TOURISM IN CHINA:

A REVIEW OF RESEARCH IN LEADING JOURNALS

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Abstract

The Chinese tourism sector is experiencing one of the highest levels of growth, to the extent that China is set to become the leading world power in tourism within the coming decade. Therefore, studying this important sector deserves particular attention. The aim of this study is to analyse the state of the art of China tourism research by reviewing 95 academic papers published between 1997 and 2008 in the world's three leading tourism journals: *Annals of Tourism Research*, *Journal of Travel Research* and *Tourism Management*. We report the main topics analysed as well as various rankings of journals, citations, individual and institutional contributions.

Key words: China tourism research, contributions, citations, issues.

1. INTRODUCTION

China is now indisputably one of the great world powers, and is growing at a spectacular rate. This growth really took off (and reached double figures) following the country's 1978 'open door' policy. One of the sectors with most potential to continue this trend, and which still has much to contribute, is tourism. Tourism is a rapidly growing sector of huge economic importance within the process of globalisation (Ma, Ryan & Bao, 2009), and has become a major source of economic activity, employment, tax revenue, income and foreign currency for many countries, including China. In China's development towards a socialist market economy, tourism and travel have become a strategic industry (Xiao, 2006), with the country becoming one of the most rapidly growing destinations as it moves from a planned to a market-driven economy, and with tourism emerging as a strategic activity for local development (Yang, Wall & Smith, 2008).

Despite its belated start, according to the World Tourism Organization (UNWTO, 2004), by 2020 China is expected to be the most popular tourist destination in the world, receiving 210 million foreign tourists, and to have the fourth highest number of outbound tourists, with 100 million Chinese travelling abroad. Total revenue generated by tourism will be 8-11% of the Chinese GDP. The fact is that China, with its huge size, ancient civilisation, long history and diversity of cultures and ethnicities, possesses highly distinctive tourist resources that are characterised by their variety, abundance, antiquity and exclusivity (Liu & Wall, 2005). There may be no other country in the world like China, with so much diversity and so many unique places within its borders, as it has so many local cultures and ethnicities, customs and folklores (Wang, 1997).

Tourism has been seen in China as a complementary tool with which to fight poverty in certain regions. Since 1978, through the China National Tourism Administration (CNTA), the Chinese government has played an important role in this direction. However, it has not

managed to eliminate inequalities between certain regions, as is the case with the east coast (one of the main entrance points into the country) and the western and more land-based provinces. Thus, in recent years, the government has decentralised many elements of tourism to regional authorities. There is a growing recognition of the importance of local and regional tourism authorities and of promoting tourism (Jackson, 2006). Similarly, co-operation between regions is encouraged to provide joint tourism routes, so that more regions can benefit from tourism and help to maximise profits (Zhang, 2009).

Therefore, Chinese tourism, as a major part of the country's driver for economic and social development and as it opens its doors to the rest of the world, deserves particular attention given its global relevance and spectacular growth. It was this interest that led us to review the research conducted on tourism relating to China in world's leading tourism academic journals. Essentially, this review is aimed at determining which issues relating to tourism in China have provoked most interest, the types of studies carried out, the most studied geographic areas, which universities and researchers have contributed most and which studies have been cited most in other works. The objective is to produce an initial approach to the current situation of research into tourism in China, so as to draw a series of conclusions that may suggest ways to continue research into this particular area of study.

2. METHODOLOGY

Selection and description of journals

For this review, we chose to analyse the three journals that have been considered by many studies to be the most significant in the world on tourism matters (Law & Cheung, 2008; Law & Chon, 2007; McKercher, Law & Lam, 2006; Pechlaner, Zehrer, Matzler & Abfalter, 2004; Ryan, 2005): *Annals of Tourism Research* (ATR), *Journal of Travel Research* (JTR) and *Tourism Management* (TM).

ATR is a social sciences journal that considers tourism from an academic perspective. It encourages contributions from a range of disciplines, as a forum where disciplines can interact. It is published by Elsevier on a quarterly basis. JTR publishes the latest research into travel and marketing for industry professionals and academics alike. The journal was created in 1972. It is published by Sage on a quarterly basis. TM is an international journal featuring national and regional international tourism planning and policy issues, as well as specific business management studies. It was created in 1982. It is published by Elsevier and appears 6 times a year.

Selection of analysis period

Although tourism was first included in the national plan for economic and social development back in 1986 (in the seventh five-year plan: 1986-1990), it was not until the late 1990s that tourism in China experienced rapid growth (Wang & Qu, 2004). This can be attributed to increased revenue per capita among the Chinese population, together with more leisure time and the structural adjustments made to the national economy (Wu, Zhu & Xu, 2000).

There are various reasons for our decision to begin our review at the end of the 1990s, and specifically in 1997. Firstly, economic reforms quickened as of this moment, and travel, economic stability and growth all increased. Tourism grew rapidly after 1997, when the Chinese government decided to make tourism-related travel much easier.

It was also in 1997 that the second phase of China's outbound tourism development began with the promulgation of the 'provisional measures concerning the administration of outbound travel of Chinese citizens at their own expenses' by the CNTA and the Ministry of Public Security (Xie & Li, 2009). Foreign travel for leisure reasons was officially authorised, and the first Approved Destination Status (ADS) agreements with non-Asian countries

(Australia and New Zealand) were signed. This provided an opportunity for Chinese residents to experience Western culture first hand (Keating & Kriz, 2008). As a result, foreign travel increased three times more than had been forecast.

This increase may also have been influenced by the incorporation of Hong Kong, an important centre of both inbound and outbound tourism. Formerly a British colony, Hong Kong returned to China in 1997 as a Special Administrative Region (SAR). By choosing that year as our start date, therefore, we were able to include Hong Kong as part of China from the very beginning of the study. Macao, the former Portuguese colony, was incorporated into the country in 1999 as a second SAR. This is another very important centre for tourism, as its economy is strongly based on tourism and gambling, particularly casinos, and is the only place in China where betting on games of chance is permitted.

Selection of papers

Having decided on the journals and the time period to analyse, we proceeded to search and select pertinent papers. Using each journal's website, we searched for papers published between 1997 and 2008 that dealt with China. The keywords used were 'China', 'Chinese', 'Hong Kong' and 'Macao'. We obtained a total of 95 studies published on tourism in China, which formed the sample for our review.

3. FINDINGS

3.1. Contributions per journal

Of the 95 papers published between 1997 and 2008, 64 were published in TM (67.4% of the total), 17 in ATR (17.9%) and 14 in JTR (14.7%). Analysing the number of papers published per year, there is a clear increase in 2006, with almost three times as many studies published as the year before. The data can be observed more clearly in table 1.

Insert Table 1 about here

As table 1 shows, there is a clear increase in research into China in later years, particularly in TM. The numbers for the last three years in all three journals are as follows: 17 in 2006, 14 in 2007 and 12 in 2008, making for a total of 43 papers, more than 45% of all papers published in the whole of the period analysed. These results are not surprising when considering that it was only recently that China really developed as a world power in tourism and began to be considered as a tourist destination of major world importance.

3.2. Most studied geographic areas

Given the country's size and the heterogeneity within its borders, it could be expected that research would mostly focus on one or more specific areas, and that very few studies would consider China in its entirety. However, 21 papers considered China as a whole (22% of all papers analysed). The other papers chose to study one or more regions. There is clearly a predominance of research into the southern and eastern regions of China. Table 2 lists the most studied geographic areas.

Insert Table 2 about here

Hong Kong is the most studied region by a significant margin over the others. One reason for this may be that Hong Kong is the home of the main English language universities in China that conduct tourism and hospitality research, e.g. The Hong Kong Polytechnic University, The Chinese University of Hong Kong or The University of Hong Kong.

3.3. Type of study

Dividing the papers reviewed into types of study reveals a predominantly quantitative approach, with a total of 58 studies (61.1% of the total). A total of 46 of the papers use primary data sources (48.4% of the total). TM and JTR published mainly quantitative papers

based on primary sources. ATR, however, published more qualitative papers, using mainly primary data.

3.4. Citation analysis

To assess the impact of the 95 research papers reviewed, we analysed the number of times that they have been cited in other studies, based on information from the following databases: Social Sciences Citation Index (SSCI), Scopus and the Google Scholar website.

The 95 papers have received 398 citations (253, excluding self-citations) according to SSCI data; 801 citations (569 excluding self-citations) according to the Scopus database; and 1772 citations (1619 without self-citations) according to Google Scholar, up to 30 June 2009. By dividing the number of citations by each of the three journals, the following distribution is obtained (table 3).

Insert Table 3 about here

When interpreting these figures, the number of research papers published by each journal should be taken into account (as shown in table 1), as well as the fact that JTR is not included on the SSCI database. Table 4 ranks the most cited studies on each of the three databases, ordered by total citations, though the table also shows the numbers when self-citations have been excluded as well as total citations by year.

Insert Table 4 about here

According to SSCI and Scopus, the most cited study is the research paper by Law and Au (1999) published in TM, with a total of 37 and 45 citations, respectively (25 and 33 without self-citations). This paper is in second place according to Google Scholar, with a total of 73 citations (61 without self-citations); the first place goes to the study by Enright and Newton (2004), also from TM, with 80 citations (78 without self-citations). In second place according to SSCI and Scopus is the paper by Goh and Law (2002), again published by TM,

with a total of 22 and 33 citations, respectively (13 and 23 without self-citations). Generally, papers from TM appear in higher positions than do studies from the other two journals.

3.5. Individual and institutional contributions

To determine which authors and institutions have published most papers, we analysed the total number of contributions and then also adjusted the figures by applying the calculation procedure described below. Regarding total contributions, every time that an author or institution appeared, this counted as one contribution, regardless of the number of authors credited for a paper or the different institutions that appeared. An author's position in the credits of a paper bore no weight on the calculation. However, in the adjusted calculations, only if a paper was by a single author was it considered a complete contribution for that author and for that institution. If two authors were credited, this counted as half a contribution each, a third if there were three authors, and so on.

Table 5 lists the 30 authors that had made at least one adjusted contribution in the period analysed, and the university or institution to which they belong or belonged, ordered by the number of adjusted contributions. Authors or institutions with the same figure are accorded the same position.

Insert Table 5 about here

It can be observed that the first two authors on the list, Bob McKercher and Rob Law, contributed a total of nine and eight studies, or 9.5% and 8.4% of the total number of papers published during the period analysed. Both belong to The Hong Kong Polytechnic University, which is the university with the highest number of contributions. Of the 30 authors that made at least one contribution, only nine of them had two or more adjusted contributions, which shows how many researchers contributed to the study of tourism in China between 1997 and 2008 in the three journals.

Table 6 shows which universities or institutions made at least one adjusted contribution, again ordered from highest to lowest. The main authors from each university or institution are also included.

Insert Table 6 about here

As indicated, The Hong Kong Polytechnic University made the most contributions by far, appearing 96 times, followed by the University of Waterloo (Canada) with 12 contributions, and 11 from Purdue University (US). The main authors are those at the top of the previous list: Bob McKercher, Rob Law and Kevin Wong. Only eight of the 21 universities that appear on the list made two or more adjusted contributions, which goes to show the wide range of universities that are included in this study.

Finally, Table 7 ranks the home of the researchers, again ordered according to adjusted contributions.

Insert Table 7 about here

A clear majority of the contributions came from Hong Kong, followed by the US, mainland China, Taiwan and Canada. Despite the wide range of universities and authors as noted in the previous tables, the only universities in the whole of Europe that have carried out some kind of study into the phenomenon of tourism in China are in the UK.

3.6. Topics analysed

The research papers focus on a range of topics relating to Chinese tourism. This may be due not only to the diversity of China itself, but also to the diversity of the researchers. The issues studied are grouped together in a series of categories. Given that we know of no previous work similar to ours on which to base how these issues should be divided, we categorised them after the fact, once all the issues had been compiled from all selected papers. However, we did use the work by Xiao (2006) as a reference point, as it groups together the

tourism issues that were dealt with by Deng Xiaoping in speeches given during his political career, analysing how they developed over the decades. Table 8 shows the number of papers per journal that focused on each of the five categories that we used.

Insert Table 8 about here

As can be observed, marketing and promoting tourism were the issues that received most attention (this includes studies of clients' perceptions of quality), together with the reason for travelling, choosing where to travel and the image of the destination. These are followed by works on tourism policy and planning, including analyses of development and inequalities between regions, the reciprocal influence between political relations and tourism, and studies that consider demand forecasting models. Many of the research papers also dealt with the sustainable management of Chinese tourist resources (historical, cultural and natural resources alike), indicating how important sustainable development is becoming for the country's abundant and varied heritage, on which future tourism development should be based. In last place were studies on tourism business management and tourism education policies and training.

4. DISCUSSION AND CONCLUSIONS

Despite its belated start with regard to tourism, China today is a major world power with a leading position in the world in terms of both inbound and outbound tourism. The high rates of growth suggest that it will continue to gain position in the next few years to become the leading country in the world. Other countries (particularly those whose economies depend largely on tourism) will inevitably begin to look to China and try to understand its evolution as the so-called 'Asian dragon', not only to detect the threats that it poses, but also to recognise the opportunities that it provides.

It is therefore unsurprising that tourism in China should be a subject of great interest and that the number of studies should increase in recent years, as proved by this review of published studies. Specifically, we detected that since 2006 the number of papers published in the three journals considered shot up to a total of 43 (17 in 2006, 14 in 2007 and 12 in 2008), which is more than 45% of the total number of works published over the 12-year period analysed. Furthermore, of the three journals examined, TM has contributed with a total of 64 studies (more than 67% of the total number of papers that formed the sample for our review), whereas ATR has contributed with 17 studies (almost 18%) and JTR with 14 studies (almost 15%).

Hong Kong is the area that received most attention, with a total of 50 papers, which far exceeds the numbers for the other regions studied, followed by Guangdong and Shanghai, with six papers each. Regarding the type of study carried out, there was far more quantitative analysis than qualitative, and the same applies for primary data sources over secondary sources. The topics that received most attention were marketing and promoting tourism, followed by tourism policy and planning, and the sustainable management of tourism resources. According to the SSCI and Scopus databases, the study by Law and Au (1999) was cited most by other authors, whereas according to Google Scholar, the work by Enright and Newton (2004) received the most citations. Both papers appeared in TM.

We also produced tables of the authors and institutions that have made the highest number of contributions. The Hong Kong Polytechnic University is at the top of the list, followed by the University of Waterloo and Purdue University. The authors' table is headed by Bob McKercher (The Hong Kong Polytechnic University), Rob Law (The Hong Kong Polytechnic University) and Honggen Xiao (University of Waterloo and Huaqiao University). Hong Kong is the home of the highest number of contributors, followed by the US, mainland China and Taiwan. These findings confirm that, in spite of the weak performance in research

output in China (Law & Cheung, 2008), the research contributions of Asian universities in these three journal analysed have progressed rapidly (Jogaratnam, Chon, McCleary, Mena & Yoo, 2005).

Our study, then, has helped to draw together and summarise the main contributions to the field of tourism in China over the past decade in three of the world's most important tourism journals. It is our hope that this makes a valuable contribution as a pioneering study that allows a series of interesting conclusions to be drawn, such as the issues that have received most attention, the most studied areas, or the authors, institutions and countries that have made the highest number of contributions. It may also act as a starting point from which to consider new studies into certain aspects of tourism in China. For example, tourism business management has received little academic study, which may be due to the still low level of professionalisation in the sector. This clears the way for future research into the tourism sector from a business point of view, and may be useful for considering new ideas that will help to improve competitiveness or open doors for new tourism companies, whether from China or elsewhere, to set up in the country.

Nevertheless, we are aware of the limitations of our study, such as the fact that it is based on reviewing only three journals, all of which are published in English. It would have been interesting to be able to consider journals published in Chinese. The limitation of the language is a difficult aspect to overcome, but in the future the range of journals analysed could be broadened, including new journals that are publishing studies on tourism in China, in particular, journals focused on Chinese or Asian tourism. In addition, 'Taiwan' was not used as a keyword for paper selection.

We are also aware that we have made certain decisions, such as how the issues covered have been categorised, that are susceptible to modification. However, we have attempted to produce a coherent classification based as much as possible on previous studies.

The attempt to summarise the 95 research papers considered may also have led to elements being left out, or our failure to highlight certain aspects that other researchers may have chosen to emphasise.

In any case, it is clear that the number of studies on tourism in China is on the increase, and this will continue, as the country has become a major competitor in world tourism. There is no doubt that it will be the focus of numerous further studies. In the coming decade, a review such as the one that we have conducted will undoubtedly produce completely different results. In this sense, we feel that it would be interesting to repeat the study in a longitudinal way in order to see what changes have actually occurred with regard to the clear trend indicated in this review.

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TABLES

Table 1: Ranking of journals analysed during the 1997-2008 period

Year of publication	Journal			Number of papers
	TM	ATR	JTR	
1997	4	1	0	5
1998	1	1	0	2
1999	6	1	0	7
2000	3	2	4	9
2001	2	0	1	3
2002	2	1	0	3
2003	5	1	2	8
2004	6	1	2	9
2005	3	1	2	6
2006	12	4	1	17
2007	10	3	1	14
2008	10	1	1	12
Total	**64**	**17**	**14**	**95**

Table 2: Most studied geographical areas

Geographical area	Number of papers
Hong Kong	50
Guangdong	6
Shanghai	6
Beijing	5
Macao	4
Yunnan	3
Anhui	2
Sichuan, Fujian, Hunan, Jiangsu, Hainan, Shaanxi, Zhejiang	1

Table 3: Citations by journal and database

Journal	SSCI Total/Excluding self-citations	Scopus Total/Excluding self-citations	Google Scholar Total/Excluding self-citations
TM	344/217	549/384	1308/1210
ATR	54/36	114/84	216/207
JTR	---	138/101	248/202
Total	**398/253**	**801/569**	**1772/1619**

Table 4: Most cited papers on Tourism in China (1997-2008)

Paper/Journal	Social Science Citation Index		
	Total Citations	Excluding self citations	Total citations by year
1. Law, R., & Au, N. (1999). A neural network model to forecast Japanese demand for travel to Hong Kong. *Tourism Management,* 20 (1), 89-97.	37	25	3.9
2. Goh, C., & Law, R. (2002). Modelling and forecasting tourism demand for arrivals with stochastic no stationary seasonality and intervention. *Tourism Management*, 23 (5), 499-510.	22	13	3.4
3. Enright, M.J., & Newton, J. (2004). Tourism destination competitiveness: a quantitative approach. *Tourism Management*, 25(6), 777-788.	20	14	4.4
4. Cho, V. (2003). A comparison of three different approaches to tourist arrival forecasting. *Tourism Management*, 24 (3), 323-330.	18	12	3.3
5. Sofield, T.H.B., & Li, F.M.S. (1998). Tourism development and cultural policies in China. *Annals of Tourism Research,* 25 (2), 362-392.	17	12	1.6
6. Zhang, H.Q., & Chow, I. (2004). Application of importance-performance model in tour guides' performance: evidence from mainland Chinese outbound visitors in Hong Kong. *Tourism Management*, 25 (1), 81-91.	16	15	3.6
7. Chu, R.K.S., & Choi, T. (2000). An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers. *Tourism Management*, 21 (4), 363-377.	14	11	1.6
8. Lam, T., & Zhang, H.Q. (1999). Service quality of travel agents: the case of travel agents in Hong Kong. *Tourism Management,* 20 (3), 341-349.	13	7	1.4
8. Song, H., & Witt, S.F. (2006). Forecasting international tourist flows to Macau. *Tourism Management,* 27 (2), 214-224.	13	4	5.2
10. Wong, K.K.F. (1997). The relevance of business cycles in forecasting international tourist arrivals. *Tourism Management,* 18 (8), 581-586.	12	5	1
Scopus			
1. Law, R., & Au, N. (1999). A neural network model to forecast Japanese demand for travel to Hong Kong. *Tourism Management,* 20 (1), 89-97.	45	33	4.7
2. Goh, C., & Law, R. (2002). Modelling and forecasting tourism demand for arrivals with stochastic no stationary seasonality and intervention. *Tourism Management*, 23 (5), 499-510.	33	23	5.1
3. Sofield, T.H.B., & Li, F.M.S. (1998). Tourism development and cultural policies in China. *Annals of Tourism Research,* 25 (2), 362-392.	31	25	3
4. Zhang, H.Q., & Chow, I. (2004). Application of importance-performance model in tour guides' performance: evidence from mainland Chinese outbound visitors in Hong Kong. *Tourism Management*, 25 (1), 81-91.	28	26	6.2
5. Cho, V. (2003). A comparison of three different approaches to tourist arrival forecasting. *Tourism Management*, 24 (3), 323-330.	25	19	4.5
5. Enright, M.J., & Newton, J. (2004). Tourism destination competitiveness: a quantitative approach. *Tourism Management*, 25(6), 777-788.	25	18	5.6
5. Lam, T., & Zhang, H.Q. (1999). Service quality of travel agents: the case of travel agents in Hong Kong. *Tourism Management,* 20 (3), 341-349.	25	18	2.6
5. Zhang, H.Q., & Lam, T. (1999). An analysis of mainland Chinese visitors' motivations to visit Hong Kong. *Tourism Management*, 20 (5), 587-594.	25	15	2.6
9. Lau, A.L.S., & McKercher, B. (2004). Exploration versus acquisition: a comparison of first-time and repeat visitors. *Journal of Travel Research*, 42 (3), 279-285.	24	18	5.3
10. Gilbert, D., & Wong, R.K.C. (2003). Passenger expectations and airline services: a Hong Kong based study. *Tourism Management*, 24 (5), 519-532.	23	22	4.2
Google Scholar			
1. Enright, M.J., & Newton, J. (2004). Tourism destination competitiveness: a quantitative approach. *Tourism Management*, 25(6), 777-788.	80	78	17.8
2. Law, R., & Au, N. (1999). A neural network model to forecast Japanese demand for travel to Hong Kong. *Tourism Management,* 20 (1), 89-97.	73	61	7.7
3. Chu, R.K.S., & Choi, T. (2000). An importance-performance analysis of hotel	65	63	7.6

selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers. *Tourism Management*, 21 (4), 363-377.

4. Zhang, H.Q., & Lam, T. (1999). An analysis of mainland Chinese visitors' motivations to visit Hong Kong. *Tourism Management*, 20 (5), 587-594.	61	58	6.4
5. Choi, W.M., Chan, A., & Wu, J. (1999). A qualitative and quantitative assessment of Hong Kong's image as a tourist destination. *Tourism Management*, 20 (3), 361-365.	57	54	6
6. Cho, V. (2003). A comparison of three different approaches to tourist arrival forecasting. *Tourism Management*, 24 (3), 323-330.	55	53	10
7. Sofield, T.H.B., & Li, F.M.S. (1998). Tourism development and cultural policies in China. *Annals of Tourism Research,* 25 (2), 362-392.	50	49	4.8
8. Zhang, H.Q., & Chow, I. (2004). Application of importance-performance model in tour guides' performance: evidence from mainland Chinese outbound visitors in Hong Kong. *Tourism Management*, 25 (1), 81-91.	49	49	10.9
9. Heung, V.C.S., & Cheng, E. (2000). Assessing tourists' satisfaction with shopping in the Hong Kong special administrative regions of China. *Journal of Travel Research,* 38 (4), 396-404.	48	38	5.6
9. Song, H., & Witt, S.F. (2006). Forecasting international tourist flows to Macau. *Tourism Management,* 27 (2), 214-224.	48	37	19.2

Table 5: Ranking of individual contributions

Author	Total appearances	Adjusted appearances	Institution
1. Bob McKercher	9	4.25	The Hong Kong Polytechnic University (Hong Kong)
2. Rob Law	8	3.83	The Hong Kong Polytechnic University (Hong Kong)
3. Honggen Xiao	3	3.00	The University of Waterloo (Canada) (1 paper)/ Huaqiao University (mainland China) (2 papers)
4. Kevin K.F. Wong	6	2.92	The Hong Kong Polytechnic University (Hong Kong)
5. Hanqin Qiu Zhang	7	2.83	The Hong Kong Polytechnic University (Hong Kong)
6. Terry Lam	6	2.50	The Hong Kong Polytechnic University (Hong Kong)
7. Hailin Qu	5	2.17	San Francisco State University (US) (2 papers)/ Oklahoma State University (US) (3 papers)
8. Norman Au	4	2.00	The Hong Kong Polytechnic University (Hong Kong)
8. Geoffrey Wall	5	2.00	The University of Waterloo (Canada)
10. Vincent C.S. Heung	4	1.83	The Hong Kong Polytechnic University (Hong Kong)
11. Haiyan Song	4	1.58	The University of Surrey (UK) (1 paper)/The Hong Kong Polytechnic University (Hong Kong) (3 papers)
12. Simon C.K. Wong	3	1.50	The Hong Kong Polytechnic University (Hong Kong)
13. Jonh Ap	3	1.33	The Hong Kong Polytechnic University (Hong Kong)
13. Yyiping Li	2	1.33	The University of Hong Kong (Hong Kong)
15. Liping Cai	3	1.17	Purdue University (US)
15. Cathy H.C. Hsu	3	1.17	The Hong Kong Polytechnic University (Hong Kong)
17. Ming-Hsiang Chen	1	1.00	National Chung Cheng University (Taiwan)
17. Sydney C.H. Cheung	1	1.00	The Chinese University of Hong Kong (Hong Kong)
17. Vincent Cho	1	1.00	The Hong Kong Polytechnic University (Hong Kong)
17. Raymond K.S. Chu	2	1.00	The Hong Kong Polytechnic University (Hong Kong)
17. Julie Jackons	1	1.00	Le Trobe University (Australia)
17. Fanny V.C. Kwan	1	1.00	Institute for Tourism Studies (Macao)
17. Alan A. Lew	2	1.00	Northern Arizona University (US)
17. Wen Li	1	1.00	Peking University (mainland China)
17. Wenjun Li	1	1.00	Peking University (mainland China)
17. Abby Liu	2	1.00	Ming-Chuan University and Aletheia University (Taiwan)
17. Ning Wang	1	1.00	University of Sheffield (UK)
17. Yu Wang	1	1.00	Duke University (US)
17. Karin Weber	1	1.00	The Hong Kong Polytechnic University (Hong Kong)
17. Zhang Wen	1	1.00	Beijing International Studies University (mainland China) (formerly known as Beijing Second Foreign Language Institute)

Table 6: Ranking of institutional contributions

Institution	Location	Total appearances	Adjusted appearances	Leading contributors
1. The Hong Kong Polytechnic University	Hong Kong	96	41.25	Bob McKercher, Rob Law, Kevin K.F. Wong
2. University of Waterloo	Canada	12	5.17	Honggen Xiao, Geoffrey Wall, Clare J.A. Mitchell
3. Purdue University	US	11	3.83	Liping Cai, Carl Braunlich, Soojin Choi
4. The University of Hong Kong	Hong Kong	6	3.00	Yyiping Li, Raymond Lap Bong Lo, James Newton
5. Peking University	Mainland China	3	2.50	Wen Li, Wenjun Li, Bihu Wu
6. Oklahoma State University	US	6	2.17	Hailin Qu, Dong Jin Kim, Woo Go Kim
7. Huaqiao University	Mainland China	2	2.00	Honggen Xiao
7. Le Trobe University	Australia	2	2.00	Julie Jackons, Peter Murphy, Yan Zhang
9. The Chinese University of Hong Kong	Hong Kong	3	1.67	Sydney C.H. Cheung, Henry M.K. Mok
10. Chinese Culture University	Taiwan	4	1.50	Janet Chang, Bin-Tsann Yang, Chia-Gan Yu.
11. Beijing International Studies University (formerly known as Beijing Second Foreign Language Institute)	Mainland China	1	1.00	Zhang Wen
11. Duke University	US	1	1.00	Yu Wang
11. Institute for Tourism Studies	Macao	1	1.00	Fanny V.C. Kwan
11. Ming-Chuan University	Taiwan	2	1.00	Abby Liu
11. Murdoch University	Australia	2	1.00	Fung Mei Sarah Li, Trevor H.B. Sofield
11. National Chung Cheng University	Taiwan	1	1.00	Ming-Hsiang Chen
11. Northern Arizona University	US	2	1.00	Alan A. Lew
11. San Francisco State University	US	2	1.00	Hailin Qu
11. University of Sheffield	UK	1	1.00	Ning Wang
11. University of Surrey	UK	2	1.00	Haiyan Song, David Gilbert
11. Zhejiang University	Mainland China	2	1.00	Tianyu Ying, Yongguang Zhou

Table 7: Home of the researchers

Location	Total appearances	Adjusted appearances
1. Hong Kong	105	46.08
2. US	34	12.98
3. Mainland China	22	11.17
4. Taiwan	16	6.75
5. Canada	12	5.17
6. UK	9	3.92
7. Australia	6	3.58
8. South Korea	5	1.16
9. Macao	1	1
10. New Zealand	2	0.83

Table 8: Topics analysed by category and journal

Category	Journal			Total
	TM	ATR	JTR	
1. Sustainable management of tourism resources				**13**
1.1. Historical –cultural heritage	5	2	---	7
1.2. Natural resources	4	2	---	6
2. Human resources training and management education and policies	3	3	---	**6**
3. Tourism business management	7	1	1	**9**
4. Tourism marketing and promotion				**42**
4.1. Quality expectations and	7	1	4	12
satisfaction	12	2	4	18
4.2. Travel and destination motivations	8	2	2	12
4.3. Image of tourist destinations				
5. Tourism policy and planning				**25**
5.1. Development plans and inequalities between regions	5	3	---	8
5.2. Politics-tourism links	4	1	---	5
5.3. Demand forecasting	9	---	3	12
Total	**64**	**17**	**14**	**95**