

HOTEL BRAND EQUITY AS A NEW DIMENSION OF HOSPITALITY BRANDING

Hanna GÓRSKA-WARSEWICZ

Management Institute, Warsaw University of Life Sciences; hanna_gorska-warsewicz@sggw.edu.pl,
ORCID: 0000-0002-5110-7583

Purpose: Hospitality branding is an essential issue because of the increasing importance of the brand. The aim of this study was to identify the current state of research on hotel brand equity (HBE) as a new dimension of hospitality branding.

Design/methodology/approach: A bibliometric analysis was used with five stages: design, compilation, analysis, visualization, and interpretation. A total of 168 publications were obtained through an advanced search in the Scopus database. Performance analyses were applied with publication- and citation-related indicators and science mapping.

Findings: The first publication on HBE was published in 1994, since then a total of 168 publications have been published and cited 6683 times. These publications were mainly classified in business, management, and accounting. The United States and Spain are the most frequently affiliated countries with two main authors. Keyword analysis identified 696 items and science mapping with five clusters: HBE from a customer perspective, HBE and hospitality, including marketing, service quality and sustainability, HBE and its determinants, HBE and tourism, and HBE in Chinese hotels.

Research limitations/implications: HBE was analysed in relation to different hotels, but the division between individual hotels and hotel chains was not analysed. Secondly, science mappings were presented for all items in the period under study. However, changes in these issues over time have not been analyzed.

Practical implications: Practical implications point to recommendations for managers that can be formulated based on the bibliometric analysis. They concern practical guidelines related to the right decisions in HBE from the perspective of hotel guests and managers. Monitoring the image and associations of the hotel brand will help to better manage the hotel, meet the needs of hotel guests, and ensure their satisfaction. This will influence the choices of hotel guests, their recommendations, and their positive opinions.

Originality/value: This bibliometric analysis on HBE fills a research gap due to the lack of such studies available in the literature. This study indicates the importance of researchers, countries, and main topics in the development of the HBE research field.

Keywords: hotel brand equity, hospitality branding, bibliometric analysis.

Category of the paper: literature review.

1. Introduction

The significance of the brand makes branding a crucial topic for researchers and practitioners in hospitality. A brand is not just a name but a guarantee of certain benefits and quality (Ackovska et al., 2020; Halliburton, Bach, 2012; Valjaskova, Kral, 2019). It is a combination of tangible and intangible elements to build the reputation of a company, place, or person (Sammut-Bonnici, 2015). A brand allows for identification (Alnawas, Altarifi, 2015; Appiah et al., 2019) and differentiation of the offer to customers (Ishola, 2022; Marito et al., 2019). The researchers studied various aspects of brand in hospitality, including brand experience and attachment (Gómez-Suárez, Veloso, 2020), brand image (Manhas, Tukamushaba, 2015), loyalty (Guan et al., 2021; Martínez, Nishiyama, 2019; Rather, Camilleri, 2019), consumer-brand value congruity (Rather, Camilleri, 2019), and brand satisfaction (Rather, Sharma, 2016).

Brand equity has been present in the literature since the late 1980s. The first article dedicated to this issue was published in 1989 (Farquhar, 1989). Initially, publications discussed brand equity by defining it and identifying its dimensions and determinants. In the mid-1990s, researchers analyzed brand equity for various sectors and industries. For 30 years, they have conducted systematic literature reviews and bibliometric analyses related to brand equity (De, Verma, 2021; Rojas-Lamorena et al., 2022), brand equity in social media (Almestarihi et al., 2021), and high-tech development (Dropulić et al., 2022). Brand equity was also analyzed in the context of specific issues, e.g., city brand equity (Górska-Warsewicz, 2020) and green brand equity (Górska-Warsewicz et al., 2021).

This bibliometric analysis fills a gap in research on hotel brand equity. There are many other bibliometric analyses of tourism. They refer, for example, to sustainability and specific areas of tourism, i.e., smart tourism (Bastidas-Manzano et al., 2020; Johnson, Samakovlis, 2019), mountain tourism (del Río-Rama et al., 2019; Ng, 2022; Shekhar, 2023), or heritage tourism (Bhowmik, 2021; Zhang et al., 2022). There are also bibliometric analyses on tourism and hospitality in general and in the context of selected topics, i.e., management (Ülker et al., 2023), knowledge management (Fauzi, 2023), and human resource management (Fauzi, 2023). But there is only one bibliometric analysis on brand. It refers to strategic development related to the brand (López-Rodríguez et al., 2022). Among other types of analysis, there is a systematic literature review on hotel brand loyalty. However, this publication focuses only on hotel brand loyalty as a component of HBE and ignores non-brand loyalty studies (Górska-Warsewicz, Kulykovets, 2020).

Since there is a lack of bibliometric analysis in the field of HBE, the purpose of this paper was to identify the current state of research issues of brand equity in the hotel industry based on bibliometric analysis. The following research questions were formulated:

1. How is the state of growth of the knowledge field in HBE?
2. Which authors and countries are notable for the growth of HBE knowledge?
3. What research topics are being studied in the context of HBE as the dimension of hospitality branding?

2. Literature review

One of the earliest definitions describes brand equity in terms of the added value to the product resulting from the existing brand image. This shows the intangibles in everything related to the creation of a brand image (Farquhar, 1989). Since then, many definitions of brand equity have emerged. Two concepts are most often cited and are the basis for numerous empirical studies. The first is the definition by D.A. Aaker (1991), indicating that brand equity refers to the set of brand assets and liabilities associated with the name and the symbol of the company. They change certain product elements that affect its characteristics. Brand equity has four major components: brand loyalty, brand awareness, perceived quality, and brand associations. It also includes other brand assets such as patents, trademarks, and distribution channel relationships (Aaker, 1991). The second concept refers to 'consumer-based brand equity' defining the term as a brand's impact on consumer response because of brand marketing (Keller, 1993).

The consumer perspective points to attitudes and behaviors (Fong, Goh, 2021; Gómez et al., 2018; Khanta, Srinuan, 2019; Rehman, Al-Ghazali, 2022), preferences (Dam, 2020; Gómez-Rico et al., 2023; Gómez et al., 2018; Jiao, 2018; Özkoc, Cengiz, 2020; Tresna et al., 2020), satisfaction (Saputra et al., 2020), choices (Pina, Dias, 2021), value creation (Huynh et al., 2021; Uslu, Ergün, 2021), and brand associations (Dua et al., 2021; Ha, 2020).

The literature explores many aspects related to brand equity for many goods and services (Filieri et al., 2019; Husain et al., 2022; Masood et al., 2021; Ray et al., 2021), in the context of importance for the company and consumers (González-Mansilla et al., 2019; Nassar, 2017). Building brand equity is crucial for a company's image (Karbalaie et al., 2013), market position (Wong, Wickham, 2015), and financial performance (Grashuis, 2019).

Brand equity in hospitality, defined as hotel brand equity, has been subject to empirical studies to determine the determinants affecting HBE. The literature analyzed hotels varying by category, including five-star hotels (Ibrahim, Aljarah, 2018; Kayaman, Arasli, 2007; Liu et al., 2017; Surucu et al., 2019) and three- and four-star hotels (Suhartanto et al., 2013). HBE was also studied for different hotel segments, starting with the luxury segment (H.-B. Kim, Kim, 2005; C.-H. Liu, Jiang, 2020; Šerić et al., 2014; So et al., 2013) and middle-class hotels (Back, 2005; So et al., 2013).

Brand equity in the literature has been analyzed for hotels described as well known (Nam et al., 2011), as well as for hotels operating under specific brands, for example, Hilton (Back, 2005; Callarisa et al., 2012; Nam et al., 2011; So et al., 2013), Marriott (Back, 2005; Callarisa et al., 2012; Nam et al., 2011; So et al., 2013; Wong, Wickham, 2015), Westin (C.-H. Liu, Jiang, 2020), Sheraton (C.-H. Liu, Jiang, 2020; C.-R. Liu et al., 2015; Liu et al., 2017; So et al., 2013), InterContinental (Callarisa et al., 2012; C.-H. Liu, Jiang, 2020), Holiday Inn (Kim, Kim, 2007; Rather et al., 2018; So et al., 2013), and Accor (Callarisa et al., 2012). The study proved that determinants from the two main concepts of brand equity, i.e., D.A. Aaker (brand awareness, brand loyalty, perceived quality, and brand associations) and K.L. Keller (brand image, brand performance, and brand associations), appeared among the factors influencing HBE. A study on hotel brand loyalty found that brand image, associations, and quality also affected HBE. Important brand-related elements included satisfaction, identification, experience, knowledge, and trust. Integrated marketing communications, marketing management, and guest perception factors also influenced HBE (Górska-Warsewicz, Kulykovets, 2020).

3. Methodology

This study aimed to analyse the current state of research on HBE using bibliometric analysis. It is a popular and increasingly used method of analysis (Donthu et al., 2021; Ellegaard, 2018; Moral-Muñoz et al., 2020). Bibliometric analysis was introduced in the 1960s (Donthu et al., 2021; Gan et al., 2022; Roig-Tierno et al., 2017) as a method for identifying the state of the field of research from a historical perspective and predicting future development trends (Gan et al., 2022). The bibliometric analysis was carried out according to Zupic & Čater (2015). In this procedure, the bibliometric analysis has five stages: design, compilation, analysis, visualization, and interpretation (Zupic, Čater, 2015).

In the first stage, the study was designed and research questions were formulated. In the second stage, bibliometric data in the form of 168 publications were obtained from the Scopus database. This is one of the largest collections of abstracts and citations (Soliman et al., 2021; Toker, Emir, 2023). The reason for choosing Scopus was also the extraordinary possibility for bibliometric research due to its various metrics (Toker, Emir, 2023) and additional details of publications (Fernández Bellver et al., 2023; Nascimento, Rodrigues, 2015). The literature indicates that exposure in the Scopus database is broader (Fernández Bellver et al., 2023; Paul et al., 2021). The search was conducted on August 25, 2024, with a time constraint applied, taking the state as of 31.12.2023. The following search path was used: (TITLE-ABS-KEY ("brand equity") AND TITLE-ABS-KEY (hotel) OR TITLE-ABS-KEY (hospitality) AND (LIMIT-TO (LANGUAGE, "English"))).

Performance analysis and science mapping were conducted as part of the data analysis in the third stage. Publication-related indicators, including the number of publications, lead authors, and citation-related indicators, including the number of total citations and average annual number of citations, were used (Donthu et al., 2021).

The bibliometric analysis examines the subject areas in Scopus and HBE publications by source. Science mapping using bibliometric counting comprises charts with the number of items and clusters. Authors with the highest number of publications were identified. Mapping as bibliometric counting of authors of HBE publications identified the number of clusters. The country analysis shows the countries with the highest number of affiliations.

Keyword analysis provided information on the total number of keywords and the ranking of the most frequent keywords. Mapping methods identified a co-occurrence analysis. A counting method covered a minimum number of keyword occurrences of 5. VOSviewer (Nees Jan van Eck and Ludo Waltman, Leiden University, version 1.6.17) was used to prepare bibliometric counting and co-occurrence analysis. This is common software for bibliometric analysis and bibliometric mapping (van Eck, Waltman, 2010). The bibliometric analysis ends by summarizing research question answers in the discussion section.

4. Results

4.1. Number of HBE publications and citations

By the end of 2023, there were 168 publications on HBE. The average annual number of publications was 5.6, with 4 studies published in the 1994-2000 period, 19 studies in 2001-2010, 94 studies in 2011-2020, and 51 studies in 2021-2023 (Figure 1).

The first publication indexed in the Scopus database is *An approach to assess the importance of brand equity in acquisition decision* published in the Journal of Product Innovation Management in 1994 (Mahajan et al., 1994). The purpose of this article was to determine the importance of brand equity for decision-making in the acquisition process for the all-suite hotel segments. The research method covered a survey of senior executives from five major hotel chains.

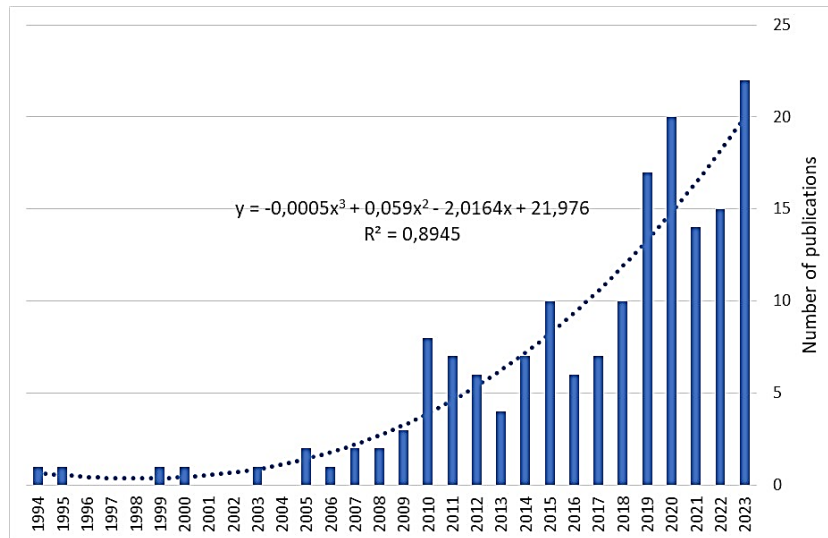


Figure 1. Number of HBE publications between 1994 and 2023.

Source: Scopus data with trend line, as of 31.12.2023.

The total number of citations of the HBE studies included in this bibliometric analysis is 6683. The average annual number of citations equals 238.68. In 1996-2000, the number of citations was 16, in 2001-2010, it was 348 citations, and in 2011-2020, it was 3655. In the subsequent 2021-2023 period, the studies received 2664 citations (Figure 2).

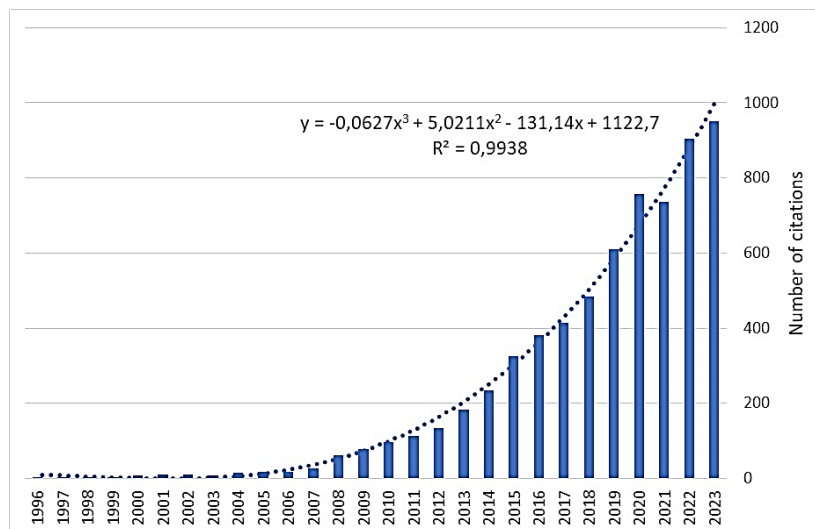


Figure 2. Number of HBE citations between 1996 and 2023.

Source: Scopus data with trend line, as of 31.12.2023.

The article with the highest number of citations was published in 1995 in the Journal of Advertising (Cobb-Walgren et al., 1995). By the end of 2023, this article had received 748 citations (Table 1). The purpose of this study was to determine the impact of brand equity on consumer preferences and purchase intentions in two categories. One category was hotels, as an example of a service category with high functional and financial risk. Household cleaning products were the second category for comparison as an example of low-risk products. In this study, consumers preferred brands with higher equity.

Table 1.*Most cited HBE publications*

No.	Title	Authors	Journal	Year	Number of citations
1.	Brand equity, brand preference, and purchase intent	Cobb-Walgren, C.J., Ruble, C.A., Donthu, N.	Journal of Advertising, 24(3), pp. 25-40	1995	748
2.	Brand equity, brand loyalty and consumer satisfaction	Nam, J., Ekinici, Y., Whyatt, G.	Annals of Tourism Research, 38(3), pp. 1009-1030	2011	528
3.	The relationship between brand equity and firms' performance in luxury hotels and chain restaurants	Kim, H.-B., Kim, W.G.	Tourism Management, 26(4), pp. 549-560	2005	398
4.	Gen y customer loyalty in online shopping: An integrated model of trust, user experience and branding	Bilgihan, A.	Computers in Human Behavior, 61, pp. 103-113	2016	359
5.	The effect of consumer-based brand equity on firms' financial performance	Kim, H.-B., Kim, W.G., An, J.A.	Journal of Consumer Marketing, 20(4-5), pp. 335-351	2003	297
6.	Customer based brand equity: Evidence from the hotel industry	Kayaman, R., Arasli, H.	Managing Service Quality, 17(1), pp. 92-109	2007	253

Publications with the highest number of citations (above 200).

Source: Scopus data, as of 31.12.2023.

4.2. Subject areas of HBE publications

The largest number of publications were classified in the subject areas of *business, management, and accounting* and *social sciences* (Table 2). The next subject areas were *economics, econometrics, and finance, computer science, and environmental science*. Subject areas followed this, such as *mathematics, arts and humanities, engineering, and decision sciences*. Scopus classified seven or more publications under each of these subject areas. Based on the issues analyzed and the thematic scope of the research conducted, publications could fall into two or three subject areas.

Table 2.*Subject areas HBE publications*

Subject areas	Frequencies
Business, management, and accounting	142
Social sciences	51
Economics, econometrics, and finance	20
Computer science	17
Environmental science	13
Mathematics	7
Arts and humanities	7
Decision sciences	7
Engineering	6
Energy	5

Source: Scopus data, as of 31.12.2023.

4.3. Authors of HBE publications

I. Gil-Saura published the largest number of HBE studies (Table 3). M. Šerić, who is the author or co-author of 11 publications, follows this. In third place with the number of publications at 5, is C. Hsu. Authors or co-authors of 4 studies follow this. Three authors or co-authors published four articles, while seven authors or co-authors have three studies each.

Table 3.

Main authors of HBE publications

Authors	Frequencies
Gil-Saura, I.	13
Šerić, M.	11
Hsu, C.H.C.	5
Wong, I.K.A.	4
Okumus, F.	4
Bilgihan, A.	4

Table does not include authors with 3 or fewer publications.

Source: Scopus data, as of 31.12.2023.

The cooperation networks as the bibliographic coupling allowed to identify 5 clusters (Figure 3). There were 23 items classified into the first cluster, five items in cluster No. 2, three items in clusters No. 3 and No. 4 each, and two items in cluster No. 5. The team of M. Šerić and I. Gil-Saura published together three studies. The first article, *ICT, IMC, and Brand Equity in High-Quality Hotels of Dalmatia: An Analysis from Guest Perceptions* was published in 2012 in the *Journal of Hospitality Marketing and Management*. The aim of the article was to analyse the impact of integrated marketing communication on HBE. The study was conducted in 13 hotels in Dalmatia, the largest region on the Croatian coast. The results confirmed that information and communication technology have a positive impact on integrated marketing communication (Šerić, Gil-Saura, 2012). The second article published in 2019 in the *International Journal of Contemporary Hospitality Management* deals with the relationship between HBE, customer satisfaction, and customer loyalty. Loyalty consisted of behavioural and attitudinal loyalty. The study conducted in Spain showed the impact of behavioural loyalty, attitudinal loyalty, and customer satisfaction on HBE (Šerić, Gil-Saura, 2019b). The third publication is a chapter in a book entitled *Perceptual and relational approaches to hotel brand equity. Measurement, criticism, and challenges* from 2018 (Šerić, Gil-Saura, 2018). It analyses different approaches to HBE, pointing out the relational nature of this concept.

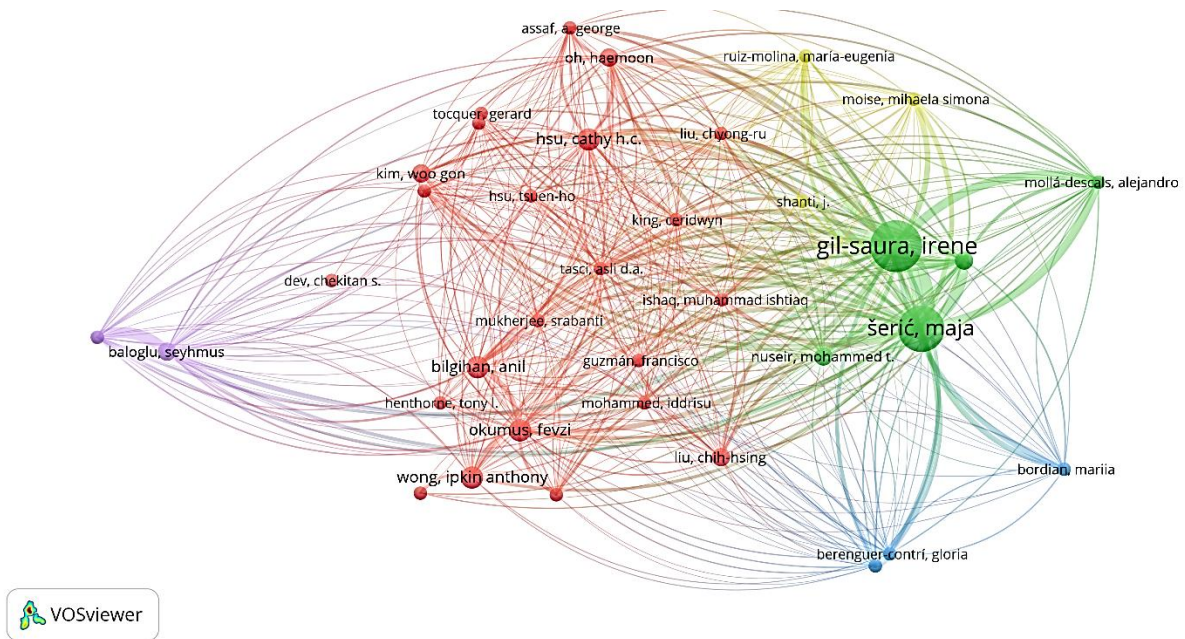


Figure 3. Cooperation networks as the bibliometric coupling of author teams of HBE publications.
 Source: VOSviewer based on Scopus data, as of 31.12.2023.

4.4. Countries of HBE publications

The largest group of authors was affiliated with the United States, followed by Spain (Table 4). Other countries were affiliated less than 20 times, including China, Taiwan, Australia, and Hong Kong. European countries, apart from Spain, were represented by the UK and Turkey.

Table 4.
Affiliate countries of authors of HBE publications

Countries	Frequencies
United States	39
Spain	26
China	15
Taiwan	13
Australia	12
Hong Kong	11
United Kingdom	10
India	10
Turkey	8
South Korea	7
South Africa	5
Macao	6
United Arab Emirates	5

Table does not include countries that have been affiliated 4 times or less.

Source: Scopus data, as of 31.12.2023.

This bibliographic coupling of countries yielded 7 clusters (Figure 4). Seven countries were classified into the first cluster, six countries in cluster No. 6, five countries in cluster No. 3, four countries in clusters No. 4 and 5, two countries in cluster No. 2, and one country in cluster No. 7.

Publications affiliated in the United States and Spain had the highest number of citations. Studies from Spain analyzed how HBE affects customer behavioural attitudes (Álvarez-García et al., 2020), how value co-creation affects HBE and customer satisfaction (González-Mansilla et al., 2019), and how CSR affects HBE (Martínez, Nishiyama, 2019). US-affiliated publications referred, for example, to the impact of brand image, brand awareness, employee behaviour and physical quality (Sürücü et al., 2019), the impact of co-branding (Tasci, Guillet, 2016), the impact of cultural aspects (Oh, Hsu, 2014), and the impact of negative opinions and reviews published online (Ahmad, Guzmán, 2021) on HBE.

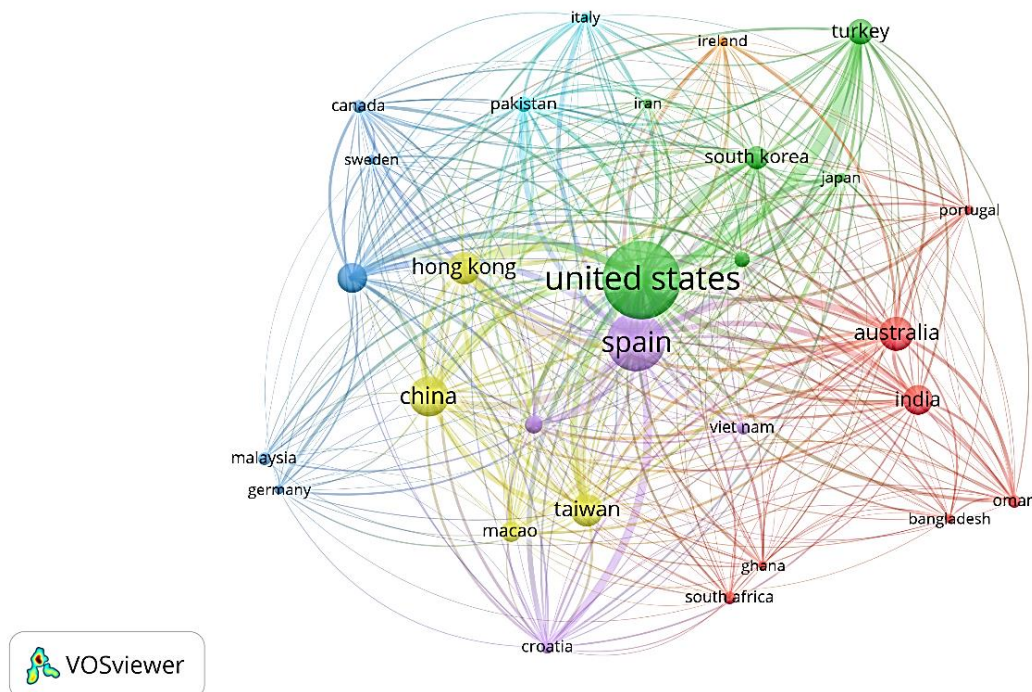


Figure 4. Bibliometric coupling of countries for authors' affiliations of HBE publications.

Source: VOSviewer based on Scopus data, as of 31.12.2023.

4.5. Keywords of HBE publications

The keyword analysis identified 696 items. The most frequently occurring word was *brand equity* (Table 5). Other keywords occurred much less frequently, including *brand loyalty* and *hotels*. The keywords *perceived quality* and *brand awareness* as determinants of brand equity appeared in 15 publications. Over 10 publications also mentioned *customer-based brand equity*, *brand image*, *marketing*, and *hotel industry*. Other keywords appeared in fewer than 10 publications.

Table 5.
The most frequently occurring keywords in HBE publications

Keywords	Frequencies	Keywords	Frequencies
Brand equity	79	Hotel	7
Brand loyalty	22	Service quality	7
Hotels	16	Sustainability	6
Perceived quality	15	Hotel brand equity	6
Brand awareness	15	CBBE	6
Customer-based brand equity	13	Customer experience	6
Brand image	13	Customer loyalty	5
Marketing	13	Consumer-based brand equity	5
Hotel industry	11	China	5
Equity	9	Branding	5
Hospitality	9	Tourism	5
Hospitality industry	8	Tourism management	5
Customer satisfaction	8	Sales, social media	5

Table does not include countries that have been affiliated 4 times or less.

Source: Scopus data, as of 31.12.2023.

Keyword co-occurrence analysis using the full counting method identified five clusters, as shown in Figure 5.

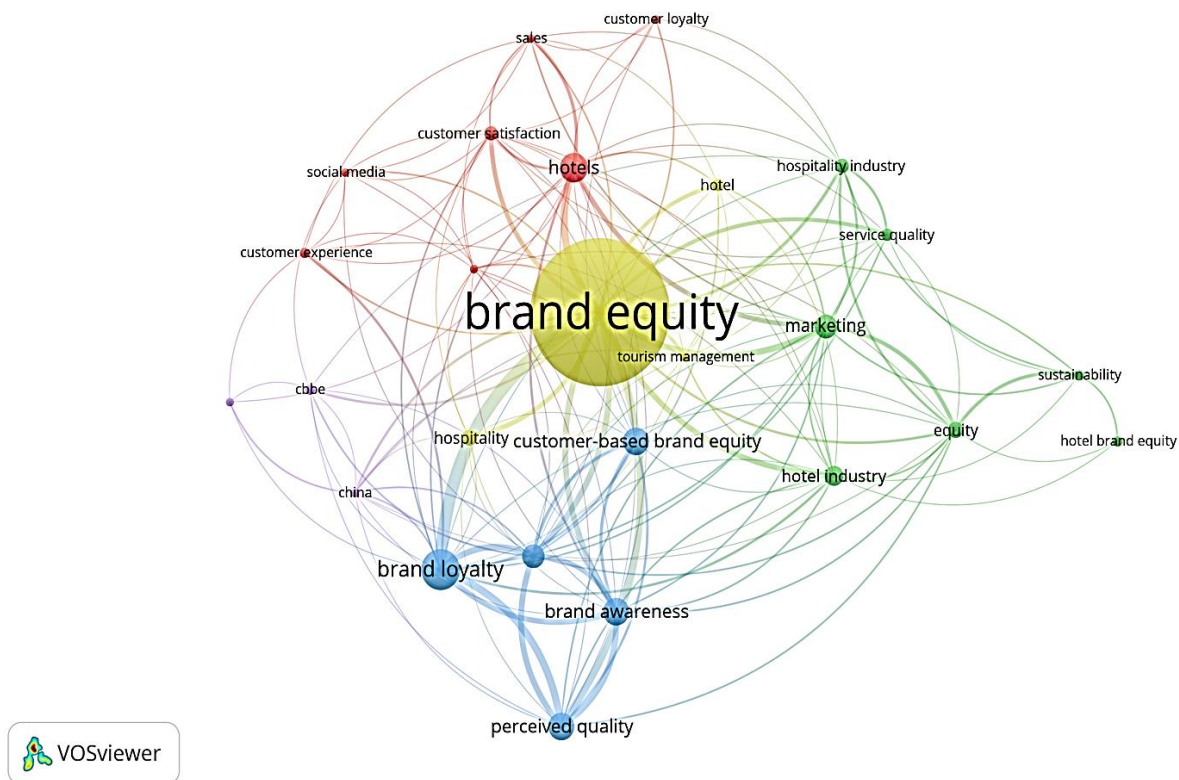


Figure 5. Bibliometric mapping of keyword co-occurrence in HBE publications.

Source: VOSviewer based on Scopus data, as of 31.12.2023.

Cluster No. 1 contains seven keywords: *customer satisfaction*, *customer loyalty*, *customer experience*, *hotels*, *sales*, *social media*, and *tourism*. This cluster could be entitled *hotel brand equity from a customer perspective*. Adopting a customer perspective means shaping the customer experience to achieve customer satisfaction, which leads to customer loyalty.

This requires offering a certain value and fosters value co-creation, which social media can serve. At the same time, such value creation for the hotel industry should take into account a broader aspect, including value creation in tourism.

Cluster No. 2 includes seven items: *equity, hospitality industry, hotel industry, hotel brand equity, marketing, service quality, and sustainability*. This cluster can be entitled *hotel brand equity and hospitality, including marketing, service quality and sustainability*. Hotel brand equity depends on service quality, implemented to a different extent depending on the type of hotel. The range of marketing activities carried out, including promotion, pricing, and distribution of services, have an impact on guest ratings. Similarly, undertaking sustainability measures are important for individual hotels as well as the hospitality industry.

Cluster No. 3 contains five keywords: *brand awareness, brand image, brand loyalty, customer-based brand equity, and perceived quality*. This cluster can be defined as *hotel brand equity and its determinants*. Several determinants determine hotel brand equity, including brand awareness, brand image, brand loyalty, and perceived quality. These have a different impact on hotel brand equity depending on the hotel category, hotel chain affiliation, location, and also on the size of the hotel and the range of basic and hotel services.

Cluster No. 4 contains four keywords: *brand equity, hospitality, hotel, and tourism management*. This cluster can be defined as *hotel brand equity and tourism*. An important factor in creating brand equity is hospitality, with its various aspects relating to the operation of the hotel, but also includes tourism management. This means pointing to specific hotel and tourism management strategies in the context of shaping brands and their equity for a coherent offer.

Cluster No. 5 with three items: *consumer-based brand equity, cbbe, and China*, and can be titled *hotel brand equity in Chinese hotels*. This approach to the topics of branding and hotel brand equity addresses the specificity of hotel management in China on the one hand, while on the other hand, it points to different branding strategies in the Asian hotel industry.

5. Discussion of results and implications

The study aimed to analyse the hotel brand equity as the new dimension of hospitality branding. Three research questions were planned, and the discussion of the results is conducted below according to these questions.

The first research question relates to the state of the development of the HBE research area, as presented in terms of the number of publications and citations. The first publication on HBE appeared in 1994, and the first citation of HBE publications dates to 1996. Researchers had published 168 studies on HBE by the end of 2023, with 6683 citations. In terms of the number of publications and citations, the period since 2016 is the most significant. Both the number of publications and citations show an upward trend, as evidenced by the trend lines.

The second research question relates to determining the importance of authors in the development of the HBE as a dimension of hospitality branding. The authors of the largest number of HBE publications are researchers from the University of Valencia in Spain: I. Gil-Saura and M. Šerić. Considering the number of publications coming from each country, the United States ranked first and Spain second. Considering both criteria in the development of HBE as a new dimension of hospitality branding, the United States and Spain lead the way. For example, one of these publications presents the results of a study on the impact of integrated marketing communication on HBE in Croatia, taking into account brand image, perceived quality, and brand loyalty (Šerić, Gil-Saura, 2012). Also analyzed were the practical aspects of branding in the hotel industry (Šerić, Gil-Saura, 2018) and the relationship between HBE, customer satisfaction, and loyalty (Šerić, Gil-Saura, 2019a).

Answering the third research question, five clusters were identified, considering mapping as the co-occurrence of keywords. This signifies key research areas while indicating what is important in hospitality branding. The first cluster shows customer satisfaction, experience, and loyalty, as a result of value creation and perception of this value (Moise et al., 2019; Šerić, Gil-Saura, 2019a; Sürücü et al., 2019). This issue is analyzed not only in the hotel industry but also in other areas of tourism (Assiouras et al., 2019; Buhalis, Foerste, 2015). The second cluster referred to hospitality, including marketing, service quality, and sustainability. For example, the marketing aspects relevant to HBE include integrated marketing communications (Kushwaha et al., 2020), service marketing (Hilal, 2019; Shanti, 2016), and influencer marketing (Ali, Alqudah, 2022). The third cluster concerns HBE and its determinants, including brand awareness, brand loyalty, brand image, and perceived quality (Phong et al., 2021; Šerić et al., 2016, 2018). The third cluster concerns HBE in marketing and branding in two dimensions. Hotel branding was analyzed in terms of destinations (Kotsi et al., 2018; Séraphin et al., 2019), service (Sevel et al., 2018; Wu et al., 2020), corporate (Sevel et al., 2018), and internal aspects (Huang, Lai, 2021). Another two clusters analysed HBE in the context of tourism management, including regional aspects relating to the operation of Asian hotels. An important issue necessary to mention in the discussion of the results is the issues of HBE and sustainability. Green practices and sustainable development influenced the HBE, which has been the subject of much research (Gede Eka Arinatha et al., 2020; Hussain et al., 2020; Shanti, Joshi, 2022).

Analysing the theoretical implications, bibliometric analysis on HBE fills a research gap due to the lack of such studies available in the literature. This study indicates the importance of researchers and countries in the development of the HBE research field. Practical implications point to recommendations for managers that can be formulated based on the bibliometric analysis. They concern practical guidelines related to the right decisions in HBE from the perspective of hotel guests and managers. Monitoring the image and associations of the hotel brand will help to better manage the hotel, meet the needs of hotel guests, and ensure their

satisfaction. This will influence the choices of hotel guests, their recommendations, and their positive opinions.

6. Conclusions, limitations, and future research

HBE is an important issue for individual hotels and the hospitality industry. The increase in publication intensity in this area shows interest in identifying factors determining and increasing HBE. Aspects related to brand image, brand awareness, and brand loyalty, as well as marketing, branding, and sustainability, indicate the need for a holistic approach to the hotel brand and hotel brand equity. The bibliometric analysis proved the importance of HBE, showing a quantitative increase in the number of publications and citations, outstanding authors, countries, and research areas. Above all, however, this study shows the research areas related to HBE, identifying HBE determinants, the relationship between HBE and customer satisfaction, loyalty, marketing, and branding, as well as environmental and sustainable development issues.

Despite these strengths, this study has its limitations. Firstly, HBE was analysed in relation to different hotel and accommodation services, but the division between individual hotels and hotel chains was not analysed. Secondly, mappings of authors, countries, journals, and keywords were presented for all items corresponding to the period under study, i.e., 1994-2023. However, changes in these issues over time have not been analyzed.

As directions for future research, it is worth pointing to other areas of the tourism market in terms of brand equity, e.g., destination brand equity. It is also worth paying attention to the brands of other services used by tourists, e.g., restaurant brand equity or airline brand equity. Another direction of research should be social media marketing in tourism branding, influencer marketing, and brand placement concerning brands of cities, countries, and tourist destinations. Brand equity should also be analysed in areas such as digital brand equity, hospital brand equity, university brand equity, or retail brand equity.

References

1. Aaker, D. (1991). *Managing brand equity: capitalizing on the value of a brand name*. New York: Free Press, p. 224.
2. Ackovska, A., Grozdanova, A., Sterjev, Z., Tonik Ribarska, J., Anchevska Netkovska, K. (2020). The Role of Branding in The Healthcare System with Special Review to Helathcare Institutions. *Knowledge - International Journal*, Vol. 41, Iss. 3, pp. 489-494.

3. Ahmad, F., Guzmán, F. (2021). Negative online reviews, brand equity and emotional contagion. *European Journal of Marketing*, Vol. 55, Iss. 11, pp. 2825-2870. <https://doi.org/10.1108/EJM-10-2019-0820>
4. Ali, H., Alqudah, O. (2022). The effects of influencer marketing on overall brand equity through brand awareness and customer brand engagement. *International Journal of Data and Network Science*, Vol. 6, Iss. 3, pp. 651-658. <https://doi.org/10.5267/J.IJDNS.2022.4.007>
5. Almestarihi, R., Al-Gasawneh, J.A., Al-jabali, S., Gharaibeh, M.K., Odai, E., Nausairat, N. (2021). The impact of social media marketing on brand equity: A systematic review. *Turkish Journal of Computer and Mathematics Education*, Vol. 12, Iss. 6, pp. 4073-4080. <https://doi.org/10.18869/acadpub.aassjournal.5.1.73>
6. Alnawas, I., Altarifi, S. (2015). Exploring the role of brand identification and brand love in generating higher levels of brand loyalty. *Journal of Vacation Marketing*, Vol. 22, Iss. 2, pp. 111-128. <https://doi.org/10.1177/1356766715604663>
7. Álvarez-García, J., Cortés-Domínguez, M. del C., del Río-Rama, M. de la C., Simonetti, B. (2020). Influence of brand equity on the behavioral attitudes of customers: Spanish Tourist Paradores. *Quality and Quantity*, Vol. 54, Iss. 5-6, pp. 1401-1427. <https://doi.org/10.1007/S11135-019-00870-0>.
8. Appiah, D., Ozuem, W., Howell, K.E., Lancaster, G. (2019). Brand switching and consumer identification with brands in the smartphones industry. *Journal of Consumer Behaviour*, Vol. 18, Iss. 6, pp. 463-473. <https://doi.org/10.1002/cb.1785>
9. Assiouras, I., Skourtis, G., Giannopoulos, A., Buhalis, D., Koniordos, M. (2019). Value co-creation and customer citizenship behavior. *Annals of Tourism Research*, Vol. 78, Iss. 9, pp. 1-16. <https://doi.org/https://doi.org/10.1016/j.annals.2019.102742>
10. Back, K.-J. (2005). The Effects of Image Congruence on Customers' Brand Loyalty in the Upper Middle-Class Hotel Industry. *Journal of Hospitality and Tourism Research*, Vol. 29, Iss. 4, pp. 448-467. <https://doi.org/10.1177/1096348005276497>.
11. Bastidas-Manzano, A.B., Sánchez-Fernández, J., Casado-Aranda, L.A. (2020). The Past, Present, and Future of Smart Tourism Destinations: A Bibliometric Analysis. *Journal of Hospitality & Tourism Research*, Vol. 45, Iss. 3, pp. 529-552. <https://doi.org/10.1177/1096348020967062>
12. Bhowmik, P. (2021). Heritage Tourism: a bibliometric review. *Anatolia*, Vol. 32, Iss. 3, pp. 387-403. <https://doi.org/10.1080/13032917.2021.1875250>
13. Buhalis, D., Foerste, M. (2015). SoCoMo marketing for travel and tourism: Empowering co-creation of value. *Journal of Destination Marketing & Management*, Vol. 4, Iss. 3, pp. 151-161. <https://doi.org/https://doi.org/10.1016/j.jdmm.2015.04.001>
14. Callarisa, L., García, J.S., Cardiff, J., Roshchina, A. (2012). Harnessing social media platforms to measure customer-based hotel brand equity. *Tourism Management Perspectives*, Vol. 4, Iss. 10, pp. 73-79. <https://doi.org/https://doi.org/10.1016/j.tmp>.

- 2012.04.005
15. Cobb-Walgren, C.J., Ruble, C.A., Donthu, N. (1995). Brand Equity, Brand Preference, and Purchase Intent. *Journal of Advertising*, Vol. 24, Iss. 3, pp. 25-40. <https://doi.org/10.1080/00913367.1995.10673481>
 16. Dam, T.C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, Vol. 7, Iss. 10, pp. 939-947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
 17. De, T., Verma, A. (2021). Integrating Brand Communication and Brand Equity: a Systematic Review From 2000-2020. *Journal of Content, Community and Communication*, Vol. 13, Iss. 7, pp. 199-214. <https://doi.org/10.31620/JCCC.06.21/17>
 18. del Río-Rama, M. de la C., Maldonado-Erazo, C.P., Durán-Sánchez, A., Álvarez-García, J. (2019). Mountain tourism research. A review. *European Journal of Tourism Research*, Vol. 22, Iss. 1, pp. 130-150. <https://doi.org/10.54055/ejtr.v22i.380>
 19. Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., Lim, W.M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, Vol. 133, Iss. 3, pp. 285-296. <https://doi.org/10.1016/j.jbusres.2021.04.070>.
 20. Dropulić, B., Krupka, Z., Vlašić, G. (2022). Brand Equity in a Digital Age: Systematic Literature Review. *Ekonomika Misao i Praksa*, Vol. 31, Iss. 1, pp. 277-302. <https://doi.org/10.17818/emip/2022/1.13>
 21. Dua, S., Singh, I., Das, S. (2021). Banking Innovative Service With Digital Brand Equity for New Age Consumers: Internet Banking and Millennial Consumerism. In: S. Das, S.R. Mondal (Eds.), *Innovations in Digital Branding and Content Marketing* (pp. 134-159). IGI Global. <https://doi.org/10.4018/978-1-7998-4420-4.CH007>
 22. Ellegaard, O. (2018). The application of bibliometric analysis: disciplinary and user aspects. *Scientometrics*, Vol. 116, Iss. 1, pp. 181-202. <https://doi.org/10.1007/S11192-018-2765-Z/TABLES/6>
 23. Farquhar, P.H. (1989). Managing Brand Equity. *Marketing Research*, Vol. 30, Iss. August-September, pp. 7-12.
 24. Fauzi, M.A. (2023). A bibliometric review on knowledge management in tourism and hospitality: past, present and future trends. *International Journal of Contemporary Hospitality Management*, Vol. 35, Iss. 6, pp. 2178-2201. <https://doi.org/10.1108/IJCHM-03-2022-0381>
 25. Fernández Bellver, D., Prados-Peña, M.B., García-López, A.M., Molina-Moreno, V. (2023). Crafts as a key factor in local development: Bibliometric analysis. *Heliyon*, Vol. 9, Iss. 1, pp. 1-12. <https://doi.org/10.1016/J.HELIYON.2023.E13039>
 26. Filieri, R., Lin, Z., D'Antone, S., Chatzopoulou, E. (2019). A cultural approach to brand equity: the role of brand mianzi and brand popularity in China. *Journal of Brand Management*, Vol. 26, Iss. 4, pp. 376-394. <https://doi.org/10.1057/S41262-018-0137-X/METRICS>

27. Fong, C.H., Goh, Y.N. (2021). Why brand equity is so important for private healthcare? View from an emerging market. *International Journal of Healthcare Management*, Vol. 14, Iss. 4, pp. 1198-1205. <https://doi.org/10.1080/20479700.2020.1755811>
28. Gan, Y. na, Li, D. duo, Robinson, N., Liu, J. ping. (2022). Practical guidance on bibliometric analysis and mapping knowledge domains methodology – A summary. *European Journal of Integrative Medicine*, Vol. 56, Iss. 12, pp. 1-15. <https://doi.org/10.1016/J.EUJIM.2022.102203>
29. Gede Eka Arinatha, I., Kuntag, J.R., Khairin, F.N. (2020). Linking the green service marketing mix elements with the green brand equity dimensions. *Journal of Critical Reviews*, Vol. 7, Iss. 12, pp. 1204-1211. <https://doi.org/10.31838/JCR.07.12.210>
30. Gómez, M., Fernández, A.C., Molina, A., Aranda, E. (2018). City branding in European capitals: An analysis from the visitor perspective. *Journal of Destination Marketing & Management*, Vol. 7, Iss. 3, pp. 190-201. <https://doi.org/10.1016/j.jdmm.2016.11.001>
31. Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M.L., Molina-Collado, M.V., Imhoff, B. (2023). The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries. *Current Psychology*, Vol. 42, Iss. 15, pp. 12711-12727. <https://doi.org/10.1007/S12144-021-02656-W/TABLES/5>
32. Gómez-Suárez, M., Veloso, M. (2020). Brand experience and brand attachment as drivers of WOM in hospitality. *Spanish Journal of Marketing - ESIC*, Vol. 24, Iss. 2, pp. 231-246. <https://doi.org/10.1108/SJME-12-2019-0106/FULL/PDF>
33. González-Mansilla, Ó., Berenguer-Contrí, G., Serra-Cantalops, A. (2019). The impact of value co-creation on hotel brand equity and customer satisfaction. *Tourism Management*, Vol. 75, Iss. 12, pp. 51-65. <https://doi.org/10.1016/j.tourman.2019.04.024>
34. Górska-Warsewicz, H. (2020). Factors determining city brand equity-A systematic literature review. *Sustainability Switzerland*, Vol. 12, Iss. 19, pp. 1-18. <https://doi.org/10.3390/SU12197858>
35. Górska-Warsewicz, H., Kulykovets, O. (2020). Hotel brand loyalty-a systematic literature review. *Sustainability*, Vol. 12, Iss. 12, pp. 1-34. <https://doi.org/10.3390/SU12124810>
36. Górska-Warsewicz, H., Dębski, M., Fabuš, M., Kováč, M. (2021). Green Brand Equity—Empirical Experience from a Systematic Literature Review. *Sustainability*, Vol. 13, Iss. 20, pp. 1-30 . <https://doi.org/10.3390/SU132011130>
37. Grashuis, J. (2019). The impact of brand equity on the financial performance of marketing cooperatives. *Agribusiness*, Vol. 35, Iss. 2, pp. 234-248. <https://doi.org/10.1002/AGR.21574>
38. Guan, J., Wang, W., Guo, Z., Chan, J.H., Qi, X. (2021). Customer experience and brand loyalty in the full-service hotel sector: the role of brand affect. *International Journal of Contemporary Hospitality Management*, Vol. 33, Iss. 5, pp. 1620-1645. <https://doi.org/10.1108/IJCHM-10-2020-1177/FULL/XML>

39. Ha, M.T. (2020). Investigating green brand equity and its driving forces. *Management Science Letters*, Vol. 10, Iss. 10, pp. 2379-2384. <https://doi.org/10.5267/j.msl.2020.2.026>
40. Halliburton, C., Bach, S. (2012). An integrative framework of corporate brand equity. *EuroMed Journal of Business*, Vol. 7, Iss. 3, pp. 243-255. <https://doi.org/10.1108/14502191211265307/FULL/XML>
41. Hilal, M.I.M. (2019). The effects of services marketing mix elements on brand equity and customer response of tourists hotels in the east coast of Sri Lanka. *International Journal of Innovative Technology and Exploring Engineering*, Vol. 8, Iss. 11, No. 2, pp. 249-259. <https://doi.org/10.35940/IJITEE.K1039.09811S219>
42. Huang, C.Y., Lai, C.H. (2021). Effects of internal branding management in a hospital context. *Service Industries Journal*, Vol. 41, Iss. 15-16, pp. 985-1006. <https://doi.org/10.1080/02642069.2018.1491969>.
43. Husain, R., Ahmad, A., Bilal, Khan, M., Khan, B.M. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. *Cogent Business & Management*, Vol. 9, Iss. 1, pp. 1-15 <https://doi.org/10.1080/23311975.2022.2034234>
44. Hussain, I., Mu, S., Mohiuddin, M., Danish, R.Q., Sair, S.A. (2020). Effects of sustainable brand equity and marketing innovation on market performance in hospitality industry: Mediating effects of sustainable competitive advantage. *Sustainability*, Vol. 12, Iss. 7, pp. 1-19. <https://doi.org/10.3390/su12072939>
45. Huynh, H.T.N., Trieu, H.D.X., Van Nguyen, P., Tran, T.G., Lam, L.N.H. (2021). Explicating brand equity in the information technology sector in Vietnam. *Administrative Sciences*, Vol. 11, Iss. 4, pp. 1-20. <https://doi.org/10.3390/admsci11040128>
46. Ibrahim, B., Aljarah, A. (2018). Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. *Data in Brief*, Vol. 21, Iss. 12, pp. 1823-1828. <https://doi.org/10.1016/j.dib.2018.11.024>
47. Ishola, K. (2022). The Effect of Brand Differentiations on Firms Competitive Advantage. *International Journal of Business and Management Invention*, Vol. 11, Iss. 1, pp. 30-42. <https://doi.org/10.35629/8028-1101013042>
48. Jiao, L. (2018). Analysis of the Value of Brand Equity from the Perspective of Consumer Psychology. *Open Journal of Social Sciences*, Vol. 06, Iss. 12, pp. 68-75. <https://doi.org/10.4236/jss.2018.612007>
49. Johnson, A.G., Samakovlis, I. (2019). A bibliometric analysis of knowledge development in smart tourism research. *Journal of Hospitality and Tourism Technology*, Vol. 10, Iss. 4, pp. 600-623. <https://doi.org/10.1108/JHTT-07-2018-0065/FULL/XML>
50. Karbalaei, M., Abdi, A., Malmir, R., Dehghanan, H., Pirnejad, S., Jafari, S. (2013). Investigating of brand equity on hospital image. *Research Journal of Applied Sciences, Engineering and Technology*, Vol. 6, Iss. 20, pp. 3888-3894. <https://doi.org/>

- 10.19026/rjaset.6.3606
51. Kayaman, R., Arasli, H. (2007). Customer based brand equity: Evidence from the hotel industry. *Managing Service Quality, Vol. 17, Iss. 1*, pp. 92-109. <https://doi.org/10.1108/09604520710720692>
 52. Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing, Vol. 57, Iss. 1*, pp. 1-33. <https://doi.org/10.2307/1252054>
 53. Khanta, F., Srinuan, C. (2019). The relationships between marketing mix, brand equity, lifestyle and attitude on a consumer's private product brand purchasing decision. *African Journal of Hospitality, Tourism and Leisure, Vol. 8, Iss. 5*, pp. 1-14.
 54. Kim, H.-B., Kim, W.G. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism Management, Vol. 26, Iss. 4*, pp. 549-560. <https://doi.org/10.1016/j.tourman.2004.03.010>
 55. Kim, W., Kim, H. (2007). Determinants of Mid-scale Hotel Brand Equity. *Hospitality Review, Vol. 25, Iss. 1*, pp. 61-70.
 56. Kotsi, F., Balakrishnan, M.S., Michael, I., Ramsøy, T.Z. (2018). Place branding: Aligning multiple stakeholder perception of visual and auditory communication elements. *Journal of Destination Marketing & Management, Vol. 7, Iss. 3*, pp. 112-130. <https://doi.org/https://doi.org/10.1016/j.jdmm.2016.08.006>
 57. Kushwaha, B.P., Singh, R.K., Varghese, N., Singh, V.N. (2020). Integrating social media and digital media as new elements of integrated marketing communication for creating. *Journal of Content, Community and Communication, Vol. 10, Iss. 6*, pp. 52-64. <https://doi.org/10.31620/JCCC.06.20/05>
 58. Liu, C.-H., Jiang, J.-F. (2020). Assessing the moderating roles of brand equity, intellectual capital and social capital in Chinese luxury hotels. *Journal of Hospitality and Tourism Management, Vol. 43, Iss. 5*, pp. 139-148. <https://doi.org/10.1016/j.jhtm.2020.03.003>
 59. Liu, C.-R., Wu, T.-C., Yeh, P.-H., Chen, S.-P. (2015). Equity-based customer loyalty mode for the upscale hotels-Alternative models for leisure and business travels. *Tourism Management Perspectives, Vol. 16, Iss. 10*, pp. 139-147. <https://doi.org/10.1016/j.tmp.2015.07.017>
 60. Liu, M.T., Wong, I.A., Tseng, T.-H., Chang, A.W.-Y., Phau, I. (2017). Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research, Vol. 81, Iss. 12*, pp. 192-202. <https://doi.org/10.1016/j.jbusres.2017.06.014>
 61. López-Rodríguez, C.E., Mora-Forero, J.A., León-Gómez, A. (2022). Strategic Development Associated with Branding in the Tourism Sector: Bibliometric Analysis and Systematic Review of the Literature between the Years 2000 to 2022. *Sustainability, Vol. 14, Iss. 16*, pp. 1-20 <https://doi.org/10.3390/su14169869>
 62. Mahajan, V., Rao, V.R., Srivastava, R.K. (1994). An approach to assess the importance of brand equity in acquisition decisions. *Journal of Product Innovation Management, Vol. 11, Iss. 3*, pp. 221-235. [https://doi.org/https://doi.org/10.1016/0737-6782\(94\)90005-1](https://doi.org/https://doi.org/10.1016/0737-6782(94)90005-1)

63. Manhas, P.S., Tukamushaba, E.K. (2015). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*, Vol. 45, Iss. 2, pp. 77-87. <https://doi.org/10.1016/J.IJHM.2014.11.010>
64. Marito, P.S., Deden, M., Radu, R., Rahmat, T. (2019). Building the Brand Identity through Brand Differentiation Based Value of Culture and Locally-global Product Principles (Case on the City of Art). *International Journal of Business and Administrative Studies*, Vol. 5, Iss. 2, pp. 1-9. <https://doi.org/10.20469/ijbas.5.10002-2>
65. Martínez, P., Nishiyama, N. (2019). Enhancing customer-based brand equity through CSR in the hospitality sector. *International Journal of Hospitality and Tourism Administration*, Vol. 20, Iss. 3, pp. 329-353. <https://doi.org/10.1080/15256480.2017.1397581>
66. Masood, H., Adnan Bashir, M., Azeem Qureshi, M. (2021). Impact of Brand Equity on Purchase Intentions of Customers in Insurance Industry of Pakistan. *Market Forces*, Vol. 16, Iss. 2, pp. 167-189. <https://doi.org/10.15544/mts.2021.34>
67. Moise, M.S., Gil-Saura, I., Šerić, M., Ruiz Molina, M.E. (2019). Influence of environmental practices on brand equity, satisfaction and word of mouth. *Journal of Brand Management*, Vol. 26, Iss. 6, pp. 646-657. <https://doi.org/10.1057/s41262-019-00160-y>
68. Moral-Muñoz, J.A., Herrera-Viedma, E., Santisteban-Espejo, A., Cobo, M.J. (2020). Software tools for conducting bibliometric analysis in science: An up-to-date review. *Profesional de La Información*, Vol. 29, Iss. 1, pp. 1699-2407. <https://doi.org/10.3145/EPI.2020.ENE.03>
69. Nam, J., Ekinci, Y., Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, Vol. 38, Iss. 3, pp. 1009-1030. <https://doi.org/10.1016/j.annals.2011.01.015>
70. Nascimento, F. de A., Rodrigues, F.M. (2015). Growth trend of scientific literature on genetic improvement through the database Scopus. *Scientometrics*, Vol. 105, Iss. 2, pp. 805-816. <https://doi.org/10.1007/S11192-015-1733-0/METRICS>
71. Nassar, M.A. (2017). Customer Satisfaction and Hotel Brand Equity: A Structural Equation Modelling Study. *J. of Tourism and Hospitality Management*, Vol. 5, Iss. 4, pp. 144-162. <https://doi.org/10.17265/2328-2169/2017.08.002>
72. Ng, S.L. (2022). Bibliometric analysis of literature on mountain tourism in Scopus. *Journal of Outdoor Recreation and Tourism*, Vol. 40, Iss. 12, pp. 1-15. <https://doi.org/10.1016/j.jort.2022.100587>
73. Oh, H., Hsu, C.H.C. (2014). Assessing equivalence of hotel brand equity measures in cross-cultural contexts. *International Journal of Hospitality Management*, Vol. 36, Iss. 1, pp. 156-166. <https://doi.org/10.1016/j.ijhm.2013.09.002>
74. Özkoc, Ö., Cengiz, E. (2020). The effect of Brand Management Practices on Patient'S Brand Equity Perception and Hospital Preference. *International Journal of Health Management and Tourism*, Vol. 5, Iss. 2, pp. 145-169. <https://doi.org/10.31201/ijhmt.789049>

75. Paul, J., Lim, W.M., O’Cass, A., Hao, A.W., Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, Vol. 45, Iss. 4, pp. O1-O16. <https://doi.org/10.1111/IJCS.12695>
76. Phong, L.T., Anh, N.T., Chi, N.T.K. (2021). Brand awareness, perceived quality and perceived uniqueness on consumer intention and willing to pay premium for hotel service. *International Journal of Hospitality and Tourism Systems*, Vol. 14, Iss. 1, pp. 98-105.
77. Pina, R., Dias, Á. (2021). The influence of brand experiences on consumer-based brand equity. *Journal of Brand Management*, Vol. 28, Iss. 2, pp. 99-115. <https://doi.org/10.1057/S41262-020-00215-5/METRICS>
78. Rather, R.A., Camilleri, M.A. (2019). The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*, Vol. 30, Iss. 4, pp. 547-559. <https://doi.org/10.1080/13032917.2019.1650289>
79. Rather, R.A., Sharma, J. (2016). Brand Loyalty with Hospitality Brands: The Role of Customer Brand Identification, Brand Satisfaction and Brand Commitment. *Pacific Business Review International*, Vol. 1, Iss. 3, pp. 1-11. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3123278
80. Rather, R.A., Tehseen, S., Parrey, S.H. (2018). Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. *Spanish Journal of Marketing - ESIC*, Vol. 22, Iss. 3, pp. 321-341. <https://doi.org/10.1108/SJME-06-2018-0030>
81. Ray, A., Bala, P.K., Chakraborty, S., Dasgupta, S.A. (2021). Exploring the impact of different factors on brand equity and intention to take up online courses from e-Learning platforms. *Journal of Retailing and Consumer Services*, Vol. 59, Iss. 3, pp. 1-15. <https://doi.org/10.1016/J.JRETCONSER.2020.102351>
82. Rehman, F. ur, Al-Ghazali, B.M. (2022). Evaluating the Influence of Social Advertising, Individual Factors, and Brand Image on the Buying Behavior toward Fashion Clothing Brands. *SAGE Open*, Vol. 12, Iss. 1, pp. 1-18 <https://doi.org/10.1177/21582440221088858>
83. Roig-Tierno, N., Gonzalez-Cruz, T.F., Llopis-Martinez, J. (2017). An overview of qualitative comparative analysis: A bibliometric analysis. *Journal of Innovation & Knowledge*, Vol. 2, Iss. 1, pp. 15-23. <https://doi.org/10.1016/J.JIK.2016.12.002>
84. Rojas-Lamorena, Á.J., Del Barrio-García, S., Alcántara-Pilar, J.M. (2022). A review of three decades of academic research on brand equity: A bibliometric approach using co-word analysis and bibliographic coupling. *Journal of Business Research*, Vol. 139, Iss. February, pp. 1067-1083. <https://doi.org/10.1016/j.jbusres.2021.10.025>
85. Sammut-Bonnici, T. (2015). Brand and Branding. *Wiley Encyclopedia of Management*, January, 1-3. <https://doi.org/10.1002/9781118785317.weom120161>
86. Saputra, D., Indarini, Margaretha, S. (2020). The Effect of Consumer-Based Brand Equity on Customer Satisfaction and Brand Loyalty in the Coffee Bean & Tea Leaf or Maxx Coffee. *Advances in Economics, Business and Management Research*, 17th International

- Symposium on Management (INSYMA 2020)*, 115 (Insyma), 293-298. <https://doi.org/10.2991/aebmr.k.200127.060>
87. Séraphin, H., Zaman, M., Olver, S., Bourliataux-Lajoinie, S., Dosquet, F. (2019). Destination branding and overtourism. *Journal of Hospitality and Tourism Management*, Vol. 38, Iss. 1, pp. 1-4. <https://doi.org/https://doi.org/10.1016/j.jhtm.2018.11.003>
 88. Šerić, M., Gil-Saura, I. (2012). ICT, IMC, and Brand Equity in High-Quality Hotels of Dalmatia: An Analysis From Guest Perceptions. *Journal of Hospitality Marketing and Management*, Vol. 21, Iss. 8, pp. 821-851. <https://doi.org/10.1080/19368623.2012.633211>.
 89. Šerić, M., Gil-Saura, I. (2018). Perceptual and relational approach to hotel brand equity Measurement, criticism, and challenges. In: D. Gursoy (Ed.), *Routledge handbook of hospitality marketing* (pp. 234-244). New York: Routledge.
 90. Šerić, M., Gil-Saura, I. (2019a). Understanding brand equity in hotel firms. What is the role of brand loyalty and satisfaction? *International Journal of Contemporary Hospitality Management*, Vol. 31, Iss. 9, pp. 3526-3546. <https://doi.org/10.1108/IJCHM-06-2018-0516>
 91. Šerić, M., Gil-Saura, I., Mollá-Descals, A. (2016). Can advanced technology affect customer-based brand equity in service firms? An empirical study in upscale hotels. *Journal of Service Theory and Practice*, Vol. 26, Iss. 1, pp. 2-27. <https://doi.org/10.1108/JSTP-10-2014-0239>
 92. Šerić, M., Gil-Saura, I., Ruiz-Molina, M.E. (2014). How can integrated marketing communications and advanced technology influence the creation of customer-based brand equity? Evidence from the hospitality industry. *International Journal of Hospitality Management*, Vol. 39, Iss. 1, pp. 144-156. <https://doi.org/10.1016/j.ijhm.2014.02.008>
 93. Šerić, M., Mikulić, J., Gil-Saura, I. (2018). Exploring relationships between customer-based brand equity and its drivers and consequences in the hotel context. An impact-asymmetry assessment. *Current Issues in Tourism*, Vol. 21, Iss. 14, pp. 1621-1643. <https://doi.org/10.1080/13683500.2016.1209163>
 94. Sevel, L., Abratt, R., Kleyn, N. (2018). Managing across a corporate and product brand portfolio: evidence from a large South African service organization. *Journal of Product and Brand Management*, Vol. 27, Iss. 1, pp. 18-28. <https://doi.org/10.1108/JPBM-05-2016-1182>
 95. Shanti, J. (2016). A study on environmental sustainability practices of star hotels in Bangalore. *Asian Journal of Business Ethics*, Vol. 5, Iss. 1-2, pp. 185-194. <https://doi.org/10.1007/s13520-016-0063-5>
 96. Shanti, J., Joshi, G. (2022). Examining the impact of environmentally sustainable practices on hotel brand equity: a case of Bangalore hotels. *Environment, Development and Sustainability*, Vol. 24, Iss. 4, pp. 5764-5782. <https://doi.org/10.1007/S10668-021-01682-9>
 97. Shekhar (2023). Bibliometric analysis and literature review of mountain tourism. *Advances*

- in Hospitality and Tourism Research, Vol. 11, Iss. 2, pp. 317-340.*
<https://doi.org/10.30519/ahtr.1143501>
98. So, K.K.F., King, C., Sparks, B., Wang, Y. (2013). The influence of customer brand identification on hotel brand evaluation and loyalty development. *International Journal of Hospitality Management, Vol. 34, Iss. 1, pp. 31-41.* <https://doi.org/10.1016/j.ijhm.2013.02.002>
99. Soliman, M., Cardoso, L., de Almeida, G.G.F., Filipe Araújo, A., Araújo Vila, N. (2021). Mapping smart experiences in tourism: A bibliometric approach. *European Journal of Tourism Research, Vol. 28, Iss. 1, pp. 1-26.* <https://doi.org/10.54055/ejtr.v28i.2254>
100. Suhartanto, D., Clemes, M., Dean, D. (2013). Analyzing the Complex and Dynamic Nature of Brand Loyalty in the Hotel Industry. *Tourism Review International, Vol. 17, Iss. 1, pp. 47-61.* <https://doi.org/10.3727/154427213x13649094288106>
101. Surucu, O., Ozturk, Y., Okumus, F., Bilgihan, A. (2019). Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. *Journal of Hospitality and Tourism Management, Vol. 40, Iss. September, pp. 114-124.* <https://doi.org/10.1016/j.jhtm.2019.07.002>
102. Tasci, A.D.A., Guillet, B.D. (2016). Hospitality Cobranding: An Experimental Investigation of Enhancement and Erosion in Consumer-Based Brand Equity. *International Journal of Hospitality and Tourism Administration, Vol. 17, Iss. 4, pp. 397-428.* <https://doi.org/10.1080/15256480.2016.1226152>
103. Toker, A., Emir, O. (2023). Safety and security research in tourism: A bibliometric mapping. *European Journal of Tourism Research, Vol. 34, Iss. 1, pp. 1-25.* <https://doi.org/10.54055/ejtr.v34i.2871>
104. Tresna, P., Herawati, T., Chan, A. (2020). Effect of Attitude on Brand Preference in the Pangandaran Tourism Area. *Review of Integrative Business and Economics Research, Vol. 9, Iss. 4, pp. 16-24.*
105. Ülker, P., Ülker, M., Karamustafa, K. (2023). Bibliometric analysis of bibliometric studies in the field of tourism and hospitality. *Journal of Hospitality and Tourism Insights, Vol. 6, Iss. 2, pp. 797-818.* <https://doi.org/10.1108/JHTI-10-2021-0291/FULL/XML>
106. Uslu, A., Ergün, G.S. (2021). The Moderator Effect of the Perception of Value Co-Creation on the Relationship between Hotel Brand Equity and WOM. *Academica Turistica, Vol. 14, Iss. 2, pp. 149-164.* <https://doi.org/10.26493/2335-4194.14.149-164>
107. Valjaskova, V., Kral, P. (2019). The Importance of Brand in Consumer Buying Behavior and Product Quality Assesment. *CBU International Conference Proceedings, 7, 331-335.* <https://doi.org/10.12955/cbup.v7.1382>
108. van Eck, N.J., Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics, Vol. 84, Iss. 2, pp. 523-538.* <https://doi.org/10.1007/S11192-009-0146-3>
109. Wong, T., Wickham, M. (2015). An examination of Marriott's entry into the Chinese

- hospitality industry: A Brand Equity perspective. *Tourism Management*, Vol. 48, Iss. C, pp. 439-454. <https://doi.org/10.1016/j.tourman.2014.12.014>
110. Wu, L., King, C.A., Lu, L., Guchait, P. (2020). Hospitality aesthetic labor management: Consumers' and prospective employees' perspectives of hospitality brands. *International Journal of Hospitality Management*, Vol 87, Iss. May, pp. 1-15. <https://doi.org/10.1016/J.IJHM.2019.102373>
111. Zhang, J., Xiong, K., Liu, Z., He, L. (2022). Research progress and knowledge system of world heritage tourism: a bibliometric analysis. *Heritage Science*, Vol. 10, Iss. 1, pp. 42-52. <https://doi.org/10.1186/s40494-022-00654-0>
112. Zupic, I., Čater, T. (2015). Bibliometric Methods in Management and Organization. *Organizational Research Methods*, Vol. 18, Iss. 3, pp. 429-472. <https://doi.org/10.1177/1094428114562629>