

Tourism Development Governance Mapping based on bibliometric analysis

Cecep Wahyudin^{1*}, Nadia Amalia², Robby Firliandoko³, Afmi Apriliani⁴, Faisal Tri Ramdani⁵, Muhammad Jalaludin Assayuti⁶, Agra Alfin Zulfa⁷, Fidya Arzita Elfito⁸

^{1,2,3,4,5,6,7,8} Public Administration, Universitas Djuanda, Indonesia

Corresponding Author: Cecep Wahyudin. Email: cecep.wahyudin@unida.ac.id

Abstract

Governance of tourism development is a central factor, so mapping is needed to realize sustainable tourism. This aim research analyzes tourism development governance mapping trends using a bibliometric analysis review. The method is based on screening the Google Scholar database data with Publish or Perish software. The analysis and visualization are carried out using VosViewer and MS software. Excel. The research results show that information with the scope of the study based on the keywords Governance Mapping, Tourism Development, and Tourism Governance found 994 articles in the Google Scholar database, accessed on November 25, 2023. The related articles from 2014 to 2023 are significant. Based on the analysis, research on tourism development management mapping experiences a considerable decline yearly, but there was an increase in publications in 2016. The highest publication in the Google Scholar database was in 2014, with 151 articles, while the lowest was in 2023, with 7 articles. The number of articles can be analyzed using VosViewer software; there are 77 items with 6 clusters, which show various relationships on each topic. The topics in this research are related to tourism research, sustainable tourism, sustainable tourism development, tourism sector, tourism experience, destination image, and governance. These results can be a reference in mapping tourism governance so that economic improvement can be realized through sustainable tourism development.

Keywords: Bibliometrics, Governance Mapping, Tourism Development, Tourism Governance

I. INTRODUCTION

Tourism is one of the most popular destinations for many people; tourism is also an opportunity to improve the economy. Therefore, tourism development is necessary to create a tourism destination that is in great demand by many people. Tourism development can be a driving factor in improving the economy and can open up job vacancies so that it will have an impact on community welfare.

Tourism, in general, is an industry that significantly impacts the global economy and social welfare (1). Tourism research has developed rapidly, especially in sustainability (2). Bibliometric analysis has been used to understand research trends in various aspects of tourism, such as sustainability (3), destination development (4), and environmental impacts (5). The directory is also used to map tourism developments in various countries, such as Indonesia (6) and China (7).

Thus, to realize sustainable tourism development, it is necessary to have good tourism management so that good tourism governance can put tourist destinations in great demand by all levels of society. Tourism management is also an important topic, especially in the context of governance and sustainability (8).

Therefore, tourism development management mapping is based on bibliometric analysis. Through this approach, the latest research trends in tourism management and research contributions aim to support the development and sustainability of tourism in various countries. Bibliometric studies have provided insight into developments in tourism management, including issues of policy (9), sustainability (10), and technology (11). Apart from that, bibliometric analysis can also help understand the impact of tourism management on economic aspects and community welfare (12).

This research aims to determine trends in tourism development governance mapping by using bibliometric analysis reviews using the stages in this research, namely by using information obtained related to studies on tourism development governance mapping. With the mapping of tourism development governance, there is a paradigm shift that can make tourism development sustainable so that there is freedom for every level of society to get the right to travel in their free time, which can make life better. This can be known using Google Scholar database analysis with Publish or Perish software processing. The scope of this research is regarding the title, keywords, and aspects in the abstract related to the study of tourism governance in tourism development, which can provide a form of deepening the search process. Extract search results in this research using VOSviewer.

II. METHODOLOGY

The research method is based on screening data collected from articles from Google Scholar with a period starting from 2014 to 2015 by searching for data using the keywords governance mapping, tourism development, and tourism governance. Then, the data obtained is processed using Publish or Perish software using RIS and CSV formats. Data mining is carried out in this process so that 994 articles that match the search for the keywords entered can be found on Google Scholar. The following process is data culling to remove articles without a publication year to create articles with a publication date. Next, data analysis and visualization were conducted using literature analysis with VOSViewer software (13). The data that has been obtained is analyzed using descriptive analysis to explain the clusters and their relationship with the data items used. VOSviewer software is used to view network, overlay, and density visualization. The data analysis also uses MS software. Excel to describe a research trend based on previous (14-31).

III. RESULTS AND DISCUSSION

The data that has been collected is based on data on Google Scholar using a data search process using Publish or Perish software so that it can show research developments related to tourism development governance mapping based on the keywords governance mapping, tourism development, and tourism governance so that 994 articles can be found starting from the year 2014 to 2023. Based on data processing in MS. Excel, we can see that the trend of publications on tourism development governance from 2014 to 2023 has experienced a significant decline every year. Still, there has been an increase in publications in 2016, and after that, it will continue to decline until 2023. Regarding the scale of publications on tourism development governance, a few researchers are interested in researching every year, so the average publication with the Google Scholar index in the last ten years is only around 99 publications each year. The highest publication was in 2014, with 151 articles, and the lowest was in 2023, with 7 articles. Thus, there is a vast opportunity to research tourism development management so that researchers can reveal the factors causing the decline in publications, while tourism itself is one of the destinations in great demand by all levels of society. The number of publications can be seen in Figure 1.

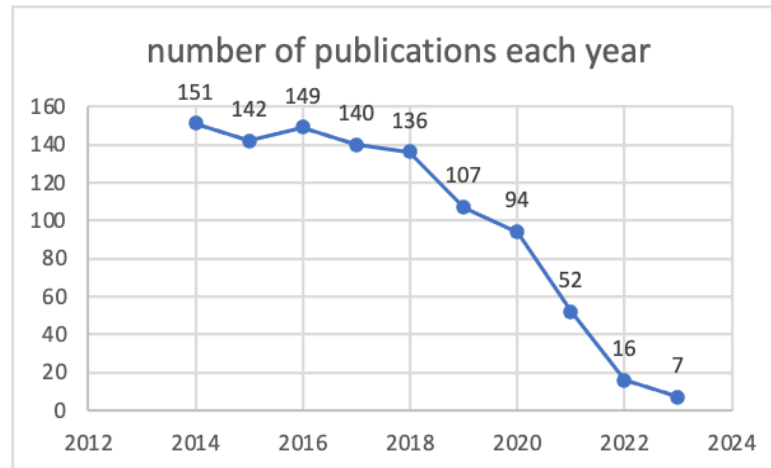


Fig 1. Number of Google Scholar Publications 2014-2023.

The number of articles was 994 based on a search on Google Scholar using the keywords governance mapping, tourism development, and tourism governance. 10 articles were found that were related to each other in this research and had the most citations. The highest number of citations was in 2017, reaching 7600 citations published by thuvienso.hoasen.edu.vn, while the lowest citations were in 2022, with the number of citations going 2412 posted by books.google.com. If you look at the number of the 10 highest citations, you can see 1 article in 2014, 2 in 2015, 2 in 2017, 1 in 2018, 1 in 2019, 2 in 2020, and 1 in 2022. For more details, you can see in table 1.

Table 1. List of articles based on the number of citations

Cites	Authors	Title	Publisher	Document Type	Year
7600	P Kotler, JT Bowen, JC Mackens, S Baloglu	Marketing for hospitality and tourism	thuvienso.hoasen.edu.vn	Article	2017
5329	S Gössling, D Scott, CM Hall	Pandemics, tourism and global change: a rapid assessment of COVID-19	Taylor & Francis	Article	2020
5272	M Mowforth, I Munt	Tourism and sustainability: Development, globalisation and new tourism in the third world	taylorfrancis.com	Article	2015
4370	S Kaza, L Yao, P Bhada-Tata, F Van Woerden	What a waste 2.0: a global snapshot of solid waste management to 2050	books.google.com	Article	2018
4174	I Zupic, T Čater	Bibliometric methods in management and organization	journals.sagepub.com	Article	2015
3884	Veal too	Research methods for leisure and tourism	books.google.com	Article	2017
3131	BY Fennell	Ecotourism	books.google.com	Article	2020
3066	D Getz, SJ Page	Event studies: Theory, research and policy for planned events	taylorfrancis.com	Article	2019
2937	CM Hall, SJ Page	The geography of tourism and recreation: Environment, place and space	books.google.com	Article	2014
2412	JC Holloway, C Humphreys	The business of tourism	books.google.com	Article	2022

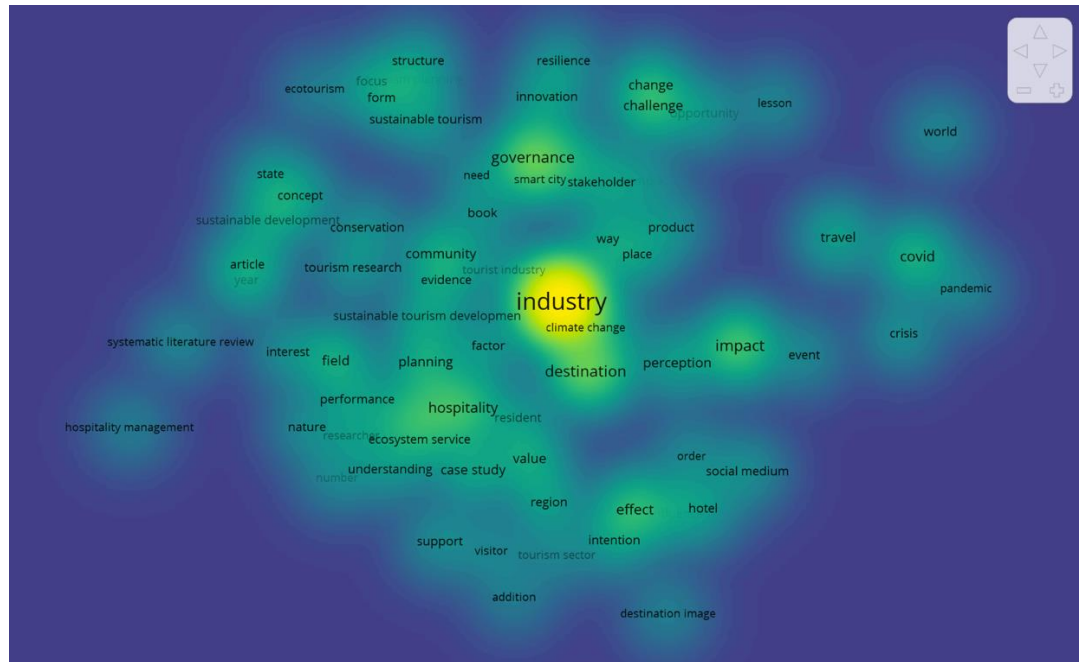


Fig. 4. Density visualization of tourism development governance.

IV. CONCLUSIONS AND NEWNESS

Tourism development management is based on the results of bibliometric analysis using the data screening method on Google Scholar using publish or perish software. Analysis and visualization are carried out using VOSViewer and MS software. Excel. Based on search results on Google Scholar with the keywords governance mapping, tourism development, and tourism governance, there are 994 articles. These keywords are used to determine research trends regarding tourism development governance to facilitate further research in selecting research topics. The search results show three topics that are relevant to the keywords: tourism research, sustainable tourism, and sustainable tourism development.

Regarding tourism research, there are 19 interconnected topics: article, concept, state, focus, governance, example, industry, climate change, event, impact, perception, destination, effect, intention, hospitality, number, researcher, performance, and field. There are 17 interrelated topics on sustainable tourism, namely challenge, opportunity, example, governance, book, industry, destination, order, impact, covid, region, hospitality, field, sustainable tourism development, conservation, concept, form, and focus. On the topic of sustainable tourism development, there are 24 interconnected topics, namely sustainable tourism, form, community, need, governance, example, product, event, impact, perception, destination, climate change, factor, planning, resident, order, region, case study, addition, support, number, field, article, and concept.

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