



BIBLIOMETRICS OF DESTINATION MARKETING RESEARCH: COCITATION AND BIBLIOGRAPHIC COUPLING ANALYSES

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| ARTICLE INFO | ABSTRACT |
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| <p>DOI: 10.52932/jfm.vi6.436</p> <p><i>Received:</i> September 28, 2023</p> <p><i>Accepted:</i> November 7, 2023</p> <p><i>Published:</i> December 25, 2023</p> <p>Keywords: Bibliometric analysis; Co-citation analysis; Destination marketing; Tourism; Publications.</p> | <p>Destination marketing is a vital domain of tourism management and research, as it involves the promotion of tourism destinations to potential visitors and the enhancement of their competitiveness and attractiveness. The aim of this study is to present a bibliometric analysis of destination marketing publications, using descriptive statistics, co-citation analysis, and bibliographic couplings. The study utilizes the Dimensions database to collect 1622 articles published in tourism and hospitality journals from 2014 to 2023. The results reveal the main trends, themes, and authors in destination marketing research, as well as the intellectual structure and development of the field. The study also identifies the research gaps and future directions for destination marketing research.</p> |

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1. Introduction

The term of destination marketing is described as a continuous, sequential process through which a destination management organization (DMO) plans, researches, implements, controls, and evaluates programs with the aim of satisfying tourists' needs and wants as well as the destination's and DMO's visions, goals, and objectives" (Sotiriadis, 2020). Destination marketing is essential for creating a positive image and reputation of a destination, attracting and retaining visitors, increasing their satisfaction and loyalty, and generating economic, social, and environmental benefits for the destination stakeholders (Pike & Page, 2014). Destination marketing is also a complex and dynamic process that requires strategic planning, coordination, innovation, and adaptation to the changing market conditions and consumer preferences (Buhalis & Amaranggana, 2015).

Destination marketing has been a popular topic of academic research in tourism and hospitality journals for several decades. However, there is a lack of comprehensive and systematic reviews of the existing literature on this topic, especially from a bibliometric perspective. Bibliometrics is a quantitative method that uses statistical techniques to analyze the patterns of publications, citations, and keywords in a scientific field (Zupic & Čater, 2015). Bibliometrics is able to bring valuable insights into the structure, development, impact and trends of a research domain, as well as identify the influential authors, journals, institutions and countries in the field (Mongeon & Paul-Hus, 2016). Bibliometrics can also reveal the research gaps and opportunities for future studies (Cobo et al., 2011).

This study focuses on performing a bibliometric analysis of destination marketing research using three methods: descriptive statistics, co-citation analysis, and bibliographic coupling. Descriptive statistics are used to examine the growth of publications in destination marketing research over time and the number of publications for 17 sustainable development goals (SDGs) from the United

Nations. Co-citation analysis is employed to investigate the intellectual construction and evolution of destination marketing study by identifying the most cited references and their relationships. Bibliographic coupling is used to predict future research directions in destination marketing. The research uses the Dimensions database to collect 1622 articles published in tourism and hospitality journals from 2014 to 2023.

The study contributes three benefits. *Firstly*, it supplies an updated and comprehensive overview of destination marketing research from a bibliometric perspective. *Secondly*, it reveals the main themes and authors that have shaped and influenced on destination marketing research over time. *Finally*, it indicates the research gaps and future directions for destination marketing research.

2. Literature review

2.1. Destination Management

Destination management is the process of coordinating all the aspects of a tourism destination, such as marketing, visitor services, training, business support and filling any management gaps. (Policy and Destination Management | UNWTO, n.d.). However, the recent pandemic has changed how we approach destination management. It is necessary to have strategic plan that connects the different elements of a destination and prepares it for future challenges. Instead of reacting to crises, managers should proactively anticipate and prevent them. Therefore, there is a need to have an entity that coordinates and promotes a tourism destination. It involves various authorities, stakeholders, and professionals who work together towards a shared vision and Destination Management Organization (DMO) is a vital solutions in this case.

2.2. Destination Management Organization (DMO)

DMO stands for destination management organization, which is an entity that coordinates and promotes a tourism destination. It involves various authorities, stakeholders, and

professionals who work together towards a shared vision. A DMO aims to attract visitors, develop the local economy, and protect the natural and cultural heritage of the destination. A DMO also involves communities and non-governmental organizations in decision-making and management, to ensure that tourism is sustainable and beneficial for all (*UNWTO Guidelines for Institutional Strengthening of Destination Management Organizations (DMOs) Preparing DMOs for New Challenges*, n.d.). Stakeholder engagement and trade partnership are essential for effective destination management. A DMO should consult with various actors (public and private sectors, NGOs, local community, academia, etc.) to design and implement plans and strategies that support the destination's goal towards resilience and sustainability. A DMO should also work closely with the trade to benefit from regulation, education, marketing platforms, authentic content, market intelligence, user-generated content and strategic guidance. Tourism destination mismanagement occurs when the destination prioritizes the economic benefits of tourism over the well-being of its culture, environment and community. This can lead to negative impacts such as loss of identity, degradation of natural resources, social conflicts and reduced quality of life. DMOs should not only promote the destination, but also adopt a more holistic approach that includes destination development, community collaboration and sustainability. This means that DMOs should consider the economic, social and environmental impacts of tourism on the destination and its stakeholders, and work towards a common vision and goal.

2.3. Tourism and Sustainable Development Goals (SDGs)

Destination management strategy is a new approach that helps DMOs to operate efficiently and transparently, and to gain legitimacy and trust among the different tourism stakeholders. It involves designing and implementing plans and strategies that support the destination's goal towards resilience and sustainability. The

2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) provide a framework for tourism to contribute to global challenges such as poverty, inequality, climate change and environmental degradation. By adopting a public-private-community (PPC) approach, DMOs can align their policies and actions with the following SDGs: SDG 8 (decent work and economic growth): tourism can create jobs, support local businesses and foster entrepreneurship. SDG 10 (reduced inequalities): tourism can engage local populations and all stakeholders in tourism development, and promote social inclusion and cultural diversity. SDG 11 (sustainable cities and communities): tourism can enhance urban regeneration, preserve natural and cultural heritage, and improve the quality of life for residents and visitors. SDG 12 (responsible consumption and production): tourism can adopt sustainable practices, reduce waste and emissions, and promote local products and services. SDG 13 (climate action): tourism can mitigate its impact on climate change, adapt to its effects, and support low-carbon development. SDG 14 (life below water): tourism can protect marine ecosystems, conserve biodiversity, and prevent pollution and over-exploitation of resources. SDG 15 (life on land): tourism can protect terrestrial ecosystems, conserve biodiversity, and prevent deforestation and land degradation. SDG 16 (peace, justice and strong institutions): tourism can foster peace, security, human rights, good governance and social cohesion. SDG 17 (partnerships for the goals): tourism can collaborate with various actors (public and private sectors, NGOs, local community, academia, etc.) to achieve the SDGs (*Tourism in the 2030 Agenda | UNWTO*, n.d.). Therefore, the later researches should contribute specially to achieve one of 17 SDGs

2.4. Destination Marketing

Destination marketing is considered as the procedure of promoting a specific location and its benefits to potential tourists. It is a complex and challenging task, as destinations must compete with each other for a share

of the global tourism market (Pike, 2015). Destination marketing has been around for centuries, but it really suddenly rose in the 20th century with the growth of mass tourism. In the early days, destination marketing was largely focused on promoting the natural beauty and historical attractions of a destination. However, in recent years, destination marketers have become more sophisticated in their approach, using a variety of marketing channels to reach their target audiences (Buhalis & Michopoulou, 2011). Destination marketing faces a number of challenges, including competition, changing visitor preferences, changing visitor preferences, budget constraints (Almeyda-Ibáñez & George, 2017; Varghese & Paul, 2014). There are several factors that will shape the future of destination marketing, including: the rise of digital technology (Junqueiro et al., 2022); the growth of sustainable tourism (Varghese & Paul, 2014); the need for collaboration (Pike, 2015).

2.5. Bibliometric analysis

Bibliometric is the statistical analysis of the fundamental data of a document (e.g. authors, journal, keywords, references) to gain an understanding of the evolution of a research subject (Van raan, 2005). Bibliometric research is a branch of Library and Information science and closely related to the study of Scientific Metrics and Indicators (Scientific Metrics & Indicators). Bibliometric research uses a wide range of tools, including Co-Citation Analysis, Cite Analysis and Bibliographic Coding to investigate the structure, development and influence of academic publications (Leung et al., 2017). Combining these techniques can reveal the trends and relationships among research themes and suggest future directions for research (Braam et al., 1991; Leung et al., 2017).

3. Methodology

The authors employ bibliometric techniques to review destination marketing literature and predict future research topics (Leydesdorff et al., 2013). The data was extracted from the Dimension database and the keywords used were Destination marketing and post covid-19. 1622 destination marketing publications were collected from the Dimensions database on 13, July 2023. The key research topics in the area of destination marketing were identified through the use of co-citation analyses, while the analysis of destination marketing studies was conducted through the use of bibliography coupling analysis at a time when destination marketing studies were getting a lot of attention.

4. Results

4.1. Year of publication

Figure 1 shows the total number of annualized publications between 2014 and 2023. There were no publications between 2014 and 2019. However, from 2020 to 2022 there were 764 publications reaching the peak in 2022. This suggests that there was a significant change in the research activity or output in those years. This chart also shows a sharp decline in the number of publications in 2023, dropping to 359. This could indicate that there was a decrease in the research funding, interest, or quality in that year.

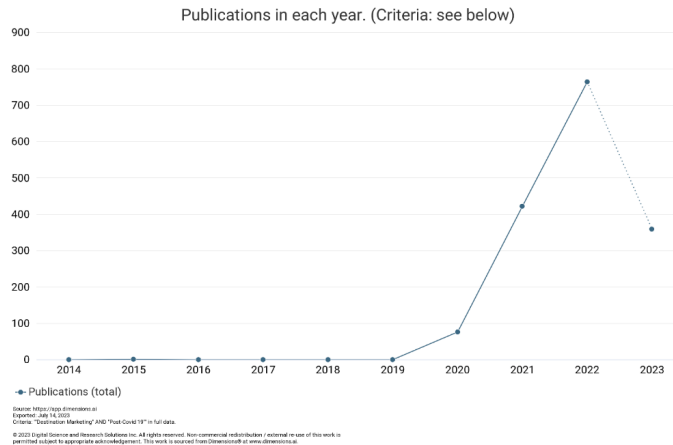


Figure 1. Publications on destination marketing from 2014-2023

Source: <https://app.dimensions.ai>

4.2. Number of publications for Sustainable Development Goals

The chart below displays the number of publications related to various United Nations’ Sustainable Development Goals (SDGs). The SDGs are 17 global objectives that seek to eliminate poverty, safeguard the environment, and promote peace and prosperity by 2030. Figure 2 reveals that the most published SDG is 11 Sustainable Cities and Communities, with 86 publications, followed by 3 Good Health and Well Being, with 75 publications, and 8 Decent Work and Economic Growth, with 72 publications. These three SDGs also have the

highest number of citations, with 899, 788, and 381 respectively. This suggests that these topics are of high interest and relevance to the research community and society. The least published SDGs are 5 Gender Equality and 14 Life Below Water, with only one publication each, and 6 Clean Water and Sanitation, with two publications. These SDGs also have the lowest number of citations, with zero for both 5 Gender Equality and 14 Life Below Water, and two for 6 Clean Water and Sanitation. This indicates that these topics are either under-researched or under-recognized by the academic and public spheres.

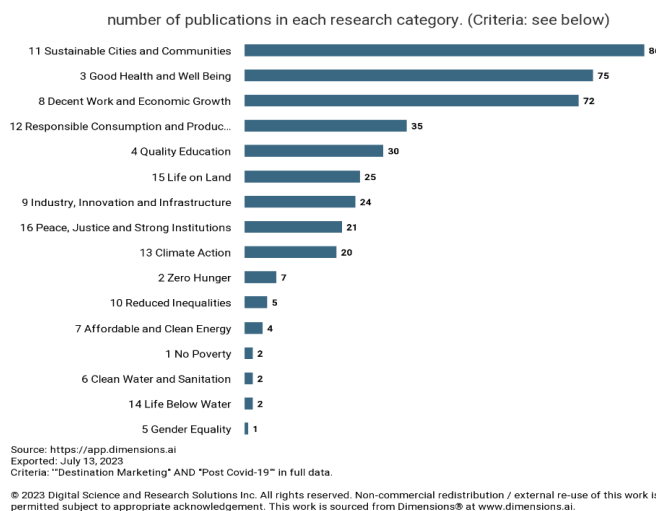


Figure 2. Number of publications for different sustainable development goals

Source: <https://app.dimensions.ai>

4.3. Co-citation analysis

Figure 3 shows how the destination marketing research papers are co-cited by other works. The bubbles indicate how many times each paper is cited, adjusted by a standard measure. The lines show how often two papers

are cited together, with thicker lines meaning stronger co-citation. The distance and the connection between two bubbles reflect the co-citation relationship. The bubbles have different colors based on the themes they belong to. Each bubble has the name of the author and the year of publication (Van Eck & Waltman, 2017).

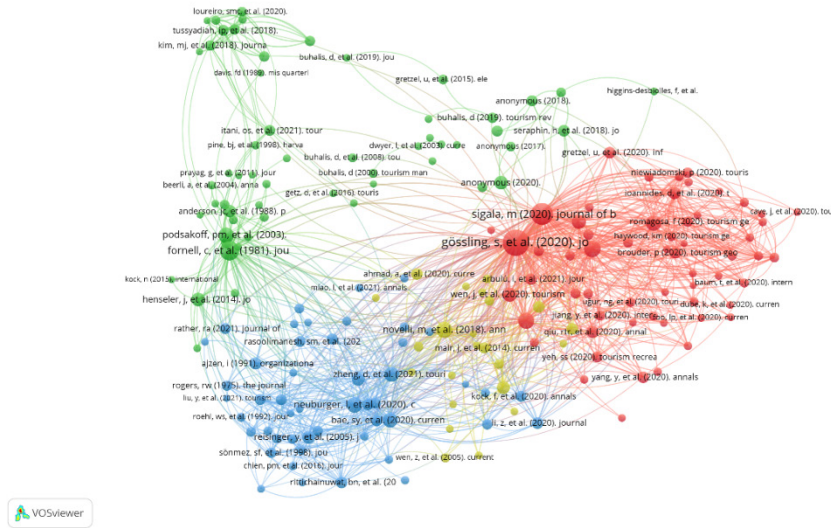


Figure 3. Visualized co-citation network

Source: Based on VOS Viewer software

Table 1 summarizes the four main findings of the meta-analysis of destination marketing publications co-cited. The author named the themes based on a careful reading of each representative article in each theme. The first theme dealt with the different definitions of destination marketing and related issues, with a focus on the systematic review of existing research on destination marketing. The second theme discussed various methodological issues in destination marketing research. The third theme explored the implications of Tourism post-Covid-19, such as travel behaviors, risk perceptions, cultural factors. The fourth theme addressed the management of risks for tourism businesses and destinations after a disaster, covering topics such as business continuity planning, crisis communication, and insurance.

Table 1. Co-citation themes

| Themes | Representative citations |
|--|---|
| 1. Research review (Red bubble) | (Gössling et al., 2020) (Sigala, 2020) (Brouder, 2020) |
| 2. Research Methodology (Green bubble) | (Podsakoff et al., 2003) (Fornell & Larcker, 1981) |
| 3. Current issues in Tourism (Blue bubble) | (Neuburger & Egger, 2021) (Bae & Chang, 2021) (Reisinger & Mavondo, 2005) |
| 4. Risk Management post-disaster (Yellow bubble) | (Novelli et al., 2018) (Ritchie, 2008) (Mair et al., 2016) |

4.4. Bibliographic coupling

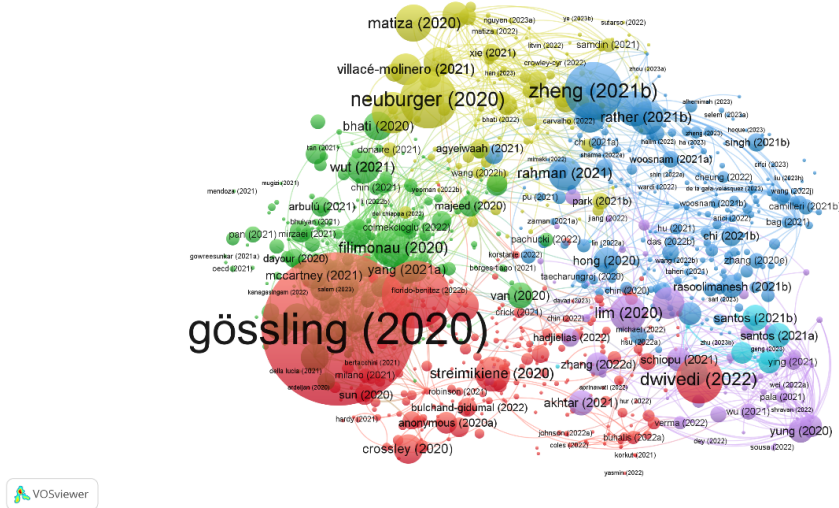


Figure 4. Bibliographic coupling network

Source: Based on VOS Viewer software

Figure 4 shows the bibliographic coupling of destination marketing research. Bibliographic coupling analysis revealed that destination

marketing publications were grouped into 7 themes (Table 2).

Table 2. Bibliographic coupling themes on DM

| Themes | Representative citations |
|---|---|
| 1. The impact of Covid-19 on destination (Red bubble) | (Gössling et al., 2021), (Streimikiene et al., 2020)(Wen et al., 2020) |
| 2. Travel risk perception and travel behavior (Yellow bubble) | (Neuburger & Egger, 2020)(Villacé-Molinero et al., 2021) (K. Zhang et al., 2020) |
| 3. Sustainable tourism (Blue bubble) | (K. Zhang et al., 2020), (Rather, 2021)(Rasoolimanesh et al., 2021)(Woonsam et al., 2021) |
| 4. Crisis management, review research post Covid (Green bubble) | (Wut et al., 2021)(Yang et al., 2021) |
| 5. Virtual travel, digital travel (Purple bubble) | (Lim et al., 2020)(El-Said & Aziz, 2021)(S.-N. Zhang et al., 2022) |
| 6. Social interaction in tourism (Turquoise bubble) | (Santos et al., 2021) (Kumar et al., 2021)(Valeri & Baggio, 2021) |

The first theme, the impact of COVID-19 on destination, covers the overall impact of the pandemic on tourism destinations. This includes the decline in tourist arrivals, the economic impact on tourism-related

businesses, and the social and cultural impacts on tourism destinations.

The second theme, travel risk perception and travel behavior, examines how travelers' perceptions of risk have changed during the

pandemic, and how this has affected their travel behavior. This includes topics such as the factors that influence travelers' risk perceptions, the different types of travel risk, and the coping strategies that travelers use to manage risk.

The third theme, sustainable tourism, explores how the COVID-19 pandemic has created an opportunity to rethink tourism and make it more sustainable. This includes topics such as the development of new tourism products and services that are more sustainable, the adoption of sustainable tourism practices by businesses, and the changing preferences of travelers for more sustainable tourism experiences.

The fourth theme, crisis management, review research post Covid, examines how tourism destinations have managed the COVID-19 crisis. This includes topics such as the different phases of crisis management, the lessons learned from the pandemic, and the best practices for crisis management in the tourism industry.

The fifth theme, virtual travel, digital travel, explores the increasing use of virtual and digital technologies to experience tourism destinations. This includes topics such as virtual reality tourism, augmented reality tourism, and the use of social media to promote and experience tourism destinations.

The sixth theme, social interaction in tourism, examines how the COVID-19 pandemic has affected social interaction in tourism settings. This includes topics such as the impact of social distancing measures on tourism experiences, the changing role of social media in tourism, and the need for new ways to foster social interaction among tourists.

Overall, Table 2 provides a comprehensive overview of the impact of COVID-19 on destination tourism. It covers a wide range of topics, from the overall impact of the pandemic on tourism destinations to the specific challenges and opportunities that have arisen. The table also provides citations to representative research papers on each topic,

which allows readers to learn more about the specific aspects of the impact of COVID-19 on destination tourism that are of interest to them.

4.5. Discussion

This study has conducted a bibliometric analysis of destination marketing research, using descriptive statistics, co-citation analysis, and bibliographic coupling analysis. The number of publications on destination marketing research has increased significantly from 2020 to 2022, indicating a growing interest and relevance of this topic in the academic and social spheres. However, the number of publications has decreased sharply in 2023, suggesting a possible decline in research funding, quality, or novelty.

According to destination marketing research, the most commonly published SDGs are 11 sustainable cities and communities, 3 good health and well being, and 8 decent work and economic growth. These SDGs reflect the importance of destination marketing for enhancing the social, economic, and environmental aspects of tourism destinations and their stakeholders. The least published SDGs are 5 Gender Equality, 14 Life Below Water, and 6 Clean Water and Sanitation. These SDGs indicate the potential research gaps and opportunities for destination marketing research to address the issues of gender equality, marine conservation, and water management.

The co-citation analysis has revealed four themes that have shaped and influenced destination marketing research over time: research review, research methodology, current issues in tourism, and risk management post-disaster. These themes show the evolution of destination marketing research from a descriptive and conceptual level to a more empirical and applied level. They also show the diversity and complexity of destination marketing research in terms of topics, methods, and perspectives.

The bibliographic coupling analysis has predicted six themes that are likely to be the future directions for destination marketing research: the impact of Covid-19 on destination, travel risk perception and travel behavior,

sustainable tourism, crisis management review research post Covid, virtual travel digital travel, social interaction in tourism. These themes show the emerging trends and challenges for destination marketing research in the post-pandemic era. They also show the need for destination marketing research to adopt more innovative and interdisciplinary approaches to cope with the changing market conditions and consumer preferences.

5. Conclusions

The study has several implications for destination marketing research and practice. *First*, it provides an updated and comprehensive overview of destination marketing research from a bibliometric perspective. It helps researchers to identify the main trends, themes, authors, journals, institutions, and countries in this field. It also provides practitioners with up-to-date information and best practices on destination marketing. *Second*, it reveals the research gaps and opportunities for destination marketing research. It helps researchers to find new topics or perspectives that are under-researched or under-recognized in this field. It also helps practitioners to identify the areas that need more attention or improvement in destination marketing. *Third*, it suggests future

directions for destination marketing research. It helps researchers to anticipate the emerging issues and challenges that will shape destination marketing research in the near future. It also helps practitioners to prepare for the new opportunities and demands that will arise from destination marketing.

However, there are some limitations to the study that should be taken into account. *First*, it only uses one database (Dimensions) to collect the data. Other databases may have different coverage or criteria for selecting publications on destination marketing research. Therefore, the results may not be representative or comprehensive of all publications on this topic. *Second*, it only uses three methods -descriptive statistics, co-citation analysis, and bibliographic coupling analysis-to examine the data. Other methods may have different advantages or disadvantages for exploring the structure, evolution, impact or trends of a research field. Therefore, the results may not be conclusive or definitive of all aspects of destination marketing research. *Third*, it only covers publications from 2014 to 2023. Other time periods may have different patterns or characteristics of publications on destination marketing research. Therefore, the results may not be consistent or comparable with other studies on this topic.

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