

Applying Quality of Life Research: Best Practices

Ana María Campón-Cerro  
José Manuel Hernández-Mogollón  
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*Editors*

# Best Practices in Hospitality and Tourism Marketing and Management

A Quality of Life Perspective

 Springer

# Applying Quality of Life Research

## Best Practices

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**Part I**  
**Introduction**

# Chapter 1

## Quality of Life (QOL) in Hospitality and Tourism Marketing and Management: An Approach to the Research Published in High Impact Journals



Ana María Campón-Cerro, José Manuel Hernández-Mogollón,  
José Antonio Folgado-Fernández, and Elide Di-Clemente

**Abstract** According to the importance that quality of life (QOL) in tourism research is acquiring, we propose a literature review on QOL in hospitality and tourism marketing and management by considering the published works in top journals listed in the Journal Citation Reports (JCR) in the category of “Hospitality, Leisure, Sport & Tourism” in 2016. We developed a literature review based on a content analysis, in which 20 articles were identified as an illustrative sample of the state-of-the-art and the level of development of this topic. The results show a synthesis of what is being published, who are the authors dedicated to this topic and their affiliations, in which journals these works received major acceptance, among other issues. The current body of knowledge existing is the result of diverse contributions dealing with the topic from multiples points of view, going from tourists perceived impacts of tourism on their personal QOL, to the evaluations by host communities about QOL enhancements caused by tourism development. Moreover, important contributions made by theoretical works were identified.

**Keywords** Quality of life (QOL) · Tourism marketing · Tourism management · Literature review · High impact journals

### 1.1 Introduction

Research on happiness and related concepts has traditionally been a “playground for speculative philosophy” (Veenhoven 2009: 45), however it has recently caught the attention of social scientists (Nawijn et al. 2010) as travel industry is selling

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products that go far beyond the achievement of satisfaction and loyal intentions, it is rather selling moments capable of determining how people feel and how fulfilling they perceive their lives (Nawijn et al. 2013). Richards (1999) maintains that the contribution of tourism experiences to people's quality of life (QOL) is threefold as holidays provide physical and mental recovery, personal development and the achievement of personal interests.

Tourism literature has showed a growing consensus about the benefits that individuals can get from tourism experiences and meaningful travels (Chen and Petrick 2016; Chen et al. 2016; Neal et al. 1999). These benefits have been defined and labelled with different terms such as life satisfaction, happiness, QOL, subjective well-being, etc., which are often used interchangeably (Kim et al. 2015).

A growing body of research in tourism and leisure literature has deepened into the relationships underpinning holiday-taking and improvements in QOL (Dolnicar et al. 2012, 2013). Several works focused on specific aspects related with holidays and QOL or equivalent concepts. Outcomes are diverse with respect of whether tourism experiences increase tourists' or residents' QOL, whether the perception of increased QOL is real or illusory, is higher in the pre-trip, post-trip or during the experience itself (Nawijn et al. 2013; Nawijn 2011a), is momentary or long-lasting (Kroesen and Handy 2014; Nawijn et al. 2010; Nawijn, 2011b). Apart from these specific issues, the generally accepted conclusion is that holiday-taking positively impact tourists' QOL, and that the tourism industry enhances the host communities' perceived well-being (Campón-Cerro et al. 2017; Gilbert and Abdullah 2004; Jeon et al. 2016; Kim et al. 2013; Kim et al. 2015; Sirgy et al. 2011; Woo et al. 2015).

Results achieved in this research line, are being spread through different channels such as international conferences, publications in forms of books, book chapters and journal articles, and also the edition of specialised journals.

Examples of the importance that QOL is gaining in research can be seen in the development of annual conferences, such as the annual meeting organised by the *ISQOLS- International Society for Quality-of-Life Studies* and the edition of specific journals such as *Applied Research in Quality of Life*, edited since 2006 by Springer and listed in the Journal Citation Report (JCR). Some book series specifically dedicated to this topic have already been launched by Springer, the first publisher in the Economics field according to the ranking elaborated by the Scholarly Publishers Indicators in Humanities and Social Sciences (SPI) in 2014.

Additionally, a significant group of books and monographs on tourism and QOL is making useful inroads in the scholarly tourism literature. Hitherto, the most comprehensive book dealing the topics of tourism and QOL is the *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities* (Uysal et al. 2012), edited by Springer. Some other books are worth to be mentioned as, even though considering QOL in wider terms, they contribute significantly to this body of knowledge. To mention few of them: Smith and Puczko (2009, 2014) authored in 2009 the first books on wellness and QOL, titled *Health and Wellness Tourism*, and expanded in a second edition published in 2014, with the new title of *Health, Tourism and Hospitality: Spas, Wellness and Medical*

*Travel*; Pearce et al. (2010) published *Tourists, Tourism and the Good Life*; Bushell and Sheldon (2009) edited the book *Wellness and Tourism: Mind, Body, Spirit, Place*. More recently Prebensen et al. (2014) released a work entitled *Creating Experience Value in Tourism*, focused on deepening into the value of vacation experiences for tourists' life satisfaction (Uysal et al. 2016). All these works prove that QOL is a pushing and dynamic topic in the current tourism literature which deserves more research efforts, as it still offers many research paths to be further explored.

It is also important to highlight that tourism is a multidisciplinary work field, then it is possible to identify significant contributions in multiple types of journals depending on their focus: management, marketing, economics, geography, sociology, psychology....

Uysal et al. (2016) developed an exhaustive literature review about QOL and well-being in tourism in an article published in *Tourism Management*. This work makes a clear description of the findings achieved so far by existing researches, highlights the methods applied for data collection and puts forward a constructive discussion on the issue of construct measurement. The results achieved show that more research is needed in order to identify both tangible and intangible benefits of the tourism activities on QOL and well-being, with regard to different groups of interest, such as consumers, providers, host communities and employees of the hospitality industry. The authors conclude that the tourism ability to improve the QOL of all the involved stakeholders is the key point to ensure the long term success, the sustainability and the competitiveness of tourism in the future. This aspect presents new challenges to academics and practitioners which will need to be addressed with more comprehensive researches on the topic.

As the first step of this collective book about QOL in hospitality and tourism marketing and management we propose a literature review by considering the published works in top journals included in the JCR of 2016 in the category of "Hospitality, Leisure, Sport & Tourism". The works identified represent an illustrative sample of the state-of-the-art and the level of development of this topic. As Hernández et al. (2011) assert, literature review is a fundamental step in any scientific work, since it allows identifying authors and research groups, topics, methodologies, future research lines, etc.

We aim to make a compendium of the most significant results to know what is being published, who are the authors dedicated to this topic and their affiliations, in which journals these works received major acceptance, among other issues. Its purpose is to offer to the scientific community an overview of the research published on this topic from another point of view. The present work is different from previous ones by focusing its attention on journals specialized in hospitality and tourism and listed in JCR.

This chapter was divided into five sections. The first one presents the focus of this work and its main purpose. Next, the theoretical context is introduced, followed by the methodology used. Finally, the conclusions are specified, along with limitations and future lines of research.

## 1.2 QOL in Hospitality and Tourism

The search for improvements in QOL is a central policy goal for the modern economic systems. According to Sato et al. (2014) governments and policy makers are increasingly interested in developing programs capable of promoting people's QOL. New social indicators are gaining momentum as suitable tools to measure the wellness and health of a society, with a decreasing attention to gross domestic product (GDP) and other statistical economy-based indicators. Concepts such as life satisfaction, happiness, subjective well-being and QOL, among others, are becoming of focal interest (Diener and Suh 1997; Diener 2006; Kittiprapas et al. 2007; Powdthavee 2007; Sirgy et al. 2006; Uysal et al. 2016). Tourism is an industry characterised by a strong commitment with the positive development of communities and destinations and travelling has been identified as a suitable opportunity to experience positive emotions which, in turn, affect the individuals' personal well-being and happiness (Dolnicar et al. 2013; Gilbert and Abdullah 2004; Sirgy et al. 2011). Therefore, QOL and similar concepts are receiving increasing attention by tourism researchers and practitioners as innovative outputs of the modern tourism systems.

In tourism research, several attempts to link holiday-taking and individuals' QOL can be found. According to Chen and Petrick (2013) the majority of the contributions in this field confirmed the positive relation between holiday-taking and individuals' well-being. Broadly speaking, in tourism literature there is a general consensus on considering tourism activities as QOL's enhancers (Bimonte and Faralla 2014, 2015; Bosnjak et al. 2014; Chen and Petrick 2016; Dolnicar et al. 2012, 2013; Eusébio and Carneiro 2011; Gilbert and Abdullah 2004; Kim et al. 2015; Kruger et al. 2013; Mactavish et al. 2007; McCabe and Johnson 2013; McCabe et al. 2010; Michalkó et al. 2009; Morgan et al. 2015; Nawijn 2011a; Neal et al. 1999, 2004, 2007; Pagan 2015; Richards 1999; Sirgy et al. 2011; Su et al. 2015; Tse 2014; Uysal et al. 2016; Wei and Milman 2002), however some authors (Chen et al. 2013; Kroesen and Handy 2014; Kühnel and Sonnentag 2011; Nawijn 2010, 2011a) have questioned this approach and offered theoretical and empirical evidences that tourism-based perceptions of increased QOL tend to fade out over the long-term.

Apart from specific issues, the researches that confirm the positive impact of holiday-taking on tourists' personal evaluation of life are more numerous than the ones that put it into question (Gilbert and Abdullah 2004; Kim et al. 2015; Sirgy et al. 2011), which confirms that the tourism studies on QOL gave birth to a dynamic and fruitful research field.

The contribution of travels to QOL is formally explained by the Bottom-up Spillover Theory which considers a hierarchical model where the overall judgement of one's QOL is the result of the specific satisfaction that spills over from a number of life domains (Kim et al. 2015). Leisure and travel have been extensively confirmed as crucial domains contributing to QOL (Nawijn et al. 2010; Nawijn 2011b; Woo et al. 2016).



From a management and marketing perspective, the connections identified between holiday-taking and QOL offer new opportunities and ideas to market innovative products and to develop new promotion and communication strategies. The enhancement of perceived well-being represents a new output of the tourism proposals which puts forward several potential innovations in the industry.

First, it suggests a novel segmentation base in tourism. According to Dolnicar et al. (2013), not all people need or want to go on vacation. On the other hand, there exists a portion of the population that identifies in travelling a crucial contributor to personal QOL. These consumers attribute a significant importance to vacations which identifies them as a crisis-resistant segment, more likely to keep spending on holiday-taking, regardless of impediments. This suggests that mass marketing strategies are useless and resource-consuming. Specific actions should be addressed to those clients who see in tourism a necessary activity to reach their desired level of QOL. People feeling vacations as essential to their QOL represent the most attractive segment from a managerial and marketing perspective. On the contrary, consumers not feeling this link between holidays and personal well-being may cause a waste of marketing resources, therefore segmenting the market with specific reference to QOL is of germane importance in order to perform effective marketing strategies.

Second, research on QOL offers some useful insights for the achievement of a better explanation and prediction of tourist satisfaction which is a strong determinant of the perception of increased level of QOL (Sirgy 2010).

Third, happy tourists are more likely to have positive future behaviours. When the main goal of travelling goes beyond the search for rest and relaxation, but it is rather to foster personal well-being, then satisfactory tourism experiences can lead to new intentions to patronise the behaviour that led to a desired output: the enhancement of the perceived QOL, in this case. The feeling that a specific tourism practice has contributed to personal well-being can activate future loyal behaviours, namely, the desire to visit again a destination, the intention to recommend the experience, or re-buy a certain product/service linked to a travel. Some contributions have already empirically confirmed the positive relation between tourism experiences, perceived enhancements in QOL, and subsequent loyal behaviours (Kim et al. 2012, 2015; Lam and So 2013; Lee et al. 2014; Lin 2014). QOL is figuring out as an innovative and experiential marketing output, which can outline new and more effective marketing and communication strategies that can foster loyal and durable relationships with the tourist clients. Deep research in QOL can bring to a better understanding of the concept on both its theoretical content and empirical application and can, therefore, layout a new tool for the management of innovative tourism systems, strongly committed with the consumers' well-being and forward-looking.

While most research has treated the relation between tourism experiences and tourists, there exists an emerging research stream which is focusing the attention on the perception of QOL enhancements due to tourism activities for residents and host communities.

The interest on this aspect is twofold. By the one side, the connection between tourism and residents well-being represents a supportive strategy for sustainable

tourism development, amending the social negative impacts of certain tourism systems. By the other side, the improvements that tourism makes on host communities' QOL make residents more collaborative for the further development of tourism in a specific destination (Nunkoo and So 2015). Kim et al. (2015) contribute to the existing literature on tourism and host communities' QOL by examining the residents' perceived value of tourism development. The authors used economic and non-economic indicators to test the perceived value and concluded that tourism development impacts material and non-material domains of life satisfaction and that greater perceived value of tourism development is associated with higher levels of non-material/material life domain satisfaction which, in turn, enhances the supportive attitude of residents towards tourism development.

Ridderstaat et al. (2016a) explore the connection between tourism development, residents' QOL and economic growth of a tourism destination. The authors confirm a bilateral and positive relationship between tourism development and QOL over the long term.

Andereck and Nyaupane (2011) made a major contribution to the research on the tourism impacts on residents' QOL by developing a specific calculation tool based on a subjective approach with the aim of providing a more accurate assessment of the perception that the host community has of the benefits that tourism activities brings to its life. According to their results, those who gain the most from tourism are the most supportive of existing and additional tourism development. The economic impacts of tourism activity are the true responsible for determining enhancements in QOL perception. Therefore, the tourism industry, in order to be a QOL enhancer for residents, needs to be an economic contributor.

### 1.3 Methodology

Literature review is an essential step when a research begins. It allows to know what other authors have done, which method they used, the conclusions achieved, etc., that means to be familiar with the state-of-the-art and to understand which would be the own contribution to the field of study (Losada and López-Feal 2003). It consists on "detecting, obtaining and consulting the bibliography and other materials that are useful for the purposes of the study" (Hernández et al. 2007, p. 23–24).

This literature review is based on a content analysis, which is defined as "a technique for collecting, classifying and analysing the information contained in communications expressed orally or in writing through an objective, systematic and quantitative procedure" (Bigné 1999, p. 259), by reducing a large amount of textual data to a few categories, and obtaining the frequencies that each one has (Callejo 2007).

This literature review was conducted using the key database considered by academics, the Web of Science (WOS), which collects the main scientific publications of any discipline. The journals selected for this literature review were identified from the Journal Citation Reports (JCR), considered a tool for assessing the quality of publications by using a numerical indicator known as impact factor, IF (Grande-Esteban 2013).

According to Albacete and Fuentes (2010), the selection of the journals under review could be complicated due to the difficulty of covering all the existing ones. However, the authors conclude that this could not provide more information than that extracted from a good sample. In the opinion of Hernández et al. (2011), the multidisciplinary character of tourism has led authors to publish in journals of a wide variety of areas. Thus it is even more difficult to identify the publications to conduct an exhaustive literature review.

Due to these reasons, we understand that it is possible to obtain an interesting approach to the literature published on hospitality and tourism marketing and management using, as a sampling procedure, the selection of the journals listed in JCR in the category of “Hospitality, Leisure, Sport & Tourism” in 2016, as in that year was the last update. That category is composed by 45 listed journals. From them, the journals that are related to hospitality and tourism were taken into account. Thus 20 journals were identified (see Table 1.1).

The selection of the articles published on the topic under study has been carried out by searching for the keywords “quality of life” and “QOL” appearing in the title of the work. In that way, the articles identified could be clearly considered as significant contributions to our topic. Even though, all the articles detected were assessed regarding its belonging to our aim. Other keywords such as “happiness” or “satisfaction with life” were discarded. As explained before, these concepts are very close to each other. However, there are some nuances in their meanings which suggest differentiating them. As a result, 20 articles were identified in 7 journals. The last update of this literature review was conducted in November 2017 (see Table 1.2).

## 1.4 Results

In Fig. 1.1 it is possible to observe that the contributions on QOL in hospitality and tourism marketing and management appear in 2010. Since that year, 20 articles were published in the selected journals, being possible to identify at least one article per year. The most prolific year was 2016, followed by 2013. Even though the last update of the literature review has been done in November 2017, it could be possible to include one article from 2018, as it is already available as a forthcoming content in the WOS database.

Taking into account the results of these literature review, M. Joseph Sirgy and Muzaffer Uysal, professors and researchers from the Virginia Polytechnic Institute and State University of USA, are the authors of reference with 3 articles published on the subject (see Fig. 1.2).

The majority of the literature published in this field has been coauthored by 3 or more authors, having identified just 2 articles with a single author. In the opinion of Sánchez and Marín (2003), a lower proportion of work in groups compared to those of single authorship could be indicative of the lack of consolidation of the research on the topic. Therefore, research in tourism and QOL appears as a growing body of research, acquiring consistency.

**Table 1.1** Journals selected

Journal	ISSN	Publisher	Country <sup>a</sup>	IF (2016)
<i>Tourism Management</i>	0261-5177	Elsevier SCI LTD	UK	4.707
<i>Journal of Travel Research</i>	0047-2875	Sage Publications INC	USA	4.564
<i>Annals of Tourism Research</i>	0160-7383	Pergamon-Elsevier Science LTD	USA	3.194
<i>Journal of Sustainable Tourism</i>	0966-9582	Channel View Publications	UK	2.978
<i>International Journal of Hospitality Management</i>	0278-4319	Elsevier SCI LTD	UK	2.787
<i>Cornell Hospitality Quarterly</i>	1938-9655	Sage Publications INC	USA	2.657
<i>Journal of Hospitality &amp; Tourism Research</i>	1096-3480	Sage Publications INC	USA	2.646
<i>Current Issues in Tourism</i>	1368-3500	Routledge Journals, Taylor & Francis LTD	UK	2.451
<i>International Journal of Tourism Research</i>	1099-2340	Wiley-Blackwell	UK	1.857
<i>Tourism Geographies</i>	1461-6688	Routledge Journals, Taylor & Francis LTD	UK	1.663
<i>International Journal of Contemporary Hospitality Management</i>	0959-6119	Emerald Group Publishing LTD	UK	1.623
<i>Journal of Destination Marketing &amp; Management</i>	2212-571X	Elsevier Science BV	Netherlands	1.556
<i>Journal of Travel &amp; Tourism Marketing</i>	1054-8408	Routledge Journals, Taylor & Francis LTD	USA	1.453
<i>Journal of Vacation Marketing</i>	1356-7667	Sage Publications LTD	UK	1.148
<i>Tourist Studies</i>	1468-7976	Sage Publications INC	USA	1.147
<i>Scandinavian Journal of Hospitality and Tourism</i>	1502-2250	Routledge Journals, Taylor & Francis LTD	Norway	1.091
<i>Asia Pacific Journal of Tourism Research</i>	1094-1665	Routledge Journals, Taylor & Francis LTD	UK	1.051
<i>Tourism Economics</i>	1354-8166	Sage Publications LTD	UK	0.826
<i>Journal of Tourism and Cultural Change</i>	1476-6825	Routledge Journals, Taylor & Francis LTD	UK	0.732
<i>Journal of Hospitality Leisure Sport &amp; Tourism Education</i>	1473-8376	Elsevier SCI LTD	UK	0.206

Source: JCR 2016

<sup>a</sup>UK: United Kingdom; USA: The United States of America

**Table 1.2** Articles identified

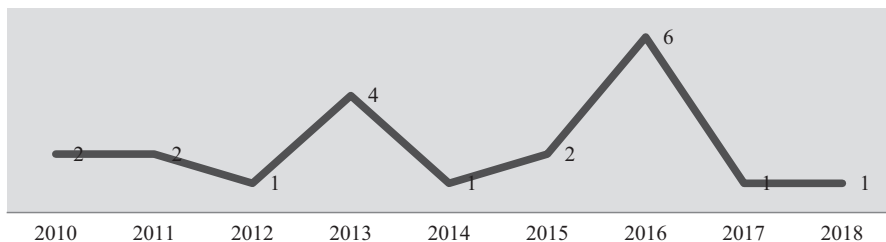
Journal	Authors	Year	Title
<i>Annals of Tourism Research</i>	Dolnicar et al.	2012	The contribution of vacations to quality of life. <i>39</i> (1), 59–83.
<i>Asia Pacific Journal of Tourism Research</i>	Liao et al.	2016	Residents' perceptions of the role of leisure satisfaction and quality of life in overall tourism development: case of a fast-growing tourism destination–Macao. <i>21</i> (10), 1100–1113.
	Min	2014	The relationships between emotional intelligence, job stress, and quality of life among tour guides. <i>19</i> (10), 1170–1190.
<i>International Journal of Tourism Research</i>	Chancellor et al.	2011	Exploring quality of life perceptions in rural midwestern (USA) communities: an application of the core–periphery concept in a tourism development context. <i>13</i> (5), 496–507.
	Lee et al.	2015	Does consumers' feeling affect their quality of life? Roles of consumption emotion and its consequences. <i>17</i> (4), 409–416.
	McCabe et al.	2010	Understanding the benefits of social tourism: linking participation to subjective well-being and quality of life. <i>12</i> (6), 761–773.
<i>Journal of Sustainable Tourism</i>	Polonsky et al.	2013	Using strategic philanthropy to improve heritage tourist sites on the Gallipoli Peninsula, Turkey: community perceptions of changing quality of life and of the sponsoring organization. <i>21</i> (3), 376–395.
	Ridderstaat et al.	2016a	A two-way causal chain between tourism development and quality of life in a small island destination: an empirical analysis. <i>24</i> (10), 1461–1479.
<i>Journal of Travel Research</i>	Anderreck and Nyaupane	2011	Exploring the nature of tourism and quality of life perceptions among residents. <i>50</i> (3), 248–260.
	Bronner and De Hoog	2016	Crisis resistance of tourist demand: the importance of quality of life. <i>55</i> (2), 190–204.
	Kaplanidou et al.	2013	Quality of life, event impacts, and mega-event support among South African residents before and after the 2010 FIFA World Cup. <i>52</i> (5), 631–645.
	Ridderstaat et al.	2016b	The tourism development–quality of life nexus in a small island destination. <i>55</i> (1), 79–94.
	Sirgy	2010	Toward a quality-of-life theory of leisure travel satisfaction. <i>49</i> (2), 246–260.

(continued)

**Table 1.2** (continued)

Journal	Authors	Year	Title
<i>Tourism Management</i>	Kim et al.	2013	How does tourism in a community impact the quality of life of community residents? <i>36</i> , 527–540.
	Kim et al.	2015	Tourism experience and quality of life among elderly tourists. <i>46</i> , 465–476.
	Lee et al.	2018	Impact of a gaming company’s CSR on residents’ perceived benefits, quality of life, and support. <i>64</i> , 281–290.
	Liang and Hui	2016	Residents’ quality of life and attitudes toward tourism development in China. <i>57</i> , 56–67.
	Lin et al.	2013	Promoting frontline employees’ quality of life: Leisure benefit systems and work-to-leisure conflicts. <i>36</i> , 178–187.
	Uysal et al.	2016	Quality of life (QOL) and well-being research in tourism. <i>53</i> , 244–261.
<i>International Journal of Hospitality Management</i>	Meng and Choi	2017	Theme restaurants’ servicescape in developing quality of life: The moderating effect of perceived authenticity. <i>65</i> , 89–99.

Source: Authors



**Fig. 1.1** Evolution. (Source: Authors)

The most prolific journal on the research topic is *Tourism Management* (6). Then, it is possible to state that this type of research is particularly attractive for the elaboration of new management strategies in tourism. *Tourism Management* is followed by the *Journal of Travel Research* (5) and the *International Journal of Tourism Research* (3) (see Fig. 1.3).

Regarding the quality of the journals in which the articles have been published, it is necessary to highlight that they have a high JCR IF. 5 out of the 7 journals are located in Q1 of JCR 2016 in the category of “Hospitality, Leisure, Sport & Tourism”, and 3 of them are Q1 also in other categories. The other two journals are located in Q2 and Q3 (see Table 1.3). This points out the high quality of the researches published in these top journals and signals the consolidation of this research line in the academy.

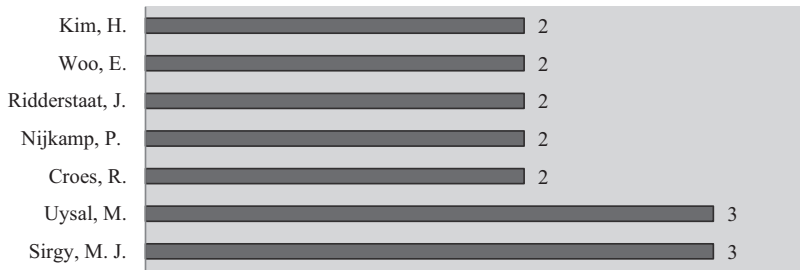


Fig. 1.2 More prolific authors. (Source: Authors)

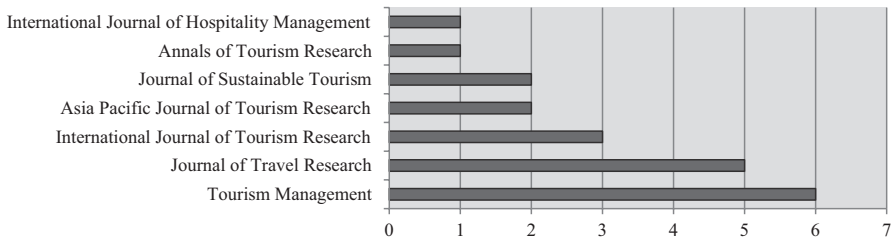


Fig. 1.3 Journals. (Source: Authors)

Keywords have been analysed in each one of the articles selected. Some of them were grouped when considered similar or working with the same content. The most recurrent keyword was “quality of life” (Quality of life/ overall quality of life/ perceived quality of life) (20), followed by “tourism development” (“Tourism development/ attitudes toward further tourism development/ rural tourism development”) (7), and “well-being” (Subjective well-being/ wellbeing/ leisure wellbeing/ goal theory of subjective well-being) (6). Another concept that could be studied with QOL is “satisfaction” (Leisure satisfaction/ satisfaction with trip experience/ leisure life satisfaction) (6) (see Table 1.4).

The two main focus through which QOL is approached in scientific literature, the residents’ perspective and the tourists’ perspective, are also reflected in specific keywords. In the case of residents (“Community resident/ residents/ residents’ support/ quality of life of community residents”), related keywords appear with a frequency of 6 and in the case of tourists (“Tourist demand/ tourist well-being/ tourists’ quality-of-life”) with a frequency of 3 (see Table 1.4)

When a researcher cites a previous work, what he/she is doing is recognizing the utility that work has had in his/her own study. It is the reason why citations are considered an indicator of the influence and the interest it arouses in other colleagues and the utility the work has for the scientific community. Then citations have become an essential indicator to analyse the significance of the scientific production of countries, institutions and researchers to a certain field (Delgado and Torres-Salinas 2013).

**Table 1.3** Journal ranking

Journal	IF(2016)	Hospitality, leisure, sport & tourism	Management	Environmental studies	Sociology	Green & sustainable science & technology
<i>Tourism Management</i>	4.707	Q1	Q1	Q1	–	–
<i>Journal of Travel Research</i>	4.564	Q1	–	–	–	–
<i>Annals of Tourism Research</i>	3.194	Q1	–	Undefined	Q1	–
<i>Journal of Sustainable Tourism</i>	2.978	Q1	–	–	–	Q1
<i>International Journal of Hospitality Management</i>	2.787	Q1	–	–	–	–
<i>International Journal of Tourism Research</i>	1.857	Q2	–	–	–	–
<i>Asia Pacific Journal of Tourism Research</i>	1.051	Q3	–	–	–	–

Source: JCR 2016

**Table 1.4** Keywords

Keywords or group of keywords	Count
Quality of life/overall quality of life/perceived quality of life	20
Tourism development/attitudes toward further tourism development/rural tourism development	7
Subjective well-being/wellbeing/leisure wellbeing/goal theory of subjective well-being	7
Leisure satisfaction/satisfaction with trip experience/leisure life satisfaction/	6
Community resident/residents/residents' support/quality of life of community residents	6
Life satisfaction	3
Tourist demand/tourist well-being/tourists' quality-of-life	3
Economic development/growth	2
Small island destination/small island destination	2
Tourism/heritage tourism	2
Tourism benefits/tourism impact	2

Source: Authors



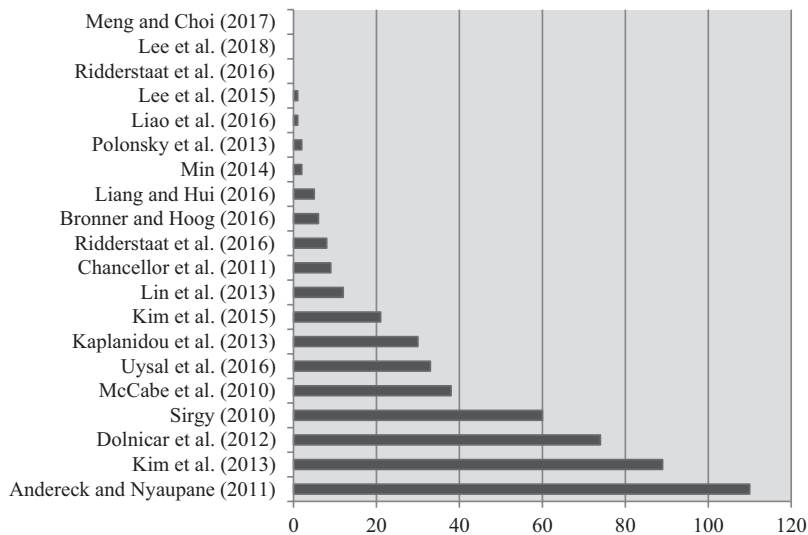


Fig. 1.4 Citations received per article in WOS database. (Source: Authors)

As we can see in Fig. 1.4, in our literature review there are works that have influenced notably the work of other researches such as the contributions of Andereck and Nyaupane (2011), Kim et al. (2013), Dolnicar et al. (2012), and Sirgy (2010). It is important to highlight that several of the most recent works have few cites or they do not have at all, possibly due to their very recent availability for the scientific community.

It is also important to show the relevance of offering a geographical vision of the research capacity (López and López 2008). By analysing the universities and other institutions more frequently linked to the research topic analysed, it is possible to identify the heading country. The leader country appears to be USA with 14 universities working on this subject. Other outstanding countries with universities or different institutions investigating the relationship between QOL and tourism are Taiwan (4), Australia (3), China (3), The Netherlands (3) and Turkey (3) (see Table 1.5).

Regarding the main focus of the research, 10 out of the sample are focused on residents’ perceptions of QOL, while 4 are focused on tourists’ perspective. With regard to the remaining 6 articles, four have diverse focuses (clients in restaurants, tourism industry frontline employees, tourist guides and attendants of a festival); and two out of the sample were identified as theoretical. Then it is possible to conclude that, hitherto, the research on QOL in hospitality and tourism marketing and management is mainly focused on exploring the assessment that residents and tourists make of tourism activities and experiences.

Regarding the type of data used to conduct the researches it is worth noting that the majority of the works considered (16) collected primary data, while 2 of them performed analysis of secondary data. Finally, 2 of them are theoretical.

**Table 1.5** Countries and universities' affiliations and other institutions

Country (count)	University/institution
USA (14)	University of Nevada-Las Vegas
	Virginia Tech
	Virginia Polytechnic Institute and State University
	University of Southern Mississippi
	University of Nevada
	University of Massachusetts Amherst
	University of Florida
	University of Central Florida
	Southern New Hampshire University
	Iowa State University
	Indiana University Bloomington
	Auburn University
	Arizona State University
	University of Central Florida
Taiwan (4)	Yuan Ze University
	National Kaohsiung University of Hospitality and Tourism
	National Chiayi University
	Ming Chuan University
Australia (3)	University of Wollongong
	Swinburne University of Technology
	Deakin University
China (3)	University of Macau
	Sun Yat-sen University
	Shanxi University
The Netherlands (3)	University of Twente
	University of Amsterdam
	Free University of Amsterdam
Turkey (3)	Trakya University
	Mugla University
	Canakkale Onsekiz Mart University
South Korea (2)	Kyung Hee University
	Dong-A University
UK (2)	Nottingham University Business School
	Family Holiday Association
Aruba (1)	Central Bank of Aruba
France (1)	NEOMA Business School-Rouen Campus
Republic of Korea (1)	Kangwon National University
Singapore (1)	National University of Singapore
South Africa (1)	Tshwane University of Technology

Source: Authors

SEM and path analysis are the most preferred techniques employed for data analysis (9). Other studies use regressions (4) or a combination of different statistical tools.

## 1.5 Conclusions

This work proposes a literature review including all those works dealing with the topic of QOL within the context of hospitality and tourism marketing and management. It is expected that the information extracted from these analysis could be useful for the scientific community, since it offers information about networks of researchers and universities and institutions to which they belong, treated topics, focuses used to approach the subject and current trends or methodologies applied.

Unlike other works, it focuses its attention on the most consolidated journals in the field of hospitality and tourism. A selected sample of contributions has been identified and analysed with the aim of exploring the actual degree of development of the subject under study from a theoretical and empirical perspective.

The current body of knowledge existing on QOL in hospitality and tourism marketing and management is the result of a diverse contributions dealing with the topic from multiples points of view, going from tourists perceived impacts of tourism on their personal QOL, to the evaluations by host communities about QOL enhancements caused by tourism development. Moreover, it is not to disregard the important contributions made by theoretical works in such a new research area. Definition and conceptual contents of QOL and similar concepts still deserve major research efforts to translate theoretical ideas into practical proposals and strategies capable of providing the tourism industry with new value for both consumers and practitioners.

The main goal of this chapter was to present a clear snapshot of the current state of development of the research on QOL in hospitality and tourism marketing and management with the main aim of, by the one side, highlighting the importance that this topic is gaining in tourism research and practice and, by the other side, inspiring new research paths, starting from the significant knowledge that already exists on the subject.

Regarding the limitations of this work, it is possible to point out the difficulty of conducting an exhaustive literature review in a multidisciplinary work field as tourism is. That led to limit the searches applying several criteria following the assertion of Albacete and Fuentes (2010) about the importance of obtaining a good sample of data. The final results of this literature review can be interpreted as a new approach to this research line, from the different angle that the analysis of top journals offers, and as a standpoint to continue working on this subject.

This collective book is the result of the effort that many researchers from over the world have done to contribute to this outstanding research line. The reader can find a compilation of significant theoretical and empirical contributions, as well as case studies related to QOL in hospitality and tourism marketing and management. This book seeks to continue contributing with research results to the advancement of the

relationship between QOL and tourism due to the repercussions that this has for the quality of life of residents, and of tourists, offering therefore the quality of life as a fundamental factor to take into account in the development of new tourism practices. Finally, this book is a mean to disseminate the last research conducted on QOL in hospitality and tourism marketing and management with the expectation it could influence and inspire new research paths.

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