

A Bibliometric analysis of tourism discourse research articles published between 2012 and 2021

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Abstract. Bibliometric article analysis is considered to be important in tourism as a outcome of external research quality evaluation, the demonstration of prestige and influence rate, and also study for further development. A bibliometric article review may be applied to different type of publication, yet the main focus is on journals. Working on the mixed judicious use of literature review and bibliometric and content analysis, we examined a sample of 1268 studies by their year, country, affiliation and their source from the Scopus database on the subject of ‘tourism discourse’ between 2012 and 2021 which aims to define the dominating trends and find out the prevailing and prestigious articles in the given period of time. During the research, multiple methods of literature review and bibliometric analysis are applied including keyword analysis, descriptive statistics and thematic analysis. We identify the most influential authors and articles based on their publications and citations. Additionally, we also present potential directions for further research.

1 Introduction

Ever-increasing numbers of tourism researchers are utilizing an array of discursive techniques with varying intentions, and varying effects. Tourism researchers have utilized forms of discourse analysis as a means of critically investigating representations of tourism experiences, destinations, motivations and practices. These representations include textual data and written documents, interview transcripts, photographs and brochures, all of which are illustrative of how a group of people have made sense of and reflected on their own world and that of others [1]. The term ‘tourism discourse’ appeared in 1268 research papers indexed in Scopus from 2012 to 2020. Tourism discourse field coverage ranges from humanities and social sciences to environmental sciences and geopolitics. As discourses occur only in social and cultural settings, much of the focus in research is given to the relationships between discourse and community. Most of discourse studies turn to discourse analysis or based on it, as it examines patterns of language within diverse frameworks and settings [2]. Linguists made the most significant contribution to the study and a special language and discourse of tourism texts, and also the translation of these texts have

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attracted the attention of many scholars such as Capelli, 2008; Carvalho Figueiredo & Alvares Pasquetti, 2016; Locksley 2009, 2012; Feng, 2013; Gotti, 2006; Newmark 2001; Pierini, 2007; Snell-Hornby, 1999; Burns and Robertson 1999.

2 Experimental part

According to Linnenluecke, Marrone, and Singh, it becomes increasing difficult for academics to “keep track of new developments [in their field] due to the sheer amount of information and associated time requirements for assessing and evaluating,” and a systematic literature review can help overcome these challenges by identifying trends and gaps in knowledge [3]. The academic community recognizes the Scopus database because of its ability to provide comprehensive coverage of available resources [4]. Therefore, the resources suitable for the current study were identified by conducting a search through the title, keyword, and abstract of publications listed on the Scopus database following prior research [5]. During the research, multiple methods of literature review and bibliometric analysis are applied including keyword analysis, descriptive statistics and thematic analysis. We identify the most influential authors and articles based on their publications and citations. In order to disclose ‘tourism discourse’ in Scopus database by different criteria, a multi-stage analysis procedure has been developed, including: identification of the most popular units; analyzing the proportion of papers by country; identification of the difference between university publications by their origin and affiliation; determination of the dominant areas where tourism discourse studies mostly carried out.

3 Results and discussion

In the original search for ‘tourism discourse’ documents in Scopus database about 1789 titles appeared which were filtered to be limited to: subject areas ‘social sciences’ and ‘arts and humanities’; years 2012-2020; document types ‘article’ and ‘review’; language ‘English’; keywords ‘tourism discourse’, ‘touristic discourse’, ‘discourse analysis’ and ‘critical discourse analysis’. The limitations decreased the number of the documents to 1268. After that research papers were underwent a filter and classified by their year, subject area, affiliation, country and their source type. The selected documents varied according to its classification.

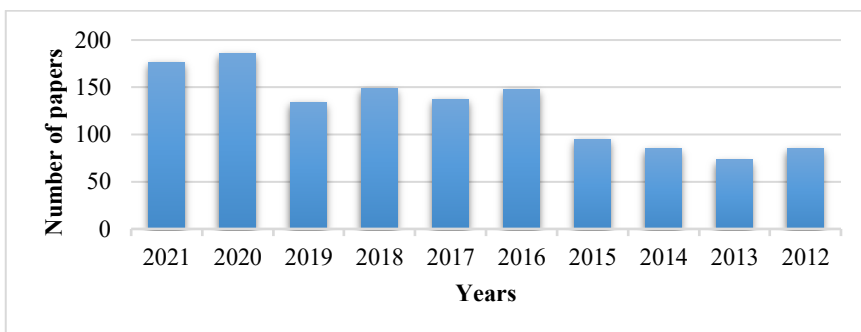


Fig. 1. The proportion of papers by years

If we look at the first table, 1268 articles were detected by the keyword ‘tourism discourse’ between 2012 and 2020. If we consider research done on tourism discourse by years, it should be noted that a massive of 186 papers were published in 2020, with the fewest being 73 in 2013. Nearly the same trend was seen in 2016, 2017, 2018 and 2019, appearing 148,

137,149, 134 respectively. The lowest publications were in 2013, accounting for 53 and the same number of 85 articles appeared in 2012 and 2014. In figure 2, it is shown that the affiliations of the authors encompass 168 universities and organizations, with top 15 universities having 10 to 13 articles on average. The geographical breakdown of 15 top universities includes 8 countries; with 18 documents coming from the USA, 50 articles from Australia, 36 documents from the England; 21 papers from Canada, Netherlands, New Zealand, Hong Kong and South Africa gave 13, 15, 10 and 17 documents each respectively.

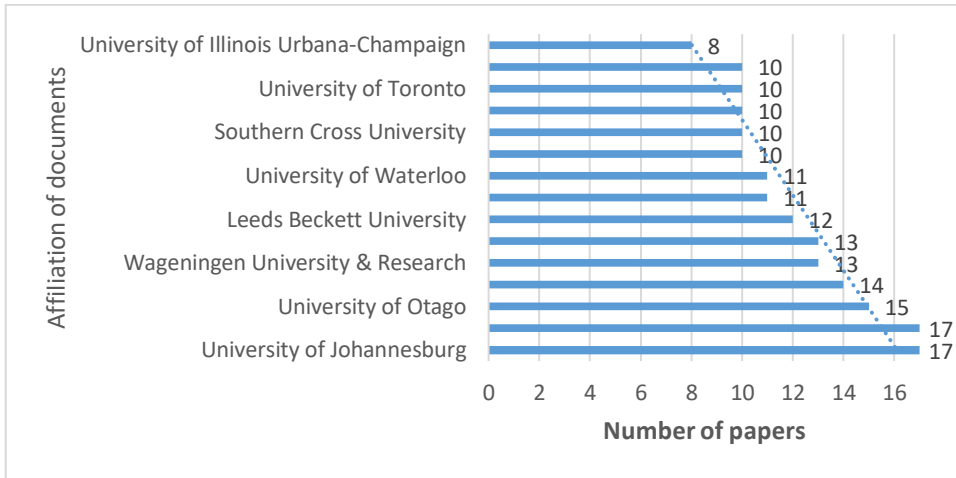


Fig. 2. The classification of papers by affiliation

It should be mentioned that the University of Johannesburg (South Africa), Griffith University (Australia), University of Otago (New Zealand), University of Surrey (England) were the highest in terms of publications between 2012 and 2020.

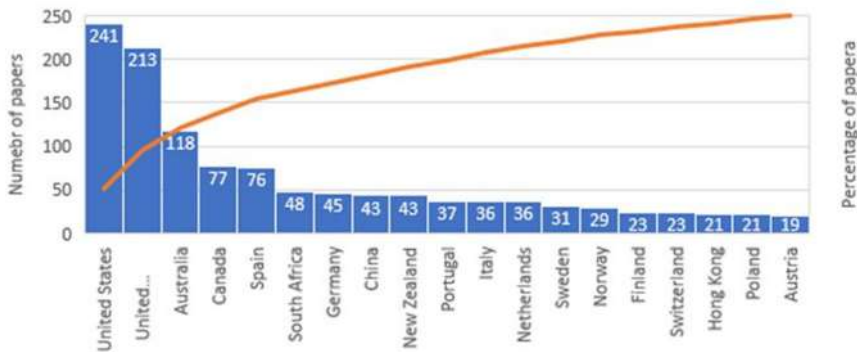


Fig. 3. The percentage of papers by country

In this top list, Australia has a leading role among other countries, figuring for 50 documents from Griffith Business School, Southern Cross University, University of Technology Sydney and Griffith University. For this analysis, relational techniques of bibliometric analysis was used to uncover relationships, patterns, and trends in the field [6]. Specifically, keyword co-frequency analysis is a type of content analysis performed to gain insight into the proportion by different classification.

Also, if we consider the massive 1268 documents Scopus database has brought, we see that USA and England had the highest positions between 19 countries and the smallest

numbers between 19 and 23 come from Finland, Switzerland, Hong Kong, Poland and Austria. It is seen that Australia had a significant share with 118 documents and in top 15 affiliations, the highest numbers were witnessed from this country. (see Figure 2.)

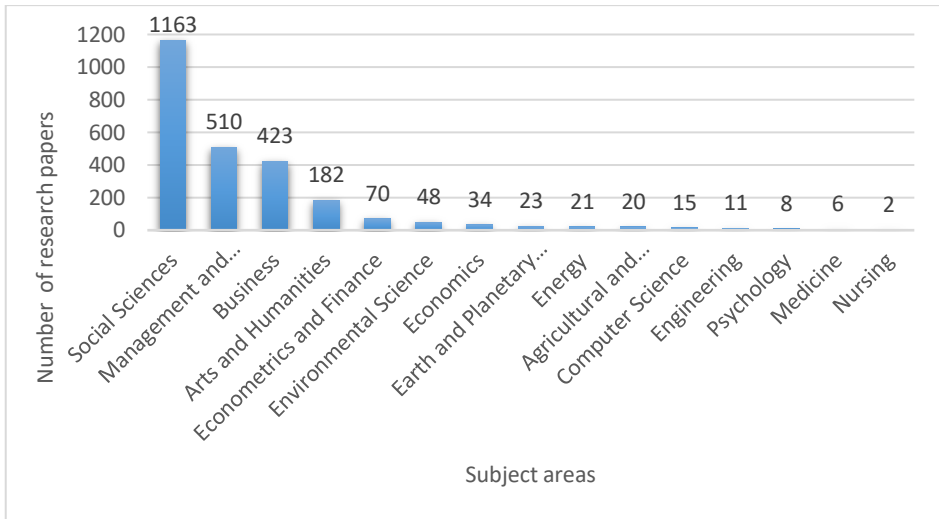


Fig. 4. The proportion of research papers by subject area

Nearly the same proportion of articles was brought from South Africa, Germany, China and New Zealand with 48, 45, 43 and 43 respectively. Among 1268 documents, by subject area the highest proportion was Social Sciences with 1163 articles on ‘tourism discourse’ and lowest was seen in nursing field with 2 papers during a ten-year period. The second biggest numbers of publications found in Management and Accounting, Business and Art and Humanities studies field, 510, 423 and 182 respectively.

Other publications related were detected in the fields of Econometrics and Finance, Environmental Science, Economics, Energy and other fields alike from 70 to 20. It also should be mentioned that the analysis of papers revealed that 167 authors who published papers on tourism discourse in Scopus database.

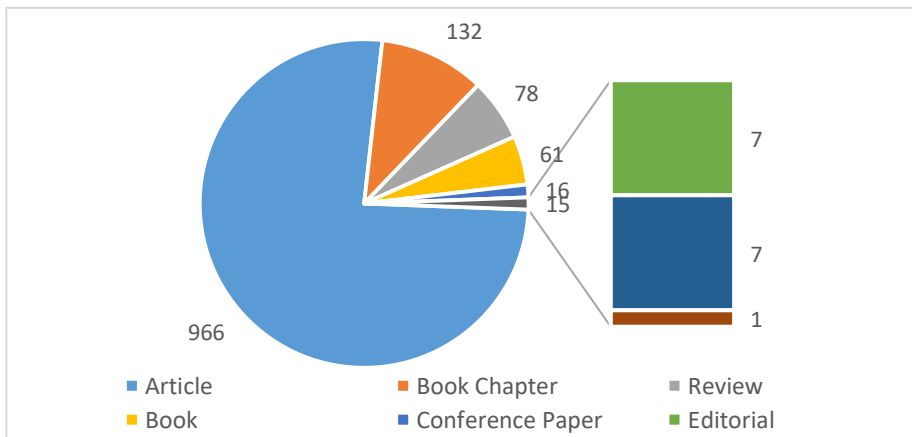


Fig 5. The number of papers by document type.

The document type of all the publications under study is presented in Figure 5. Reviewed journal articles were the leading type of publication, representing about 76,1% of the references under analysis, followed far behind by proceeding book chapters (n=132; 10.4%), reviews (n=78; 6.1%), books (n=61; 4.8%), conference papers (n=16; 1.2%), editorials (n=7; 0,55%), letters (n=7; 0.55%), notes (n=1; 0.07%), of the 1268 studied articles were written in English.

4 Conclusion

Although the samples were taken in order to cover publications on tourism discourse studies, not all findings were covering the target topic. This bibliometric review serves as a handy tool for those who start their research in the field of tourism discourse. It might be suggested for future reviews to take a specific interest in the geographic scope of authors, collaboration networks, and co-citation to understand the trends of the production of tourism discourse research.

Furthermore, this review was limited to English language publications in the database of Scopus. Due to the popularity of discourse studies research in the field, there are likely many noteworthy publications in other languages that would be valuable for future reviews. In the academic literature, tourism is recognized as an economic sector that has a significant impact on ecosystems, for this reason its sustainability in the broadest sense, not only environmental, is being considered. In order to meet the expectations of all stakeholders, future research should continue exploring the relationship between sustainable tourism and other current concepts such as business ethics or corporate social responsibility.

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