

# Choice Overload: A Systematic Literature Review of Hospitality and Tourism

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## ABSTRACT

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*Choice overload or overchoice was initially introduced by the futurist Alvin Toffler in his book Future Shock (1970), where he predicted (then) that consumers who yearn for choice will ultimately be burdened by it. Choice overload can be defined as the condition where the mind is expended by the number of options presented to the point where it is detrimental cognitively and affectively. This systematic literature review discussed the concept of CO in the hospitality and tourism field. Three main questions were developed to provide direction and guide the review which are: (1) What is the development of CO literature over the years?, (2) What were the research methods used in studying CO? and (3) How was CO investigated?. By utilizing PRISMA and adapting it to the protocol, the reviewer managed to retrieve 11 publications reporting 17 studies in total from Elsevier's Scopus and Web of Science databases on CO in hospitality and tourism, all of which serve as the basis for the current systematic literature review. This was achieved by following eligibility conditions utilized which were that the records should: (1) include studies on CO, (2) have CO as a variable of interest in the study. This review managed to uncover the development of CO throughout the period between 2013-2019. Having compared the number of publications in hospitality and tourism in CO, it has shown that there is limited publication; therefore, it brings opportunity and chance for future research to be conducted in the said field.*

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## 1. INTRODUCTION

Choice overload (CO) is defined as the condition where the mind is expended by the number of choices presented to the point where it is detrimental cognitively and affectively (Iyengar, 2006; Reutskaja et al., 2021). The concept of CO was brought to the forefront by the works of Sheena Iyengar and Mark Lepper in their “jam study” (Iyengar & Lepper, 2000) where it was reported in the study that large assortment – as compared to smaller ones – attracts more consumers but recorded only 30% of final purchases. It was further explained that although consumers find the variety in the extensive assortment category appealing, they face a decisional conundrum regarding the purchase. This phenomenon was described as the “paradox of choice” by Schwartz (2004), where in line with the traditional economist view that people value having more choices as it presents them with variety and increases the prospect of having each preference satiated by a large number of choices, but this adds to the cognitive effort of making a choice.

Prominent reviews of CO have been carried out by several authors (Chernev et al., 2015; McShane & Böckenholt, 2018; Scheibehenne et al., 2010). Scheibehenne et al. (2010) argued that based on their meta-analytical review of the literature on CO, studies that had been conducted on CO prior to their article had questionable results as the effect size, as they would put it, was “virtually zero” (Scheibehenne et al., 2010, p. 421). Chernev et al. (2010) commented on this, stating that CO as a concept should be studied in all its complexity rather than a simplistic view. This proceeded with their review of CO (Chernev et al., 2015). A review that highlights the many facets of CO from its antecedents, moderators, and right to their outcomes. Other authors (Guo & Li, 2022a; McShane & Böckenholt, 2018; Reutskaja et al., 2022) have built on this review developing the concept of CO further.

In the context of the hospitality and tourism industry – through the sheer amount of options provided to satisfy the consumer – choice overload is a problem. Although studies reported that the initial reaction to having a multitude of choices presented is attractive for the consumer but when making the actual choice from the said choices, it then becomes a burden (Thai & Yuksel, 2017b). For example, Malaysia alone has around 4,888 choices of accommodation varying in star ratings registered in the Ministry of Tourism, Arts and Culture’s database (MOTAC) (Hafiz Hanafiah et al., 2021). Let's look at the product offered in the food and beverage sector – a subset of the hospitality and tourism industry - specifically Starbucks, at one given time. Their consumer are tasked to choose from 255 food and drink options (Jargon, 2014) which can be daunting to regulars and new consumers alike. Therefore, it is vital to understand CO’s effect on hospitality and tourism consumers.

At the time of writing, there is a gap in the literature on the study of CO in the field of hospitality and tourism, as evident in a search done by the reviewer on Google Scholar resulted in no reviews of the literature on CO in hospitality and tourism which presents an opportunity for the current undertaking. Besides the apparent CO hospitality and tourism literature gap, this study is different and unique compared to the general literature on CO. The general CO literature mostly studies retail and utilitarian products (Malone & Lusk, 2019; Nagar, 2016; Nagar & Gandotra, 2016; Turri, 2011). In comparison, the hospitality and tourism industry, through its many sectors, offers intangibles and hedonic products.

The current research aims to explore the development of literature on CO in the hospitality and tourism field, attempting to describe the trend of CO in hospitality and tourism. This review also investigates the various research designs utilized to explain CO further in hospitality and tourism. The current undertaking is hoped to provide identification of gaps in the body of

knowledge that could serve as the basis for future research on CO in hospitality and tourism. In reviewing the literature on CO, this current study addresses the following research questions:

1. What has been the development of CO literature over the years?
2. What were the research methods used in studying CO?
3. How was CO investigated?

## 2. METHODOLOGY

The current systematic review of CO in hospitality and tourism will utilize the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) to ensure that the systematic review's design is sound. PRISMA as a systematic review tool was extensively developed by 29 individuals comprising review authors, medical editors, clinicians, methodologists, and consumers to achieve transparency and enhance information reporting in systematic reviews (Liberati et al., 2009). The use of PRISMA for the systematic review is deemed acceptable due to the rigorous process of identifying literature and producing systematic reviews, as apparent in their 27-item checklist supported by previous researchers (Abelha et al., 2020; Page et al., 2021; Pérez et al., 2020). As the current undertaking is a systematic literature review and not a meta-analysis paper, the reviewer will adapt an altered PRISMA checklist that omits items 11-15 and 18-22 as it is more suited to meta-analytical studies (Pahlevan Sharif et al., 2019).

In preparation for the systematic review, initial articles were sourced from Elsevier’s Scopus database. Scopus as a search database is deemed appropriate as it has been utilized by many systematic reviews across various disciplines (Booth et al., 2020; Pérez et al., 2020). The usage of the Scopus database is also deemed necessary as it provides a platform for the reviewer to search and gather numerous articles across various forms of publications, as supported by previous authors (de Bem Machado et al., 2022; Lu et al., 2022) Scopus presents a large repository for researchers to source literature for their studies. Specific keywords were used in the search for literature related to the current review to produce results narrowed down to the scope of interest. The process of obtaining the final reports for review will follow the PRISMA 2020 flow diagram (Page et al., 2021), as shown in Figure 1, following the flow for the “identification of new studies via databases and registers.”

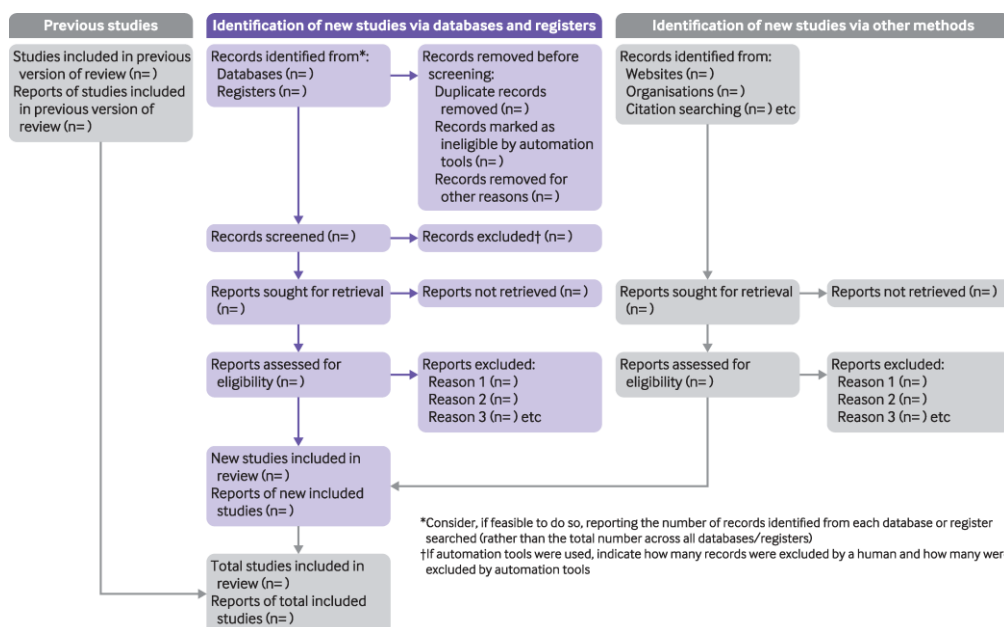


Figure 1: The PRISMA 2020 flow diagram

In obtaining literature related to CO, the words ‘choice overload’ and ‘overchoice’ were keyed in. To encapsulate the hospitality and tourism literature, the words ‘hospitality’, ‘tourism,’ ‘travel,’ ‘hotel,’ ‘restaurant,’ and ‘café.’ Choosing keywords for hospitality and tourism ensures that the scope is covered. These selected keywords were searched on 21 July 2022 throughout the titles, abstracts, and keywords in the Scopus database for the initial literature search. The query string is as follows: “TITLE-ABS-KEY ( ( "choice overload" OR "overchoice" OR "choice paralysis" ) AND ( "hospitality" OR "tourism" OR "leisure" OR "travel" OR "hotel" OR "restaurant" OR "cafe" ) ). This resulted in 20 records.

The reviewer deemed that 20 records may not be sufficient to develop a systematic literature review encompassing CO holistically; therefore, the reviewer decided to include searches from another source, Web of Science (WoS) by Clarivate. Including WoS as a database source is deemed suitable based on the previous systematic literature reviews that used WoS as their database (Chen et al., 2021; García-Holgado & García-Peñalvo, 2018).

The search was conducted last on 26 July 2022. The queries that were used for sourcing the literature are as follows: ((“choice overload” OR “overchoice” OR “choice paralysis”) AND (“hospitality” OR “tourism” OR “leisure” OR “travel” OR “hotel” OR “restaurant” OR “cafe”)). The exact queries were searched in the title, abstract, and author keyword fields. The search resulted in 13 entries.

The search from Scopus and WoS resulted in 33 records, which were then exported to a Microsoft Excel table CSV format for further deliberation. Each of the 33 records’ titles, abstracts, and keywords was screened by a single reviewer independently and marked either 0 (reject) or 1 (accept), or 2 (maybe). This screening was done by rechecking the title, abstract, and keyword – although they might contain the searched keywords – whether they align with the review’s objective of CO in hospitality and tourism. Based on the retrieved records, 12 were marked ‘0’ and discarded as duplicates, while one record was discarded as a proceeding compilation entry that holds one of the records acquired by the search. 17 records were subsequently marked one and accepted as all 17 discussed CO, while three records were marked two as the reviewer feels that although the abstract does include the term ‘choice overload’ or ‘overchoice,’ further deliberation of the 20 records needs to be made on their eligibility to be included in the systematic review.

### **3. RESULTS**

The reviewer retrieved and read all 20 reports to determine whether the said reports were eligible for the review process. In assessing each of the 20 reports for the current systematic review, the reviewer will implement several eligibility conditions to sift through and acquire relevant records. The conditions are that the records should: (1) include studies on CO and (2) have CO as the variable of interest in the study. Based on the prescribed eligibility conditions, four reports (Al-Ajlan et al., n.d.; Seo & Moon, 2016; Swartz, 2019) were discarded as the reports did not discuss CO, two reports (Oancea & Horga, 2018; Thai & Yuksel, 2017b) were subsequently discarded due to not performing studies on CO, three reports were discarded as the reports did not comply with the eligibility condition of having CO as a variable of interest. However, CO was identified in their study, but the nature of CO studied was limited to being a dimension of a more significant variable, for example, as one of the decision-maker styles (Ehsan Hoseinipor et al., 2019; McKercher & Prideaux, 2011; Peng et al., 2015). The final number of reports for the current systematic literature review stands at 11 reports (Denizci Guillet et al., 2020; Guo & Li, 2022b; Johns et al., 2013; Papadopoulou et al., 2019; J. Y. Park & Jang, 2013; S. Park & Kang, 2022; Song et al., 2019; Sthapit, Coudounaris, et al., 2019;

Sthapit, Kozak, et al., 2019; Thai & Yuksel, 2017a, 2017c) producing 17 studies. The summary of the whole process of selection is shown in figure 2.

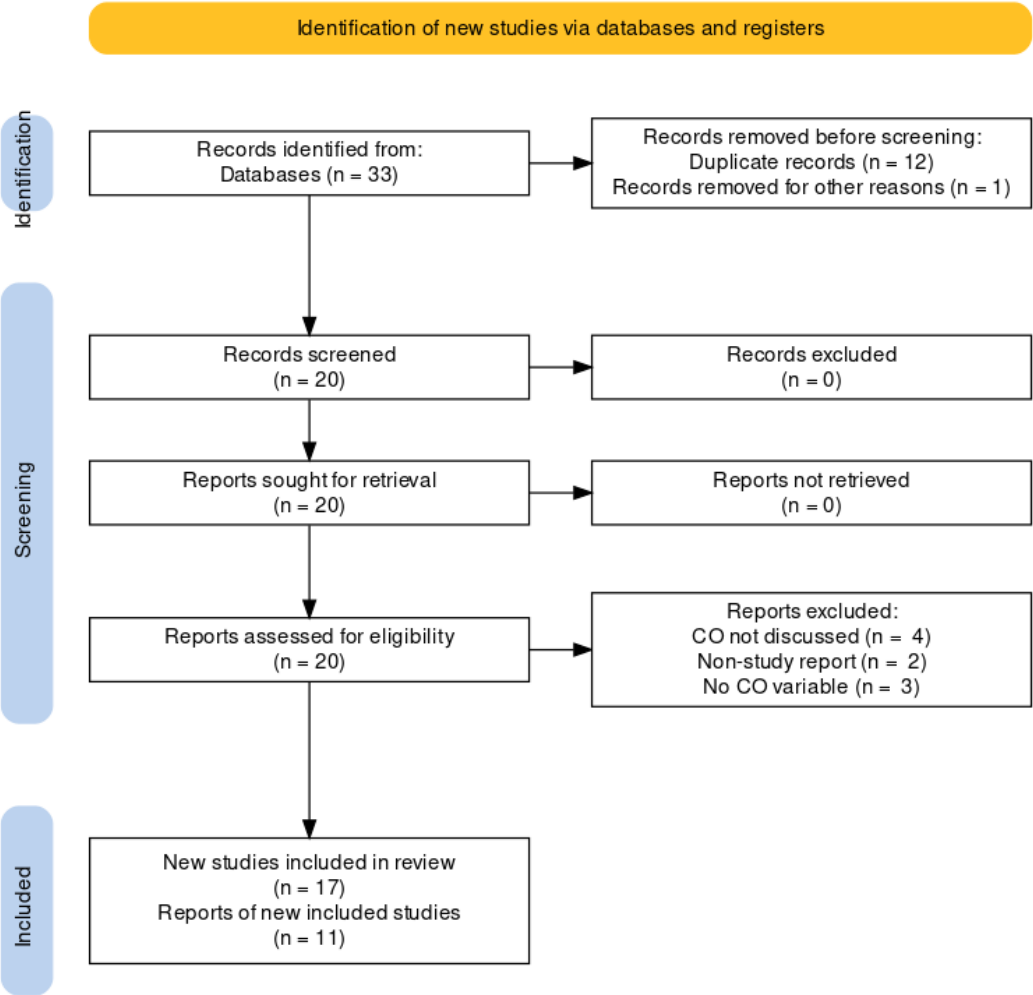


Figure 2: The Selection Flow Chart

In answering the questions set forth for the current systematic literature review on CO, the results section will present the findings on three main areas, which will describe the following: (1) development in CO publication, (2) study description, and (3) measurement of CO.

**3.1 Development in CO Publication**

Table 1 depicts the reviewed reports based on the year of publication and the name of the journals they were published in. The earliest entry was published in the year 2013, and the most recent was published in the year 2022. Most of the reports were published in recent years, with 83% (9) of them published in 2017 and later, while 17% (2) were published in 2016 and earlier. The year 2019 produced the most literature on CO, with four recorded publications, while the least amount of publication was shared between the years 2020 and 2021, with one publication each.

Table 1: Year of Publication

Year of publication	Quantity	Percentage
2022	2	18%
2020	1	9%
2019	4	36%
2017	2	18%
2013	2	18%

Eight reports – which translate to 67% of the total reports – were published in journals listed in the top 30 WoS Social Science Citation Index (SSCI) journals in the field of Hospitality, Leisure, Sport, and Tourism based on their impact factor, which are namely (1) Tourism Management, (2) Annals of Tourism Research, (3) International Journal of Hospitality Management, (4) Journal of Hospitality Marketing and Management, (5) Journal of Travel and Tourism Marketing, (6) Tourism Management Perspectives, (7) Scandinavian Journal of Hospitality and Tourism. Each of the journals listed had one publication, except the Scandinavian Journal of Hospitality and Tourism, which bore two publications on CO. Table 2 depicts each journal's list and impact factor figure. In contrast, four reports (33%) were publications without impact factors.

Table 2: Journal title and impact factor based on SSCI Hospitality, Leisure, Sport &amp; Tourism 2021

Journal title	Total	Impact Factor
Tourism Management	1	12.879
Annals of Tourism Research	1	12.853
International Journal of Hospitality Management	1	10.427
Journal of Hospitality Marketing and Management	1	9.821
Journal of Travel and Tourism Marketing	1	8.178
Tourism Management Perspectives	1	7.608

Table 3 depicts the citation of each paper, with the highest citation being 74 (J. Y. Park & Jang, 2013), while two papers published recently had the least with one citation and another still yet to be cited – which is understandable as they were just published in 2022 (Guo & Li, 2022b; S. Park & Kang, 2022).

Table 3: Reports by citation

Report Title	Authors	Year published	Cited by
Confused by too many choices? Choice overload in tourism	(J. Y. Park & Jang, 2013)	2013	74
Extending the memorable tourism experience construct: an investigation of memories of local food experiences	(Sthapit, Coudounaris, et al., 2019)	2019	41
Too many destinations to visit: Tourists' dilemma?	(Thai & Yuksel, 2017c)	2017	34
Choice overload in holiday destination choices	(Thai & Yuksel, 2017a)	2017	23
The effects of choice set size and information filtering mechanisms on online hotel booking	(Denizci Guillet et al., 2020)	2020	16

Menu Choice: Satisfaction or Overload? (Johns et al., 2013)	2013	8
What am i going to do now? Examining choice overload in vacation activities using the familiarity concept (Sthapit, Kozak, et al., 2019)	2019	6
Exploring effective price presentation format to reduce decision difficulty and increase decision satisfaction (Song et al., 2019)	2019	4
Gifts as conduits in choice overload environments (Papadopoulou et al., 2019)	2019	4
Can the amount of information and information presentation reduce choice overload? An empirical study of online hotel booking (Guo & Li, 2022)	2022	1
More is not always better: determinants of choice overload and satisfaction with customization in fast casual restaurants. (S. Park & Kang, 2022)	2022	0

### 3.2 Study Description

For this systematic literature review, the studies retrieved will be described by several criteria: the research method, the research setting, and the study participants.

#### 3.2.1 Research Method

A review of all the studies revealed that 82% of the method used to discuss CO utilized an experimental design, and 18% were survey-based studies. In categorizing, the experimental design here is defined as studies that test CO on participants randomly assigned to conditions either in a lab or field setting, which is comparatively different from survey-based studies. Out of the 17 studies reported, 14 were experimental, and three were survey-based. Most of the 14 experiments were conducted as lab experiments, with 13 studies reported, while one report conducted a field study, as depicted in Figure 3.

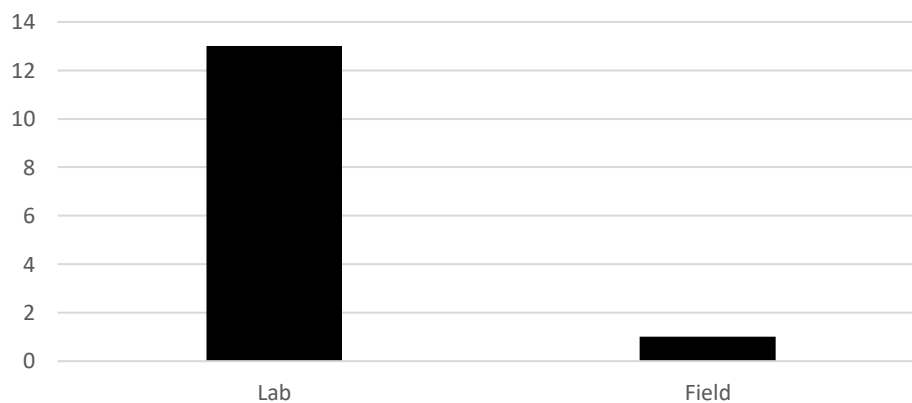


Figure 3: Distribution of Experiments

### 3.2.2 Research Setting

The research setting describes the background or research environment in which studies were conducted, bearing in mind that the hospitality and tourism industry is varied in its sectors, including hotels, restaurants, cafes, and travel. Based on the 17 studies, the majority studied CO in a travel setting, with eight studies on travel destinations, followed by hotels with four. Lastly, three studies investigate the food and beverage setting. This is summarized in Figure 4.

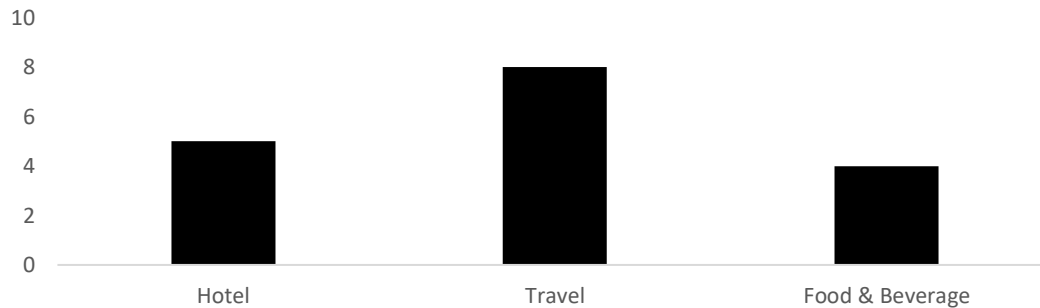


Figure 4: Distribution of Study Settings

### 3.2.3 Study Participants

Identifying the sample or participants of the studies is also integral in describing CO in recent studies. Participants are generally used to describe the unit of analysis in experiments, while samples are for non-experimental studies, which in this review's case, are survey-based. Seven of the 17 studies reviewed utilized varying online profiling and data collection service providers who are namely: (1) Amazon Mechanical Turk – three studies, (2) Qualtrics – two studies, and (3) WenJuanXing – two studies. In comparison, the remaining ten studies collected their data from students (7 studies), tourists (2 studies), and hotel guests (1 study).

## 3.3 Measurement of CO

In reviewing the measurement of CO in all 17 studies, the reviewer has determined three areas of interest which are namely (1) the number of choices studied, (2) category type, and (3) how CO was measured as a variable.

### 3.3.1 CO Description

CO is a concept where individuals are cognitively and affectively taxed in making choices among many assortments, the reviewer continued to review the various sizes of assortments discussed in the studies. Due to the design of each study, only 14 experimental studies were reviewed. The small assortment size was in the range of two to six choices, while in the extensive assortment size, the range was between five and 36. 50% (7 studies) of the studies utilized three choices to represent the small assortment size condition, while for the large assortment condition, 43% (6 studies) indicated seven choices to represent the said condition. Figure 5a highlights the distribution of the small category, while Figure 5b highlights the large category of assortment sizes



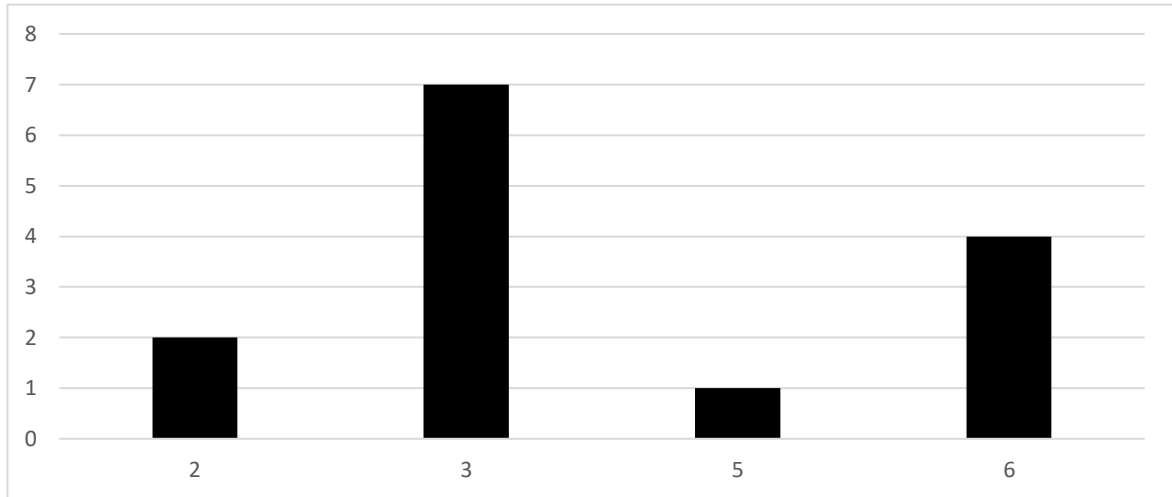


Figure 5a: Small Size Distribution

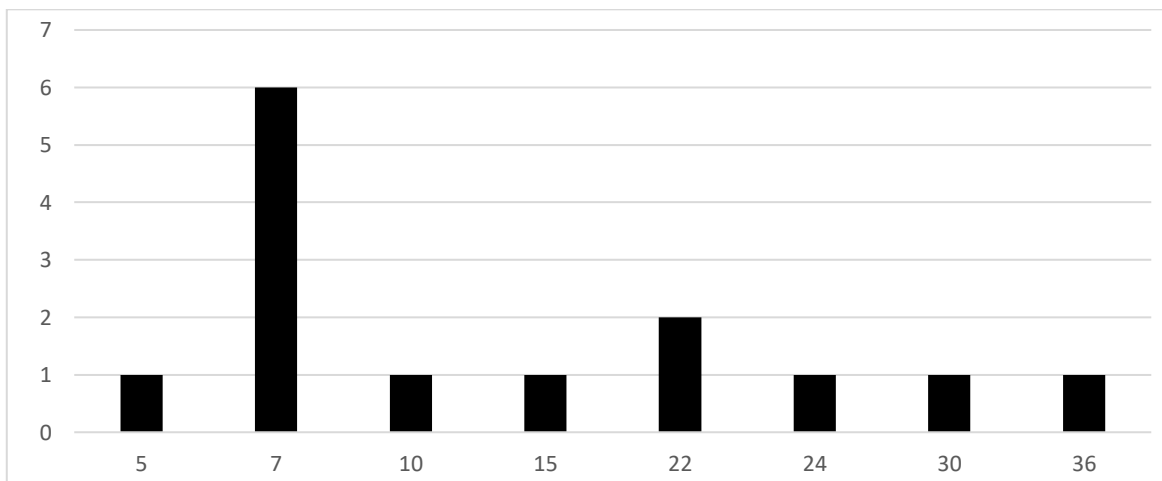


Figure 5b: Large Size Distribution

Based on the review of the 17 studies, there are four types of choices studied which are namely hotel selection (4 studies), food (4 studies), room service (1 study), and travel destination (8 studies). As listed, 47%, which translates to most studies, investigates CO in travel destination choices.

In the final description of CO, the reviewer reviewed the measures reported for CO in each study. Table 3 displays the measure used to investigate CO in all the studies. In the reports published before 2019, no precise CO measuring scale was developed to study CO reliably, and CO was attributed to the outcomes of making choices such as post-choice satisfaction, regret, or even the perception of the choices presented to the subjects. Moving forward, post-2019, it was found that researchers developed scales that were designated to test the experience of CO with five reports utilizing an assigned CO scale.

Table 4: Journal articles and their measure for CO

Reports	Author	Moderator / Mediator	CO measure
Can the amount of information and information presentation reduce choice overload? An empirical study of online hotel booking	Guo R. & Li H. (2022)	Moderator Amount of information Presentation of information  Mediator Uncertainty Decision difficulty	3-item CO scale
More is not always better: determinants of choice overload and satisfaction with customization in fast-casual restaurants.	Park S. & Kang J. (2022)	Moderator Customer value: hedonic, utilitarian	4-item CO scale
The effects of choice set size and information filtering mechanisms on online hotel booking	Denizci Guillet B., Mattila A. & Gao L. (2020)	Moderator Presentation Format	7-item CO scale
Exploring effective price presentation format to reduce decision difficulty and increase decision satisfaction	Song M., Lee W.S. & Moon J. (2019)	Moderator Decision difficulty	Decision satisfaction
Extending the memorable tourism experience construct: an investigation of memories of local food experiences	Sthapit E., Coudounaris D.N. & Björk P. (2019)	Moderator Demography: gender, age, first-time vs. repeat tourists	2-item CO scale
Gifts as conduits in choice overload environments	Papadopoulou N., Raïes K., Mir Bernal P. & Woodside A.G. (2019)	Moderator Demography: gender, age, length of stay	Actual purchase/use comparison between high and low choice conditions
What am i going to do now? Examining choice overload in vacation activities using the familiarity concept	Sthapit E., Kozak M., & Coudounaris D. (2019)	None	2-item CO scale
Choice overload in holiday destination choices	Thai N.T. & Yuksel U. (2017)	Mediator Uncertainty Confusion	Post-choice satisfaction and regret
Too many destinations to visit: Tourists' dilemma?	Thai N.T. & Yuksel U. (2017)	Mediator Uncertainty	Post-choice satisfaction
Confused by too many choices? Choice overload in tourism	Park J.-Y. & Jang S.S. (2013)	Moderator Familiarity Choice decision	Choice vs. no choice
Menu Choice: Satisfaction or Overload?	Johns N., Edwards J.S.A., & Hartwell H.J. (2013)	None	Number of choice perception

Table 4 also highlights the moderator and mediator applied to the studies on CO in hospitality and tourism. Only two of the 11 reports studied CO without applying any moderating or mediating variables. Uncertainty is the variable that has been factored in most of the 11 reports, with three reports, while decision difficulty comes in second with two reports.

#### **4. DISCUSSION**

This systematic literature review discussed the concept of CO in hospitality and tourism based on the publications retrieved. Three main questions were developed to provide direction and guide the review which are: (1) “What is the development of CO literature over the years?”, (2) “What were the research methods used in studying CO?” and (3) “How was CO investigated?”. In discussing all of the results, this systematic literature review will compare some results with the other central literature review on CO and discuss the directions forward.

The systematic literature review answers the question “what is the development of CO literature over the years?” by extracting the descriptions of journals that present the reports and studies retrieved in terms of the year of publication and the impact factor of the journals that published them. Having retrieved reports from the field of hospitality and tourism, it was found that the study of CO in hospitality and tourism – based on the databases in Scopus and WoS – was initially discussed with the earliest entry in 2013, where the report produced an early investigation to CO. This can be seen in the study presented where the objective of the researcher was to explore whether the concept of CO does exist citing the dissonance in literature where there is a contradictory view on CO in restaurant menu offerings (Johns et al., 2013). Fast forward to 2022, and the literature on CO is still readily available in hospitality and tourism with the entry by researchers (Guo & Li, 2022b; S. Park & Kang, 2022) where in comparison with the study conducted in 2013, the investigation on CO is more detailed, structured and addresses multiple variables in connection to CO.

Even though CO is still being researched, the retrieval of these 11 reports from 2013 to 2022 is considered limited compared to the general literature on CO. A quick search using Scopus on literature about CO alone produced 288 entries at the time of writing, highlighting that the hospitality and tourism literature is only 7% (based on the initial Scopus search that yielded 20 entries). In addition, there is potential for CO article publications as, based on the result of the review, pieces of literature on CO managed to be accepted and published in journals with high impact factors, as highlighted in WoS SSCI for Hospitality, Leisure, Sports, and Tourism which includes *Tourism Management* (impact factor = 12.879), *Annals of Tourism Research* (impact factor = 12.853), and *International Journal of Hospitality Management* (impact factor = 10.427) among others listed in Table 1.

The next question to be answered in this systematic literature review is “what were the methods used in studying CO?” this is subsequently answered by the review’s description of the studies collected on CO. In terms of the description of studies conducted on CO, the review found that most of the reports highlight the use of experiments as the means to investigate the variable of CO, with 14 studies (67%) out of the 17 studies utilizing an experimental design. Lab experiments were predominantly used throughout the 14 experiments, with only one recorded study using an unobtrusive field experiment (Papadopoulou et al., 2019). This is comparable to research conducted by several authors (Chernev et al., 2015; McShane & Böckenholt, 2018; Scheibehenne et al., 2010), wherein the general CO literature, the experimental design was used primarily to test CO. In studying the variable of CO with the number of choices, the utilization of experiments is considered appropriate as it enables researchers to gather data on a specific

variable's cause and effect. However, as experiments are high in internal validity, more studies could be done to complement these findings.

The final question set out by the current undertaking is to answer, “what were the studies conducted on CO?”. In this part, the review will describe, according to the studies published, at which point or choice size the studies report CO and how CO was measured. Based on the recorded studies, the small choice sizes varied from two to six, while the large choice category is from five item choices to 36 choices. The small choice category is comparably smaller in range compared to the large choice category. This could be explained by the fact that all the studies are guided by the notion that large amounts of choice induce CO hence the investigation of more varied points representing the large choice size.

In measuring CO, initial research began with identifying the aftereffects of choosing from a large assortment. This could be seen in the three studies by Iyengar and Lepper (2000), where CO is tested and represented by the participants' decisional satisfaction and the actual purchase or deferral of choice. This was also followed in turn by the hospitality and tourism research community and is evident by the studies reviewed spanning the years 2013-2019 whereas highlighted in Table 3 indicated CO through choice perception (Johns et al., 2013), choice vs. no choice (Papadopoulou et al., 2019; J. Y. Park & Jang, 2013), and post choice indicators such as satisfaction or regret (Song et al., 2019; Thai & Yuksel, 2017a, 2017c). This was in line or comparable with the studies on CO that were produced during that period, as reviewed by Chernev et al. (2015) for the period between 2000 and 2014. This trend of measuring CO – as reviewed – subsequently shifted to several research developing a stand-alone measure for CO from the year 2019 to 2022 (Denizci Guillet et al., 2020; Guo & Li, 2022b; S. Park & Kang, 2022; Sthapit, Coudounaris, et al., 2019; Sthapit, Kozak, et al., 2019).

## **5. CONCLUSION AND FUTURE RESEARCH**

CO was initially a term introduced by the futurist Alvin Toffler in his book *Future Shock* (1970), where he predicted (then) that consumers who yearn for choice will, in the end, be burdened by it, as depicted in the following excerpt, “Ironically, the people of the future may suffer not from an absence of choice, but from a paralyzing surfeit of it. They may be victims of that peculiarly super-industrial dilemma: overchoice.” (p. 263). The concept prompted several studies to be conducted on CO (Chan, 2014; Kinjo & Ebina, 2015; Mohan, 2020; Murphy & Cotteleer, 2015). This systematic literature review was guided by the notion of exploring the studies conducted on CO but specifically in the hospitality and tourism setting. By utilizing PRISMA (Page et al., 2021) and adapting it to the protocol set by Pahlevan Sharif et al. (2019), the reviewer managed to retrieve 11 publications reporting 17 studies in total on CO in hospitality and tourism, all of which serve the basis for the current systematic literature review. The systematic literature review is limited to the scope set by the reviewer; therefore, future reviews of CO in hospitality and tourism might consider expanding the review, such as conducting a meta-analytical review.

This review managed to uncover the development of CO throughout the period between 2013-2019. Comparing the number of publications in hospitality and tourism in CO has shown limited publication; therefore, it brings about the opportunity for future research to be conducted in the said field.

Another finding discussed is that most of the CO studies are experimental in nature and design, thus shedding light on CO from a particular angle. However, it offers an opportunity for future research to be conducted in non-experimental design to extend the knowledge of CO further

and reduce the gap, particularly in hospitality and tourism. This would also increase the external validity of CO studies.

Lastly, in terms of the measurement of CO based on the review, recent publications have begun to measure CO with their dedicated scale. It enables the collection of data on the experience of CO solely without being mistaken for its antecedents or its aftereffects. In this aspect, there is this potential for future research to develop a robust and replicable measure for the investigation of CO, as no measure has been agreed upon, especially in the hospitality and tourism field, to test CO reliably. The review also recommends future research to test CO with additional moderators to investigate further the concept of CO, specifically in hospitality and tourism.

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## **AUTHORS' CONTRIBUTION**

RIPRM wrote the article in its entirety.

## **CONFLICT OF INTEREST**

None declared.

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