

The Impact of Social Media on Tourism: Bibliometric Analysis using Scopus Database

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Abstract: This study is a method to provide a systematic and holistic review of bibliometric analysis of academic literature related to the impact of social media on tourism using the Scopus database. We aimed to assess global research patterns in social media and tourism topics based on publishing results, co-authorships between authors and related countries, and keywords co-occurrences. Use of the Scopus database. 2737 social media and tourism-related publications were published in journals from 2015 to 2023. A review of co-citation established social media and tourism as the main theoretical basis of international business analysis. After that, the study used a co-word review to assess the creation of field research topics over time. The research on social media and tourism highlighted similarities, including the growth of research over time and the growing popularity of the term “social media and tourism”. The new trends of tourism. Finally, the study called for a future research program on social media characteristics and tourism sites on social media and tourism studies.

Keywords: social media, tourism, bibliometric.

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