



## Exploring overtourism: A bibliographic Mapping of the research trends (2018-2023)

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### Abstract

Overtourism is a phenomenon that can negatively impact both the quality of life for local communities and the experiences of tourists. The growing concerns surrounding overtourism have garnered the attention of researchers worldwide, leading to a substantial body of literature on the topic. Numerous studies have explored the impacts, challenges, and potential solutions related to overtourism. However, relatively few bibliometric analyses provide an overarching view of this research field. This gap motivates our study, which aims to offer a comprehensive overview of overtourism research, analyse emerging trends, and identify potential future research directions using bibliometric tools. Specifically, we utilised the Web of Science (WoS) database to collect literature published between 2018 and 2023. The data were analysed using VOSviewer, a statistical tool for visualising bibliometric networks, to map key themes, co-authorship patterns, and citation trends. The findings reveal a growing global interest in overtourism research, with significant emerging areas, including tourism's cultural dimensions, governance, management, and policy development. This bibliometric mapping highlights the global nature of overtourism, stressing its implications for countries currently affected and those potentially at risk. The study underscores the importance of proactive research into preventive measures, particularly in regions where overtourism has not yet become a pressing issue. By providing a comprehensive knowledge map, this study contributes to the understanding of overtourism and supports the development of strategies to mitigate its negative impacts.

**Keywords:** Bibliometric analysis, Global tourism, Literature Mapping, Overtourism, Scholarly influence, Sustainable tourism, Tourism impact, Tourism trends.

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## **1. Introduction**

The global tourism sector has experienced significant growth, driven by technological advancements and increased ease of travel. This surge in tourism activities has brought the concept of overtourism to the forefront of discussions among experts and researchers (Gulsen et al., 2021). Overtourism refers to a phenomenon where, at specific times in a particular tourist destination, the impact of tourism exceeds the destination's ecological, physical, economic, social, political, and psychological capacities (Peeters et al., 2018). One of the most widely recognised definitions provided by the United Nations World Tourism Organization (UNWTO) describes overtourism as the impact of tourism on a destination that negatively affects both the perceived quality of life of residents and the quality of the tourist experience (UNWTO, 2018).

The terms "overtourism" initially surfaced in the media in the early 2000s, initially associated with over-consuming natural resources for tourism (Koens et al., 2018). The issue gained significant attention during the early 2010s, particularly after local demonstrations in cities like Amsterdam, Barcelona, Dubrovnik, and Venice against tourism (Colomb & Novy, 2017; Goodwin, 2017). The World Tourism Organization, in August 2017, accepted the anti-tourism movement as a serious issue requiring a remedy (Coldwell, 2017). This phenomenon raised concerns after decades of promoting and developing sustainable tourism (Goodwin, 2017). By 2023, the Center for Responsible Travel (CREST) labelled overtourism as a significant threat to both people and the planet (CREST, 2023). The academic community acknowledges the urgent need to address overtourism and its associated challenges (Capocchi et al., 2019). Researchers have explored the origins of overtourism and have made efforts to propose solutions from a tourism planning perspective (Milano et al., 2019a,b). Overtourism has been extensively studied through numerous case studies in various parts of the world. These studies have highlighted the challenges posed by overtourism and have proposed methods and solutions to mitigate its impact (Wattanacharoensil & Weber, 2020).

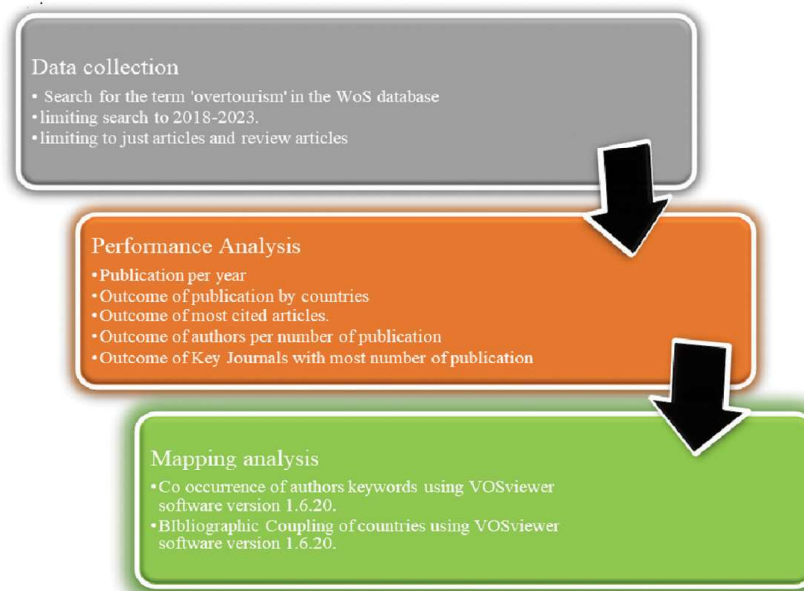
While much literature has explored the effects, impacts, and solutions related to overtourism, very few bibliometric analyses examine the overall structure of the available research in this field. Therefore, studying recent trends, key contributors, and emerging themes in this area is crucial. Bibliometric analysis, a technique that has gained popularity in recent years (Dontu, Kumar et al., 2020; Dontu, Kumar et al., 2021; Khan et al., 2021), can provide researchers with a comprehensive overview of the field, helping to identify knowledge gaps. This study employs bibliometric analysis to assess the current structure of overtourism research, identify gaps, determine the most influential authors and articles, analyse current trends, and suggest

future directions for research in the field. The findings reveal a growing global interest in overtourism research, with significant emerging areas, including tourism’s cultural dimensions, governance, management, and policy development. This bibliometric mapping highlights the global nature of overtourism, stressing its implications for countries currently affected and those potentially at risk.

The study underscores the importance of proactive research into preventive measures, particularly in regions where overtourism has not yet become a pressing issue. By providing a comprehensive knowledge map, this study contributes to the understanding of overtourism and supports the development of strategies to mitigate its negative impacts.

### 1.1. Study framework

The study framework for our research paper serves as the structural guide for the research process, helping to organise ideas, theories, and methodologies. It acts as a blueprint, outlining how our study is conducted and the methods used for data analysis. Figure 1 depicts the study framework for this bibliometric study. The study framework below gives us an overview of the research encompassing three key stages: data collection from the WoS database covering published works from 2018 to 2023, Performance analysis, and mapping analysis using VOSviewer software. This framework gives us a step-by-step guide outlining the scope of our study.



**Figure 1:** Brief overview of Study Framework (source: author’s conceptualisation)

## ***1.2. Theoretical framework***

The study has four sub-sections to the theoretical framework. Firstly, the concept of overtourism and its various definitions is discussed. Secondly, the factors of overtourism are emphasised. Lastly, the impact and effects of overtourism are discussed.

## ***1.3. Concept of overtourism and definition.***

Overtourism is a relatively new concept, first used in scientific research in 2018. The first account of scientific research in 2018 included three published books and four special issues in academic journals (Koens et al., 2018). However, the problem that overtourism seeks to articulate other authors in the early 1960s had already begun to analyse how tourism negatively affected tourist destinations (Forster, 1964; Wagar, 1964). The initial studies focused on overcrowding, the locals' adverse reactions, and environmental damage. The term in the later 1980s was linked with carrying capacity, which denotes the maximum number of visitors a place can sustain without damaging the tourist destination. However, carrying capacity would depend on the unique characteristics of the place. The carrying capacities can further be debated because they refer to environmental, experiential, physical, or infrastructural capacity (Nilsson, 2020). The first time overtourism was recorded was in the early 2000s, depicting overconsumption of natural resources by tourism activities (An et al., 2008; Nelson, 2002). A large number of tourists is not the only symptom of overtourism. However, symptoms of overtourism are the upshot of the exceeding carrying capacity of the destination, i.e. overcrowding, degradation of environment and heritage, negative experiences of the tourist, skyrocketing prices in services, apartments, and real estate, as well as gentrification, which creates a negative perception in public (Fedyk et al., 2020; Kruczek, 2019). Deleterious effects of overtourism on the environment are further linked with loss of biodiversity, depletion of natural resources, degradation of infrastructure, air, land, and water pollution, noise pollution, and visual pollution (Perez Garrido et al., 2022). According to Zemla (2020), the most broadly used definitions of overtourism are those of UNWTO (2018), Peeters et al. (2018), and Higgins-Desbiolles et al. (2019). UNWTO (2018, p.40) describes overtourism as "the impact of tourism on a destination, or parts thereof that excessively influences the perceived quality of life of citizens and/or quality of visitors experiences negatively". Peeters et al. (2018, p.11), "overtourism describes the situation in which the impact of tourism, at certain times and places, exceeds the thresholds of physical, ecological, social, economic, psychological and/or political capacity". Goodwin (2017), Butler (2018), and Milano et al., 2019a, b) further provide more definitions.

### ***1.4. Factors of overtourism***

UNWTO (2019) stated that the number of international tourists is growing. In 2012, 1 billion tourists were there worldwide, and it is predicted to double that size by 2030. The growth of domestic and other forms of tourism-related mobility can be observed in this report and could be a potential source of overtourism (Phi, 2020; Hall, 2015).

Situations that may lead to overtourism have been outlined into 10 factors (Dodds & Butler, 2019): (1) Escalating tourist numbers; (2) Enhanced affordability of travel; (3) Emergence of new tourist groups; (4) Dominance of growth-centric paradigm; (5) Focus on short term benefits; (6) Competition for space, facility, and service; (7) Augmented access to media and information (8) Inefficiency of destination's control the tourism volume (9) Asymmetric distribution of power among stakeholders (10) Tourism stakeholders are at odds and scattered. The initial factor addresses the amplification in tourist numbers, the subsequent two elucidate why there is this amplification, and the remaining factors explain why specific destinations are intimidated by the influx, making it difficult to cope.

### ***1.5. Effects of overtourism***

Different studies have agreed upon various effects of overtourism. (1) The most noticeable is the overcrowding of public places in the region. This condition often creates chaos among tourists and the locals. The consequences are advent conflicts and resistance by the host, as outlined in studies of Dubrovnik, Barcelona, and Venice (Phi, 2020). Another vital effect of overtourism is the surge in the prices of tourism products. (2) Visitors face a lack of security due to poor behaviour and can feel discomfort (Koens et al., 2018). (3) Tourism development of city centres and different territories changes some destinations' economic and social quintessence (Bauman, 2019). (4) Self-planned trips by visitors due to easy access to the internet and information make it challenging to manage the tourist trips to the destination. (5) Displacement of the residents, or gentrification, is standard due to the overgrowth of tourism facilities, such as accommodation. Overtourism can have a grievous impact on the environment. Another concerning effect of overtourism is 'overtourism dystopia', where tourism destroys what attracts tourists (Panayiotopoulos & Pisano, 2019). With such effects, overtourism has become a vital concern for the world and the people. Therefore, checking for the current structure of overtourism, its origin, and future direction would be vital in dealing with the threats of overtourism.

## **2. Research Methodology**

Our study employs a bibliometric analysis to evaluate the scientific output on overtourism. The search used the Web of Science (WoS) Core Collection

database (Clarivate). This scientific database is considered highly for conducting bibliometric studies, managed by Clarivate Analytics (Šubelj et al., 2020). Web of Science (WoS) is widely considered by researchers as a dependable and reputed database (Verma et al., 2020). Many bibliometric studies recommend using the WoS database for bibliometric analysis (Lurezi et al., 2017).

Our search targeted one search term that is “Overtourism”. The search yielded a result of 280 articles conducted in all fields of study. Then, the topic feature in the Web of Science search was used, which searches the term only in the title, abstract, keywords plus, and author keywords. The results fetched 257 articles. The year 2024 has been excluded; hence, our study was limited to just 2018 to 2023 as 2024 was incomplete during the analysis, and there is no data prior to 2018 on the term overtourism in the Web of Science. The search fetched us with 237 articles. The search was finally limited to articles and review articles that fetched 222 results. Data from these 222 articles were retrieved in a plain text format with complete records and cited references.

Bibliometric analysis is a quantitative method used to evaluate bibliometric data (Araujo et al., 2020). This method is significantly valuable for measuring the value and impact of research output. Scientific literature is quantified through bibliometrics using statistical methods and mathematics (Paz & AVECILLAS, 2021). The bibliometrics analysis has two subsets, namely performance analysis and Scientific Mapping. Performance analysis is the research scrutinising a constituent’s contribution to a given area (Cobo et al., 2011; Ramos-Rodrigue & Ruiz-Navarro, 2004). Science mapping scrutinises the interrelationship among research constituents (Baker et al., 2021; Cobo et al., 2011; Ramos-Rodrigue & Ruiz-Navarro, 2004). Performance analysis emphasises the number of Citations and publications of different research constituents. The science mapping emphasises Citation analysis, co-citation analysis, bibliographic coupling, co-word analysis and co-author analysis. Our study employs both techniques, where early analysis and results are drawn on a descriptive basis based on the number of articles published by authors, year, countries, key journals, and most influential articles according to citation. The latter half includes scientific mapping techniques like the co-occurrence of keywords and bibliographic coupling. Network visualisation software such as VOSviewer works well for bibliometric analysis (Van Eck & Waltman, 2010). The results were visualised using VOSviewer software version 1.6.20. The stages involved in this bibliometric study are listed in Table 1 below.

**Table 1:** Demonstration of stages in Research Methodology

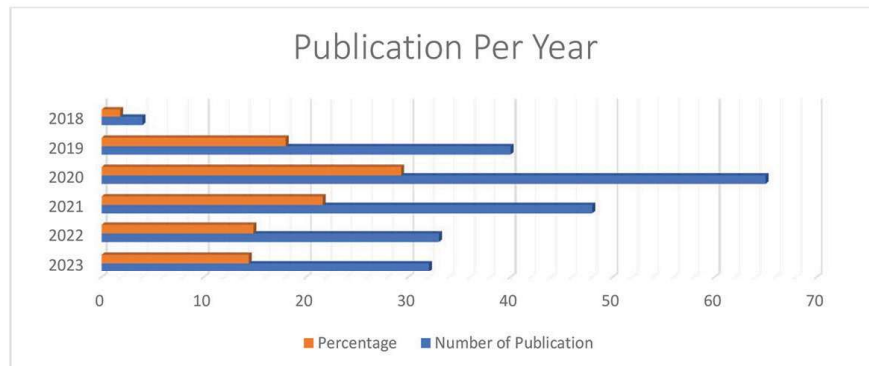
Stage	Details
<b>Data Collection</b>	- Search for “overtourism” in the Web of Science (WoS) database.
	- Initial search returned 280 articles across all fields of study.
	- Refined search using the topic feature (title, abstract, keywords plus, author keywords) fetched 257 articles.
	- Limited to 2018–2023 (excluding 2024 as incomplete and no data prior to 2018), yielding 237 articles.
	- Further limited to articles and review articles, resulting in 222 articles.
	- Data from 222 articles retrieved in plain text format with complete records and cited references.
<b>Performance Analysis</b>	- Publication per year.
	- Outcome of publications by countries.
	- Outcome of most cited articles.
	- Outcome of authors by several publications.
	- Outcome of key journals with most publications.
<b>Mapping Analysis</b>	- Co-occurrence of authors' keywords using VOSviewer (version 1.6.20).
	- Bibliographic coupling of countries using VOSviewer (version 1.6.20).

**2.1. Results and Recommendation**

The research on overtourism is a new area of study, and data on the WoS is available only from 2018. Thus, the growth of research on overtourism over the years has been shown in Table 2 below, where we can see a significant number of publications in 2020. This could be due to the COVID-19 pandemic, where people have ample time to research – the rest of the year, other than 2018, has been in the 30 to 50 range in the number of publications, where 2021 was the highest, with 48 publication and the second highest overall number of publications. This shows that the research on overtourism has been carried out year after year, but no significant spike in the graphs other than 2020, as shown in Figure 2, shows that more research needs expansion in the study field for more research to happen. Stagnant and saturated figures around a certain level suggest more review of the literature to identify and explore new research gaps in this area.

**Table 2:** Number of publications from 2018 to 2023 on overtourism (source: author’s conceptualisation).

Year	Number of Publication	Percentage
2023	32	14.414
2022	33	14.865
2021	48	21.622
2020	65	29.279
2019	40	18.018
2018	4	1.802



**Figure 2:** Graphical representation of the number of publications in different years. (source: author’s conceptualisation)

## 2.2. Country wise outcome

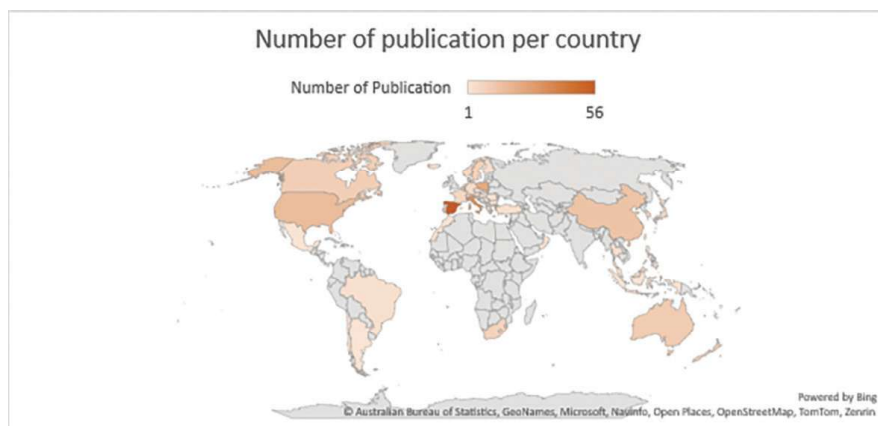
This section examines the research contribution of each country. Table 2 below depicts the top countries according to the number of research publications on overtourism. Spain ranks highest in this list, with 56 publications from 2018 to 2023. Followed by other European countries like Italy, Poland and England to form the top four in research contribution. Other countries outside the top 10, including the Netherlands, Sweden, South Africa, South Korea, Austria, France, and Japan, show interest in research on overtourism.



**Table 3:** Top 10 countries with the most publications annually (source: author’s conceptualisation).

Countries/Regions	Number of Publication from 2018 to 2023	Percentage of articles out of 222
SPAIN	56	25.225
ITALY	33	14.865
POLAND	24	10.811
ENGLAND	21	9.459
USA	17	7.658
PEOPLES R CHINA	14	6.306
PORTUGAL	12	5.405
AUSTRALIA	11	4.955
CANADA	10	4.505
NEW ZEALAND	10	4.505

Fifty-three countries had been identified with at least one publication on overtourism on the Web of Science. The data has been illustrated in Figure 2 below based on the number of publications, where darker shades and fewer publications by the lighter shades reflect a higher number of publications. The shade-less countries have no publications on overtourism from 2018 to 2023.



**Figure 3:** Different countries and their contribution to overtourism research. (source; author’s conceptualisation)

Looking at both Table 3 and Figure 3, we can see that Spain has the highest contribution amount, with 56 articles on overtourism. We can also witness that most countries in the top 10 feature from Europe. Spain, Italy, Poland, and England are the top 4 leading research contributors in scientific research on overtourism. These countries are all in the European region. Figure 3 shows no different result, as we can see a strong cluster of overtourism research in Europe. Other countries, such as China and the USA, are also significant contributors in the field of research. Therefore, a more generalised context is absent in the case of overtourism, where most of Africa and some Asian countries have yet to contribute to overtourism

literature. Tests of overtourism in a context other than Europe or the above-shown contexts would help the field grow and provide a more generalised understanding of the phenomenon. Taking the overtourism out of Europe or developed nations to a more rural and underdeveloped or developing nation to understand their perception would be a fascinating exploration.

### 2.3. The outcome of most cited articles

Table 4 shows the most cited articles ranked by their total citation from 2018 to 2023. After looking at the ranks, I found that these articles are the most influential ones cited in overtourism research.

**Table 4:** Top 10 most influential articles with the most significant number of citations on overtourism (source: author's conceptualisation)

Title	Authors	Year	Journal	Total Citations
1. Is Overtourism Overused? Understanding the Impact of Tourism in a City Context	Koens, Ko; Postma, Albert; Papp, Bernadett	2018	SUSTAINABILITY	347
2. Degrowing tourism: rethinking tourism	Higgins-Desbiolles, Freya; Camicelli, Sandro; Krolikowski, Chris; Wijesinghe, Gayathri; Boluk, Karla	2019	JOURNAL OF SUSTAINABLE TOURISM	250
3. Overtourism: residents' perceptions of tourism impact as an indicator of resident social carrying capacity - case study of a Spanish heritage town	Muler Vanessa; Gonzalez, Coromina, Lluís; Gali, Nuria	2018	TOURISM REVIEW	195
4. Overtourism, optimisation, and destination performance indicators: a case study of activities in Fjord Norway	Oklevik, Ove; Gossling, Stefan; Hall, C. Michael; Jacobsen, Jens Kristian; Steen; Grotte, Ivar Petter; McCabe, Scott	2019	JOURNAL OF SUSTAINABLE TOURISM	167
5. Overtourism and degrowth: a social movements perspective	Milano, Claudio; Novelli, Marina; Cheer, Joseph M.	2019	JOURNAL OF SUSTAINABLE TOURISM	147
6. Tourism and degrowth: an emerging agenda for research and praxis	Fletcher, Robert; Murray Mas, Ivan; Blanco-Romero, Asuncion; Blazquez-Salom, Macia	2019	JOURNAL OF SUSTAINABLE TOURISM	140

7. An Analysis of the Factors behind the Citizen's Attitude of Rejection towards Tourism in a Context of Overtourism and Economic Dependence on This Activity	Martin, Jose Maria; Guaita, Jose Manuel; Salinas Fernandez, Jose Antonio	2018	SUSTAINABILITY	138
8. Overtourism: A Literature Review to Assess Implications and Future Perspectives	Capocchi, Alessandro; Vallone, Cinzia; Pierotti, Mariarita; Amaduzzi, Andrea	2019	SUSTAINABILITY	130
9. Conceptualising overtourism: A sustainability approach	Mihalic, Tanja	2020	ANNALS OF TOURISM RESEARCH	109
10. Tourism and community resilience in the Anthropocene: accentuating temporal overtourism	Cheer, Joseph M.; Milano, Claudio; Novelli, Marina	2019	JOURNAL OF SUSTAINABLE TOURISM	109

Table 4 shows the most cited articles ranked by their total citation from 2018 to 2023. After looking at the ranks, we can say that these articles are the most influential ones cited in overtourism research.

### 2.4. Outcome by Authors

Table 5 displays the list of the leading authors with the highest number of publications on overtourism. We can see from Table 5 below that Koens K is one of the most prominent authors of overtourism. Koens K has his article leading in several, as shown in Table 4. Hall CM and Szromek AR follow Koens with five articles each.

**Table 5:** List of most prominent authors with at least three publications on overtourism (source: author’s conceptualisation).

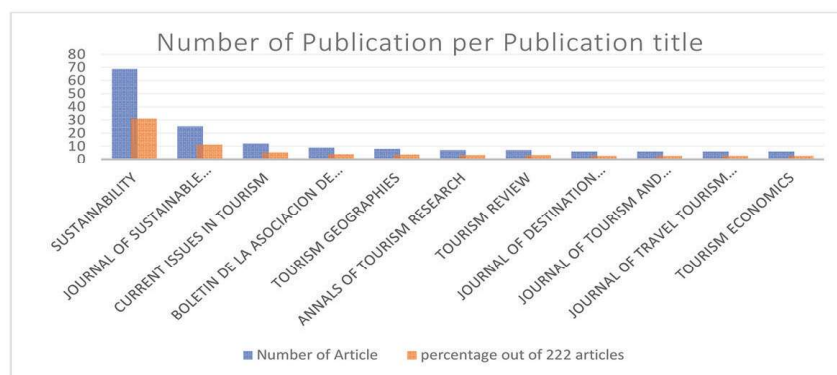
Authors	Number of articles	Percentage of 222articles
Koens K	6	2.703
Hall CM	5	2.252
Szromek AR	5	2.252
Milano C	4	1.802
S�raphin H	4	1.802
Bertocchi D	3	1.351
De Luca G	3	1.351
Kim S	3	1.351
Kruczek Z	3	1.351
Malchrowicz-mosko E	3	1.351
Mccabe S	3	1.351
Mihalic T	3	1.351
Pasquinelli C	3	1.351
S�nchez-fern�ndez MD	3	1.351
Trunfio M	3	1.351
Van Der Borg J	3	1.351

### 2.5. Outcome of analysis Key journals.

This analysis has taken the top 12 journals from various disciplines with at least six publications on overtourism. The analysis discloses the perspective of the leading journal on overtourism. As shown in Table 6, with 31.081% of the 222 documents analysed, *Sustainability* leads in the number of publications, with 69 articles published in this journal. Then, it is followed by the *Journal of Sustainable Tourism* with 11.261%, *Current Issues in Tourism* at 5.405%, and *Boletin De La Asociacion De Geografos Espanoles* with 4.054%. *Tourism geographies* with 3.604% publications. *Annals Of Tourism Research* and *Tourism Review* have 3.513% of the publication each. Lastly, the *Journal of Tourism And Cultural Change*, *Journals Of Destination Marketing Management*, *Journal Of Travel And Tourism Marketing*, and *Tourism Economics* contributed to 2.703% of the publications. Further, Figure 4 illustrates the key journals according to their number of articles published. We can visualise the comparative difference in the magnitude of contribution by these journals.

**Table 6:** Key journals with at least six publications (source: author’s conceptualisation)

Publication Titles	Number of Article	Percentage out of 222 articles
SUSTAINABILITY	69	31.081
JOURNAL OF SUSTAINABLE TOURISM	25	11.261
CURRENT ISSUES IN TOURISM	12	5.405
BOLETIN DE LA ASOCIACION DE GEOGRAFOS ESPANOLES	9	4.054
TOURISM GEOGRAPHIES	8	3.604
ANNALS OF TOURISM RESEARCH	7	3.153
TOURISM REVIEW	7	3.153
JOURNAL OF DESTINATION MARKETING MANAGEMENT	6	2.703
JOURNAL OF TOURISM AND CULTURAL CHANGE	6	2.703
JOURNAL OF TRAVEL TOURISM MARKETING	6	2.703
TOURISM ECONOMICS	6	2.703



**Figure 4:** Graphical Illustration of Key Journal. (Source: author’s conceptualisation)

### 3. Literature mapping

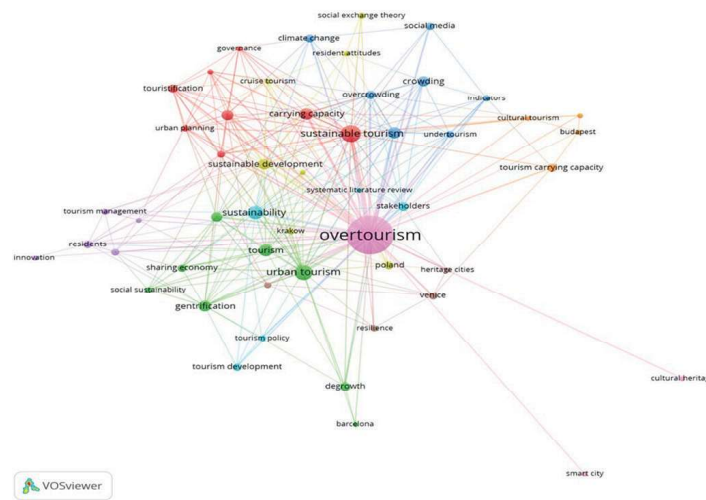
Literature mapping includes two types of mapping in this study. The first is the co-occurrence of the author’s keywords, and the second is the

bibliographic coupling of different countries participating in the overtourism research.

### 3.1. Co-occurrence of authors keywords.

In Figure 5, we depict a co-occurrence of keyword analysis. After the data was retrieved from the WoS database, the circle size represented the frequency of occurrence of the author’s keywords. The size of the circle is as big as overtourism, sustainability, urban tourism, sustainable development, sustainable tourism, tourism, and carrying capacity, indicating that these keywords are more frequently used in the research of overtourism. Now, different colours represent different clusters; the same colour of the keywords means that those keywords are more frequently used together than other colours, where distant keywords represent a lesser co-occurrence compared to closer ones having more co-occurrence.

The bigger circles, such as overtourism sustainability, urban tourism, sustainable tourism, tourism and carrying capacity, represent that this aspect in relationship with the search term overtourism has been studied widely. The centrality and size of these keywords represent the early studies carried out. We can witness a mid-sized blue stakeholder’s keyword very close to overtourism, meaning the stakeholder’s aspect of overtourism has been studied. The fact that these two keywords, overtourism and stakeholders, lie so close suggests a strong relationship between them and a high level of co-occurrence between them. However, there is a lack of precise classification of stakeholders. There have been a sufficient number of studies that grasp the stakeholders’ perception of tourism planning or tourist destination management while addressing the issue of overtourism; very few studies study the perception of stakeholders.

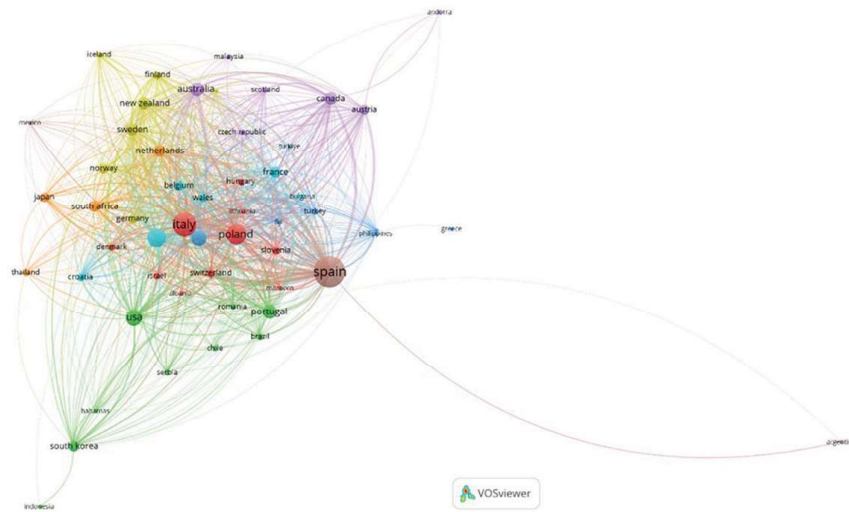


**Figure 5:** Bibliometric analysis of co-occurrence of authors key words. (source: author’s conceptualisation)

from a supply side (Bornhorst et al., 2010; Todd et al., 2017; McComb et al., 2017; Waligo et al., 2013). Analysing overtourism through the perspective of other stakeholders, such as tourism, governance, and civil society, is also essential to understanding the power struggle between the stakeholders involved in overtourism (Yrigoy et al., 2023). The distance between cultural heritage and the smart city from the map's main area suggests that these are relatively less studied aspects regarding overtourism, and a small size suggests the minimal amount of literature available on it. A potential future direction for the field to study. Such a small connection could signify a niche in the field of study. On the top right, we can see a dark blue cluster with keywords such as crowding, overcrowding, undertourism, and climate change cluster, representing the co-occurrence of keywords, meaning that these terms are mainly studied together. This cluster represents different effects of overtourism that are studied together. Another cluster is the purple one, which is the main keyword of the study, and overtourism has other elements such as Venice, residents, and tourism management. This indicates that they are often studied with overtourism, yet the size of these keywords suggests that despite being often studied with overtourism, it has very few works done on it. This could be because overtourism is mainly studied more with other aspects than these keywords, but these keywords are studied less, mostly with overtourism. Towards the edges, we witness some small circles that represent less studied terms in the context of overtourism, such as Tourism development, gentrification, degrowth, tourism policy, tourism management, urban planning, governance, climate change, cultural tourism, cultural heritage, heritage cities, Residents, historical centres, responsible tourism and smart cities. The distant small circles in Figure 5 represent that it has been studied less and could be a field of further research.

### ***3.2. Bibliographic coupling of countries.***

The technique of bibliographic coupling used in science mapping functions on the postulation that two articles share standard references and resemble their content (Kessler, 1963; Weinberg, 1974). In Figure 6, we depict the bibliographic coupling of countries with at least one article.



**Figure 6:** Bibliographic coupling of countries. (Source: author's conceptualisation)

In Figure 6, we can witness countries that are centrally located and more significant in size represent countries that have highly studied the field of overtourism. Countries such as Poland, Spain, England, and Italy have led the research field in overtourism. We can also see that countries on the periphery of Figure 6, such as Indonesia, South Korea, Japan, Malaysia, and the Philippines, could imply an interest in overtourism in Asian countries. This could imply a possible shift of overtourism research focuses from Europe to Asian countries in the future. This could reflect that concerns about overtourism in Asian countries are expected to grow. Despite belonging to Asia, these countries have not formed a cluster (countries with similar colour forms cluster) or have quite some distance among them, which could reflect diverse approaches and outcomes of studies on overtourism in these Asian countries. Contextual niches in Asian countries could be a new emerging challenge to understanding and generalising in this field of research in overtourism. Argentina, in Figure 6, with its thin connection and small size, reflects a sign of interest and a newly emerging area in overtourism research. China is already among the top 10 contributors to overtourism research, with only 53 countries contributing to overtourism issues, according to data from WoS. There is much awareness needed among countries, and the sooner the awareness of the precaution, the better for the destination. At this stage of overtourism studies, some destinations are affected by overtourism, and some destinations have the potential to be affected by overtourism. Overtourism issues are better if kept away from a destination. Therefore, awareness of overtourism through research is much needed before it is too late to implement precautions. The regions affected by overtourism must focus their studies on overtourism and look for a solution. However, overtourism studies are even more important for regions that are yet to experience overtourism or potentially showing signs of overtourism;

nobody would like to invite the demons into their backyard. Hence, every country should participate in overtourism research to mitigate problems in their region or to prevent and take precautions.

#### **4. Key Outcomes and Future Direction**

This bibliometric study was carried out to draw an overview of the existing knowledge on overtourism, tracing evolution and projecting future trajectory. This study underscores the importance of incorporating a broader range of stakeholders' perceptions beyond just hosts and visitors when addressing overtourism issues. There has been a constant emphasis on cooperation amongst different stakeholders, which is vital for solving the issue of overtourism (Plichta, 2018; Loverio, 2023; Yrigoy et al., 2024).

The findings reveal a significant concentration of research focused on European cities and countries (Alonso-Almeida et al., 2019; Adie et al., 2020; Bertocchi et al., 2020; Diaz-Parra & Jover, 2021; Fedyk et al., 2020; Hidalgo-giralt et al., 2021; García-Buades et al., 2022). Meanwhile, overtourism issues in Asian countries are emerging, each with unique contextual nuances. Cultural tourism, cultural heritage, and historical centres are growing interests in this field. Furthermore, the role of tourism development, management, governance and policy are highlighted as crucial for future research. Governance and strategic tourism management strategies could solve overtourism challenges (Goodwin, 2021).

According to the data retrieved from the WoS database, overtourism research spans 53 countries, with most studies focusing on regions currently affected by overtourism. However, the study stresses the equal importance of the study on overtourism by countries that have the potential to experience overtourism in the future. Nations not yet affected by overtourism should consider studying preventive measures to avoid this issue. In future research, researchers should prioritise comparative studies across different regions, especially in underrepresented areas such as Asia, Africa, and Latin America. Researchers are encouraged to utilise multiple databases (e.g., Scopus, Google Scholar) and combine bibliometric tools like VOSviewer and CiteSpace to understand overtourism dynamics comprehensively. Investigations into the long-term impacts of governance and policy interventions in preventing overtourism should also be prioritised. On the policymakers' end, proactive policies focusing on sustainable tourism development should be implemented in regions with high tourism potential. Policy frameworks should emphasise community participation, equitable resource distribution, and the preservation of cultural heritage. Additionally, monitoring systems should be established to identify early signs of overtourism, allowing for timely interventions.



The study's scope was limited by its reliance on data exclusively from the WoS database. Future recommendations are to utilise additional databases or a combination of two or more databases and other bibliometric tools to gain a more comprehensive understanding of overtourism. The study concludes by emphasising field of overtourism research has much further to go. The need for effective solutions and preventive measures, as overtourism is a global concern that demands collective participation. It is preferable to take preventive action against overtourism rather than waiting for it to become a problem requiring remediation.

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