



# Mapping the Dynamics of Tourism Marketing: A Bibliometric Exploration

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## Abstract

Tourism marketing is a dynamic and multifaceted field that plays a pivotal role in promoting destinations, attracting tourists, and driving economic growth. As this field continues to evolve, understanding its progression and future opportunities becomes crucial. To address this need, the study conducts a comprehensive bibliometric analysis of tourism marketing literature spanning from 1974 to 2024. Utilising data from the Scopus database, biblioshiny is employed to examine key bibliometric statistics, such as authorship patterns, cross-country evaluations, keyword analyses, and thematic evolution. The findings reveal a significant growth in research output. The influence of COVID-19 on tourists and tourism industry and the enhanced integration of the internet and technology, is explicitly depicted by thematic analysis. This indicates a flourishing research landscape and a significant change in consumption patterns following the COVID-19 pandemic. In summary, this paper offers significant insights into the trends, patterns, and dynamics of research in tourism marketing research. Overall, this research has contributed to a deeper understanding of the academic landscape of tourism marketing, enlightening future research directions and guiding strategic decision-making for academics, practitioners, and policymakers involved in this field.

**Keywords:** Bibliometric Analysis, Tourism Marketing, Tourism, Scopus

## 1. INTRODUCTION

Tourism marketing stands at the node of various disciplines, including marketing, hospitality management, economics, sociology, and geography, among others. It includes wide-ranging activities intended to promote tourist destinations, products, and experiences to customers, with the objective of

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encouraging travel demand, elevating visitor satisfaction, and facilitating sustainable tourism development. In the recent past, the tourism industry has seen extraordinary growth, boosted by factors such as globalisation, technological advancements, evolving consumer preferences, and rising disposable incomes. Consequently, tourism marketing has materialised as an important factor of destination competitiveness, influencing tourists' perceptions, decisions, and behaviours in a highly competitive marketplace.

The tourism industry is a rapidly evolving industry and consequently, tourism marketing is also advancing. There has been a palpable shift from mass marketing approaches to more targeted, personalised strategies that make use of digital technologies and social media platforms. Currently, tourism marketers wrestle with newer challenges of reaching targeted customers across various channels, adjusting to quickly changing consumer preferences, and dealing with issues such as overtourism, sustainability, and destination image management. In this vibrant landscape, both academicians and practitioners want to comprehend the intricacies of tourism marketing, identify effective strategies, and contribute to the advancement of this field.

It is believed that the usage of bibliometric analysis within the domain of tourism marketing takes the existing knowledge and practice to a new level. Researchers can identify knowledge gaps, evaluate the influence of theoretical frames and methodologies, as well as provide evidence in support of decision-making related to tourism marketing practice via extensive literature reviews and systematic bibliometric analyses. In addition, bibliometric analyses enhance research agendas, policy-making guidelines, academic cooperation and knowledge exchange in the international tourism community. For instance, Simabur et al. (2023) and BinhNguyen et al. (2023) utilized VOSviewer, a software tool for constructing and visualizing bibliometric networks, and Excel to build insight from the existing literature wares and these have enabled the present study to identify gaps in this area.

In this context, the purpose of this research paper is to undertake an in-depth bibliometric analysis of the literature with regard to tourism marketing and to provide insights into the central themes, trends, and lines of research within this field.

Through the review of different academic contributions that include journal articles, conference papers, and review papers, this research paper aspires to provide a complete landscape of tourism marketing research. Specifically, this research aims to achieve the following objectives:

- Identify seminal works and influential authors that have shaped the discourse on tourism marketing.
- Explore the thematic trends and emerging research topics within the field of tourism marketing.



- Examine the patterns of collaboration and co-authorship among researchers and institutions in the domain of tourism marketing.
- Assess the impact and outreach of tourism marketing research through citation analysis and network visualisation techniques.
- Provide insights into the evolution of tourism marketing, highlighting areas of consensus and future research directions.

By pursuing these objectives, the current research seeks to contribute to a deeper understanding of the dynamics of tourism marketing research, facilitate academic scholarship and pedagogy, and guide strategic decision-making in the practice of tourism marketing. Through a comprehensive bibliometric analysis, the study aims to be a source of important findings, new knowledge, and interdisciplinary discussions in this lively and still growing field.

## 2. LITERATURE REVIEW

Tourism marketing is a multi-dimensional concept that develops interdisciplinary links with marketing, economics, geography, sociology, and environmental sciences. The literature on tourism marketing has developed since the 1970s and mirrors changes in tourism, shaped by globalisation, technological innovations, a shift in consumer behaviour, and sustainability issues. The study is a comprehensive literature review discussing foundational works, major areas of interest, theoretical perspectives, research methodologies, and future directions in the field of tourism marketing.

Seminal papers on tourism marketing and allied fields have immensely contributed to this area and have laid a foundation upon which subsequent research endeavours have been based. A prime example of such a foundational piece of work is Crompton's (1979) ground-breaking research into the destination image and image formation, and their influence on tourists' decision-making. Crompton found that destination characteristics like natural beauty, culture, and safety had an effect on tourist perception of a destination.

Inspired by Crompton, Baloglu and McCleary (1999) generated the destination image scale, one of the most popular instruments for examining tourist perceptions of destination attributes. Their study gives an understanding of the complexity of the destination image and its effect upon the tourists' destination choices and behaviours. Moreover, Hankinson (2004) advanced the concept of destination branding from an organisational strategic perspective that relies on branding strategies as a driver for advancing destination competitiveness and attracting tourists.

Research in tourism marketing nowadays covers a wide variety of topics and research directions, reflecting the broad range of interests and concerns

that exist among both academics and practitioners in the field. One major theme is the impact of digital and social media on destination marketing. Buhalis and Law (2008) explored the transformative effect of Web 2.0 tools on tourism destination marketing practices and the influence of user-generated content, online reviews, and social networking sites in shaping tourist perceptions and behaviours.

Sustainability and responsible marketing practices are also key concepts in tourism marketing literature. Ritchie and Crouch (2003) developed a comprehensive guide for sustainable tourism marketing, recommending that environmental, socio-cultural, and economic concerns be incorporated into destination marketing. Similarly, Gössling et al. (2012) examined sustainable tourism marketing, making a case for marketing that is consistent with principles of sustainability and responsible tourism development.

In addition, the tourism marketing literature covers research areas such as destination competitiveness, tourist motivations, experiential marketing, destination loyalty, and crisis management, among others. For instance, Faulkner et al. (1999) analysed what determined the competitiveness of a destination, and they found that infrastructure, hospitality and management strategies at the destination can be used to increase the attractiveness of the destination. Additionally, Huang et al. (2019) focused on experience in the context of tourism marketing and emphasized the significance of creating memorable and engaging moments for tourists.

Methodological strategies for marketing research in tourism are wide-ranging. There are multiple quantitative and qualitative methods such as surveys, experiments, case studies, content analysis and econometrics. Pearce (1993) argued that explicating tourists' motivations and experiences required qualitative research methods such as in-depth interviewing and observation. Qualitative methods allow academics to investigate tourists' subjective perceptions, feelings, and meanings attributed to their travel experiences.

Conversely, quantitative techniques, for instance, econometric and structural equation models, enable examination of large sets of data to test complicated links between variables. Fuchs and Reichel (2011) showed how econometric modelling methods can be used to analyse tourism demand and to forecast tourist arrivals. In the same vein, Chi and Qu (2008) used structural equation modelling to investigate the links between destination image, tourist satisfaction and destination loyalty, illustrating the usefulness of quantitative techniques in identifying causal relationships in tourism marketing.

As mentioned, the tourism marketing literature comprises a mosaic of theoretical paradigms, empirical research themes, and methodological



approaches to shed light on promotion aspects of tourism destinations and those pertaining to tourist behaviour and tourism marketing strategies in general. Pivotal works have served as a starting point for research in the domain of tourism marketing, and novel topics, such as digital marketing and sustainable tourism, have expanded the scope of academic research on tourism marketing. In the future, research paths could be proposed to pursue trending issues, such as over-tourism, destination resilience, and the ethical implications of marketing in tourism.

### 2.1. Related Work and Research Gap

Bibliometric review involves the analysis of data that is collected through digital modes (Weingart, 2005). The bibliometric review approach contributes to faster and more efficient visualisation (Pandey et al., 2020) of data collected in the form of graphs and maps (Zhang et al., 2020). In recent years, there have been a few studies that have analysed the trends in tourism marketing through bibliometric analysis.

Simabur et al. (2023) used VOSviewer and Excel to review 195 publications related to marketing communications studies in the tourism industry, which were collected from the Scopus database and represented the time period between 1993 and 2023. The study used “marketing communication” and “tourism” to search documents and restricted its search to those articles that were finally published. The study revealed the most prolific authors, journals, articles, and keywords in the field of tourism marketing communication. It also discussed the co-occurrence analysis, citation analysis, collaborative networks, and network visualisation and suggested emerging topics in this field.

Binh Nguyen et al. (2023) used VOSviewer to review 659 publications related to tourism content marketing, which were collected from Web of Science and were published before March 2022. The study used “advertisement” AND “tourism”, “online content” OR “visual content” AND “tourism”, “online communication” OR “virtual communication” AND “tourism”, “content marketing” AND “tourism” OR “tourism content” AND “marketing”, “generated content” OR “content-based” AND “tourism”, “eWOM” AND “tourism”, “online review” OR “online travel reviews” AND “tourism” combinations to extract publications. The analyses gave seven clusters whose themes were “implementation of eWOM in hospitality, user-generated content implementation, communication and information search, customer behaviour prediction model, decision making process, the issues related to user experience, and the issues related to quality and management”.

The above studies in their introduction and literature review part have discussed various methods that are being used by marketers for tourism

marketing. However, while searching documents from databases, they have used such keywords that have reduced their coverage of studies. Binh Nguyen et al. (2023) have used different combinations to include the maximum number of studies, but somehow their search has been limited to word of mouth and online methods like eWOM, reviews, UGC, etc.

The current paper is trying to analyse previous research works on tourism marketing by not focusing on any particular method of tourism marketing industry, but rather by focusing on tourism marketing as a whole, so as to encompass all the techniques of marketing and analyse the trends in this industry.

### 3. METHODOLOGY

In the current study, the methodology proposed by Zupic and Cater (2014) is implemented for conducting bibliometric analysis. The process commences with the formulation of the study design, followed by systematic data collection, validation, and interpretation.

After a rigorous review of the literature on tourism marketing, the present research begins the collection of data. For data collection, the present study used a “title-abstract-keywords” search rule in the Scopus database in which the following keywords were entered with the logic of “OR”: “market\* communicat\* tourism”, “destinat\* market”, “destinat\* advertis\*”, “destinat\* placement”, “tourism market\*”, “tourism advertis\*”, and “place market\*”. The database collected a total of 10004 publications, which represent the period from 1974 to 18th March 2024. The collected data comprises various types of documents, out of which only articles, conference papers and review papers are retained, while all other document types– like book chapters, books, editorials, notes, conference reviews, letters, errata, short surveys, and retracted items are eliminated. Furthermore, only English publications were kept, while publications in all other languages, like French, German, Spanish, etc., were removed from further analysis. After removing duplicates and irrelevant papers, a total of 6,285 publications were deemed suitable for bibliometric analysis.

The bibliometric analysis is performed using the R package, whereby bibliometric codes are applied to generate a matrix comprising all collected documents. Furthermore, Biblioshiny package (Aria & Cuccurullo, 2017) which is a web-based application, included in the Bibliometrix package, is used to perform bibliometric analysis and generate data visualisation images. Subsequently, interpretations were derived from these visualisations to discern patterns, trends, and insights within the dataset.



## 4. RESULT ANALYSIS

The bibliometric results analysis begins with Table I which depicts the main bibliometric statistics. This is followed by Figure 1, which illustrates the annual scientific production across the globe in the area of tourism marketing. The paper then proceeds with the information about most prolific authors (Table II) in terms for h-index (Figure 2), g-index (Figure 3), m-index (Figure 4), total citations (Figure 5) and total number of publications (Figure 6), most frequently used keywords in publications (Table III), word cloud (Figure 7) and WordTree map (Figure 8), most prolific countries in terms of number of publications (Table IV) and citations (Table V), country production map (Figure 9), country production overtime (Figure 10), most cited countries based on number of citations (Figure 11) and average article citations (Figure 12) and country collaboration map (Figure 13). At the end, the result analysis discusses the thematic evolution map (Figure 14).

### 4.1. Descriptive Bibliometric Analysis

The bibliometric analysis depicted in Table I provides a comprehensive overview of the research landscape in tourism marketing, covering the period from 1974 to 2024 and encompassing a wide array of sources, including journals, books, and other scholarly publications. With a total of 6,285 documents analysed, the findings indicate a substantial corpus of literature available for examination, reflecting an increase in curiosity among scholars in this area over the past five decades. The annual growth rate of 10.4% points towards a consistent contribution made by the scholars in the field of tourism marketing. This growth shows the increasing importance of tourism marketing among academicians.

The content analysis of the documents indicates the diversity of subjects covered in the literature of tourism marketing. There were 4,905 Keywords Plus (ID) and 14,436 Author's Keywords identified. It is evident that researchers have covered a variety of themes and concepts in this area. This richness of content mirrors the multidimensional aspects covered by tourism marketing, which include, among others, destination branding, tourist behaviour, digital marketing strategy, sustainability, and destination competitiveness.

In addition, the discussion highlights the cooperation and collaboration in tourism marketing research, evidenced by the fact that 10,449 researchers have contributed to this field. Although the majority of the documents are contributed by sole authors (57.5%), indicating individual research interests, the mean number of 2.53 co-authors per paper indicates the move towards collaborative research. Furthermore, the participation of international co-authors was found to be about 24.81%, confirming that research collaboration in tourism marketing seems to be taking a global approach,

where researchers from different nations work together to contribute to the production of knowledge.

Regarding document types, the majority of the literature consists of articles (5,858 documents), demonstrating a strong inclination towards empirical research and theoretical contributions. This focus on articles underscores the view that rigorous empirical analysis and theoretical development are essential for advancing our understanding of tourism marketing phenomena. The numbers for conference papers (263) and review papers (164) suggest that academic conferences and systematic literature reviews have played significant roles in disseminating research findings, promoting scholarly communication, and synthesizing existing knowledge in this field.

**Table I: Main Bibliometric Statistics**

DESCRIPTION	RESULTS
Timespan	1974:2024
Sources (Journals, Books, etc)	814
Documents	6285
Annual Growth Rate %	10.4
Document Average Age	9.43
Average citations per doc	38.28
References	266712
<b>DOCUMENT CONTENTS</b>	
Keywords Plus (ID), i.e., defined by Scopus database	4905
Author's Keywords (DE), i.e., given by authors	14436
<b>AUTHORS</b>	
Authors	10449
Authors of single-authored docs	1151
<b>AUTHORS COLLABORATION</b>	
Single-authored docs	1391
Co-Authors per Doc	2.53
International co-authorships %	24.81
<b>DOCUMENT TYPES</b>	
Article	5858
Conference Paper	263
Review	164



In sum, the bibliometric study contributes to an understanding of the characteristics and dynamics of tourism marketing research over time. The findings contribute to a deeper understanding of the growth, collaboration, and diversity within the field, offering valuable implications for researchers, policymakers, and practitioners concerned with advancing knowledge and practice of tourism marketing.

A line chart for the number of research papers published per year is depicted in Figure 1. As can be observed in the graph, there were very few papers until 1995. After this from 1995 through 2005, studies in tourism marketing increased slightly. However, from 2006 onwards, the review observed exponential growth in research within the field of tourism marketing.

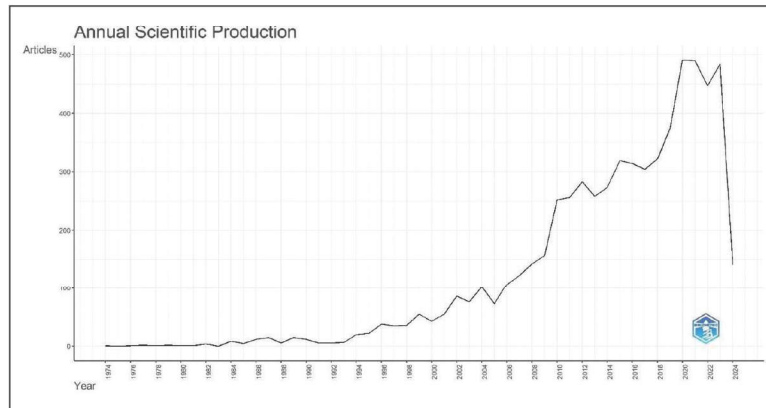


Figure 1: Annual Scientific Production

## 4.2. Authors Analysis

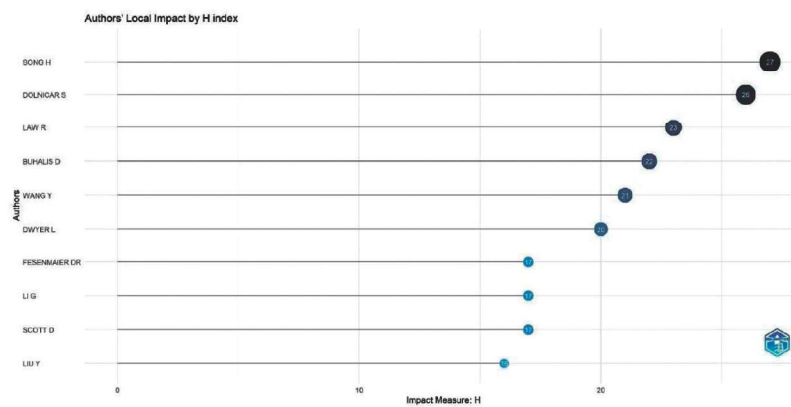
This section studies the top-most active authors based on h-index, g-index, m-index, total citation scores, and the total number of documents published.

Table II and Figure 2 shows that Song H tops the list with 27 h-index followed by Dolnicar S (26), Law R (23), Buhalis D(22) and Wang Y (21). As per Guo et al. (2019), the h-index of 'h' means that a researcher has published 'h' number of papers, each of which has been cited at least 'h' times.

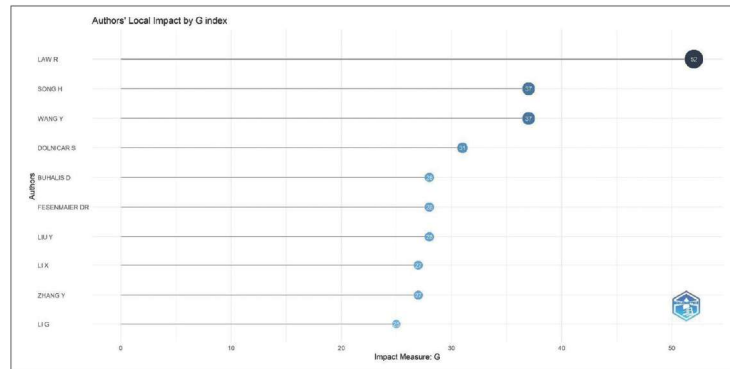
Table II and Figure3 show that Law R tops the list with 52 g-index followed by Song H and Wang Y (37), Dolnicar S (31) and Buhalis D, Fesenmaier DR and Liu Y (28). As per Guo et al. (2019), g-index is the largest value of 'g' where the top 'g' publications have at least 'g<sup>2</sup>' citations combined.

**Table II: 20 Most Prolific Authors in the area of Tourism Marketing**

Author	h_index	g_index	m_index	Total Citation	No. of Publications
BUHALIS D	22	28	0.688	6162	28
LAW R	23	52	0.885	4584	52
XIANG Z	10	11	0.556	3052	11
GRETZEL U	12	13	0.480	3042	13
SONG H	27	37	1.227	2937	37
FESENMAIER DR	17	28	0.548	2776	28
SCOTT D	17	20	1.000	2729	20
DOLNICAR S	26	31	1.182	2586	31
WANG Y	21	37	0.913	2397	37
HOSANY S	6	6	0.316	2370	6
HALL CM	15	21	0.417	2197	21
DWYER L	20	22	0.714	2146	22
HAN H	14	22	1.077	2119	22
KAVARATZIS M	9	9	0.450	2052	9
ZENKER S	14	14	0.875	2040	14
UYSAL M	15	18	0.484	2022	18
PECK J	1	1	0.050	1766	1
RICHARDS G	7	8	0.233	1714	8
GÄ-SSLING S	10	10	0.588	1711	10
CHEN C-F	6	6	0.400	1693	6

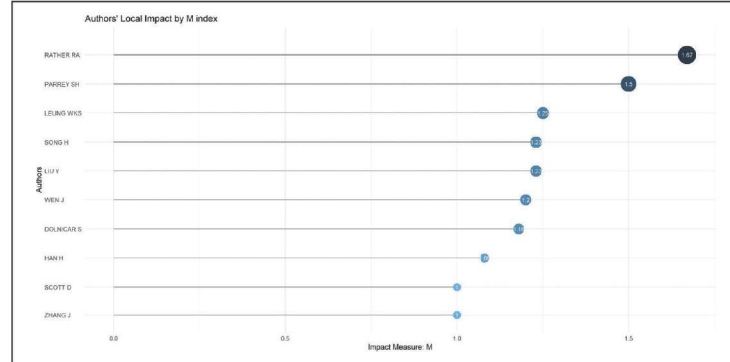
**Figure 2: Author's Local Impact by h-index**



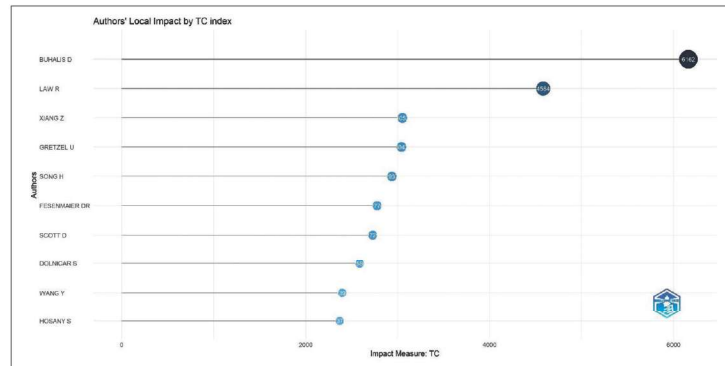


**Figure 3:** Author's Local Impact by g-index

Table II and Figure 4 show that Rather RA tops the list with 1.67 m-index followed by ParreySH (1.5), Leung WSK (1.25), Song H and Liu Y (1.23). Table II and Figure 5 shows that Buhalis D tops the list with 6162 total citations followed by Law R (4584), Xiang Z (3052), Gretzel U (3042) and Song H (2937). As per Guo et al. (2019), m-index determines a researcher's impact by dividing their h-index by the number of years from their first publication.

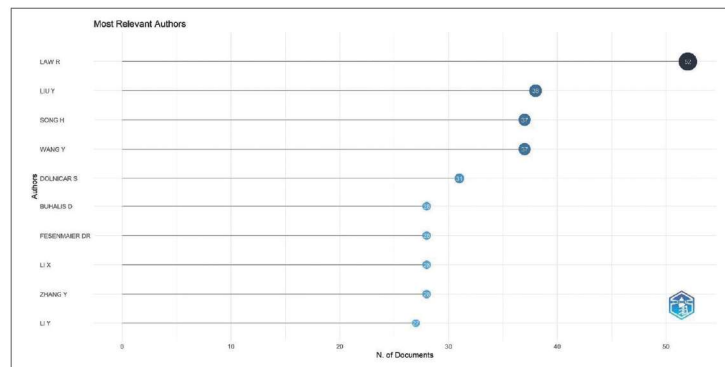


**Figure 4:** Author's Local Impact by m-index



**Figure 5:** Author's Local Impact by total citations index

Table II and Figure 6 shows that Law R tops the list with 52 publications followed by Liu Y (38), Song H and Wang Y (37) and Dolnicar S (31).



**Figure 6:** Author's Local Impact by number of publications

### 4.3. Keyword Analysis

The keyword analysis provides valuable insights into the themes and topics prevalent in the literature on tourism marketing. Table III depicts the frequency of the important keywords used by scholars in their research related to tourism marketing. Figure 7 and Figure 8 depict the graphical representation of the most frequently used keywords in the form of a word cloud and tree map. In Table III, keywords with similar meanings have been collated, and their total count is presented in the last column.



**Table III:** Most Frequently Used Key Words and Similar Words

Words	Occurrences	Similar Words	Total Occurrences
Tourism	607	Tourism Industry, Tourism Destination, Tourism Destinations, Tourism Sector, Tourism Industry	844
Tourism Marketing	395	Tourism Advertising, Tourism Market, Tourism Promotion	459
Destination Marketing	158	Destination Advertising, Destination Positioning, Destination Branding, Destination Choice, Destination Loyalty, Tourism Destination Image, Destination Personality, Destination Image, Tourist Destination Image, Place Marketing, City Marketing, Place Promotion, Place-Marketing	773
China	158	-	158
Marketing	141	Marketing Communication, Marketing Communications, Promotion	164
Market Segmentation	119	Market Segments	127
Sustainable Tourism	109	Sustainable Tourism Development	116
Covid-19	105	-	105
Social Media	96	Social Media Marketing, Online Marketing, Instagram, Facebook, Internet Marketing, Digital Marketing, ewom, wom, e-wom, Word of Mouth, Electronic Word of Mouth, Word-of-Mouth, Electronic Word-of-Mouth, Word-of-Mouth Communication, Word-of-Mouth Marketing, Airbnb	273
Tourism Demand	94	-	94
Satisfaction	92	Tourist Satisfaction, Customer Satisfaction	171
Sustainability	90	Sustainable Development, Environment, Conservation	167
Tourism Development	80	Tourism Management	111
Place Branding	79	Regional Tourism	92



experiences. The keyword “tourism marketing” reflects the focus of the literature on marketing strategies and techniques employed to promote tourist destinations, products, and experiences.

Frequent mention of “cultural tourism” reflects an interest in promoting tourism experiences that showcase the cultural heritage and traditions of destinations like historical sites, festivals, and performing arts. Likewise, “sustainable tourism” indicates a growing interest in promoting environmentally and socially responsible tourism practices that aim to minimize negative impacts on natural and cultural resources, enhance community participation and empowerment, and promote long-term sustainability in tourism development. Similarly, “ecotourism” indicates a focus on promoting nature-based tourism experiences that emphasize environmental conservation, education, and sustainability. In the same manner, “rural tourism” underscores the interest in promoting tourism development in rural areas.

Frequent mention of the word “social media” highlights the increasing role of digital platforms such as Facebook, Instagram, and Twitter in tourism marketing.

The keyword COVID-19 reflects the significant impact of the COVID-19 pandemic on the tourism industry. Researchers have examined the implications of the pandemic on tourist behaviour, destination management, marketing strategies, and the overall resilience and recovery of the tourism sector.



Figure 8: Tree Map



#### 4.4. Country

This section examines global publication patterns in tourism marketing. Specifically, it focuses on the number of research papers published by different countries, the total and average number of citations received by these countries, their contribution to article publications over time, and their collaboration networks.

Table IV shows the 20 most prolific countries that have contributed to research in tourism marketing. As per this table, China tops the list with 2104 publications, followed by the USA (2007), UK (1342), Australia (1296), and Spain (928). This indicates that the tourism industry in these countries is highly active, actively promoting itself to attract tourists. As a result, researchers are interested in examining the effectiveness of these marketing strategies in attracting tourists.

Table IV and Figure 9 illustrate that tourism marketing has been extensively researched across numerous countries spanning different continents. This observation underscores the increasing significance of the tourism industry in the economies of these nations. As evident in Table IV and Figure 9, in the Asian continent, China has contributed the maximum number of publications in the area of tourism marketing, followed by South Korea, Malaysia, India, Indonesia, and Japan. Figure 9 clearly demonstrates that North America has made a greater contribution compared to South America, with the United States being the most significant contributor within the North American continent. The Australian continent has also published a good number of papers. Within Europe, the UK and Spain have published a good number of research works in this area, followed by Italy, Greece, and France. Researchers from some of the African and Middle Eastern countries have also shown their interest in this topic. It is evident from Figure 9 that a major portion of the world is not discussing the impact of tourism marketing on the tourists, which indicates that this topic is still flourishing, and more research can be expected in the future in this area.

**Table IV:** 20 Most Prolific Countries Who Have Contributed to Tourism Marketing Research

Country	No. of Publications
CHINA	2104
USA	2007
UK	1342
AUSTRALIA	1296
SPAIN	928
ITALY	469
CANADA	394
SOUTH KOREA	381
PORTUGAL	341

SOUTH AFRICA	323
MALAYSIA	309
GREECE	304
NEW ZEALAND	276
INDIA	273
TURKEY	264
NETHERLANDS	205
INDONESIA	184
FRANCE	154
NORWAY	154
JAPAN	151

Country Scientific Production

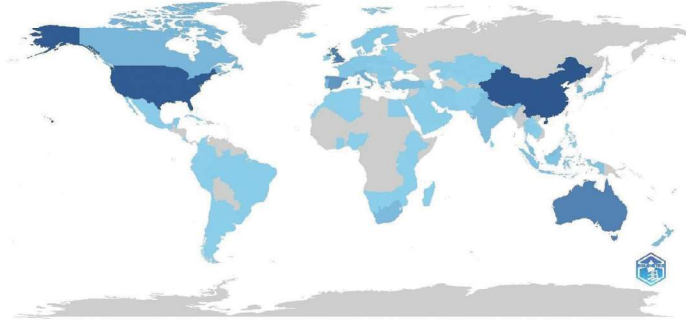
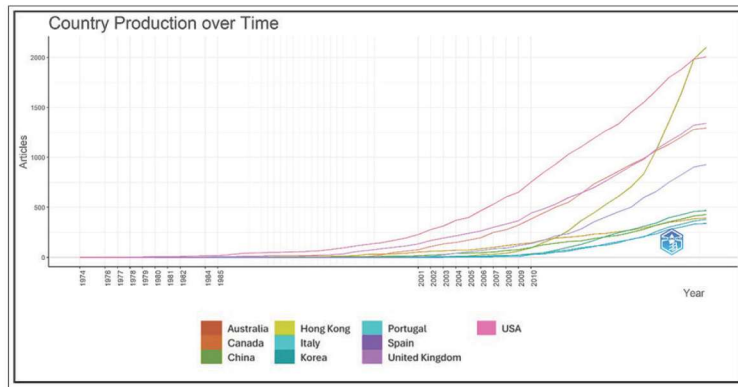
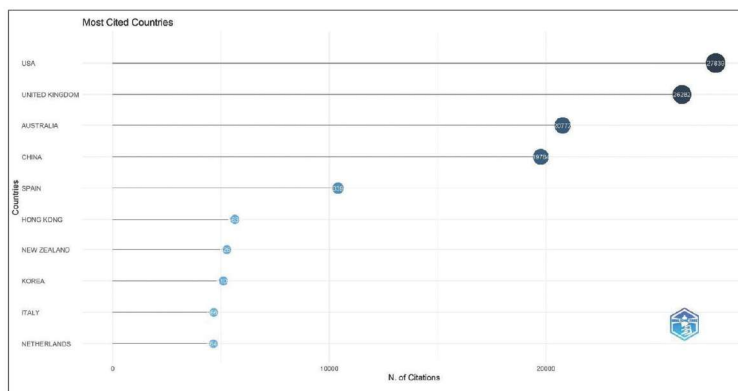
**Figure 9:** Country production map.

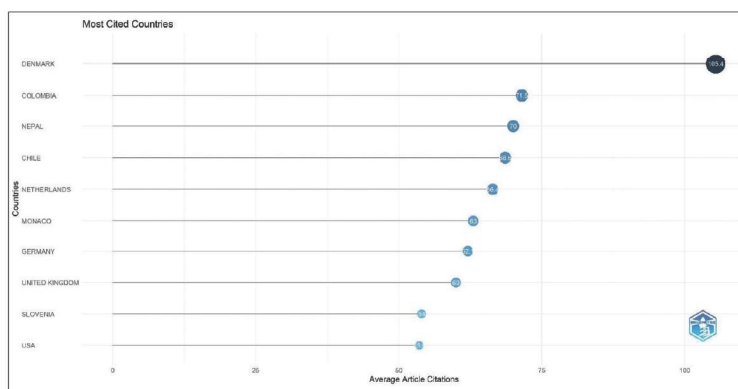
Figure 10 shows that till 2022, the number of publications in the US was exponentially more than in China. It was in 2023 when the number of publications for both countries became almost equal, with a difference of only one publication. Subsequently, in 2024, a surge in the number of publications by China was witnessed, making it a leading country with the highest number of publications in the field of tourism marketing. Table V indicates that while China has surpassed the number of publications, the United States maintains significantly higher total and average citations than China. Table V and Figure 11 together depict the 20 most cited countries in the field of tourism marketing in the world. The United States has received the maximum number of citations, followed by UK, Australia, China and Spain. Furthermore, Table VII and Figure 12 show that Denmark (105.40) has the highest average article citations and is followed by the Netherlands (66.40) and Germany (62.1). This suggests that the articles published by these countries have gained wider recognition and acceptance globally, and other researchers have referred to their work for further studies in their research countries.



**Figure 10:** Country production overtime  
*Source:* Author's elaboration



**Figure 11:** Most Cited Countries based on number of citations

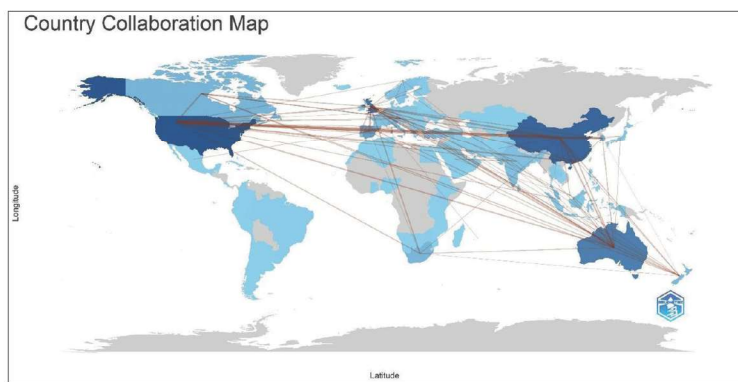


**Figure 12:** Most Cited Countries based on average article citations

Figure 13 represents the global collaborations. The brown lines connecting the countries represent the collaboration between the two countries. The



extent of collaborations between these countries is represented through the thickness of these brown lines; the thicker the brown line, more the number of collaborations. It is interesting to see that China, which has the maximum number of publications and USA, which has the maximum citations, have worked in collaboration in 116 publications. China and Australia have second second-highest number of publications in collaboration (69), followed by China and Hong Kong (67). Such collaborations add to more valuable literature as they aid in understanding the cross-cultural differences and also help in better decision-making by the marketers and the policymakers.



**Figure 13:** Country Collaboration Map

#### 4.5. Thematic Evolution

Across these time spans, certain author keywords such as “tourism marketing,” “place marketing,” “tourism,” and “tourism industry” consistently emerge. During the initial time period, the focus of research appears to be more general, with a broad exploration of tourism-related topics. In the subsequent periods, there is a notable emphasis on destination, medical tourism, economic growth, ecotourism, climate change, COVID-19, Airbnb, nature-based tourism, and big data.

With the objective of determining the future scope of study in the field of tourism marketing, the current research has studied the thematic evolution map of keywords from 1974 to 2024 (Figure 14). The software algorithm subdivides the years into four distinct time periods: 1974-2011, 2012-2016, 2017-2020, and 2021 to March 2024. Across these time spans, certain author keywords such as “tourism marketing,” “place marketing,” “tourism,” and “tourism industry” consistently emerge. During the initial time period, the focus of research appears to be more general, with a broad exploration of tourism-related topics. In the subsequent period, from 2012 to 2016, there is a notable emphasis on destination and medical tourism. Additionally, the presence of terms like “economic growth” in this period suggests a growing

interest among researchers in understanding the link between tourism marketing and a country's economic development. This indicates a period of significant growth and expansion within the tourism industry, with tourism becoming a major contributor to economic growth and development.

In the third timeframe, themes from the earlier periods persist alongside the emergence of new terms such as ecotourism, climate change, COVID-19, and Airbnb. While sustainable tourism is noted in the initial period, indicating a promotion of environmentally and socially responsible tourism practices, the focus shifts in the third timeframe (2016-2019) towards conservation of ecological environments and educating tourists about preserving natural surroundings and habitats. The presence of the term "climate change" suggests two distinct research directions: one examining the relationship between destination marketing and climate change impacts, and another discussing marketing strategies that highlight destinations as imperative to visit before they are adversely affected by climate change. The onset of the COVID-19 pandemic in 2019 highly disrupted the tourism business, leading to a surge in studies during the latter half of 2020 that focus on marketing strategies amid and post-pandemic, with notable attention given to platforms like Airbnb. Airbnb provided great help during that difficult time by offering accommodation options for isolation, thus preventing the spread of COVID-19. Consequently, research interest in Airbnb intensifies during the third and fourth timeframes.

In the fourth period, themes from the third persist, complemented by keywords like nature-based tourism and big data. The pandemic fosters a heightened awareness of health among people, influencing changes in consumption patterns and preferences. Tourism marketers leverage this trend by promoting the natural attributes of destinations, leading to increased research interest in nature-based tourism. Additionally, in tourism marketing, the development of technology such as the use of Artificial Intelligence tools and big data analytics has increased manyfold. This advancement has helped the industry in predicting demand, optimising prices, and developing personalized and targeted marketing strategies.

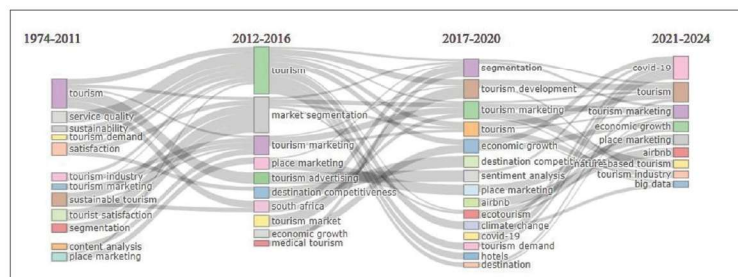


Figure 14: Thematic evolution map



## 5. CONCLUSIONS, LIMITATIONS AND FUTURE SCOPE

In this paper, rigorous methods have been adopted for the bibliometric analysis of the literature on tourism marketing. The study has revealed authors, keywords, and countries that contributed the most articles in tourism marketing. The study has further investigated the thematic evolution in tourism marketing over time to identify and propose recent trends and research opportunities. The study also highlighted some themes that are emerging and being focused on within the literature, i.e., the impact of social media on destination marketing, the impact of COVID-19 on tourist behaviour, and the significance of sustainability in tourism development. The study observes a growth of nature-based tourism as well as increased application of technology in the sector. It is a clear indication that the world is seeking a balance, moving ahead with the cutting-edge science and technology, yet also clasping the hands of nature. Furthermore, the analysis highlighted key thematic areas within tourism marketing research, including destination branding, market segmentation, sustainable tourism, and the impact of digital technologies. These themes reflect the evolving priorities and challenges facing the tourism industry, providing valuable avenues for future research and strategic decision-making.

The above findings offer important implications for policymakers, practitioners, and researchers involved in tourism marketing and destination management. Marketers can leverage the increasing role of digital platforms in tourism marketing. Social media platforms such as Facebook, Instagram, and Twitter can be used for destination promotion, customer engagement, and influencer marketing in the tourism industry. The study also provides important insights for policymakers. The frequent use of keywords such as rural tourism, farm tourism, cultural tourism, heritage tourism and sustainable tourism demonstrates the potential of the tourism industry. Policymakers can therefore prioritize funding to boost tourism in these respective regions, which would contribute to the economic growth of their nations.

To conclude, research in tourism marketing is thriving with a change in the pattern of consumption after COVID-19 pandemic. Overall, this bibliometric analysis contributes to a deeper understanding of the scholarly landscape in tourism marketing, offering valuable insights for advancing knowledge and practice in this dynamic and multifaceted field.

While this research contributes to the body of literature in tourism marketing using a bibliometric design, it does have its limitations. This review article is based mainly on data from the Scopus database, meaning some relevant publications might not be indexed there. Excluding other databases or sources may reduce the study's comprehensiveness. Additionally, including only English publications resulted in the exclusion of



several papers. This language bias might limit the applicability of the results, especially in areas where English isn't the dominant language of scientific discourse. Furthermore, because the study provides a global overview of tourism marketing research, it might overlook specific local patterns and dynamics related to research topics, methods, or challenges. Future research could incorporate finer spatial or geographical analyses to investigate these local particularities. The authors' selection of keywords may also impact the inclusivity and depth of the literature in the review. Lastly, the review only evaluates the quality of individual papers, which vary significantly in methodology, sample, and research design. Not controlling for publication quality may lead to unreliable and biased findings

Several recommendations for future research in tourism marketing have emerged from this study. Cohort studies, for their part, are able to monitor the development of research topics and approaches across time, and thus provide indications of trends and developing foci. Local level analyses can consider the complexities of tourism marketing behaviour in varying geographic settings, taking into account social and cultural influences and economic circumstances. Cross-disciplinary collaboration can help inform tourism marketing phenomena by incorporating perspectives from disciplines such as economics, sociology, and environmental studies. New technologies, such as virtual reality, present a unique opportunity to create new forms of marketing and new types of consumer experiences, while sustainable and responsible tourism continue to present important areas of focus for research. In addition, future studies addressing the role of crisis management, cross-cultural marketing, community involvement, and ethical dimensions will help in nurturing resilient, inclusive, and ethical practices in tourism. By addressing these future research topics, academicians have the potential to not only enrich literature but also assist in the sustainable development of tourism.

In the future, continued research and collaboration are essential to address new challenges, capitalize on opportunities, and ensure the tourism industry's sustainable growth and expansion.

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