"Impact of E-Citation in Contemporary Hospitality Education andResearch"

(Abinash Dash, Librarian, IHM Bhubaneswar)

(Yuvraj, Assistant Lecturer, IHM Bhubaneswar)

(Ashim Kumar Pairida, B.Sc. (H& HA) Final year, IHM, Bhubaneswar)

ABSTRACT

The aim of this study was to identify e-citation terms by analyzing scientific studies carried out over the past few years and to reveal the similarities and differences of the trends between printed citation and impact of web based citation; current trends research practice, published resource, open source and impact of E- citation for modern era research work. Research communications in these days are people with manifestations of web citation, many article presented tourism, hospitality journals are electronically, and open access mode for the public as a result which resources and authors across the disciplines have stirred their research work research productivity by restoring to voluminous e-citation mainly from internet resources. This paper provides clear sense of web citation, Citation database and possible merits of e- citation and its impact on effective and authentic research work. The research data comprised of 4473 studies published between 2008-2018 in the top-five journals of tourism field according to the Journal Citation Reports and 213 India-originated studies published in 19 tourism and hospitality journals. The journals were examined in terms of number and types ofPublications, author-institution-country productivity, citation analysis, conceptual orientations and citation burst. In order to reveal the links between key words and the leading studies, social network analysis was utilized (Anckar & Walden, 2001). Social network analysis facilitates mapping the links in a research community and specifying the key actors for the field development. According to research findings, experimental researches were observed to have an important place in both India originated and other international publications.

KEY WORDS –Web Citation, Google Scholar, Open Access Journal, Indian Citation Index (ICI), e-books, e-article, e-thesis, Citation decay.

INTRODUCTION

Productivity is one of the prime concerns of all the industries across the globe. Optimising Productivity at all levels with increase in sales, controlling the costs and ensuring quality products or services are considered the mantras of success for any trade. The case is almost the same in Hotel & Tourism Business. This sector heavily banks upon its manpower for productive services. With increasing competition in hospitality / tourism industry globally and the growing demands of efficient services, the training & education has become a key area in hospitality. The Government of India has been taking initiatives to promote and develop hospitality & tourism both in terms of physical infrastructure & in terms of services by paying attention on uplifting physical products as well as manpowerAs per available reports about **150** journals, **170** Conferences, **35** workshops are presently dedicated exclusively to Hospitality and about **366282** articles are being published on the current trends in Hospitality (MacRoberts & MacRoberts, 1989). In terms of research annually, USA, India, Japan, Brazil, Spain, Switzerland and Canada are some of the leading countries where maximum studies related to Hospitality are being carried out.

Web has regularly become noticeable information source in all kinds of research publication all around and has continued to work its way in all field of study. The key reason of huge penchant of the researcher towards web citation may be attributed to the fact that the act of carrying on research on a specific topic has been relatively easy and plenty of research material available on web can be had at ones desktop/laptop with incredible speed at ones complete convenience irrespective of time and place. The journal provides an open access platform for the development and evaluation of tourism services, brand management and hospitality ethics. The world of scholarly communication was facing some radical changes since the beginning of 1990s. Paper based printed communication was gradually sidelined to leave track for the new comer electronic media   based online /offline communication.

1.1 Citation and E-citation

"An intellectual reference to a published or unpublished source by quoting of a book, author or an existing publication in support of a fact."(McKercher, 2008)

More precisely, a citation is an abbreviated alphanumeric expression embedded in the body of an intellectual work that denotes an entry in the bibliographic references section of the work for the purpose of acknowledging the relevance of the works of others to the topic of discussion at the spot where the citation appears.

(Osareh, 1996)Defined the web citation as "an appearance of the title of a publication within a webpage (not necessarily as a link). Many established journal and peer review journal in print as well as in online form. In some cases when author access the articles from their corresponding printed version, they do not necessarily   put URL and date of access indicating their availability in alternative locations. Generally in bibliometric studies we differentiate these types of journal citations from web citation while ranking the journal (Brody, Harnad, & Carr, 2006). Having an ISSN (International standard Serial Number) which is published both print and online with proper volume number, issue number, and content being pages as web citation.

1.2 Forms and Types of Citations -

Forms

The forms of citations generally subscribe to one of the generally accepted citations systems:

- Oxford
- Harvard
- Turabian
- Chicago
- MLA: Modern Language Association of America
- ASA: American Sociological Association
- APA: American Psychological Association
- AAA: *American* Anthropological Association
- CSE: Council of Science Editors

- CBE: Council of Biology Editors

1.3 Ways of Using Citation - You can incorporate someone else's work into your own in three ways (Antelman, 2004):

- **Quotations**

Quotations must be identical as in the source consulted. Only quote phrases, lines, or passages relevant to your subject matter and do not change spellings or punctuation of the original quotes.

- **Paraphrasing**

Paraphrasing involves writing your passage, phrase by phrase from the source into your own words. Your passage should be of equal length or shorter than the original passage. Paraphrasing means a complete rewrite of the consulted source passage and not just rearrangement of words.

- **Summarizing**

Summarizing includes putting the main idea(s) of a passage into your own words. Summaries are much shorter than the original source passage. Make sure to not change or alter the original meaning of the passage while summarizing main idea(s).All three methods must identify and credit the sources used in the paper and allow others to access and retrieve this material.

1.4 Basic Elements & Content of Citation

Citation content can vary depending on the type of source and may include:

Types of source	Bibliographic field
Book	Book title, publisher, date of publication, page number(s), International Standard Book Number (ISBN)
Journal	Author(s), article title, journal title, date of publication, page number(s)
Newspaper	Author(s), article title, name of newspaper, section title and page number(s) if desired, date of publication
Web site	Author(s), article and publication title, a URL, a date when the site was accessed, Digital Object Identifier (DOI)
Conference Proceedings	Author(s),Corporate authors , title, page number(s) ,year, Conference publication date of publication, city ,publishers

Report	Author(s), title, year ,publisher ,city

1.5 Unique Identifiers

Along with typical information on author(s), date of publication, title and page numbers, citations also include **unique identifiers** often used for specific kinds of reference works:

- **International Standard Book Number (ISBN):** Used for citations of books
- **Serial Item and Contribution Identifier (SICI):** Used for specific volumes, journal articles or other parts of a periodical
- **Digital Object Identifier (DOI):** Used for electronic documents and sources
- **PubMed Identifier (PMID):** Used for biomedical research articles

1.6 Citation Numbers

A **citation number**, used in some citation systems, is a number or symbol added inline and usually in superscript, to refer readers to a footnote or endnote that cites the source. In other citation systems, an inline parenthetical reference is used rather than a citation number, with limited information such as the author's last name, year of publication, and page number referenced; a full identification of the source will then appear in an appended bibliography (Brin, Motwani, & Winograd, 1999).

1.7 Journals Providing E-citation in Tourism and Hospitality

S.No	Jr.No	Title	Publisher	ISSN /e-ISSN
1	2164	Tourism and Hospitality Management	University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija	13307533
2	2165	Tourism and Hospitality Research	Sage Publications Ltd	14673584
3	2825	International Journal of Culture, Tourism, and Hospitality Research	Emerald Group Publishing Ltd	17506182

S.No	Jr.No	Title	Publisher	ISSN /e-ISSN
4	11757	Advances in Culture, Tourism and Hospitality Research	Emerald Group Publishing Ltd	18713173
5	19454	Journal of Quality Assurance in Hospitality and Tourism	Haworth Hospitality Press	1528008X
6	22894	International Journal of Hospitality and Tourism Administration	Haworth Press Inc	15256480
7	23884	Scandinavian Journal of Hospitality and Tourism	Routledge Journals, Taylor & Francis Ltd	15022250
8	28501	Journal of Hospitality and Tourism Education	Taylor and Francis Ltd	10963758
9	28502	Journal of Hospitality and Tourism Management	Elsevier By	14476770
S.No	**Jr.No**	**Title**	**Publisher**	**ISSN /e-ISSN**
10	28503	Journal of Hospitality and Tourism Research	Sage Publications	10963480
11	28504	Journal of Hospitality and Tourism Technology	Emerald Group Publishing Ltd	17579880
12	28507	Journal of Hospitality, Leisure, Sports and Tourism Education	Oxford Brookes University	14738376
13	28528	Journal of Human Resources in Hospitality and Tourism	Haworth Press Inc.	15332845
14	33215	Worldwide Hospitality and Tourism Themes	Emerald Group Publishing Ltd	17554217
15	43878	Advances in Hospitality and Tourism Research	Akdeniz Universitesi	21479100
16	44141	Journal of Tourism Hospitality	University Teknologi MARA	19858914

		and Culinary Arts		
17	44283	Anatolia: An international Journal of Tourism & Hospitality Research	Routledge	13032917
18	44318	Asia Pacific Journal of Innovation in Hospitality and Tourism	Taylor's University Sdn Bhd	22891471
19	48559	African Journal of Hospitality, Tourism and Leisure	AJHTL	2223814X
20	62931	Anatolia-An International Journal of Tourism and Hospitality Research	Taylor and Francis	13032917
21	62973	international of knowledge management in tourism and hospitality	Inderscience Enterprises Ltd	17560330
22	63051	International Journal of Knowledge Management in Tourism & Hospitality	Inderscience Publisher	17560322
23	64098	Tourism Innovations: A Journal of Indian Tourism and Hospitality Congress (ITHC	Bharti Publications	22788379

(Source -UGC approved Journal List www.ugc.nic.in)

REVIEW OF LITERATURE

There are very few of studies available on various aspects of web based citation. The propagation of electronic forms of publication such as e-books, e-articles-thesis and dissertation and other such materials has felicitated access to scholarly information. In this context (Casserly

& Bird, Web citation availability: A follow-up study., 2008)addressed that "print-to-web citations and web-to-print citation are fairly common and thus it seems inventible that the web resources are becoming favorable in scholarly communication. The cited content is considered as available if it could be found either at the URL (Universal Resource Locators) included in the sample citation or elsewhere on the web and thus web has become an indispensable source for information and research. Its growth patterns are of interest for theoretical, technical, social and economic reasons".

The full texts of many articles in scientific, management and humanity journals are presented in open access from for researchers hence the internet has become one of the main communicational tools among researchers. As a result e-books, e-journal, e-thesis and e-dissertation, e-prints of research papers, etc. have provided scope for researchers and authors in various subject fields and stimulated their research productivity. Consistently, citation from Internet resources (URLs) as novel reference has increased. The web has become the first choice for finding information such as current research, making scientific discoveries and keeping up with colleagues at other institution (Cronin, 1997).

Web resources and their corresponding citations have made the research endeavor swift and fast. The tension mounted on researcher to visit libraries to libraries for physical tracking of research materials has been considerable reduced. Thus, usefulness of web citations in scholarly publications has been proved as boon to the modern research communication.

Many researcher conducted studies on the intensity of such citation and their relative impacts. In this regards, (Kim & Fesenmaier, 2008) in there paper study on citations trends by undergraduate students in the field of Hospitality and tourism revels that "a growing trends of using web citation in students project bibliographies which compared of 9 percent of all citation from beginning of the study in 1996 and surged to 22 percent in 2000".The researcher further indicate that the percent of citation might grow in future. (Morrison, Taylor, Morrison, & Morrison, 1999) Analysis about 120,000 conference paper in field of computer science and allied discipline noticed that a fair amount of articles cited in those papers were the substances of open web

which are freely available. (Nyheim & Connolly, 2011) In the study entitled "availability and persistence of web citation in humanities literature" found that there has been a substantial increase of web citation per article from 2007(0.25%) to 2017(3.02%). The study also found that 45.61 percent of citation is not accessible and majority of such citation depicted HTTP Error Code 404 (Garfield, 1970). The study also revealed that web citations emanating from .org domain indicated more failures rates compared to .edu and .com domains (He & Hui, 2002).

RESEARCH METHODOLOGY

The present study was carried out using the document examination method within the framework of descriptive analysis. Bibliometric study methodology enables the scientific production on the research topic to be visualized through objective techniques and explained in numbers (Nyheim & Connolly, 2011).The research data used in this paper were downloaded from the Indian Citation Index (ICI) database, which comprises several sub databases. Previous bibliometric analyses were usually based on the two most widely recognized international databases: WoS (Web of Science), Scopus and Google Scholar (Cronin, 1997).

The study used bibliometric indicators as analysis methods, which are the appropriate Mechanisms for analyzing and representing the data used (Park & Gretzel, 2007). Specifically, the study used some of the most popular indicators of research according to this methodology, such as: the total number of papers, to measure productivity, and total citations, to represent incidence of a country, institution, or author (Small, 1973); the h-index to indicate the quality of a set of papers (Summers, 1984):(h-index, for a researcher, means that he/she has at least H papers cited at least H times (j.Barllan & Pertz, 2009); the number of papers above a threshold (number of citations) to analyze the influence of articles (Brin, Motwani, & Winograd, 1999); the impact factor provided by the WoS to quantify the influence on dissemination of journals (Cronin, 1997); and the ratio of citations/articles to measure the impact of each article.

INFLUENCE OF OPEN ACCESS PUBLICATION

The online environment of late has created a revolution in scholarly publishing. Scholars are now very much eager to publish on the web, Whether on the web, whether in an online journal or to their own web site because of the fact that their work gets greater visibility by creating novel forms of scholarship (MacRoberts & MacRoberts, 1989). Now-a-days research scholars and authors are very much interested to have free access to several types of sources. The craze relating to free online access to online or digital information is 'open accesses. Moreover, 'the publishing policies of open access improve the impact of scholarly literature because scholars publish their scientific articles without the expectation of payment (Antelman, 2004)'' .Thus, open access publication have currently bought considerable influence upon both the quality and quantity of research communication.

CITATION IMPACT

We are now very much acquainted with the spirit of publication of open access journals which make the full text free available to the public. Currently many reputed journals are moving towards providing online access to only the content of publication of recent years yet making the accessibility of majority content through conventional way of access. On the other hand, quite a few reputed journals, which have moved to open access distribution, offer the availability of full text content of all their publication. In this context, the author pay due attention to the impact of their works. The scholar like (Antelman, 2004). Stress that, 'if authors can see an improvement in the impact of their work due to open access, they will be willing to use open access routes. The way to test the impact advantage of open access is not to compare the citation count of individual open access and non –open access journals, Access is not to compare the citation count of individual open access articles appearing in the same (non-open Access) journal. The most secure methodology for measuring the impact of open access is then the citation impact of the articles from the same issue of the same journals'.

Studies conducted by (Brody, Harnad, & Carr, 2006)ventilated the thoughts of citation impacts for web citation. They have discussed the impact of web citation in different angles. The synthesis of their views provides an impression that though articles in web which are freely

available are undoubtedly widely read but their impact lies in the fact how well they are cited in other works and their subsequent citation counts.

SCHOLARS VIEW ON CITATIONS DECAY

Citation decay is a matter of concern so far as existence of web source is concerned. The author's citation may go down if website of the published material which has citied the particular author(s) ceases to appear on web. In this regard (Kim & Fesenmaier, 2008).Are of opinion that the availability of online resources, there accuracy and viability are the key consideration to be taken into consideration in any given academic research. Therefore, the author warns about the uncertain nature of web, decay of citation need high attention so far as scholarly communications. In order to examine the reality of the case, (MacRoberts M. H., 1989)studied a sample of more than 500 scholarly articles published in leading journals of library and information sciences and found that, "only 56.4% of those URLs were permanent, while the rest had disappeared from the original web address and more than half the online citations contained incomplete information and the majority did not include a retrial date". An interesting study on web page persistence was conducted by (Osareh, 1996)who pointed out that "web documents are not a particularly a stable media for the publication of long term information and the maintenance of individual objects or items".

Therefore, decay of citations, unavailability of citied web sites really pose a threat while examining or cross checking the cited materials at different times as and when required barring a few cases where online journals are hosted by established journals with stable web platforms.

ADVANTAGES OF USING WEB SOURCES

A researcher finds it easier to avail literature pertaining to the area of his or her research endeavor effortless as the web sources offer the following striking advantages:

- It is easier to gather literature from the web than its printed counter parts.
- Authors can easily take the desired substances of a cited text available in html format without wasting his time in typing the same.
- Reduces the efforts spent on literature search and saves the time of researcher.
- Authors/researchers can write papers at their own convenience comfortably at his desktop/laptop just with internet connectivity,

- Authors/researchers can save money by avoiding unnecessary printouts of irrelevant papers.

DISADVANTAGES OF USING WEB SOURCES

Besides the above mentioned advantages, citations to web sources may be put to numerous questions due to the following pitfalls:

- So many web citations in a paper may not create a healthy impressions upon the readers about the integrity of the work,

- Easy availability of web resources might create an easy going attitude among authors in their research pursuit putting adverse effect on the quality of papers ,

- Decay of citation may be a matter of concern to the readers when they do not trace the citied website.

- Amateur author may rely on web sources to write papers without properly acknowledging the source leading to plagiarism which may deflate the standard of publication of a journal especially when the plagiarized contents escape the attention the editors.

CONCLUSION

Web citations are increasingly used by scholars in their research communication as materials available on open web provide easy ways of making research platforms without pondering much about the availability of literature on a specific area of research. The difficulties in gathering literature from print sources are no more hurdles now carrying out a specific research a s web source have offered tremendous opportunities to make a ground work of research ready. However, it is not always practicable to cite only web resources. Citations to web resources must justify their presence along with pure citations from articles of journals. Despite the growing trend of web citations, their credibility and usefulness is always at stake due to decay of citations

resulting error messages in retrieving the web site and similar reasons. Despite the fact, research communications have been incredibly fast due to the wide access of web resources and there corresponding citations.

REFERENCE

1. Anckar, B., & Walden, P. (2001). Introducing web technology in a small peripheral hospitality organization. *International journal of contemporary hospitality management,* , 13(5), 241-250.

2. Antelman, k. (2004, july). *Do open access articles have a greater citation impact ? college & Research Libraries.* Retrieved January 10, 2019, from http://eprints.relis.org/archieve/00002309/01/do_open_access_CRL.pdf

3. Brin, S., Motwani, R., & Winograd, T. (1999). *The PageRank citation ranking: Bringing order to the web.* New york: Stanford InfoLab.

4. Brody, T., Harnad, S., & Carr, L. (2006). Earlier web usage statistics as predictors of later citation impact. *Journal of the American Society for Information Science and Technology,* , 57(8), 1060-1072.

5. Casserly, M. F., & Bird, J. E. (2008). Web citation availability: A follow-up study. *journal of scietometrics and bibilometrics* , (VII)44-17.

6. Casserly, M. F., & Bird, J. E. (2003). Web citation availability: analysis and implications for scholarship. *College & Research Libraries* , 64(4), 300-317.

7. Cronin, B. S. (1997). Comparative citation rankings of authors in monographic and journal literature: A study of sociology. *Journal of documentation* , 53(3), 263-273.

8. Garfield, E. (1970). *Citation indexing for studying science.* .

9. He, Y., & Hui, S. C. (2002). Mining a web citation database for author co-citation analysis. *Information processing & management,* , 38(4), 491-508.

10. j.Barllan, & Pertz, B. (2009). *The lifespan of infometrics on the web : an eight year study (1998-2006).* April: Scientometrics, 79(1),7-25.

11. Kim, H., & Fesenmaier, D. R. (2008). Persuasive design of destination web sites: An analysis of first impression. *Journal of Travel research* , 47(1), 3-13.

12. MacRoberts, M. H. (1989). Problems of citation analysis: A critical review. . *Journal of the American Society for information Science* , 40(5), 342-349.

13. McKercher, B. (2008). A citation analysis of tourism scholars. . *Tourism Management, ,* 29(6), 1226-1232.

14. Morrison, A. M., Taylor, S., Morrison, A. J., & Morrison, A. D. (1999). Marketing small hotels on the World Wide Web. . *Information Technology & Tourism, ,* 2(2), 97-113.

15. Nyheim, P., & Connolly, D. (2011). *Technology strategies for the hospitality industry.* New york: Prentice Hall Press.

16. Osareh, F. (1996). Bibliometrics, citation analysis and co-citation analysis: A review of literature. *I. Libri* , 46(3), 149-158.

17. Park, Y. A., & Gretzel, U. (2007). Success factors for destination marketing web sites: A qualitative meta-analysis. . *Journal of travel research, ,* 46(1), 46-63.

18. Small, H. (1973). Co-citation in the scientific literature: A new measure of the relationship between two documents. *Journal of the American Society for information Science* , 24(4), 265-269.

19. Summers, E. G. (1984). A review and application of citation analysis methodology to reading research journal literature. *Journal of the American Society for Information Science* , 35(6), 332-343.