



How African is the *African Journal of Hospitality Tourism and Leisure*? An analysis of publishing trends for the period 2011-2018

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Abstract

There is a subset of scholarship that relates to analysis of a particular discipline's leading scholarly journals and their published articles. In the fields of tourism, hospitality and leisure is the appearance and rise of a body of international literature which examines variously the thematic contents, leading individual authors, institutions and citations of journals. In Africa only a limited literature exists about publishing in the field of tourism, hospitality and leisure. This paper offers an exploratory analysis of publishing and in particular of patterns of production and consumption of research articles in the *African Journal of Hospitality, Tourism and Leisure*. Major attention is given to the African contribution to and of the journal. It is disclosed that the journal has expanded greatly in terms of its published output since 2014. Further, it has established a critical research focus on the tourism, hospitality and leisure sectors in Africa. Although the largest share of contributions are generated from and about South Africa the journal has a reach and impact beyond that country as indexed by the range of other African countries represented in the journal. Arguably, in terms of the consumption of published articles and research in the journal it is disconcerting to reveal the relatively high proportion of articles published in the journal which seemingly fail to attract any citations in other scholarship in the field of tourism, hospitality and leisure..

Keywords: tourism, hospitality and leisure journals, publishing patterns, research focus, Africa

Introduction

A major emerging thread in academic writings relates to the analysis of a particular discipline's leading scholarly journals and their articles. As Buckley (2019) argues, recently academic articles are 'tradeable commodities' and function as critical measures of scholarly performance. Academic journals are the showcase of research for particular disciplines and much attention has been devoted both to the role they assume in the development of particular disciplines and to appropriate criteria for evaluating relative performance of individual authors, universities and journals (Xiao & Smith, 2006; Ballantyne et al., 2009; Fennell, 2013). These issues have prompted the appearance and rise of a body of international literature which examines variously the thematic contents, leading individual authors, institutions and citations of journals which cover the fields of tourism, hospitality and leisure (Pechlaner et al., 2004; Ryan, 2005; Jamal et al., 2008; Ballantyne et al., 2009; McKercher & Tung, 2015; Shen et al., 2018). Indeed, Pechlaner et al (2004) highlight that initiatives to assess the quality of academic publications are of increasing importance in tourism, hospitality and leisure.



Among issues of concern are the trends in the production as well as the consumption of research articles appearing in particular journals (Rogerson & Rogerson, 2011). Patterns of production are interrogated often in terms of changing content of journal articles and shifting patterns of institutional production in terms of universities as well as trends in individual authorship (McKercher, 2005, 2008; Au et al., 2014). The productivity of authors, universities and countries to leading journals has been scrutinised by Park et al. (2011). Patterns of consumption are investigated extensively through bibliometric analysis with the volume of citations determining the impact factor of journals and their ranking in terms of various league tables (Ryan, 2005; McKercher et al., 2006; McKercher, 2008; Hall, 2011). Research studies in the domain of tourism and hospitality have been conducted across different journals with particular attention given to the conventionally accepted 'big 3' of *Annals of Tourism Research*, *Journal of Travel Research* and *Tourism Management* (Cheng et al., 2011; Park et al., 2011; Li & Xu, 2015). Another trend is for scrutiny of changing trends of production and/or consumption in particular journals with recent examples being Guzeller & Celiker (2019) on a bibliometric analysis of the *Asia Pacific Journal of Tourism Research* and Cunill et al. (2019) on the 35th anniversary of the *International Journal of Contemporary Hospitality Management*. A signal of the growing impact of China in tourism scholarship is a dedicated analysis of the contributions of the country's scholars to the highly influential *Journal of Travel Research* (Qian et al., 2019).

In terms of Africa the recent geographic analysis by Shen et al. (2019) of a decade of international research in tourism, hospitality and leisure journals confirmed the relatively minor role and contributions which are made by African scholars to leading journals. One study on publishing patterns of African tourism research conducted for the period 2000-2010 showed that most research was published outside the leading ranked tourism journals (Rogerson & Rogerson, 2011). Indeed, it revealed for the period under scrutiny that the leading outlets for tourism research about the Southern African Development Community were *Development Southern Africa*, *Africa Insight*, *Urban Forum* and the *South African Geographical Journal*; the highly ranked *Tourism Management* was the fifth most important outlet for such publishing (Rogerson & Rogerson, 2011). Since the appearance of that article, the publishing landscape has been radically transformed by the appearance of a host of new academic journals and in particular by the surge of open access electronic publishing (Rogerson & Rogerson, 2013). One further and highly specific influence which impacts patterns of production and publishing for authors attached to South African universities has been the implementation of a financial subsidy incentive by national government for research publications which appear in journals that are 'accredited' according to various lists which are issued on an annual basis by the Department of Higher Education and Training (DHET).

It is against this background of a fluid publishing landscape for researchers and of the acceptance for the first time of the *African Journal of Hospitality, Tourism and Leisure* into the prestige Elsevier Scopus list of journals that the aim of this paper is to conduct an exploratory analysis into the patterns of production as well as patterns of consumption of articles in that journal. The brief history of the *African Journal of Hospitality, Tourism and Leisure* as an academic serial is that it was founded in 2004. During the period 2004-2006 three annual issues were produced in a traditional hard copy version. Between 2007 and 2010 the journal was dormant and no issues were published. In 2011, however, the journal re-appeared as an open-access online journal and subsequently it has expanded its publishing. Currently, in terms of the numbers of articles which it publishes it now represents a notable outlet for research in tourism, hospitality, leisure and cognate fields particularly for African research and African researchers. On the journal website it is stated that submissions are invited on "any area which has an impact, in some way or other, on Hospitality, Tourism and Leisure". Furthermore, the journal states that it seeks to "encourage academic debate and are fully



electronic and dedicated to increasing depth of research across a range of related disciplines with the primary objective of promoting research”. As an important context for the analysis it must be recorded that a significant milestone in the journal’s rebirth since 2011 was its inclusion in 2014 as an accredited journal on the DHET list of accredited South Africa. The entry of the journal onto the Scopus list in 2019 represents a new milestone for the journal.

Method

The approach that was adopted was an adaptation and simplification of that followed by other similar bibliometric exercises on tourism and hospitality journals. We sought to provide a profile of changing trends in the production of articles in the journal for the period 2011-2018 covering the years of electronic online publication. More specifically, our interest centres on the question of how African is the journal in terms of its publishing record. For the consumption of articles in the journal the study period is 2011-2017 because it was too early to expect citations on 2018 published articles.

For the eight year study period all issues and papers listed on the journal website were examined. As our prime focus was upon patterns in the geographic production of published articles no analysis was given to the actual themes of articles in terms of different issues of research in hospitality, tourism and leisure. Each individual article was classified by research focus, country of affiliation of authors, and individual institutional affiliation. In terms of research focus the coding was in terms of individual country. A separate category, however, was created for cases of articles which were generic or international in their focus or where the article examined a series of countries. In cases of articles where the focus was on two countries the coding reflected that division. For country of affiliation of authors’ it was necessary to reflect multiple authors and also the increasing trend for certain authors to list multiple institutions as their affiliation. For each individual year results were analysed and league tables were generated of the leading research focus, leading country of affiliation and leading centres of institutional affiliation for the production of articles which were published in *African Journal of Hospitality, Tourism and Leisure* for the eight study years.

In terms of ‘consumption’ of articles in the journal a different approach was required. Conventionally, the ‘consumption’ of tourism journals and their ranking is undertaken through the calculation of various impact factors based upon citation analysis (Pechlaner, et al., 2004; McKercher et al., 2006; Jamal et al., 2008; Hall, 2011). This said, much debate surrounds the most appropriate source for such data mining between the use of Scopus, Thomson ISI Web of Science and Google Scholar (Ryan, 2005; Law and van der Veen, 2008; Hall, 2011). The analysis undertaken here for the *African Journal of Hospitality, Tourism and Leisure* utilised the Google Scholar data base because it is the most transparent, comprehensive in coverage, and certainly the most readily accessible data base. Google Scholar facilitates the identification of how many citations each article has attracted. The data was generated for 11-12 February 2019.

Before presenting the results of the analysis a brief note is necessary concerning the limitations of the paper. First, as noted above, our analysis of production does not include a scrutiny of the particular topics that are the focus of research articles. The division is between generic articles and those on specific geographic contexts. In addition, no patterns of individual authorship in terms of the production of articles is presented. Second, certain challenges arise in terms of the fact that a small number of articles which are listed as published on the journal website cannot be accessed in order to examine content. In addition, other articles have been withdrawn from the website by the journal editors for various reasons such that in certain years



there are gaps in the consecutive numbering of articles. It is with these caveats in mind that we offer the results and analysis below.

Results and Analysis

Table 1 presents a macro-picture of the numbers of published issues and articles in the journal for each of the study years. Four points are of note. First, in what must be called the establishment phase of the journal in the years 2011-2013 there is a much reduced number of papers published on an annual basis than in the period from 2014 which coincides with the journal's inclusion in the DHET list. Second, from 2016 the number of issues produced by the journal has multiplied in particular with the addition of a number of special issues. Three, the overall profile discloses a rising number of papers published each year with a major take-off occurring in 2014 and reaching a peak of 222 research articles published in 2018. Four, across the eight study years the average number of papers published annually is 105; for the establishment years it was 22 papers for the years of DHET accreditation it is almost 155 in total.

Table 1: Numbers of issues and published papers in the journal 2011-2018 (Source: Authors).

Year	Number of Issues	Number of Papers
2011	2	24
2012	2	22
2013	2	19
2014	2	114
2015	2	109
2016	4	140
2017	4	189
2018	6	222
TOTAL	24	839

Table 2 turns attention to the research focus of articles appearing in the journal across the study period. Several points can be observed. First, is that across the eight year study period there are 69.5 or 8.3 percent of articles which either are generic and not geographically specific in terms of their content or cover a range of countries. The mass of articles – 91.7 percent of content – are research articles focussed on particular countries. Of those articles 74 are focussed on reporting research on non-African countries, the most common are India, Greece, Turkey, Thailand and Indonesia. What this means is that 83 percent of articles published in *African Journal of Hospitality, Tourism and Leisure* for the period 2011-2018 are geographically focussed on different countries of sub-Saharan Africa. This high proportion is a confirmation of the emergence of the journal as a significant player in the publishing landscape for African research in tourism, hospitality and leisure as well as cognate fields. In total, the journal has published articles on 21 different African countries, mainly English-speaking African countries. Francophone Africa is only minimally represented in the journal with two articles on Tunisia and one article on Gabon. Second, as is evident from Table 2 there is a high level of concentration in the geographic focus of research articles with South Africa massively dominant and followed by Zimbabwe, Ghana, Ethiopia, Nigeria and Kenya in terms of African content. Overall, South Africa accounts for over 60 percent of the geographical focus of research articles produced in the journal. Three, there appear bursts of article publishing for particular countries; of note is the early cluster of articles on Ghana, the cluster of Zimbabwe papers in 2017-2018, for Ethiopia 2017-2018, the India 2018 bubble and the arrival of the first papers in 2018 for both Indonesia and Thailand.



Table 2: Research Focus of Listed Papers 2011-2018 (Source: Authors).

Country	2011-2013	2014	2015	2016	2017	2018	Total
South Africa	15	64.5	71	107	130	123	510.5
Thematic/multi country	6	19.5	10	8	12	14	69.5
Zimbabwe	1	7	2	2	16	18	46
India	7	6	6	1	3	10	33
Ghana	12	6	1	4	4	5	32
Ethiopia		1		4	10	13	28
Nigeria	2	4	3	3	2	7	21
Kenya	3	1	6	2	4	4	20
Botswana	1		1	1	3	2	8
Greece	5	1	1				7
Tanzania			1	1	1	3	6
Lesotho			1	1	1		4
Thailand						4	4
Tunisia	3						3
Cyprus	3						3
Turkey		1		1		1	3
Italy		1				2	3
Indonesia						3	3
Uganda				1	1	1	3
Lithuania	2						2
Mauritius	1			1			2
Mozambique	1			1			2
Namibia		1				1	2
Israel			2				2
Zambia				1		1	2
Malawi					1	1	2
Iraq						2	2
South Korea	1						1
China	1						1
Singapore	1						1
Palestine		1					1
United Arab Emirates			1				1
Swaziland			1				1
The Gambia			1				1
Qatar			1				1
Gabon				1			1
Cameroon					1		1
Rwanda						1	1
Portugal						1	1
Kazakhstan						1	1
Jordan						1	1
Portugal						1	1
Yemen						1	1
Vietnam						1	1

Table 3 turns attention to the country institutional affiliation of papers published in the journal. In total authors attached to institutions in 53 individual countries have published in the journal; the vast majority are attached to universities, a handful are with government organisations (such as Human Sciences Research Council or National Department of Tourism), and a tiny number are with listed private sector or non-government organisations. Of the 53 countries a concentration of country institutional affiliation is in evidence. Not surprisingly, South Africa is



dominant and accounts for nearly 72 percent of authorships on published papers; India is second in significance as a whole. In terms of authorship patterns of all papers it is calculated that almost 88 percent of articles are from within the continent of Africa. Beyond South Africa the most significant African sources are Ghana, Zimbabwe, Ethiopia, Nigeria and Botswana. These results underscore the journal's significance as a major outlet for research publishing for universities in South Africa and many other African countries. The final point to observe from Table 3 is the notable contribution that was made by researchers from outside South Africa during the establishment phase of the journal. During the period 2011-2013 non-South African authorships accounted for 68.5 percent of journal content with a particularly significant contribution made from universities in Ghana as well as India.

Table 3: Geographic/Country Affiliation of Authors of papers 2011-2018 (Source, Authors).

Country	2011-2013	2014	2015	2016	2017	2018	Total
South Africa	20.5	81	83.16	120.66	152.88	144	602.20
India	7	8	7	1	4	11	38
Ghana	12	6	1	3	4	3.83	29.83
Zimbabwe	0.5	6.16	1	2.5	8	10	28.16
Ethiopia		1		2	7	11.5	21.5
Nigeria	2	2.5	2.67	3	2	6.4	18.57
Kenya	2	1	2.67	1	4	5	15.67
USA	3.4	2	1.5	1			7.90
Botswana	1		1	1	2.25	0.25	5.5
Thailand						5	5
Italy		3				1	4
Germany			2			2	4
China	2		1			1	4
Greece	2.4		0.5	1			3.9
Tunisia	3						3
Sweden			2		1		3
Turkey		1		1		1	3
Indonesia						2.5	2.5
Namibia				0.5		1.83	2.33
Cyprus	2						2
Lithuania	2						2
Israel			2				2
Malawi					1	1	2
Tanzania			1		1		2
Iraq						2	2
Spain						1.5	1.5
Mauritius	1			0.5			1.5
South Korea	1						1
Croatia	1						1
Brazil	1						1
Palestine		1					1
Iran		1					1
Jordan						1	1
Zambia						1	1
Netherlands				1			1
United Kingdom					0.75	0.25	1
Czech Republic					1		1
Rwanda						1	1
Hong Kong						1	1
Uganda						1	1



Morocco						1	1
Kazakhstan						1	1
Australia						0.5	0.5
Lesotho						0.5	0.5
Malaysia		0.5					0.5
Portugal						0.5	0.5
United Arab Emirates			0.5				0.5
Bangladesh						0.4	0.4
Pakistan						0.4	0.4
Vietnam						0.4	0.4
New Zealand				0.33			0.33
France	0.2						0.2
Finland					0.12		0.12

Note: The fractions are the result of research articles with authors from different countries and multiple institutions.

Tables 4 and 5 narrow the focus from the country of authorship to examine the specific institutions that have been producing articles for the journal over the period 2011-2018. Table 4 aggregates the number of articles associated with each institution across the study period and gives details of all institutions that have generated more than five published articles. Table 5 lists for each respective study year the leading five institutional sources for article production. It is observed that in total 26 universities have contributed at least five articles to the journal. Nevertheless, Table 4 reveals the massive dominance of South African universities in the total production of articles for the journal. The leading 15 universities in terms of publishing research articles in the journal are all based in South Africa. Four universities each have generated over 50 articles. Together the four leading universities, University of South Africa, University of Johannesburg, University of North West and Tshwane University of Technology account for almost 270 articles or one-third of all the published record of articles appearing in the journal over the period 2011-2018. Outside of South Africa one notes the contributions produced by researchers attached to the University of Gondar (Ethiopia), Chinhoyi University of Technology (Zimbabwe),

University of Cape Coast (Ghana), Midland State University (Zimbabwe), Moi University (Kenya), Kwame Nkrumah University of Science and Technology (Ghana), Hillsborough Community College, Florida (USA) and Kurukshetra University (India).

Table 4: Institutional Affiliation of Leading Universities for Production of Published Articles 2011-2018 (Source: Authors)

Institution	Country	Number
University of South Africa	South Africa	93.30
University of Johannesburg	South Africa	72.21
University of North West	South Africa	52.19
Tshwane University of Technology	South Africa	52.09
University of KwaZulu-Natal	South Africa	46.08
Cape University of Technology	South Africa	42.84
Vaal University of Technology	South Africa	36.07
Durban University of Technology	South Africa	35.99
Walter Sisulu University	South Africa	34.09
Nelson Mandela Metropolitan University	South Africa	25.43
University of Zululand	South Africa	20.84
University of Mpumalanga	South Africa	14.67
University of Venda	South Africa	11.33
University of the Witwatersrand	South Africa	10.66
Central University of Technology	South Africa	10.50
University of Gondar	Ethiopia	9
Chinhoyi University of Technology	Zimbabwe	8.85
University of Cape Coast	Ghana	8
Midland State University	Zimbabwe	7.5



Moi University	Kenya	7.33
University of Limpopo	South Africa	7.33
University of Free State	South Africa	7.15
Kwame Nkrumah University of Science and Technology (KNUST)	Ghana	6.33
Hillsborough Community College	USA	6
Kurukshetra University	India	6
University of Pretoria	South Africa	5.99

Notes: (1) Listed institutions have generated a minimum of 5 articles (2) The fractions are the result of research articles with authors from different institutions.

Table 5 shows some continuities and changes in the annual contributions of individual institutions to the research corpus of the journal. It is observed that in the establishment phase of the journal the leading sources of production for articles were Vaal University of Technology and a number of non-South African institutions including from Ghana, India and USA. Beyond 2014 in the period of DHET incentive subsidy and accreditation of the journal South African universities take over and massively dominate. The University of South Africa, University of Johannesburg, University of North West, Tshwane University of Technology and Cape University of Technology are consistently in the leading group of institutions for production of articles. In 2017 and 2018 the University of KwaZulu-Natal emerges as a significant locus for article production. Most remarkable of all is the appearance in 2018 of Durban University of Technology as the leading source for the production of articles in the journal.

Table 5: Institutional Affiliation of Leading Universities for Each Year 2011-2018 (Source: Authors)

Rank	2011-2013	2014	2015	2016	2017	2018
1	Vaal University of Technology	University of South Africa	University of South Africa	University of Johannesburg	University of South Africa	Durban University of Technology
2	University Cape Coast (Ghana)	University of North West	University of Johannesburg	University of South Africa	University of Johannesburg	University Of Johannesburg
3	University of Development Studies (Ghana)	University of Johannesburg	Tshwane University of Technology and Cape University of Technology	Cape University of Technology	University of KwaZulu-Natal	University of South Africa
4	Hillsborough Community College (USA)	Tshwane University of Technology		University of KwaZulu-Natal	University of North West	University of KwaZulu-Natal
5	Avinashilingam Institute (India) and Sfax University (Tunisia)	Vaal University of Technology	North West	Tshwane University of Technology	Tshwane University of Technology	Cape University of Technology

The discussion focus shifts now from production to consumption matters. The findings below relate to tracking the published articles in *African Journal of Hospitality, Tourism and Leisure* for the seven year period of 2011-2017. Two sets of citation analysis is undertaken. First, using Google Scholar the 50 most cited articles published over this period are presented. Second, in order to assess citations across one year an analysis was undertaken of citations of all articles which were published in the four issues produced for 2016 and which covered a total of 140 articles. The choice of the year 2016 was because of the common use of a two year period of citations for the calculation of a journal impact factor as for example occurs in SCIMAGO, the Elsevier system.



Table 6 presents the leading articles according to citations in Google Scholar for articles published in the years 2011-2017. At the outset of analysis of the findings two caveats are made. First, it must be acknowledged that the older an article the greater is the potential for attracting a citation in another academic publication. Second, in its establishment phase 2011-2013 prior to DHET accreditation, the journal had a much lower profile among local and international researchers in the tourism, hospitality and leisure field than is the case for the period post- 2013. The results given on Table 6 prompt certain observations. First, in terms of numbers of articles per year, the 50 top most cited articles include 20 which were published in 2014, 16 in 2015, six in 2013, 5 in 2016, and one article in each of 2011, 2012 and 2017. Second, in terms of overall citations, only one article has obtained 50 or more citations, three articles have between 20 and 49 citations, and 12 articles have collected between 10 and 19 citations. In total 34 articles have attracted between six and nine citations which places them amongst the 50 most cited articles as published in the journal. Three, of interest in terms of topical focus, is that the leading six articles are researching variously *inter alia*, push and pull motivations for tourists to visit Mauritius, factors influencing customer satisfaction in restaurants, spatial patterns of tourism in South Africa, mapping fly fishing in South Africa and the broader region, the development of beer tourism in South Africa, and, the motivations and characteristics of backpacker tourists in Ghana. The high citations for niche tourism are interesting. It is observed on Table 6 also that the most cited article in 2011 addressed battlefield tourism in South Africa, in 2012 the theme of hotel location decision-making in urban Ghana and for 2017 is an initial exploration in the sharing economy focussed on Uber. Four, one indicator of the journal's potential impact and readership outside South Africa is that of the top 50 most cited articles 36 percent have an empirical focus which is not South Africa. Of these 18 articles five are on Ghana, five on India, two on Mauritius, two on Nigeria, two on Zimbabwe, and one each on Namibia and Tanzania. Another parallel finding of note is that of the top 13 most cited articles nearly half (six articles) are from authors who are not based in South African universities.

Table 6: Leading 50 articles published in *African Journal of Hospitality, Tourism and Leisure* by Google Scholar citations

51 Kassean, H. & Gassita, R. 2013: Exploring tourists push and pull motivations to visit Mauritius as a tourism destination. 2 (3), 1-13

28 Petzer, D. & Mackay, N. 2014: Dining atmospherics and food and service quality as predictors of customer satisfaction at sit down restaurants. 3 (2), 1-14.

24 Rogerson, C.M. 2014: The uneven geography of tourism in South Africa. 3 (1), 1-15.

20 Hoogendoorn, G. 2016: Mapping fly fishing tourism in Southern Africa. 3 (2) 1-12

18 Rogerson, C.M. & Collins, K.G.E. 2015: Developing beer tourism in South Africa: International perspectives. 4 (1), 1-15.

17 Dayour, F. 2013: Motivations of backpackers in the Cape Coast-Elmina conurbation, Ghana. 2 (3) 1-13.

12 Smith, A. 2013: The role of educational tourism in raising academic standards. 2 (3), 1-7.

11 Adam, I. 2012: Hotel location decision-making in the Kumasi metropolis of Ghana: With whom and why. 2 (2), 1-12.

11 Ismail, S. & Rogerson, J.M. 2016: Retrofitting hotels: Evidence from the Protea Hospitality Group of hotels within Gauteng, South Africa. 5 (3), 1-14.



- 11 Knott, B., Swart, K. & Visser, S. 2015: The impact of sport mega-events on the quality of life for host city residents: Reflections on the 2010 FIFA World Cup. 4 (1), 1-16.
- 11 Nicolaides, A. 2014a: Research and innovation – the drivers of economic development. 3 (2), 1-16.
- 11 Otoo, F.E. 2013: Motivations of American volunteer tourists to Ghana. 2 (4), 1-13.
- 11 Singh, L. 2014: An evaluation of medical tourism in India. 3 (1), 1-11.
- 10 Bello, Y.O., Bello, M.B. & Raja, N. 2014: Travel and tourism business confidence index in Nigeria: issues and challenges. 3 (2), 1-15.
- 10 Khumalo, T., Sebatlelo, P. & van der Merwe, C. 2014: Who is a heritage tourist?: A comparative view of Constitution Hill and the Hector Pieterse Memorial and Museum, South Africa. 3 (1), 1-13.
10. Tichaawa, T.M. & Mhlanga, O. 2015: Residents perceptions towards the impacts of tourism development: The case of Victoria Falls, Zimbabwe. 4 (1), 1-15.
- 9 Bhan, S. & Singh, L. 2014: Homestay tourism in India: Opportunities and challenges. 3 (2), 1-5.
- 9 Henama, U. & Sifolo, P. 2017: Uber: The South African experience. 6 (2), 1-10.**
- 9 du Plessis, E., Saayman, M. & van der Merwe, A. 2015: What makes South African tourism competitive?. 4 (2) 1-14.
- 9 Moolman, H.J., Mhlanga, O. & Hattingh, Z. 2014: The effect of restaurant attributes on customers' expectations and experiences in formal full service restaurants in Port Elizabeth, South Africa. 3 (1), 1-12.
- 9 Nutsugbodo, R.Y. 2013: Tourists' perceptions of the quality of public transportation services in the Accra metropolis; A servqual approach. 2 (4), 1-8.
- 9 Nyakunu, E. & Rogerson, C.M. 2014: Tourism policy analysis: The case of post-independence Namibia. 3 (1), 1-13.
- 9 Oosthuizen, D., Spowart, J. & De Meyer-Heydenrych, C. 2015: The relationship between perceived price and consumers' purchase intentions of private label wine brands. 4 (2), 1-17.
- 9 Rogerson, J.M. & Wolfaardt, Z. 2015: Wedding tourism in South Africa: An exploratory analysis. 4 (2), 1-15.
- 9 Van der Bank, C.M. & van der Bank, M. 2015: The impact of social media: Advantages or disadvantages. 4 (2), 1-9.
- 8 Gowreesunkar, V.G.B. & Sotiriadis, M. 2015: Entertainment of leisure tourists in island destinations: Evidence from the island of Mauritius. 4 (2), 1-19.
- 8 Nkemngu, A.P. 2015: Quality of life and tourism impacts: A community perspective. 4 (1), 1-13.
- 8 Boekstein, M.P. 2014: Tourism, health and the changing role of thermal springs – Should South Africa reposition its thermal springs product. 3 (2), 1-9.
- 8 McKay, T. 2016: The geography of the South African adventure tourism industry. 5 (3), 1-21.
- 7 Bere, A., Brijjal, P. & Naicker, V. 2014: The impact of information systems usage on productivity; A retrospective analysis and an empirical study in Cape Town tourism in South Africa. 3 (1), 1-10.
- 7 Braimah, M. 2016: Internal marketing and employee commitment in the hospitality industry. 5 (2), 1-22
- 7 Menon, S. & Edward, M. 2014: Public private partnerships in tourism: A case study of the Kerala Travel Mart. 3 (2), 1-7.
- 7 Rogerson, C.M. 2016: Secondary cities and tourism: The South African record. 5 (2), 1-12.
- 7 Ngoka, P.C. 2013: Capacity and levels of utilization of tourism potentials of Yankari and Cross River National Parks – implications for optimistic ecotourism development in Nigeria. 2 (4), 1-12.
- 7 Nyawo, J. & Mubangizi, B.C. 2015: Art and craft in local economic development: Tourism possibilities in Mtubatuba Local Municipality. 4 (2), 1-15.



7 Osei, N. Y.A. & Katsner, A.A.N. 2014: Corporate image of the Ghanaian banking industry: Do the perceptions of employees differ from customers?. 3 (2), 1-23.

7 Tefera, O. & Govender, K. 2015: Hotel grading, service quality, satisfaction and loyalty – Proposing a theoretical model and relationship. 4 (2), 1-17.

6 Iwu, C.G. & Nxopo, Z. 2015: Determining the specific support services required by female entrepreneurs in the South African tourism industry. 4 (2), 1-13.

6 Leonard, L. & Dhlamini, T. 2014: Greening within the Johannesburg tourism and hospitality sectors. 4 (2), 1-8.

6 Masilo, H. & van der Merwe, C.D. 2016: Heritage tourists' experiences of struggle heritage at Lillesleaf Farm Museum and the Hector Pieterse Memorial and Museum, South Africa. 5 (3), 1-20.

6 Mensah-Ansah, J. 2014: Small tourism accommodation business owners in Ghana: A factor analysis of motivations and challenges. 3 (1), 1-17

6 Musavengane, R. & Makiti, R. 2015: Does social capital really enhance community-based ecotourism?: A review of the literature. 4 (1), 1-18.

6 Musasa, G. & Mago, S. 2014: Challenges of rural tourism development in Zimbabwe: A case of the Great Zimbabwe-Masvingo district. 3 (2), 1-12.

6 Mrema, A.A. 2015: Tourism and women empowerment in Monduli District, Arusha- Tanzania. 4 (2), 1-14

6 Myburgh, E., Kruger, M. & Saayman, M. 2014: Segmentation by age of triathletes participating in ironman South Africa. 3 (2), 1-22.

6 Nicolaidis, A. 2014b: Authenticity and the tourist's search for being. 3 (1), 1-11

6 Shalini, D. & Duggal, S. 2015: A review on food tourism quality and its associated forms around the world. 4 (2), 1-12.

6 Patwardhan, V., Sureshramana, M. & Joshi, H.G. 2015: Determinants of career progression by women in the hospitality industry: Reflections of women managers in five star hotels in India. 4 (2), 1-15.

6 Venter, D. 2011: Battlefield tourism in the South African tourism context. 1 (3), 1-5.

6 Viviers, P. & Slabbert, E. 2014: Should arts festivals focus on push or pull factors in marketing efforts? 3 (2), 1-18.

Notes: 1. Citations are valid as of 11 February 2019; 2. Bold indicates article is the most cited in a particular year.

Table 7: Google Scholar Citation of Articles Published in *African Journal of Hospitality Tourism and Leisure*, 2016

Number of articles	Citations
1	20
1	11
1	8
2	7
1	6
5	5
11	4
9	3
8	2
25	1
76	0

Note: Citation Data valid as of 12 February 2019



Finally, Table 7 presents the findings on citations for all articles published in the selected year of 2016. It shows a markedly skewed distribution in terms of citation records. Of the total of 140 articles 64 articles or 45.7 percent attracted one or more citation. Only 11 articles published in the selected year so far have attracted five or more citations. The most striking result is, however, that the majority of articles published in the journal during 2016 have, as of February 2019, failed to attract any citations at all. This high proportion of non-cited articles must be a matter of concern for the journal editors in terms of selecting articles for future publishing.

Conclusion

This article represents a modest contribution to the growing international scholarship on publishing in tourism, hospitality and leisure journals. Among common themes for research are identifying the most cited individual papers, the most productive and influential countries and most influential authors in tourism, hospitality and leisure scholarship. The ranking of journals in terms of their significance to the field is an important outcome of citation analysis. Overall, Hall (2011: 16) argues that “bibliometric analysis is important in tourism as a result of external evaluation of research quality, interest in impact and prestige factors, and study of a field’s development”. In Africa as yet there is only a limited literature about publishing in the field of tourism, hospitality and leisure.

This paper has undertaken an exploratory analysis of publishing and in particular of patterns of production and consumption of research articles in the *African Journal of Hospitality, Tourism and Leisure*. Major attention has been given to the African contribution to and of the journal. It is disclosed that the journal has expanded greatly in terms of its published output since 2014. Further, the journal has established a critical research focus on the tourism, hospitality and leisure sectors in Africa. Increasingly, the journal represents an important player in the publishing landscape for these subjects in African scholarship. Although the largest share of contributions are produced from universities in South Africa the journal has a reach and impact beyond that country as indexed by the range of other African countries represented in the journal. The broader international outreach of the journal is also disclosed particularly in Asia but less so to Europe, North America and Australasia. In terms of the consumption of published articles and research in the journal a matter of concern is the relatively high proportion of articles published in the journal that seemingly fail to attract any citations in other scholarship in the field of tourism, hospitality and leisure.

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