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Chapter 22

Bibliometric Analysis of TOP 100 Most Cited Articles on Tourism Development of the Last 10 years



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Abstract Tourism is considered a strong betting sector, not only for its ability to bring life to spaces that were once almost abandoned, but also to rethink and remake old traditions, making it an enriching tourist experience, preserving and valuing historical, cultural, and environmental resources, generating wealth and employment. Tourism development has been affected by the evolution of society and the various tourism markets. For this reason, a Bibliometric Analysis of tourism development and its components becomes essential. A thorough search of the Scopus database was conducted using “tourism development” as the search keyword. They were only considered open access articles of the last 10 years (2012–2021), accounting for a total of 1698 documents. In the progression of Bibliometric Analysis, will be used a software tool for creating maps based on network data, concretely the VOSviewer program. For this, the 100 most cited articles were stratified in descending order, and then, analyzed their relationships, as well as the most commonly used keywords. Many articles on tourism development have been published in recent 10 years. Hence, the Scopus database used has 1689 articles, 4253 authors, and 3524 organizations involved. The five countries with the most citations correspond to United Kingdom (214 documents and 3835 citations), Australia (100 documents and 2139 citations), United States (118 documents and 2018 citations), China (243 documents and 1768 citations), and Spain (203 documents and 1573 citations). The present analysis of highly cited studies can help in future studies, supporting the understanding of the trends in tourism development studies.

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22.1 Introduction

Tourism development concentrates on several important topics for the development of a country, such as economic, sociocultural, and environmental changes in the host community's life, some more beneficial than others.

A growing literature on tourism development and tourism sustainability has emerged over the past three decades in the field of tourism studies. While the discourse of sustainable tourism is oriented toward long-term sustainability, the literature on tourism development looks toward local-level responsibilities and practices of tourism development and management [1].

With international arrivals surpassing 1.5 billion for the first time in 2019 (UNWTO 2020) the long-term evolution of tourism demonstrates prolific path dependence with a decade of growth since the global financial crisis. This latest period of unfettered international tourism development has ended abruptly as the impact of COVID-19 has brought the sector to a near standstill [2].

In this context it is important to analyze the studies on tourism development, trying to identify the progress, new directions, and trends of tourism in recent years. To this end, a Bibliometric Analysis of the TOP 100 most cited articles on “tourism development” will be carried out, considering some fundamental aspects of the literary research of the last 10 years, such as the temporal evolution of the articles' publications; the most cited authors, and their relationship; the most used authors' keywords; the countries with more publications and citations; the journals and organizations with more article participation; and the methodology used in the TOP 100 articles.

For this analysis, there is a software tool for creating maps based on network data and for visualizing and exploring these maps, the VOSviewer program. The functionality of VOSviewer can be summarized as creating maps based on network data and Visualizing and exploring maps.

The main objectives of Bibliometric Analysis studies are to analyze the chronological trends of the desired topic, highlighting the evidence-based studies that are paramount in the field. In this way, this study aims to understand the TOP 100 articles, through their citations, as well as the best authors, organizations, and countries that contribute to the scientific development of the theme of tourism development.

The use of the Scopus database was selected to perform a title-specific search, with time restrictions, concretely the last 10 years (2012–2021) using “tourism development” as the search keyword, being only considered complete open access articles.

22.2 Literature Review

A 10 year-Bibliometric Analysis on tourism development was conducted from this list of TOP 100 articles with the most citations were reviewed, focusing on articles with more than 20 citations. This finding is consistent with the positive association

between tourism development and economic growth that has been extensively documented in the literature for a wide range of countries and can be justified by the multiple beneficial effects of tourism on the economy of a country.

Tourism is considered a phenomenon of travel, motivated by several reasons, as travel for leisure, recreation, exploration, religion, family, or business purpose for a limited period. In the present world, tourism is the main cause of income for different countries that enhances the economy of both guests and host countries [3]. The relation between tourism growth and economic growth is positive for most combinations of quantiles of both variables in all countries.

While the tourism industry can identify economic and physical limits to their strategies, the other stakeholders' responses identify whether these strategies are socially acceptable or are likely to cause conflict within the region [4].

Even though there is a prevailing positive link, there is a considerable difference between various countries concerning tourism and economic growth. This heterogeneity can be driven by significant differences between countries in terms of the relative importance of tourism in their overall economies, the size and openness of each economy and its production capacity constraints, the role and effectiveness of local businesses in supporting tourism sector development, and the possible negative externalities caused by tourism in some countries. This observation suggests that the link between tourism development and economic growth is not uniform across quantiles, but that this relationship depends both on the sign and size of tourism impacts in a country and on the specific stage of the economic cycle a country is going through [5].

The concept and application of this new perspective in tourism are developed in many countries and the presented literature would play a key role not only in having a healthy and sustainable tourism industry but also in the economic growth of countries and their present and future stakeholders. The authors believe that sustainable tourism sustainability in sustainable tourism has taken the very first steps and needs more study and research. All the research is based on local situations, while, in the future, sustainable tourism will change to a transnational issue. Sustainable tourism development has attracted significant attention in many scientific studies, particularly in tourism studies and has been one of the very fast-growing areas of tourism studies research [6].

In 2015, some authors presented a study whose topic was on the review of the hypothetical environmental Kuznets curve in a tourism development context. Specifically, the authors assume that they do not agree with the relationship of tourism development with increased CO₂ emissions [7].

In contrast, the authors Raza et al. (2017) assume that the biggest problem of the tourism industry is its dependence on transport and this dependence is affecting the tourism sector as well as the economy due to CO₂ emissions. Energy consumption in tourism is dominated by transportation activities, which are associated with the combustion of fossil fuels and a consequent effect of greenhouse gas emissions. Therefore, policymakers should make policies that not only decrease the detrimental effect of tourism activities but also help increase the contribution of tourism in terms of economic growth [3].

Another tendency in the tourism development literature is the study of residents as receivers and practitioners of tourism. A study by Zhu et al. (2017) analyzed that with the expansion and maturity of the global tourism industry, historical-cultural villages are competitive in the international market, especially for sustainable tourism development. In that study, the authors found a significant positive relationship between residents' perceptions of tourism development potential and their perceived collective benefits. In other words, residents' perceptions of local sustainable tourism development potential could influence their perceived benefits or costs, especially from a communal point of view. Tourism development potential also had a significant direct positive effect on support for tourism development, meaning that tourism development potential could directly affect residents' attitudes toward tourism development [8].

In 2014 some authors present a study where they explore the residents' support for tourism development. The findings of this study offer several insights to scholars and practitioners that seek to understand and solicit residents' support for tourism development. Specifically, the results revealed that a more positive residents' image of the place leads to more favorable perceptions of the economic, sociocultural, and environmental impacts of tourism. These results suggest that place image is the "lens" through which residents judge the impacts of tourism, whereas a positive disposition toward place leads to a softer, more favorable assessment of tourism impacts (and greater support), and a less positive image leads to a harsher judgment (and subsequently less support) [9].

The destination tourism managers have to take into account the importance of involving residents in their tourism planning, trying to affect their perceptions of attachment to the place and quality of life. Residents must be important players in tourism development. Planners should use this information to design authentic tourism experiences that reflect the idiosyncrasies of the place. This could be a way to strengthen residents' sense of personal identification, belonging, and pride of place, and consequently residents' attachment to place. In addition, residents must be aware of the importance of tourism development on their quality of life. Tourism planners and residents have to keep in mind that infrastructural improvements to increase tourism and the development of tourism activities, such as festivals, are not just for the enjoyment of visitors [10].

Using a well-established literature base, the authors Bimonte and Punzo (2016) have developed a theoretical economic research framework, seeking to provide some answers to questions revealed by models hitherto used to analyze tourism development in a destination and residents' attitudes toward tourism. In contrast to other approaches, their study simultaneously focuses on the agents involved as well as on the effects of different development paths and possible interactions between them. They assume that tourism involves the coming together of at least two not necessarily similar populations (i.e., hosts and guests) that each population, usually divided into communities, has its preferences and expectations regarding the benefits and costs arising from tourism; the actual benefits and costs may differ due to the nature of the resource space (the common pool of resources, the use, sharing or exploitation of which must be agreed upon) [11]. In tourism development, several paths could

lead to transformation in tourism if sufficient institutional innovation occurs on both the demand and supply side of tourism and if new paths also emerge. This would require a huge leap of confidence on the part of destination regions as they prepare to emerge from the crisis and would also require a change in collective tourism behavior, unlike anything we have seen before. This is not to suggest that a vigorous rebound will soon return to normalcy. However, while the evolution of tourism has always been fragmented COVID-19 presents a unique opportunity in a generation where the institutional pump is primed for transformation. Whether it leads to a radical transformation of the tourism sector remains to be seen, but the impression it will leave on both tourism demand and supply will have long-term incremental impacts over the next few years and ultimately bring us closer to tourism transformation [2].

22.3 Methodology

Bibliometric studies are characterized by their use of statistics to analyze academic literature. Several authors assume that the main Bibliometric indicators include the number of articles, the number of authors, the productivity of authors, and the productivity of countries or journals [12].

It is important to note that Bibliometric studies provide indicators of research output in a field over time and allow scholars to study science as a knowledge creation system [13]. For the universe of tourism, some Bibliometric Analysis studies analyze the universe of literature [14]. Increasingly, tourism is an area of consistent interest, which justifies this type of study and analysis.

In this context, this Bibliometric Analysis aims to understand the existing literature of the last 10 years on tourism development using a specifically stratified database. The collection from the scientific base SCOPUS—Elsevier database was consulted on June 22, 2021, passed through some filtering processes. Specifically, for a more detailed research, between 2012 and 2021, the following equations were applied: TITLE-ABS-KEY (“Tourism Development”); LIMIT TO (PUBSTAGE, “final”); LIMIT TO (OA, “all”); LIMIT TO (PUBYEAR, 2012–2021); LIMIT TO (DOCTYPE, “ar”); LIMIT TO (SRTYPE, “j”). After the filtering process, from this research 1693 articles were found. The parameters of interest were obtained from the selected studies, which included the following analyses: authors, article title, journal of publication, methodology, year of publication, and citation count according to the Scopus database.

This study purposes to conduct a Bibliometric Analysis with the focus of identifying the best articles with the most citations about tourism development in the last 10 years. For this purpose, this Bibliometric Analysis focuses on the TOP 100 articles with the most citations, and keywords with the most link strength. Then, this list with the most citations was analyzed, as well as the authors, journals, and countries of publication.

22.4 Discussion

A total of 1693 papers were collected and coded across the 284 journals over the 10-years time span (Fig. 22.1). In addition to the filtering process of the sample collection, another filtering process was performed in the analysis process, specifically, the minimum number of citations of a document considered was 10.

From the filter, just 448 documents meet the threshold. For each of the 448 documents, the number of citation links was calculated, and the 100 documents with the largest number of links were being selected.

From this graph, it is possible to retain that in the last 10 years there was an evolution in “tourism development” research, but after the year 2020 this evolution dropped drastically, it is easy to associate this drop-in research with the pandemic, and the consequences that resulted from it. After analyzing the sample in the VOSviewer program, 34 clusters were segmented. These clusters, distinguished by colors, show the relation of the articles to each other, as shown in Fig. 22.2.

By default, the program highlights the articles with more citations and allows the visualization of the articles with more emphasis. The VOSviewer can show the Bibliometric mapping in three different views; network view (Fig. 22.2), overlap view, and density view.

Some of the 100 articles in this network are not connected to each other, the largest set of connected articles consist of 64 documents (as can be seen by the interconnected network in the center of the figure). The size of the circles corresponds to the citations the articles have, the higher the number of citations, the bigger the circle. Hence, the five articles with more citations are Kim (2012), with 443 citations; Styliadis, (2014),

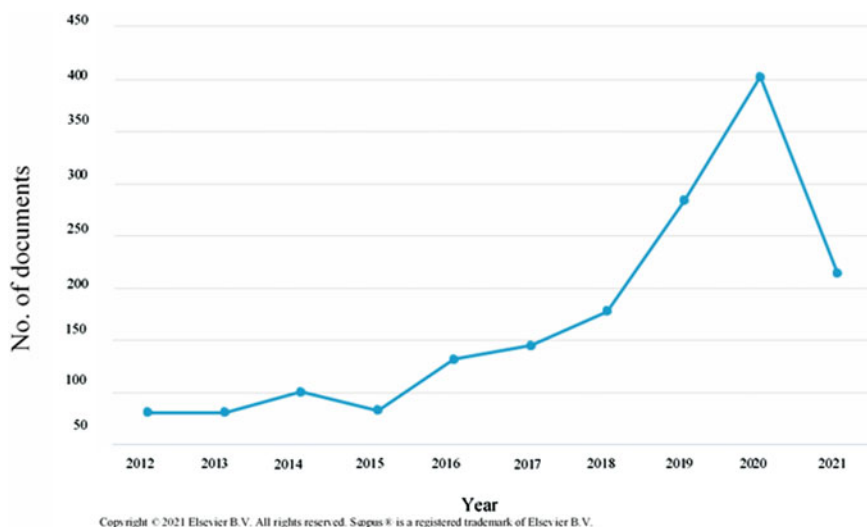


Fig. 22.1 Publication year of documents on “tourism development” over the 10 years

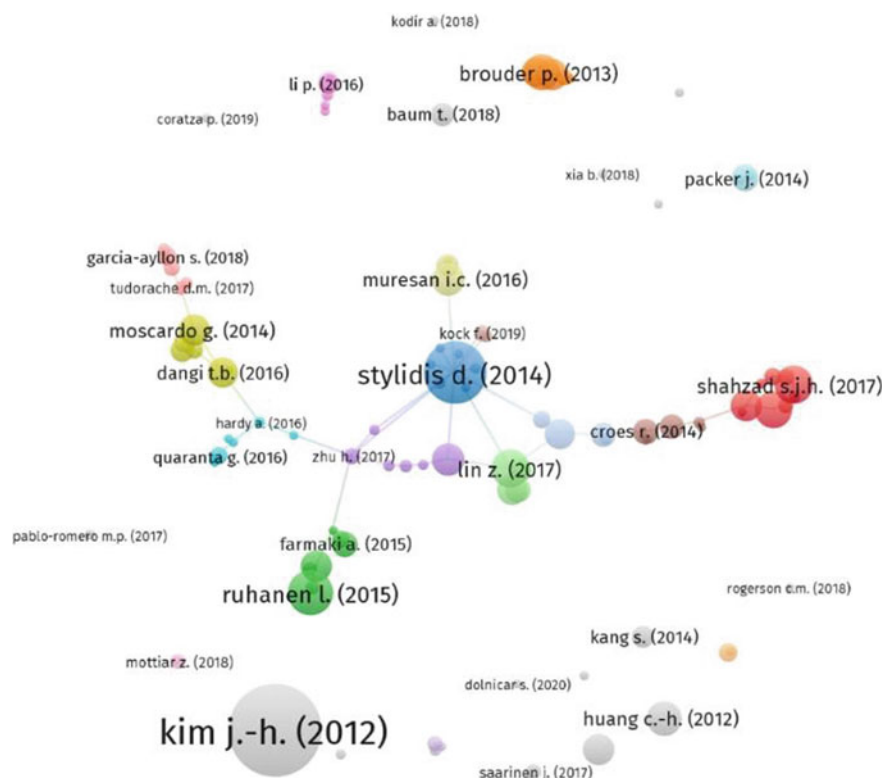


Fig. 22.2 Network visualization TOP 100 articles most cited using VOSviewer

with 232 citations; Ruhanen, (2015), with 136 citations; Shahzad, (2017), with 102 citations; and Lin (2017), with 101 citations.

In considering the TOP 100 most articles cited, it is also important to understand which authors have been cited and published the most, in the last 10 years. For this, the study of the authors' citations in the analysis observed about 4253 authors. Of these authors, only were considered those who obtained at least 10 citations and five documents, giving a total of 39 authors. From this analysis, the 10 authors with the most documents are shown in Table 22.1.

However, the authors with the most citations are not necessarily the ones with the most documentation, as seen in the following table. Especially, Table 22.1 also shows the 10 authors with the most citations, by highlighting the authors who are also on the list of authors with the most documents. In this analysis, it is found that the authors' Law, Lin, Wang, Saarinen, and Liu, were the TOP five authors with most citations and articles publicized.

To realize which keywords have underwritten most to research on tourism development in the last 10 years, we analyzed the co-occurrence of the authors' keywords, making a total of 5311 countries. In the process of choosing threshers, the minimum

Table 22.1 List of the TOP 10 authors

Author with more citations	Documents	Citations	Author with more documents	Documents	Citations
Li, G.	5	341	Liu, J.	12	85
Law, R.	6	183	Zhang, Y.	11	55
Almeida-García, F.	5	155	Wang, Y.	10	117
Lin, Z.	6	145	Li, H.	9	82
Sharif, A.	5	144	Liu, Y.	9	42
Wang, Y.	10	117	Petrović, M. D.	8	45
Saarinen, J.	7	107	Saarinen, J.	7	107
Becken, S.	5	95	Rogerson, C. M.	7	52
Dolnicar, S.	5	86	Li, Y.	7	39
Liu, J.	12	85	Law, R.	6	183

number of occurrences of a keyword was 10, giving a total of 57 keywords. The program VOSviewer has created nine clusters, in which, through the different colors, it is possible to verify the connection between the keywords. The keywords with the highest importance is tourism and tourism development, in different clusters. Then, the keywords sustainable and sustainable tourism have a stronger weight than the others, also inserted in different clusters. Subsequently, it is possible to check keywords associated with rural tourism, ecotourism, geotourism, and cultural tourism, with values above 30 occurrences.

To comprehend which countries have contributed most to research on tourism development in the last 10 years, we analyzed the authors' countries, making a total of 120 countries. In the process of choosing threshers, the minimum number of documents of a country was 5, and the minimum number of citations of a country was 10, making a total of 63 countries.

After this analysis, it was observed that the five countries with the citations correspond to United Kingdom (214 documents and 3835 citations), Australia (100 documents and 2139 citations), United States (118 documents and 2018 citations), China (243 documents and 1768 citations) and Spain (203 documents and 1573 citations). The case of Poland, although it is in 4th place in the list of the five countries with the most documents, is only in 11th place in the list of the countries with the most citations.

It is also important to analyze that, of the 63 countries analyzed, Portugal is in 15th place in the list of countries with more articles, and 16th in the list of countries with more citations. In view of this analysis, it was possible to verify that the countries with the most recent publications are China Russian Federation, South Korea, and Indonesia.

To realize which journals have subsidized most to research on tourism development in the last 10 years, we analyzed the articles' sources, making a total of 284 journals. In the process of choosing threshers, the minimum number of documents

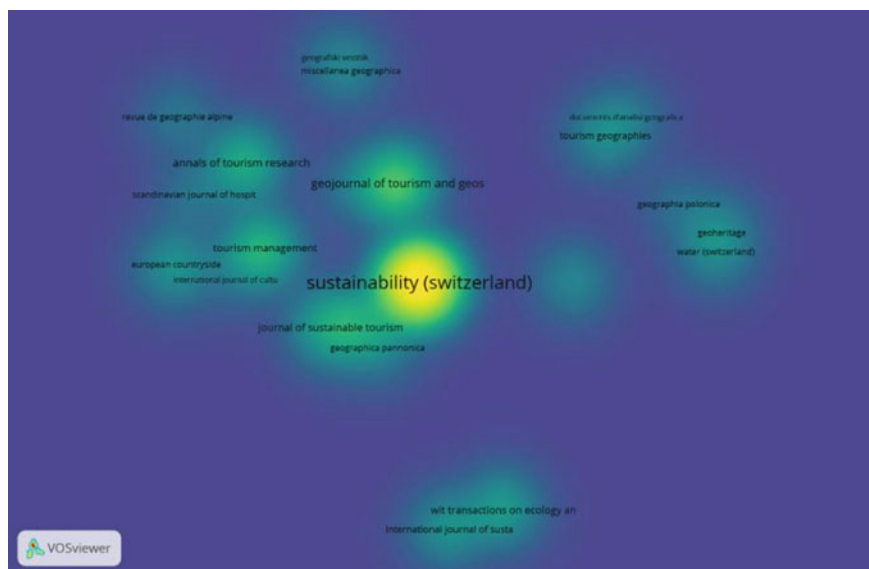


Fig. 22.3 Journals that contributed the most in publishing highly cited articles on Tourism Development, using density visualization

of a source was 5, and the minimum number of citations of a source was 12, making a total of 38 journals. Some of the 38 journals in the network were not connected to each other, so, the program considered 31 journals connected (Fig. 22.3).

In view of this analysis, it was observed that the five journals with the most citations, corresponding to Sustainability (Switzerland) (3569 citations), Tourism Management (2081 citations), Journal of Travel Research (1250 citations), Annals of Tourism Research (1156 citations) and Journal of Sustainable Tourism (10,009 citations).

On the other hand, compared to the published documents we analyze the five journals with the most documents are (Switzerland) (507 documents), Geojournal of Tourism and Geosites (115 documents), Annals of Tourism Research (66 documents), Journal of Sustainable Tourism (53 documents) and Tourism Management (51 documents).

In addition, to comprehend which organizations have subsidized most to research on tourism development in the last 10 years, we analyzed the authors' organizations, making a total of 3524 organizations. In the process of choosing threshers, the minimum number of documents of an organization was 3, had to be lower, to agglomerate more organizations, and the minimum number of citations of an organization was 10, as well, making a total of the 29 organizations.

Because of this analysis, it was observed that the five organizations with the most citations correspond to the: University of Surrey (8 documents and 223 citations); School of Hotel and Tourism Management in Hong Kong Polytechnic University (3 documents and 200 citations); School of Tourism and Hospitality in University of

Johannesburg (12 documents and 154 citations); University of Chinese Academy of Sciences (16 documents and 151 citations) and Department of Economic Sciences in University of Agricultural Sciences and Veterinary Medicine (3 documents and 97 citations).

Finally, the most used research methodology was also analyzed. In particular, the quality methodology was predominant in this list of TOP 100 most cited articles, in which more than half of the most cited articles are qualitative studies. Only seven papers used a mixed analysis, and the restaurants used a quantitative approach.

22.5 Final Considerations

Indeed, tourism development activities come with an increased demand for energy for various functions.

The results of this data search were stratified according to the citation count of each article, and the 100 most cited articles were selected as supporting for further analysis in the future. Therefore, in this Bibliometric Analysis, it was possible to obtain some pertinent results. Specifically, it was observed that this study was able to structure a list with the 100 most cited articles about tourism development in the last 10 years.

The notion of “tourism development” has been dedicated to the analysis of the residents of the tourist destination, as stakeholders and users of tourism services; the sustainability and care of the environment, in the face of tourism; and the active and visible impact of tourism on the economy and the development of the tourist destination, and of the country. It is notable from this analysis the fact that studies on tourism development have fallen in the year 2020, which can be justified as one of the impacts of the COVID-19 pandemic.

The main objectives of this study were to analyze the chronological trends of the desired topic, highlighting the evidence-based studies that are paramount in the field. For this objective, it became especially evident that the literary trends highlighted in the systematic literature review and subsequently highlighted in the bibliometric analysis do not coincide, leading to different conclusions. Specifically, the systematic literature review understood that the literary trends are based on economics, sustainability, and residents. While, for the bibliometric analysis, the research tendencies, besides also falling on sustainability, fall on rural tourism, ecotourism, geotourism, and cultural tourism.

In addition, it is possible to verify that the study on tourism development in the last 10 years has been prominent in the United Kingdom, Australia, and the United States. The newspapers with the most citations about tourism development are Sustainability, Tourism Management, and Journal of Travel Research.

22.6 Limitations and Next Steps

Finally, this study will serve as a source of research for other studies on the subject. In the future, studies will be made using this TOP 100 most cited arctic listing, particularly the elaboration of a systematic review on tourism development.

Also, it is suggested that this topic should accompany this process and pandemic path, continuing to be analyzed but extending its study to other keywords, also extending the research to other databases. We propose for the future the relevance of a conceptual model to be empirically tested using structural equations (e.g., tourism sustainable, “tourism impact”, “segmentation”, “tourism marketing” and comparison “pre” and “post covid”).

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