Recent Trends in Destination Marketing in Tourism: A Text Mining and Network Analysis of Literature

Gaurav Katoch*, Sukhmeet Kaur† and Farah Zahidi‡

Abstract

The aim of this study is to identify the recent trends on Tourism in Destination Marketing. The Destination Marketing literature has grown, but a systematic analysis of lessons learned, and future research prospects is required. This is accomplished throgh a bibliometric analysis of literature and network analysis. The study's data is based on Scopus-published English Scholary publications. after reviewing, collecting, and sorting papers from 1184 publications, it was determined that 728 articles were relevant to the study's scope of work. This article adds to the literature by offering a different way of evaluating the impact of Destination Markeitng research on tourism.

Keywords: Destination Marketing, Tourism, Bibliometric Analysis, Text Mining and Network Analysis

1. Introduction

Globalization and the resulting societal changes have influenced the nature and breadth of visitor demand, resulting in new values, tastes, and lifestyles. The marketing efforts of a tourist place might be more effective if they identify the demand and motivation for tourism. By tailoring advertising offerings and emphasizing relevant destination features accordingly, organizations may avoid needless exposure and save money. Firms and organizations may give four tpyes of economic offerings: commodities, products, services, and experiences (Pine and Gilmore, 1999). Offering consumers experiences has recently gained traction, since it has been discovered that visiting a destination delivers sensory, emotional, cognitive, behavioral and relational benefits to

* Department of MBA, Himachal Pradesh University Regional Centre, Dharamshala, Himachal Pradesh, India; gkatoch1@gmail.com

† Faculty of Business and Leadership, Dr. Vishwanath Karad MIT World Peace University, Pune, Maharashtra, India; sukhmeetkaur9@gmail.com

‡ Emirates Academy of Hospitality Management, Dubai, UAE; farah.zahidi@gmail.com

customers, replacing the utilitarian values supplied by commodities, goods, and services (Schmitt, 2010). In other words, experience, like products and services, is a type of offering that gives value to customers and for which they are ready to pay as well.

The tourism industry is one of the most competitive sectors and with more and more locations contending against each other to attract travelers, circumstances are tough for the businesses in this sector. Every service sector, such as tourism, is continually under pressure to increase its customer base, and it tends to make concerted attempts to do so. Tourism's growth is correlated with a greater diversity and fierce rivalry between tourism sites. The proliferation of concepts like destinations and package tour also increased the competition among tourist destinations to gain market share. It has therefore become a necessity to continually attract customers toward a particular destination.

Destination marketing has grown tremendously over the years, with its origins in providing tourists with an unforgettable experience. The clusters and networks that offer tourist products and experiences are known as destinations (Costa, Costa & Breda, 2006). Within a globaland much-demanding destination tourism market, the need for effective marketing of any destination is very important. Because the tourism sector has such a large influence on the economies of many countries across the world, tourism marketing and tourist destination sustainability are two of the most essential areas of research for the industry's long-term viability (Hartwell et al., 2016). Tourism, being such a competitive industry, need a well-coordinated management plan based on a common vision and strong teamwork(Ternidazole,2010). "Destinations have to distinguish their offerings and create relationships between the general public and the private sector locally to coordinate delivery," according to(Buhalis, 2000). All countries, particularly those in developing and underdeveloped regions, are discovering that tourism, which is already a major source of revenue, can be greatly expanded by building domestically managed websites that allow potential clients to electronically research, reserve, and purchase trips and hotel stays (UNCTAD, 2005). Although the COVID-19 pandemic has had a disturbing effect on the tourism industry (Hall et al., 2020; Yu et al., 2020), destination marketing can play an important role in the revival of tourism to a large extent. Destination Marketing can help enhance the influx of tourists to that destination by strengthening the destination's image and familiarity.

A lot of articles have addressed different issues in destination marketing in tourism industry. The tourist decision-making process has long been one of the most significant issues for both scholars and practitioners (Sharifpour et al., 2014) and its intrinsic complexity means it will continue to be a focus

of research.The issue of destination marketing success has gotten a lot of interest from both practitioners and academics (Park & Gretzel, 2007; Pike & Page, 2014). As the number of studies rise, destination marketing is becoming a more important field of leisure tourism study (Wang & Pizam, 2011). The major strategic marketing goal for tourism destinations is tourist delight (Baker & Cameron, 2008; Buhalis, 2000). According to both marketing practitioners and academics, consumer satisfaction does not necessarily translate into consumer loyalty or positive word-of-mouth (Abubakar & Mavondo, 2014;Chitturi et al., 2008). Academicresearchhasswitched its focusfromsimplypleasingcustomerstodelightingthem(Arnold et al., 2005; Bowden & Dagger, 2011; Torres & Kline, 2006).In their researchSeyfi & Hall(2020) analyze the detrimental effects of various international sanctions and how they contribute to a negative destination image and increase perceived risk among tourists.Using social network analysis as a tool in their study, Jin & Cheng (2020)discuss the major implications for event markets and event-based destination marketing.Chung et al., (2020) created an experience chain with reference to destination marketing in their article. They've also looked at how leisure marketing tactics affect destination marketing.In their study, Roy et al., (2021)expanded on the function of celebrity endorsements in destination marketing by examining the numerous dimensions of celebrity endorsement's effect on destination marketing. The growth of technological advancements and how subsequent acceptance of smart devices has increased the influence of sustainable marketing activities in tourism industry has been discussed by Sharmin et al., (2021) in their paper.The academic foundation of destination marketing has been shaped by key contributors such as Morrison (2023), Ryan (2020), and King et al. (2020, 2023), who provide extensive insights on destination planning, branding, and cultural tourism strategies. Additionally, Son and Thao (2023) offer a recent bibliometric analysis of destination marketing literature, complementing the current study's approach.

Important analyses by Hall et al. (2020) and Gössling, Scott & Hall (2021) underline how the pandemic disrupted global tourism and necessitated strategic transformations in destination marketing.

A literature review is essential for generating research ideas, consolidating what is previously known about a topicand identifying knowledge gaps and how the research could add to deeper understanding (Saunders & Rojon, 2011). Text mining is the process which helps inextracting structured format from unstructured information to identify relevant patterns and novel insights. The various applications of Text mining such as word frequencies, clustering, topic extraction have been used to do the theme wise reporting. In VOS viewer and KNIME, researchers may explore and identify hidden links within their unstructured data. Depending on a co-occurrence keyword, network analysis produces word clusters.In this way, network analysis

allows the methodologies employed in this study to discover subjects for destination marketing in Tourism, analyze scholars' countries of origin and find the most often cited journals. Using VOS viewer version 1.6.7, we were able to do network analysis in this study.

There are very few studies in the past which have done the bibliometric analysis on the contribution of destination marketing in Tourism. But there are certain studies which have done the SLR in the closely related fields. Few studies to mention are - Saunders & Rojon (2011) in their study have done the review of literature using software Devon Think Pro which was used to analyze the relationship between the two terms "Air Transport" and "tourism". Shankar (2018) in his paper has tried to gather insights form the literature available in research sources on destination image and personality.M. T. Liu et al., (2021) in their article has done the text mining using web crawlers developed by python to track changes in travel destination image .The SLR on the relationships between natural disaster and tourist destinations using PRISMA has been done by Estevão & Costa, (2020). Yung & Khoo-Lattimore, (2019)hasdonethe SLR onaugmented reality andvirtual reality in tourismresearchusing Microsoft excel. The narrative analysis of literature on Destination Marketing has been done by Pike & Page, (2014).

This research tries to conduct a bibliometric analysis of research publications on destination marketing in the tourism sector. Such reviews are important to better understand the expanding area of destination marketing in tourism and to give fresh insights through text mining and network analysis of publications. The following are the key research questions that this study will address:

Q1. What are the major topics in destination marketing, specifically in the tourism industry? This research question may be useful in determining important topics in the field of Destination Marketing.

Q2. Which journals give the most comprehensive understanding of this paradigm? This question gives researchers a knowledge of the most prominent Destination Marketing publishing channels, allowing stakeholders interested in the issue to keep up with the most recent advancements.

Q3. Which country do scholars who have published on Destination Marketing come from? The answers to this question will allow us to assess if there is a lot of information about this topic in both developing and developed economies.

Q4. What are the most used co-occurrence words in Destination Marketing in tourism field? This point allows stakeholders to comprehend the most used terminology in Destination Tourism Marketing.

Q5. What are the important paradigms in which present research is going on? With the help of this the stakeholders and researchers can know about the less explored areas and can give clear ideasabout the directions for future research.

2. Methodology

This study uses the bibliometric analysisto address all the primary research questions included in the Introduction. For bibliometric analysis, the study has utilized two methods - text mining and network analysis. Text mining has been used for Meta data analysis and theme wise reporting of field. On the other hand, Network analysis has been used for finding the publications by authors, citations and countries. For text mining and network analysis the open-source software KNIME and VOSviewer has been used respectively. The different KNIME workflows which have been used for theme wise reporting are as under:
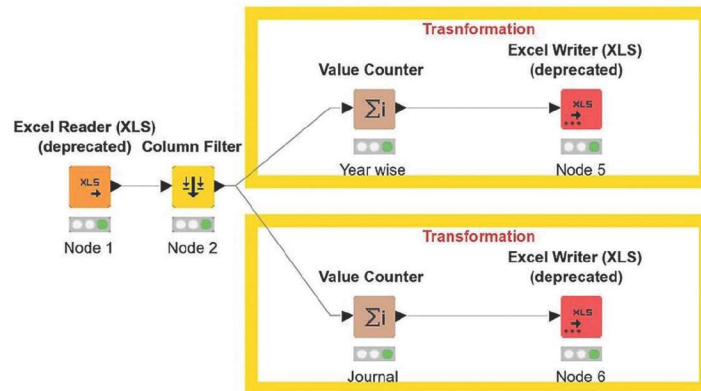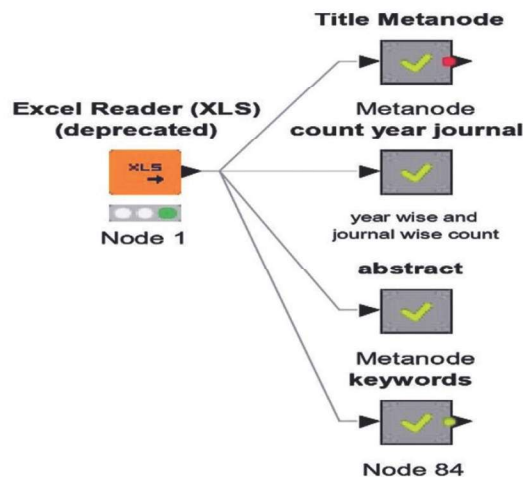
Figure 1: Workflow 1
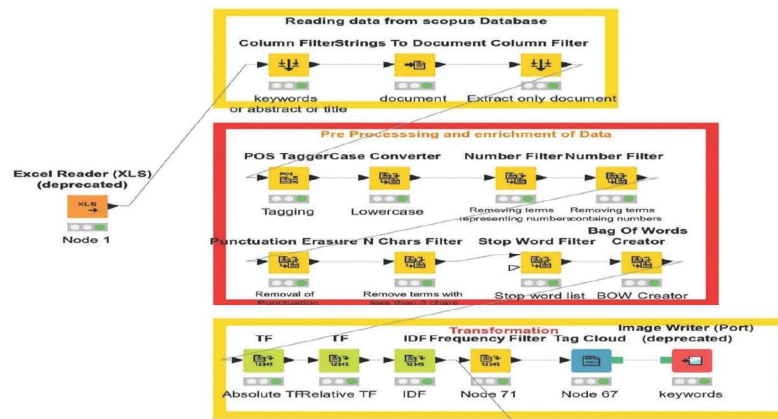
Figure 2: Workflow 2

Figure 3: Workflow 3

The workflow 1 is for the year wise and journal wise count. The workflow 2 represents the flow for the analysis of title, abstract and keywords. The workflow 3 shows the various nodes which have been used in the metanode used for the analysis of title, abstract and keywords.

Various nodes used in KNIME workflows are:

Table 1

S. No.	NODE	Description
1.	Excel Reader	This node helps in reading excel files
2.	Column Filter	The function of this node is to filter the columns which are not required.
3.	Stings to Documents	It converts the specified strings to documents.
4.	POS Tagger	In this node a POS tag is assigned to each term in the document.
5.	Case Convertor	This node converts terms to lowercase or uppercase.
6.	Number Filter	This node is used to filter all the terms that contain the numeric digits.
7.	Punctuation eraser	It is used to remove the punctuation marks in the document
8.	NChars Filter	It is used filter the terms contained in the input with less than specified N Characters.
9.	Stop word filter	It provides the list of Stop words.
10.	Bag of words creator	It is used to create a bag of words of input documents.
11.	TF node	It calculates the relative frequency of the terms

12.	IDF node	It calculates the three variants of IDF
13.	Frequency filter	It filters the words in the given BOW with certain frequency.
14.	Tag cloud	It is the representation of words indication their relative frequency.

Regarding Q1 of the objectives, the study hasutilized textmining using KNIME for which word cloud has been generated using TF IDFnode. For Q2 and Q3 VOS viewer has been used. For Q4 again the word cloud has been generated using TF IDF filter in KNIME. For Q5 VOS viewer has been used for the co-citation analysis of articles.

The researchers have usedVOSviewer to do co-citation analysis in this paper. Co-citation links depict the connections between publications. Every link also has a strength point, a positive value that varies based on how strong the association between the items is. Objects that are close to each other, on the other hand, are strongly related, whilst items that are far apart are weakly associated. Clusters can be formed from the network's items. The relatedness and similar properties of items in the same cluster are shown. The association strength normalisation method is used to normalise the strength of the associations between objects and to visualise maps in terms of map layout and clustering. (Van Eck & Waltman, 2009). Co-citation frequency and patterns, in particular, provide information on knowledge domains, as higher co-citation frequencies between articles imply stronger linkages, and groupings of frequently co-cited articles represent collective knowledge (Feng et al., 2017; Z. Liu et al., 2015). When both A and B (which could be papers, authors, or journals) are cited by C, it is called a co-citation (where C may be an article, an author, or a journal) (Ertz & Leblanc-Proulx, 2018). High (low) co-citations demonstrate similar (different) research themes and interests (Benckendorff & Zehrer, 2013). Co-citation analysis can either be used with authors and/or publications to identify and study the links between authors, articles, journals and countries (Pilkington & Liston-Heyes, 1999). This paper examines the co-citations of cited references. Therefore, the number of identical citing items defines the strength of co-citation between the two cited papers (Small, 1973).As a result, cited publications form the ideological basis of a research area (Ding et al., 1999; McCain, 1986; Dzikowski, 2018),its content, behaviour, and development (Pilkington & Meredith, 2009; Z. Liu et al., 2015). Koseoglu, (2016)advocated for the visualisation of co-citation networks to assist researchers in clarifying the strength of the linkages within the overall network and the position of a certain citation within the field. As a result, author and article co-citation analysis is used to identify groups of themes and authors and analyse how they can be related (Chen, 2006). The researchers have provided a detailed explanation of the methodology used for co-citation analysis and cited references, inSections 4.1 and 4.2, respectively.

TF-IDF

In the domain of text mining and retrieval of information, the TF-IDF has been popularlyutilized to analyze the links betweenall the words in a collection of documents. They're also utilized for extracting Keywords (core words) from texts, computing comparable degrees across documents, determination of search ranking and so on.

The TF in TF-IDF denotes the presence of certain terms in texts. Words having a greater TF value are significant in texts. The DF represents the number of times a certain word emerges in the collection of documents. It computes the incidence of the word in several texts, not simply in just one. Words which have a high DF value are unimportant since they are found in all manuscripts. As a result, the IDF, which represents the opposite of the DF, is used to assess the importance of words in all publications. High IDF values specify rare terms in all the papers, resulting in an increase in significance.

The articles used for analysis in this work have been extracted from the Scopus databaseas it is one of the most reliable and comprehensive database to perform such research. Scopus is also good for generalizability because it indexes journals from other major databases including Emerald, Taylor & Francis, Wiley, Springer, IGI Global, and others (Burnham, 2006).

A methodical manner is used by the researchers to retrieve data for this study from the Scopus database. A systematic literature review begins with the selection of relevant keywords for searching and retrieving material from databases, as well as the presentation of the literature analysis.(Saunders & Rojon, 2011). The study uses a four-step process (see Fig. 1), which includes procuring the data, screening of preliminary data, determining eligibility and finally incorporating the data. The goal of collecting this information is to identify patterns and areas for future studies.

2.1. Identification of the data

The first step involved using the search string ("Destination Marketing" AND "Tourism") to extract articles from Scopus Database which fetched 1184.

Table 2

Keywords	Results	Inclusions	Time period
"Destination Marketing" and "Tourism"	1184	Articles, conference papers, book, book chapters and conference reviews	2011-2021

2.2. Screening initial data

Then the data was screened for any missing data and suitability issues. This led to 1134 papers in hand after screening.

2.3. Determining eligibility

Journal articles, books, conference papers and book chapters were found in the initial search results, but everything else was removed except academic journal articles from 2011 to June 2021. Consequently, 728 articles remained after final refining.

Table 3

Results after refining the initial search by using filters

Keywords	Results after refining	Inclusions	Time period
"Destination Marketing" and "Tourism"	728	**Articles**	**2011-2021**

2.4 Data Included

For the investigation, a total of 728 papers from Scopus were used. As a result, the study verifies that the data came from trustworthy sources.
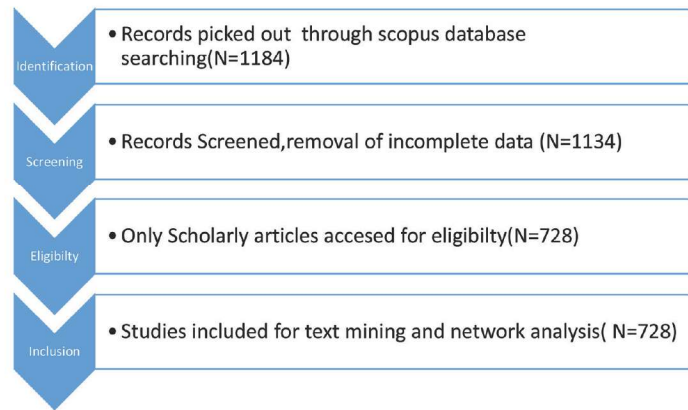
Identification
• Records picked out through scopus database searching(N=1184)

Screening
• Records Screened,removal of incomplete data (N=1134)

Eligibilty
• Only Scholarly articles accesed for eligibilty(N=728)

Inclusion
• Studies included for text mining and network analysis(N=728)

Figure 4: Vertical Chevron List for the method used in the study

3. Analysis and Findings

This section has been subdivided into three sections: Section 1 contains Metadata analysis,Section 2 is devoted to analysis of research opportunities and section 3 discusses findings and avenues for future research.

3.1. Metadata analysis

The descriptive statistics based on the metadata of 728 papers are shown in this section. The metadata analysis included 728 papers categorized by year, journal, author, country, and citations. The fact that a publication with multiple authors will be counted as many times as the number of authors is a general constraint in performing metadata analysis.

3.1.1. Publications by year

Between 2011 and June 2021, the number of publications on Destination Marketing in Tourism is shown in Fig. 5. From 2010 onwards, it is obvious from the graph that growth has been nearly stagnant from 2011 to 2015. Following 2015, there has been a sharp increase in the quantity of publications, followed by a decline in 2017. However, after 2017, the numbers increased significantly, and the number of articles was sufficient even for the covid 19 years of 2020 and 2021.
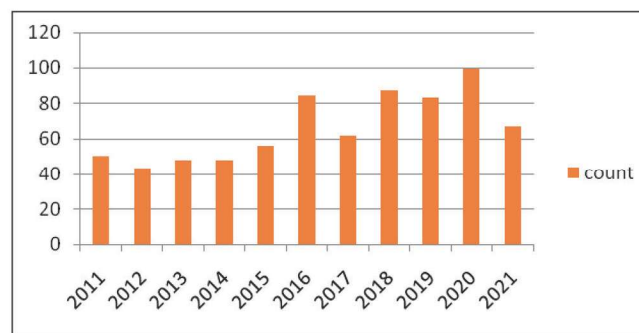

Figure 5: Years wise count

3.1.2. Publications by journals

Table 3 shows a list of journals with more than ten publications on tourism destination marketing. The table reveals that the *Sustainability* journal published the most papers (61), accounting for almost 8% of the total 728 papers. As a result, *Sustainability* has been regarded as the most popular journal for the past ten years. The *International Publication of Culture, Tourism and Hospitality Research* is the second most popular journal, publishing about 5% of all papers on Destination Marketing in Tourism. The other most popular journal in top five are *International Journal of Contemporary Hospitality Management, Tourism Review of AIEST-International Association of Scientific Experts in Tourism and Journal of Environmental Management & Tourism* which constitutes about 4%, 3% and 3% respectively, of the overall publications in last ten years.

Table 4

Journal Name	Count
Sustainability	61
International Journal of Culture, Tourism and Hospitality Research	35
International Journal of Contemporary Hospitality Management	30
Tourism Review of AIEST - International Association of Scientific Experts in Tourism	27
Journal of Environmental Management & Tourism	21
Worldwide Hospitality and Tourism Themes	20

International Journal of Tourism Cities	17
Journal of Hospitality and Tourism Technology	16
Tourism and Hospitality Management	16
Journal of Place Management and Development	14
International Journal of Event and Festival Management	11

3.1.3. Publications by authors

Table 4 lists the top authors with at least five publications in the last ten years, along with their citations. Pike S. published the most papers in the category Destination Marketing in Tourism (13 out of 728), accounting for around 2% of the total. Law R. and Fesenmaier D.R. are the second and third authors with the most papers published, respectively, followed by Pan B. and Fernandez-Caviaj.

3.1.4. Publications by citations

Table 5

Authors	Documents	Citations
Pike S.	13	349
Law R.	10	257
Fesenmaier D.R.	8	269
Pan B.	7	462
Fernandez-Caviaj.	6	104
Kozak m	6	37
Avaraham E.	6	103
Liu Y.	5	46
Buhalis D.	5	631
Xiang Z.	5	189
Lee s	5	41
Jiang Y	5	129
Gretzel U	5	206
Griffin T.	5	50
Tasci A.D.A	5	50
Kim H.	5	67

3.1.5. Publications by countries

From Table 5 it has become clear from the table that all the countries in the list are advanced economies with high per capita income except India. This might be due to the increase of awareness in Destination marketing for tourism in developed economies as compared to underdeveloped economies.

Table 6

Country	Articles
United States	156
United Kingdom	95
Australia	92
Spain	57
China	56
Hong Kong	47

New Zealand	30
South Korea	28
Canada	25
Italy	24
South Africa	23
Canada	25
Italy	24
South Africa	23
India	23
Taiwan	20

3.1.6. Theme wise reporting

The words with the highest-frequency in the titles of the published research are shown in Figure6 . The words "destination," "tourist," "marketing," "image," "brand," "Twitter," and "customer" appear frequently in the names of the selected research publications. The most common key words in the selected articles are "marketing," "destination," "tourism," "image," "management," "development," "brand," "experience," "travel," and "tourist," as shown in Fig 7. This word cloud (Birko et al., 2015) is a simple way to find common terms in a complicated environment, and it may be used to find the most common subject and keywords in publications. It indicates that the most dominating themes in the selected research papers for this systematic review of destination marketing in tourism are "destination," "tourism," "marketing," "image," "brand," and "tourist." In addition, Figure 8 depicts the most frequently appearing words in paper abstracts. The words "destination," "tourist," "marketing," "tourism," "social," "food," "satisfaction," and "image" appear frequently in the abstracts of articles.
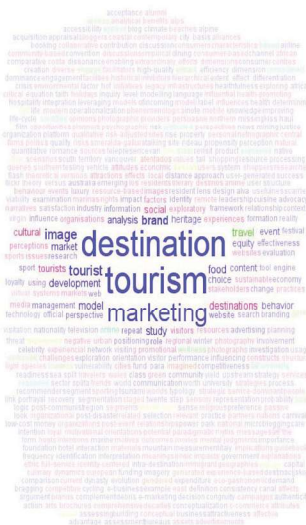

Figure 6   Figure 7

Figure 8

The most important themes which have been observed after creating the word clouds from the abstracts, keywords and titles are image, brand, food, media and culture.

3.2. Analysis of Research Opportunities

It becomes important for the researchers to have a better understanding of the theoretical roots. In order to achieve that, the researchers conducted a co-citation analysis and the key elements related to the analysis are shown in quoted references. This reference was extracted from the original sample of 728 articles which had 40249 cited references altogether. This number was further restricted to those which had been cited a minimum number of 10 times. The final number obtained this way was 70 articles which were co-cited 1022 times. It can be seen in Figure 9 that a single cluster holds the most-frequently co-cited articles and all are connected to each other. This size of the nodes depicts the number of times the articles are cited by other articles in the dataset.

The different clusters are shown in Fig. 9and the details related to the four clusters are reported in table 5. An in-depth analysis of the content and research area of all these articles was done to find out the research focus of each of these clusters. The conceptual and theoretical models of destination marketing are propounded by researchers linked to cluster 1. Additionally, various challenges in management of destination brand have also been discussed. Buhalis(2000) and Cai (2002) in their studies have tried to develop the methods and models for the purpose of strategic marketing and management of destination. In their studies they have tried to develop a model in which they have attempted to integrate the concepts of branding and destination. Some studies have explored the role of internet and social media destination, they have discussed how website development, eWOM and other electronic information sources can influence the destination

image (Choi et al., 2007;Hays et al., 2013; Jacobsen & Munar, 2012;Pan & Li, 2011;Law et al., 2010;Litvin et al., 2008;Park &Gretzel, 2007;Xiang &Gretzel, 2010; Zeng & Gerritsen, 2014). In addition to these,Avraham, (2020) has tried to develop a model which can alter place image through various strategies to attract the tourists. (Ekinci and Hosany,2006;Hankinson, 2004;Buhalis et al., 2008;Hosany et al., 2006;Morgan et al., 2003) in their studies has tried to identify the various factors which are helpful in developing the destination personality and how a unique identity can be developed for tourist place. These studies have also tried to further probe the association between destination image and destination personality.

In cluster 2 the studies are mainly focused on the destination image and strategies for brand positioning. (Baloglu,2001;Echtner and Ritchie, 1993;Fakeyeand Crompton,1991;Buhalis et al., 2008;Gallazra et al,2002) and Woodside and Lysonski,(1989) in their study have observed that mostly studies related to destination image have been limited to those dealing with the image's perceptual or cognitive components. These studies have discussed the various determinants of the image formation. Baloglu and McCleary(1999) had developed a familiarity index depending upon the two factors namely informational familiarity and experiential familiarity. Gartner and Ruzzier (2011) have studied the process of image formation and various agents of image formation and provided the image formation mix.

The image formation process and different agents of image formation like promotion and what are their impact on the formation of destination image have been discussed. In addition to this the relative importance of various touristic attributes in contributing to the attractiveness of travel destination have also been discussed in various studies(Gartner,1994; Govers et al., 2007;Yangzhou Hu & Ritchie, 1993; Kim & Richardson, 2003). Jenkins(1999), has argued that to provide valid image research is important a preliminary phase of qualitative research is must.

In cluster 3 the majority of studies have been revolved around the Tourist Satisfaction and developing destination competitiveness.(Meng et al., 2008;Yoon & Uysal, 2005;Yuksel et al.;2010)have discussed about the relationship between tourist satisfaction and performance quality of the destination. Bigné et al., (2001)has confirmed the role of destination image as a key factor in destination marketing. Similarly Chi and Chu(2008) has studied the destination loyalty and had found the casual relationship among destination image, tourist attribute and overall satisfaction.(Chen & Tsai, 2007;Dwyer & Kim, 2003;Kolar & Zabkar, 2010; Prayag & Ryan, 2012) in their researchhave tried to develop the model of destination competitiveness that may identify the various success factors to determine the destination competitiveness. Chen & Tsai, (2007) has developed the integrated tourist

behavior model by including the destination image and perceived value " Quality-Satisfaction-behavioral intentions" paradigm to develop integrated tourist development model. Kolar & Zabkar, (2010) has tried to check the relevance and conceptualizationsof authenticity concept from managerial perspective. In addition to these liu s etal(2008) have investigated the extent to which people's involvement with the celebrity can influence their perception towards a destination. Kozak & Rimmington, (2000)have observed that there have been limited research regarding touristsatisfaction with regard to off season destination.

Studies in cluster 4 were concerned with the various factors affecting the tourist's motivation and design their perception towards destination (Crompton, 1979; Fodness, 1994;). Fodness D (1994), in his study a developedself-report scale to measure motivation for leisure travel. In his article he mentioned that without understanding the consumer's motivation it is impossible to do tourism marketing. Similarly, GnothJ (1997) has introduced the model of tourist motivation and expectation formation. Iso-Ahola (1982); Pike & Ryan (2004) and Quan & Wang (2004) in their study have analyzed the role of perceptions of touriststoward the destination in destination marketing. Other studies deserving to be mentioned like Cohen & Avieli, 2004; Buhalis et al., 2008; Sims, 2009 have discussed the how food items play a role as a source of tourist motivation.
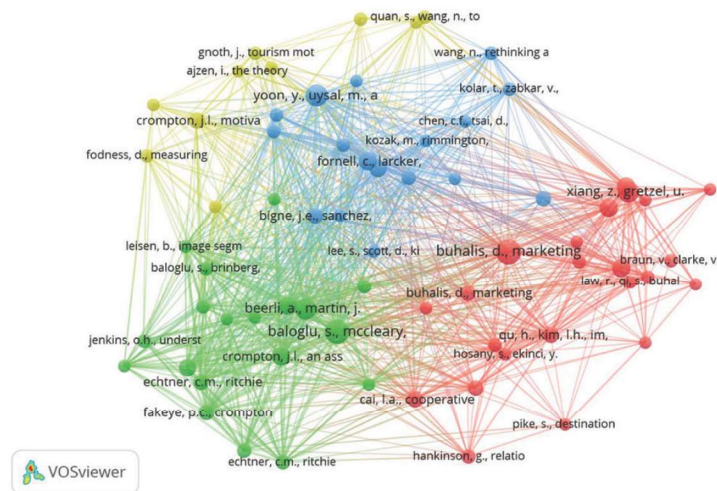

Figure 9

Table 7

Cluster 1: Destination Marketing (342)		Cluster 2: Destination Image (290)	
Avraham, e.2015,(10)	Jacobsen, j.k.s et al. 2012, (11)	Baloglu and Brinberg (1997), (12)	Govers, r et al. (2007) (10)
Braun and Clarke ,2006 (12)	Law, r., et al. 2010, (12)	Baloglu and Mccleary (1999), (38)	Hu and Ritchie (1993) (10)
Buhalis, d.,2000 (58)	Litvin, s.w et al. 2008 (21)	Baloglu, (2001), (10)	Jenkins (1999) (12)
Cai, l.a., (2002) 2002, (17)	Morgan, n.j., et al. 2003 (12)	Beerli and Martin (2004) (29)	Kim and Richardson (2003) (22)
Choi, s., et al. 2007,(16)	Park, y.a., and Gretzel (2007), (12)	Crompton, j.l., (1979) (21)	Leisen (2001) (10)
Ekinci, and Hosany 2006, (10)	Pike, s., (2009), (11)	Echtner and Ritchie (1991) (16)	Milman and Pizam (1995) (20)
Gretzel, u. et al. 2006, (11)	Pike and Page (2014), (21)	Echtner and Ritchie (1993) (14)	Sirakaya and Woodside (2005) (11)
Hankinson, g., 2004,(14)	pike, s. (2005), (11)	Fakeye and Crompton, (1991) (18)	Woodside and lysonski (1989) (11)
Hays, s., et al.2013(21)	Xiang, and Gretzel. (2010), (42)	Gallarza, m.g., et al. (2002) (14)	
Hosany, s. et al. 2006 (10)	Zeng, and Gerristen (2014), (10)	Gartner, w.c. (1993) (12)	
Current Research in Cluster 1		**Current research in Cluster 2**	
1.Destination Marketing	• Model to alter place image • Conceptual model of destination marketing • Social media as destination marketing • Impact of interpersonal, influence and Wom on destination marketing • Effectiveness of website for destination marketing	1. Destination image	• Development of familiarity index • Model of develop to explain positivist image of destination. • Techniques for measurement of destination image • Agents of image formation
2. Challenges in Managing Destination Brand	• Conceptual model of destination branding • Identification of image representation on internet • Difficulties in managing destination as brand • Theoretical model of destination branding	2. Strategies for destination positioning	• Mainly focused on perceptual and cognitive component • Development from organic image to induced to complex image.
Cluster 3: Tourist Satisfaction (235)		**Cluster 4: Factors affecting Motivation and Perception (155)**	
Baker and Crompton (2000), (11)	Lee, s., et al., (2008), (11)	Ajzen, i.(1991), (11)	Quan and Wang (2004), (13)

Bigne, j.e., et al. (2001), (16)	Meng, f. et al. (2008), (10)	Cohen and Avieli (2004), (12)	Sims, r. (2009), (11)
Chen and Tsai (2007), (10)	Oppermann, m. (2000), (20)	Crompton, j.l. (1979), (17)	
Chi and Qu (2008), (13)	Prayag and Ryan (2012), (13)	Fodness, d. (1994), (13)	
Dwyer and Kim (2003), (15)	Wang (1999), (13)	Getz, d (2008), (10)	
Fornell and Larcker (1981), (23)	Yoon and Uysal (2005), (10)	Gnoth, j., (1997), (12)	
Kolar and Zabkar (2010), (12)	Yuksel et al. (2010), (13)	Iso-ahola, s.e. (1982), (10)	
Kozak and Rimmington, (2000), (10)	Zhang, h. et al. (2014), (14)	Pike and Ryan (2004), (22)	
Lee, s. et al., (2008), (11)		Quan and Wang (2004), (13)	
Meng, f. et al. (2008), (10)		Sims, r. (2009), (11)	
Current Research in Cluster 3		**Current Research in Cluster 4**	
1. Tourist Satisfaction	• Performance quality vs satisfaction • Relationship between quality on satisfaction vis-à-vis willingness to recommend the destination • Quality-satisfaction-behavioral intention paradigm • Investigation of tourist satisfaction with off season holiday destination • Relationship between celebrity involvement and perception of tourism destination. • Theoretical model of tourist satisfaction based on destination image, place, attachment and personal involvement.	1. Factors affecting tourist Motivation	• Various cultural, social, natural, and economic factors. • Role of food products. • Developing conceptual model capable of encompassing various motives
2. Developing destination competitiveness	• How to develop tourism destination loyalty • How to develop authenticity in tourist experiences. • Role of attachments in developing destination loyalty • Relationship between satisfaction and loyalty	2. Perception towards Destination	• Role of effective perception • Relation between market positions and complete set of destinations • Comparison of cognitive, affective and conative perceptions

3.3. Findings and avenues for future research

Table 6 analyzes the four clusters previously identified with respect to the current research and suggestions for further research. These clusters need to be considered in the context of each other,particularly cluster 1 and cluster 2 which deals with destination image and destination marketing. So as an emerging theme the importance of thedestination image in effective destination marketing can be discussed. In cluster 3 and cluster 4 factors affecting tourist satisfaction, motivation and perception have been discussed. For future studies the interrelationships between tourist satisfaction, motivation and perception towards destination can be discussed.

In cluster 1, regarding the destination marketing the current research focuses on various issues like conceptual model of destination marketing, various challenges faced by organizations in managing the destination brand. In addition to this, impact of interpersonal influence and WOM on destination marketing have also been discussed. Keeping in view the modern advances in technology and introduction of 4G and 5G future research can take the direction of:

- New technological variables may be added to the existing models of destination marketing.
- Use of technological sources in the brand development and for increasing brand loyalty.
- How to generate positive eWOM with regard to destination.

Studies in cluster 2 are mainly focused on topics related to destination image. They have tried to know the impact of positivist image of destinations and tried to develop a familiarity index for the destination. For future studies the emerging areas may be

- New constructs may be added to the familiarity index.
- Factors that can contribute to create the positivist image for the destination.
- Effective ways to do the destination positioning as compare to other destination.

Cluster 3 mainly discussed the relationships between quality on satisfaction and willingness of visitors to endorse visiting the destination to others. For future the research paradigms may include

- Factors that may motivate the peoples to suggest the destination to others.
- strategies to create USP for destination to distinguish it from others

Research in cluster 4 is dedicated to the tourist motivation, perception towards destination and role of food products in the development of destination tourism. Keeping in view the above factors the future research may be related to:

• Factors that may affect the perception of individuals towards destination.
• How the unique products of the destination affect tourist motivation to visit.

Table 8

Cluster and Label	Current research	Future research Suggestion
Cluster 1: Destination Marketing	• Conceptual model of destination marketing • Challenges in Managing Destination Brand • Impact of interpersonal, influence and WOM on destination marketing • Theoretical model of destination branding	• Improvements in the existing model of destination marketing by exploring new variables. • How to resolve the challenges faced by destination in brand development and how to create a brand loyalty. • How to generate positive WOM with regard to Destination
Cluster 2: Destination Image	• Development of familiarity index • Model of develop to explain positivist image of destination. • Strategies for destination positioning	• Development of new constructs for familiarity index of destination. • How to develop the positivist image of the destination. • How to effectively position the destination as compare to other competitors.
Cluster 3: Tourist Satisfaction	• Relationship between quality on satisfaction vis-à-vis willingness to recommend the destination • Quality-satisfaction-behavioral intention paradigm • Developing destination competitiveness	• How to encourage people to refer/suggest the destination to others. • How to distinguish one destination from other.

Cluster 4: Factors affecting Motivation and Perception	• Factors affecting tourist Motivation • Perception towards Destination • Role of food products.	• How we can change the perception of individuals towards the destination. • Role of different unique products of the place in affecting the tourist motivation.

4. Implications and Prospects

The goal of this research is to use text mining and network analysis to investigate the main themes in destination marketing, specifically in the field of tourism. The paper extends the previous reviews bySaunders &Rojon, 2011; Pike & Page, 2014;M. T. Liu et al., 2021andShankar, 2018 and provides a distinctive inputinto literature on Destination marketing.

The study includes assessment of performance of the articles and network analysis to find out the most influential works on the basis of citations and co-citations of these articlesand hence, goes beyond the SLR.The study discovered that after 2015, there was a sudden increase in the quantity of publications which remained nearly steady even during the covid years of 2020 and 2021. Our Study reveals that papers related to the application of Destination marketing in tourism have been widely published in the Sustainability Journal, followed by the International Journal of Culture, Tourism and Hospitality Research, International Journal of Contemporary Hospitality Management, and AIEST - International Association of Scientific Experts in Tourism's Tourism Review. As a result, by keeping an eye on these publications, many stakeholders interested in destination marketing can keep up with the newest developments in the field. The leading researchers in the field with reference to the number of publications are Pike S, Law R and Faisenmaiers D.R. and in terms of citations are Buhalis D., Pen B. and Pike S. Country wise, in United States and United Kingdom maximum number of articles have been published and they account for nearly one-third of total paper published in last ten years. It's worth noting that, with the exception of India, all of the top countries for article publication are developed countries. By this we can infer that developed nations are more mindful of the applications of Destination Marketing in Tourism as compared to underdeveloped nations. The important themes observed in the article by analyzing the high frequency words are "destination", "marketing", "tourism", "image" and "Brand".

The co-citation analysis of the articles included in this study identifies four cluster of articles -"Destination marketing and Branding","Destination image and positioning","tourist satisfaction and destination competitiveness" and "factors affecting motivation and perception towards brand", all focusing

on particular areas of Destination marketing in tourism. The themes of these clusters vary from marketing and branding of destination in cluster 1 to development of destination image in cluster 2. Similarly for cluster 3 and cluster 4 it varies from tourist satisfaction to tourist motivation and perception.

The results of the study may have significant consequences for development of tourism sites on both regional and national development especially regarding the role of destination marketing for development of new tourism sites. The results may inspire the various tourism professionals and organizations to develop new tourism sites and develop different strategies to differentiate one site from other. This may lead to anin-depth exploration of destination character which can further lead to the increase of tourist inflow resulting in increased GDP of the nation as well as an increase in the employment opportunities. As there is a dearth of destination marketing research in underdeveloped countries, so in future there is high potential for research in these underdeveloped economies. Through this research both the researchers and academicians can gain new insights into the field. These insights can further help to increase the living standard of the vulnerable sections of the society living in these countries. Regarding directions for the future research, from the theme wise reporting it can be inferred that more studies can be focused on the topics related to measures prescribing how to improve the image and increase the brand value of destination.

4.1. Contribution to Literature

This paper is expected to make significant contributions theoretically.The coverage of this paper ranges from identifying the most influential articles to most cited scholars and their researches and the country leaders in the related research on the basis of the number papers published on the topic and their citations. Secondly the researchers who work in the area of role of destination marketing for tourism can easily recognize the important researchers and countries which are conducting research on particular topics and research areas. Thus, interested scholars and academicians can develop their collaborative research projects, share and support each other's ideas and consult about their results with leading authors and make their research more productive. Finally various editors and institutions organizing conferences, seminars, special issues on the destination marketing intourism can invite the leading authors in the field for conferences etc.

4.2. Contributions to policy and managerial practices

This study is helpful for various policy makers, authorities, organizations and practitionerswho are leveraging destination marketing for tourism. This study enables policy managers and policy makers to know more

about the various prospects and schools of thoughts that canfurther be beneficial for them while marketing forthese destinations. The paper may also help them as it allows them to locate various experts in this specific area worldwide.Access to these insights of destination marketing can be helpful in developing the research projects. Besides the four-cluster classification of articles thisstudyalso enables managers to access and explore the current issues in destination marketing related to various models, tools and theory. This study may also be helpful in revealing the future needs of the industry which may emerge with changing technologies.

4.3. Limitations of the study

The researchers have taken all the required steps to maintain the credibility and validity of the procedure used in the study. But no study is without limitations, hence this too has a few limitations of its own. First of all, 728 articles published in the last 10 years were used for the purpose of this study and a set selection criterion has been used. Even though a predefined criterion has been used for selecting articles and validating them, they were selected from a single source – SCOPUS only and other databases were excluded for this purpose. Then, Only peer reviewed journals/articles were considered. As specific keywords were used, different keywords may lead to divergent results. For analysis the authors used two softwares - KNIME and VOSviewer. However other software such as GEPHI may also be used. In this paper co-citation analysis have been used for classification of clusters, however other methods may also be used for further classification. In this study researchers have tried to relate destination marketing to tourism. For future studies destination marketing may be linked to some other domain like real estate and destination weddings etc.

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