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Mapping of Global Productivity and Trends in Tourism: A Bibliometric Study

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Abstract

 The purpose of the study was to have wider understanding the scholarly global tourism output during the period 2013 to 2022. The article helped in exploring the pattern and development in research areas of tourism and heritage. The study included a total of 2004 research article of global productivity from the Scopus database during a span of 10 year (2013-2022). The research data have been collected through using keywords TITLE-ABS-KEY ("heritage") AND TITLE-ABS-KEY ("culture") AND TITLE-ABS-KEY ("tourism"). The selected research articles were analyzed using 'Biblioshin' and 'VOS viewer' on the basis of several parameter.

Keywords: *Heritage, Tourism, Global Pattern, Country, Citation*

1.Background of the Study

Tourism is highly influencing the sociological, economical and environment concern globally. The term 'tourism' refers to the activity of people visiting places and attracting for pleasure , knowledge, health or several other reasons. . Tourism plays leading role in economic growth and milestone of custom, vague transfer among society. The tourism is widely important for the   economic growth of the country due to its multifaceted features like gaining knowledge , enabling to the cultural of particular places and several other aspects are enhanced the wider things of tourism. Due to expontial growth of tourism in the last decades, is one of the new emerging sector of employment and an important bridge of dynamic growth of the country. Bibliometrical   techniques may be categorized into two evaluative or relational categories. Evaluative techniques comprises of productivity measurement likewise (author, country wise , organization – related and publication) and impact measurement (document, journal, author, ranking of journal, citation analysis) and hybrid metrics which refers to the both productivity and impact measurement (Hall, 2011; koseoglu , 2016). Tourism is the activity of people travelling to places and attractions for leisure, business, health, or other purposes (Sotiriadis et al., 2016). It differs from other types of companies in that different enterprises collaborate to create experiences for visitors to enjoy in a given region. (Baloglu et al., 2019; Cain et al., 2020; DiPietro et al., 2020; Pan et al., 2021a, b, c; Remington and Kitterlin-Lynch, 2018) .Tourism leads to great health including contentment, purpose in life, enjoyment of one's job and leisure activities, a healthy body, fulfilling relationships, and a pleasant surroundings (Dunn. 1959),

2.Review of Literature

 Presently tourism is one of the globally significant aspects   in the context of several things likewise cultural globalization, enhancing economy as well as employment and so many other things. Therefore tourism sector is deployment of a content strategies that frequently merely includes the location's address, amenities, and booking information is no longer sufficient. Additionally, the demands and specifications that travelers have while looking for information are rising and shifting quickly. Guzeller & Celiker (2018) states that top five journals have highly impact factors in the journal and citation report. The study reveals that turkey originated journal are highly cited. The wellness tourism has rapidly increased in the recent year. The highly expontial growth of literatures on wellness tourism during 1998 to 2021 has indicated during 1998 to 2021(Suban, 2022).

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Due to the interdependent nature of tourism, mobility limits and border closures extend to the rest of the world (saharma et al., 2021) Significantly affected the tourism and transmission during Covid-19 (Alba & Marta, 2022). To improve sustainable tourism and its connections with marketing activities, a bibliometric research have been done (Della Corte et al., 2019). Although some new travel destinations have begun appearing, the industry has not yet fully recovered (Akhtar et al., 2021). Travel patterns and visitor behaviour have undergone significant changes that may last for some time (Ioannides and Gyimothy, 2020).

3.Objectives

1. To find out the growth pattern of scholarly communication on global productivity and trends in tourism
2. To analyze the most productivity journal, country and authors on tourism scholarly communication
3. To find out the co- authorship pattern on tourism
4. To analyze and visualization of the authors keywords
5. To find out the bibliographic coupling trends
6. To measuring the visualization of the most usage keywords
7. To find out the co- occurrence index keywords.

4.Research Methodology

Bibliometrics is a technique of investigation to know how scholarly communication growth pattern has changed through time period based on intellectual productivity and metrics of the existing literatures in a discipline. Metrics scientists conduct bibliometric study knowing the influence of future research (Mavric et al., 2021). Bibliometric study has adopted method by metrics scientist basically performance analysis and systematic mapping (Cobo et al., 2011). In the present study a total of 2021 articles have published during a span of 10 year (2013-2022). For the study using 'Biblioshiny and VOS viewer' tool has been adopted for analyze and visualization of literatures growth pattern.
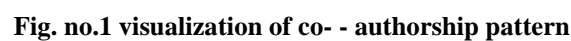
5. Identification of Keywords

The following Boolean search method has adopted for searching the literatures that comprises (Title-Abs-Key ("Heritage") And Title-Abs-Key ("Culture") And Title-Abs-Key ("Tourism")) And (Limit-To (Pubyear , 2022) Or Limit-To (Pubyear , 2021) Or Limit-To (Pubyear , 2020) Or Limit-To (Pubyear , 2019) Or Limit-To (Pubyear , 2018) Or Limit-To (Pubyear , 2017) Or Limit-To (Pubyear , 2016) Or Limit-To (Pubyear , 2015) Or Limit-To (Pubyear , 2014) Or Limit-To (Pubyear , 2013)) And (Limit-To (Doctype , "Ar") Or Limit-To (Doctype , "Cp") Or Limit-To (Doctype , "Ch") Or Limit-To (Doctype , "Bk"))).

6.Data Analysis and Interpretation

Table no. 1 Co- authorship pattern analysis

Author	Documents	Citations
Ryan C.	9	235
Min Q.	8	70
Wang Y.	8	98
Zhang L.	8	95
Zhang Y.	8	88
Li X.	6	45
Sun Y.	6	13
Wang L.	6	7
Zhang J.	6	105
Xu H.	5	52

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Fig. no.1 visualization of co- - authorship pattern

Table no 1 Analysis the co- authorship pattern of the study. The four cluster has visualized and the first two cluster comprising of 3 authors and remaining two clustering visualized with two authors. The average number of articles per author was 7. The highest articles has been contributed by ryan c. i.e. 9 articles with 235 citations while the lowest articles has contributed by xu h. This is followed by min q.; wang y.; zhang l.; zhang y. has been published 32 articles i.e. 8 articles per authors; li x.; sun y.; wang l.; zhang j. has been contributed 24 articles i.e. 6 articles per authors.

Table.2 Authors keywords analysis

Keyword	Occurrences
Tourism	295
Cultural Heritage	182
Heritage	169
Culture	147
Cultural Tourism	143
Heritage Tourism	77
Sustainability	70
Authenticity	70
Sustainable Development	48
Identity	32

Fig. no. 2 visualization of keywords occurrences

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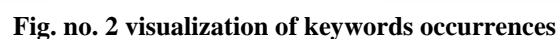
The table no.2 and visualization has clearly presented the top ten keywords occurrences has analyzed. The visualization has indicated that the highest tourism keywords were 295 times occurrences out of 5496 keywords while the lowest identity keywords were 32 times occurrences

Table. no. 3 Top ten cited authors analysis

Authors	Documents	Citations	Percentage
Ryan C.	9	235	23.13
López-Guzmán T.	9	180	17.72
Chen X.	7	124	12.20
Zhang J.	6	105	10.33
Wang Y.	8	98	9.65
Zhang L.	8	95	9.35
Wall G.	7	76	7.48
Zhang H.	5	56	5.51
Li X.	6	45	4.43
Liu Y.	5	2	0.20
Total	70	1016	100
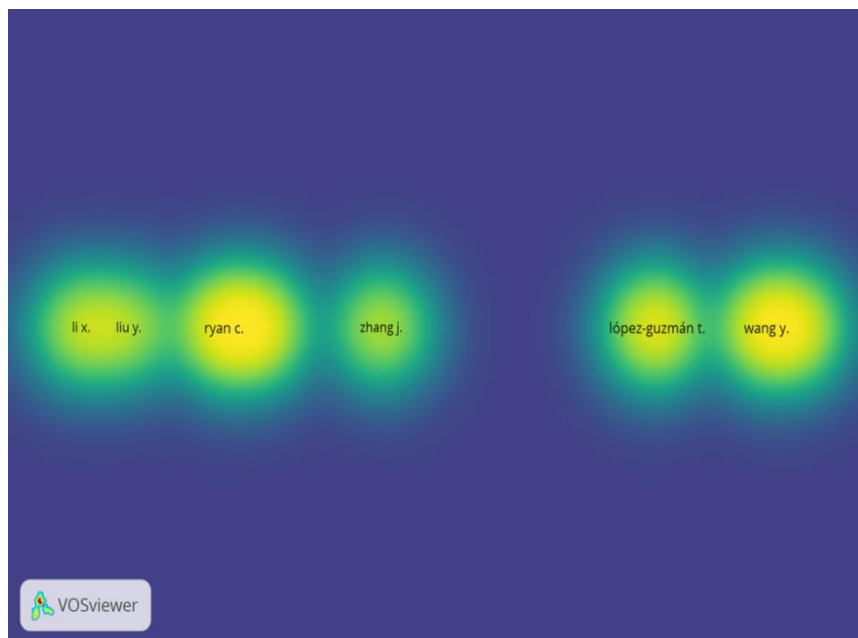
Fig. no. 3 Visualization of highly cited authors

The above table no.3 and figure no.3 analyzed the top ten highly cited authors. The analyzed data reveals that 8 items, 3 clusters, 9links and 11 total link strength has visualized. The visualization clearly presented that total 4303 times cited articles out of 2041 articles. The ryan c. has the highest cited 235 times i.e. 23.13% out of top ten authors while the liu y. has the lowest cited 2 times i.e. 0.20 % a total of 1016 citations in comprising of top ten authors.

Table no. 4 Top ten co- cited authors analysis

Authors	Citations	Percentage
Richards, G.	509	18.64
Hall, C.M.	352	12.89
Urry, J.	278	10.18
Timothy, D.J.	275	10.07
Mckercher, B.	250	9.16
Ryan, C.	250	9.16

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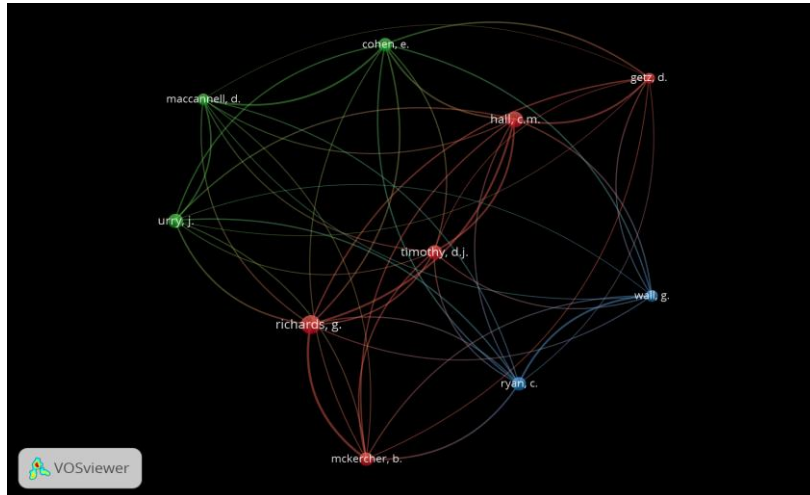|		
Cohen, E.	249	9.12
Wall, G.	201	7.36
Maccannell, D.	188	6.89

Table no.4 and figure no. 4 presented the top ten co cited authors analysis. The analysis showed that the highest 509 citations i.e. 18.64% has cited out of a total 2730 citation of top ten co-cited authors was known as richards, g. while the lowest 188 citations i.e. 6.89% has cited of maccannell, d. co – authors. The analyzed data indicated that the second highest co- authors hall, c.m. has cited 12.89% out of top ten co- authors i.e. 2730 citation. This was followed by third highest cited co- authors urry, j. have 278 citations i.e. 10.18% out of total citations; the fourth highly cited co- authors timothy, d.j. have 275 citations i.e. 10.07% out of total citations; the fifth highly cited co- authors mckercher, b. and ryan, c. have 250 citations equally i.e. 9.16%; the sixth highly co- authors cohen, e. have 249 citations i.e. 9.12%; The seventh highest cited authors have wall, g. have 201 citations i.e. 7.36% out of total top ten co- authors citations.

Table no.5 Bibliographic coupling analysis

Author	Documents	Citations	Total Link Strength
Ryan C.	9	235	364
Zhang J.	6	105	284
Wang Y.	8	98	233
Zhang L.	8	95	324
Zhang Y.	8	88	262
Min Q.	8	70	177
Zhang H.	5	56	74
Tiberghien G.	5	55	138
Li X.	6	45	159
Sun Y.	6	13	149

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Fig. no.5 Visualization of bibliographic coupling

Table no.5 and figure no.5   analyzed data showed that bibliographic coupling of authors citations. The analyzed data clearly visualized that the highest bibliographic coupling of authors ryan c. have 235 citations with 364 total link strength out of top ten authors . This is followed by the second highest bibliographic coupling of authors zhang j. have 105 citations; The third highest bibliographic coupling of author was wang y. whose have 98 citations; The fourth highest bibliographic coupling of author was zhang l. whose have 95 citations; The fifth highest bibliographic coupling of author was zhang y. whose have 88 citations; The sixth highest bibliographic coupling of author was min q. with 70 citations; The seventh highest bibliographic coupling of author was zhang h.with 56 citations; The eight highest seventh highest bibliographic coupling of author was tiberghien g. was 55 citations; The ninth highest bibliographic coupling of author was li X. was 45 citations whereas the lowest bibliographic coupling of author was sun Y. with 13 citations.

Table no.6 Most productivity country and its citation analysis

Country	Documents	Citations
United Kingdom	155	2094
United States	175	1757
China	252	1539
Australia	97	1200
Spain	130	1137
Italy	138	1116
Netherlands	29	847
Portugal	90	642
Canada	39	521
New Zealand	35	462
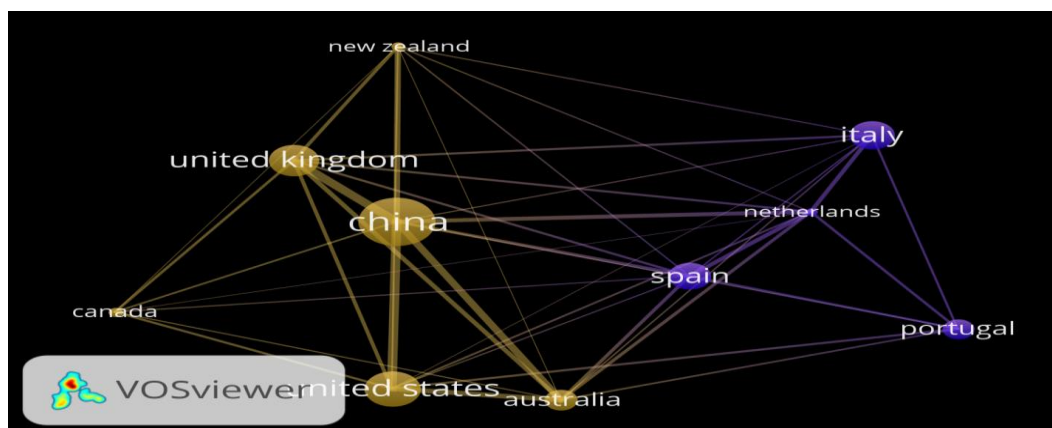
Fig. no.6 Visualization of contributed and productivity country on tourism

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The above table and figure showed the most top ten contributed and productivity country . The most top ten contributed and productivity country on tourism analyzed in this study were 2041, of which 155 articles has contributed by United Kindom with   the highest citation i.e. 2094.This is followed by 175 articles has contributed by United State with 1757 citations;   The highest 252 articles has published by China with 1539 citations a total of 2041 articles; 97 articles has contributed by Australia with 1200 citations; 130 articles has contributed by Spain with 1137 citations; 138 articles has contributed by Italy along with 1116 citations; 29 articles has contributed by Netherlands with 847 citations; 90 articles has contributed by Portugal with 642 citations; 39 articles has contributed by Canada along with 521 citations; 35 articles has contributed by New Zealand along with 462 citations.

Table no. 7 Co- occurrence index keywords analysis

Keyword	Occurrences
Heritage Tourism	293
Tourism Development	185
Tourism	171
Cultural Heritage	163
Sustainable Development	128
Tourist Destination	126
Cultural Heritages	105
China	89
Ecotourism	76
Sustainability	62

**Fig. no.7 visualization of co- occurrence index keywords**
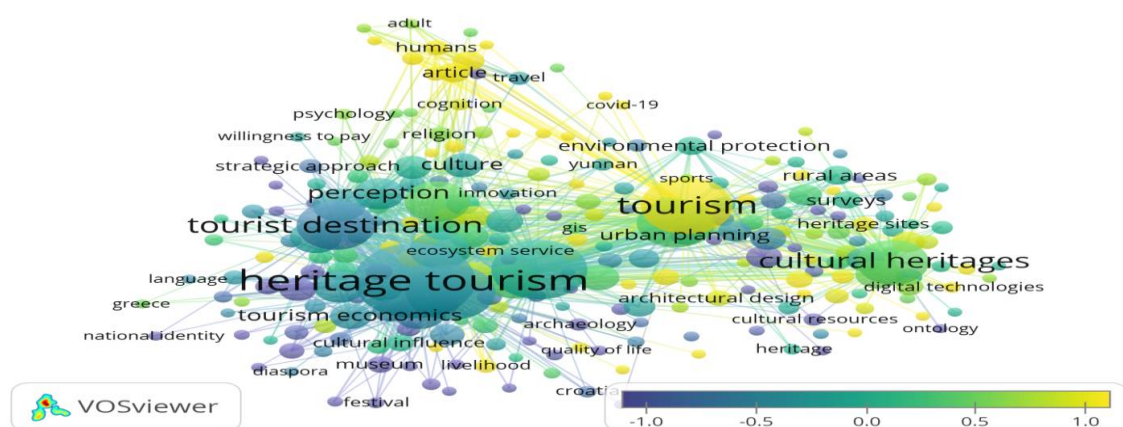
The above table and figure analysis the top ten co- occurrence index keywords of total 2041 scholarly publications in Scopus database during a span of 10 years (2013-2022). The visualization figure clearly presented that 2134 co- occurrence index keywords has found. The above table clearly presented that the highest 293 heritage tourism keywords co- occurrence has indexed in scholarly publications. This is followed by 185 tourism development keywords has used; 171tourism keywords co- occurrences; 163 cultural heritage keywords co- occurrences; 128 sustainable development keywords co- occurrences; 126 tourist destination keywords co- occurrences; 105 cultural heritage keywords co- occurrences; 89 China keywords co- occurrences; 76 ecotourism keywords co- occurrences and the lowest 62 keywords co- occurrences

Table no. 9 Most productivity journal analysis

Source	Documents	Citations
Sustainability (Switzerland)	94	987
Journal Of Heritage Tourism	33	308
African Journal Of Hospitality, Tourism And Leisure	27	91

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Journal Of Tourism And Cultural Change	24	150
Tourism Management	24	782
International Journal Of Culture, Tourism, And Hospitality Research	23	221
Journal Of Sustainable Tourism	23	768
Tourism Geographies	22	306
Tourism Geographies	17	331
International Journal Of Heritage Studies	16	159

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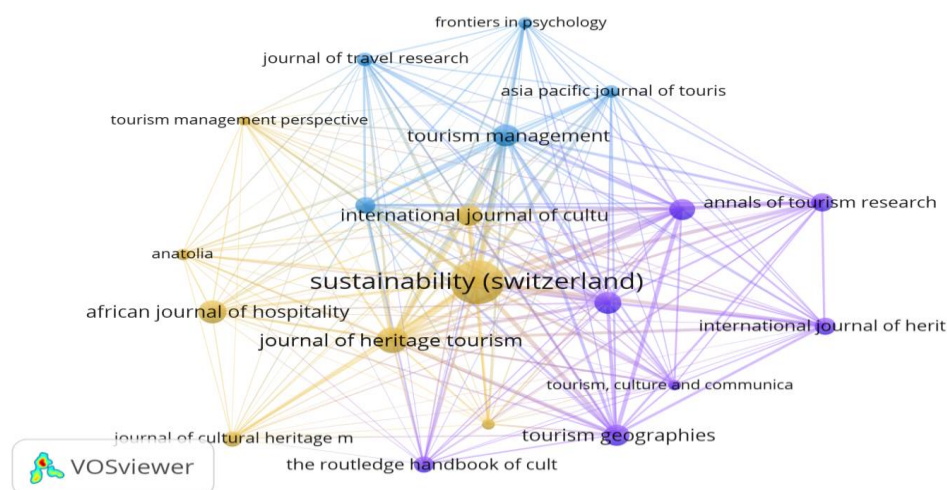
Fig. no.8 Visualization of productive journals

The analyzed data showed the top ten most productive journals. The most productive journals has decided on the basis of quantitative and qualitative article published. The above table and visualization showed that the highest 94 articles has published in *Sustainability (switzerland)* with the highest citations i.e. 987. This is followed by the second highest articles has been published in *Journal of Heritage Tourism* while the second largest citations has produced the *Tourism Management Journal* i.e. 782; The third largest 27 articles has contributed to the *African Journal of Hospitality, Tourism and Leisure* while the third citations has received to the *Journal of Sustainable Tourism* i.e. 768; The fourth largest 24 articles has contributed to the *Journal of Tourism and Cultural Change* and *Tourism Management Journal* equally while the fourth citations has received 308 to the journal of heritage tourism; The fifth largest 23 articles has contributed by *International Journal of Culture, Tourism, and Hospitality Research* and *Journal of Sustainable Tourism* equally whereas the fifth highest citations has received the *Tourism Geographies* i.e. 331 citations; The sixth largest 22 articles has contributed to the *Tourism Geographies* whereas the highest citations has received to the *Tourism Geographies* i.e. 306 ; The seventh largest 17 articles has contributed by *Tourism Geographies* while the highest citations has received to the *International Journal of Culture, Tourism, and Hospitality Research* i.e.221 citations; The eight largest 16 articles has contributed *by International Journal of Heritage Studie*s with 159 citations and the ninth highly cited i.e. 91 citations by *African Journal of Hospitality, Tourism and Leisure.*

7.Conclusion

The aim of this study is the global scientific productivity on tourism. Bibliometric analysis is a scientific method for analysis of scientific out of universe of knowledge. This analysis has focused on documents dealing with tourism and to assessing the main lines and graph in the research, the top productivity authors, prominent journals, , highly cited articles and top keywords occurrences. The study reveals that Ryan C. authors has top co- authors pattern with 9 documents. The tourism keyword is highly used in scientific productivity i.e. 295 times. The study reveals that the co- author richards, g. has highly cited i.e. 509 citations. The bibliometric

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study significantly showed that China is the most producible country that is contributed 252 articles whereas the United Kindom has the top productivity country along with 2094 citations. The heritage tourism keyword has highly used in co- occurrence keywords index a total of articles. The study also reveals that *Sustainability (Switzerland)* journal has highly published articles i.e. 94 articles . The analyzed data reveals that *Sustainability (Switzerland)* journal has published articles have 987 citations

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