Industry Perspectives

- 230 Rethinking a Glass Ceiling in the Hospitality Industry
 JULIETTE BOONE, TATIANA VELLER, KRISTINA NIKOLAEVA, MARK KEITH,
 KEITH KEFGEN, AND JAMES HOURAN
- 240 The Emergence of Hybrid Online Distribution Channels in Travel, Tourism and Hospitality
 KANIKA THAKRAN AND ROHIT VERMA

Articles

- 248 Individual Preference and Bargaining Behavior in Families' Buying Decisions of Restaurant Service

 ATANU ADHIKARI AND A. K. RAO
- 262 The Relationship between Perceived Health, Health Attitude, and Healthy Offerings for Seniors at Family Restaurants

 SANGTAK (TAK) LEE AND KEN MCCLEARY
- 274 Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained

 SANTIAGO MELIÁN-GONZÁLEZ, JACQUES BULCHAND-GIDUMAL,

 AND BEATRIZ GONZÁLEZ LÓPEZ-VALCÁRCEL
- 284 Website Evaluation of the Top 100 Hotels Using Advanced Content Analysis and eMICA Model
 PING-HO TING, SHU-TAI WANG, DONG-YIH BAU, AND MIAO-LING CHIANG
- 294 Determinants of Satisfaction with Holidays and Hospitality in Rural Tourism in Spain: The Moderating Effect of Tourists' Previous Experience DOLORES M. FRÍAS-JAMILENA, SALVADOR DEL BARRIO-GARCÍA, AND LORENZA LÓPEZ-MORENO
- 308 Modeling OCB for Hotels: Don't Forget the Customers EMILY MA, HAILIN QU, MARIE WILSON, AND KEN EASTMAN
- 318 A Portfolio Approach in Lodging Firms' Investment Behavior: Examining Investment–Disinvestment Interdependency

 SEUL KI LEE AND SOOCHEONG (SHAWN) JANG



cq.sagepub.com

ISSN: 1938-9655



Hospitality Leadership Through Learning

Volume 54 Number 3 August 2013 • www.chr.cornell.edu

Contents

Letters

- 228 From the Center: The "Department of the Blindingly Obvious" ROBERT KWORTNIK
- 229 From the Editor: Clever Science: 2012 Best Paper Award **BRUCE TRACEY**

Industry Perspectives

- 230 Rethinking a Glass Ceiling in the Hospitality Industry JULIETTE BOONE, TATIANA VELLER, KRISTINA NIKOLAEVA, MARK KEITH, KEITH KEFGEN, AND JAMES HOURAN
- 240 The Emergence of Hybrid Online Distribution Channels in Travel, Tourism and Hospitality KANIKA THAKRAN AND ROHIT VERMA

Articles

- Individual Preference and Bargaining Behavior in Families' Buying Decisions of Restaurant Service ATANU ADHIKARI AND A. K. RAO
- The Relationship between Perceived Health, Health Attitude, and Healthy Offerings for Seniors at Family Restaurants SANGTAK (TAK) LEE AND KEN McCLEARY



- Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained SANTIAGO MELIÁN-GONZÁLEZ, JACQUES BULCHAND-GIDUMAL AND BEATRIZ GONZÁLEZ LÓPEZ-VALCÁRCEL
- 284 Website Evaluation of the Top 100 Hotels Using Advanced Content Analysis and eMICA Model PING-HO TING, SHU-TAI WANG, DONG-YIH BAU, AND MIAO-LING CHIANG
- 294 Determinants of Satisfaction with Holidays and Hospitality in Rural Tourism in Spain: The Moderating Effect of Tourists' Previous Experience DOLORES M. FRÍAS-JAMILENA, SALVADOR DEL BARRIO-GARCÍA, AND LORENZA LÓPEZ-MORENO
- 308 Modeling OCB for Hotels: Don't Forget the Customers EMILY MA, HAILIN QU, MARIE WILSON, AND KEN EASTMAN
- 318 A Portfolio Approach in Lodging Firms' Investment Behavior: Examining Investment-Disinvestment Interdependency SEUL KI LEE AND SOOCHEONG (SHAWN) JANG