The Landscape of Customer Engagement in Hospitality and Tourism: A Systematic Review

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Abstract

Purpose – This study aims to deliver a systematic review of customer engagement in hospitality and tourism by synthesising existing literature, thus presenting a state-of-art landscape of customer engagement research.

Design/methodology/approach – A total of 173 peer-reviewed articles were collected from seven databases, spanning from 2007 to 2020. A systematic review was conducted by analysing, categorising, and synthesising existing studies to examine the evolution, conceptual nature, typology and measurement of the existing literature on customer engagement in hospitality and tourism.

Findings – This study provides an overview of the temporal, spatial, sectoral and journal-wise distribution of customer engagement in hospitality and tourism. A comprehensive definition of customer engagement is proposed based on five fundamental propositions. Scrutiny of customer engagement studies in hospitality and tourism presents four sub-forms, including *Online Customer Engagement, Tourist Engagement, Customer Brand Engagement* and *Customer Engagement Behaviour.* Additionally, the research methods, dimensionality, and measurement scales of customer engagement are systematically reviewed.

Originality/value – This study is the first systematic review of customer engagement research in the field of hospitality and tourism. The original definition leads to an improved understanding of customer engagement. This study is also the first to propose a clear typology of customer engagement to enhance consistency in usage.

Keywords: customer engagement, online engagement, tourist engagement, brand engagement, customer engagement behaviour, hospitality, systematic review

Paper type: General Review

Introduction

As a strategic driver to business success, customer engagement has entered the scope of marketing literature since the late 1990s (Fabien, 1997). Coye (2004) identified the process of customer engagement within the service delivery expectations and interventions system. Since 2005, customer engagement has emerged as an influential research stream in marketing (Islam and Rahman, 2016). Patterson, Yu, and De Ruyter (2006, p. 127) proposed the first definition of customer engagement (Appendix II). Customer engagement provokes positive performance among firms directly (e.g. increase in net sales growth, profit margin, market share, etc.) or indirectly (e.g., improvement in the feedback efficiency, customer socialisation, relationship quality) (Verhoef, Reinartz, and Krafft, 2010). Therefore, it is adopted as an important component of customer relationship management (CRM), value co-creation and competitive advantage maintenance.

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The theoretical root of customer engagement lies in the service-dominant (S-D) logic (Hollebeek, Srivastava, and Chen, 2019). For decades, the traditional value creation theories were dominated by the goods-dominant (G-D) logic, which placed the firm at the centre of the value creation procedure as the value creator, value distributor and value beneficiary. The importance of customers was largely neglected. Howbeit, S-D logic provided an alternative perspective that value is co-created through interactions among firms, network partners and consumers. Four premises of S-D logic built up the theoretical foundation of customer engagement. Premise 9 stated, 'All social and economic actors are resource integrators' (Brodie, Hollebeek, Jurić, and Ilić, 2011, p. 253), whereas Premise 10 stated, 'Value is always uniquely and phenomenologically determined by the beneficiary' (*ibid*). Such claims emphasised the experiential and interactive nature of service, and thus revealed the importance of value co-creation. In the service industry, value is created by virtue of the 'systemic interplay of actors in an interrelated system of reciprocal service provision' (Vargo and Lusch, 2011, p. 183). Further, Premise 6 stated, 'The customer is always a co-creator of value' (Brodie *et al.*, 2011, p. 253), whereas Premise 8 stated, 'A service-cantered view is inherently customer oriented and relational' (*ibid*). These statements highlighted the importance of engaged customers in the value co-creation procedure. In the service ecosystem, value is co-created by customers via interactive experiences with multiple actors.

Customer engagement is gaining recognition in contemporary hospitality and tourism practice, as its positive influences on customer behavioural intentions, such as intention for purchase (Tu, Neuhofer, and Viglia, 2018), usage (Harrigan, Evers, Miles, and Daly, 2018), patronage (Giebelhausen, Lawrence, Chun, and Hsu, 2017) and word-of-mouth (WOM) (Choi and Kandampully, 2019). Engaged customers present a high level of loyalty (Chen and Rahman, 2018), satisfaction (Sharma and Sarmah, 2019), trust (Rather, 2019) and advocacy (Bilro, Loureiro, and Ali, 2018). Additionally, customer engagement promotes CRM quality, thereby improving brand relationship quality (Gomez, Lopez, and Molina, 2019), self-brand connection (Harrigan *et al.*, 2018) and customer socialisation (Aleti, Ilicic, and Harrigan, 2018).

Despite the rising popularity of customer engagement among academicians and practitioners in the field of hospitality and tourism, to the best of the researcher's knowledge, no review on this scope can present the state of customer engagement research. As Fang, Zhao, Wen, and Wang (2017, p. 271) criticised, 'The term "engagement" has generated a tremendous amount of debate and disagreement on the definition, dimensionality, and operationalisation. The interpretation of customer engagement is still full of vagueness and controversy'. To address this issue, the current study aims to carry out a comprehensive systematic review of the state-of-the-art customer engagement research in hospitality and tourism sector. Specifically, this study systematically analyses and synthesises the evolution, conceptualisation, typology, and measurement of customer engagement.
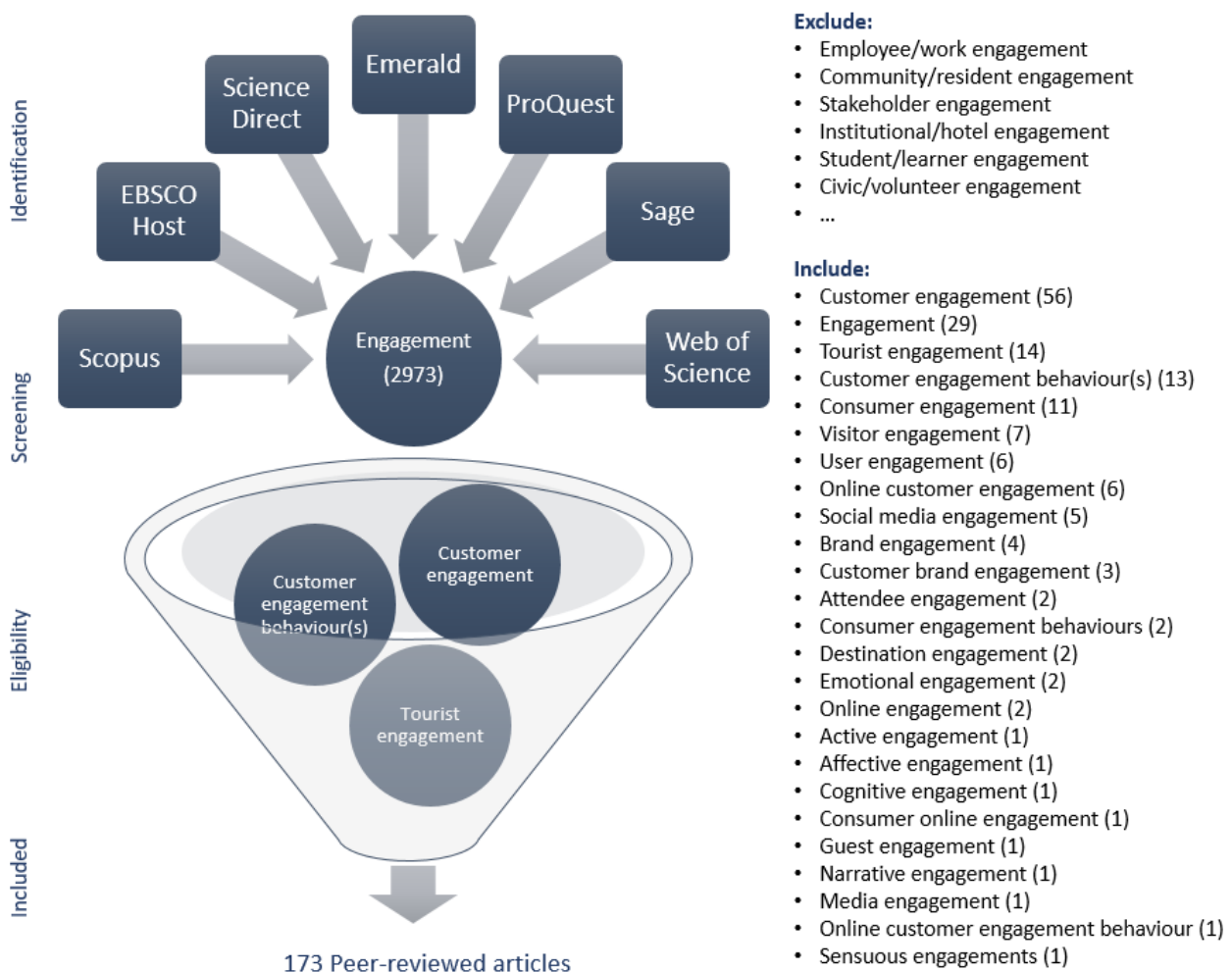
Research method

The relevance and credibility of traditional narrative-based literature reviews are challenged due to the lack of objective methodology (Gomezelj, 2016). As such, systematic methods are needed to minimise subjective bias and guarantee academic rigour, replicability and transparency. In response to this call, a systematic review is conducted to answer precise questions by empirical evidence filtered through pre-specified criteria (Figueroa, Pritchard, Segovia, Morgan, and Villacé, 2015). Well-formulated research questions help minimise research bias, narrow down research scope, enhance research transparency and increase research reproducibility (Squires, Valentine, and Grimshaw, 2013). Given the rationale for this review, the following overarching questions are proposed to specify an area of interest and delimit the issue:

(1) How does customer engagement research evolve?
(2) How is customer engagement understood and defined within the hospitality and tourism literature?
(3) What are the sub-forms of customer engagement in hospitality and tourism?
(4) How is customer engagement measured and evaluated?

To answer these questions, a review is undertaken systematically to identify hospitality and tourism literature pertinent to customer engagement and to deliver an explicit summary of the current research state in this scope. Various review schemes are applied to analyse, categorise and synthesise the temporal and spatial distribution, research sectors, journals, definitions, sub-forms, research methods, measurement scales and dimensionality of customer engagement in hospitality and tourism.

Determining the review scope is a decision made upon the relevance, potential impact and supporting theoretical and epistemological information (Figueroa *et al.*, 2015). Articles were harvested from the following databases adopted by Yang, Khoo-L, and Arcodia (2017): Scopus, EBSCO Host (Hospitality and Tourism Complete), Science Direct (Elsevier), Emerald, ProQuest, Sage and Web of Science in December 2019. Considering the inconsistent utilisation of customer engagement, such as 'customer engagement behaviour', 'consumer engagement', 'consumer brand engagement' (Islam and Rahman, 2016), and their substitutes in hospitality and tourism scope, such as 'tourist engagement', 'guest engagement', 'visitor engagement', the search string was expanded to 'engagement' in general. Thereafter, the researcher narrowed down the scope manually. The same command 'engagement' AND (tourism OR travel OR hospitality OR hotel OR accommodation OR events OR restaurant OR catering OR airline) was given across seven databases to search in the 'Title, Keyword and Abstract'.

Exclude:
- Employee/work engagement
- Community/resident engagement
- Stakeholder engagement
- Institutional/hotel engagement
- Student/learner engagement
- Civic/volunteer engagement
- ...

Include:
- Customer engagement (56)
- Engagement (29)
- Tourist engagement (14)
- Customer engagement behaviour(s) (13)
- Consumer engagement (11)
- Visitor engagement (7)
- User engagement (6)
- Online customer engagement (6)
- Social media engagement (5)
- Brand engagement (4)
- Customer brand engagement (3)
- Attendee engagement (2)
- Consumer engagement behaviours (2)
- Destination engagement (2)
- Emotional engagement (2)
- Online engagement (2)
- Active engagement (1)
- Affective engagement (1)
- Cognitive engagement (1)
- Consumer online engagement (1)
- Guest engagement (1)
- Narrative engagement (1)
- Media engagement (1)
- Online customer engagement behaviour (1)
- Sensuous engagements (1)

Figure I. The screening flow of the systematic review

A series of pre-specified inclusion and exclusion criteria were defined to identify eligible articles. Inclusion criteria were set as follows: 1) document type should be peer-reviewed article; 2) written in English; 3) subject areas included social sciences, business, management and accounting, arts and humanities, psychology, economics, econometrics and finance. A total of 2,973 articles were collected initially. Meanwhile, exclusion criteria were defined as follows: 1) grey literature such as books, book chapters, book reviews, conference papers, dissertations and institutional reports; 2) non-English research; 3) irrelevant subject areas such as medicine, biochemistry, genetics and molecular biology, environmental science, neuroscience, immunology, microbiology and engineering; 4) research context irrelevant to lodging, F&B, airline, travel services and events.

The engagement-related research in hospitality and tourism studies broadly covers six main streams, including customer engagement; employee/work engagement (Grobelna, 2019); community/resident engagement (Joyner, Lackey, and Bricker, 2019); institutional/hotel engagement in stakeholder management, corporate social responsibility (CSR), and sustainability (Kucukusta, Perelygina, and Lam, 2019); student/learner engagement (Kay, Moncarz, Petroski, and Downey, 2008); and civic/volunteer engagement (Steele, Dredge, and Scherrer, 2017). Upon elimination of five irrelevant research streams, 298 articles were left for further analysis. A detailed evaluation of the full paper was implemented to ascertain the relevance to customer engagement in hospitality and tourism. For a study to be included in this review, customer engagement should be either a key variable or subject area. In the end, 173 articles under 26 terms were manually selected. All reviewed articles with their research details are attached in Appendix I, where articles are presented in chronological order and then sorted by journal title and article title in the alphabetic order. The detailed screening flow of the systematic review is shown in Figure I.

Evolution of customer engagement research

Within the hospitality and tourism literature, a few exploratory qualitative studies were conducted prior to 2012 (Appendix I). Hayes and MacLeod (2007) brought visitor engagement into light in their seminal study on heritage trails, which followed by Bowden's (2009) phenomenological inquiry into the process of customer engagement to evaluate customer–brand relationship in F&B industry. From a sociological perspective, Cohen (2010) examined the socio–cultural background that shaped tourist–animal engagement. From a psychological perspective, Filep and Deery (2010) portrayed the cognitive map of tourist engagement and its influences on tourists' happiness. In 2012, Ho, Lin, and Chen (2012) and Simms (2012) pioneered the exploration of tourist's online engagement behaviours, and Font, Walmsley, Cogotti, McCombes, and Häusler (2012) adopted customer engagement as one of the criteria to assess hotels' corporate social responsibility.

Table I summarises the publication record, geographical distribution, and research sectors of the extracted publications. The year 2017 was a tipping point where customer engagement transformed from a conceptual notion to an academic stream in its own right. Prior to 2017, only 47 publications were recorded across 10 years. From 2017 onwards, an explosive growth in customer engagement research was observed, with 126 publications in three years, reaching its peak in 2019 with 64 publications.

Balanced geographical coverage is a desirable property of research generalisability

(Islam and Rahman, 2016). Europe (59 studies), Americas (55 studies) and Asia (55 studies) are the most researched areas, followed by Oceania with 13 publications. A general lack of research exists in South America, Africa, eastern Europe, and the Middle East. Future research should focus on less developed countries or regions. Only eight studies collected data internationally. Hence, cross-cultural studies should enhance the research generalisability and enrich the body of knowledge of customer engagement.

Table I. Temporal, spatial and sectoral distribution of customer engagement in hospitality and tourism

Year	No. of articles	Research areas						Research sectors				
		Europe	Americas	Asia	Oceania	N/A	Africa	Travel	Lodging	F&B	Events	Trans.
2007	1	1						1				
2008	0											
2009	1	1									1	
2010	2			1		1		2				
2011	0											
2012	3	1	2	2				2	1			
2013	8	2	4	1		1		3	5	3	2	1
2014	11	3	1	2	3	2		6	3		1	2
2015	9	3	1	1		4		3	3	2	3	2
2016	12	5	4	2	1	1		6	5	3	1	2
2017	26	5	11	8	2	1	1	10	12	5	2	3
2018	32	9	10	14	3		3	16	11	4	4	2
2019	64	28	22	21	4	3	2	28	23	13	8	6
2020	4	1		3				3	1			
Total	173	59	55	55	13	13	6	80	64	31	21	18

Customer engagement was widely studied across hospitality and tourism service settings, especially in travel services (80 studies) and lodging (64 studies). Cross-sector settings were investigated in 22 articles. Scenarios explored in the tourism consist of heritage tourism, cultural tourism, dark tourism, wine tourism, food tourism, eco-tourism, national forest park, snow tourism, scuba diving, alternative tourism, rural camping, hiking, wellness tourism, etc. Studies on lodging service primarily focused on luxury brands, whereas very few studies touched the guesthouse. In F&B sectors, research was conducted in the context of restaurants, pubs, cafés and coffee shops. Music, sports and wine brand marketing events were investigated in the events sector. In the travel transportation sector, airline and cruise were investigated. Succeeding studies should look at the travel transportation and events sector. Further attention should be given to new phenomena that shape the future of the hospitality and tourism industry, such as sharing economy, technology and global uncertainty. Cross-sector research is in demand.

Scatters of journals tell readers where the topic was published and where to hand in their manuscripts in the future (Islam, Hollebeek, Rahman, Khan, and Rasool, 2019). Extracted 173 articles were published in 76 reputed peer-reviewed journals. Specifically, 130 papers were published in 45 hospitality and tourism journals, whereas 43 papers were found in 31 mainstream journals in business practice, marketing, management, social science, etc. The top 15 journals are presented in Table II. Among them, Tourism Management, International Journal of Hospitality Management and International Journal of Contemporary Hospitality Management are the dominant journals. Notably, Service Industries Journal has shown its intensive interest in this topic since 2019, with eight publications in one year. Journal of Services Marketing is another mainstream journal for hospitality and tourism researchers to submit their manuscripts.

Table II. Top 15 journals for customer engagement in hospitality and tourism, ranked

	2007	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total
Tourism Management		2		4	2	2	4	1	2	1	18
International Journal of Hospitality Management			2				2	1	7		12
International Journal of Contemporary Hospitality Management			1		1	1	2	4	2		11
Service Industries Journal									8		8
Journal of Hospitality and Tourism Technology			1		1		3	2			7
Journal of Hospitality Marketing and Management							2		4	1	7
Current Issues in Tourism			1				1		3		5
Journal of Hospitality and Tourism Research				1				1	3		5
Journal of Travel and Tourism Marketing						1	1		2	1	5
Annals of Tourism Research			1	1					2		4
Asia Pacific Journal of Tourism Research					1		1		1		3
Journal of Services Marketing						1		1	1		3
Journal of Sustainable Tourism				1	1			1			3
Journal of Travel Research						1		1	1		3
Journal of Vacation Marketing	1							2			3
Total	1	2	6	7	6	6	16	14	36	3	

Conceptualisation of customer engagement

The nascent evolution of customer engagement results in the inconsistency of engagement-based conceptualisation (Lin, Yang, Ma, and Huang, 2018). Thus, an original definition of customer engagement in hospitality and tourism is proposed in this study. Twenty-seven definitions of customer engagement are found from the extracted 173 articles (Appendices II). Definitions are listed in chronological order, then sorted by author names in the alphabetic order. Among 14 definitions in the marketing sector, three definitions proposed by Van Doorn et al. (2010), Brodie *et al.* (2011), and Vivek, Beatty, and Morgan (2012) are most broadly adopted in hospitality and tourism literature. Since 2014, 13 original definitions were developed in the hospitality and tourism scope (Dijkmans, Kerkhof, and Beukeboom, 2015; Fang *et al.*, 2017; Gomez *et al.*, 2019; Hashim and Fadhil, 2017; Huang and Choi, 2019; Pino *et al.*, 2019; Rather, 2019; Rather, Hollebeek, and Islam, 2019; Sashi, Brynildsen, and Bilgihan, 2019; Taheri, Jafari, and Gorman, 2014; Thakur, 2019; Villamediana, Vila, and Küster, 2019b; Zheng and Guo, 2016). Despite variations in conceptualisation, certain fundamental propositions exist underneath. With the study of Brodie *et al.* (2011) as a reference, five propositions of customer engagement are proposed based on extracted definitions and articles.

Proposition 1: The *dimensionality* of customer engagement includes behavioural–cognitive–emotional aspects. The conceptualisation of customer engagement ranges from uni-dimensional definitions to multidimensional definitions. Among them are 12 multidimensional definitions, 12 uni-dimensional behavioural-oriented definitions and three uni-dimensional psychological-oriented definitions. This study argues customer engagement is a multidimensional definition. The cognitive dimension of customer engagement refers to 'a consumer's level of brand-related thought processing and elaboration'; the emotional/affective dimension of customer engagement designates 'a consumer's degree of positive brand-related

affect', and the active/behavioural dimension of customer engagement indicates 'a consumer's level of energy, effort and time spent on a brand' (Hollebeek, Glynn, and Brodie, 2014, p. 154). Besides, in contrast to the prevailing view that perceives customer engagement as a psychological state manifested as engagement behaviours (Brodie *et al.*, 2011; Brodie, Ilic, Juric, and Hollebeek, 2013; Hollebeek, 2011; Huang and Choi, 2019; Rather, 2019; Thakur, 2019), this review argues the psychological and behavioural perspectives of customer engagement are of equal importance and interactively co-exist in the service eco-system.

Proposition 2: customer engagement arises within a specific set of *situational conditions* that exist in a long-lasting value co-creation process. The situational conditions of customer engagement are frequently described as 'beyond purchases' in existing definitions. In contrast to vocabularies such as action, practice, activation, participation, involvement and investment, 'engagement' is associated with the dependence on the service environment and a quest for a guaranteed good (as in marriage or contract) (Thévenot, 2007). Instead of being an on–off purchase-related behaviour, engagement indicates deep psychological commitment and active behavioural involvement that cultivated and maintained through a long-lasting value co-creation process.

Proposition 3: *focal objects* that exert customer engagement comprise various entities, encounters, activities and behaviours. Existing definitions simply conceptualised the focal object of customer engagement as firms or brands, yet this study argues that the focal object of customer engagement is a board range that various from an economic entity (e.g. the hotel, DMO, airline, cruise line, event), elements of the tourism encounter (e.g. travel service, facilities, landscape), online activities (e.g. online follow, comment, share, rate), to specific behaviours (e.g. engagement with sustainable practice, healthy lifestyle choice, charity donations) and so on.

Proposition 4: customer engagement exists in a dynamic procedure that customers co-create value via interactive experience with multiple *focal agents*. The previous definition only focused on customer-to-firm/brand engagement. Therefore, only economic entities were considered as focal agents of customer engagement. However, this study argues that interpersonal engagement also plays an important role in the customer engagement process, such as customer–customer engagement (Steele *et al.*, 2017; Tussyadiah, Kausar, and Soesilo, 2018; Wei, Miao, and Huang, 2013; Zhang, Zhang, and Lu, 2019b), guest–host engagement (Choi, Buzinde, and Lee, 2015), customer–staff engagement (Huang and Choi, 2019) and tourist–community engagement (Sharma and Sarmah, 2019), etc.

Proposition 5: customer engagement plays a vital role within a *nomological network* of service relationships. Previous definitions only focus on motivation drivers or say the antecedents of customer engagement. Nevertheless, this study argues that the nomological network not only embraces the antecedents but also the consequences of customer engagement, such as customer loyalty, satisfaction, commitment and behavioural intention. Additionally, various mediation effects (e.g. brand love, perceived benefit, trust, satisfaction, etc.) and moderator effects (e.g. service quality, tie strength, power, gender, generation, etc.) should be included in the nomological network as well.

Drawing from these five propositions, this study proposed an original definition of customer engagement:

> *Customer engagement is a multidimensional concept depicts customers' deep psychological commitment and active behavioural involvement. It is cultivated and maintained through a long-lasting service relationship beyond the transactional motive of immediate purchase. In the service eco-system, engaged customers interact with various focal objects (e.g. an economic entity, elements of the tourism encounter, online activities, specific behaviours). Customer engagement occurs within a dynamic,*

iterative process that customers co-create value through interactions with multiple focal agents, and thus creates a variety of engagement relationships (e.g. customer-to-brand/ firm, customer-to-customer engagement, customer-to-staff engagement, tourist-to-community engagement, etc.). Additionally, customer engagement plays a vital role in a nomological network governing service relationships.

The typology of customer engagement

In the extracted articles (shown in Appendix I), the concept of customer engagement is expressed in 25 different terms. The utilisation of customer engagement related terms lacks coherence and clarity. For example, customers' engagement with firms' social network sites (SNSs) is defined as 'online customer engagement', 'online engagement', 'online customer engagement behaviour', 'user engagement', 'social media engagement' and 'media engagement' in different studies. This scenario hinders research consistency and confuses readers. The typology of customer engagement received scant attention in the research literature. Hollebeek (2011, p. 561) slightly touched this point by acclaiming the sub-forms of customer engagement including 'customer engagement', 'customer engagement behaviours', 'customer brand engagement', 'consumer engagement' and 'engagement' generically. In a similar vein, Islam and Rahman (2016, p. 2010) categorised the research context of customer engagement into 'brand/firm', 'service–brand/industry', 'general (multi-entities)', and 'online platform'. Nevertheless, neither of them clearly distinguished different sub-forms, nor instructed the typology of customer engagement.

In the hospitality and tourism sector, a unified typology of customer engagement must be developed to enhance its cohesion in usage. Scrutiny of customer engagement studies in hospitality and tourism presents the emergence of four sub-forms, including *Online Customer Engagement* (39 studies), *Tourist Engagement* (54 studies), *Customer Brand Engagement* (39 studies), and *Customer Engagement Behaviour* (41 studies). Unavoidably, intersections of those sub-forms, for instance, tourists' online behavioural engagement in online travel agent (OTA) can be categorised into *Tourist Engagement*, *Online Customer Engagement*, and *Customer Engagement Behaviour* at the same time. Based on the usage of these terms in customer engagement literature, and the inner homogeneity within the sub-forms, relevant studies are identified as *Online Customer Engagement* rather than the other two sub-forms. Besides, most of the uni-dimensional *Online Customer Engagement* can be generally categorised into *Customer Engagement Behaviour*. Consequently, to reduce the ambiguity in typology, *Customer Engagement Behaviour* is defined as customers' engagement with specific behaviours (excluding online activities).

Therefore, standardised procedures and criteria are of great importance to ensure academic rigour and repeatability. The definition of four sub-forms followed four steps. Firstly, empirical studies collected data from online platforms are counted as *Online Customer Engagement*. Secondly, after eliminating *Online Customer Engagement* articles, studies conducted in the context of tourism sector (excluding cross-sector studies) are categorised into *Tourist Engagement*. Thirdly, among the rest articles, uni-dimensional behavioural-oriented studies are defined as *Customer Engagement Behaviour*. Fourthly, psychological-oriented and multi-dimensional studies are classified as *Customer Brand Engagement*.

Accordingly, the typology of customer engagement is defined as follows:

Type 1: *Online Customer Engagement* indicates customers' engagement with firms' online platforms, such as SNSs, booking websites, virtual communities, OTA, mobile App, etc. *Online Customer Engagement* can either be an uni-dimensional behavioural-oriented or a multidimensional construct.

Type 2: *Tourist Engagement* refers to tourists' engagement with the tourism encounter, such as the engagement with travel service, facilities, activities, employees, local communities or landscape. Tourist engagement can either be a uni-dimensional behavioural-oriented or multidimensional construct.

Type 3: *Customer Engagement Behaviour* is an uni-dimensional behavioural state that designates customers' engagement with specific behaviours (online activities excluded), such as customers' engagement with healthy food choice, checkout charity, ecological behaviour, technology, sustainable practice and WOM, etc.

Type 4: *Customer Brand Engagement* is a multi-dimensional construct that focuses on customers' psychological commitment and behavioural interactions with an economic entity, such as hotel, restaurant, airline, event, etc.

Measurement of customer engagement

A review of research methods gives the idea of how studies were designed and conducted. As shown in Table III, 159 studies (92% of the extracted articles) were conducted empirically, and 14 studies (8%) were conceptual. Quantitative methods dominate empirical research, being deployed in 106 studies (61%). Mixed methods were adopted by 31 studies (18%), and qualitative methods were applied in 22 studies (13%). Data were mainly collected via questionnaires, online posts, interviews, experiments and focus groups, and the most widely adopted data analysis methods were CFA, SEM, regression, content analysis, PLS, (M)ANOVA, thematic analysis and EFA. Innovative research methods were shown in a few studies, such as Radic (2019) examined children's engagement with cruise travel through kids' drawing. Choi et al. (2015) understood the engagement with guesthouse through visitors' books, and Muñoz, Liébana, and Hernández (2018) explored customers'engagement with hotels' advertisement through experiments based on eye-tracking technology. About model building, compared to SEM, PLS has the advantage of using nonnormal data, small sample sizes, and formative indicators (Hair, Sarstedt, Hopkins, and Kuppelwieser, 2014). The two-stage approach of PLS processes the higher-order customer engagement construct as a whole rather than separated dimensions. In so doing, the structural model can be examined at the high-order and the sub-dimensional levels (Hair, Ringle, and Sarstedt, 2011).

Online Customer Engagement studies were predominated conducted through quantitative (22 studies) and mixed-method (15 studies). Data were primarily collected through posts from online platforms, such as Facebook, Twitter, Instagram, Weibo, TripAdvisor, and then processed by content analysis. *Tourist Engagement* and *Customer Brand Engagement* were mainly explored quantitatively (33 studies and 25 studies accordingly). Data were generally collected through questionnaires and tested by structural models. *Customer Engagement Behaviour* studies were dominated by quantitative surveys (26 studies) and experiments.

Table III. Research methods of extracted studies

		OCE	TE	CEB	CBE	Total
Study type	Empirical (quantitative)	22	33	26	25	106
	Empirical (mixed)	15	8	4	4	31
	Empirical (qualitative)	0	10	7	5	22
	Conceptual	2	4	3	5	14
Data collection	Questionnaire	3	31	18	27	79
	Online posts	31	1	1	0	33
	Interview	1	13	7	6	27
	Experiment	1	6	11	1	19
	Focus group	1	1	4	4	10
Data analysis	CFA	3	27	16	24	70
	SEM	2	12	11	13	38
	Regression	14	5	2	6	27
	Content analysis	14	4	2	4	24
	PLS	1	15	3	3	22
	(M)ANOVA	5	3	10	1	19
	Thematic analysis	0	8	6	4	18
	EFA	0	3	4	7	14

*OCE = online customer engagement, TE = tourist engagement, CEB = customer engagement behaviour, CBE = customer brand engagement.

The review of dimensionality and measurement tells readers how customer engagement was understood and measured. As listed in Appendix I, *Online Customer Engagement* was measured as a unidimensional behavioural construct in 33 studies. The engagement with SNSs was mainly measured as the number of likes, following, comments and (re)posts. Similarly, the engagement with booking platforms was often measured by online ratings and reviews. Jahn and Kunz (2012) developed a five-item uni-dimensional behavioural-oriented scale. This scale, adopted by three other extracted studies, measures *Online Customer Engagement* with the virtual community by identifying customers themselves as integrated, engaged, active, participating and interacting members. Nevertheless, no multidimensional scale exists for *Online Customer Engagement* that takes customers' psychological attachment and commitment into consideration.

Tourist Engagement was measured as a unidimensional behavioural construct in 28 studies, whereas measured as a multidimensional construct in 17 studies. Taheri *et al.* (2014) proposed an eight-item uni-dimensional scale that measures behavioural *Tourist Engagement* through the usage of travel facilities and services. This scale was applied in four extracted studies. Huang and Choi (2019) developed and validated a 16-item multidimensional scale for *Tourist Engagement* that comprises social interaction, interaction with employees, relatedness and activity-related tourist engagement. Additional empirical tests of this scale are needed to enhance internal validity and replicability.

Customer Engagement Behaviour was measured as a unidimensional behavioural construct in 41 studies. Fine, Gironda, and Petrescu (2017), Zhang, Wei, and Hua (2019a), Choi and Kandampully (2019), and Liu, Jayawardhena, Dibb, and Ranaweera (2019) used WOM to measure *Customer Engagement Behaviour*. Zhang and Yang (2019), Gao and Mattila (2019), and Filimonau, Matute, Kubal, Krzesiwo, and Mika (2020) adopted behavioural intention as the measurement. Most studies customised measurement in its context to assess *Costumer Engagement Behaviour*. For instance, in the context of a food festival, *Costumer Engagement Behaviour* was measured via F&B tasting, communication with producers and knowledge about F&B and local producers.

Customer Brand Engagement was mainly measured through multi-dimensional scales developed by So, King, and Sparks (2014) (13 studies) and Hollebeek *et al.* (2014) (seven

studies). In the marketing sector, Hollebeek *et al.* (2014) developed and validated a 10-item *Customer Brand Engagement* scale integrating cognitive, affectional and activation dimensions. So *et al.* (2014) developed the first customer engagement scale in hospitality and tourism. In the context of hotel and airline industry, So *et al.* (2014) validated a 25-item multi-dimensional scale that incorporated five components, namely, identification, enthusiasm, attention, absorption and interaction. It is a more context-related and comprehensive measurement of *Customer Brand Engagement* for hospitality and tourism. The linkage between the scales of So *et al.* (2014) and Hollebeek *et al.* (2014) was explained by Harrigan, Evers, Miles, and Daly (2017) as, identification echoed with the emotional dimension, interaction indicated the behavioural dimension, whereas enthusiasm, absorption and attention reflected the affective and cognitive dimensions of customer engagement. Besides, Kumar and Pansari (2016) proposed the measurement scale of *Customer Engagement Value* that embraced four components, namely, customer purchases, referrals, social influence and sharing knowledge. This scale was adopted by five extracted studies to discover the customer experiences value.

Discussion and Conclusions

Conclusions

Drawing from the systematic review, existing studies are problematic. Firstly, despite the popularity of customer engagement research in hospitality and tourism, no systematic review is conducted, and the evolution of its research line is unknown. Secondly, a lack of consensus is observed on the conceptualisation of customer engagement. Thirdly, although some researchers are aware of customer engagement is a heterogeneous concept that may comprise a few sub-forms, no clear typology of customer engagement is proposed. Fourthly, measurement scales were adopted subjectively, as it varied from unidimensional to multidimensional scales. To respond to the existing issues, the current study explores the evolution, conceptualisation, typology and measurement of customer engagement by systematically analysing, categorising and synthesising extracted articles. An overview of the temporal, spatial, sectoral and journal-wise distribution of customer engagement is presented. An original definition of customer engagement is developed in the hospitality and tourism sector. Customer engagement is categorised into four sub-forms to reduce its vagueness in usage. Besides, its research methods, dimensionality and measurement scales are analysed according to different sub-forms.

Theoretical Implications

The theoretical implications of the review lie in it presents the state-of-the-art landscape of customer engagement research in hospitality and tourism, thereby contributing to an improved understanding of customer engagement. Customer engagement is a research topic in its infancy with great potential. Existing studies were mainly conducted in developed countries and regions. This review urges researchers to replicate their study in the less-explored population groups and conduct the cross-cultural investigation (Dickinson, Hibbert, and Filimonau, 2016; Lee and Lee, 2019; Lei, Pratt, and Wang, 2017; Lin, Zhang, Gursoy, and Fu, 2019; Mariani, Di Felice, and Mura, 2016; Morrongiello, N'Goala, and Kreziak, 2017; Oyner and Korelina, 2016; Pino *et al.*, 2019; Rasoolimanesh, Md Noor, Schuberth, and Jaafar, 2019; Rather, 2019; Tu *et al.*, 2018).

Existing studies on customer engagement mainly focused on the travel service and lodging section and thus calls for the empirical exploration of customer engagement in different settings and sectors to enhance research applicability and generalisability (Aleti *et al.*, 2018; Cabiddu, De Carlo, and Piccoli, 2014; Hapsari, Clemes, and Dean, 2017; Huh, 2018; Hyun and Perdue, 2017; Islam *et al.*, 2019; Kim, Chiang, and Tang, 2017; Rather, Tehseen, and Parrey,

2018; Taheri *et al.*, 2014; Wei, Hua, Fu, and Guchait, 2017a). For example, research can be conducted in different firm star categories (high/low-star) or firm types (individual, the local chain, international chain) (Choi *et al.*, 2015; Hahn, Sparks, Wilkins, and Jin, 2017; Kim *et al.*, 2017). For *Online Customer Engagement*, customer engagement must be explored with various online platforms with different design, functions and social presences (Aydin, 2020; Fine *et al.*, 2017; Hashim and Fadhil, 2017; Lee and Lee, 2019; Lei *et al.*, 2017; Li, Kim, and Choi, 2019; Menon *et al.*, 2019; Perez, Taheri, Farrington, and O'Gorman, 2018; Schroeder, Pennington, and Mandala, 2018; Yoo and Lee, 2015; Zhang, Gordon, Buhalis, and Ding, 2018).

Considering the uniqueness of the contextual framework of hospitality and tourism industry, an original definition of customer engagement is proposed to clarify and deepen the knowledge of the dimensionality, situational conditions, focal objects, focal agents and nomological networks of customer engagement. Four sub-forms of customer engagement are identified in the hospitality and tourism literature, accordingly, *Online Customer Engagement*, *Tourist Engagement*, *Customer Brand Engagement* and *Customer Engagement Behaviour*. This typology provides instructions for researchers to clarify nuances of different sub-forms and to denominate their studies in the corpus of customer engagement and thus enhance the research consistency and provide convenience for literature searching.

The review of existing research methods assists researchers to understand the design and conduct of customer engagement research. The methodological implications are to validate the customer engagement scale and model in various service settings to enhance research generalisability. Specifically, 1) extend the representativeness of the research population (Bitter and Grabner, 2016; Fine *et al.*, 2017; Fountain, 2018; Hussein, 2018; Liao, Chung, and Chang, 2019; So *et al.*, 2014; Wei *et al.*, 2013); 2) conduct longitudinal studies to observe the long-term performance of customer engagement (Ahn and Back, 2018; Al and Garanti, 2019; Alrawadieh, Prayag, Alrawadieh, and Alsalameen, 2019; Dijkmans *et al.*, 2015; Hyun and Perdue, 2017; Lee, Kim, and Kang, 2019; Mariani, Mura, and Di Felice, 2018; Phelan, Chen, and Haney, 2013; Rather, 2020; Taheri *et al.*, 2014; Torres and Kline, 2013; Villamediana, Küster, and Vila, 2019a); 3) adopt mixed and innovative methods to obtain a holistic understanding of customer engagement (Bryce, Curran, O'Gorman, and Taheri, 2015; Fine *et al.*, 2017; Fountain, 2018; Kim *et al.*, 2017; Mattila, Wu, and Choi, 2016; Muñoz *et al.*, 2018; Rather *et al.*, 2018; Taheri *et al.*, 2014; Torres and Singh, 2016; Tu *et al.*, 2018), for instance, field experiments in natural settings can complete the findings of scenario-based controlled experiments. Besides, the experimental biometric measurements from cognitive psychology such as Eye Tracking, Facial Expressions, and Galvanic Skin Response can be objective techniques to measure customer engagement; 4) develop and validate measurement scales of customer engagement in the hospitality and tourism sectors (Harrigan et al., 2017; Muñoz et al., 2018; Zhang et al., 2018); 5) induce a broader range of consumer engagement measures and dimensions (Azer and Alexander, 2018; Bergel and Brock, 2019; Dijkmans *et al.*, 2015; Fang *et al.*, 2017; Kim *et al.*, 2017; Muñoz *et al.*, 2018; Rasoolimanesh *et al.*, 2019; Shin, Perdue, and Pandelaere, 2019; Zhang *et al.*, 2018).

Practical Implications

The systematic review presents the relevance of customer engagement to contemporary issues in hospitality and tourism. Some practical implications can be drawn from this study. For managers and marketers in the hospitality and tourism industry, this study reinforces the need to acknowledge the importance of the engaging customer in the value co-creation process. Firms should engage customers purposefully via segmentation according to different demographic, psychographic, and behavioural traits (Fang *et al.*, 2017; Lee, 2018). Thus, firms can customise service and marketing strategies to engage customers by fulfilling various psychological needs (Itani, Kassar, and Loureiro, 2019; Thakur, 2019). Besides the customer-

to-firm/brand engagement, interpersonal engagement, such as customer–customer engagement, customer–employee engagement, tourist–community engagement, also plays an important role in engaging customers. Therefore, training programs should be developed to improve employees' interpersonal, problem-solving and professional skills (Hussein, 2018). In the same vein, DMOs can engage tourists via creating an interactive experience, such as cultural exchange (Chen and Rahman, 2018), interaction with the service providers (Huang and Choi, 2019) and connection with the local community (Sharma and Sarmah, 2019).

Limitations and Future Research

Nevertheless, this research has limitations. Firstly, 173 peer-reviewed English articles are collected from seven databases. Therefore, studies not indexed in those databases may be ignored from this review. Future researchers may also consider grey literature and non-English studies. Secondly, although beyond the scope of this study, the future study may look into the nomological network to explore the antecedents, mediators, moderators and outcomes of customer engagement in quantitative studies. Thirdly, this study only presents the current state of customer engagement studies. Therefore, future research may also explore the theoretical foundations of customer engagement in existing studies.

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Appendix I: Profile of the extracted articles

No.	Study	Concept	Industry	Study type	Area	Data collection	Data analysis	Dimensions	Items	Typology
1	Hayes and MacLeod (2007)	Visitor engagement	Tourism (heritage)	Empirical (mixed)	UK	Data from brochures	Content analysis			TE
2	Bowden (2009)	Customer engagement	Restaurant	Empirical (qualitative)	UK	Focus groups, in-depth interviews	Thematic analysis			CEB
3	Cohen (2010)	Tourist engagement	Tourism	Conceptual	Thailand					TE
4	Filep and Deery (2010)	Tourist engagement	Tourism	Conceptual	N/A					TE
5	Simms (2012)	Traveller engagement	Tourism	Empirical (quantitative)	US	Secondary data, observation	Chi Square statistics			TE
6	Font et al. (2012)	Customer engagement	Hotel	Empirical (mixed)	International	Secondary data	Content analysis, indicator scoring			CEB
7	Ho et al. (2012)	User engagement	Tourism	Empirical (qualitative)	Taiwan	Scenario experiments, in-depth interviews	Constant comparative analysis			TE
8	Schwarz (2013)	Tourist engagement	Tourism	Empirical (qualitative)	Israel	Interviews	Thematic analysis			TE
9	Leask, Fyall, and Barron (2013)	Visitor engagement	Tourism, events	Empirical (qualitative)	UK	Interviews	Cross-case analysis			CBE
10	Torres and Kline (2013)	Customer engagement	Hotel	Empirical (qualitative)	US	Letters of customer feedback	Content analysis			CBE
11	Kim, Njite, and Hancer (2013)	Consumer engagement	Restaurant	Empirical (quantitative)	US	Questionnaires	EFA, CFA, SEM			CEB
12	Wei et al. (2013)	Customer engagement behaviours	Hotel	Empirical (mixed)	US	Open-ended questions, online full-factorial experiment	Content analysis, MANOVA			CEB
13	Phelan et al. (2013)	Customer engagement	Hotel	Empirical (qualitative)	US	SNSs posts (Facebook)	Content analysis			OCE
14	Xie and Chen (2013)	Customer engagement	Tourism, hotel, airline, restaurant, festival	Conceptual	N/A					CBE

15	Grissemann, Pikkemaat, and Weger (2013)	Customer engagement	Hotel	Empirical (quantitative)	Austria, Italy	Questionnaires	EFA, CFA, multiple regression analysis		2	CEB
16	Rahman, Kim, and Brown (2014)	Engagement	Tourism	Conceptual	N/A					TE
17	Joseph and Wearing (2014)	Engagement	Tourism (alternative)	Empirical (qualitative)	Australia	Semi-structured in-depth interviews	Content analysis			TE
18	Cabiddu et al. (2014)	Customer engagement	Hotel	Empirical (mixed)	Italy	Archival data, semi-structured interviews, e-mails & phone calls	Content analysis		4	CEB
19	Sabate, Berbegal, Cañabate, and Lebherz (2014)	Consumer engagement	Tourism	Empirical (quantitative)	Spain	SNSs posts (Facebook)	Multiple linear regressions		1	OCE
20	Henderson and Musgrave (2014)	Engagement	Event	Conceptual	N/A					CEB
21	So et al. (2014)	Customer engagement	Hotel, airline	Empirical (quantitative)	Australia	Literature review, online questionnaires	EFA, CFA, SEM	Identification, enthusiasm, attention, absorption, interaction	25	CBE
22	Walker and Moscardo (2014)	Engagement	Cruise	Empirical (mixed)	US	Structured open-ended questionnaires	Content analysis, cross-tabulations			TE
23	Chathoth et al. (2014)	Consumer engagement	Hotel	Empirical (qualitative)	Hong Kong	In-depth interviews, focus groups	Thematic analysis			CEB
24	Taheri et al. (2014)	Visitor engagement	Tourism	Empirical (mixed)	UK	Literature review, interviews	Thematic analysis, PLS		8	TE
25	Wijeratne, Van Dijk, Kirk, and Frost (2014)L.	Visitor engagement	Tourism (zoo)	Empirical (qualitative)	Australia	Semi-structured interviews	Thematic analysis			TE
26	Bryce et al.	Visitor	Tourism	Empirical	Japan	Onsite	PLS	Usage of facilities	8	TE

	(2015).	engagement	(heritage)	(quantitative)		questionnaires		
27	Choi et al. (2015)	Engagement	Hotel (guesthouse)	Empirical (qualitative)	South Korea	Visitor books	Textual analysis	CBE
28	Robertson, Yeoman, Smith, and McMahon (2015).	Attendee engagement	Events (music festivals)	Conceptual	N/A			CEB
29	Kandampully, Zhang, and Bilgihan (2015)	Customer engagement	Hospitality	Conceptual	N/A			CBE
30	Golańska (2015)	Sensuous engagement	Tourism (dark)	Empirical (qualitative)	Poland	Case study		TE
31	Yoo and Lee (2015)	User engagement	Hotel	Empirical (quantitative)	US	SNSs posts (Facebook)	Content analysis	OCE
32	Zhang, Kandampully, and Bilgihan (2015)	Customer engagement	Restaurant	Conceptual	N/A			OCE
33	Coghlan (2015)	Engagement	Tourism	Conceptual	N/A			TE
34	Dijkmans et al. (2015)	Online customer engagement	Airline	Empirical (quantitative)	Netherland	Online questionnaires	Correlations & regression analysis	2	CEB
35	Organ, Koenig, Palmer, and Probert (2015)	Engagement		Empirical (quantitative)	UK	Onsite questionnaires	CFA, EFA, SEM	4	CEB
36	Bitter and Grabner (2016)	Customer engagement	Restaurant	Empirical (quantitative)	Austria	Online experiments	ANCOVA	2	OCE
37	Chathoth, Ungson, Harrington, and Chan (2016)	Customer engagement	Hospitality	Conceptual	N/A			CBE
38	Torres and Singh (2016)	Online customer engagement	Hotel	Empirical (quantitative)	US	Data from Trip Advisor	Path analysis	2	OCE
39	Zheng and Guo (2016)	Online customer	Tourism	Empirical (quantitative)	China, US	Online big data	Optimal analysis	1	OCE

		engagement							
40	Brandon, Lewis, Verma, and Walsman (2016)	Customer engagement	Tourism, hospitality	Empirical (mixed)	US	Online experiment, semi-structured interviews, focus groups, observation	Content analysis, ANOVA, multinomial logit models		1	CEB
41	Mattila et al. (2016).	Customer engagement	Restaurant	Empirical (quantitative)	US	Between-subjects experiment	ANCOVA		2	CEB
42	Xu, Tian, Buhalis, Weber, and Zhang (2016)	Visitor engagement	Tourism	Empirical (qualitative)	China	Focus groups	Thematic analysis			TE
43	So, King, Sparks, and Wang (2016)	Customer engagement	Hotel, airline	Empirical (quantitative)	Australia	Online questionnaires	Second-Order CFA, SEM	Identification, enthusiasm, attention, absorption, interaction	25	CBE
44	Geus, Richards, and Toepoel (2016)	Engagement	Event	Empirical (quantitative)	Netherland	Online questionnaires	EFA, PCA	Cognitive, affection, activation		CBE
45	Mariani et al. (2016)	Engagement		Empirical (mixed)	Italy	Semi-structured interviews, SNSs posts (Facebook)	Multivariate regression	Generic, brand, user engagement	11	TE
46	Dickinson et al. (2016)	Digital engagement	Tourism (rural camping)	Empirical (mixed)	UK	In-depth interviews, onsite questionnaires	Thematic analysis, PCA		1	TE
47	Oyner and Korelina (2016)	Customer engagement	Hotel	Empirical (mixed)	Russia	Data from Trip Advisor	Content & correlation analysis			OCE
48	Lei et al. (2017)	Customer engagement	Tourism (integrated resorts)	Empirical (quantitative)	Macau	SNSs posts (Facebook)	Text-mining, log-in models		3	OCE
49	Giebelhausen et al. (2017)	Customer engagement	Restaurant	Empirical (quantitative)	US	Scenario experiments, field experiment	ANOVA, panel data model			CEB
50	Shim, Kang, Kim, and Hyun	Engagement	Cruise	Empirical (quantitative)	US	Online questionnaires	CFA, SEM		3	CEB

	(2017)								
51	Rather and Sharma (2017)	Customer engagement	Hotel	Empirical (quantitative)	India	Onsite questionnaire	EFA, CFA, regression	Identification, enthusiasm, attention, absorption, interaction	25	CBE
52	Ge and Gretzel (2018)	Customer engagement	Tourism	Empirical (mixed)	China	SNSs posts (Weibo)	General linear model	Liking, commenting, reposting		OCE
53	Odoom, Boateng, and Asante (2017)	Customer brand engagement	Restaurant	Empirical (quantitative)	Ghana	Questionnaires	EFA, ANOVA, multinomial logistic regression		6	CBE
54	Wei et al. (2017a)	Customer engagement behaviours	Hotel	Empirical (quantitative)	US	Scenario experiments	MANCOVA, ANCOVA		5	CEB
55	Kempiak, Hollywood, Bolan, and McMahon (2017)	Engagement	Tourism	Empirical (quantitative)	UK	Onsite questionnaires	EFA		6	TE
56	Li, Zhang, Meng, and Janakiraman (2017)	User engagement	Hotel	Empirical (quantitative)	US	Data from Yelp	Regression			OCE
57	Hyun and Perdue (2017)	Customer engagement	Hotel, restaurant	Empirical (quantitative)	US	Literature review, focus groups, online questionnaires	EFA, CFA (second order), correlation		4	CBE
58	Fang et al. (2017)	User engagement	Tourism	Empirical (quantitative)	China	Online questionnaires	CFA, PLS	Psychological, behavioural engagement	7	TE
59	Hapsari et al. (2017)	Customer engagement behaviours	Airline	Empirical (quantitative)	Indonesia	Focus groups, onsite questionnaires	CFA, SEM	Identification, enthusiasm, attention, absorption, interaction	10	CBE
60	Morrongiello et	Customer	Tourism	Empirical	France	Interviews, online	Thematic	EWOM		TE

	al. (2017)	engagement		(mixed)		questionnaires	analysis, SEM			
61	Fine et al. (2017)	Customer engagement behaviours	Hotel	Empirical (quantitative)	US	Online questionnaires	ANOVA, comparison analysis	EWOM	5	CEB
62	Lee and Jeong (2017)	Engagement	Hotel	Empirical (quantitative)	US	Online questionnaires	CFA, SEM		5	OCE
63	Wang and Kubickova (2017)	Social media engagement	Hotel	Empirical (quantitative)	US	SNSs posts (Facebook)	ANOVA		3	OCE
64	Romero (2017)	Customer engagement	Tourism	Empirical (quantitative)	Spain	Online questionnaires	PLS	WOM, co-creation	15	TE
65	Hahn et al. (2017)	Emotional/affective engagement	Hotel	Empirical (mixed)	Australia, Korea	Semi-structured interviews, online questionnaires	Thematic analysis, EFA, second-order CFA		3	CBE
66	Altschwager, Conduit, Bouzdine, and Goodman (2017)	Customer brand engagement	Events (wine branded marketing)	Empirical (quantitative)	Australia, France	Online & onsite questionnaires		Cognitive, affection, activation	11	CBE
67	Kim et al. (2017)	Engagement	Tourism (wellness)	Empirical (quantitative)	Taiwan	Onsite questionnaires	CFA, SEM	Experiential, reflective engagement		TE
68	Hashim and Fadhil (2017)	Online customer engagement	Hotel	Empirical (qualitative)	Malaysia	Interviews	Thematic analysis	Awareness, attitude expression, voicing of opinion, advocacy, loyalty	5	CEB
69	Harrigan et al. (2017)	Customer engagement	Tourism	Empirical (quantitative)	US	Online questionnaires	CFA, SEM		11	TE
70	Wei, Lu, Miao, Cai, and Wang (2017b)	Attendee engagement	Event	Empirical (quantitative)	US	Online questionnaires	CFA, SEM	Customer-customer interactions	17	CEB
71	Xu, Buhalis, and Weber (2017)	Engagement	Hotel, restaurant, tourism, airline	Conceptual	N/A					CBE
72	Li, Cui, and Peng (2017)	Customer engagement	Hotel	Empirical (quantitative)	US	Data from Trip Advisor	Regression		4	OCE

73	Barile, Ciasullo, Troisi, and Sarno (2017)	Engagement	Tourism	Empirical (qualitative)	Italy	Literature review, case study			TE
74	Simumba and Nchito (2018)	Customer engagement	Hotel, tourism	Empirical (qualitative)	Zambia	Interviews, case study			CEB
75	Harris and Schlenker (2018)	Engagement	Event	Empirical (mixed)	Australia	Online questionnaires	Thematic analysis, descriptive statistic	12	CEB
76	Laurell and Björner (2018)	Engagement	Event	Empirical (quantitative)	Sweden	SNSs posts (Twitter, Instagram, Facebook, blogs, forums, & YouTube)	Social media analytics		OCE
77	Wu, Law, and Liu (2018)	Customer engagement	Hotel	Empirical (quantitative)	China	Online questionnaires	CFA, SEM	Purchases, referrals, influence, knowledge value engagement	14	CBE
78	Kim and Chae (2018)	Customer engagement		Empirical (quantitative)	US	SNSs posts (Twitter)	MANOVA, t-test	4	OCE
79	Lin et al. (2018)	Customer brand engagement	Hotel	Empirical (quantitative)	China	SNSs posts (Weibo)	Linear mixed model	Consumer-initiated, firm-initiated engagement		OCE
80	Tu et al. (2018)	Customer engagement	Hotel	Empirical (quantitative)	China	Online within subject scenario experiment	T-test, correlation, multiple regression	Identification, enthusiasm, attention, absorption, interaction	4	CBE
81	Ahn and Back (2018)	Customer brand engagement	Integrated resorts	Empirical (mixed)	US	Interviews, online questionnaires	Content analysis, PLS	Cognitive, affection, activation	10	CBE
82	Hussein (2018)	Customer brand engagement	Restaurant	Empirical (mixed)	Indonesia	Focus groups, questionnaires	Thematic analysis, EFA, PLS		CBE
83	Lee, Manthiou,	Tourist	Tourism	Empirical	Greece	Onsite	CFA, SEM	4	TE

#	Author	Engagement type	Context	Method	Location	Data source	Analysis	Dimensions	#	Code
	Chiang, and Tang (2018b)	engagement	(hiking)	(quantitative)		questionnaires				TE
84	Lee et al. (2018a)	Social media engagement	Airline	Empirical (quantitative)	Hong Kong	Onsite questionnaires	Multi-group analysis, SEM		4	CBE
85	Vaičiukynaitė and Gatautis (2018)	Customer engagement behaviours	Hotel	Empirical (quantitative)	Lithuania	SNSs posts (Facebook)	Content & text analysis , ANOVA		5	OCE
86	Harrigan et al. (2018)	Customer brand engagement	Tourism	Empirical (quantitative)	US	Online questionnaires		Cognitive, affection, activation	10	TE
87	Huh (2018)	Engagement	Event	Empirical (quantitative)	Taiwan	Onsite questionnaires	CFA, SEM	Brand, exhibition, visitor engagement	20	CBE
88	Mariani et al. (2018)	User engagement	Tourism	Empirical (quantitative)	International	SNSs posts (Facebook)	Panel data regression		12	OCE
89	Tussyadiah et al. (2018)	Social media engagement	Restaurant	Empirical (quantitative)	US	Online questionnaires	SEM	Customer-customer interactions	5	CEB
90	Lee (2018)	Customer engagement behaviours	Hotel	Empirical (quantitative)	US	Online questionnaires	CFA, SEM		4	CEB
91	Bilro et al. (2018)	Online customer engagement	Hotel	Empirical (quantitative)	Portugal	Online questionnaires	SEM	Cognitive, affection, activation	10	CBE
92	Azer and Alexander (2018)	Customer engagement behaviours	Tourism, hotel, restaurant, events	Empirical (qualitative)	International	Negatively valenced reviews from Trip Advisor	Netnography, thematic analysis			CEB
93	Muñoz et al. (2018)	Customer engagement	Hotel	Empirical (quantitative)	Spain	Within-subject, experiment (eye-tracking & questionnaires)	Linear regression		4	CEB
94	Han, McCabe, Wang, and Chong (2018)	Engagement	Tourism	Empirical (quantitative)	China	Online questionnaires	SEM, PLS			TE
95	Zhang et al. (2018)	Destination engagement	Tourism	Empirical (quantitative)	China (HK)	Scenario experiment	CFA, SEM		16	TE
96	Aleti et al. (2018)	Customer engagement	Tourism	Empirical (quantitative)	US	Online questionnaires	Regression	Identification, enthusiasm,	5	TE

#	Author (year)	Concept	Context	Study type	Country	Data collection	Analysis	Outcomes		Type
								attention, absorption, interaction		
97	Romero (2018)	Customer engagement	Tourism	Empirical (quantitative)	Spain	Online questionnaires	PLS	WOM, referrals, content generation, suggestions		TE
98	Joy, Belk, Charters, Wang, and Peña (2018)	Consumer Engagement	Tourism (wine)	Empirical (qualitative)	Africa, India	Interviews, observations, & field notes	Multi-layer ethnography, comparative analysis			TE
99	Rather et al. (2018)	Customer brand engagement	Hotel	Empirical (quantitative)	India	Onsite questionnaires	CFA, SEM		4	CBE
100	Gupta, Bakshi, and Dogra (2018)	Customer engagement	Tourism	Empirical (quantitative)	India	SNSs posts (Facebook)	Comparative analysis		3	OCE
101	Perez et al. (2018)	Fan engagement	Tourism	Empirical (quantitative)	UK	Online questionnaires	PLS		5	TE
102	Chen and Rahman (2018)	Visitor engagement	Tourism (cultural)	Empirical (quantitative)	US	Online questionnaires	CFA, SEM	Usage of facilities	8	TE
103	Tiago, Couto, Faria, and Borges (2018)	Engagement	Cruise	Empirical (mixed)	International	SNSs posts (Facebook & Twitter)	Network structures & content analysis	Message content: storytelling, triggers, amusement, reaction		OCE
104	Schroeder et al. (2018)	Traveller engagement	Tourism (food)	Empirical (quantitative)	US	Online questionnaires	Hierarchical regression	Personal protective behaviours	5	TE
105	Fountain (2018)	Engagement	Tourism (wine)	Empirical (quantitative)	China, New Zealand	Onsite questionnaires	Descriptive analysis			TE
106	Villamediana et al. (2019a)	Destination engagement	Tourism	Empirical (quantitative)	Spain	SNSs posts (Facebook)	Content & regression analysis	Positive/negative popularity, commitment, adjusted virality	3	OCE
107	Lin et al. (2019)	Tourist engagement	Tourism	Empirical (quantitative)	China	Field experiment	PLS, PROCESS	Identification, enthusiasm, attention,	6	TE

								absorption, interaction		
108	Abror, Wardi, Trinanda, and Patrisia (2019)	Customer engagement	Tourism	Empirical (quantitative)	Indonesia	Onsite questionnaires			4	TE
109	Molinillo, Anaya, Morrison, and Coca (2019)	Engagement	Tourism (smart city)	Empirical (quantitative)	Spain	SNSs posts (Facebook, Twitter, & Instagram)	Content analysis, ANOVA	Popularity, commitment, virality	3	OCE
110	Gomez et al. (2019)	Social media engagement	Airline	Empirical (quantitative)	Spain	Online questionnaires	PLS	Identification, enthusiasm, attention, absorption, interaction	25	CBE
111	Scholtz and Kruger (2019)	Engagement	Tourism (scuba dive)	Empirical (quantitative)	International	Online questionnaires	ANOVA, PCA, cluster analysis	Active engagement, lurking behaviour	10	TE
112	Villamediana et al. (2019b)	Engagement	Tourism	Empirical (quantitative)	Spain	SNSs posts (Facebook)	Content & regression analysis	Positive/negative popularity, commitment, adjusted virality	2	OCE
113	Radic (2019)	Engagement	Cruise	Empirical (qualitative)	US,UK	Kids' drawing	Interpretive analysis			CEB
114	Willems, Brengman, and Van Kerrebroeck (2019)	Customer engagement	Tourism	Empirical (quantitative)	Belgian	Between-subjects experiment	ANCOVA, PLS path modelling	Flow, enjoyment, purchase intentions	9	TE
115	Thakur (2019)	Customer engagement	Tourism	Empirical (mixed)	India	In-depth interviews, onsite questionnaires	Content analyses MANCOVA, CFA, EFA	Social facilitation, intrinsic enjoyment, utilitarian level, temporal experience	13	TE
116	Gopalakrishna, Malthouse, and Lawrence (2019)	Customer engagement	Trade shows	Empirical (quantitative)	US	Online questionnaires	CFA, SEM	Purchase, learning, social behaviour		CEB
117	Williams and	Tourist	Tourism	Empirical	International	Online	Factor analysis,		7	TE

	Slak (2019)	engagement		(quantitative)	al	questionnaires	regression			
118	Järvi (2019)	Customer engagement	Hotel	Empirical (qualitative)	Finland	Semi-structured interviews, customer diary	Thematic analysis			CBE
119	Zhang and Yang (2019)	Customer engagement	Restaurant	Empirical (quantitative)	US	Scenario experiments		Behavioural intention	2	CEB
120	Sashi et al. (2019)	Customer engagement	Restaurant	Empirical (quantitative)	US	SNSs posts (Twitter)	Multiple regression	Firm-initiated engagement (connection effort, interaction effort, retention), customer-initiated engagement (satisfaction, calculative commitment, affective commitment)	11	OCE
121	Moscardo (2019)	Guest engagement	Hotel, restaurant	Conceptual	N/A					CEB
122	Zhang et al. (2019a)	Consumer engagement behaviours	Hotel	Empirical (quantitative)	International	Scenario experiments	ANOVA, MANCOVA	WOM	6	CEB
123	Zhang et al. (2019b)	Online customer engagement	Hotel, restaurant, tourism, airline	Empirical (mixed)	US	Focus groups, online questionnaires	Text analysis, CFA, SEM	Online ratings, reviews, blogging, customer-to-customer interactions	12	CEB
124	Choi and Kandampully (2019)	Customer engagement	Hotel	Empirical (mixed)	US	Online questionnaires, focus groups	Content analysis, CFA, SEM	WOM, willingness to suggest	10	CEB
125	Sandiford and Divers (2019)	Customer engagement	Restaurant (pub)	Empirical (qualitative)	UK	Interviews	Thematic analysis	Cognitive, affection, activation		CBE
126	Gao and Mattila (2019)	Customer engagement behaviours	Restaurant (café), hotel	Empirical (quantitative)	US	Scenario experiments	ANOVA	Behavioural intention	3	CEB

127	Itani et al. (2019)	Customer engagement	Restaurant	Empirical (quantitative)	US	Online questionnaires	CFA, SEM	Purchases, referrals, influence, knowledge value engagement	16	CBE
128	Liao et al. (2019)	Customer engagement	Hotel	Empirical (quantitative)	Taiwan	Online questionnaires	CFA, SEM		3	CEB
129	Bravo, Catalán, and Pina (2019)	Customer engagement behaviours	Tourism	Empirical (quantitative)	Spain	Online questionnaires	Regression	Behavioural intention	17	TE
130	Menon et al. (2019)	Consumer brand engagement	Airline	Empirical (quantitative)	Iceland	SNSs posts (Facebook & Twitter)	Regression		3	OCE
131	Filimonau et al. (2020)	Consumer engagement	Restaurant	Empirical (quantitative)	Poland	Onsite questionnaires	EFA, PLS	Behavioural intention	5	CEB
132	Lee et al. (2019)	Customer engagement	Event	Empirical (quantitative)	US	Online questionnaires	CFA, Multi-group analysis		8	CBE
133	Rather (2019)	Customer engagement	Hotel	Empirical (quantitative)	India	Onsite questionnaires	CFA, SEM		6	CBE
134	Sharma and Sarmah (2019)	Customer engagement	Tourism (eco)	Empirical (mixed)	India	In-depth interviews	Content analysis, EFA, SEM			TE
135	Shin and Back (2019)	Cognitive engagement	Hotel	Empirical (quantitative)	US	Online questionnaires	CFA, SEM	Identification, enthusiasm, attention, absorption, interaction	4	CBE
136	Kim, Yoo, and Yang (2019)	Online customer engagement	Restaurant	Empirical (quantitative)	South Korea	Online questionnaires	Second-order CFA, SEM	Positive attitudes, continuance intentions	8	CEB
137	Aluri, Price, and McIntyre (2019)	Customer engagement	Event	Empirical (quantitative)	US	Machine learning	Regression			OCE
138	Pino et al. (2019)	User engagement	Event, tourism	Empirical (quantitative)	Italy	SNSs posts (Facebook & Twitter)	One-way ANOVA		3	OCE
139	Bilro, Loureiro, and Guerreiro	Customer engagement	Restaurant, hotel &	Empirical (quantitative)	US	Data from Yelp	Sentiment analysis	Cognitive, affection,	10	OCE

	(2019)		nightlife entertainm ent					activation	
140	Dewnarain, Ramkissoon, and Mavondo (2019)	Customer engagement	Hotel	Conceptual	N/A				CBE
141	Kim, Kim, and Lee (2019)	Customer brand engagement	Restaurant (coffee shop)	Empirical (quantitative)	South Korea	Onsite questionnaires	CFA, SEM		8	CBE
142	Sheng (2019)	Customer engagement behaviours	Hotel	Empirical (quantitative)	UK	SNSs posts	Regression		1	OCE
143	Coetzee and Pourfakhimi (2019)	Emotional/a ffective engagement	Event	Empirical (quantitative)	Internation al	Onsite questionnaires	Multiple linear regression modelling	Excitement, emotional energy, intimacy, adventure, personal values, personal recollection	6	CBE
144	Lee and Lee (2019)	Customer engagement	Hotel	Empirical (quantitative)	US	Online questionnaires	CFA, SEM		3	CEB
145	Vo, Chovancová, and Tri (2019)	Customer engagement behaviours	Hotel	Empirical (quantitative)	Vietnam	Online questionnaires	PLS		4	CEB
146	Islam et al. (2019)	Customer engagement	Hotel	Empirical (quantitative)	India	Onsite questionnaires	CFA, SEM	Cognitive, affection, activation	10	CBE
147	Prentice, Wang, and Loureiro (2019)	Customer engagement	Airline	Empirical (quantitative)	Portugal	Onsite questionnaires	CFA, Path modelling	Purchases, referrals, influence, knowledge value engagement	14	CBE
148	Bergel, Frank, and Brock (2019)	Customer engagement	Tourism (national forest park), hotel	Empirical (quantitative)	Germany	Scenario experiments	PLS	Purchases, referrals, influence, knowledge value engagement	15	TE
149	Creevey, Kidney, and	Consumer engagement		Conceptual	N/A					OCE

	Mehta (2019)	behaviours								
150	Flavián, Ibáñez, and Orús (2019)	User engagement	Tourism	Empirical (quantitative)	Spain	Scenario experiments	CFA, MANCOVA, PROCESS			TE
151	Shin et al. (2019)	Online customer engagement	Hotel	Empirical (quantitative)	US	Control scenario experiment & real scenario experiment	ANOVA, PROCESS			CEB
152	Leong, Osman, Paim, and Fazli (2019)	Online customer engagement	Hotel, airline	Empirical (quantitative)	Malaysia	SNSs posts	PLS	Vigour, absorption, dedication	21	OCE
153	Al and Garanti (2019)	Consumer engagement	Tourism (snow)	Empirical (quantitative)	Turkey	Onsite questionnaires	VB-SEM	Consuming, contributing, creating	8	TE
154	Chiu, Lin, Chen, Liu, and Ma (2019)	E-engagement	Mobile travel service system	Empirical (quantitative)	Taiwan	Onsite questionnaires	CFA, hierarchical regression analysis		4	CBE
155	Kesgin and Murthy (2019)	Consumer engagement	Museum, zoo, park, festival, winery, brewery, hotel	Empirical (quantitative)	US	SNSs posts (Facebook)	Text, sentiment, & Regression analysis		4	OCE
156	Huang and Choi (2019)	Tourist engagement	Cruise	Empirical (mixed)	US, China	Interviews, focus groups	Content analysis, CFA, EFA	Social interaction, interaction with employees, relatedness, activity related tourist engagement	16	CBE
157	Rasoolimanesh et al. (2019)	Tourist engagement	Tourism (heritage)	Empirical (quantitative)	Malaysia	Onsite questionnaires	CFA, PLS	Identification, enthusiasm, attention, absorption, interaction	16	TE
158	Cordina, Gannon, and	Fan engagement	Events (spectator	Empirical (qualitative)	UK	In-depth semi-structured	Thematic analysis	Management cooperation,		CEB

#										
	Croall (2019)		sport)			interviews		performance tolerance		
159	Alrawadieh et al. (2019)	Visitor engagement		Empirical (quantitative)	Jordan	Onsite questionnaires	PLS-SEM	Usage of facilities	8	TE
160	Rather et al. (2019)	Customer engagement	Tourism	Empirical (quantitative)	India	Onsite questionnaires	CFA, SEM	Conscious attention, enthused participation, social connection	8	TE
161	Bergel and Brock (2019)	Customer engagement	Tourism (national forest park & heritage)	Empirical (quantitative)	Germany	Onsite questionnaires	PLS-SEM		3	TE
162	Bayighomog and Araslı (2019)	Customer engagement	Hotel	Empirical (quantitative)	Turkey	Onsite questionnaires	CFA, PROCESS macro	Service delivery, internal influence, external representation	13	CEB
163	Vo and Chovancová (2019)	Customer engagement behaviours	Hotel	Empirical (quantitative)	Vietnam	Onsite questionnaires	PLS-SEM		3	CEB
164	Loureiro and Sarmento (2019)	Tourist engagement	Tourism	Empirical (quantitative)	Portugal	Onsite questionnaires	PLS-SEM	Purchases, referrals, influence, knowledge value engagement	16	TE
165	Garín, Pérez, and López (2019)	Consumer engagement	Hotel, tourism, transportation	Empirical (quantitative)	Spain	National Statistics	Random effects logistic models			CEB
166	Li et al. (2019)	Social media engagement	Restaurant	Empirical (mixed)	US	SNSs posts	Content analysis, hierarchical multiple regression	Conversation, amplification, applause rate	4	OCE
167	Liu et al. (2019)	Social media engagement	Hotel	Empirical (quantitative)	US	Scenario experiment	ANOVA	EWOM	3	CEB
168	Laing and Frost (2019)	Emotional/affective engagement	Tourism (dark)	Empirical (qualitative)	Australia	Phenomenological inquiries	Thematic analysis			TE

169	Rather and Sharma (2019)	Customer engagement	Hotel	Empirical (quantitative)	India	Onsite questionnaires	EFA, CFA, regression model	Identification, enthusiasm, attention, absorption, interaction	25	CBE
170	Chen, Zhou, Zhan, and Zhou (2020)	Customer brand engagement	Tourism	Empirical (quantitative)	China	Online questionnaires	PLS	Cognitive, affection, activation	10	TE
171	Aydin (2020)	Online customer engagement	Hotel	Empirical (mixed)	Turkey	SNSs posts	Content analysis, ordinal regression	Total interaction	3	OCE
172	Rather (2020)	Customer engagement	Tourism	Empirical (quantitative)	India	Onsite questionnaires	CFA, SEM, t-test	Cognitive, affection, activation	10	TE
173	Melvin, Winklhofer, and McCabe (2020)	Visitor engagement	Tourism (heritage)	Empirical (qualitative)	UK	Interviews	Thematic analysis	Absorbing, interacting, information sharing, explaining, constructing meaning, competing, deviating		TE

* Articles are presented in chronological order, then sorted by journal title and article title in the alphabetic order; Concept refers to the concept shown in title, keywords, abstract or text; *OCE*= Online customer engagement, *TE*= Tourist engagement, *CBE*= Customer brand engagement, *CEB*= Customer engagement behaviour.

Appendix II. Definitions of customer engagement adopted in the extracted studies

Studies	Concept	H / T	Definition	Dimensionality		
				B	P	Dimensions
(Patterson *et al.*, 2006, p. 3)	Customer engagement		The level of a customer's **physical, cognitive, and emotional** presence in the relationship with a service organization.	x	x	1. Vigor 2. Dedication 3. Absorption 4. Interaction
(Higgins and Scholer, 2009, p. 102)	Engagement		Engagement is a state of being involved, occupied, fully absorbed, or engrossed in something	x	x	1. Cognitive 2. Emotional 3. Behavioral
(Kumar et al., 2010, p. 307)	Customer's engagement value		Customers provide value to the firm through their (a) own transactions (CLV), (b) behavior of referring prospects (CRV), (c) encouragement on other customers and individuals to make (or not make) initial or additional purchases (CIV), and (d) feedback to the firm on ideas for innovation/improvements (CKV).	x		1. Purchasing 2. Referral 3. Influencer 4. Knowledge
(Mollen and Wilson, 2010, p. 923)	Online engagement		Online engagement is a **cognitive and affective** commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value. It is characterized by the dimensions of dynamic and sustained cognitive processing and the satisfying of instrumental value (utility and relevance) and experiential value (emotional congruence with the narrative schema encountered in computer-mediated entities).		x	1. Cognitive 2. Affective
(MSI, 2010, p. 4)			Customers' **behavioral manifestation** toward a brand or firm beyond purchase, which results from motivational drivers including: word-of-mouth activity, recommendations, customer-to-customer interactions, blogging, writing reviews, and other similar activities.	x		
(Van Doorn *et al.*, 2010, p. 254)	Customer engagement behaviors		The customer's **behavioral manifestation** toward the brand or firm, beyond purchase, resulting from motivational drivers	x		1. Valence 2. Form 3. Scope 4. Nature 5. Customer goals
(Brodie *et al.*, 2011, p. 9)	Customer engagement		Customer engagement (CE) is a **psychological state** that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships. It occurs under a specific set of context dependent conditions generating differing CE levels; and exists as a dynamic, iterative process within service relationships that co-create value. CE plays a central role in a nomological network governing service relationships in which other relational concepts (e.g., involvement, loyalty) are antecedents and/or consequences in iterative CE processes. It is a multidimensional concept subject to a context- and/or stakeholder-specific expression of relevant cognitive, emotional and/or behavioral dimensions.	x	x	1. Cognitive 2. Emotional 3. Behavioral

Citation	Term		Description			Dimensions
(Hollebeek, 2011, p. 560)	Customer brand engagement		The level of an individual customer's motivational, brand-related and context-dependent **state of mind** characterized by specific levels of cognitive, emotional & behavioral activity in brand interactions	x	x	1. Cognitive 2. Emotional 3. Behavioral
(Verma, Jahn, and Kunz, 2012, p. 349)	Fan-page engagement		An interactive and integrative **participation** in the fan-page community and would differentiate this from the solely usage intensity of a member	x		1. Social interaction 2. Brand interaction 3. Self-concept
(Vivek *et al.*, 2012, p. 4)	Customer engagement		A customers' personal connection to a brand as manifested in **cognitive, affective, and behavioral actions** outside of the purchase situation.	x	x	1. Awareness 2. Enthusiasm 3. Interaction 4. Activity 5. Extraordinary experience
(Brodie *et al.*, 2013, p. 107)	Consumer engagement in a virtual brand community		Consumer engagement in a virtual brand community involves specific interactive experiences between consumers and the brand, and/or other members of the community. Consumer engagement is a context-dependent, **psychological state** characterized by fluctuating intensity levels that occur within dynamic, iterative engagement processes. Consumer engagement is a multidimensional concept comprising cognitive, emotional, and/or behavioral dimensions, and plays a central role in the process of relational exchange where other relational concepts are engagement antecedents and/or consequences in iterative engagement processes within the brand community	x	x	1. Cognitive 2. Emotional 3. Behavioral
(Ray, Kim, and Morris, 2014, p. 531)	Engagement		Engagement is a holistic **psychological state** in which one is cognitively and emotionally energized to socially behave in ways that exemplify the positive ways in which group members prefer to think of themselves		x	
(Taheri *et al.*, 2014, p. 322)	Engagement	X	Engagement is conceptualized as: **a state of being involved with and committed to** a specific market offering	x		
(Dijkmans *et al.*, 2015, p. 59)	Engagement in social media activities	X	Consumer's **familiarity** with a company's social media activities (i.e., cognition) and the **online following** of these activities (i.e., behavior).	x		
(Dwivedi, 2015)	Consumer brand engagement		Consumers' (Hollebeek, 2011; Vivek *et al.*, 2012)that is characterized by vigor, dedication and absorption		x	1. Vigor 2. Dedication 3. Absorption

Citation	Concept		Definition			Dimensions
(Yang, Lin, Carlson, and Ross Jr, 2016, p. 529)	Brand engagement on social media		Customers' **behavioural manifestation** towards a brand -beyond purchase – resulting from motivational drivers, which is captured through the interactive behaviours between consumers and brands.	x		
(Zheng and Guo, 2016, p. 257)	Online engagement in otas	x	The **psychological state** representing the extent of pleasure and **involvement** in an activity or interaction within OTAs.	x		
(Hashim and Fadhil, 2017, p. 5)	Customer engagement with social media	x	**Communication** between customers and hotels operators using social media	x		
(Fang *et al.*, 2017, p. 271)	User engagement	x	**Psychological engagement** as the level of an app user's positive, fulfilling, and app-related state of mind that is characterized by vigor, dedication, and absorption. **Behavioral engagement** in this study is defined as users' continued interaction with a mobile travel app.	x	x	1. Psychological 2. Behavioural
(Gomez *et al.*, 2019, p. 198)	Social media brand engagement	x	"**A proactive and interactive relationship** between the consumer and the brand's social media platform, passion, and immersion in the brand's social media platform."	x	x	
(Huang and Choi, 2019, p. 474)	Tourist engagement	x	**A psychological state** incurred by interactive, co-creative, tourist experiences with a focal agent/object (people/attraction/activities/ encounters) in focal travel experience relationships (modified and extended from (Brodie *et al.*, 2011).	x	x	1. Social interaction 2. Interaction with employees 3. Relatedness 4. Activity related tourist engagement
(Pino *et al.*, 2019, p. 193)	Online engagement	x	The expressing favor ("like") or disfavor ("dislike") toward a given object (e.g., a tourist event or a destination); better articulating a users' position with respect to that object (through comments), or reaching other people (by sharing online contents). Liking a post is the simplest form of engagement on social media.	x		1. Liking 2. Commenting 3. Sharing
(Rather, 2019, p. 119)	Customer engagement	x	The **emotional bond** established between consumer and brand, as a consequence of the accumulation of consumer experiences that assumes a favorable and proactive psychological state.	x	x	
(Rather *et al.*, 2019, pp. 522-523)	Tourism-based customer engagement:	x	A reflective second-order construct encompassing conscious attention, enthused participation, and social connection, which correspond to the concept's tripartite (cognitive, emotional, behavioral) dimensionality	x	x	1. Conscious Attention 2. Enthused Participation 3. Social Connection

(Sashi *et al.*, 2019, p. 4)	Customer engagement	X	Both an individual snapshot of a customer's engagement vis-a-vis the process, and as a process where there is a progression of stages that each affects customer engagement behavior. The stages in the customer engagement process that culminate in turning customers into fans are connection, interaction, satisfaction, retention, commitment and advocacy.	X		1. Firm efforts 2. Customer efforts
(Thakur, 2019, p. 6)	Customer engagement	X	A **psychological state** that leads to frequent interactions with the focal object (e.g. Mobile shopping apps) that goes beyond the transactional motive of immediate purchase intention. The motives for interactions with the focal object may be utilitarian, to obtain information for potential purchase, or hedonic, with the objective of keeping abreast of the environment.	X	X	1. Social facilitation 2. Intrinsic enjoyment 3. Utilitrian level 4. Temporal experience
(Villamediana *et al.*, 2019b, p. 1844)	Positive/ negative engagement	X	A **multidimensional construct** that reveals a positive valence brand's valuation, and that is observable through (i) virality, (ii) commitment and (iii) popularity that tourists manifest in brand communities on social networks.	X		1. Virality 2. Commitment 3. Popularity

* Definitions are presented in chronological order, then sorted by author names in the alphabetic order. H&T = hospitality and tourism sector, *B* = behavioral state, *P* = psychological state.