

Immigration As A Determining Factor In The Hotel Occupancy Rate: A Scientometric Approach

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ABSTRACT

The hotel and tourism industry has been driven in recent times by the round-trip migratory movements of people globally, due to the fact that migrants return to their communities of origin to visit family and friends whenever they can, possible, or those families and friends travel to visit them wherever they are. These movements in both directions exert influence on this sector and could have a significant relationship in the increase or decrease in the hotel occupancy rate. On this topic, for the purposes of this research, a bibliometric study was applied through the Scopus database from the years 2010 to 2024. The information processing was carried out with the Biblioshiny application of the Bibliometrix package, which belongs to the software statistical RStudio. The results found include 997 research papers, of which approximately 76% were articles. The year with the most research production was 2022; The most prolific countries were the USA, the United Kingdom and Australia, while the journals Tourism management, Annals of tourism research and Tourism geographies, with 19, 16 and 16 H index respectively, were the most relevant. The author with the highest H index was Moufakkir O. and the co-occurrence analysis showed that the most relevant words were tourism and migration.

Key words: immigration, migration, emigration, hotel occupancy rate, hospitality, tourism, bibliometric análisis.

INTRODUCTION

International migration, defined as the movement of people from one country to another for permanent or temporary residence, has been a constant phenomenon throughout history (Gutiérrez Silva et al., 2020). Currently, it is estimated that more than 272 million people are international migrants, equivalent to approximately 3.5% of the world's population (Chamie, 2020).

Although there are numerous and complex motivations for migration, the most important are the search for better economic opportunities, escape from political or religious conflicts, family reunification and improvements in living conditions (Ramírez et al., 2023). Some cases of international migration have gained special importance in recent years due to their magnitude and impact. Among various cases, three notable examples can be pointed out:

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- It is estimated that more than 6 million Venezuelan citizens are outside their country, making it one of the most serious migration crises that Latin America has faced in the past. The main destinations of Venezuelan migrants are Colombia, Peru, Ecuador and the United States (Ramírez, 2022).
- Millions of people have been displaced both inside and outside Syria as a result of the civil war. It is estimated that there are more than 6.6 million Syrian refugees in nearby countries such as Turkey, Lebanon, Jordan and Iraq (Tsourapas, 2019).
- Thousands of people from Central American countries such as Honduras, Guatemala and El Salvador have emigrated to Mexico and the United States due to violence, poverty and lack of opportunities (Sørensen, 2013).

Furthermore, the hotel industry is a crucial area in the global economy. The global hospitality industry creates million direct and indirect jobs and its increase in international tourism is closely related to the growth of the hotel industry (Chaudhary, 2020). Around 1.46 billion tourists were expected to arrive at international destinations in 2023 and this figure will continue to grow in the coming years (Kalaitan et al., 2022). The hotel occupancy rate, a crucial indicator for the hotel industry, can be found by digging deeper, measured as the percentage of available rooms sold in a given time period (Anderson et al., 2020).

From a business point of view, a hotel's occupancy rate is a measure of the efficiency and profitability of the business. A high occupancy level indicates that the hotel is maximizing the use of its resources and generating income (Murimi and Wadongo, 2021). From a social perspective, the hotel occupancy rate can also serve as an indicator of the economic development of a country or region. A high level of occupancy may indicate that the tourist destination is attractive to visitors and is generating jobs and income for the local population (Khairi and Darmawan, 2021). Last but not least, from an economic perspective, the hotel occupancy rate can serve as an index of the business cycle. In general, hotel occupancy rates generally increase during times of economic growth and decrease during times of recession (Onyeonoro et al., 2023).

The dynamics of international migration can significantly affect hotel occupancy rates around the world. Firstly, the arrival of foreign migrants increases the need for housing, whether temporary or permanent. This could benefit the hotel industry, especially in places where there are more migrants (Ndiuini and Baum, 2021). Additionally, international migrants often invest money in accommodation, transportation, food, tourism activities, and other services, which can boost the tourism sector and the economy of destination nations (Khan et al., 2020).

From another perspective, however, it is also true that migrants can compete with local workers for jobs in the hospitality industry, generating social tension and effects on wage levels. Furthermore, the increase in the migrant population can increase pressure on public services, such as accommodation, education and health, and this can affect the quality of life of local residents (Tian et al., 2021). Finally, migrants may face discrimination in the labor market and in access to housing, which hinders their integration into society (Hanhörster and Wessendorf, 2020).

This research, which involves a comprehensive bibliometric review and analysis, is imperative due to the challenges mentioned above. The study clearly focuses on the analysis and exploration of scientific production in a variety of formats, including scientific articles, books and book chapters, among others (Ramírez-Durán et al., 2023). The focus is on migration as a global social and economic factor and how it is interconnected with hotel occupancy and the hotel industry in general from the field of knowledge. The main objective is to show the predominant trends and the landscape of knowledge that revolves around this particular topic (Moosa et al., 2022).

This effort aims to provide a global diagnosis of the state of knowledge using bibliometrics and analyzing existing literature to determine the scope, applications and emerging trends in the influence of migration on the hospitality industry. The aim is to provide a complete picture of how international migration movements are increasingly related to the hotel industry, from changes in the level of hotel occupancy to price increases and internal labor competition. The researchers leading this initiative are convinced that the analysis that will be carried out in this study will contribute significantly to the creation of new knowledge, technologies and methods to study migration and the hotel industry in the aforementioned context.

MATERIALS AND METHODS

This work deals with a literature analysis of the research works added in the Scopus metasearch engine on migration and its relationship with the hotel industry. Bibliometric analysis is a set of quantitative methodologies based on statistical analysis methods, with the objective of analyzing citations in scientific journal articles to evaluate the impact of publications through their dissemination (Low and Siegel, 2020).

Words are a basic form of data for much research in the social sciences (Azen and Walker, 2021), and word frequency analysis has also been used to evaluate published literature in other fields, that is, to provide information on “hot” topics and themes that had a lasting influence rather than short-lived fads (Han, 2020). Scientometric studies are also carried out with the objective of statistically identifying research, authors, journals, regions and institutions relevant to a field of research, as well as analysis of the co-occurrences of terms and co-citation maps by types of documents and authors (Blümel and Schniedermann, 2020).

To retrieve the relevant information, the following search equation was used: (TITLE-ABS-KEY (emigration OR emigrants OR migration OR migrants OR immigration OR immigrants) AND TITLE-ABS-KEY (tourism OR accommodations OR hospitality)) AND PUBYEAR > 2009 AND (LIMIT-TO (LANGUAGE , "English") OR LIMIT-TO (LANGUAGE , "Spanish")) AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "ECON")). In it, you can see the use of Boolean operators such as “AND” and “OR” and the key terms related to the topic of study, which were filtered by the areas of knowledge (economics, administration and social sciences), by languages (English and Spanish), and by the years from 2010 to 2024, resulting in 997 recovered research papers. This information was downloaded in csv format and processed with the Biblioshiny application from the Bibliometrix package, which belongs to the RStudio statistical software. The generated tables, maps and graphs are presented in the following results section.

RESULTS

Table 1 Description of main information

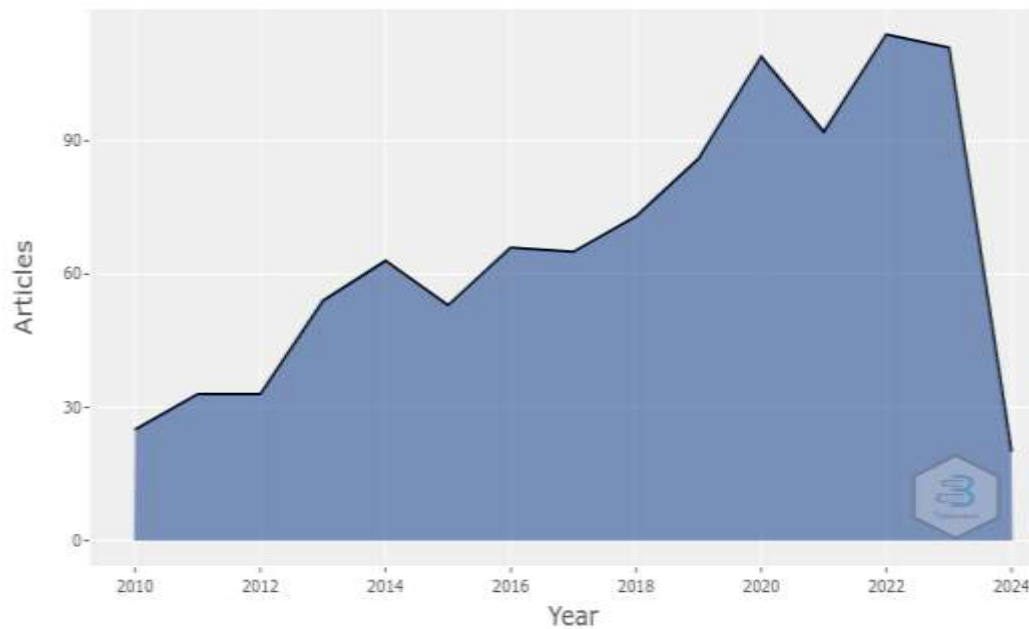
Description	Results
Timespan	2010:2024
Sources (Journals, Books, etc)	425
Documents	997
Average years from publication	5.8
Average citations per documents	12.29
Average citations per year per doc	1.703
References	48375

DOCUMENT TYPES	
article	753
book	26
book chapter	155
conference paper	21
conference review	10
editorial	3
erratum	3
letter	3
note	5
review	18
DOCUMENT CONTENTS	
Keywords Plus (ID)	1132
Author's Keywords (DE)	3156
AUTHORS	
Authors	1903
Author Appearances	2283
Authors of single-authored documents	259
Authors of multi-authored documents	1644

Source: authors (2024)

The central information, obtained by applying bibliometric analysis to the subject of study, is detailed in table 1. In this it can be seen that said analysis was carried out between the years from 2010 to 2024, obtaining 997 research works, of which 753 (76%) were articles and the remaining were 26 books, 155 book chapters and 63 other types of documents. Publications per year were, on average, 5.8 and citations per document had an average of 12.29. In addition, 48,375 references were registered. Finally, with respect to researchers, 1903 were detected in general; 259 of these worked individually and 1,644 in collaboration with others.

Figure 1 Annual production of research works



Source: authors (2024)

The production of documents per year in relation to the field of research studied is shown in figure 1. In it, an upward trend can be seen in the number of works carried out from 2010 to 2022, the latter being the one with the most production, with 114 studies. published; Subsequently, a decrease in production is seen from 2023 to the current date. According to the most recent document on the topic, managing the risks of labor exploitation and modern slavery (EM) is a complex challenge for the UK's tourism and hospitality industries, which have the highest concentration of migrant workers compared to other industries. These issues are largely disregarded in academic research. The power that employees have in work interactions could be weakened by new employment forms, increasing vulnerability and the possibility of exploitation.

This essay investigates the nature of these dangers using primary and secondary source analysis as a foundation. The results demonstrate the following elements: disparities in power, potential weaknesses in the legal system, normalizing and moralization of potential exploitation, and prospective risks from macropolitical and socioeconomic trends; The most competitive labor markets among them are among those that, ironically, also offer possibilities. The new idea of "(in)conspicuous exploitation," which summarizes its (dis)empowerment and possible future risks/opportunities, was suggested together with significant theoretical advancements. The study examined cutting-edge theory and its implications for practice and policy in the UK and other countries' tourist and hospitality sectors (Bullock et al., 2024).

Table 2 Production of research works by country

Country	Frequency
USA	286
UK	246
AUSTRALIA	153
CHINA	147

SPAIN	127
CANADA	85
ITALY	85
NEW ZEALAND	67
SWEDEN	56
TURKEY	54

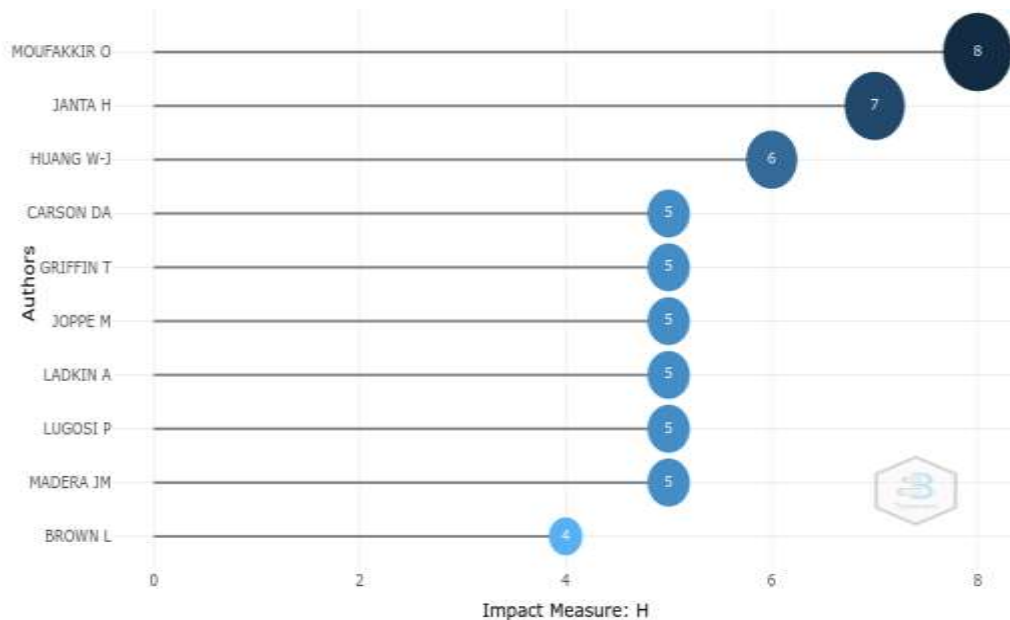
Source: authors (2024)

Among the most notable countries, the USA stands out with 286 publications. Among the different authors found from that country, for the purposes of this research, the work of Fetscherin (2010) was interesting, who in his most notable work explained that a potent national brand has the power to increase immigration, tourism, investment, and exports. In order to do this, the same author concentrated on developing and presenting a country brand strength index (CBSI), which assessed a country brand's strength using objective secondary data.

The countries that were perceived positively had a stronger country brand, and the countries that were perceived negatively had a weaker country brand. These findings demonstrated that the smallest and most developed nations in Europe had the strongest country brands. Additionally, the two indicators showed a significant correlation, indicating that they measured the same phenomenon using different approaches, methodologies, and data. Fetscherin himself concluded by demonstrating that nations must be able to assess and manage their national brands in order to stay competitive in the global market.

Once this work has been analyzed as a practical example, it remains to mention the countries that followed the USA in performance, which were the United Kingdom with 246 publications and then Australia with 153.

Figure 3 H-index by authors

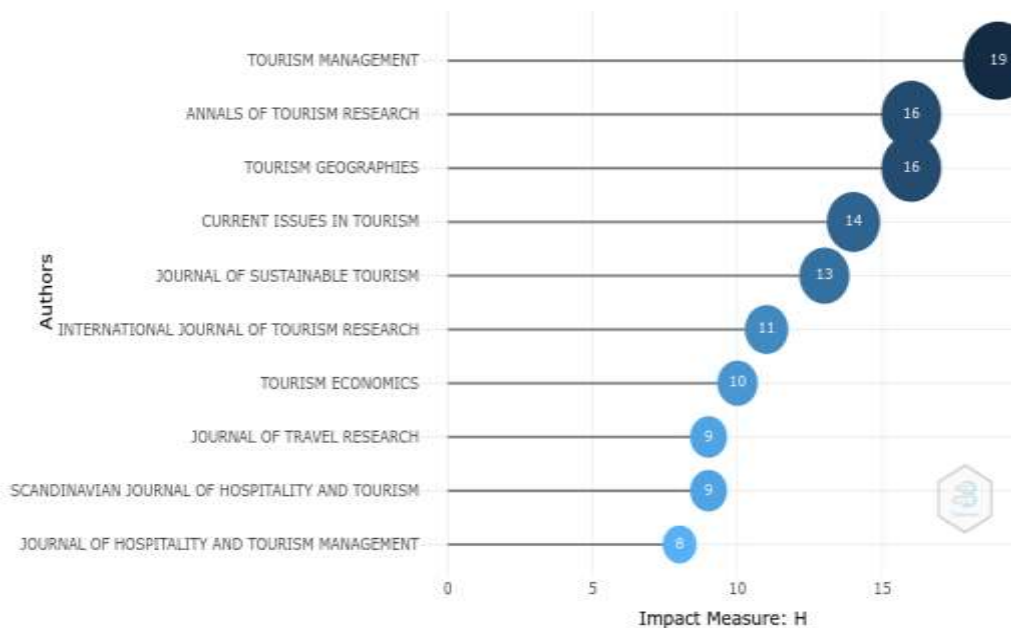


Source: authors (2024)

Of the 10 authors with the highest H index in the study area, Moufakkir O., Janta H. and Huang W. stand out with 8, 7 and 6 documents contributed, respectively. Analyzing an article

published by the most prominent author, Moufakkir (2014), it suggested that natives with unfavorable opinions of a minority group living in their nation would be less likely to travel to that group's home country. This is in a multicultural society where it has been said that multiculturalism has failed. To explore this hypothesis, the article compared the political party preferences of far-right and left-wing voters as an independent variable. They came to the conclusion that a lot of individuals cast their votes based on the perception of a party that best reflects their ideas, values, religion, and economic interests. The same article introduces the idea of immigrant hostility as a novel way to explain the actions of tourists, as well as another form of hostility.

Figure 4 H-index by journals



Source: authors (2024)

The magazines *Tourism management*, *Annals of tourism research* and *Tourism geographies* with 19, 16 and 16 H index, respectively, were the most relevant found by the analysis, as shown in figure 4. Of the first magazine, the research by authors Janta et al. (2011), exploring the experiences of Polish migrant workers in the UK hospitality sector. These studies present empirical data, both quantitative and qualitative, about the motivations of immigrants to enter the hospitality industry and their following employment experiences.

The results show that immigrants primarily pursue jobs in hospitality with the goal of developing themselves. They do this in order to use and learn other languages, obtain work experience, and take advantage of other benefits provided by the industry. These chances for self-improvement are viewed as a way to boost employment prospects in the UK or as valuable experience that can be applied back in Poland.

The authors state that after entering the field, opportunities to network and work in a dynamic atmosphere are among the benefits of a career in hospitality; on the other hand, the drawbacks include unfavorable working conditions, low pay, physically taxing work, discrimination, and supervisory behavior. The study indicates that specific work practices and conditions within the industry may hinder migrant workers' ability to make long-term commitments.

Table 3 Most referenced research Works

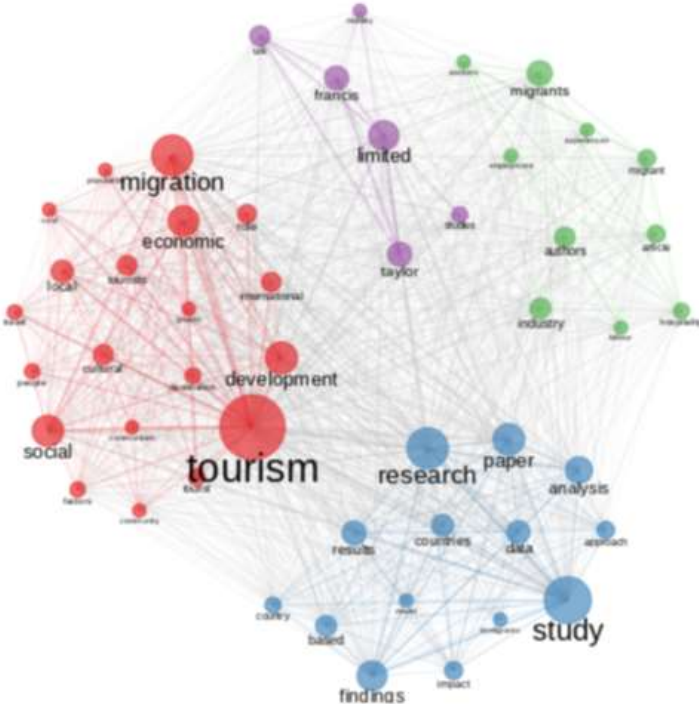
Paper	DOI	Citations
MATIZA T, 2022, J TOUR FUTUR	10.1108/JTF-04-2020-0063	147
ALBERTI G, 2014, WORK EMPLOY SOC	10.1177/0950017014528403	147
BOSWORTH G, 2011, ANN TOUR RES	10.1016/j.annals.2011.03.015	139
FETSCHERIN M, 2010, INT MARK REV	10.1108/02651331011058617	133
JANTA H, 2011, TOUR MANAGE	10.1016/j.tourman.2010.08.013	120
SÖNMEZ S, 2020, TOUR MANAGE PERSPECT	10.1016/j.tmp.2020.100717	119
SEETARAM N, 2012, TOUR MANAGE	10.1016/j.tourman.2012.02.010	103
JOPPE M, 2012, TOUR MANAGE	10.1016/j.tourman.2011.07.009	102
SHELLER M, 2020, J SUSTAINABLE TOUR	10.1080/09669582.2020.1791141	99
ORMOND M, 2017, CURR ISSUES TOUR	10.1080/13683500.2014.937324	97
BALLI F, 2016, TOUR MANAGE	10.1016/j.tourman.2015.06.021	94
RYAN C, 2011, J SUSTAINABLE TOUR	10.1080/09669582.2010.544742	90
JANTA H, 2011, ANN TOUR RES	10.1016/j.annals.2011.03.004	90
ZAMPOUKOS K, 2011, HOSP SOC	10.1386/hosp.1.1.25_1	89
HOPPEN A, 2014, J DESTIN MARK MANAGE	10.1016/j.jdmm.2013.12.009	88
SCHELLHORN M, 2010, J SUSTAINABLE TOUR	10.1080/09669580903367229	87
SPAAIJ R, 2013, SPORT MANAGE REV	10.1016/j.smr.2012.06.003	85
JANTA H, 2012, TOUR MANAGE	10.1016/j.tourman.2011.05.004	85
DIAZ-PARRA I, 2021, J SUSTAINABLE TOUR	10.1080/09669582.2020.1717504	81
WANG C, 2016, TOUR MANAGE	10.1016/j.tourman.2015.10.009	79

Source: authors (2024)

The works of Matiza T., published in the Journal of Tourism Futures magazine in 2022, of Alberti G., published in the magazine Work, Employment and Society in 2014 and that of Bosworth G., published in the Annals of Tourism Research magazine in 2011, were the most representative of the 20 documents listed in table 3. The most referenced study, precisely that of Matiza (2022), had the purpose of providing information on the COVID-19 pandemic and its possible influence on tourist behavior in the short and medium term.

The document examined the possible relationship between both elements, even though it was reasonable that at the time the influence of the pandemic on visitors' perceptions of danger and its impact on their future travel behavior had not yet been confirmed. As an introduction to a larger discussion within the tourism discourse and as a theoretical guide for future tourism research, the author also offered some recommendations in the same article to lessen the impact of a potential increase in perceived risk on travel and tourism decision making following the COVID-19 crisis. One of its conclusions was that encouraging domestic and international travel would be essential to the global tourism industry's recovery. It also foresaw at the time a situation in which there would be a higher perceived risk and potential cognitive dissonance, which could have a negative impact on travelers' decisions. The article listed governance, tightening immigration laws, destination media profiling, recovery marketing, and domestic travel as crucial actions to make in order to lessen this possible effect.

Figure 5 Map of co-occurrences of key terms taken from the abstracts



Source: authors (2024)

The co-occurrence of keywords taken from the summaries of the recovered works is presented in Figure 5. In it, a map made up of 4 clusters can be seen: red is more relevant in relation to the topic of study because its main nodes They deal with tourism and migration; blue focuses on topics such as research, studies, analysis and data; purple is oriented to terms that are not very related to the area of study; and green is related to a lesser degree with the field of research, hosting terms such as migrant and migrants.

Figure 6 Document co-citation map

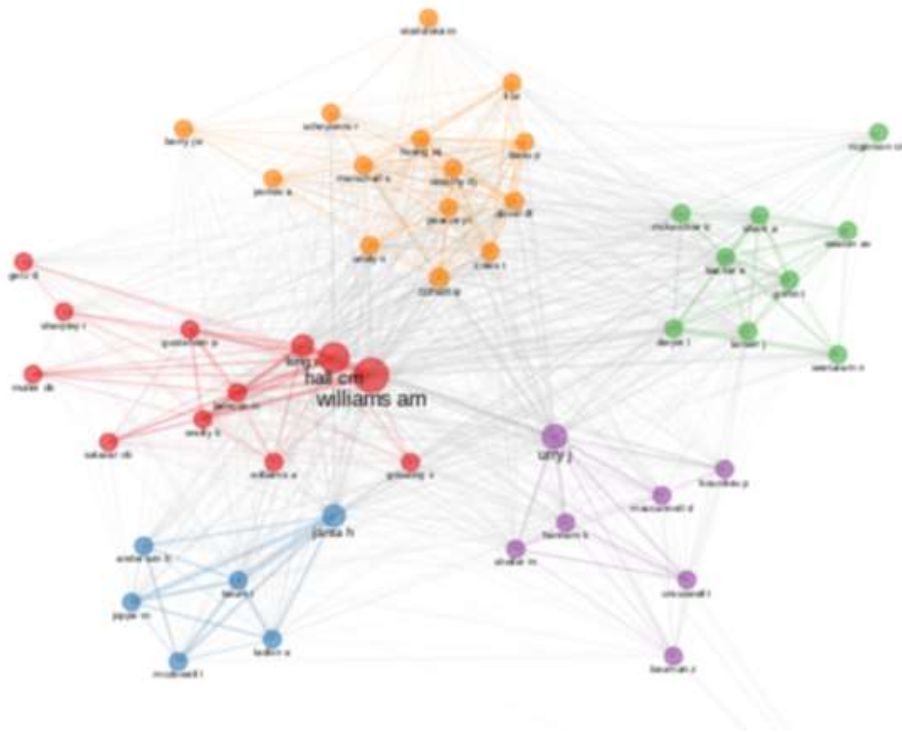


Figure 7 lists 5 clusters formed by researchers with a thematic affinity. The blue group is made up of the authors Baum T., Janta H., McDowell L. and Anderson B.; The green group is made up of Backer E., Dwyer L., Rogerson C.M. and Seetaram N.; The violet group is made up of Urry J., Derrida J., Bauman Z. and Bourdieu P.; the orange group is made up of Timothy D.J., Cohen E., Berry J.W. and Basu P.; and the red group is made up of Williams A.M., Hall C.M., Benson M. and King R.

CONCLUSIONS

Through the results obtained, conglomerated in 997 research works, and broken down into 753 articles, 26 books, 155 book chapters and 63 other types of documents, the enriched scientific production that has been presented in recent times by the intersection formed by migration and the hotel industry internationally.

Each year within the period studied, an average of 5.8 works related to this area have been published, which have an average number of citations of 12.29. The sustained and growing interest in the influence of migration on the hotel industry is evident in the 48,375 registered references and in the 1,903 authors who have participated in this topic in the global scientific community to date.

Another of the great bastions to support the perspective of growing interest in this topic has been the upward trend in the number of works carried out from 2010 to 2022, the latter being the year with the highest production with 114 studies published. Then, from 2023 to the current date, a decrease in production is observed, but seeing the growing evolution that the topic studied has had over the years, it is understood that said year represents an unusual figure in the normality of interest in the research topic, focused mainly on the USA, the United Kingdom and Australia as countries that have led scientific production in the area.

Tourism Management, Annals of Tourism Research and Tourism Geographies were the most relevant academic journals that address the issue of the intersection between migration and the hotel industry at an international level, with H indices of 19, 16 and 16 respectively. These publications have been recognized for their significant contribution to the field by providing rigorous research and detailed analysis on how migration affects the hospitality industry and vice versa. The most influential researcher in this field, in particular, according to the H-index, is Moufakkir O. His contribution has been crucial in advancing the understanding of the complex dynamics surrounding tourism and migration.

Finally, according to the term co-occurrence analysis, "tourism" and "migration" are the most relevant words in this context. This association highlights the close relationship between both phenomena and highlights the importance of understanding how migration can affect and be affected by the tourism industry, especially with regard to accommodation and hospitality. These key terms reflect the convergence of interests and challenges in areas such as tourism management, urban planning and migration policy, where it is essential to understand the complex interactions between migration and the hospitality industry to address problems and seize opportunities that arise in this context.

After the analysis of the existing literature to provide a global diagnosis of the state of knowledge, it becomes necessary to develop more research that explores the scope, applications and emerging trends in the influence of migration on the hotel industry. As explained at the beginning of this research, the general objective has been to represent, through the analysis developed, the systematic way in which international migratory movements are increasingly connected with the hotel industry in modernity, since the changes in the level of hotel occupancy to price increases and internal labor competition. Through initiatives similar to this one, we firmly seek to contribute to the creation of new knowledge, technologies and methods to study migration and the hotel industry at a global level.

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