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The Theory of Hospitality and Catering by David Foskett

The term theory is used with diverse meanings, resulting in miscommunication and misunderstanding. This article examines how theory, as a word, is used in three leading journals in each of hospitality, tourism, and leisure studies fields over a 20-year period. Utilizing an iterative and comparative hierarchical coding, seven different forms of theory and trends in their usage by scholars over the 20 years are identified.

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Following this, it identifies emerging overarching theories (e.g. complexity theory, social exchange theory, norm activation model, and value co-creation) in current hospitality and tourism studies from top-tier journals.

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