

# Luxury hospitality: A systematic literature review and research agenda

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## ABSTRACT

This article provides a systematic literature review of the hospitality, leisure, tourism, business, and management literature on luxury hospitality. We use a data-driven quantitative method (i.e., bibliometric review) to provide an integrated view of extant luxury hospitality research. The bibliographic coupling analysis allowed us to outline the field's intellectual structure and identify six clusters: (1) digital interactions, online reviews, and complaint handling; (2) brand attributes and service encounters; (3) status consumption and premium pricing; (4) service quality and consumer experiences; (5) sustainable practices and workplace environment; and (6) workforce-related traits. Furthermore, we identified 114 theoretical lenses, with the most frequently used theories being: (1) social exchange theory; (2) social identity theory; (3) theory of leisure class; (4) stimulus-organism-response theory; and (5) theory of uniqueness. Finally, building on our analyses, we outline a further research agenda.

## 1. Introduction

Luxury hospitality is a dynamic and fast-growing niche in the overall hospitality market (Back et al., 2021; Correia et al., 2022), with recent reports suggesting that the market size of the luxury hospitality segment will increase from USD 93.4 billion in 2022 to USD 238.5 billion by 2028 (Fortune Business Insights, 2023). These numbers demonstrate strong consumer interest in luxury experiences (Bain and Company, 2021; Forbes, 2022). Examples of successful players include Park Hyatt, a luxurious hotel in the USA offering superior experiences attuned to consumers' lifestyles, values, and aspirations (The Luxury Travel Expert, 2021). Academic research also suggests that luxury hospitality has become an integral part of the overall hospitality industry, and its contributions to delivering premier and authentic consumer experiences should not be underestimated (Holmqvist et al., 2022; Shahid and Paul, 2022). Luxury hospitality provides exceptional experiences through emotional engagement and tangible and intangible service encounter attributes such as opulent ambient conditions, guest-to-staff

interactions, employees' luxurious appearances, and personal touch during a service interaction (Heo and Hyun, 2015; Peng et al., 2019a).

The concept of luxury hospitality, however, remains subjective and elusive. At the same time, luxury hospitality can be considered a sub-domain of luxury services (Wirtz et al., 2020), concerned with providing accommodation, food, drink, and beverages. It encompasses a prestigious image, superior service quality, premium pricing, exclusivity, elegance, unique and personalized consumer experiences, authentic value, and deep and intimate connections during guest-staff interactions (Ko et al., 2019; Correia et al., 2022; Shahid and Paul, 2022). However, we identify two tensions in the literature that inform the need for the current study.

First, while luxury hospitality conceptually differs from other hospitality services, this distinction is not always clear and explicit. As for the high-level luxury branding field, there is no generally accepted definition of luxury hospitality. While much of the luxury hospitality literature has been context-focused on luxury hotels and restaurants, it has not theoretically delineated its research from related fields. For

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example, what are the differences between luxury, upscale, and heritage hospitality? As such, the question arises what exactly is luxury hospitality? Although upscale hospitality also offers high-quality services and may provide some luxury elements, it is not as extravagant and exclusive as luxury hospitality (Chevalier and Mazzalovo, 2008). For example, Ritz Carlton is a luxury hotel, and Courtyard by Marriott is an upscale hotel operating under Marriott's international brand. There is also a perception that hotels awarded five stars or their equivalent by agencies like Forbes Travel Guides are luxury hotels (Lau et al., 2017). Such hotels may, however, not fit into the conceptual umbrella of luxury hospitality. The latter term, therefore, can easily be confused with other hospitality services.

Moreover, heritage hospitality generally encompasses cultural and historical elements of significance. Such elements can be part of luxury hospitality but do not have to be (Chhabra, 2015). For example, the ultra-luxe Raffles London at The OWO in the UK is a heritage hotel that carefully restored the Edwardian Old War Office is luxury. In contrast, the Covent Garden in London, with its food and beverage outlets, offers heritage hospitality that is not luxurious. Thus, there is a differentiation between the various hospitality segments, and this study focuses on luxury hospitality. Second, most researchers use the term luxury hospitality, luxury travel, luxury hotels, and luxury tourism interchangeably (e.g., Iloranta, 2019a, 2019b, 2022; Amatulli et al., 2021), posing conceptual difficulties for researchers. Therefore, studies that explore the concept of luxury hospitality in its own right and the light of a clear conceptual definition is needed (Back et al., 2021).

In this research, we draw on the conceptualizations of the terms 'luxury brand', 'luxury services,' and 'hospitality' from the literature to define luxury hospitality in Section 2. In light of this definition, we conduct a comprehensive systematic review of existing studies on luxury hospitality to answer the following research questions: (1) What is the intellectual and conceptual structure of the luxury hospitality literature? (2) Which theoretical perspectives have been used to study luxury hospitality? (3) What are promising future avenues for research in luxury hospitality?

We provide a comprehensive understanding of research on luxury hospitality published from 2000 to 2023. Using the techniques of bibliometric analysis (Donthu et al., 2021; Kraus et al., 2022), we present and discuss the most prominent themes and theories used in luxury hospitality research. Finally, we develop future research directions based on present themes through bibliographic coupling. By providing a retrospective overview of research in luxury hospitality (Lim et al., 2022a), we consolidate knowledge on this topic and, therefore, help scholars identify progress to-date, emerging, and unexplored areas in luxury hospitality and position their work in ways that they promote theoretical and practical advancements (Donthu et al., 2021; Hunt, 2010).

The remainder of this article is organized into six sections. Section 2 enunciates the conceptual underpinnings of luxury hospitality. Section 3 presents the methodology adopted for the systematic literature review. Section 4 outlines the findings of the descriptive analysis, including publication trends, the top ten globally cited articles, and author and keyword occurrences. Section 5 discusses the emerging themes resulting from the bibliographic coupling analysis. Section 6 identifies and describes the most prominent theories used. Section 7 summarizes our findings and discusses further research opportunities and limitations. Section 8 concludes with managerial implications.

## 2. Conceptualizing luxury hospitality

Luxury hospitality has various meanings and conceptualizations (Titz, 2007; Knutson et al., 1993; Meng and Elliott, 2008; Luna-Cortés et al., 2022) because of a lack of consensus in the broader marketing and branding literature on how best to define 'luxury.' The ambiguities in conceptualizing 'luxury' emanate from its relative, dynamic, and subjective nature (Cristini et al., 2017; Mortelmans, 2005). For example, Ko

et al. (2019) review article identify more than ten definitions of 'luxury brand.' Despite these inconsistencies, scholars agree on the following specific dimensions of luxury that are consistent across time and disciplines and that should inform any definition of luxury: be of high quality; offer authentic value via desired functional or emotional benefits; have a prestigious image; command a premium price; and be able to develop a deep and intimate connection with the consumer (Ko et al., 2019). Moreover, luxury hospitality can be viewed as a sub-domain of the higher-level luxury services (e.g., Holmqvist et al., 2022; Wirtz et al., 2020) that is industry-specific (i.e., focusing on hotels and restaurants). Recent advances in the broader field of luxury services have differentiated and defined luxury services clearly. In particular, the following definition has gained attraction in the luxury service literature and it has arguably become the most widely cited definition: "Luxury services are extraordinary hedonic experiences that are exclusive. Exclusivity can be monetary, social, and hedonic. Luxuriousness is jointly determined by objective service features and subjective customer perceptions" (Wirtz et al., 2020, p. 682). At the same time, it is also essential to define the term 'hospitality' in this study, given its indistinct and broad nature and the inconsistent use of the term by scholars and practitioners (Brotherton, 1999; Pizam, 2009). Hospitality is defined as "a contemporaneous human exchange, which is voluntarily entered into, and designed to enhance the mutual well-being of the parties concerned through the provision of accommodation and food or drink" (Brotherton, 1999, p. 168). We, therefore, adopt and integrate these definitions and conceptualizations based on our literature analysis and define luxury hospitality as follows:

"A contemporaneous human exchange that offers extraordinary (i.e., high quality) hedonic accommodation and exclusive dining experiences. Exclusivity can be monetary (i.e., the price is high and not everyone can afford the service), social (i.e., access to the service may be restricted), and hedonic in nature (i.e., not everyone has the knowledge and sophistication to appreciate its quality). Luxuriousness is jointly determined by objective service features (e.g., the design of the servicescape, the quality of food and beverages) and subjective customer perceptions (e.g., a guest's preferences)."

This definition goes beyond motives, scales, and context. It focuses on three essential components of hospitality - accommodation, food, and drink (Brotherton, 1999) - and it embraces the critical conceptualizations of luxury in ways that can be operationalized and measured (Ko et al., 2019). Furthermore, this definition is consistent with existing conceptualizations of luxury hospitality, although little effort has been made to define the concept explicitly in extant work (e.g., Yang and Mattila, 2016a,b; Luna-Cortés et al., 2022). While the literature analysis is agnostic to the precise definition of luxury hospitality (i.e., articles are identified by keywords and contexts and not definitions), the definition guided the interpretation of the findings.

## 3. Methodology

This study is based on a contextual literature review following the guidelines of Kraus et al. (2022). A contextual review is appropriate as luxury hospitality is an umbrella term that provides accommodation, food, and beverages across various luxury establishments, including hotels, resorts, restaurants, and lodges. Academic studies consider these as context in their research.

We adopt PRISM protocols to conduct the systematic review (Moher et al., 2009; Lim and Rasul, 2022c) and identify relevant research articles for our analysis. The four-step PRISM process adopted included a keyword database search (identification), scholarly filtration (screening), manual screening and coding (eligibility), and the inclusion of articles using snowball sampling to derive the final sample of articles for analysis (inclusion and analysis technique). The four-step process is illustrated in Fig. 1 and is explained in more detail in the following subsections.

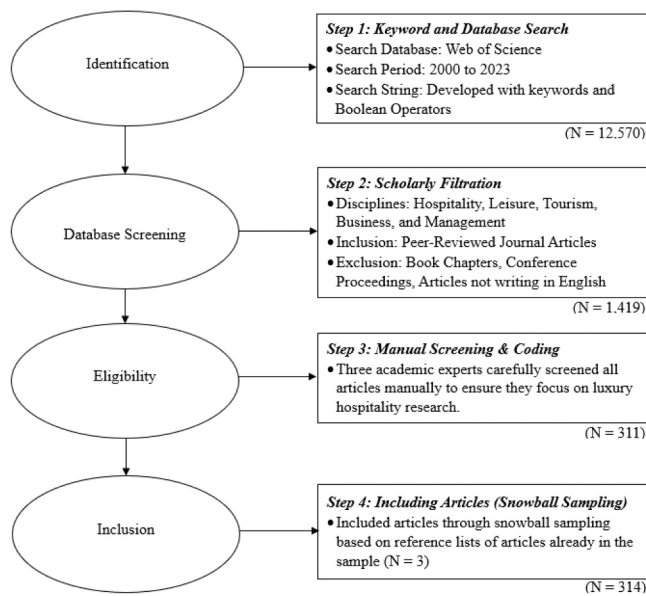


Fig. 1. Flowchart of Protocols for Selection of Articles.

### 3.1. Step 1: keyword and database search – identification

In step 1 we identified the keywords to develop a search string based on the article's objectives and conceptual understanding of luxury hospitality. We first extensively reviewed conceptual articles, editorial pieces, and seminal studies in luxury hospitality to understand the key terms used. These terms are mapped to critical attributes of luxury hospitality that include the provision of accommodation, food, and beverages that are of high service quality, have a prestigious image, command a premium price, are exclusive, offer authentic value, and can develop a deep and intimate connection with their consumers.

Second, three experienced luxury, hospitality, and services researchers examined, discussed, and agreed on the keyword selection and refinement and the final search string used. It included the following keywords with Boolean operators: ("LUXURY" OR "HIGH QUALITY" OR "SERVICE QUALITY" OR "LUXURIOUS" OR "AUTHENTIC VALUE" OR "FUNCTIONAL VALUE" OR "EMOTIONAL VALUE" OR "PRESTIGIOUS IMAGE" OR "PREMIUM PRICE" OR "PRESTIGE" OR "DEEP CONNECTION" OR "INTIMATE CONNECTION" OR "EXCLUSI\*") AND ("HOSPITALITY" OR "HOTEL\*" OR "RESTAURANT\*" OR "LODGE\*" OR "RESORT\*" OR "ACCOMMODATION" OR "FOOD" OR "DRINK\*" OR "BEVERAGE\*").

Further, we deployed the search string on the Web of Science database, which is widely considered the most suitable database for systematic reviews (Mustak et al., 2021; Mariani et al., 2022). The database is indexed and has a high-quality compilation of scholarly publications (Palácios et al., 2021; Donthu et al., 2021). Our database search yielded 12,570 articles published between January 1, 2000, and May 30, 2023.

### 3.2. Step 2: scholarly filtration – database screening

In step 2, we included stringent protocols of scholarly filtration for selecting articles from our database for further analysis. First, we conducted subject filtration and considered only hospitality, leisure, tourism, business, and management articles, leaving 1763 articles for further examination. Second, we used an inclusion criterion for journal articles subjected to an academic review process (Donthu et al., 2021). As such, we excluded book chapters and conference proceedings, reducing our data to 1473 articles. Third, as generally recommended for literature reviews, we conducted language filtration and only selected articles written in English (Donthu et al., 2021; Mariani et al., 2022).

This final filtration step left us with 1419 articles for further examination.

### 3.3. Step3: manual screening & coding – eligibility

In step 3, three academic luxury and hospitality experts carefully examined each article by reading the title, abstract, keywords, research objectives, and findings to establish that these papers primarily focus on and contribute to the literature in the luxury hospitality domain. Papers not aligning primarily with luxury hospitality research were excluded, yielding a final database of 311 articles used for further analysis.

### 3.4. Step 4: included articles for analysis – inclusion

In the last step, to ensure that essential articles were not omitted, we conducted a snowball process to examine the reference lists of our 311 selected articles. Through this process, we identified three crucial additional articles related to luxury hospitality, leading to our analysis's final sample of 314 articles.

## 4. Descriptive analysis

This section presents the descriptive analysis of the luxury hospitality literature. In line with a recommendation by Donthu et al. (2021) that bibliometric analysis is fit for more than 300 articles, our sample of 314 articles was analyzed in Biblioshiny (an R-Programming-based software), which is commonly used in social science research (e.g., Aria and Cuccurullo, 2017; Palácios et al., 2021). Based on this analysis, we present our findings on the publications trend over time, number of publications per country, top ten journals, top ten authors, top-cited articles, and their focus areas and keyword clouds.

### 4.1. Number of publications

Fig. 2 shows the number of articles published over time and shows high growth from 2013 onwards, suggesting increasing scholarly interest in the domain. Most publications (80% of our 314 articles) were published in 2015 and later.

### 4.2. Top 10 contributing countries, journals, and authors

Our country-wise query showed publications with authors origination from 37 different counties. Table 1 shows the top 10 productive countries based on single-country and multiple-country publications. The top 10 countries have more single-country collaborations than multiple-country collaborations. The top two countries in terms of publications by a margin are the USA (70 articles) and China (57 articles), which is likely a reflection of their large academic communities.

Seventy-nine scientific journals in hospitality, leisure, tourism,



Fig. 2. Number of Luxury Hospitality Articles Published Over Time, Note: The year 2023 included articles published until May only.

**Table 1**

Top 10 Most Productive Countries and Their Single and Multi-Country Collaborations.

Countries	Number of Articles	Single Country Publications	Multiple Country Publications
USA	70	45	25
China	57	35	22
Korea	24	12	12
United Kingdom	23	15	8
India	21	15	6
Australia	13	8	5
Spain	11	6	5
France	9	7	2
Greece	8	8	0
New Zealand	8	4	4

business, and management published articles about luxury hospitality. [Table 2](#) presents the top 10 journals with their number of publications and their Australian Business Dean Council (ABDC) ranking. The *International Journal of Hospitality Management* was the most prolific journal for luxury hospitality research (n = 49 articles), followed by the *International Journal of Contemporary Hospitality Management* (n = 32 papers).

[Table 3](#) lists the top 10 contributing authors and their affiliations, the number of articles published, and their citations. The top author is Sunghyup Sean Hyun of Hanyang University in Korea, with 11 articles authored or co-authored with 660 citations.

#### 4.3. Most Globally Cited Articles in Luxury Hospitality

The top 10 globally cited articles and their summarized findings are listed in [Table 4](#). These counts are without discipline criteria filtration ([Baker et al., 2020](#)). [Table 4](#) showcases their citations and the significant findings of globally cited articles.

#### 4.4. Keywords

The authors of the 314 articles in our database indexed 1189 keywords, and Web of Science generated 973 KeyWords Plus. The latter is

more general and comprehensive, whereas the former author-generated keywords are generally more specific and better represent an article's content and contribution ([Zhang et al., 2016](#)). Therefore, we created two-word clouds, one based on author-provided keywords ([Fig. 3](#)) and one on KeyWords Plus generated keywords ([Fig. 4](#)), with the top 100 keywords for each to better understand the field's structure and key terms.

Examining both word clouds, we find that authors' keywords yield much more context-related keywords (e.g., luxury hotels, hotels, luxury hospitality, and luxury). In contrast, KeyWords Plus relates more to the literature's underlying consumer behaviors and psychological processes (e.g., satisfaction, performance, perceptions, impact, and model). The combined keyword occurrences of the two-word clouds are luxury hotel/hotels (117), satisfaction (64), service quality (61), hospitality (54), impact (53), perceptions (49), performance (46), luxury (30), consumption (29), and luxury restaurant (15). Both word clouds together show the foci of the literature.

### 5. Bibliographic coupling

To identify emerging themes and critical research areas in the luxury hospitality literature, we conducted a bibliographic coupling analysis ([Palácios et al., 2021](#); [Mustak et al., 2021](#); [Donthu et al., 2021](#); [Lim and Rasul, 2022c](#)). Bibliographic coupling maps the relationship between research articles and helps to outline a field's intellectual structure ([Donthu et al., 2021](#); [Mariani et al., 2022](#)). This technique identifies similar publications and their themes and gives visibility to niche areas and more recent publications ([Kessler, 1963](#); [Perianes-Rodriguez et al., 2016](#)). Thus, this analysis helps to identify thematic clusters that are similar in content, uncover evolving themes, and link all to future research directions ([Mariani and Baggio, 2021](#)).

The coupling analysis was performed using VOSviewer ([Van Eck and Waltman, 2009](#)) with articles as a unit of analysis. The threshold was set to at least 20 citations per article, producing six clusters from 91 documents that are connected through nodes ([Appendix 1](#)).

An essential part of this analysis was identifying each cluster's underlying theme. To determine the themes, we followed a thematic analysis procedure as recommended by [Lincoln and Guba \(1985\)](#), [Braun and Clarke \(2006\)](#), and [Lim et al. \(2022b\)](#). Specifically, a panel of three

**Table 2**

Top 10 Journals in Hospitality Luxury Research.

Rank	Sources	Number of Articles	ABDC Ranking
1	International Journal of Hospitality Management	49	A*
2	International Journal of Contemporary Hospitality Management	32	A
3	Cornell Hospitality Quarterly	14	A*
4	Journal of Hospitality and Tourism Management	13	A
5	Worldwide Hospitality and Tourism Themes	12	C
6	Journal of Hospitality Marketing and Management	11	A
7	Journal of Hospitality and Tourism Insights	9	C
8	Tourism and Hospitality Research	9	B
9	Tourism Management	9	A*
10	Hospitality & Society	8	C

**Table 3**

Top 10 Cited Authors.

Authors	Number of Articles	Total Citations	Affiliation
Hyun Sunghyup Sean	11	660	Hanyang University
Peng Norman	11	334	Roehampton University
Chen Annie	9	317	Roehampton University
Law Rob	8	297	The Hong Kong Polytechnic University
Yang Wan	7	338	California State Polytechnic University
Han Heesup	6	273	Sejong University
Ahn Jiseon	5	89	Hanyang University
Batat Wided	5	112	University of Lyon
Kang Juhee	5	207	University of Central Florida
Mohsin Asad	5	289	The University of Waikato Management School

**Table 4**  
Top 10 Globally Cited Articles in Luxury Hospitality.

Rank	Article Title	Authors	Journal	Total Citations	Summary of Findings
1	Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants	Wu and Liang (2009)	International Journal of Hospitality Management	379	Interactions with service employees, other consumers, and the physical environment drive consumers' experiential value and satisfaction in luxury hotel restaurants.
2	The relationship between brand equity and firms' performance in luxury hotels and chain restaurants	Kim and Kim (2005)	Tourism Management	316	The components of customer brand equity (i.e., brand image, brand loyalty, and perceived quality) positively influence luxury hotel and chain restaurants' financial performance.
3	Understanding the consumer experience: An exploratory study of luxury hotels	Walls et al. (2011)	Journal of Hospitality & Marketing Management	199	The physical service environment and human interaction determine a guest's hotel experience, while the consumer's features (e.g., personality, travel experience, sensitivity, expectation) and trip-related factors (e.g., trip purpose, luxury hotel nature, experience continuum) drive their overall consumer experience.
4	Determinants of customer satisfaction in the hotel industry: An application of online review analysis	Li et al. (2013)	Asia Pacific Journal of Tourism Research	191	Comparing luxury hotel versus budget hotel reviews found that positive reviews are more frequent in luxury hotels due to their exceptional intangible services. These are also critical drivers of customer satisfaction.
5	Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention	Han and Hyun (2017)	International Journal of Hospitality Management	176	Restaurant image, service quality, physical environment, and food quality drive satisfaction and revisit intentions. This relationship is further enhanced under conditions of consumption conspicuousness.
6	How leader-member exchange, work engagement, and HRM consistency explain Chinese luxury hotel employees' job performance	Li et al. (2012)	International Journal of Hospitality Management	137	The relationship quality between supervisors and subordinates in luxury hotels positively affects their job performance. A positive relationship between leader-member exchange and job performance is mediated by work engagement and moderated by the quality of a firm's human resource management consistency.
7	Customer perceptions of service quality in luxury hotels in New Delhi, India: An exploratory study	Mohsin and Lockyer (2010)	International Journal of Contemporary Hospitality Management	129	To meet guests' high expectations in Indian luxury hotels, significant attention must be paid to service quality dimensions (e.g., room service, friendliness of staff, ambiance, and dealing with complaints).
8	The differential effects of the quality and quantity of online reviews on hotel room sales	Blal and Sturman (2014)	Cornell Hospitality Quarterly	121	Online review ratings and their valence drive consumer choice and significantly affect luxury hotel revenue per available room.
9	Motivational drivers for status consumption: A study of Generation Y consumers	Kim and (Shawn) Jang (2014)	International Journal of Hospitality Management	101	High-income and highly materialistic consumers are more likely to activate social comparison goals in luxury restaurants which, in turn, leads to status consumption.
10	Why do we buy luxury experiences? Measuring value perceptions of luxury hospitality services	Yang and Mattila (2016b)	International Journal of Contemporary Hospitality Management	100	Functional, financial, and hedonic values determine consumer intentions to dine in luxury restaurants.





Fig. 3. Author-generated Keyword Tag Cloud.



Fig. 4. Web of Science's KeyWords Plus-generated Keywords Tag Cloud.

expert luxury hospitality researchers carefully reviewed the articles in a cluster and the statistical link strength (Appendix 1) between the cluster nodes. Then, the panel members independently performed axial coding for each article's focus research area. After this, panel members engaged in multiple iterative discussions, and further, we calculated the inter-rater reliability among the three independent coders to cross-check and ensure the theme's reliability. A Cohen Kappa value appeared to be 0.92, showing high interrater reliability and suggesting that the identified themes are robust. In total, six thematic clusters were identified and labeled. Fig. 5 represents the clusters and their central themes which are discussed in the following subsections.

#### 5.1. Cluster 1: digital interactions, online reviews, and complaint handling

Luxury hospitality brands are known for their prestigious image (Ko et al., 2019; Luna-Cortés et al., 2022). They are synonymously known as premium brands, and virtually all luxury hospitality brands have a digital presence on social media, websites, platforms such as TripAdvisor, and apps to connect and interact with customers. The importance of their digital presence is reflected in cluster 1. It comprises 24 articles that feature luxury hospitality research on digital interactions related to online reviews, online booking intentions and behaviors, social media, and hotel chain websites. Much of the research in cluster 1 focuses on online reviews and booking preferences, primarily of luxury hotels and restaurants (Díaz and Koutra, 2012; Blal and Sturman, 2014; Lu et al., 2018; Lee et al., 2021).

At the same time, social media have revolutionized luxury hospitality branding (Dieck et al., 2017) and customer engagement (Leung et al., 2013; Aydin, 2019). For instance, Aydin (2019) showed that

interactive and vivid content on social media posts of luxury hospitality providers leads to more customer engagement. Similarly, Jang and Mutinho (2019) found that user-generated social media content featuring lavish amenities with location and price information drives consumer spending in luxury hotels. Additionally, using big data analysis, Giglio et al. (2020) enunciate that luxury hotel images shared by customers on social media shape other consumers' evaluations of luxury hospitality brands.

Furthermore, articles in this cluster also examined how to manage online complaints and negative reviews. These articles focus on how luxury hospitality providers should handle online complaints and negative comments to avoid them from gaining traction. For instance, Ekiz et al. (2012) showed that service failures in luxury hotels can lead to online customer complaints. Memarzadeh and Chang (2015) identified three main reasons customers post online complaints: Facilities are of inferior quality, guest requests are not delivered according to guest specifications or expectations, and inappropriate staff conduct in luxury hospitality.

However, there is limited research on managing service failures and complaints and avoiding negative posts going viral. Giousmpasoglou et al. (2021) suggest that general managers play a vital role in handling critical situations through contingency planning and resilience for recovery. Furthermore, to avoid complaints being posted online in the first place, luxury hospitality providers should empower employees to recover from service failures, ideally on the spot, and build a customer-centric culture that focuses on service excellence and customer satisfaction (Klidias et al., 2007).

#### 5.2. Cluster 2: brand attributes and service encounters

Cluster 2 encompasses 15 articles that focus on various brand attributes of luxury hospitality brands and their service encounters. These luxury hospitality brands are known for their premier image (Ko et al., 2019; Luna-Cortés et al., 2022) and are characterized by rarity, elegance, a customer-oriented communication style, and personal touch during service encounters (Bahari-Ammari et al., 2016). For instance, Hyun and Kang (2014) found that environmental cues of opulent ambient conditions, décor, and artifacts strongly influence the arousal of consumer emotions compared to non-environmental factors such as food and service quality in luxury restaurants. However, environmental and non-environmental cues create elegant brand experiences, induce nostalgia, and drive consumer satisfaction and revisit intentions (Meng and Elliott, 2008; Wu and Liang, 2009; Hwang and Hyun, 2012, 2013).

Further, self-service technologies (SSTs) have become common in luxury services in general (e.g., Holmqvist et al., 2020) and luxury hospitality. For example, ultra-luxury hotel chains such as Raffles Hotels & Resorts integrate both SSTs, such as tablets in suites for guests to self-order in-room dining and book limousines. However, research finds that customers in luxury hospitality settings still require a personal touch and service-employee interactions along with SSTs (Kucukusta et al., 2014; Rosenbaum and Wong, 2015). SSTs, service robots, and immersive technologies such as the metaverse can offer functional benefits such as personalization, convenience, and privacy, and some customers prefer at times not to have to interact with frontline employees (Kucukusta et al., 2014; Ambika et al., 2023). What is important is that such technologies easy to use, offer frictionless service, and that customers always have the choice to switch back to personal interactions and people-delivered service if they choose to.

A few articles in cluster 2 examine how service employees communicate with their customers and build relationships. For instance, employees with an interaction-oriented communication style (e.g., they provide empathy, personal touch, and socialize with customers) develop a deeper rapport with consumers in a fine dining context than employees with a task-oriented communication style (e.g., they focus on taking orders and completing a service episode) (Kim et al., 2011). Moreover, five service employees' communication styles (i.e., being attentive,

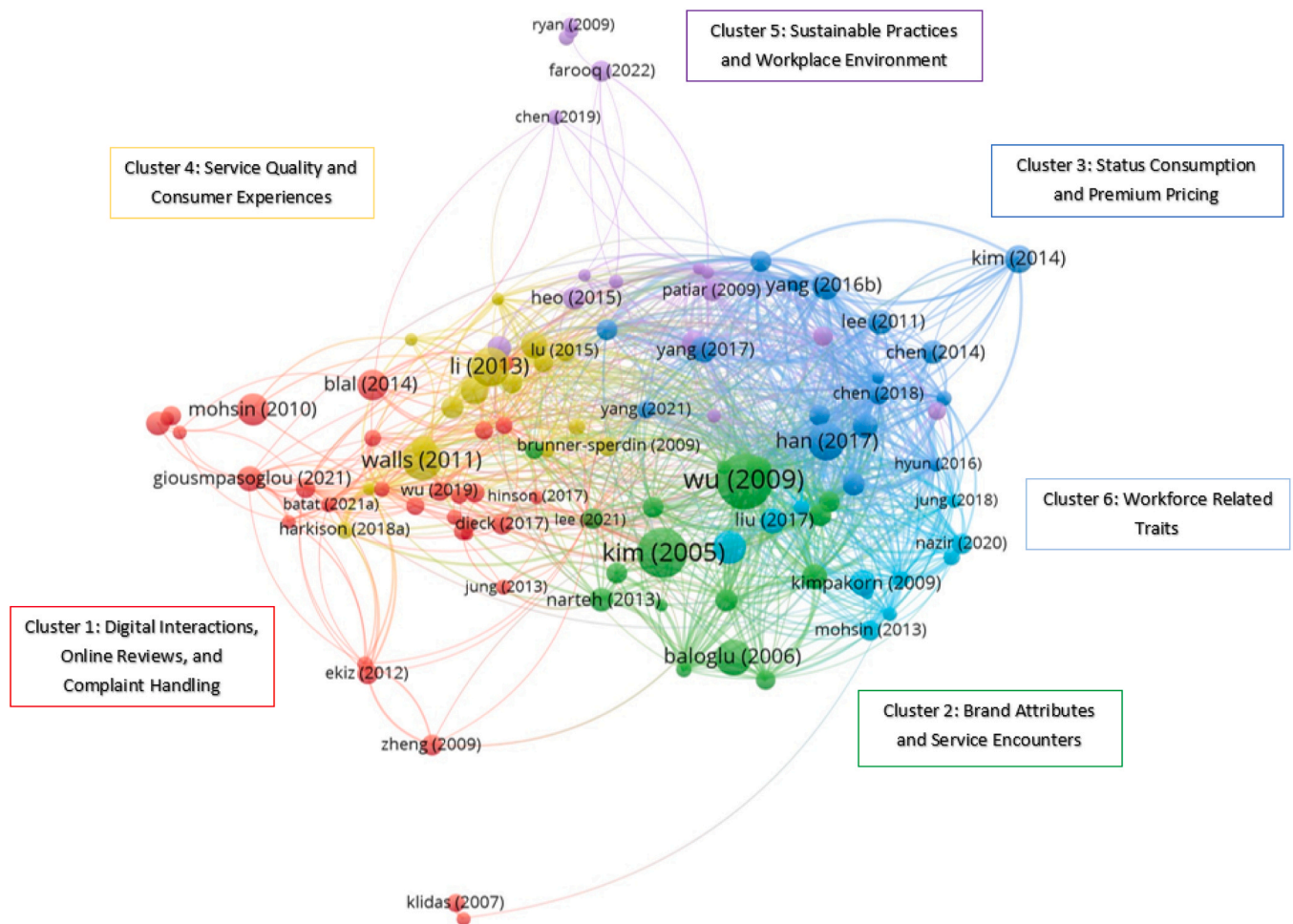


Fig. 5. Clusters Identified Through Bibliographic Coupling Analysis.

open, friendly, relaxed, and impression-leaving) activate customer engagement behaviors and induce high relationship quality (Kang and Hyun, 2012). Overall, this cluster highlights luxury hospitality's brand attributes and service encounters and their effects on the emotional and functional benefits they provide to consumers.

### 5.3. Cluster 3: status consumption and premium pricing

Cluster 3 has 14 articles discussing luxury hospitality's premium price feature and associated status consumption (Nueno and Quelch, 1998; Kiatkawsin and Han, 2019). Status consumption related to luxury hospitality depends on consumers and their intention to improve their social standing (Yang and Mattila, 2016a). Affluent consumers with a high need for status have strong choices for luxury hospitality consumption. Furthermore, high-income Generation Y consumers extenuate their social comparison goals by being highly materialistic, leading to status consumption of luxury restaurants to depict their lifestyle (Kim and (Shawn) Jang, 2014). Thus, psychological characteristics such as materialism, hedonism, perfectionism, and the need for uniqueness drive consumers toward luxury hospitality (Lee and Hwang, 2011).

Finally, materialistic consumers perceive premium prices as a tangible indicator of luxury hospitality (Kiatkawsin and Han, 2019; Yang et al., 2015). These consumers make lavish expenditures to impress others and enhance their social standing (Veblen, 1899; Husic and Cicic, 2009). For instance, Kiatkawsin and Han (2019) illustrated that materialistic customers are more willing to pay premium prices in the context of Michelin-starred luxury restaurants. However, the materialistic consumption drive depends on the consumer's interpersonal/personal

influences and gastronomy involvement. While studies in luxury hospitality have yet to investigate the effect of social and cultural norms, generational differences affect status consumption and willingness to pay a premium price. Thus, this cluster showcases the importance of status consumption and premium price in luxury hospitality.

### 5.4. Cluster 4: service quality and consumer experiences

Cluster 4, with its 15 articles, connects exceptional service quality, its attributes, and consumer experiences in luxury hospitality. Luxury hospitality is known for its excellent service quality (Lu et al., 2015). Consumers often consider service quality an essential indicator of luxuriousness that offers outstanding experiences and satisfaction (Nasution and Mavondo, 2008; Lu et al., 2015). Several studies equate exceptional service quality with excellent tangible and intangible elements such as the quality of food and beverages, physical products, the service environment and facilities, and the appearance of employees in luxury hospitality (Vijayadurai, 2008; Kimpakorn and Tocquer, 2007; Al Khattab and Aldehayyat, 2011; Padma and Ahn, 2020).

Further studies emphasize exceptional consumer experiences as integral to luxury hospitality (Cetin and Walls, 2016; Walls et al., 2011). These are realized through exceptional service quality, physical environment, and personal interactions with service employees. Hence, this cluster emphasized service quality and consumer experiences that drive consumer revisit intentions and e-word of mouth (Padma and Ahn, 2020). However, most of these studies in luxury hospitality focus on the consumer's viewpoint. There may exist a significant difference in perception of offering service quality and experiences between guests,

hotel managers, service employees, low-income consumers vs. high-income consumers, and regular luxury consumers vs. non-regular luxury consumers. Here, further studies can investigate these perceptions of different categories of stakeholders and a holistic understanding of service quality and consumer experiences in luxury hospitality.

#### 5.5. Cluster 5: sustainable practices and workplace environment

There is a growing interest in sustainable practices in the hospitality industry among internal and external stakeholders (Kasim, 2009, Peiro-Signes et al., 2014). In contrast, some studies consider luxury hospitality and sustainability incompatible (Peng and Chen, 2019a; Line and Hanks, 2016). Similarly, cluster 5, with 13 articles, primarily showcases the evolving nature of adopting sustainable practices in luxury hospitality communication. This evolving nature is because luxury hospitality managers consider associating luxury with status and premium prices and adopt certain practices that can harm the natural environment, such as switching unused towels (Peng and Chen, 2019a; 2019b; Amatulli et al., 2021). Some studies consider luxury hospitality and sustainability incompatible (Peng and Chen, 2019a; Line and Hanks, 2016), and some consumers do not respond favorably to sustainability practices. For example, consumers' intention to book and willingness to pay the premium process have been shown to suffer when luxury hotels adopt green hotel practices (Line and Hanks, 2016; Peng and Chen, 2019b). Therefore, pasts of the luxury hospitality industry have been reluctant to adopt environmentally friendly practices (Peng, 2020).

However, there is a growing interest in sustainable practices in the hospitality industry among internal and external stakeholders (Kasim, 2009, Peiro-Signes et al., 2014). This is reflected in cluster 5, with several articles focusing on sustainable practices' growing and dynamic nature in luxury hospitality. These studies showcase the adoption of green sustainability practices among internal stakeholders through green certification policies; service employee-oriented green behaviors, and external stakeholders, such as the welcoming nature of sustainability among consumers. For example, Amtulli et al. (2021) found that luxury hospitality communication of environmentally exceptional sustainable practices drives consumers' strong intent to book hotels and restaurants and increasingly consumer perception of hotel integrity. Sahin et al. (2020) suggest using green hotel advertising in the communication strategy of luxury hotels is beneficial. Therefore, future research should understand the internal and external stakeholder perceptions of sustainable practices and their impact on consumer behavior and branding elements.

Finally, a few articles focus on the workplace environment for employees, primarily on leadership styles, occupational stress, and green human resource management. For example, Farooq et al. (2021) found that a leadership style emphasizing green performances and training sustainable practices in luxury hotels develops employee-oriented behavior toward innovative sustainable practices. Thus, future studies have great opportunities to explore adopting sustainable practices and their effect on overall firm and employee service performance in luxury hospitality despite their incompatible nature.

#### 5.6. Cluster 6: workforce-related traits

Cluster 6, with ten articles, highlights workforce performance-related parameters. Articles in this cluster focus on job satisfaction and engagement, job performance, employee bullying, and intentions to leave a firm. For instance, Li et al. (2012) found that leader-member exchange positively affects employee job performance when mediated by human resource management consistency and work engagement. In contrast, even when a firm has good human resource practices and internal policies and nurtures an excellent environment for the workforce, bullying affects employees' productivity. It hampers their job performance (Jung and Yoon, 2018).

Furthermore, recent articles explore the intersection of corporate social responsibility (CSR) and employee engagement and job performance. For example, with a sense-making theoretical approach, Nazir et al. (2021) found a positive influence of CSR activities on employee engagement, which also builds compassion and a perception of meaningfulness among employees, positively affecting job performance. Thus, this cluster emphasizes workforce-related parameters; however, the research in this area is quite limited and needs a robust understanding of the motives and desires of internal stakeholders in luxury hospitality.

### 6. Theoretical perspectives

To explore the different theoretical perspectives used in luxury hospitality research, we searched the keywords 'theory' and 'model' in our database of 314 studies. We manually reviewed and coded the theories mentioned in the articles and identified 114 theoretical approaches from psychology, sociology, and marketing. Table 5 lists the seven most used theories, and we summarize each in the following subsections.

#### 6.1. Social exchange theory

This theory from sociology and psychology relies on the assumption that relationships between two entities and their social interactions are governed by cost-benefit analysis (Cropanzano et al., 2001). This theory is the most widely used in luxury hospitality research, and studies explore the relationship exchange through social interactions between customers, employees, and organizations. Along a similar theoretical lens with the conjunction of social network theory, Jung et al. (2013) describe that the social networking sites in luxury hotels act as a relationship marketing tool and also become communication facilitators for consumers, enabling sales, marketing strategic functions, and meeting the customer expectation of luxury hotel experiences.

Further, the relationship exchange develops from attitude and behavior among employees and organizations. For instance, Haldorai et al. (2020) found that fair organizational justice and rewards to employees in luxury hotels lead to more bonded relationships between employees and the organization. Additionally, the study points out that employees receiving full freedom to work helps them realize their full potential, meaning, and purpose, which benefits luxury hotels.

**Table 5**  
Prominent Theories in Luxury Hospitality Research.

Rank	Theories	N	Sample Articles
1	Social exchange theory	13	Haldorai et al. (2020); Jung et al. (2013)
2	Social identity theory	9	Shin et al. (2021); Pinto et al. (2020)
3	Theory of leisure class	7	Mou et al. (2019); Yang et al. (2015)
4	Stimulus-organism-response theory	6	Hyun and Kang (2014); Kim et al. (2020)
5	Theory of uniqueness	5	Kang (2018); Kiatkawsin and Han (2019)
6	Self-determination theory	5	Nazir et al. (2021); Nazir and Islam (2020)
7	Protection motivation theory	5	Peng (2020); Peng and Chen (2021)

Note: N refers to the number of articles on the listed theory



## 6.2. Social identity theory

Social identity theory is the second most widely used theory in luxury hospitality research and is rooted in social psychology. It holds that an individual's self-concept is developed based on group membership (Tajfel and Turner, 1979), and it is based on three psychological processes: (1) social categorization, (2) social comparison, and (3) social identification. Shin et al. (2021) used social identity theory and found that luxury hotel membership programs and social media platforms build consumers' collective self-esteem and identity. Another study with the conjunction of the stereotype content model found receptionists with piercing in luxury hotels can influence the affluent customer's perception of confidence, interpersonal attraction, and competence of luxury hospitality services (Pinto et al., 2020).

## 6.3. Theory of leisure class

Veblen (1899) proposed the underpinnings of the theory of leisure class, wherein the status is conferred not through wealth accumulation but through conspicuous consumption to signal wealth. As such, luxury hospitality consumption signals the social status of the consumer. For instance, Mou et al. (2010) enunciate that luxury consumption posts on social media drive consumer desires for luxury hotel experiences. The influence of such luxury hotel experiences allows consumers to represent their social status on social media. At the same time, compared to social media such as Instagram, Facebook, and others, websites presenting price promotions received less favorable attitudes from consumers as the desire is for a high need for status as premium price signals status consumption (Yang et al., 2015). Therefore, luxury hospitality should not focus on conspicuous consumption.

## 6.4. Stimulus-organism-response theory

The stimulus-organism-response theory (Mehrabian and Russell, 1974) states that external stimuli lead to conscious and unconscious internal evaluation at the organism stage that guides behavioral responses. For example, Kim et al. (2020) found the role of colors in the ambiance of a luxury hotel affects consumer emotional and behavioral responses. Along similar lines, Hyun and Kang (2014) showed that environmental cues (e.g., décor, artifacts, ambiance) and non-environmental cues (e.g., food quality, service, price, and location) in luxury restaurants influence customer's arousal of emotions, leading to behavioral responses. However, environmental cues influence emotional arousal more strongly compared to non-environmental cues.

## 6.5. Theory of uniqueness

This theory in the luxury hospitality context explains consumers' desire to consume exclusive services to differentiate themselves from other people (Tian et al., 2001). This consumption desire for exclusive hospitality services increases consumers' willingness to pay premium prices. For example, Kang (2018) described the importance of uniqueness and hedonism, evoking passionate feelings among consumers toward luxury hotel brands and their willingness to pay a higher price. Kiatkawasinsin and Han (2019) found that luxury restaurant is regarded as prestige consumption with interpersonal social influence, improving the social standing of consumers to represent success, thereby influencing willingness to pay a premium price.

## 6.6. Self-determination theory

The self-determination theory is a socio-cognitive theory of motivation that emphasizes the satisfaction of employees' basic human needs through three motivational needs. They are (1) autonomy - which represents the innate need for participation or decision-making; (2) competence - which enunciates the expertise over one's action; (3)

relatedness - which indulges oneself through belongingness (Deci et al., 2017). Nazir and Islam (2020) found that fulfilling the psychological needs of luxury hotel employees encourages them towards an innovative approach to job execution. Nazir et al. (2021) examined employee participation in luxury hotels' CSR initiatives in a follow-on study. They found that it fulfills employees' relatedness needs and positively develops meaningful experiences and a sense of purpose among employees, leading to enhanced job engagement.

## 6.7. Protection motivation theory

Rogers (1975) introduced the protection motivation theory, which states that individuals form protective behavior while making risky decisions or expecting uncertain outcomes. During such circumstances, individuals develop an instinct to take preventive measures. For instance, Peng (2020) found that perceived risk factors (hedonic, financial, self-image) affect consumer consumption intention towards environmentally friendly luxury restaurants, moderated by trust towards the relationship of protective behavior. In another study, Peng and Chen (2021) showed that consumers did not complete their luxury restaurant reservations as they perceived health risks during the Covid-19 pandemic. Thus, consumers reflect protective behavior during risky or uncertain situations.

# 7. Summary, research opportunities, and limitations

## 7.1. Summary and contribution

Our systematic review maps the luxury hospitality research literature and makes several key contributions. First, it provides a holistic view of luxury hospitality research in hospitality, leisure, business, and management through quantitative examination and presenting the area's intellectual structure. Second, through descriptive analysis, we show that luxury hospitality research has grown exponentially over the last decade. The country analysis presents USA and China as the top contributing countries in luxury hospitality, and the International Journal of Hospitality Management contributes the highest number of publications.

Third, we conducted bibliographic coupling to map the research constituents and uncover the present themes in the literature. This coupling analysis helped us outline six thematic clusters in a luxury hospitality research domain. The clusters are (1) digital interactions, online reviews, and complaint handling; (2) brand attributes and service encounters; (3) status consumption and premium pricing; (4) service quality and consumer experiences; (5) sustainable practices and workplace environment; and (6) workforce-related traits. These clusters provide a retrospective overview of luxury hospitality literature and help develop future research directions are discussed in the following sections.

Fourth, the review discusses the theoretical lenses and finds 114 theories used in 314 documents. We discussed and summarized the predominant theories scholars adopt in luxury hospitality research, predominantly from sociology, psychology, marketing, and motivation theories.

Fifth, our systematic literature review points to exciting research directions based on thematic clusters identified through bibliographic coupling analysis and theoretical lenses. This structured and analytical means of accumulating research articles helped us identify research gaps in the literature (Paul and Criado, 2020). Moreover, this systematic review is fruitful and helps advance the unexplored areas in luxury hospitality research (Lim et al., 2022a). The following section outlines future research directions the author team considers most promising for further advancing this field.

**Table 6**  
Future Research by Bibliographic Coupling Themes.

Thematic Clusters	Research Questions & Foundational Literature
Digital Interactions, Online Reviews, and Complaint Handling	<ul style="list-style-type: none"> <li>What are the benefits of social media networks while using social media platforms such as Instagram and Facebook for presenting exclusive luxury hospitality services? (Dieck et al., 2017; Oliveria and Fernandes, 2022)</li> <li>How can luxury hospitality providers use intelligent automation that ensures ethical, fair treatment and privacy of customers are safeguarded (Wirtz et al., 2022)?</li> <li>What are the resilience strategies to foster better relations during complaint handling in luxury hospitality? Does it differ from other hospitality segments? (Shi et al., 2021)?</li> <li>How can consumer complaints be dealt with in a digital age to develop better relations and word-of-mouth delivery in luxury hospitality? (Wu and Zhao, 2022)</li> <li>How do consumers co-create value with luxury hospitality brands during digital interactions on social media platforms and other websites? (Chapman and Dilmeri, 2022)</li> </ul>
Brand Attributes and Services Encounters	<ul style="list-style-type: none"> <li>How are self-service technologies in service encounters creating high-tech and low-touch culture? Will it affect affluent consumers' consumption intent in luxury restaurants?</li> <li>Which features of luxury hospitality service encounters (tangible vs. intangible) lead to consumers' emotional engagement, affecting revisit intentions and word of mouth?</li> <li>What are the communication traits of service employees in luxury hospitality that develop deep and intimate connections with affluent consumers? (Ko et al., 2019)</li> <li>How do service encounters facilitate creating an exceptional brand experience, leading to luxury hospitality brand evangelism? (Purohit et al., 2023)</li> </ul>
Status Consumption and Premium Pricing	<ul style="list-style-type: none"> <li>What are the antecedents of extrinsic consumer motivation that enhance consumer status consumption through luxury hospitality brands? (Siahtiri et al., 2022)</li> <li>How can FOMO (fear of missing out) develop consumers' intention towards luxury dining to enhance their social standing? (Lau et al., 2022)</li> <li>How do status consumption and premium price facilitate developing consumers' sense of luxury hospitality brand attachment and consumption intentions among affluent consumers to improve their social image? (Peng and Chen, 2019)</li> <li>What are the motivational drivers of consumers to pay premium prices for sustainable green experiences? (Holmqvist et al., 2022; Kiatkawsin and Han, 2019)</li> </ul>
Service Quality and Consumer Experiences	<ul style="list-style-type: none"> <li>What factors of emotional experiences help consumers evaluate luxury hospitality brands? (Siahtiri et al., 2022)</li> <li>How and which wellness attributes in luxury hotels/restaurants provide authentic and personalized consumer experiences? (Park et al., 2020)</li> <li>How do robotic services affect service quality and consumer experiences in luxury hospitality? What are the dark sides and effects of these technological advancements on consumer experiences? (Ambika et al., 2023)</li> <li>How can consumer experiences of luxury hospitality services be understood by implementing big data analytics on websites? (Padma and Ahn, 2020)</li> <li>Does service quality gets affected by the adaptation of sustainable practices in luxury hotels/restaurants? What are the dark sides of such greener practices in the luxury segment? (Bharwani and Mathews, 2023)</li> </ul>
Sustainable Practices and Workplace Environment	<ul style="list-style-type: none"> <li>Why are luxury hospitality and sustainability becoming compatible with more acceptable sustainable practices?</li> <li>Which dimensions of sustainability (environmental, social, economic) leads to consumer willingness to pay for luxury hotels? What are the potential moderators and mediators? (Amatulli et al., 2021)</li> <li>How has sustainable competitive advantage adaptation shaped luxury hospitality brands' organizational settings? (Hossain et al., 2021)</li> <li>How do different leadership styles in the workplace promote green human resource management in luxury hotels, enabling green engagement and positive acceptance of sustainability in the workplace? (Farooq et al., 2023)</li> <li>How do luxury hotels' biophilic designs and green advertising messages motivate consumers to pay a premium price? (Sahin et al., 2020)</li> </ul>
Workforce-related Traits	<ul style="list-style-type: none"> <li>What is the dark side of corporate social responsibility that affects employee performances and their overall well-being? (Nazir and Islam, 2020)</li> <li>Does mindfulness affect employee performance in luxury hospitality in a stressed workplace environment? (Said and Tanova, 2021)</li> <li>How do employee personality factors affect workplace spirituality and workplace deviant behavior? (Haldorai et al., 2020)</li> </ul>

## 7.2. Future research based on thematic clusters

The bibliographic coupling analysis provides insights based on current research concerns and helps to outline future research directions (Jones and Gatrell, 2014). Thus, based on the seven thematic clusters, we present future research questions that the author team considers promising after analyzing articles in the luxury hospitality domain. Three experienced luxury hospitality researchers reviewed each article's content (abstract, research findings, implications, and future research) to identify significant gaps and new research areas (Lim et al., 2022b). After multiple iterative discussions, the authors meticulously developed the research questions in Table 6.

## 7.3. Interwoven relationships between clusters

This systematic review identified six clusters through quantitative examination. These clusters draw attention to overall service management, including services marketing, human resources, and service operations, and various research opportunities can arise by examining the interwoven relationships between the clusters as follows:

Cluster 1 on digital interactions, online reviews, and complaint handling can be interwoven with cluster 4 on service quality and consumer experiences to explore strategies on how luxury hospitality brands should offer exceptional customer experiences so that consumer complaints can be minimized and prevented.

Cluster 2 on brand attributes and service encounters can be examined with cluster 5 on sustainable practices and workplace environment to determine what sustainable practices adopted in different service encounters and servicescapes influence consumer perceptions of luxury hospitality.

Further, cluster 3 on status consumption and premium pricing can be used in conjunction with cluster 6 on workforce-related traits. For instance, scholars can explore the opportunities to understand the role of employees' luxurious presence on consumer willingness to pay premium prices and conspicuous consumption. Studies can even explore how employees develop a deep connection with consumers through employee communication styles to enhance purchase intention and willingness to pay.

#### 7.4. Cross-fertilization of theories

Our comprehensive examination of theoretical lenses identified seven prominent theories in luxury hospitality literature which can be cross-fertilized to advance future studies. For instance, social identity theory and the theory of uniqueness can help examine how consumers construct their identities in digital media (Belk, 2013) through luxury hospitality services. Further, protection motivation and social exchange theory can be integrated to understand employee behaviors in a workplace environment. For instance, studies can explore how prevention vs. promotion-focused employees (Lechner and Mathmann, 2021) manage and exchange relationships during complaint handling.

The theory of uniqueness and social exchange theory can facilitate an understanding of how co-creation in luxury hospitality leads to experiential consumption. Even approaches such as self-determination theory and the theory of leisure class can generate opportunities to explore sustainable consumption in luxury hospitality and consumer experiences. Research opportunities can arise in conjunction with signaling theory and the stimulus-organism-response view. For example, scholars can explore how consumer motives, drivers, and luxurious experiences are affected using immersive technologies (e.g., AR-augmented reality/VR-virtual reality/MR- mixed reality/Metaverse) vs. real-time experiences (Ambika et al., 2023).

#### 7.5. Limitations

This systematic literature review has a few limitations that can be addressed in future work. First, the data extraction was performed on the Web of Science database, which scholars widely use and is in line with recent work (Palácios et al., 2021; Mustak et al., 2021; Mariani et al., 2022). However, non-indexed journals might have been missed. Future researchers can collect the data from other databases (e.g., Scopus, EBSCO, ProQuest) to provide additional insights. Second, the inclusion criteria did not cover book chapters and conference proceedings that future scholars can include to examine luxury hospitality research even more comprehensively. Third, we limited our search to specific areas such as hospitality, leisure, tourism, business, and management; future scholars can explore other areas (e.g., sociology, psychology, economics) set in luxury hospitality contexts. Fourth, future scholars can conduct thematic reviews such as theory-context-characteristic-methodology (TCCM) and antecedents-decisions-outcomes (ADO) frameworks for additional insights.

#### 8. Managerial implications

Our systematic literature review that uncovers the intellectual structure of the luxury hospitality domain highlights a few significant findings that have implications for managerial practice and society. First, the meaning of luxury in hospitality is evolving, and experience has become an integral element (Holmqvist et al., 2022; Shahid and Paul, 2021). Thus, managers should pay attention to providing exceptional experiences to consumers in luxury hotels/restaurants through personal interactions and service encounters. Luxury hospitality brands should also focus on delivering personalized experiences to consumers through various touchpoints in the digital age, such as websites and social media networks that can enhance customer interface, and service encounters could be further escalated.

Based on the present findings, we would suggest that digital marketing managers can embrace the exclusive traits of luxury hospitality to customers while engaging them on social media networks. Managers should leverage social media networks to connect with consumers for complete services, building more profound and intimate relations with affluent and aspirational consumers. Hence luxury hospitality brands should have proactive digital teams. With digital and technology at the

forefront in recent years, self-service technologies have created a high-technology and low-human-touch culture in luxury hospitality (Kucukusta et al., 2014; Rosenbaum and Wong, 2015). Managers should ensure that employee-guest interaction is necessary for luxury hospitality. We have found that the digital is the next frontier for luxury hospitality, and self-service technology has escalated; however, there would be human technology service encounters that would be provided to the customers as they still need the "human touch."

Given the study's findings, status consumption and premium price play an essential part in consumption. Social media managers should use these attributes in the text, visual images, and non-verbal cues while communicating and engaging with customers. Moreover, brands must stress status consumption and premium prices as the feature of luxury hospitality (Kiatkawsin and Han, 2019) in their non-verbal communications through opulent ambiance and employees' luxurious appearance, as it improves consumers' social standing and offers satisfaction. Additionally, in recent years, luxury hospitality brands are adopting sustainable practices from being reluctant to embrace them as it is incompatible with luxury (Peng and Chen, a, b, 2019; Amatulli et al., 2021). We also found that sustainability is an imperative dimension of luxury hospitality. Thus, marketing managers should imbibe this component in their business model so that it gets ingrained while developing the strategies. Managers should first inculcate the value of environmentally friendly practices among internal stakeholders and then effectively communicate to external stakeholders, such as consumers, through proper communication channels. At the same time, while embracing sustainability in luxury hospitality, marketing managers should ensure that they are intact with luxurious nature and should not harm the nature and elements of luxury hospitality, such as lavish ambiance, premium prices, high service quality, exclusivity, and offering consumers a luxury experience.

Luxury hospitality being subjective and dynamic, has adopted various practices in their service encounters that offer consumers delightful experiences. Luxury hospitality brands can further enhance community well-being through quick interactions with consumers on digital channels and by resolving real-time issues consumers face. Additionally, the technology and personal touch through service-employee interaction should be harmonious for the betterment of society. The inculcation of a fully automated system may not work for luxury hospitality, as the brands need to offer superior experiences to consumers. Thus, for the betterment of society, this gives consumers satisfaction and opens the avenues for jobs. Finally, as consumers receive happiness through status consumption, luxury hospitality brands should always focus on improving their social standing through services. With all these processes and strategies, the managers would provide customers with a blissful environment, affecting customer satisfaction and enhancing the quality of life and well-being.

In closing, our study helps clarify the development, structure, themes, and theories used in luxury hospitality research and outlines several further research directions. We hope this review article will inspire further academic research into luxury hospitality.

#### Declaration of Competing Interest

The authors declare no conflict of interest.

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## Appendix 1

**Cluster 1: Digital Interactions, Online Reviews and Complaint Handling**

Sr. No.	Article Title	Links	Total Strength	Citation
1	Psychological climate and psychological empowerment: An exploration in a luxury UK hotel group	4	10	27
2	An analysis of customers' e-complaints for luxury resort properties	8	14	53
3	Air the anger: investigating online complaints on luxury hotels	18	41	56
4	Power in praise: Exploring online compliments on luxury hotels in Malaysia	18	40	29
5	Online social networking: Relationship marketing in UK hotels	16	24	29
6	The influence of eWOM on intentions for booking luxury hotels by Generation Y	43	57	20
7	Hotel guests' social media acceptance in luxury hotels	21	29	56
8	Social media engagement and organic post effectiveness: A roadmap for increasing the effectiveness of social media use in hospitality industry	11	17	40
9	Evaluation of the persuasive features of hotel chains websites: A latent class segmentation analysis	9	9	51
10	Facebook pages content, does it really matter? consumers' responses to luxury hotel posts with emotional and informational content	7	10	30
11	Monetizing managerial responses on TripAdvisor: Performance implications across hotel classes	20	35	42
12	The Differential Effects of the Quality and Quantity of Online Reviews on Hotel Room Sales	23	35	121
13	Do price promotions drive consumer spending on luxury hotel services? The moderating roles of room price and user-generated content	33	65	32
14	Branding luxury hotels: Evidence from the analysis of consumers' "big" visual data on TripAdvisor	31	40	38
15	Hospitality managers in turbulent times: the COVID-19 crisis	19	13	79
16	Hospitality crisis management practices: The case of Indian luxury hotels	5	7	68
17	Quantifying the economic impact of COVID-19 on the U.S. hotel industry: Examination of hotel segments and operational structures	6	6	27
18	Competitive dynamics and pricing ebhavior in US hotels: The role of co-location	3	4	46
19	The role of luxury gastronomy in culinary tourism: An ethnographic study of Michelin-Starred restaurants in France	15	28	31
20	The website design and internet site marketing practices of upscale and luxury hotels in Turkey	9	9	166
21	Managing employee empowerment in luxury hotels in Europe	7	13	43
22	Determinants of customer satisfaction in the hotel industry: An application of online review analysis	48	90	173
23	Maturity and development of high-quality restaurant websites: A comparison of Michelin-starred restaurants in France, Italy and Spain	14	14	31

**Cluster 2: Brand Attributes and Service Encounters**

Sr. No.	Article Title	Links	Total Strength	Citation
1	Effective communication styles for the customer-oriented service employee: Inducing dedicational behaviors in luxury restaurant patrons	46	101	52
2	The role of effective service provider communication style in the formation of restaurant patrons' perceived relational benefits and loyalty	57	157	30
3	Relationship marketing and customer loyalty: Evidence from the Ghanaian luxury hotel industry	36	90	69
4	Predictors of relationship quality for luxury restaurants	21	55	59
5	If you install it, will they use it? Understanding why hospitality customers take "technological pauses" from self-service technology	10	17	55
6	Deploying self-service technology in luxury hotel brands: Perceptions of business travelers	36	55	41
7	Co-creation in hotel service innovation using smart phone apps: an empirical study	57	104	56
8	The relationship between brand equity and firms' performance in luxury hotels and chain restaurants	24	34	316
9	Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants	45	87	379
10	A better investment in luxury restaurants: Environmental or non-environmental cues?	62	255	60
11	Workplace spirituality as a mediator between ethical climate and workplace deviant behavior	36	54	59
12	The impact of nostalgia triggers on emotional responses and revisit intentions in luxury restaurants: The moderating role of hiatus	51	183	51
13	Green marketing programs as strategic initiatives in hospitality	43	84	28
14	The effects of brand attachment on behavioral loyalty in the luxury restaurant sector	48	101	68
15	The antecedents and consequences of brand prestige in luxury restaurants	67	260	77

**Cluster 3: Status Consumption and Premium Price**

Sr. No.	Article Title	Links	Total Strength	Citation
1	The antecedents and consequences of travelers' need for uniqueness: An empirical study of restaurant experiences	52	239	24
2	Motivational drivers for status consumption: A study of generation Y consumers	18	55	101
3	Examining consumers' luxury hotel stay repurchase intentions-incorporating a luxury hotel brand attachment variable into a luxury consumption value model	48	135	31
4	Examining Chinese consumers' luxury hotel staying behavior	32	74	67
5	Luxury marketing: The influences of psychological and demographic characteristics on attitudes toward luxury restaurants	30	80	83
6	Why do we buy luxury experiences? Measuring value perceptions of luxury hospitality services	47	209	100
7	What do Chinese consumers want? A value framework for luxury hotels in China	39	157	35
8	What drives customers' willingness to pay price premiums for luxury gastronomic experiences at michelin-starred restaurants?	55	199	58
9	Do affluent customers care when luxury brands go mass? The role of product type and status seeking on luxury brand attitude	42	170	53

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(continued)

Sr. No.	Article Title	Links	Total Strength	Citation
10	The impact of status seeking on consumers' word of mouth and product preference—A comparison between luxury hospitality services and luxury goods	47	166	86
11	Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention	57	177	176
12	Luxe for less: How do consumers react to luxury hotel price promotions? The moderating role of consumers' need for status	43	128	54
13	Consumers' luxury restaurant reservation session abandonment behavior during the COVID-19 pandemic: The influence of luxury restaurant attachment, emotional ambivalence, and luxury consumption goals	55	121	51
14	The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence	59	153	66

#### **Cluster 4: Service Quality and Consumer Experiences**

Sr. No.	Article Title	Links	Total Strength	Citation
1	The use of co-creation within the luxury accommodation experience – myth or reality?	20	65	39
2	Understanding the consumer experience: An exploratory study of luxury hotels	25	82	199
3	Understanding the customer experiences from the perspective of guests and hotel managers: Empirical findings from luxury hotels in Istanbul, Turkey	41	109	74
4	Creating the luxury accommodation experience: case studies from New Zealand	36	102	22
5	A comparison of service quality attributes for stand-alone and resort-based luxury hotels in Macau: 3-Dimensional importance-performance analysis	46	102	65
6	Luxurious or economical? An identification of tourists' preferred hotel attributes using best–worst scaling (BWS)	21	35	20
7	Exploring the roles of hotel wellness attributes in customer satisfaction and dissatisfaction: application of Kano model through mixed methods	28	48	21
8	Examining the effects of robotic service on brand experience: the moderating role of hotel segment	29	42	93
9	Determinants of customer satisfaction in the hotel industry: An application of online review analysis	38	67	191
10	Guest satisfaction & dissatisfaction in luxury hotels: An application of big data	42	75	89
11	“LuXurY” hotel loyalty – a comparison of Chinese Gen X and Y tourists to Macau	45	80	52
12	What influences guests' emotions? The case of high-quality hotels	27	70	47
13	Service quality and customer satisfaction: qualitative research implications for luxury hotels	50	100	50
14	Effect of a brand story structure on narrative transportation and perceived brand image of luxury hotels	36	52	38
15	Developing a service quality evaluation model for luxurious restaurants in international hotel chains	20	32	27

#### **Cluster 5: Sustainable Practices and Workplace Environment**

Sr. No.	Article Title	Links	Total Strength	Citation
1	Do green human resource management and self-efficacy facilitate green creativity? A study of luxury hotels and resorts	5	9	59
2	Hotel chain affiliation as an environmental performance strategy for luxury hotels	16	18	29
3	The impact of environmental certification on hotel guest ratings	25	36	72
4	The influence of green message types on advertising effectiveness for luxury and budget hotel segments	18	39	22
5	Do luxury room amenities affect guests' willingness to pay?	22	26	64
6	The appeal of sustainability in luxury hospitality: An investigation on the role of perceived integrity	46	113	21
7	Eco-tourism and luxury – the case of Al Maha, Dubai	1	1	31
8	Benchmarking operation and maintenance costs of luxury hotels	2	2	29
9	The effects of environmental and luxury beliefs on intention to patronize green hotels: the moderating effect of destination image	44	92	76
10	Luxury hotels going green – the antecedents and consequences of consumer hesitation	56	152	50
11	The impact of occupational stress on employee's turnover intention in the luxury hotel segment	29	41	45
12	Employees' use of mobile devices and their perceived outcomes in the workplace: A case of luxury hotel	37	71	27
13	Consumers' willingness to pay for green initiatives of the hotel industry	10	17	342

#### **Cluster 6: Workforce-related Traits**

Sr. No.	Article Title	Links	Total Strength	Citation
1	Exploring the antecedents of intentions to leave the job: The case of luxury hotel staff	34	99	59
2	Staff turnover in hotels: Exploring the quadratic and linear relationships	36	133	24
3	Employees' commitment to brands in the service sector: Luxury hotel chains in Thailand	12	13	91
4	Effect of CSR participation on employee sense of purpose and experienced meaningfulness: A self-determination theory perspective	42	117	38
5	How leader–member exchange, work engagement and HRM consistency explain Chinese luxury hotel employees' job performance	15	16	137
6	Understanding workplace bullying: Its effects on response and behavior in the hospitality industry	35	76	26
7	Impact of organizational socialization tactics on newcomer job satisfaction and engagement: Core self-evaluations as moderators	28	38	26
8	Effect of CSR activities on meaningfulness, compassion, and employee engagement: A sense-making theoretical approach	37	114	53
9	Transformational leadership style, market competition and departmental performance: Evidence from luxury hotels in Australia	14	27	54
10	Assessing the effects of leadership styles on employees' outcomes in international luxury hotels	48	82	22

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