



Tourism Marketing Research Trends: Bibliometric Analysis Using Scopus Database

Mesak Yamres Awang¹, Simon Sia Niha², Melvin Krisdiana Djami Rane³

1 Fakultas Ekonomi Universitas Tribuana Kalabahi -NTT

2 Fakultas Ekonomi Universitas Kristen Artha Wacana Kupang –NTT

3 Fakultas Ekonomika dan Bisnis –Universitas Katolik Widya Mandira Kupang –NTT

Abstract

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With the increasing competition in the global tourism industry, an in-depth understanding of marketing research trends and developments is becoming increasingly important. This study reviews the development of international tourism marketing research over the past two decades (2002-2024) by analyzing 592 articles from the Scopus database. The aim is to identify trends, key themes, and key contributors in this field. Bibliometric analysis reveals a paradigm shift in tourism marketing strategies, with increasing emphasis on sustainability, personalization, and digital technologies. The results show a significant increase in research interest in this topic, with contributions from 332 authors from 66 countries. Publications are concentrated in prestigious journals such as Sustainability and Tourism Management. This study provides valuable insights for academics, practitioners, and policymakers in understanding the dynamics of tourism marketing research and formulating strategies that are relevant to current developments. The findings of this study suggest that customer-oriented, sustainable, and IT-enabled approaches will increasingly dominate the future of tourism marketing.

Keywords: *Torism marketing, bibliometric, VOSViewer, scopus, research trend, sustainability*

(*) Corresponding Author: mesak.awang@gmail.com

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INTRODUCTION

Tourism, as one of the fastest-growing global businesses, is a service industry that serves various levels of society and is connected to other sectors such as transportation and food (Khan et al., 2020). Global tourism marketing plays an important role in promoting destinations or products to international audiences that have the potential to increase economic benefits through tourist attractions (Pujiastuti et al., 2023). The tourism industry, which is increasingly crucial for both developed and developing countries, has evolved significantly by integrating aspects of globalization and mobility of the information society (Fuchs & Sigala, 2021).

As the population ages and travel becomes more accessible and faster, tourism plays a significant role in the global economy (Lenggogeni et al., 2022). This special issue of the journal covers some of the latest studies on the development of tourism marketing research (George, 2021). The tourism industry has a long track record of sustainability efforts and has been at the forefront of initiatives aimed at teaching “sustainable tourism” and changing regulations, techniques, and strategies (Bricker et al., 2022). A comprehensive study has been conducted to identify gaps and opportunities in tourism marketing, reveal the most influential figures and publications, and map the development of tourism research and its relationship with related disciplines (Pikkemaat et al., 2019).

Therefore, the principal purpose of this analysis is to evaluate the literature in the field of tourism marketing. This study examines scientific literature published in prestigious academic journals using a bibliometric approach. Articles and citations used by previous

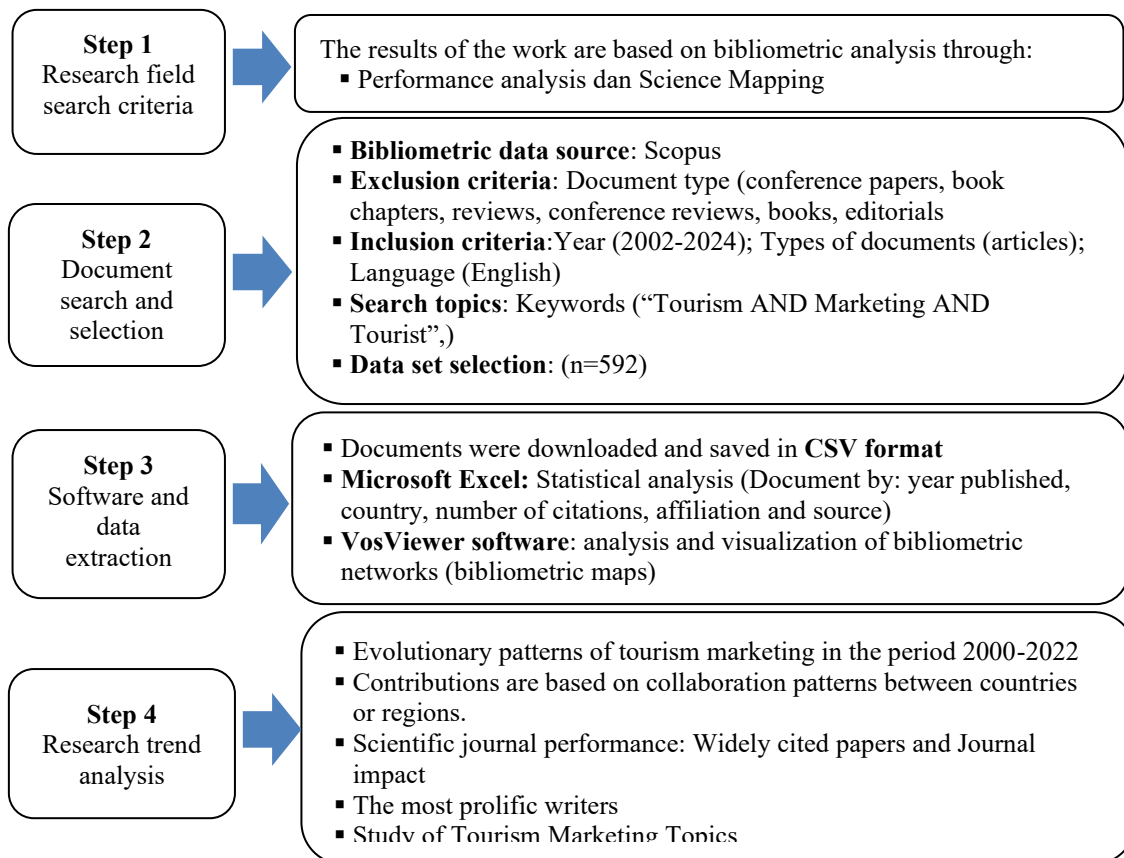
researchers form the basis of a specific methodology for this study. For the fundamental foundation of the chosen theme to be accurate, this study seeks to understand and evaluate the interaction and influence of articles and contributors empirically. Furthermore, a thorough examination of research on global tourism marketing to determine previous progress is systematically carried out. This assessment retains partnerships, interventions, and various tourism marketing aspects, which produce exciting conclusions. Thus, bibliometric analysis is an appropriate systematic procedure to inspect the initial studies on the study's topic.

Tourism marketing is a discipline that focuses on implementing promotional plans to introduce the existence of tourist attractions, tourism products, and services available (Vaculčíková et al., 2020). The main goal of tourism marketing is to grow tourism attractions and increase tourist visits, which choices have an impact on increasing revenue in the tourism sector (Fanelli & Romagnoli, 2020). The research framework on tourism marketing covers various aspects, from the study of tourist behavior and superior tourism products to the evaluation of effective promotions (Handayani et al., 2022). Research in this field plays a very important role in providing an understanding of the dynamics of the ever-changing tourism market and the implementation of effective marketing strategies (Karachalis, 2021).

Bibliometric analysis plays a crucial role in understanding the development of global tourism marketing research. It is recognized as an important driver of economic growth due to its role in promoting tourism destinations and services (Habibi et al., 2022). Understanding the changes and patterns of research development is essential for policymakers, tourism management, and researchers in formulating effective and efficient marketing strategies (Bag et al., 2021). Bibliometric analysis provides a systematic guide to assess the growth of global tourism marketing studies (Nusair, 2019). VOSViewer is an essential software in research, especially for intensive bibliometric analysis (Orduña-Malea & Costas, 2021). VOSViewer software is an essential tool in bibliometric analysis, presenting bibliographic data in intuitive network visualizations that facilitate the identification of complex relationships between concepts, authors, and publications and offers advanced analysis features such as cluster and co-occurrence analysis to understand the current research landscape and trends (Shah et al., 2020).

METHODS

This analysis uses a bibliographic approach to conduct a scientific literature review of tourism marketing. Scopus was chosen as a bibliographic database because it is recognized as a credible source for research with this research theme. VOSViewer software visualizes the data through a network map that explains research trends, collaboration between researchers, and developments in current topics. This study has four main stages to comprehensively understand the tourism marketing research map described in Figure 1.



Source: dimoficasi from (Herrera-Franco et al., 2020)

Figure 1. Methods Developed in This Study

This bibliometric analysis goes through systematic stages in mapping the research map related to tourism marketing. The process begins by defining the scope of the research precisely and then collecting data through the Scopus database. The data obtained is then selected and processed using Microsoft Excel and Mendeley Desktop software. Furthermore, an in-depth analysis uses the VOSViewer application to analyze research developments, collaboration between researchers, and the most frequently researched topics. Informative visualization through VOSViewer allows for a more comprehensive understanding of research developments empirically and for finding knowledge gaps that can become future research spaces. Overall, this analysis explains the dynamics of research in the field of tourism marketing periodically.

RESULTS & DISCUSSION

Growth Patterns of Tourism Marketing Publications

In the first step, search for scientific articles using the Scopus search menu. Use the title, abstract, and keyword search options. In the document search, search for "Tourism OR Tourist AND Marketing." The publication years used are 2000–2022. Figure 1 explains the number of documents found based on the specified criteria.

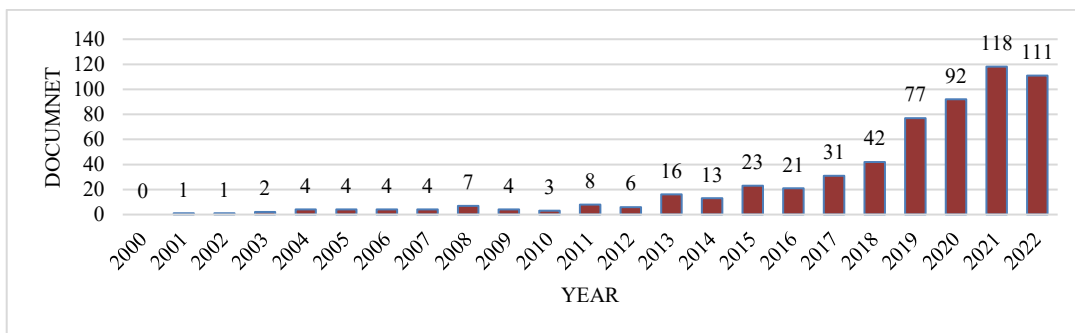
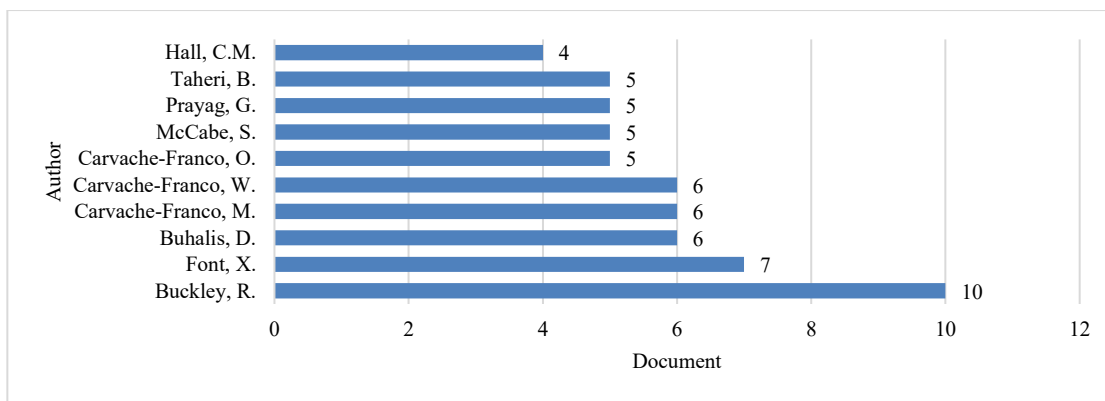


Figure 2. Annual Growth Trends

Based on the search at this stage, 592 papers were found after keyword searching through the Scopus database. The new research began in 2001 with an article titled 'Blame Maureen O'Hara': Ireland and the motif of authenticity (Graham, 2001). This study investigated the increasing importance of authenticity as a component of Irish cultural output, including cross-cultural folklore, travel advertising, and beer marketing by Yeats as a case study. This finding implies that the motif of 'authenticity' continues to be used in various methods to measure the social relations of Irish society and the famous textual civilization in the post-colonial era. The data shows a new increase in 2013, with 16 papers. The development of the following year shows a fluctuating trend until, in 2021, it reached the highest number of articles, 118 papers. However, in the following year, the number decreased. This finding shows academics' growing but dynamic interest in exploring how tourism marketing is interpreted and used in various human activities.

Most Cited Articles and Most Prolific Authors

A comprehensive study was conducted to select the ten most effective authors based on the similarity of articles and citations in the period 2000 and 2022, as shown in Figure 3 and Figure 4. These results provide a perspective in complementing the data presented in Table 1. Figure 3 explains that Buckley ranks first as the most productive author with the most documents, while Hall C.M. is the author with the fewest documents in this category.



Figure

3. Researchers with The Largest Number of Articles

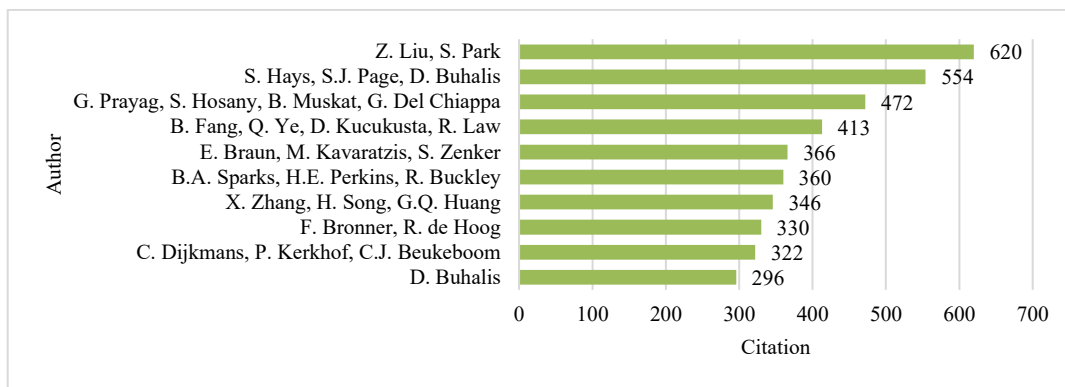


Figure 4. 10 Respondents with The Highest Number of Citation

Figure 4 presents an alternative strategy where Buckley is outside the top 10. Based on the data, Liu & Park (2015) ranked the top among the ten most productive authors based on the number of citations, namely 621, through their article entitled "What makes a useful online review? Implications for travel product websites." This study found that qualitative aspects of a review, such as information detail and clarity of delivery, play a vital role in determining whether readers consider a helpful review. The following step is determining the article titles and research subjects related to the tourism marketing theme produced by the ten authors with the most citations, as shown in Table 1 below

Table 1. Top 10 Most Cited Documents

Title	Author	Journal
What makes a helpful online review? Implication for travel product websites	Liu (2004)	Tourism Management
Social media as a destination marketing tool: Its use by national tourism organizations	Hays et al. (2012)	Current Issues in Tourism
Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend	Prayag et al. (2017)	Journal of Travel Research
Analysis of the perceived value of online tourism reviews: Influence of readability and reviewer characteristics	Fang et al. (2016)	Tourism Management
My city - my brand: The different roles of residents in place branding	Kavaratzis et al. (2013)	Journal of Place Management & Development
Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behaviour	Sparks et al. (2013)	Tourism Management
Tourism supply chain management: A new research agenda	Zhang et al. (2008)	Tourism Management
Vacationers and eWOM: Who posts, why, where, and what?	Bronner & de Hoog (2011)	Journal of Travel Research

A stage to engage: Social media use and corporate reputation	Dijkmans et al. (2015)	Tourism Management
Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article	Buhalis (2020)	Tourism Review

Examining the ten mentioned writers in the field of tourism reveals several significant research developments. Initially, it is imperative to analyze the impact of digital technologies, mainly social media and online reviews, on customer conduct and perceptions of tourism destinations. This study illustrates that technology has significantly transformed the tourism marketing landscape by influencing the purchasing decisions of others and involving consumers in disseminating information. Kaleychev (2022) endorses this viewpoint, suggesting that multi-attribute methodologies be implemented to identify and assess information sources. Additionally, there is a growing emphasis on marketing strategies and management courses in tourism businesses, particularly those related to destination technology networks (Heidari, 2020; Mariani & Baggio, 2020).

Secondly, the tourist experience theme, which encompasses emotive and functional components, is also a significant focus. These studies underscore the significance of establishing unforgettable tourist experiences to enhance visitor satisfaction and loyalty. Creating an attractive, positive perception that meets visitor expectations can significantly impact tourist behavior (Sharma, 2019). Sufferable control and management of destinations are essential for maintaining this advantageous image. Sustainable administration and destination maintenance are crucial for preserving this favorable image (Leung et al., 2018). In tourism, a goal's distinctiveness is a practical aspect of developing an enduring appearance in visitors' minds (Hodson, 2021). Effective marketing techniques will create favorable public perceptions of visitor destinations (Chua, 2020). As a result, in the decision-making process to see a tourist destination, various tourist destination advertisements can influence and stimulate unique attitudes among tourists. The most frequently discussed subject is the impact of online and social media checks on customer decisions. A lesser-attention theme is a more comprehensive examination of the impact of tourism on the climate and local communities.

Contributions by Country and Region

Figure 5 shows that the ten countries and territories have made the most significant contributions globally between 2000 and 2022. The data are presented by scientific publication group and author country of origin, with the number of publications and citations as the main indicators. The results show that the UK ranks first with the most significant number of documents. Meanwhile, Romania has the fewest papers in this category. Furthermore, based on the number of citations, the UK again emerged as the top contributor of citations among the countries studied. The UK surpassed Australia and China in second and third positions. Meanwhile, Taiwan ranked the lowest in terms of the number of documents.

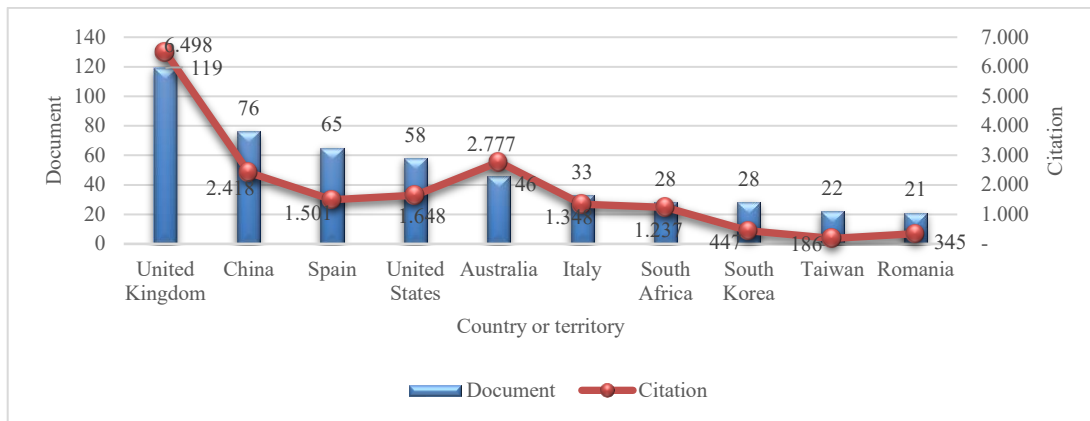


Figure 5. Most Contributed and Cited Articles by Country from 2000 to 2022

Productivity and Impact in Scientific Journals

Most contributed and cited articles by analyzing and evaluating 124 journals were conducted sequentially based on the amount of publicized papers. Figure 6 displays the top 10 publications escorted by the most elevated present, 69.76 percent of the 592 articles. The data shows the differences between each, such as the number of papers, citations, and the journal scale, which was based on quartile evaluation, origin country, priority site, work category, and development pointers such as H-index and SJR. 2018. The Sustainability (Switzerland) journal had 215 articles, or 36.32 percent of the total, from 2000 to 2022.

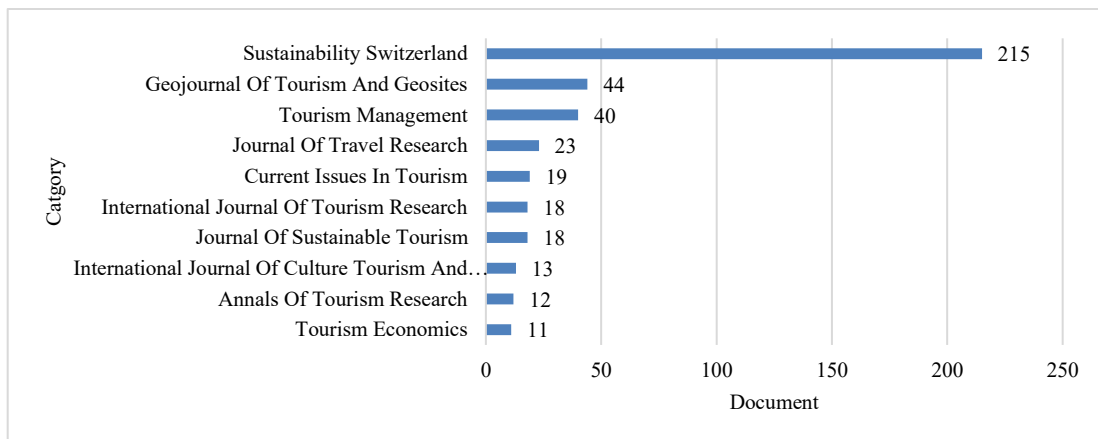


Figure 6. Number of Documents Based on Journal Source

The outcomes of this research present that significant variations in the number of journals, citations, and other journal rankings suggest the multiplicity and dynamics of sustainability research. These findings emphasize the importance of the journal Sustainability (Switzerland) as a basis for scientific sustainability exploration while considering the diversity of topics and approaches in this field.

Network Visualization Analysis

Analysis of Shared Keyword Occurrences

The researchers conducted a study by grouping 592 articles into samples by identifying the most frequently occurring keywords. The analysis shows that certain themes show higher frequencies across the research areas. Table 2 and Figure 7 shows the categories of keywords into eight different groups.

Table 2. Keyword Co-occurrence Results

Clusters	Total item	Colour	Focus of study
1	26	Red	Efforts to improve service quality through involvement between local governments, stakeholders, and local communities as social communities in supporting sustainable tourism.
2	25	Green	The importance of destination image through the application of information technology innovation to increase competitiveness and impact tourist interest.
3	25	Blue	The central theme of the study is how to develop a good tourism marketing approach to impact local economic growth effectively.
4	23	Yellow	This cluster specifically discusses sustainable development initiatives in urban planning, human resources, local culture, hospitality, and promotion.
5	23	Purple	Increasing destination marketing by developing tourism marketing network strategies. This strategy aims to maintain stable marketing conditions so that it can influence visitor behavior.
6	23	Light Blue	Management of local cultural heritage as a bargaining chip to build an impressive tourism experience, so that serious attention is needed to maintain local cultural heritage.
7	21	Orange	The cluster's primary study emphasizes the destination brand offering factors that become attractions through e-commerce marketing, social media, and print and electronic media.
8	12	Brown	A special offer on the cluster emphasizes market segmentation grouping and efforts to protect the target consumer area by creating a sense of security for visitors.

Figure 7 displays the co-occurrence network of keywords and authors in the tourism literature from 2000 to 2022. The size of the circles indicates the frequency or number of publications, and the connecting lines represent co-occurrences or collaborations, with their thickness possibly indicating the strength of the relationship. This visualization summarizes the main topics, research trends, conceptual interrelationships, and influential authors and collaborations in tourism studies during the period.

dominant factor in the strength of this link. Next, cluster three is in blue, and cluster four is in yellow, each with the two authors. Cluster one in red has only one author. Meanwhile, clusters five in purple and six in light blue are not included in the top ten author citations. Figure 8 explains the map illustrating the bibliographic network of 332 nodes/writers linked by citation relations. These author nodes are arranged into six different clusters. The proximity of each point on the diagram indicates the correlation between each author. At the same time, the size of the circle depicts the number of citations received by each author in the reference document.

Papers in cluster two are denoted in red in Table 3, and Figure 8 shows that out of 86 items, five primary authors are involved, namely Buhalis. D with 300 citations, Law R with 196 citations, Gretzel U with 181 citations, Fesenmaier D. R. with 166 citations, and Wang Y. with 143 citations. The primary study of these authors concerns the influence of technology on differences in tourism business growth and the development of strategic approaches to achieving a competitive position in tourism destination institutions. (Buhalis, 2020) supports this statement by stating that technological innovation unites the tourism service ecosystem. Both consumers and tourism business actors today increasingly rely on intense attention to make decisions, especially when choosing tourist destinations.

The increasingly fast development of knowledge and communication technology has significantly impacted fundamental changes in the tourism enterprise. This development impacts changes in consumer behavior with the ease of online transactions, travel, and access to information (Gössling, 2021). This study highlights the tourism industry's commercial and marketing opportunities while critically assessing ICT's impact on companies. The study findings illustrate that there is a behavioral pattern to study the more complex relationship between technology, consumer behavior, and tourism destinations.

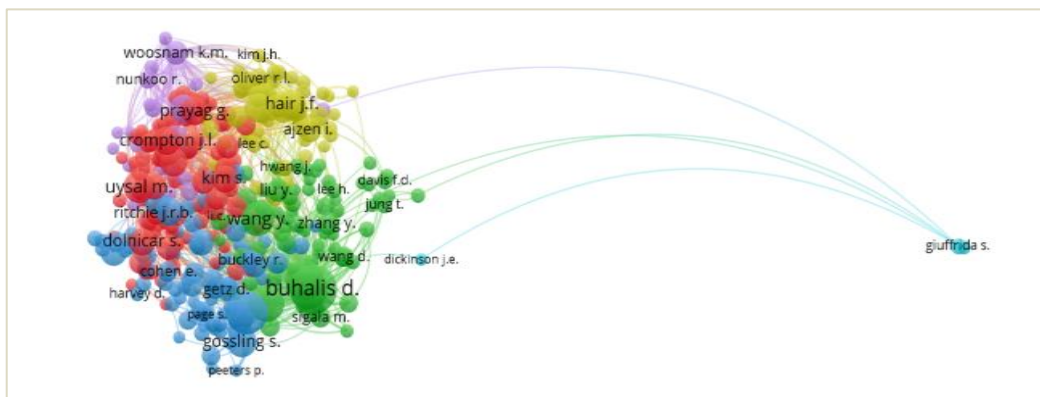


Figure 8. Map of Author Citations 2000 to 2022

This research highlights the essential role of digital platforms in shaping customer value and sustaining the advancement of the tourism sector. Digital platforms act as sources of information and actively shape consumer beliefs through authenticity of content, promotion, and credibility. This study specifically examines the impact of these elements on consumer beliefs in making tourism product purchasing decisions, with implications for the importance of paying attention to these elements on consumer attitudes and intentions in choosing eco-friendly resorts Hall & Wood (2021), who emphasize the importance of the demand reduction approach and its role in contributing to sustainability efforts and addressing the problem of declining tourism business growth. In the study by Han et al. (2021), an investigation is undertaken to explore several dimensions of social networking services (SNSs). The

significance of social networking services in explaining tourist behavior is a vital marketing technology tool to explore.

Tourism Marketing Topics

The idea of tourism marketing has been discussed in academic circles through an analytical framework focusing on the emergence and use of specific terminology. This study examines the emergence pattern of themes related to tourism marketing with a threshold criterion of five minimum occurrences for each phrase. The analysis found 60 terms that met the specified requirements from the total number of phrases in 2003, as shown in Figure 9. Based on bibliometric analysis using VOSviewer, it can be seen that out of 592 Scopus database titles on tourism marketing research, there are 60 items organized into 6 clusters. Are 536 links connected to the six clusters, forming a network with a total strength 870. Cluster one consists of 13 items. Clusters two to five each show the same number of items, namely ten items in that range. While cluster six has fewer items, namely seven items. Following the term case, tourism is most prevalent in Cluster One (shown in red). Destination, tourists, and satisfaction appear most frequently in Cluster 2.

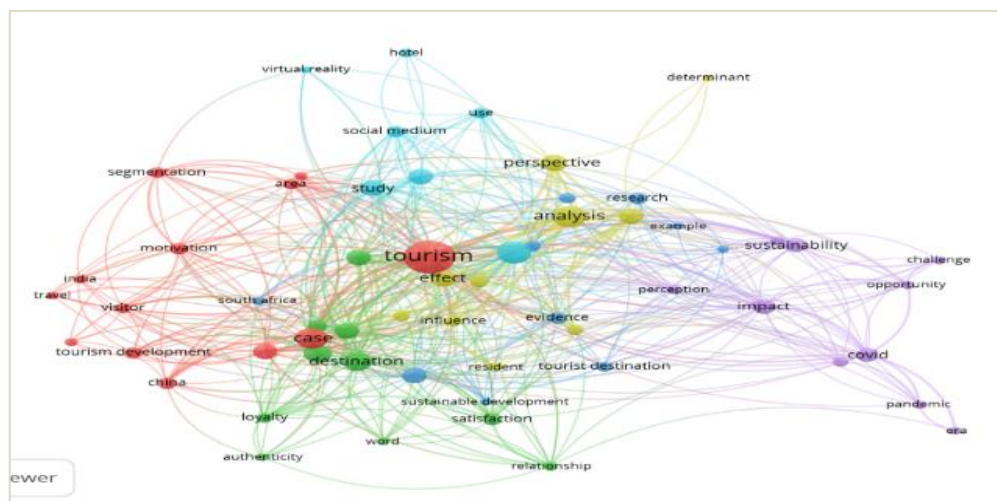


Figure 9. Tourism Marketing Network Visualization

The terms appearing most frequently in Cluster Two are destination, tourist, and satisfaction. Cluster three, shown in blue, shows the highest frequency of image terms, followed by tourist destinations. Cluster four, shown in yellow, shows the highest frequency of the analysis terms, followed by perspective and development. In addition, the visual results of cluster five, represented by the purple color, show that the most frequent terms are sustainability and impact. Cluster six, represented by the light blue color, shows the highest frequency of occurrence, with the most frequent term being marketing, followed by approach. The study shows several vital terms in tourism marketing research from 2000 to 2022 appear in six clusters. These terms include marketing, destination image, tourism development perspective, marketing, and sustainability. These study themes are considered to have an essential role in conducting tourism marketing research investigations.

Based on the outcomes of the VOSviewer visualization of tourism marketing from 2000 to 2022, explain the existence of various studies in tourism dealing. The terms of tourism and case dominate Cluster One, demonstrating that many studies specifically discuss particular tourism cases. Clusters two to five highlight the importance of destination, image, analysis, and sustainability in tourism marketing research. The results show that researchers are very

interested in the factors that influence tourist destination choices, tourist perceptions of destinations, and the impact of tourism on the environment and society. Cluster six, dedicated to marketing and its various approaches, highlights the various approaches and strategies used in tourism marketing. The results of this analysis provide meaning that clusters formed to support the existing conceptual framework in the field of tourism marketing. For example, the cluster related to destination image explains the formation of tourist perceptions of destinations by designing more effective marketing strategies. For example, focusing on sustainability through developing sustainable products and services will influence the interests of environmentally conscious tourists.

Further analysis will display an overlay visualization to illustrate the research progress by highlighting the emergence and evolution of terms from 2000 to 2022. The size of the circle mainly represents keywords such as marketing, destination, analysis, and perspective. The theme of tourists, travel, and visitors is the least observed. Although the outer circle display includes several research terms, it is clear that, as illustrated in Figure 10, further study is needed on terms related to tourism marketing.

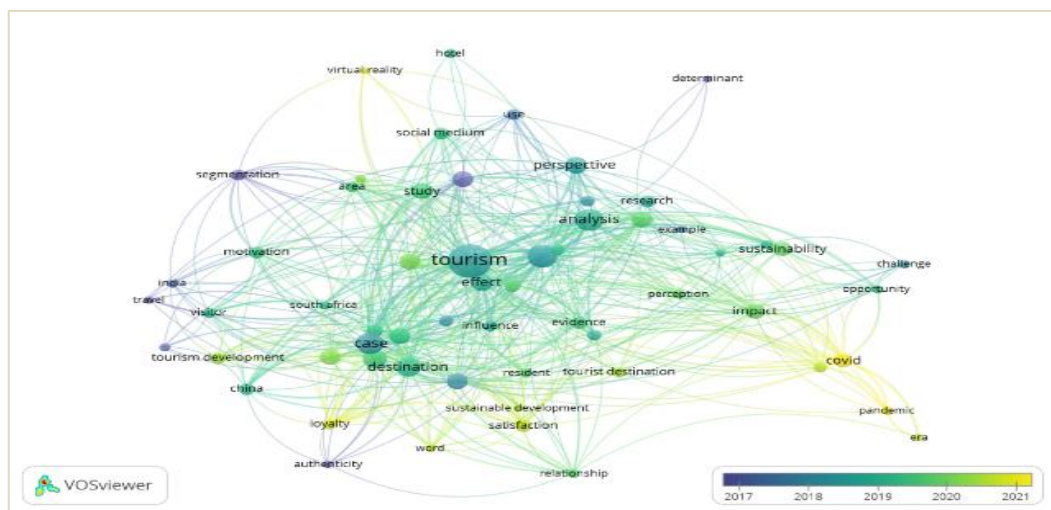


Figure 10. Tourism Marketing Visualization Overlay

Overlay network visualization is used to display trending topics. The overlay network visualization results present topics or keywords that contribute to the research, arranged by year of publication. Overlay network visualization, which is used to display trending topics, presents topics or keywords that contribute to the research and are arranged by year of publication, making it possible to identify emerging and evolving research trends over time. The field of tourism marketing has received significant scientific attention between 2003 and 2022. Figure 10 describes some of the themes that have become current issues in the last five years (2017-2021). Furthermore, the themes that emerged during this period can be explained along with their interpretations, as in Table 4 below.

Table 4. Popular topics in the last five years (2017-2022)

Period	Popular topics	Color	Interpretation
2017-2018	Segmentation, challenges,	Blue	The development of tourism research during this period shows a change in academic interest. Topics

	opportunities, determinants, perspectives, hotels, authenticity and travel		such as market segmentation, challenges, opportunities, and determinants of tourism experienced a decline in interest in the following years. This condition shows that network growth, the emergence of new, more relevant topics, and the natural cycle of research are influencing factors. The differences in this research show the dynamics of change and development of the tourism industry, which continues to adapt to current developments.
2019	Tourism, impact, evidence, social media, segmentation and motivation	Light Blue	These results indicate that topics related to tourism, tourism impacts, empirical evidence in tourism studies, the function of social media in tourism marketing, tourism market segmentation, and tourist motivations are still of significant interest in the academic community. However, study stakes may shift along with the dynamics of the tourism industry and the emerging contemporary issues.
2020-2021	Covid, pandemic, satisfaction, loyalty, tourism development, virtual reality and sustainable development	Yellow	These findings demonstrate that academics are reacting quickly to the pandemic-induced changes in the business environment by focusing on issues like tourism business continuity, customer satisfaction, and sustainable tourism development. In addition, the emergence of the term virtual reality has also attracted attention. The results show a growing interest in the use of new technologies in the tourism industry, particularly in a measure to deliver a better immersive adventure to tourists.

Figure 11 shows the visualization of the density of topics related to “Tourism Marketing”, where areas with lighter and denser colors indicate a higher concentration of occurrence of a particular keyword or concept in the analyzed literature. The term “impact of tourism marketing” is in the center of the visualization with the highest density, indicating the main focus of research on the impact or influence of tourism marketing. Around it, keywords such as “perspective”, “research”, “analysis”, “sustainability”, “image”, “impact”, “destination”, “case”, and “development” also show significant levels of density, implying that these topics are important aspects that are often discussed in studies on tourism marketing. The density distribution that extends to other keywords such as “social media”, “strategy”, “motivation”, “experience”, and “behavior” shows the diverse scope of research in understanding the various dimensions and factors related to marketing effectiveness in the tourism industry.

central figures and prestigious journals in studies in this field can be a guide for researchers who want to investigate related subjects. However, further research is still needed to overcome current limitations and enrich our knowledge of the dynamics of study in the increasingly complex field of tourism marketing.

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