Research Article

The Role of Competitive Advantage in Supporting the Hospitality Industry: Bibliometric Analysis

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Abstract.
This article aims to analyze the role of competitive advantage in the hotel industry using bibliometric analysis, assisted by the biblioshiny software. The scholarly articles analyzed were sourced from various reputable international journals indexed in the Scopus database. A total of 46 scholarly articles were analyzed and selected based on stringent criteria, aligned with the academic standards. The results of the analysis indicate that competitive advantage plays a central role for managers in enhancing the economy within the hotel industry sector through innovative and creative strategies, supported by sustainable practices.

Keywords: competitive advantage, hospitality industry, bibliometric

1. Introduction

The hotel industry is one of the sectors that plays a crucial role in the global economic growth. The rapid escalation within this sector has led to fierce competition among various industry sectors. One of the primary factors that significantly contributes to the success of hotel industry companies is competitive advantage [1, 2, 3, 4]. Competitive advantage can create added value for customers and differentiate itself from competitors in the market.

However, in an era of rapidly changing technology, market dynamics, and consumer trends, companies in the hotel industry are compelled to continually optimize strategies to achieve competitive advantage [5, 6, 7, 8, 9]. Therefore, having a more comprehensive understanding of determining factors becomes highly important. This document discusses a research report that focuses on the concept of competitive advantage within this industry, and the conceptual framework that supports the exposition of this issue. In order to evaluate and observe the effects of scholarly publications, a bibliometric approach is utilized, which imparts knowledge about research development trends in the field of the hotel industry.
Previous research has recognized various aspects or zones that function in generating competitive advantage. Especially in the hotel industry zone, aspects like exceptional customer service, effective operational management, product or service innovation, and strong branding have been identified as contributing factors [10, 11, 12, 13]. However, considering the swift changes in this industry, a comprehensive and sophisticated bibliometric analysis becomes crucial to grasp how research trends grow and how the concept of competitive advantage is articulated in the literature. The primary goal of this research is to analyze scholarly publications that apply bibliometric methodology and focus on exploring the concept of competitive advantage in the realm of the hotel industry.

2. Methods

This research employs a bibliometric analysis approach as a method to obtain a deeper exposition of the growth of the concept of competitive advantage in the hotel industry. The information used originates from various academic sources, including research articles and literature reviews published in journals indexed in the Scopus database. Additionally, for the purpose of easy referencing, English-language articles that are openly accessible on the internet and were published between the years 2014 and 2023 are also taken into consideration. Relevant keywords such as “Competitive advantage,” “Hotels,” and “Hospitality industry” are employed.

For this bibliometric analysis, the “biblioshiny” software will be employed to visualize and analyze the data in more detail. Biblioshiny is an interactive web application-based bibliometric analysis tool that allows users to explore data, visualize, and perform statistical calculations related to scholarly publications [14]. Through this tool, various visualizations such as author collaboration network diagrams, publication trend graphs, and citation analyses will be created to identify key articles with significant impacts on the development of research on competitive advantage in the hotel industry.

3. Results and Discussion

3.1. Result

The results of the bibliometric analysis present the research development regarding the concept of competitive advantage in the hotel industry through metadata information from 2014 to 2023 in Figure 1.
Figure 1: Number of Documents Published. Source: Author’s own work.

Figure 1 shows that there are 46 document articles published in various Scopus indexed journals. These articles provide information about the scholarly development regarding competitive advantage in the hotel industry sector. Furthermore, it can also be observed that research progression can be seen from the distribution of authors from various countries, as shown in Figure 2.

Figure 2: Number of Authors from Various Countries. Source: Author’s own work.

Based on the results of the author collaboration network analysis depicted in Figure 2, the contributions of countries in writing articles about competitive advantage in the hotel industry are clearly illustrated. The United Kingdom emerges as a leading contributor with 8 articles authored. This highlights the UK’s position as a dominant player in generating knowledge within this context. This achievement likely reflects the high attention given by the academic and hospitality industry communities in the UK to the concept of competitive advantage and its relevance to their industry.

Furthermore, Spain appears as the next contributor with 6 articles. This indicates a strong interest from researchers and practitioners in Spain towards this topic. Spain’s presence in the second position suggests that the concept of competitive advantage in the hotel industry is also a significant concern in this country. Behind the UK and Spain, there are China and Russia, each contributing 4 articles. The fact that these countries
also have a significant role in article writing indicates that the issue of competitive advantage in the hotel industry is relevant not only in Western countries but also in rapidly developing economies like China and Russia.

This analysis provides insights into the distribution of countries’ contributions in the literature concerning competitive advantage in the hotel industry. It is important to note that this geographical diversity offers a more comprehensive view of how this issue is perceived and addressed globally. However, it’s crucial to remember that country contributions are just one aspect of this analysis, and other factors such as inter-author collaborations, related institutions, and research focus also play vital roles in understanding the dynamics of research development more deeply.

Furthermore, the researchers present the contributions of articles from various fields of study in supporting the topic to be examined, as presented in Figure 3.

![Figure 3: Trending Topics.](image)

Drawing insights from the data presented in Figure 3, it becomes evident that a substantial level of involvement originates from diverse subject areas that bolster the examination of competitive advantage within the domain of the hotel industry. Amid the spectrum of topics exhibited, the most conspicuous role in terms of publication engagement is occupied by the “Business, Management, and Accounting” category. This underscores the interconnectedness between studies on competitive advantage in the hotel industry and the realms of business, management, and accounting. This emphasis accentuates the significance of comprehending business tactics, operational administration, and fiscal dimensions as integral elements in the pursuit of gaining a competitive edge in the hotel sector.
Moreover, the “Social Sciences” domain also wields notable influence in terms of research input. This implies that the social dimensions and human interactions also bear vital importance in unraveling the mechanisms by which competitive advantage can be both attained and sustained within the milieu of the hotel industry. Additionally, the areas of “Environmental Science,” “Energy,” “Economics,” “Econometrics,” and “Finance” consecutively furnish their contributions to this inquiry. This diverse array of subjects mirrors the intricate nature of the hotel industry, encompassing an array of facets ranging from environmental stewardship to economic and financial ramifications.

This analysis vividly illustrates that the notion of competitive advantage within the hotel industry reverberates extensively across an array of knowledge domains. With the ongoing evolution of the understanding surrounding competitive advantage, research originating from these assorted disciplines will persistently add to the optimization of indispensable strategies aimed at upholding competitiveness within the progressively cutthroat hotel sector.

To visualize the connections between keywords, countries, and institutional affiliations that contribute to this analysis, please refer to Figure 4.

![Figure 4: Tree Fields Plot. Source: Author's own work.](image-url)
3.2. Discussion

This article delves into the importance of competitive advantage in the hotel industry context. Competitive advantage is a crucial element that plays a central role in positioning a business in a competitive market [15,16]. Competitive advantage enables a company to create unique added value for customers, which in turn helps differentiate it from its competitors [15].

Regarding the role of managers in the hotel industry, this article states that they bear significant responsibility in enhancing the competitive advantage of the organizations they lead. These managers have a strategic role in designing and implementing innovative strategies to differentiate their businesses from competitors [2,4,17,18]. Steps such as identifying the right market segments, offering unique services, and leveraging new technologies can help establish a distinctive position in a bustling market [1,19, 20, 21, 22].

Furthermore, business sustainability is also a crucial theme in the context of enhancing competitive advantage. In the effort to maintain and enhance competitive advantage, companies tend to adopt socially and environmentally responsible business practices [23, 24, 25]. This aligns with the increasing global awareness of the social and environmental impacts of business activities [26, 27]. Implementing sustainable business practices not only offers short-term benefits in terms of corporate image but also reduces reputation risks and expands customer base in the long run [3,28, 29, 30, 31].

Therefore, this article strongly indicates that strategies to enhance competitive advantage must involve serious consideration of sustainability dimensions. Integrating socially and environmentally responsible business practices becomes an integral part of the managerial process in the hotel industry [32, 33, 34, 35, 36, 37, 38, 39]. Thus, companies will not only gain competitive advantage but also contribute to the well-being of society and the environment on a broader scale [40, 41, 42, 43, 44].

4. Conclusion

This article provides an in-depth review of the importance of competitive advantage in the hotel industry context. Competitive advantage stands as a crucial factor in determining a business's position in a competitive market. The article also identifies
that managers in the hotel industry play a central role in enhancing the competitive advantage of the business organizations they manage. They are instrumental in devising and implementing innovative strategies that can yield differentiation from competitors, thus enabling the business to remain relevant and sustainable in the long run. In the context of business sustainability, efforts to maintain and enhance competitive advantage are often linked with the implementation of socially and environmentally responsible business practices, in tandem with the growing awareness of business impacts on society and the environment. Therefore, the article underscores that strategies to enhance competitive advantage must consider sustainability aspects as an integral part of the managerial process in the hotel industry.

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