

Hospitality and Tourism scholarship in Africa: a literature-based agenda for future research

Abstract

This study examines Africa-related tourism and hospitality literature over the past 35 years (1984 to 2019), taking account of themes, methodologies, geographies, and collaboration structures. The authors identified and analyzed 1,182 published articles from 27 journals using advanced bibliometric to provide a deeper analysis than has been provided previously of tourism and hospitality scholarship in Africa. This paper offers an up-to-date systematic overview of Africa related tourism knowledge production and dissemination. Prominent features of the knowledge domain are discussed - destination management, travel psychology and sociology, sustainability, socio-cultural issues, economy, tourism investment and economy, accommodation and hotels in Africa. The authors discussed further research, current and emerging tourism issues, and more diverse approaches towards research focus, methodologies, and geographical structures.

Keywords - Tourism; Hospitality; Africa; Research and scholarship; Bibliometric analysis

Introduction

Tourism has offered promising economic prospects for many countries across Africa. The continent's tourism resources are abundant - spacious beaches, ample wildlife, widespread natural and cultural attractions, and opportunities for adventure. Primary African tourism assets include nature-based tourism, cultural tourism, business travel, and special interest tourism. Other attractions include safaris, beaches, diaspora tourism, archaeological sites, events, and festivals. The recent tourism trajectory has been positive and there is considerable development potential – 67 million visitor arrivals were reported in 2018, a 7% increment over the previous year (UNWTO, 2020a). Notwithstanding the current COVID-19 crisis, and a collapse in global tourism demand, tourism in Africa was forecast to grow by 55% over the period 2017 – 2027, making it the fastest growing market after the Asia-Pacific region (UNWTO, 2020b). Various African nations have encouraged tourism industry development in the hope of positive economic, environmental, and social contributions, the pursuit of poverty alleviation, enhanced employment opportunities, boosting small and medium enterprises, and diversification of their exports, and improved economic growth and development. Despite Africa's undoubted tourism potential, the industry has made a limited contribution to the continental macro economy generally and to many countries and destination regions in particular. In the face of mixed tourism growth across Africa, there have been frequent calls for more scholarship (Christie & Crompton, 2001; Hoogendoorn & Fitchett, 2018). In response and to provide a “state of the art” explanation of theoretical and practical gaps, ongoing debates and controversies, the current study offers a comprehensive overview of hospitality and tourism scholarship and research in Africa.

Most hospitality and tourism research has followed a Eurocentric canon, thereby constraining a thorough understanding of issues in settings across the global south such as Africa (Booyens, & Rogerson, 2016; Yankholmes, 2014). With international tourism still

dominated by the developed countries, it is unsurprising that the intensity of publications varies by region. Current statistics show that Europe alone accounts around 50% of global tourism flows and receipts with the largest concentration in Spain and France (WTTC, 2018). In the case of Africa, tourism contributed around 8.5% (\$194.2 billion) of gross domestic product (GDP) according to the World Travel & Tourism Council (WTTC, 2018). The economic contribution of tourism to African countries is much less than applies to the global north and western countries, despite the plentiful tourism resources and prospects. Noting the growing socio-economic, environmental, and cultural significance of tourism across the continent, it is timely to examine the phenomenon in Africa through a review current hospitality and tourism knowledge and scholarship. Of the small number of studies to date, some have examined tourism geography in Africa (Rogerson & Visser, 2011), tourism research issues in South Africa (Visser & Hoogendoorn, 2011) and research paradigms and approaches in African tourism (Van Beek, 2007). Yankholmes (2014) reviewed hospitality and tourism publications by African-based scholars in the context of sub-Saharan Africa, based on papers in five top journals - *Tourism Management*, *Annals of Tourism Research*, *International Journal of Hospitality Management*, and *Journal of Travel Research*. Although the aforementioned studies have provided some insights into hospitality and tourism research in Africa, several issues remain under-explored. These include searches of multiple journals, identification of knowledge domains, methodological and collaboration structures, wider-range analysis of research focus, sampling, themes, and topics. To acquire a deeper understanding and address research and scholarship of hospitality and tourism in Africa, it is timely to identify methodological structures, authorships, and disciplinary collaborations.

The present authors respond to the research gaps by examining the production of hospitality and tourism scholarship in Africa and its prominent features. Bearing this in mind, the present study undertakes a comprehensive bibliometric analysis of papers on

hospitality and tourism in Africa. Three study objectives are proposed: 1) to analyze hospitality and tourism research articles published in 52 journals between 1987 and 2019; 2) to provide a comprehensive overview and state-of-the-art assessment of knowledge domain in journal publications focusing on hospitality and tourism in Africa; and 3) to assess research themes and methodological and collaboration structures. The authors identified and analyzed hospitality and tourism literature focusing on African perspectives over the past three decades categorized the main themes and synthesized existing knowledge. A detailed analysis is provided of the journal publications, affiliations, disciplinary and country-based features, authorships and institutional collaborations on research across all 55 African countries. The current application of bibliometric techniques moves beyond traditional literature reviews such as narrative analyses, systematic reviews, and meta-analyses and draws from a large sample of papers to provide an objective and evidence-based analysis of trends about knowledge domain clusters (Koseoglu et al., 2017). Previous bibliometric research has focused on analyzing data from citations to explain the nature and type of research articles, authorship, and publication records (Okumus, Koseoglu, & Ma, 2018). Bibliometric research provides a quantitative assessment of the subject matter, relationships and affiliations among authors, institutions, and disciplines. The currently applied clustering technique identifies key papers that have influenced the emerging research focus and have drawn scholarly attention to inform potential directions. To the best of our knowledge, this is the first study on Africa-based hospitality and tourism articles to consider disciplinary and authorship collaborations, methodologies, and research focus. The authors address the research objectives by providing a comprehensive evaluation of hospitality and tourism scholarship in Africa and advancing critical debates and controversies. The paper can inform practitioners by assessing the implications of hospitality and tourism management research in Africa - authorships, institutions, affiliations, and methodologies. In the next section the

authors focus on the methodologies deployed, the collection and selection of articles, and the choice of inclusion and exclusion criteria to filter the appropriate articles. After the methodology, the results section presents journal publications across years and periodicals, knowledge domain, research themes, methodological, authorship, institutional, and geographic features. Finally, the authors relate the results with the previous literature, and propose conclusions and directions for future research.

Literature Review

Africa in Hospitality and Tourism

The primary origin of modern African tourism is outbound tourism from western countries (mainly Europe and North America) to historic destinations (e.g. Egypt) or to prototypical nature-based destinations in the South and East of the continent (Rogerson 2007a). Tourism has been recognized as an important economic contributor to Africa in the post-colonial period. The UNWTO (2020) has noted that Africa follows Asia-Pacific as the second-fastest-growing tourism region. Africa inbound tourism reached 67 million in 2018, an increase of 7% over the previous year. Several African countries have been making particular efforts to maximize international arrivals. Tourism has grown exponentially with associated socio-economic development in countries including Kenya, Rwanda, and South Africa because of safari tourism and of MICE (meeting, incentive, convention, and exhibition) tourism. Countries across Africa have also been expanding their tourism facilities and infrastructure in pursuit of competitive advantage. Ethiopia, for instance, has lessened visa restrictions while improving flight connectivity and airport facilities. Such developments have supported Ethiopia's international tourism competitiveness by capitalizing on the potential of capital city Addis Ababa as an African gateway. With more than 116 international destinations and highly branded and preferred services by customers, Ethiopian airline is considered the best airline to connect Africa with the rest of the world. In addition to supporting the Ethiopian economy, the

airline enhances Africa's positive image by receiving several quality and aviation standard awards and appreciations. Let alone, Ethiopian airline is regarded by its contribution to the tourism industry in Africa by facilitating smooth and flexible tourist flow from and to Africa.

Africa holds great tourism promise, even though economic and social development has arrived relatively late. The share of African countries in the global tourism market remains below average, relative to developed countries with their higher incomes and living standards. Several challenges hinder Africa's competitive advantage in tourism and overshadow its potential. Though previous studies have noted the need for further research to identify problems and potential improvement for tourism in Africa (Dieke, 2013), development is impeded by persistent economic, social, political, and governance-related challenges (Adu-Ampong, 2017; Dieke, 2013; Gowreesunkar, 2019; Siakwah, Musavengane, & Leonard, 2020). Prominent economic-related limitations hindering tourism development in Africa include: inadequate macro-economic planning and strategy and an unstable tourism investment environment, infrastructure and facilities. Tourism development in Africa is hindered by uncertainties such as political instability, crime, and bureaucratic "red-tape", along with other governance and social-related bottlenecks (Dieke, 2020; Senbeto, 2019; Siakwah, Musavengane, & Leonard, 2020). Considering the potential, determinants, and challenges of tourism in Africa, scholars, policymakers, and tourism practitioners can benefit from an enhanced understanding of tourism knowledge creation and dissemination. The current study will provide a comprehensive analysis of hospitality and tourism research and scholarship about Africa.

Hospitality and Tourism knowledge creation and dissemination in Africa

In the contemporary knowledge-based economy, the generation and dissemination of knowledge is becoming an essential task for all fields of study intending to examine knowledge creation and dissemination. Most production of knowledge and of epistemological landscapes has been led by western and developed country contexts, and there has been limited tourism

scholarship and scientific performance in Africa (Rogerson & Visser, 2011; Visser, & Hoogendoorn, 2015). However, tourism knowledge has the capacity to enrich diverse issues of development and impacts comprising a major and established ‘meta-category’ (Xiao & Smith 2006). The primary focus of tourism scholarship in Africa has been on economic development. A nexus of tourism, poverty alleviation, and economic empowerment has dominated African tourism research outputs. Studies (see Pandey & Rogerson, 2020; Sahni, Nsiah, & Fayissa, 2020) have noted a conceptual focus amongst tourism scholars on development theory, political economy, sustainable development, colonialism, and neoliberalism, dependency, and structuralism approaches. Even as tourism has grown in importance across Africa, knowledge creation and scholarship have fallen short of expectations. The main impediment has been the inadequacy of tourism scholarship and knowledge production in Africa. For instance, studies have noted that hospitality and tourism papers published in the context of African tourism are concentrated in non-mainstream and lower-tier publications (Rogerson 2007a; Yankholmes, 2014). Against this backdrop, scholars have urged the identification of key issues associated with hospitality and tourism in Africa. Policymakers, destination managers and marketers, and tourism organizations in Africa are seeking to handle the contributions of tourism to national economies and to manage tourism businesses and can benefit from relevant knowledge and insights. Various international development agencies are supporting countries across Africa to deploy tourism as a vehicle for development, underpinned by academic knowledge. Noting the aforementioned reasons and pursuant to the source and nature of the knowledge base, the current study examines trends in the creation and dissemination of knowledge focusing on hospitality and tourism in Africa.

Method and analysis

Sampling

This paper examines hospitality and tourism journal articles based in Africa that were published between 1984 and 2019. We started collecting and reviewing articles published in 1984 since the first article related to seasonality was published in 1984. The authors identified and collected journal articles from four databases, namely Scopus and Web of Science. We also searched articles from Google Scholar as a supplement to the raw dataset with a view to improving the comprehensiveness of the data. The key search words used for other sites were ‘tourism’, ‘Africa’, ‘hospitality’, and followed by the name of all 55 African countries. For purposes of reviewing clarity and consistency, the review excluded papers in languages other than English, conference papers, research notes, book reviews, and other unpublished studies like theses and dissertations, edited volumes and monographs. Consistent with the study focus, only full-length articles were selected, downloaded, and finally considered for their relevance. We checked the short-listed articles in detail to check for mismatched papers by reading the title, abstract, and keywords. After a comprehensive search and reading of the abstracts, we found 1,182 articles published between 1984 and 2019 in 27 periodicals.

Analysis

The authors undertook several data cleaning and standardization procedures before proceeding to data analysis. Consistent with the study objectives, each retrieved article was then read carefully and content-analyzed to identify the following attributes: (1) year, (2) journal publication, (3) methodological structure, (4) research themes, (5) disciplinary, authorship, and institutional collaboration, (6) target populations, and, (7) geographic structure. Procedurally, we first used a Microsoft Excel spreadsheet to code articles manually, based on the author’s name, year, journal source, the topic of the study, the methodology used, research theme, and references. Coding was conducted by two authors. In this process conflicts between two authors solved by reaching consensus. For example, while one of the coders identified quantitative paper to one of the papers, the other coder identified it as mixed method paper.

After this, two coders looked at the paper together and decided that the paper employed a mixed method. Coding schema is provided as online supplement.

Co-citation analysis was utilized to determine and map intellectual connections in the given field by exploring relations amongst the influential references. This analysis assisted the researchers to highlight emerging subfields and their interconnections. The present study deploys social network analysis to reveal the knowledge structure of African hospitality and tourism research. It is critical to determine an applicable cut-off point to generate the co-citation data since there is no widely accepted standard (Hota et al., 2019). Some studies consider the stress value of the data (see Hota et al., 2019). Others have used the trial-error method to find the best interpretable cluster, and others again have simply assigned a cut-off point that includes at least 50, 100 or more works based on research preference and expertise (see Zupic & Čater, 2015). The most cited 100 articles provided the preferred cut-off point for co-citation data in the current study. This generated 132 articles for prospective analysis that were cited on at least 11 occasions.

The current study used network visualization to highlight the academic foundations as clusters for the period via VOSviewer. VOSviewer identifies clusters using modularity-based clustering (Van Eck, Waltman, Dekker, & Van den Berg, 2010). In their analysis of the articles the researchers used the strength of association for purposes of normalization. In the network view, circles represent nodes, and lines show the links amongst the nodes. The colors identify the clusters to which the nodes belong. The size of the nodes indicates how frequently a specific article has been used as a reference point.

Findings

Articles published across journals and years

Table 1 shows that the African publications are distributed across 52 different hospitality and tourism journals. Amongst the various journals, the top 10 contributions to

tourism and hospitality research in Africa are: African Journal of Hospitality, Tourism and Leisure (n = 378, 32%), Journal of Sustainable Tourism (n = 68, 5.75%), Tourism Management (n = 66, 5.6%), Annals of Tourism Research (n = 54, 4.57%), Current Issues in Tourism (n = 44, 3.7%), Tourism and Hospitality Research (n = 42, 3.55%), Journal of Ecotourism (n = 40, 3.4%), Tourism Geographies (n= 33, 2.8%), Tourism Management Perspectives (n = 39, 3.3%), and International Journal of Tourism Research (n = 32, 2.71%).

Insert Table 1 about here

Table 1 shows all hospitality and tourism articles published over the past 35 years from 1984 to 2019. The authors identified that Farver's (1984) publication in Annals of Tourism Research was the first attempt to study hospitality and tourism in Africa. His study examined tourism employment in The Gambia. Scholars subsequently paid increasing attention to several emerging issues - sustainability, destination management, tourist behavior, tourism marketing, and economics. Figure 1 shows that the number of publications started to increase towards the end of the 1990s. The number of publications has increased sharply over the past three years, an indication that scholars have been paying attention to research about hospitality and tourism in Africa. Such attempts seem likely to continue.

Insert Figure 1 about here

Methodological structure and research themes

Table 2 depicts the data collection methods used to investigate hospitality and tourism in Africa. Our dataset exhibits that most papers used an empirical analysis (n = 921, 78%) followed by review (n = 98, 8.3%), and mixed methods (n = 87, 7.3%), and conceptual papers (n = 76, 6.4%). Regarding research design, the findings indicate that studies adopted quantitative (n = 497, 42%), qualitative (n = 331, 28%), hybrid (n = 263, 22%), and unclear or papers did not disclose the methods employed (n = 91, 7.7%). Of the overall articles, the leading

data collection procedures are questionnaire (n = 375, 32%), interviews (n = 151, 13%), case study (n = 173, 15%), and secondary data (n = 167, 14%). The remaining studies used a combination of at least two methods (n = 117, 10%), adopting both interview and questionnaire (n = 84, 7.1%), combination of primary and secondary data (n = 73, 6.2%), and observations (n = 42, 3.5%). Observations include participant and non-participant observations, fieldwork, and ethnographic studies. The combinations of primary and secondary sources involve studies that adopted a mixture of survey and questionnaire, or a combination of secondary data with either interview or survey.

Insert Table 2 about here

Identifying the key hospitality and tourism themes allows us to understand the research focus. Ten research themes are identified in Table 3. The published papers targeted research themes related to destination management and development (n = 245, 21%), travel psychology and sociology (n = 199, 17%), sustainability (n = 196, 16.5%), finance, economy, and international business (n = 166, 14%), accommodation and hotel (n = 160, 13.5%), socio-cultural issues (n = 89, 7.5%), crisis issues (n = 53, 4.5%), human resource and organizational behavior (n = 28, 2.4%), and peace and security (n = 22, 1.9%). The remaining papers (n = 24, 2%) are categorized under other research themes.

Insert Table 3 about here

Topics on destination management and development have included the development, challenges, and benefits of community-based tourism, domestic tourism, and resource diversification including issues of rural and urban tourism development (Sebele, 2010; Stone & Nyaupane, 2019; Benson & Seibert, 2009). Studies emphasizing sustainability issues have examined governance and policies on conservation, ecotourism, climate change, and biodiversity (Benson & Seibert, 2009; Lamers et al., 2014; Santarém et al., 2018). A number

of papers have assessed aspects of accommodation and/or hotels including management and development, the challenges and benefit of hospitality service provision, restaurants, and the range of accommodation entities (Adam, 2019; Elbaz et al., 2019; Ginindza & Tichaawa, 2019). Other focuses of research under the finance and economy category have included entrepreneurship, poverty alleviation, tourism demand and supply, and price competitiveness (Plessis & Saayman, 2018; Mottiar, Boluk, & Kline, 2018; Njoya, & Seetaram, 2018). There have been publications on human resource management, organizational behavior, and international business issues that relate to hospitality and tourism - employee satisfaction, job performance, turnover, work environment, work ethics, and leadership (Al-Romeedy, 2019; Elbaz & Haddoud, 2017; Odunga, Manyara, & Yobesia, 2019; Sobaih, Ibrahim, & Gabry, 2019). Some scholars have shown interest in economic, social, and political crises. Novelli et al. (2018), for example, examined the impact of the Ebola epidemic on tourism organizations and the subsequent tourism demand decline in the Gambia and addressed the importance of preparedness and management failures' consequences. Chimuka (2019) examined how the mass killing of wildlife resources eroded the social and economic values of wildlife resources in Zimbabwe, Africa. Poku and Boakye (2019) analyzed visitors' safety and security concerns in the context of nature-based tourism settings and proposed managerial implications to handle visitor management in nature-based destinations. Rogerson and Baum (2020) examined future research directions associated with Africa's COVID-19 crisis. Rogerson and Baum have proposed marketing and tourism management approaches to tackle the impacts of COVID-19 such as market confidence, resilience, travel behaviors and characteristics, and climate change and sustainability issues. Finally, in the context of hospitality and tourism in Africa it is worth noting tourist and resident perceptions and attitudes, travel behaviors, cultural influences, and tourist satisfaction (Boley, Strzelecka, & Woosnam, 2018; Park, 2018; Saayman, Li, Uysal, & Song, 2018; Stone & Nyaupane, 2020).

Disciplinary, sampling focus, country, institutional, and geographic features

Table 4 presents disciplinary, sampling focus, authorship, and institutional collaborations. The results exhibit that interdisciplinary collaborations account for 38% of outputs (n = 452), transdisciplinary collaborations for 28% (n = 336), and papers with no collaborations account for 33% (n = 394) of the total. When authorship collaborations are considered, it is found that single author without a collaborator accounts for 33% (n = 394), one institution from one country contributes 35.5% (n = 420), two institutions from one country accounts 11% (n = 132), and two or more authors collaborate from two different countries represents 20% (n = 236).

Insert Table 4 about here

The authors have proposed five categories of target population and sampling focus. These include employees and managers of hotels, travel agencies and tour operations, destination management organizations, customers (i.e. tourists and/or guests), and host communities. Table 4 shows that studies have focused on a range of sectors and roles – notably hotel employees and managers (n = 178, 15%), employees of travel agencies and tour operators (n = 56, 4.7%), destination management organization (n = 377, 32%), tourist or guests (n = 389, 33%), and host community (n = 182, 15%). Table 5 represents the distribution of the body of knowledge and research by region (i.e. north, south, west, and east) and by country. The results indicate that studies representing the Southern Africa region account for 53% (n = 635), East Africa for 18.4% (n = 218), West Africa for 15.3% (n = 181), and North Africa for 12.5% (n = 148). When the research focus across countries is considered, it is evident that the largest shares of output are accounted for from South Africa (n = 442, 37.4%) followed by Egypt (n = 94, 8%), Ghana (n = 88, 7.5%), Kenya (n = 83, 7%), Zimbabwe (n = 60, 5%), Tanzania (n = 54, 4.5%), Nigeria (n = 48, 4%), Botswana (n = 38, 3.2%), Mauritius (n = 36, 3%), Ethiopia (n = 34, 2.9%), Uganda (n = 18, 1.5%), The Gambia (n = 13, 1.2%), and Rwanda (n = 11, 1%).

From the findings, we noticed that the dispersal represents the leading economic role of South Africa, though with all other regions having an adequate base of more than 10% of total outputs.

Insert Table 5 about here

Knowledge domain

This section discusses the applicable knowledge domains of hospitality and tourism studies focused on Africa. Figure 2 exhibits five color highlighted domains with each representing a distinct source of knowledge. Appendix demonstrates references in the clusters. The first red colored cluster is characterized by hospitality and tourism impacts and development. In this cluster, scholars influence subsequent studies related to impacts and development on hospitality and tourism (e.g. Ashley & Roe, 2002; Britton, 1982; Mbaiwa, 2005; Scheyvens, 2007; Tosun, 2000). For example, Tosun's (2000) study regarding community participation in multiple sites in developing countries attracted the attention of scholars who have assessed economic, socio-political, and cultural settings on tourism issues in Africa. Following Tosun's (2000) research on community-based tourism, several scholars have explored community-based tourism perspectives in Africa. Giampiccoli and his colleagues examined potential and prospective community-based tourism issues in South Africa and their alignment with local development and socio-economic options (Giampiccoli, Saayman, & Jugmohan, 2016; Mtapuri & Giampiccoli, 2016). A parallel study by Novelli and Gebhardt (2007) focused on community-based tourism in Namibia and broadened opportunities to undertake a deep examination of the perceptions and engagement of tourism stakeholders towards community-based tourism in Africa, including governments and non-government organizations. Britton (1982) discussed third world perspectives on tourism in the political economy context. His article examined the impacts of regional tourism development strategies within third world settings including Africa and the associated economic and social

pressures. Mbaiwa's (2005) empirical study examined the socio-economic impacts of safari tourism on local economic development and poverty alleviation in the Okavango Delta in Botswana. Scheyvens (2007) explored the impacts of tourism on poverty reduction and underscored the importance of various stakeholders for ensuring pro-poor tourism including governments, non-government organizations, and conservation organizations. Ashley and Roe (2002) examined commercial and institutional related strategies and challenges on tourism development in South Africa.

The second green colored cluster is characterized by references to destination image and marketing. Figure 2 shows that the main papers have been conducted by Yoon and Uysal (2005) who examined the relationship between motivations and destination loyalty. Their study offered theoretical and empirical insights on push and pull motivations and their effects on destination image and marketing. Prayag and Ryan's (2012) empirical study tested the theoretical relationship between destination image, place attachment, personal involvement, and tourist loyalty. Their research has influenced subsequent studies on destination image and tourist behaviors in Africa. A service quality model developed by Parasuraman, Zeithaml and Berry (1985) influenced destination and service marketing studies in hospitality and tourism. Scholars have cited destination image frameworks developed by Chen and Tsai (2007), Chi and Qu (2008) in examining the role of destination image on tourist perception, satisfaction, loyalty, and behavioral intentions.

Insert Figure 2 about here

The third blue colored cluster features references sourced from tourist and guest behaviors and experiences. Crompton's (1979) early conceptual study focused on travel behaviors and tourist pleasure that determines destination choice. He identified seven socio-psychological travel-related behavior variables such as escape from a perceived mundane

environment, exploration, and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. Cohen's (1972) study influenced many subsequent investigations of tourism sociology. Dann (1977) also introduced tourism sociology concepts, with a focus on push factors and tourist ego-enhancement and guest attitudes. A study in this cluster by Buhalis (2000) draws attention to tourism destination marketing. His paper offers strategic marketing models and managerial mechanisms for tourism experiences. Getz's (2008) conceptual study focuses on event tourism experience and has drawn scholarly attention to the identification of research gaps and defining tourist and guest experience in the event tourism context.

The fourth yellow colored cluster covers references such as tourist life cycle, resident perceptions, and attitudes. Butler's (1980) tourism life cycle model attracted several scholars who studied tourist experiences and tourist flows to destinations in Africa. Drawing from social exchange theory, Ap's (1992) study regarding resident perceptions and attitudes has provided a theoretical foundation for hospitality and tourism studies focusing on positive and negative resident reactions. Notably Andereck, Valentine, Knopf, and Vogt (2005) built on a statewide survey and following social exchange theory, investigated community perceptions of tourism impacts. Bruner's (1996) research on the diaspora tourism concept has influenced several diaspora and heritage tourism studies and resident attitudes to diaspora tourists in Africa.

The fifth violet colored cluster features references sourced from hospitality and tourism niche markets and authenticity. Various thematic hospitality and tourism studies have cited Braun and Clarke's (2006) work on the analysis of qualitative data and adopting a theoretically flexible research approach when creating themes or patterns. Wang's (1999) conceptual explanation on authenticity in tourist experiences has given rise to further research on authenticity in hospitality services and tourist experiences. McGehee and Santos (2005) explored social movement theories in relation to volunteer tourism and found that volunteer

tourism has positive effects on post-trip social movements and on positive activism. Studies on the authenticity of tourist establishments and structures have cited the work of MacCannell (1973). Novelli's (2005) work on contemporary niche tourism issues and trends in Africa influenced subsequent studies. Several investigations built upon this work on Africa by investigating tourism industry trends such as innovation and entrepreneurship in small and medium tourism enterprises (Carlisle, Kunc, Jones, & Tiffin, 2013), cultural heritage tourism resources and management (Duval & Smith, 2013; Senbeto, 2020), and community development (Ahebwa, Aporu, & Nyakaana, 2016).

Future research agenda

The previously noted research findings about tourism in Africa focused on methodologies, collaborations, intellectual structures, and scholarly trends. The following section of the paper draws upon trends and emerging issues that have been proposed for future research opportunities on tourism and hospitality in Africa. According to our analysis, most papers prior to the start of the new millennium (2000s), focused on tourism development potential and challenges. However, articles during the period 2001 to 2010 mainly considered marketing, tourism development, resident perceptions and tourist and guest behaviors. Subsequent to 2011, tourism and hospitality scholars paid attention to sustainable tourism, destination management, technologies, service operations and managerial aspects in tourism and hospitality. Such topical trends were indicative of a shift in research interests, with scholars drawing attention to current tourism and hospitality issues. Attention and improvement were sought for the research and practical gaps associated with technologies, poverty alleviation and the SDGs (Sustainable Development Goals), crisis and crisis management, human resources and geopolitical issues.

Technology and digitalization. The internet has provided the tourism industry with information and technological tools and resources to access a vast scape of tourism products

and services. As the new millennium began, many observed that the African continent was unsuited to informational capitalism and to opportunities for digitalization (Castells, 2000). Nevertheless, several prominent multinational technology-based organizations have expanded their investments and services in Africa. Despite such promising technological potential, studies have noted a dearth of empirical knowledge about the features and impacts of technology on tourism in Africa (Adeola & Evans 2020; Mkono, 2013; Tang-Taye & Standing, 2016). The current review has also observed that issues linked with information technology, digitalization, mobile-based services merit attention from researchers and practitioners. Given that the internet and strategic implementation of ICT (information communication technologies) is crucial for tourism organizations, further research is needed about how to uphold the adoption and diffusion of ICTs in African tourism context. Given Africa's passive reception of technological tools and materials originating in the developed nations, tourism scholars and practitioners should investigate how and what factors influence cultural and indigenous values, identities, and representations in adopting technological tools and resources in tourism and hospitality. Noting the dominant figures in Africa's tourism industry, the nexus between technology and small and medium enterprises (SMEs) is another principal issue for tourism and hospitality scholarship. Considering the growing adoption of e-commerce and mobile-based services by Africa's tourism industry, notably mobile payments (Adeola & Evans, 2019), there is a needed research to examine the impact of digital services, mobile diffusion and expansion, and internet usage on tourism in Africa. Researchers and practitioners should consider revitalizing domestic digital services (e-commerce) and undertaking a strategic implementation of digital tourism businesses.

Crisis and crisis management. Tourism in Africa has been influenced by several crises and uncertainties caused by economic, social, and political factors (Dieke, 2020; Siakwah, Musavengane, & Leonard, 2020). For example, tourism activities in and around North Africa

are affected by political instability and the threat of terrorism in Libya. The Ebola epidemic destroyed the tourism industry in West Africa. Although Africa confronted the COVID-19 crisis relatively later than countries and regions such as China, Iran, Europe, the USA, and Latin America, the virus has damaged the promise of tourism development across the continent, noting a 9% pre-COVID-19 growth of international arrivals in 2017 (Dieke, 2013, 2020; Fletcher et al., 2020). However, less research has been conducted on crisis and emergency management in the context of African tourism and hospitality. The current review has found that the literature has been primarily concerned by a single crisis event and its impacts on international tourism demand. The tourism and hospitality literature has overlooked comprehensive crisis management issues concerning crisis planning, proactive crisis management, and response strategies. This extends to the pre-crisis stage, such as preparedness and readiness, and causes fragmentation of studies, limiting an integrative perspective and understanding of the applicability of crisis management research on the tourism hospitality sector in Africa. Scholars have argued that inadequate preparedness and management planning haven't exacerbated the magnitude of crisis impacts and responses to unforeseen events (Faulkner, 2001; Prideaux et al., 2003; Senbeto & Hon, 2019; Sun & Luo, 2021). Further studies are needed to develop the concepts of preparedness, readiness, response strategies and course of action in Africa's tourism and hospitality settings.

Finally, the COVID-19 outbreak will likely be increasing the output of crisis management literature in both hospitality and tourism over the coming years. Against this backdrop, future research associated with COVID-19 impacts and response strategies should be focused on maintaining proactive and resilient strategies and advancing research and practical contributions to Africa's tourism and hospitality crisis literature. In summary, crisis management in Africa should move from being a series of reactive and ad-hoc research topics to a regular management topic.

Human resources. The current literature review has shown that human resource development depends on research and practical considerations about the revitalization of tourism development potential, limited human resources, and coping with changing workforces and work environments in hospitality and tourism. Future researchers are encouraged to address theoretical and practical gaps related to tourism and hospitality human resources with particular reference to numbers, skills, productivity and performance. Exploratory research could focus on the infrastructural constraints for tourism and hospitality education and training institutions when determining the number and quality of human resources. Studies have shown that poor tourism and hospitality service quality impacts on guest satisfaction in Africa (Nunkoo, Teeroovengadum, Ringle, & Sunnassee, 2020). Hence, researchers are encouraged to examine the planning and strategic frameworks that guide training and capital development with a view to strengthening service quality and consumer satisfaction. Besides, tourism policymakers should consider a broad range of economic and social conditions in developing a comprehensive human resource development plan. Further research is needed to assess emerging human resource issues such as the influence of technology, decent work, and academic-industry linkages in tourism employment and human resource development.

SDGs. When the hospitality and tourism potential of the Sustainable Development Goals (SDGs) is considered, the preceding review has argued that more research is needed to integrate tourism and hospitality and the SDGs in Africa. Most African countries failed to attain the Millennium Development Goals during the period that preceded the SDGs. Thus, tourism stakeholders should consider a broader range of the SDGs, notably sustainability, poverty alleviation, and safety and security. In particular, empirical research is needed about governance, policy, and planning directions to incorporate and integrate the overall sustainable development goals. Noting the minimal empirical investigations that have been conducted about 'on-the-ground' contributions by tourism to the SDGs, studies are needed to analyze

specific goals and concerns like peace, safety and security, sustainability, and poverty alleviation. While academic debate has continued about the relationship between sustainability, poverty alleviation, and development in Africa (Barbier & Burgess, 2020), it would be useful for researchers to conduct empirical examinations of the sustainable-development nexus in tourism and hospitality settings. Tourism scholars could explore indigenous and local values to achieve the SDGs relating to peacebuilding, community wellbeing, justice, social capital, regional development, and a decent work environment in Africa.

Geopolitics. Although largely absent in the tourism literature, there is increasing interest in geopolitical influences on tourism development. The current review has noted the limited geopolitical research on the tourism and hospitality industry in Africa. Major geopolitical issues in Africa include aspects such as trade and economic ties among African countries and developed nations, international migration, and the trade war. Scholars should take more account of improving the wider implications of tourism in Africa, including geopolitics and international relations. For example, the current China-Africa relationship and emerging growth of Chinese outbound tourism to Africa merit detailed investigation. Further study is imperative to understand the China-Africa and the West-and-Africa diplomatic and economic relations in tourism and hospitality. Considering the potential of tourism and hospitality to generate employment opportunities and hence mitigate the refugee crisis (Pappas & Papatheodorou, 2017), researchers might investigate possibilities to alleviate the refugee crisis along with subsequent human trafficking and geopolitical stresses from Africa to the developed nations.

Conclusions and implications

This paper has provided a comprehensive examination of hospitality and tourism scholarship and the wider knowledge domain in Africa. The researchers have presented and evaluated research themes, methodological structures, intellectual connections, and collaborations. Several conclusions and implications are proposed. Firstly, the adoption of a

systematic bibliometric review, and co-citation analysis has offered a broader view of hospitality and tourism research and scholarship in Africa. Second, the findings reveal that knowledge production is diversifying in Africa and becoming progressively more dynamic, focusing on multifaceted subjects such as destination management, travel psychology and sociology, sustainability, socio-cultural issues, tourism investment and the economy, accommodation and hotels.

Third, although the study findings have identified an increasing number of papers by African authors in high impact journals, there is a persistent concentration in average and lower impact journals. As is presented in Table 6, there have been fewer articles in the leading tourism and hospitality journals. Regarding geographical focus, the study results have shown that most outputs have concentrated on a few regions and countries like South Africa, Kenya, Ghana, and Egypt. Based on geographical-based contributions, the primary contributions to the tourism and hospitality literature in Africa have been from tourism scholars based in the South Africa region. This finding has prompted the authors to suggest that academic institutions and stakeholders in Africa should maintain scholarly competence, productivity, and potential by publishing in high impact journals. Substantive measures will be needed by African institutions and universities to scale-up the creation and dissemination of hospitality and tourism knowledge.

Insert Table 6 about here

This study provides several theoretical and practical implications and suggestions. First, the results and discussion have reiterated the importance of examining the changing and trending features of the hospitality and tourism knowledge domain in Africa, with particular reference to technology, human capital, crisis management, and geopolitical issues. Secondly, the researchers have stressed the urgency of forming stronger continent-wide research

collaborations that offer a prospective acceleration of research capacity and knowledge creation through networking.

The third suggestion focuses on methodological structure. This review has suggested that Africa-based scholars should extend hospitality and tourism knowledge by adopting more innovative data collection methods and analytical strategies through approaches such as big data, machine learning, and netnography. For example, future African studies might deploy experimentation, observation, ethnographic methods, big-data approaches, and multi-level models to gain a deeper and comprehensive understanding of tourism hospitality issues and concerns.

Given that few previous studies have assessed and visualized hospitality and tourism research in Africa as a less economically developed continent, the current investigation set out to conduct a comprehensive search of 52 journals published across 35 years. The findings, theoretical and practical gaps and recommendations can benefit scholars in other developing nations outside Africa. To the authors' knowledge, this paper has been the first to provide a comprehensive bibliometric analysis combining knowledge domain, research themes, methodological structure, disciplinary collaboration, and geographic structure. However, the paper has some limitations. The findings rely exclusively on articles written in English. There is an absence from this review of studies about tourism in Africa that have been published in local African languages and other widely spoken languages across Africa i.e. French and Arabic. Noting this limitation, future comparable studies could address the current limitation by considering articles published in languages other than English.

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Table 1 Distribution of articles by journal publications

Journal	Frequency	%
African Journal of Hospitality, Tourism and Leisure	378	31.98
Journal of Sustainable Tourism	68	5.75
Tourism Management	66	5.58
Annals of Tourism Research	54	4.57
Current Issues in Tourism	44	3.72
Tourism and Hospitality Research	42	3.55
Journal of Ecotourism	40	3.38
Tourism Geographies	33	2.79
Tourism Management Perspectives	39	3.30
International Journal of Tourism Research	32	2.71
Tourism Economics	30	2.54
Journal of Travel and Tourism Marketing	18	1.52
International Journal of Hospitality and Tourism Administration	17	1.44
Tourism Review	17	1.44
Journal of Tourism and Cultural Change	16	1.35
Journal of Tourism and Cultural Change	16	1.35
Tourism Recreation Research	16	1.35
Tourism Planning and Development	14	1.18
Journal of Human Resources in Hospitality and Tourism	14	1.18
Tourism Review International	13	1.10
Journal of Vacation Marketing	12	1.02
Journal of Heritage Tourism	12	1.02
Journal of Outdoor Recreation and Tourism	12	1.02
Journal of Travel Research	11	0.93
International Journal of Culture, Tourism and Hospitality Research	11	0.93
Tourist Studies	10	0.85
Journal of Environmental Management and Tourism	9	0.76
Journal of Hospitality and Tourism Education	9	0.76
Journal of Hospitality and Tourism Management	9	0.76
International Journal of Tourism Policy	9	0.76
Journal of Leisure Research	8	0.68
International Journal of Hospitality Management	8	0.68
e-Review of Tourism Research	8	0.68
Tourism in Marine Environments	7	0.59
Journal of Hospitality and Tourism Research	6	0.51
Tourism and Hospitality Management	6	0.51
International Journal of Hospitality and Tourism Systems	6	0.51
Journal of Quality Assurance in Hospitality and Tourism	5	0.42
Journal of Teaching in Travel and Tourism	5	0.42
Journal of Convention and Event Tourism	5	0.42
Annals of Leisure Research	5	0.42
International Journal of Tourism Cities	5	0.42

Tourism, Culture and Communication	5	0.42
Journal of Tourism History	5	0.42
Leisure Sciences	5	0.42
Journal of Policy Research in Tourism, Leisure and Events	4	0.34
International Journal of Religious Tourism and Pilgrimage	4	0.34
Leisure Studies	4	0.34
International Journal of Tourism Anthropology	3	0.25
Journal of Hospitality and Tourism Technology	3	0.25
Cities	2	0.17
Advances in Hospitality and Tourism Research	1	0.08
Journal of Tourism Futures	1	0.08
Total	1182	100.00

Table 2 Methodological structure and research themes

Methodology	Frequency	%
Empirical	921	77.92
Review	98	8.29
Conceptual	76	6.43
Mixed	87	7.36
Total	1182	100
Design		
Quantitative	497	42.05
Qualitative	331	28.00
Hybrid	263	22.25
Unclear	91	7.70
Total	1182	100
Methodology procedure		
Questionnaire	375	31.73
Case study (using interviews)	173	14.64
Interview	151	12.77
Secondary data	167	14.13
Combination of at least two methods	117	9.9
Both interview and questionnaire	84	7.11
Combination of secondary and primary data	73	6.18
Observation	42	3.55
Total	1182	100

Table 3 Research themes

Research themes	Frequency	%
Destination Management	245	20.73
Travel psychology and sociology	199	16.84
Sustainability	196	16.58
Finance, economy, and international business	166	14.04
Accommodation and Hotel	160	13.54
Socio-cultural issues	89	7.53
Crisis	53	4.48
Human resource and organizational behavior	28	2.37
Peace and security issue	22	1.86
Other	24	2.03
Total	1182	100

Table 4 Disciplinary collaborations

Disciplinary Collaboration	Frequency	%
Interdisciplinary	452	38.24
Transdisciplinary	336	28.43
No collaboration	394	33.33
Total	1182	100
Authorship and institutional collaboration		
Single author	394	33.33
One institution from one country	420	35.53
At least two institutions from one country	132	11.17
At least two institutions from two different countries	236	19.97
Total	1182	100
Target populations		
Hotel employee/manager	178	15.06
Employee/manager tour operator and travel agency	56	4.74
Destination management organizations	377	31.90
Tourist/Guest	389	32.91
Host community	182	15.40
Total	1182	100

Table 5 Geographic structure

Region	Frequency	%
Southern Africa	635	53.72
East Africa	218	18.44
West Africa	181	15.31
North Africa	148	12.52
Total	1182	100
Main countries		
South Africa	442	37.46
Egypt	94	7.97
Ghana	88	7.46
Kenya	83	7.03
Zimbabwe	60	5.09
Tanzania	54	4.58
Nigeria	48	4.07
Botswana	38	3.22
Mauritius	36	3.05
Ethiopia	34	2.88
Uganda	18	1.53
The Gambia	13	1.10
Rwanda	11	0.93

Table 6. African-based researchers in the leading tourism and hospitality journals

African researchers in leading tourism and hospitality journals	Frequency
Annals of Tourism Research	57
Current Issues in Tourism	44
International Journal of Hospitality Management	8
International Journal of Tourism Research	32
Journal of Hospitality and Tourism Research	6
Journal of Travel and Tourism Marketing	18
Journal of Travel Research	11
Tourism Geographies	33
Tourism Management	66
Tourism Management Perspectives	39

Figure 1 Research publications by year

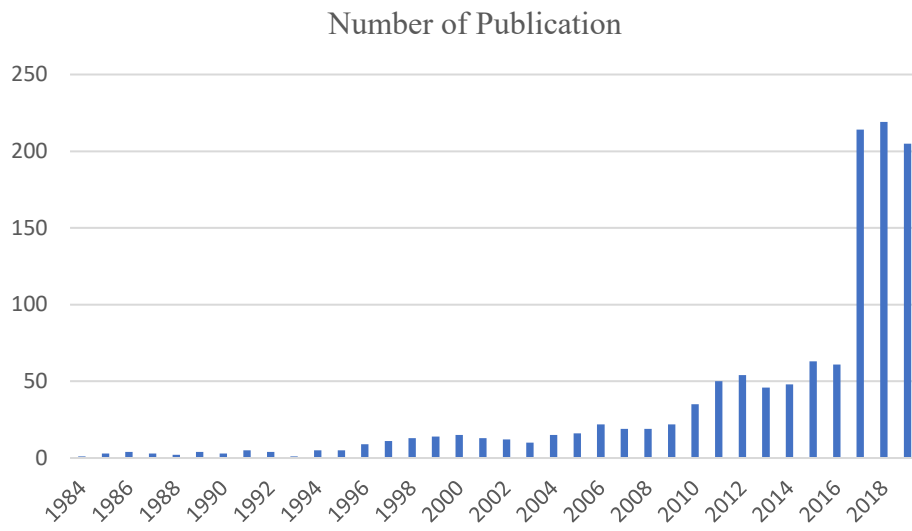
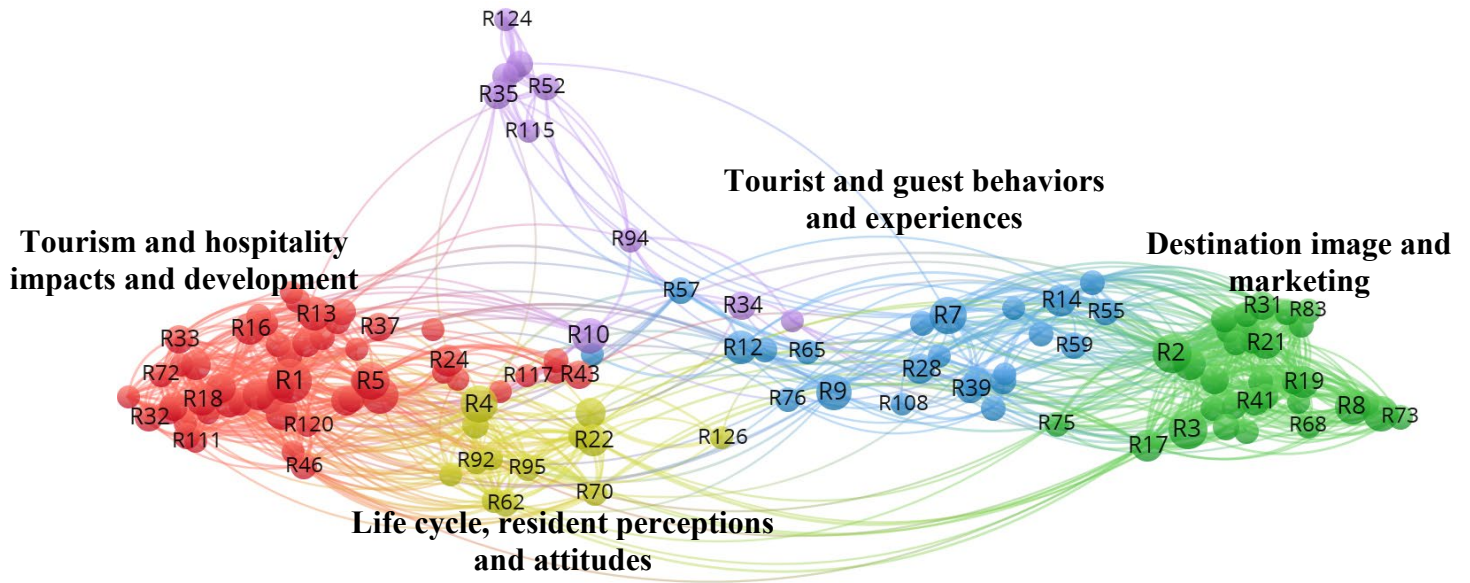


Figure 2. Knowledge domains in tourism and hospitality studies focusing on Africa
Niche market and authenticity



Appendix: References in the intellectual structure of African related studies.

Cluster	Code	References	Weight cluster
1	R1	Tosun (2000)	38
1	R5	Britton (1982)	28
1	R6	Mbaiwa (2005)	27
1	R13	Scheyvens (2007)	22
1	R15	Scheyvens (1999)	21
1	R16	Ashley and Roe (2002)	21
1	R18	Manyara and Jones (2007)	20
1	R23	Mbaiwa (2003)	20
1	R24	Akama and Kieti (2007)	20
1	R25	Creswell (1998)	19
1	R26	Simpson (2008)	18
1	R27	Tosun (2006)	18
1	R29	Snyman (2012)	18
1	R32	Kiss (2004)	17
1	R33	Spenceley and Goodwin (2007)	17
1	R36	Spenceley and Meyer (2012)	17
1	R37	Republic of South Africa (1996)	17
1	R38	Jamal and Getz (1995)	16
1	R42	Ashley (2000)	16
1	R43	Sindiga (1999)	16
1	R44	Telfer and Sharpley (2007)	16
1	R46	Stronza and Gordillo (2008)	15
1	R47	Sebele (2010)	15
1	R49	Brohman (1996)	15
1	R50	Ashley, Boyd, and Goodwin (2000)	15
1	R54	Binns and Nel (2002)	15
1	R61	Ashley, Roe, and Goodwin (2001)	14
1	R64	Akama (1996)	14
1	R66	Sindiga (1996)	13
1	R67	Weaver (1998)	13
1	R72	Ashley and Jones (2001)	13
1	R78	Ashley, De Brine, Lehr, and Wilde (2007)	13
1	R84	Sofield (2003)	12
1	R86	Schilcher (2007)	12
1	R91	Rogerson (2006)	12
1	R97	Rogerson and Rogerson (2011)	12
1	R98	Kirsten and Rogerson (2002)	12
1	R100	Blackstock (2005)	11
1	R103	Eisenhardt (1989)	11
1	R104	Novelli and Gebhardt (2007)	11

1	R105	Bramwell and Lane (2011)	11
1	R111	Denman (2001)	11
1	R114	Lincoln and Guba (1985)	11
1	R116	Timothy (1999)	11
1	R117	Dieke (1991)	11
1	R118	Meyer (2007)	11
1	R120	Lepp (2007)	11
1	R121	Mbaiwa and Stronza (2010)	11
1	R122	Nelson (2004)	11
1	R123	Mahony, van Zyl (2002)	11
1	R125	Mbaiwa (2004)	11
1	R131	Weaver and Lawton (2007)	11
1	R132	Rogerson (2005)	11
1	R2	Yoon and Uysal (2005)	30
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