

## Booking intention research progress: Emerging trends and research agenda

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Veröffentlichungsversion / Published Version

Zeitschriftenartikel / journal article

### Empfohlene Zitierung / Suggested Citation:

Pérez-Ricardo , E. d. C., & García-Mestanza, J. (2023). Booking intention research progress: Emerging trends and research agenda. *Journal of Tourism, Heritage & Services Marketing*, 9(2), 11-27. <https://doi.org/10.5281/zenodo.10539221>

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# Booking intention research progress: Emerging trends and research agenda

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## Abstract:

**Purpose:** Booking intention in the hotel context has motivated the interest of researchers in recent decades. However, research in this field is fragmented and its understanding presents gaps. The aim of this paper is to identify current trends in booking intention research and to recommend future research directions.

**Methods:** To this end, a bibliometric study and content analysis were conducted on a total of 274 papers published between 2000 and 2022 in the Web of Science database. In particular, VOSviewer, SciMAT and the R software package were used to determine, quantify and visualise research clusters, as well as emerging topics in this field of study.

**Results:** The results revealed the existence of three lines of research that have evolved during the total period studied: (1) the impact of technologies on booking intention, (2) the influence of internal consumer factors on booking intention and (3) the hotel attributes that are most sensitive to booking intention. Finally, the impact of the Covid-19 pandemic on tourist booking intention is reflected cross-sectionally in the studies, where variables such as consumer trust and perceived risk have become more important.

**Implications:** Consequently, this paper contributes to the current body of literature on booking intention, providing a structured overview of research in this field and suggesting future avenues for research.

**Keywords:** booking intention, content analysis, research trends, future research directions.

**JEL Classification:** L8, O3, L83

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## 1 INTRODUCTION

Tourist booking intention is considered as a subset of purchase intention and stands out as a crucial aspect of consumer behavioural intentions. (Touni et al., 2022). This booking intention is defined as the probability that a potential visitor will make a booking (Tsao et al., 2015) and has been contextualised mainly in the hotel sector (Agag and El-Masry, 2016; Apaolaza et al., 2022; Wang and Law, 2020; Zhao et al., 2015). The determinants of booking intention are attributed to both internal and external causes of the consumer (Tiamiyu et al., 2020) and have been addressed in the literature from different perspectives.

For example, Cheng and Guo (2021) investigated the influence of consumer attitudes towards the use of technologies on tourist booking intention. Agag and El-Masry (2016) explored the role of habit on booking intention and assessed antecedents such as trust and commitment; other studies analysed the impact of online reviews (Amin,

Mahomed, et al., 2021; Chan et al., 2017) and social media (Caruana and Farrugia, 2018), finding that travellers' booking behaviours are increasingly dependent on them. On the other hand, studies such as those developed by Agag and Eid (2019) and Akhtar et al. (2022) revealed in their research the role of consumer trust and perceived risk in tourist booking intention, which reinforces their approach in the current context, in whose framework consumer intentions and thus consumer behaviour have been shaped by the effects of the Covid-19 pandemic.

Studying the intention to book proves very useful since it allows the understanding the motivations, expectations and preferences of travellers and thus offer tailored products and services designed to fulfill their specific needs and preferences, which in turn can increase the customer satisfaction and loyalty (Ghosh, 2018), as well as improve the profitability and sustainability of the business over the long term. Therefore, knowledge of booking intention is a key element for effective tourism planning and management. However, this field in the hotel context still needs to be

explored (Touni et al., 2022) and the results obtained should be synthesised as well.

The topic of hotel booking intention holds considerable significance within the academic community for several reasons. Understanding the factors influencing hotel booking intention provides invaluable insights into consumer behaviour within the highly competitive hospitality industry (Chakraborty, 2019; Espigares-Jurado et al., 2020). It helps researchers comprehend the decision-making process of potential guests, enabling the formulation of more impactful marketing strategies and customer-centric services.

The study of this field inherently integrates elements of psychology, marketing, technology, and economics. This interdisciplinary nature makes it a fertile ground for academic exploration, fostering collaborations across diverse fields. With the rapid advancement of technology and changing consumer preferences, the dynamics of hotel booking are constantly evolving (Ruiz-Equihua et al., 2022). Academia must stay abreast of these developments to remain relevant and provide practical guidance to industry stakeholders.

Additionally, the tourism and hospitality sector is a major contributor to the global economy. Research on hotel booking intention is vital for academia as it helps elucidate the economic impact of various factors on the industry (Foris et al., 2020). Enhanced knowledge in this area can lead to strategies that maximize revenue and sustainable growth.

In order to gain insight into current consumer trends and to establish future solutions for the recovery of the sector, academics are researching and publishing more articles (Casado-Aranda et al., 2021). The conventional literature review approach is no longer adequate for effectively organizing the systematic and comprehensive information within existing research. The sheer volume of literature makes it impractical for newcomers to sift through and precisely pinpoint key articles. On the contrary, a more profound exploration of knowledge offers a fresh perspective for such research, objectively reflecting the historical development of the subject matter (Shen and Lai, 2022).

In this sense, no previous research has been found so far reporting the analysis of the sustained growth of this field of study in the last decades, including the primary research groups involved, the most developed topics, as well as the challenges that both academia and the tourism sector will face in the future. Also, the existing literature lacks a comprehensive understanding of the essential factors that contribute to hotel booking intention.

The principal aim of this study is to synthesize and analyze the existing body of research on hotel booking intention, with a particular emphasis on identifying the underlying factors influencing the intention to book a hotel. By addressing this problem, the review aims to provide actionable insights to industry professionals and suggest potential directions for future research. This approach could contribute to revealing the characteristics of global research on booking intentions, as well as to research opportunities and serving as a possible guide for future studies.

Conducting a comprehensive review of existing studies allows us to identify areas that have not been thoroughly explored or require further investigation, thereby identifying gaps in the existing literature related to hotel booking intention. While there may have been numerous studies examining booking intention, there may be a lack of a

cohesive understanding of the underlying factors. By synthesizing existing research, we can identify major themes, patterns, and relationships among variables that may have been overlooked in individual studies. This knowledge can assist researchers and practitioners in better comprehending and predicting customer booking behaviour.

Taking into consideration the prior research gap, this paper aimed to conduct a bibliometric study and content analysis on booking intention in order to answer the following research questions:

*RQ1 : How has the production of scientific articles in the Web of Science database evolved on the booking intention?*

*RQ2 : What are the main journals and publications of value for future studies?*

*RQ3 : What are the main themes addressed in research on booking intentions and how have they evolved?*

*RQ4 : What future research opportunities can be recommended to researchers?*

From the perspective of academics, RQ1 and RQ2 contribute to the understanding of booking intention as a field of study and are useful for those who wish to publish scientific articles on this topic. RQ3 aims to provide insight into the topics developed so far, specific research contexts and dynamic changes by period, using co-citation and co-occurrence analyses of words. RQ4 provides recommendations for the development of future research directions. Overall, this paper adds valuable contributions to the literature on booking intention through an analysis of the existing literature and identifying research gaps that can be developed by future research.

In conclusion, the study of hotel booking intention is integral to academia due to its insights into consumer behaviour, economic significance, interdisciplinary nature, and the need to adapt to emerging trends. This research employs innovative methodologies, offers a comprehensive overview, identifies emerging trends, provides practical implications, and guides future research, all of which enrich the academic discourse in this vital area of inquiry.

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## 2 LITERATURE

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Understanding the link between booking intention and purchase intention is crucial in the context of the hotel industry, where travellers navigate a complex decision-making process. While both concepts are interconnected, they represent distinct stages in the consumer's path towards making a reservation.

Purchase intention, often considered a precursor to booking intention, reflects a traveller's readiness and willingness to make a purchase (Agag and El-Masry, 2016), such as booking a hotel room. It encompasses the broader desire to engage in a specific transaction, which, in this case, involves reserving accommodations. Purchase intention can be influenced by a variety of elements, covering aspects like the perceived value of the product or service, personal preferences, and external stimuli, such as marketing efforts or recommendations (Peña-García et al., 2020).

Booking intention, on the other hand, hones in on a more specific aspect of the traveller's decision-making process. It

signifies the traveller's intention to commit to a particular hotel or lodging option. Booking intention is shaped by factors like the hotel's reputation, pricing, amenities, and location, among others (Touni et al., 2022). It represents a crucial step that follows purchase intention and precedes the actual reservation.

The transition from purchase intention to booking intention is where the influence of external and internal factors becomes prominent. Travellers may initially express a general willingness to make a purchase, but their final choice of a specific hotel is informed by a myriad of considerations. These may include the traveller's prior experiences, recommendations from friends or online reviews (Sparks and Browning, 2011), and the perceived fit between their needs and the offerings of the hotel (San-Martin et al., 2020).

In essence, the journey from purchase intention to booking intention reflects the refinement and narrowing down of choices. It is a dynamic process where travellers sift through information, evaluate options, and ultimately arrive at a decision regarding a specific hotel reservation. Understanding this progression is essential for hotels and marketers, as it enables them to tailor their strategies to influence travellers positively at each stage of their decision-making journey.

Booking intention, in the context of hotel or travel research, pertains to customers' willingness to reserve accommodation (Biswas, 2023) in the future, such as a hotel room or other lodging options, for an upcoming trip or stay (Tiamiyu et al., 2022). It signifies the intention or inclination of a potential traveller to take a specific action related to booking accommodations.

It's important to note that while booking intention is a related concept, it is distinct from several other terms commonly used in the field of consumer behaviour and travel research such as purchase intention and travel intention (Touni et al., 2022). Booking intention is a subset of travel intention, focusing solely on the intention to reserve accommodations. It is a concept used in research to understand and predict consumer behaviour within the framework of hotel bookings and travel planning.

The historical evolution of hotel booking intention research traces its origins to the broader field of consumer behaviour and decision-making. Early studies in the mid-20th century primarily examined the psychological factors influencing consumer choices, including hotel bookings. These early investigations focused on understanding cognitive processes, attitudes, and subjective preferences that drove booking intentions.

As technology advanced, particularly with the advent of the internet in the late 20th century, research in this field began to incorporate the role of digital platforms and online booking systems. Scholars explored how the emergence of online travel agencies (OTAs) (Shukla and Rodrigues, 2022; Surovaya et al., 2020) and hotel booking websites transformed the way travellers make booking decisions (Sulistyo and Pranata, 2020; Theodoridis et al., 2019; Vo et al., 2020). This marked a significant shift in the research landscape, as studies started to analyze the impact of technology on booking intention.

Over the years, several notable trends have emerged in hotel booking intention research. One key trend revolves around the increasing dominance of OTAs and online platforms in

the process of reserving accommodations. Research has examined how consumers navigate these platforms, the factors influencing their choice of OTAs, and the impact of online reviews and ratings on their booking decisions. Furthermore, previous studies in the hospitality industry confirm that, consumers' purchasing behaviours are significantly impacted by the information they gather from the Internet (Li et al., 2017).

Another significant trend is the shift towards mobile booking (Suki and Suki, 2017). With the proliferation of smartphones, consumers now have the convenience of making bookings on-the-go. Scholars have investigated the factors affecting mobile booking intention, user experience, and the design of mobile apps and websites.

Key concepts that form the foundation of hotel booking intention research include booking intention itself, which represents an individual's expressed plan to reserve accommodations, perceived value (Agag and Eid, 2019), which relates to the perceived benefits versus costs of a booking, and trust (Jeng, 2019), which encompasses confidence in the booking platform or hotel.

Prior research demonstrates that price stands out as one of the pivotal factors in the realm of hotels, playing a crucial role in influencing decisions regarding accommodation selection (Kim et al., 2017). Price is suggested as an effective means to augment consumers' value perception and positively impact the perceived value of services, including hotel booking (Kim et al., 2017). Travellers tend to evaluate the balance between cost and expected quality, and this evaluation can directly affect their booking intentions. Thus, pricing strategies and perceptions of value are key considerations for hotels and businesses within the hospitality industry seeking to attract and retain guests.

Theoretical frameworks frequently employed in this area include the Theory of Planned Behaviour, which posits that intention is shaped by attitudes, subjective norms, and perceived behavioural control. This concept has its roots in the Theory of Reasoned Action (TRA), which posits that behavioural intention serves as the primary predictor of actual behaviour (Fishbein and Ajzen, 1977). Behavioural intentions have been employed as a robust predictor of actual behaviour in hospitality context. Hence, given the challenges associated with measuring actual consumer behaviour, researchers concentrate on behavioural intentions as the most reliable predictor of subsequent consumer actions (Agag and El-Masry, 2016).

Controversies in the field often center on the predictive power of intention. While the Theory of Planned Behaviour suggests that intention strongly predicts behaviour, certain scholars raise doubts about the universal applicability of this assertion. The debate surrounding the reliability of intention as an indicator of real booking behaviour remains a topic of interest and research.

Moreover, the use of Technology Acceptance Model (TAM) is evident in more recent studies. The focus is on the influence of perceived ease of use and perceived usefulness in the adoption of technology (Le and Bui, 2022). TAM is widely used to examine how users perceive and adopt technology or digital platforms for various purposes, including hotel reservations.

In hotel booking intention studies, researchers often apply TAM to investigate how travellers perceive online booking

platforms or mobile apps. They assess users' perceptions of ease of use and usefulness and analyze how the perceptions influence their intention to book hotels through digital channels (Mohamad et al., 2021). Understanding these relationships helps hotels and online travel agencies enhance their platforms to better meet the needs and expectations of potential guests.

By understanding the historical evolution, major trends, and theoretical underpinnings of hotel booking intention research, we can contextualize current studies and appreciate how the field has evolved to address the changing dynamics of the travel and hospitality industry. This comprehensive perspective helps researchers and practitioners make informed decisions and advancements in the field. Despite advances in research on hotel booking intention, there are limitations in fully understanding this phenomenon. The need for future research to address specific issues and fill gaps in the literature is highlighted.

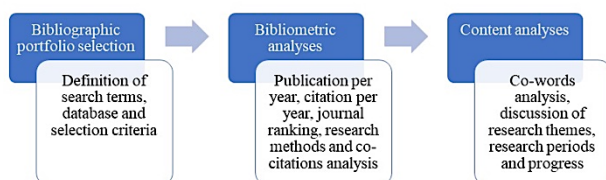
### 3 DATA AND IDENTIFICATION STRATEGY

#### 3.1 Research approach

This study used bibliometric analysis and content analysis to pinpoint pertinent topics and recognize research gaps related to tourist booking intentions. This typology of paper allows researchers to identify, select and analyse relevant literature and includes aspects such as the understanding of the studied topic from the perspective of specific frameworks, the evolution according to time periods and the determination of emerging themes (de Carvalho et al., 2020).

Prior studies in the tourism context have employed evaluative and relational techniques (Han et al., 2022; Liu et al., 2022; Sampaio et al., 2022; So et al., 2022). Evaluative techniques are used to assess publications taking into account the distribution by years, authors, journals, affiliations, and other relevant factors. In comparison, relational techniques stand out for their sophistication, involving an in-depth analysis of the relationships among various parameters (Ülker et al., 2022). In the current study, both approaches are addressed with the aim of performing a deeper knowledge-based analysis, as suggested by the research of Ülker et al. (2022). Figure 1 presents the sequence of steps developed in each research stage.

Figure 1. Stages of the study



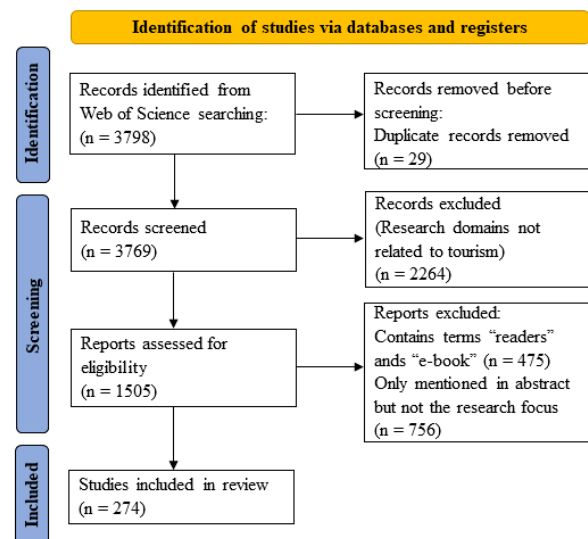
#### 3.2 Bibliographic portfolio selection

The Web of Science database was employed for curating the bibliographic portfolio, taking into account its extensive use in tourism research, particularly in bibliometric studies (Liu and Li, 2020) and also because of its presentation (interface), accessibility, international availability, accuracy, indicators offered and time period covered (Pranckute, 2021). The search was conducted using the truncated terms book\*

intention\*, reservation intention\* and willing\* book\*, contained in the title, abstract and keywords between 1900 and 2022. Initial results revealed 3798 published papers (27 November 2022), of which 29 were duplicates. Records that fell into areas of science outside tourism, such as medicine, philosophy, education, literature, etc., were removed (2264). In order to guarantee the quality of the information, articles containing the terms “reader” AND “e-book” in all fields were excluded (475), considering the similarity of the search criteria with research in the context of book reading.

Then, to optimise the accuracy and appropriateness of the results, the abstracts of the 984 documents were reviewed and the articles that only mentioned the term “booking intention”, “reservation intention” and “willingness to book”, or similar combinations, without focusing the research on this topic (756), were eliminated. After this cleaning of the database, 274 documents were selected for analysis, covering the period from 2000 to 2022. Figure 2 illustrates the database cleaning process following the recommendations of Moher et al. (2009) based on the PRISMA methodology (Preferred Reporting Items for Systematic reviews and Meta-Analyses).

Figure 2. PRISMA flow diagram detailing steps in the identification and screening of sources



#### 3.3 Research tools and data analysis

In the second and third stages of research, SciMAT (version 1.1.04), VOSviewer (version 1.6.18), and the R software package (version 4.2.2) were used for the insertion of selected articles, elimination of duplicates, normalisation, categorisation, analysis and graphical representation. Among the advantages of SciMAT is the construction of strategic diagrams where the main themes are determined, based on their density and centrality (Casado-Aranda et al., 2021). VOSviewer is an effective tool for the visualisation of bibliometric maps and the identification of groups of terms and their reference networks (Shen and Lai, 2022). In the case of the R software package, it provides a specific library (Bibliometrix) to conduct quantitative research in scientometrics, delving into the field of bibliometrics (Aria and Cuccurullo, 2017) capable of performing evolutionary analysis by keywords, among other indicators.

SciMAT (Science Mapping Analysis Tool) is a robust software tool tailored for bibliometric analysis and visualization, primarily in the context of scientific literature mapping. Its core functionalities encompass data import and preparation, enabling the integration of bibliographic data from diverse sources, including citation networks sourced from databases like Web of Science or Scopus. SciMAT excels in constructing bibliometric networks, whether they be co-authorship, co-citation, or co-occurrence networks, offering flexibility to align with specific research goals.

The software facilitates scientometric analysis, encompassing centrality measure calculations, cluster analysis to unveil thematic areas, and network analysis exploring properties like modularity and community detection. Visualizations, comprising network diagrams, density visualizations, and thematic maps, empower researchers in comprehending complex relationships and thematic clusters within the data. Additional features include timeline analysis for tracking evolving research trends and keyword co-occurrence analysis for uncovering prevalent terms and associations. Researchers can readily export visualizations and analysis results in multiple formats for seamless integration into research documents and presentations.

VOSviewer (Visualization of Similarity Viewer) stands as a versatile software tool specially crafted for visualizing and dissecting intricate bibliometric and scientometric data, offering profound insights into the relationships among terms, authors, and publications within extensive datasets. Key components of VOSviewer's data analysis procedure encompass the importation and preprocessing of bibliographic data in various formats, automating the elimination of duplicates, standardization of author names, and the removal of common stopwords. A core function is its co-occurrence analysis, quantifying term relationships based on frequency within the dataset and presenting these associations through network visualizations where terms, authors, or documents serve as nodes, and connections as edges.

These networks offer an intuitive portrayal of dataset structure, with nodes' attributes, such as term frequency or author productivity, customizable for clarity. Cluster analysis enables the identification of thematic groups with strong co-occurrence ties, and density visualizations highlight concentration zones within the network. Furthermore, VOSviewer excels in keyword evolution analysis, tracking term prominence changes over time and facilitating interactive exploration through zooming, panning, and customized exports, thereby making it an indispensable tool for in-depth exploration of complex bibliometric data.

Bibliometrix, a potent and adaptable R package, is tailored for robust bibliometric and scientometric research, offering an extensive toolkit that seamlessly integrates with the R environment. Researchers benefit from a wide range of features and procedures, including data collection from sources like online databases and citation managers, followed by efficient data preprocessing to ensure data quality. The package empowers researchers to conduct descriptive analyses, unveiling trends and network structures.

Keyword analysis enables the identification of prevalent terms and their evolution over time, while clustering and classification tools group similar documents or authors.

Bibliometrix's unique ability to track the evolution of research topics adds depth to analyses, and diverse visualization options enhance the interpretation of bibliometric data. Researchers can also employ statistical analyses to assess the significance of findings, making Bibliometrix an invaluable resource for comprehensive bibliometric and scientometric investigations.

These three software tools, SciMAT, VOSviewer, and Bibliometrix, offer remarkable accessibility and user-friendliness, making them invaluable assets for bibliometric studies. Their intuitive interfaces and extensive documentation ensure that researchers, regardless of their technical expertise, can readily harness their analytical power. This accessibility democratizes the field of bibliometrics, allowing scholars to explore and visualize complex datasets with ease. Moreover, the significance of these tools lies in their capacity to unveil hidden patterns, relationships, and trends within vast bodies of literature.

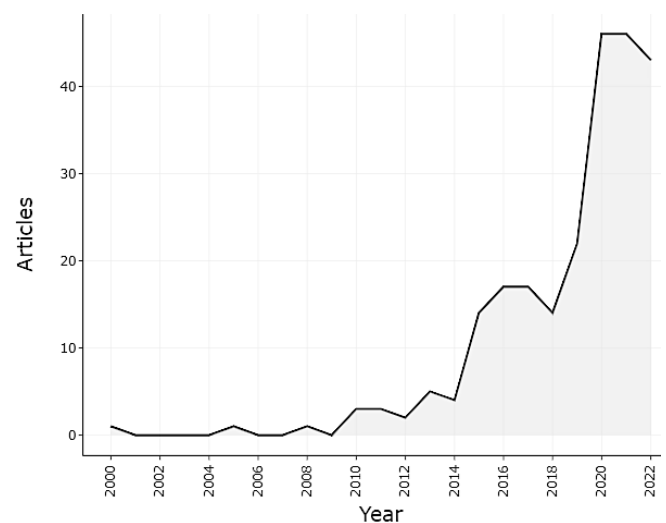
## 4 RESULTS

### 4.1 Bibliometric analyses

#### *Analysis of the number of publications per year*

Booking intention is a burgeoning subject that has experienced growth since 2000, as shown in Figure 3. Three periods of time are evident, marked by the fluctuation in the number of publications, where 2014 and 2018 are the turning points. The first, considered an initial or exploratory phase, includes from 2000 to 2014, where only 23 documents were published, approximately 8% of the total. Between 2015-2018, the development of research on this topic accelerated, reaching 68 publications in a period of four years, which represents 25% of the total number of records. However, the greatest maturity is achieved from 2019 to 2022, with an accelerated increase in the production of articles, reaching 183 publications, which represents 67% of the entire document count.

Figure 3. Publications per year



Annual growth rate is 19%, which implies a development trend in this area. This proliferation may be conditioned, in the first place, by the growth of tourism in recent years and

its economic and social impact at a global level (Pérez-Rodríguez et al., 2021), resulting in a surge in research within the domains of tourism and hospitality (Ülker et al., 2022). Secondly, the Covid-19 pandemic has conditioned the way business operates globally, and, with it, the intentions to travel, particularly in the hotel context (Minh and Mai, 2021). Consequently, the production of scientific articles regarding the factors influencing tourist booking intentions after a crisis has increased considerably.

#### Citation analysis per year

In relation to the number of citations per year there is a growing trend. The 274 documents reach a total of 6829 citations and an average of approximately 25 citations. The record with the highest citation count (837) was published by the journal *Tourism Management* in 2011. Its authors (Sparks and Browning) addressed in the research the impact of online reviews on the booking intention and the tourist's perception of trust. The present work was one of the 23 developed during the initial period of the subject and has achieved great popularity among academics. Also noteworthy from this early period is the paper by Martin and Herrero (2012) with 296 citations since its publication in the same journal, which addresses the psychological factors that influence tourists' intention to book accommodations in rural settings. Regarding the developmental period of the subject (2015-2018), the following documents stand out with more than 200 citations, such as the one by Ladhari and Michaud (2015) (288 citations), published by the *International Journal of Hospitality Management*, which analyses the effect of e-WOM on tourists' booking intentions, attitudes, trust and perceptions. Attention should be drawn to the fact that in both periods the publications with the highest number of citations are related to tourist opinions and their impact on trust. This relationship has gained prominence following the Covid-19 crisis (Minh and Mai, 2021) which is why they may have generated a high number of citations in the last four years. The third period is still consolidating, although it shows steps of progress in this regard, with publications in 2019 reaching more than 70 citations. However, this technique only considers how widely a publication is recognized, neglecting its importance within a research domain (Khanra et al., 2020).

#### Journals ranking citation analysis

The papers appeared in 104 scientific journals belonging to the fields of tourism research, business, marketing, economics, consumer behaviour, psychology, among others. The most prolific are represented in table 1, all in the area of tourism, with more than five papers each, with 2010 being the year in which their productivity began.

Among them, the *International Journal of Hospitality Management* is notable with 29 publications and an average of 67 citations per paper. The trend has been towards growth and the years 2020 and 2021 are the most productive in the journal's total period. In the case of *Tourism Management*, it is in fifth place among the most productive journals according to the count of articles. However, it's noteworthy that, although the number of publications only represents 34% of the overall publication count in the *International Journal of Hospitality Management*, it has 1490 citations with an average of 149 citations per publication. This analysis

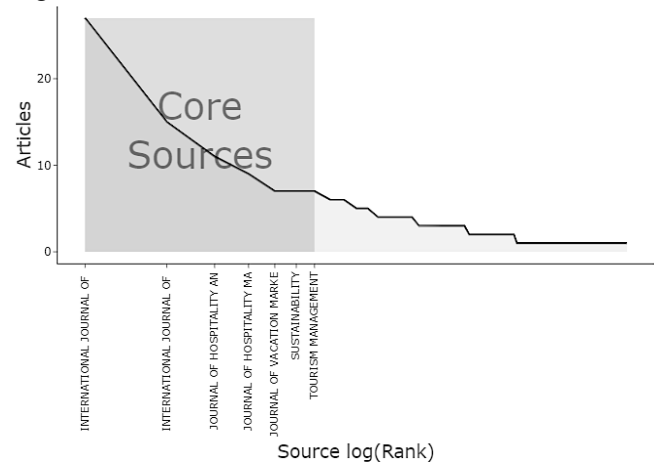
indicates not only the high impact of the journal, but also the influence it has on the interest of researchers.

Table 1. Journals ranking

Journal title	Total of documents	Total citations	Average per item
<i>International Journal of Hospitality Management</i>	29	1940	66,90
<i>International Journal of Contemporary Hospitality Management</i>	15	457	30,74
<i>Journal of Hospitality and Tourism Technology</i>	12	219	18,25
<i>Journal of Hospitality Marketing Management</i>	10	142	14,20
<i>Tourism Management</i>	10	1490	149,00
<i>Sustainability</i>	9	132	14,67
<i>Journal of Travel Research</i>	7	110	15,71
<i>Journal of Vacation Marketing</i>	7	74	10,57

Taking into account Bradford's law, which elucidates the dispersion of citations within a specific topic (Venable et al., 2016) it was considered appropriate to discern whether the journals with the highest productivity, according to the number of articles, coincide with the most cited in this subject. Figure 4 shows that the central core of the journals is made up of seven of the nine considered to be the most prolific, thus determining Zone 1. This indicator allows us to conclude that, of the 104 journals analysed, only 7% contain 35% of the relevant and most cited information in the booking intention (92 publications). Consequently, the review of the subject under study could concentrate on the articles published in these seven journals.

Figure 4. Core sources



#### Co-citation article analysis

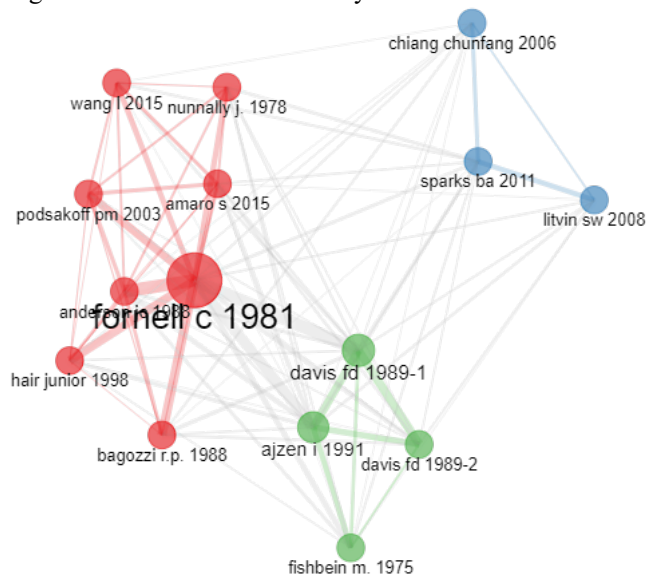
This indicator assesses how often a set of publications is cited collectively in other works, aiming to unveil the connections between publications and node formation (Ülker et al., 2022). Semantic similarities are gauged through the density of intra-cluster links in comparison to inter-cluster or external links, employing the modularity index of Louvain's algorithm for a weighted network (Cavaggioli and Ughetto, 2019). The modularity index is formulated as follows:

$$\Lambda = 1\sigma\sum_{ij}[\Psi_{ij}-\omega_i\omega_j\sigma]\phi(\alpha_i, \alpha_j); \text{ where } \omega_i = \sum_j\Psi_{ij}, \omega_j = \sum_i\Psi_{ij}, \text{ and } \sigma = 2\sum_{ij}\Psi_{ij}.$$

Where  $\Psi_{ij}$  denotes the link weight connecting the  $i$ -th item and  $j$ -th item;  $\alpha_i$  represents the group that is assigned to the  $i$ -th item, and  $\phi(\alpha_i, \alpha_j)$  represents a binary function that is equal

to one when the *i*-th item and the *j*-th item are within the same group and is zero otherwise (Khanra et al., 2021). In this case, reference co-citation analysis was carried out using this algorithm, which allowed three groups to be identified (Figure 5). The first is headed by Fornell and Larcker (1981) with intermediation values equal to approximately 5.7 and PageRank of 0.16. Their proposal is framed in the development and application of a test system grounded in measures of shared variance within the structural model, the measurement model, and the general model. This approach effectively resolves the ongoing issue with existing testing methods, which previously struggled to evaluate the explanatory power of a model (Fornell and Larcker, 1981).

Figure 5. Co-citation article analysis



In the second cluster stands out Davis (1989) who achieves an intermediation value of 16 and PageRank of 0.08. His work consists of the development of a Technology Acceptance Model (TAM) and the validation of new scales for two distinct variables, perceived usefulness and perceived ease of use, which are supposed to be integral factors influencing user acceptance (Davis, 1989). Ajzen (1991) is another of the authors leading this group, his intermediation score is 17 and PageRank is equal to 0.08. In his research he proposes the Theory of Planned Behaviour (TPB), offering a valuable conceptual framework to navigate the intricacies of human social behaviour. Examining fundamental components of ideas in the realms of social and behavioral sciences, it delineates them in a way that eases the anticipation and understanding of distinct behaviors in specific situations (Ajzen, 1991). The third group includes Sparks and Browning (2011) who reach intermediation values of 4.8 and PageRank 0.05. This research belongs to the first period of evolution in the subject under study and relates in its work variables that influence booking intention, taking into consideration the online reviews of tourists. It also happens to be the most cited document in the current database, as explained in the analysis of citations by year. This review highlights the closeness and strength of the relationship between the reference groups and reiterates the importance of the first period in the consolidation of booking intention as a field of research.

The analysis allows to conclude that the use of theoretical frameworks belonging to other branches of science such as the TPB, the TAM and Structural Equation Models (SEM) have been extended to studies in the tourism context (Chiao et al., 2018; Novianti et al., 2022; Torabi et al., 2022) and in particular on booking intention (Agag and El-Masry, 2016; Albayrak et al., 2021; Apaolaza et al., 2022; Sahli et al., 2015).

*Analysis of research methods-related keywords*

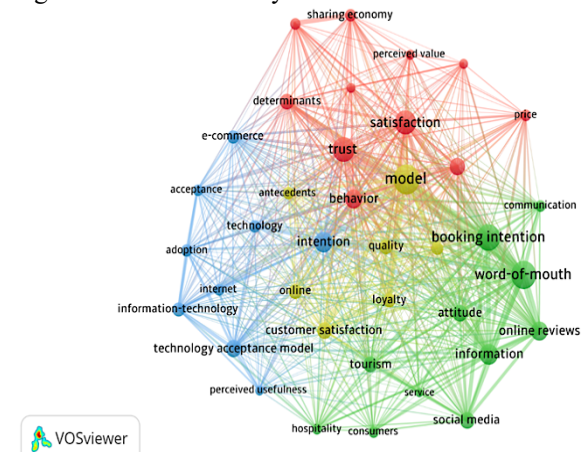
A keyword analysis of the 274 documents, related to research methods, identified that the most commonly used in research on booking intentions is the SEM (39%). Most of the publications develop it by the partial least squares method and highlight the relevance of this model to investigate the connections between observed and latent variables. In addition, the use of surveys (12%), experiments (10%) and meta-analyses (7%) is appreciated. A high percentage of keywords associated with research methods have a co-occurrence of two times only (32%). From this information it is possible to appreciate the use of both qualitative and quantitative research approaches in the publications on booking intentions, although with a greater presence of the latter, especially in the mature period of the study. It is also possible to identify the transversality of other science disciplines, such as statistics, in the study of booking intentions.

**4.2 Content analysis**

*Co-words analysis*

The co-occurrence of keywords provides insight into current research trends on a topic (Wang et al., 2019). With the text mining function of VOSviewer, a term map is obtained in where keywords are placed in a way that reflects their relationship (closer proximity signifies a stronger correlation) (Van Eck and Waltman, 2011).

Figure 6. Co-words analysis



In the examination of publications related to booking intentions, the Full Counting method with a threshold of 12 co-occurrences was employed. Out of a total of 1344 terms, 40 meet this condition, thus forming four clusters (Figure 6). Each cluster represents a topic that is addressed within the field of booking intentions. In the first and most representative cluster of the global network given its strength of relationship (green nodes), the



term booking intention associated with word of mouth and online reviews stands out, suggesting that an essential group of authors approach booking intention of online and offline reviews and their impact on consumers. In the second cluster (red nodes), research linked to the determinants of booking intention emerges, where terms such as trust, satisfaction, perceived value, price and perceptions stand out, all of which are closely related to behaviour.

The third cluster of the network (blue nodes) focuses on using the TAM linked to consumer intentions and highlights variables such as perceived usefulness, information and e-commerce, indicating the degree of importance of technologies in the field of booking intention. Finally, the fourth cluster (yellow nodes) is the least significant in the network and includes terms associated with the antecedents of a booking intention model such as quality, loyalty and experience. Figure 6 illustrates the interconnectivity of all the clusters, although cluster 1 (green nodes) and 2 (red nodes) are more strongly related to each other.

#### 4.2.2. DISCUSSION OF RESEARCH THEMES

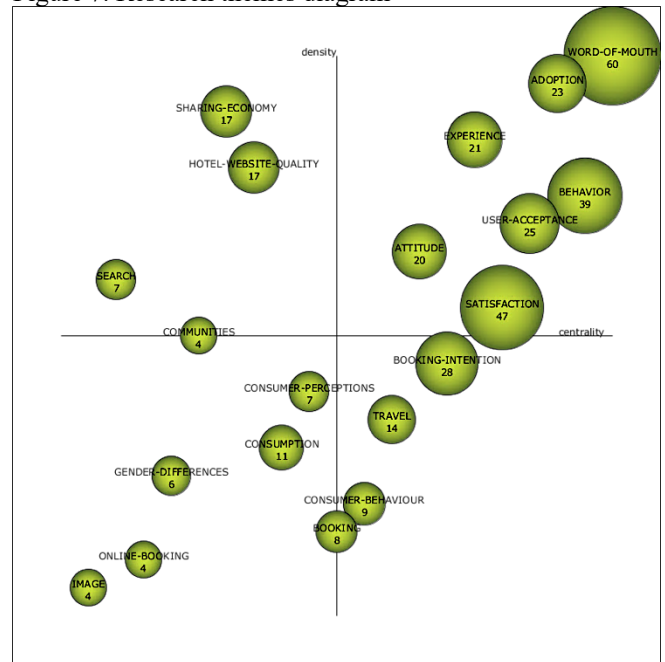
To conduct a more comprehensive analysis of the research topics, based on the keywords, SciMAT was used, using the indices suggested by Cobo et al. (2011) for the analysis setup. The selection criteria are detailed in Table 2. The keywords of the author and the source were selected, in addition, three words were defined as a minimum frequency for the co-occurrence matrix, with the aim of calculating the similarities between the selected elements. An equivalence index was obtained as a normalization measure and the Simple Center Algorithm (Casado-Aranda et al., 2021), with a maximum network size of 12 and a minimum of 4. The diagram obtained shows 20 relevant themes (Figure 7), where the number of publications that include each keyword is proportional to the volume of the sphere (Casado-Aranda et al., 2021).

Table 2. SciMAT selection criteria

<i>Unit of analysis: Words (authorRole=true, sourceRole=true, addedRole=false)</i>
<i>Kind of network: Co-occurrence</i>
<i>Normalization measure: Equivalence index</i>
<i>Cluster algorithm: Centers simples (Max cluster size=12 Min cluster size=4)</i>
<i>Evolution measure: Inclusion index</i>
<i>Overlapping measure: Jaccard index</i>

In Figure 7, Word of mouth, technology adoption and consumer behaviour variables such as attitudes, satisfaction and experience were identified as the main potential themes (driving themes). Specific research has specifically investigated the impact of tourist reviews and the credibility of those reviews, as well as the quality of information offered to the consumer. This implies the role of technologies in research on booking intentions, as well as the value of reviews and the impact of tourist satisfaction on attitudes and future travel decisions.

Figure 7. Research themes diagram



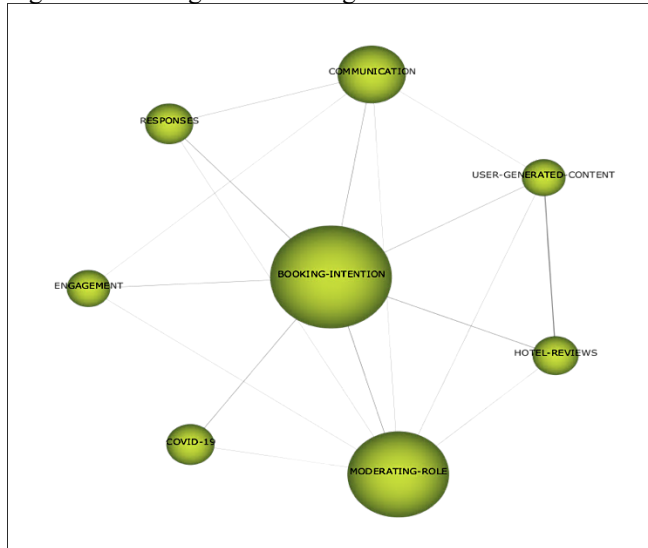
Gender differences, online booking, and consumer perceptions are some of the emerging themes that, although not widely developed, may constitute lines of future research in the field of booking intention.

The significance of perceived risk, perceived value, privacy and brand image in the booking and consumption process is also reflected. At the top left, isolated and highly developed themes are highlighted. In particular, the collaborative economy and hotel website quality are addressed in the period under study, reinforcing their value in the current context. E-commerce has been investigated in this field, particularly the utilization of platforms in accommodation sector such as Airbnb, that contribute to collaborative development. Emphasis is also placed on co-creation between suppliers and consumers, sustainability as a cross-cutting variable and the role of trust in consumer loyalty towards a website.

Consumer behaviour and booking intention are identified in terms of the less developed but relevant topics. In this case, service quality and complaint handling stand out as background research in the context of booking intention. Furthermore, several research studies focus on the analysis of millennials as a relevant market segment and their relationship with brand attitude in the hospitality environment. Figure 8 shows the most commonly used variables from research conducted so far that are associated with booking intention as a specific variable.

Figure 8 shows that user-generated content, hotel reviews and their follow-up, the importance of communication, especially via the Internet, and engagement with the hotel are the most important axes. Among all these themes, the influence of the Covid-19 pandemic on tourist booking intentions and how it has conditioned consumer perceptions and behaviour is evident. It is obvious that in this field of study there are gaps in the literature that can be developed in future analyses.

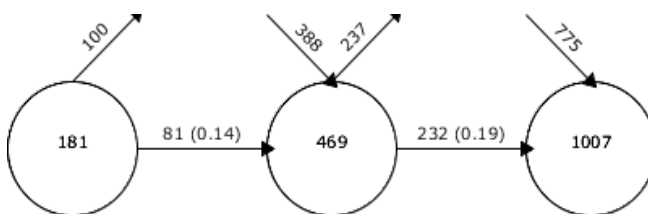
Figure 8. Booking intention diagram



Research periods and progress

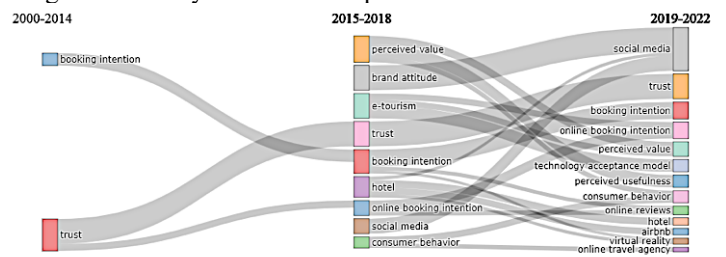
The analysis above made it possible to identify in a general way the topics developed so far in the field of booking intention. In this sense, a study was also carried out by periods, with the aim of determining the dynamic changes that research on this topic has undergone. Figures 9 and 10 show the evolution of the research by stages. Keyword shipping in SciMAT (figure 9) involves analyzing the frequency of occurrence of keywords and is useful for identifying periods of increase or decrease in research production.

Figure 9. Thematic overlapping map



A significant evolution can be seen in terms of the number of keywords by periods, represented within the sphere. Downward arrows signify the number of new terms, upward arrows indicate lost terms, and horizontal arrows denote terms inherited from the preceding period. (Shen et al., 2023). It is notable that approximately 45% of the topics from the first period are preserved in the second stage, although more than 80% of new topics are added to the latter, which suggests the increased interest in this area of research during the years 2015-2018. The third period is made up of more than 20% of previous topics, although it should be noted that most of the research makes contributions based on new topics that reach prominence between the years 2019-2022. On the other hand, Bibliometrix (figure 10) allows to delve into the way in which keywords are related, as well as to understand trends in research and development of new areas of study.

Figure 10. Analysis of research periods



The analysis revealed that in the first period research focused on exploring booking intention from a general perspective, although the degree of trust sensitivity is recognised as an essential background. Studies related to the psychological factors influencing tourist intention to book hotels from a human behavioural perspective stand out (Choi and Mattila, 2014; Martin and Herrero, 2012). In addition, the impact of variables such as credibility, communication actions and marketing strategies of a hotel on the tourist's perception is analysed (Choi and Mattila, 2014; Xiong and Hu, 2010). Among the lines that begin to develop in this period are the significance of the digital context, The influence of online reviews and the significance of trust in influencing the inclination to make reservations (Sparks and Browning, 2011; Xie et al., 2011). Although there are steps forward, research is insufficient, not systematically developed and the correlation between them is weak. It is notable that countries such as England and the United States are taking the lead in this area and experiments and surveys are frequently used as a research method.

During the second stage, there was notable rise not only in the quantity of publications, but also in the diversity of topics covered. On the one hand, studies focused on booking intentions from the standpoint of consumer behaviour and the importance of trust are maintained. However, the Internet and social media play a key role in this period (Alansari et al., 2018; Ladhari and Michaud, 2015; Leung et al., 2015). E-tourism and the effect of online reviews are explored in more depth (Chan et al., 2017; Tsao et al., 2015; Zhao et al., 2015) and the term online booking intention appears more frequently in the developed works, linked to variables such as price sensitivity, attitude and brand image (Casado-Diaz et al., 2017; El Haddad et al., 2015; Lien et al., 2015). Research is also extended to cognitive and affective variables and their influence on booking intention (Chen et al., 2016), the levels of information perceived by the consumer (Chen et al., 2017; Park et al., 2017) as well as the importance of consumer perceived value and the effectiveness of the properties website (Abdullah et al., 2015; Ladhari and Michaud, 2015; Wang et al., 2015) on loyalty in the hotel environment (Jeon and Jeong, 2017). Again, England and the United States prove to be highly productive in these topics, although Switzerland is added at this stage. Most of the studies employ a quantitative approach in their analyses and, although experimental designs are maintained, the use of questionnaires and SEM stands out.

The most significant feature of the third period is that, although the development of the lines of research reflected in the previous stages is maintained, the quantity increases considerably and, with it, the specialisation of the studies. The analysis of the intention to book linked to social media

reach a high point (Gomez-Suarez and Veloso, 2022; Ho et al., 2022; Manullang, 2020) and online reviews (Casado-Díaz et al., 2020; Gellerstedt and Arvemo, 2019; Lee et al., 2021). The development of studies with respect to online booking intention (Amin, Ryu, et al., 2021; Chaw and Tang, 2019; Shukla and Rodrigues, 2022) virtual reality (Israel et al., 2019; Yoon et al., 2021; Zeng et al., 2020) and the collaborative economy in the hospitality context (Aruan and Felicia, 2019; Kirkos, 2022; Volz and Volgger, 2022) have been strengthened.

Emerging research examines the role of online travel agencies in tourist booking intention (Chang et al., 2019; Kourtesopoulou et al., 2019; Scholl-Grissemann and Schnurr, 2016) and focus on millennials as a market segment (Amaro et al., 2019; Lam and Gao, 2020). In addition, at this stage, the extension of basic theory from other disciplines and its adaptation to the context of booking intention is more frequently seen, among which the Theory of Reasoned Action (TRA), the TPB and the TAM stand out. A new inescapable context emerges, linked to the Covid-19 pandemic, which is reflected in published work (Apaolaza et al., 2022; Pai et al., 2022; Romero and Lado, 2021; Volgger et al., 2021). The use of trust as a determinant factor becomes relevant in this stage. At this stage, greater use is made of quantitative research methods and mainly SEM, as well as the leadership of England, the United States, Switzerland, Germany and the Netherlands in the development of studies.

#### *Comparative analysis of the three stages*

The analysis carried out reveals an evolution of booking intention as a field of study. Besides it showed that the relationship between booking intention, trust, consumer behaviour and internet use has been a studied topic since its inception, however, the dynamics change in the second and third periods. The strengths and interactions between the lines of research become more pronounced at each stage, indicating the consolidation and maturity of booking intentions as a field of study. The research contexts were changing according to tourism and technological development and taking into account macro-environmental factors. The utilization of the Internet and, in particular, social media, became more important. The incorporation of research variables from other scientific disciplines adapted to the tourism context stands out, as well as the use and extension of classical behavioural theories.

The effect of Covid-19 was contextualised in the booking intention research and reflected the importance of variables associated with consumer perception and hotel marketing. It was also found that England and the United States have carried out a prominent activity in relation to booking intention research over the overall period, although this is most noticeable between 2020-2022. In the third stage, a greater diversity of countries is evident, with Poland, Portugal, Bulgaria, Croatia and Malaysia joining the survey, revealing the attention they are paying to this topic. On the other hand, the research methods that have been used most frequently throughout the period are surveys and SEM, with greater use being evident during the second and third stages. The former focused on methods such as experiments, thus reflecting the exploratory characteristics of the research in those years.

Another notable discovery from the research is the lack of focus on the criticisms and limitations of intention as a predictor of behaviour in the reviewed studies. In the field of consumer behaviour and psychology, "intention" refers to an individual's expressed willingness or plan to engage in a particular behaviour in the future. In the context of hotel booking, it would mean a person's stated intention to book a hotel room. Traditionally, intention has been considered a valuable predictor of actual behaviour. This means that if someone intends to do something, it is believed they are more likely to follow through and actually do it. For example, if a person expresses the intention to book a hotel room for an upcoming trip, it is assumed that they are likely to make a booking.

In many studies related to hotel booking intention, the research tradition has been strongly influenced by the Theory of Planned Behaviour and the notion that intention is a reliable precursor of behaviour. As a result, some researchers may have overlooked criticisms of this relationship and primarily focused on measuring and analyzing intention as a key indicator. Moreover, some studies may have lacked critical reflection on the limitations of intention as a predictor. This could be due to a lack of awareness of these criticisms in the literature or a preference for focusing on the positive and applicable aspects of intention as a predictive variable.

In summary, the lack of attention to criticisms and limitations of intention as a predictor of behaviour in the reviewed studies can be explained by a combination of research tradition, measurement practicality, lack of awareness, and predominant methodological approaches. This underscores the importance of current research, that acknowledges and critically addresses these issues for a more comprehensive and nuanced understanding of the topic of hotel booking intention.

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## 5 DISCUSSION

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Research on booking intentions has grown considerably in recent years. However, it is scattered in different journals and research contexts. In the last decades, no previous studies have been found that evaluate the evolution of this field and contribute to structure the existing information so far. In this sense, the present paper is the first contribution to quantify the growth of scientific production, identify the most prolific journals, visualise the strongest research clusters and provide a research agenda to guide the development of future studies. Specifically, a bibliometric study and content analysis were developed to answer the research questions. With respect to evolution of scientific articles related to booking intention, the analysis identified a total of 274 papers on booking intention, published in the Web of Science database between 2000 and 2022. The highest scientific productivity was achieved during the third period (2019 and 2022), with an eight-fold rise in the count of publications compared to the first period (2000-2014).

Regarding key journals for future studies, this paper revealed that among the most prolific journals in this field are International Journal of Hospitality Management having the most publications (29), and Tourism Management with the highest average citation count per publication (149). In

addition, there are five other journals that according to Bradford's Law of Dispersion belong to the central core and together hold 35% of the relevant information on the topic.

In relation to the most cited articles, the study with the highest number of citations (837) was published in 2011, during the growth phase of the topic (2015-2018) and its authors, Beverley Sparks and Victoria Browning, explored the role of pivotal factors in online reviews influencing consumer perceptions of trust and booking intention. This paper has gained significant popularity among academics. Based on the co-citation analysis carried out, three main clusters are identified, with articles such as those by Fornell (1981), Davis (1989), Ajzen (1991) and Sparks (2011) topping the ranking. All three groups refer to general theories (clusters 1 and 2) linked to behavioural intention and SEM, as well as specific theories (cluster 3), considered necessary pillars in research on booking intention. Among the most used methods during the whole period, SEM and, although to a lesser extent, but with great prominence in the first stage, experiments stand out.

In relation to the evolving themes within this research field, the analysis made it possible to determine the main lines of research based on the identification of clusters. An initial research trajectory concentrates on the utilization of technologies and their influence on the intention to book online. The TAM is mainly used and is based on the study of variables such as the quality of the hotel's website, the utilization of mobile applications for booking and the influence of the quality of visualisations. A major sub-theme is the influence of reviews on the tourist's booking intentions, where variables such as credibility, quality of information and consumer ratings are developed. These have been extensively developed and are one of the emerging themes that will become more prominent in the second and third periods of the research.

The second most significant line has a strong relationship with the first and is linked to the internal consumer variables that have the greatest impact on booking intention, such as attitudes, trust, perceived value, experience, satisfaction and loyalty. Among the practices highlighted in the reviewed studies is the extension of basic theories of behavioural intention or their adaptation to the hotel context. The moderating and mediating role of these variables is explored using SEM. Likewise, a third theme is highlighted, framed around the factors external to the consumer or attributes of the hotel that exert the greatest influence on the tourist's intention to book, in which variables like price, service quality, and brand image hold significant importance.

Overall, it can be seen that there is a high strength of relationship between the themes, which has increased as the research stages have progressed. The research contexts vary according to the environment, so that research that addresses technologies as the main variable, focusing on millennials as a market segment and on platforms such as Airbnb that respond to the collaborative economy, has gained momentum. In the last period, studies have emerged in which risk perception, trust and the role of technologies play a key role, conditioned by the Covid-19 pandemic.

Identifying future research opportunities helps pinpoint areas of study that can be further explored in the field of booking intention. To this end, four areas were identified, the first one having a general research focus and the rest being linked to

specific emerging lines of research that are related to booking intentions. In each case, directions were identified that can help the emergence of new research themes. In addition, this study allows us to recognise the value of linking disciplines and the need to establish theoretical connections that strengthen the existing literature and enrich the field of booking intention.

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## 6 FUTURE RESEARCH AGENDA

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The content analysis conducted provides important information to identify research topics that can be developed in future studies. In the following, the themes to be explored in more depth are organised, as well as possible research routes that help to understand the field of booking intentions and provide a guide for researchers. The research suggestions were framed in four approaches. The first one responds to a general research perspective and the remaining three cover specific lines directly related to tourist booking intention (use of technologies, internal consumer variables and hotel attributes). The influence of the Covid-19 pandemic on specific consumer variables, the prominence that technologies have acquired as a result of the crisis and the marketing strategies developed by hoteliers to reduce its impact are linked to these areas in a cross-cutting manner.

The majority of research is centered on examining the influence of a variable on tourist booking intention, however, Amin, Ryu, et al. (2021) refer to the importance of developing holistic models to better understand tourist booking intention. In this line, it would be opportune to develop research where the key factors that most influence tourist booking intention and the degree of sensitivity of each of them are analysed in an integrated manner. Jang and Feng (2007) recognise the value of looking at tourists' revisit intentions from a temporal perspective because intention often changes over time. In the context of booking intention, studies focus on the short term, it would be interesting to investigate how this changes over time. The development of longitudinal studies could provide relevant results in this field.

Moreover, the factors influencing booking intention may vary according to the tourist destination or type of accommodation. Research in different contexts would expand the existing literature to better understand how it works in each case and identify patterns of behaviour for specific contexts. In addition to the existing work focusing on individual booking intention, it would also be useful to investigate how booking intention manifests itself in the context of groups and how it may be influenced by group dynamics.

Analysing the impact of external events and trends on consumers' booking intentions is a topic that has been addressed. However, comparative analyses could be considered where the weight of variables before and after these events is assessed, for example, the weight of a consumer's previous experience after the Covid-19 pandemic (Rasoolimanesh et al., 2021) on booking intention. In addition, studying the effect of diversity and inclusion on consumers' intention to book may be a direction for future research.

In relation to the influence of technologies, Anubha and Shome (2021) recognise the increasing reliance on the Internet in the booking intention process. Consequently, it is recommended to develop and evaluate marketing and advertising techniques that can improve booking intention, such as personalisation of communication and the utilization of emerging technologies such as augmented reality and artificial intelligence. It would be appropriate to further explore how digital adoption in hotels influences tourist booking intention and in which market segment it is of most or least value.

Studies can initiate to scrutinize the characteristics of users who are most prone to making reservations in a particular type of accommodation. This could include analysis of demographic data, behavioural patterns and travel preferences. Souiden et al. (2017) refer to the significance of investigating the congruence between consumer personality and brand personality, it would remain to assess the role of this relationship in the context of booking intention.

Given the nature of tourism services, consumers take into account all available cues when making hotel bookings. (Casado-Díaz et al., 2017). Hence, further research is needed on how availability, location, advertising and room price influence users' booking intention and how these factors can be optimised to increase the booking rate. It would also be useful to investigate how the existence or nonexistence of particular features or services in a hotel affect booking intention. Developing predictive models that explore the factors that are most sensitive to rebooking intention is extremely useful for hoteliers' strategic decision making.

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## 7 CONCLUSION

The study developed a bibliometric and content analysis of 274 publications in the Web of Science on booking intention. Relational and evaluative techniques were used to investigate the main scientific journals in this field, as well as the most cited articles and research methods used. In addition, the main themes developed so far and their evolution by stages were determined, using co-citation and co-occurrence analysis of keywords. On the basis of this information, the knowledge associated with each line of research was discussed and specific routes that are useful for future studies in this field were recommended.

### 7.1 Theoretical contributions

This paper provides several academic contributions by extending the existing literature on bibliometric studies in the tourism context and specifically in the field of booking intention. It is one of the first attempts to structure the research developed in the last 23 years on booking intention from a holistic perspective. Employing Bradford's Law of Dispersion, a widely recognized principle in bibliometrics (Venable et al., 2016), this study assesses the implications derived from its application. This approach not only contributes to the field but also aids researchers in deepening their knowledge and comprehension of the principal research streams, their interconnections, and the contextual landscapes in which they have evolved. Consequently, it facilitates their academic preparedness and the formulation of scholarly articles within this domain.

From the analysis and identification of the most prolific journals, it provides new researchers with timely information to consider in locating experts in the field of booking intention, as well as the core journals where the most relevant information is concentrated. By pinpointing the most frequently utilized research methodologies up to the present, this paper steers researchers toward exploring alternative and equally meaningful research approaches. For instance, it encourages the consideration of longitudinal studies as a promising avenue for future investigations. It highlights the importance of analysing booking intentions in the current context, as well as the variables that have the greatest impact on booking intentions. Additionally, the identification of three distinct research streams offers a unique perspective on the evolution of the field, allowing for a deeper understanding of the key factors driving booking intention.

We conducted an in-depth analysis of these factors, identifying evolving patterns and relationships that have not been extensively explored before. Specifically, we found that the influence of technology, internal consumer factors, and hotel attributes on booking intention is dynamic and interconnected. This dynamic interplay is crucial because it implies that these factors should not be studied in isolation but rather as an integrated system. This holistic perspective offers new insights for both researchers and practitioners aiming to enhance the hotel booking experience.

The novelty in our exploration of the most influential factors in hotel booking intention lies in the comprehensive and data-driven approach we adopted. Our findings indicate that the influence of these factors fluctuates over time and in diverse contexts. For instance, while previous research may have identified certain factors as consistently influential, our study reveals their changing importance in the evolving landscape of hotel booking. Additionally, our research does acknowledge criticisms of "intention" in the sense that intention alone may not always be a perfect predictor of actual behaviour. We emphasize the need for further investigation exploring the connection between intention and the actual behaviour of booking, acknowledging that this is an ongoing debate in the field of consumer behaviour.

Lastly, this research uncovers research gaps, thus serving as a compass for the design and execution of future studies related to booking intentions. It not only identifies these gaps but also offers concrete recommendations for research avenues to be pursued.

### 7.2 Practical implications

The research conducted helps travel industry managers to gain an overview of and understanding of the thematic lines that are gaining most attention, enriching their decision-making processes. This study offers travel industry managers a comprehensive overview of the thematic areas that have garnered the most attention in recent research. It equips them with a deeper understanding of the prevailing trends and priorities in the field. Armed with this knowledge, industry professionals can make informed decisions, develop strategic plans, and allocate resources more effectively.

For hotel managers, this research provides a practical resource for accessing pertinent information related to the variables that hold the highest significance in influencing booking intention from the consumer's perspective. Armed with such insights, hoteliers can tailor their marketing and

service strategies to target specific market segments effectively. By focusing efforts on these critical factors, they can enhance their ability to attract and retain their desired clientele.

The study reinforces the enduring importance of technology and trust in shaping booking intentions over the entire period of analysis. By presenting visualizations that illuminate the role of these variables in the context of booking intentions, it facilitates a more intuitive and informed understanding. These visualizations can serve as powerful tools in the strategic decision-making process, allowing industry professionals to make data-driven choices, adapt to evolving trends, and stay competitive in the dynamic landscape of the travel and hospitality sector.

In summary, this research empowers industry managers, hoteliers, and decision-makers with actionable insights to enhance their strategies, refine their marketing approaches, and remain attuned to the ever-evolving needs and preferences of travellers. By leveraging these practical implications, stakeholders in the travel and hospitality sector can promote a more robust and responsive industry that caters effectively to the demands of their target audiences.

### 7.3 Limitations of the study

The research only considered publications indexed in the Web of Science, as it is the most complete and most used one, but future studies could expand the information in other databases such as Scopus and Google Scholar. On the other hand, robust tools such as SciMAT, VOSviewer and the R software package were used for the analysis of the information; the use of other tools such as ArcGIS and Ucinet could be considered. Finally, building upon the outcomes of the content analysis, specific research possibilities and routes proposed in the future research agenda could be expanded.

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*SUBMITTED: APRIL 2023*

*REVISION SUBMITTED: AUGUST 2023*

*ACCEPTED: SEPTEMBER 2023*

*REFEREED ANONYMOUSLY*

*PUBLISHED ONLINE: 20 DECEMBER 2023*