. Finland	5	2,12%	28.Iran	2	0,85%
11.Hong Kong	5	2,12%	29. Switzerland	1	0,42%
12. South Korea	5	2,12%	30.Ireland	1	0,42%
13.Portugal	5	2,12%	31.Canada	1	0,42%
14. Italy	4	1,69%	32.Romania	1	0,42%
15. Norway	4	1,69%	33.Kenya	1	0,42%
16. Netherlands	4	1,69%	34.Thailand	1	0,42%
17. United Arab Emirates	4	1,69%	35.Sweden	1	0,42%
18.Austria	4	1,69%	-	-	-
<b>TOTAL</b>			35 Countries	<b>236</b>	<b>100%</b>

Source: SciVerse Scopus database

It is observed that research studies focusing on internal practices are the highest percentage 46.36%. Internal practices refer to all kinds of innovations that are developed inside the company, in their internal processes based on learning. However, it is remarkable that the volume of these investigations is just a little less than half of the total amount of this analysis. This occurs because some researchers wanted to focus on the impact of both dimensions. Conversely, 40% of studies focusing on external practices suggest less interest by researchers in this topic. External practices refer to all types of innovation that is developed from the interaction of the company with the environment. Also, some of the studies used both dimensions to focus the research, (11.81%). Finally, 2 articles (1.82%) of the studies were theoretical articles (See Table 2).

Table 2. Dimensions used in research

Dimension (s) used in research	N (Articles)	Frequency (%)
Internal Practices (I.P.)	51	46.36%
External Practices (E.P.)	44	40.00%
Internal y External Practices	13	11.81%
Theoretical research	2	1.82%

Source: SciVerse Scopus database

The theories used in research (See Table 3) highlight four approaches: the theoretical foundations conducted by Hjalager (1994, 1997, 2002) offer typologies in terms of tourism

and service innovation and it is the paper theoretical approach most frequently cited (21.82%). The theory of Diffusion of Innovations by Rogers (1983), ranks second in frequency of citation (10%): this theory focuses on the ability of technological innovation diffusion on the management information Systems. Thirdly, the type of innovation by Schumpeter (1934, 1939) was cited by 6.36%. Schumpeter is a classic author and a major source for being one of the first authors to define innovation in products and services. The fourth approach describing theoretically the typology of innovations in service sectors is the last one and it was done by Hjalager (1997, 2002).

Table 3. Theories used in the research

<b>Model/Theories used in research</b>	<b>(Articles) N</b>	<b>Frequency (%)</b>
Theories raised by Hjalager, typology of innovation in tourism, information transfer (1994, 1997, 2002)	24	21.82%
Theory of Diffusion of Innovations, Rogers (1983, 1995, 2003)	11	10%
Typology of Innovation, Schumpeter (1934, 1939)	7	6.36%
Theory of diffusion of TICs (Buhalis, 2000)	8	7.27%
Theory of the five competitive forces and strategic management (Porter, 1990)	5	4.54%
Innovation processes (Beager, 2005), Theory of networks; Theory of Action (Fishbein and Ajzen, 1975), Theory of organizations and knowledge transfer (Argote & Ingram, 2000), cluster theory (Porter, 1998), Theory organizational (Borgatti and Foster, 2003) Breakthrough Performance employee Service (Scott and Bruce, 1994), innovation networks (Larson and Getz, 2003, Anderson and Larson, 2007) Knowledge Transfer (Chi and Holsapple's, 2005) ICT Theory (Abella, 2004) innovation systems (Carson and Jacobsen, 2005, Hall and Williams, 2008), Theories of B2B, B2C (Kyriakou, 1996).	1	0.91%
Models: concentrated on Friendship network (Litwin, 1997), network Kite (Krackhardt, 1994; Skvovertz and Willer, 1995), network Cloud (Salman and Saives, 2005, Whalley et al, 1998); model innovation in services (den Hertog, 2000) service quality model (Ho and Lee, 2006).	1	0.91%
Models: Technology Acceptance Model-TAM by Davis (1989) Business models for e-commerce (Afuah and Tucci, 2003).	2	1.82%

Source: SciVerse Scopus database

#### 4. CONCLUSIONS AND IMPLICATIONS

In this study it is observed a growing trend in terms of number of publications per year. The academic journal with the highest proportion of publications in this theme is Tourism Management followed by four to five publications journals: Annals of Tourism Research, Journal of Quality Assurance in Hospitality and Tourism, Journal of Sustainable Tourism,

International Journal of Tourism Research. Also, it is evident the predominant leadership of the European continent with the largest share in both the university affiliation (142 researchers from 236) and European destinations (58 from 108). Furthermore, the results show that the difference between the approach studying internal practices and external practices is not significant and there is a high scholar interest to try to understand how innovation influences tourism through external practices of organizations and the combination of the two types. Regarding to the theories and models used in the articles, four theories are highlighted: first, the theories conducted by Hjalager (1994, 1997, 2002), specifying the types of innovation in tourism. Secondly, the theory of Diffusion of Innovations conducted by Rogers (1983, 1995, 2003). Thirdly, the theory of diffusion of ICTs in Buhalis (2000), and the type of innovation by Schumpeter (1934, 1939).

The findings of this preliminary review, may help researchers to analyze which theoretical concepts are the most widely accepted and used by the scientific community to validate their empirical research, on the other hand, we can say that there is an bigger interest of this topic, however, the empirical studies are still very limited and need to be increased. Finally, this study presented some limitations as lack of access to some research, because it were not in the database at the time of the search, or did not have the keywords used in the title, abstract or keywords.

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