

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.

I. INTRODUCTION

Tourism has been identified as one of the fastest-driving forces of economic development globally. Social media has emerged as a communication and decision-making platform for users and a source of big data information about travel. However, while social media and mobile technologies have revolutionized communication, particularly in terms of user-generated content and the formation of online communities, their impact on tourist events and the behaviour of tourists remains unclear. This literature review examines how the tourism sector applies the new paradigm of open innovation supported by social media. It also explores the influence of social networks on tourist behaviour, possible contributions to over-tourism, and recommendations for tourism management. The review also looks at the potential of social media as a tool for promoting sustainable tourism and environmental responsibility. Finally, the study considers how social media can be used to provide accessible 'big data' at a low cost for destinations, products, and services to tourists (Iglesias-Sánchez et al., 2019; Lin et al., 2020; Lund et al., 2020; Marine-Roig et al., 2017).

II. LITERATURE REVIEW

Tourism is a major economic activity that significantly impacts employment and sustainable economic and social development (Kuçi, 2018). Social media channels substantially impact tourists' behavioural intentions and behaviour (Javed et al., 2020). Tourists use social media extensively for travel planning, affecting the competition between entrepreneurs (Cheunkamon et al., 2020). Online social network platforms are used as alternative data sources to capture tourists' movements and travel patterns at a large scale (Vu et al., 2018). Furthermore, social media has an important role in the destination image formation and significantly impacts consumer stickiness with social media, intention to create user-generated content, and electronic word of mouth (eWOM) review adoption (Chavez et al., 2020). Tourism marketers and managers need to pay attention to the potential role of social media in activating pro-environmental norms and its impact on the perception of tourism brands (Han et al., 2018; Perez-Vega et al., 2018). Finally, the development of Islamic tourism, such as Umrah, is experiencing enormous growth, and social media is recognized as an important tool in building and maintaining the image of tourist destinations (Muslim et al., 2020).

III. METHODS

The tool of bibliometrics involves statistical analysis that provides a quantitative understanding of academic literature (Benckendorff & Zehrer, 2013). Data collected in Scopus database is analysed to gain insight into the growth of literature and information transfer in a particular field over time, including quotes, writers, keywords, and the number of articles read. Bibliometrics encompasses various methods, such as citation analysis, co-citation analysis, and bibliographic linking quotation, as well as co-word analysis of keywords, which vary depending on the research data used.

3.1 Search Query

We extracted the articles published between Source retrieved 2737 documents between 2015-2023. The Scopus research string was used thus, defined as follows:

TITLE-ABS-KEY(social media AND tourism) AND (LIMIT-TO (LANGUAGE,"English")) AND (LIMIT-TO (PUBSTAGE,"final")) AND (LIMIT-TO (SUBJAREA,"BUSI") OR LIMIT-TO (SUBJAREA,"SOCI"))

IV. ANALYSIS

Data analysis is required using various tools and programs, including MS Excel, VOS viewer and POP.

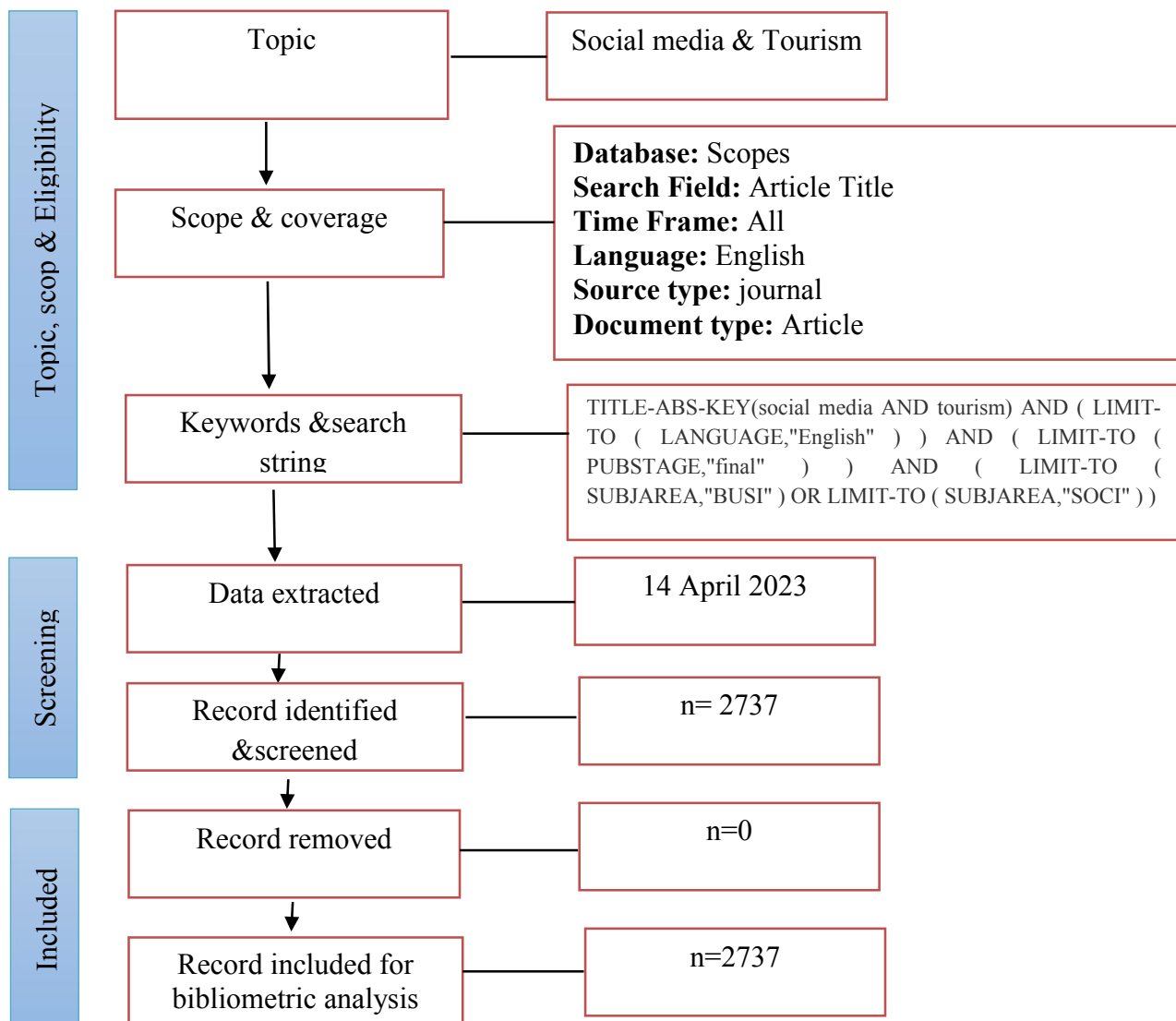


Figure 1: flow chart of data extraction and filtration process

4.1 Co-authorship and Country Bibliometric Mapping

Country bibliometric mapping and coauthorship are two crucial components of the scientific research community. Coauthorship is the cooperative effort of researchers who produce a research article. Examining and presenting a specific country or region's research output is called country bibliometric mapping.

Coauthorship has become increasingly important in recent years due to the growth of interdisciplinary research. Interdisciplinary research often requires collaboration between researchers from different fields, and coauthorship is an effective way to facilitate this collaboration. Coauthorship also allows researchers to share resources and expertise, which can lead to more comprehensive research results.

Country bibliometric mapping is important for analyzing and visualizing research trends and patterns. By analyzing the research output of a particular country, researchers can identify areas of strength and weakness in the country's research community. Bibliometric mapping can also identify international collaborations and track the influence of particular research topics over time.

Coauthorship and country bibliometric mapping has important implications for the scientific research community. By promoting collaboration and identifying research trends, these tools can help to facilitate the advancement of scientific knowledge and promote international cooperation.

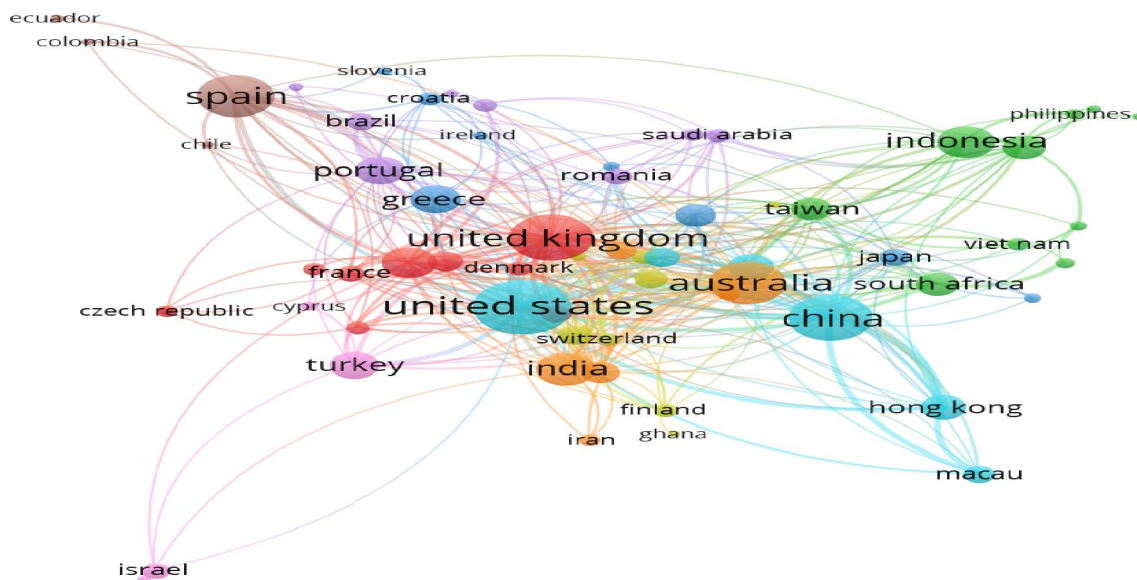


Figure 2. Co-authorship and country bibliometric mapping

4.2 Co-citation-based authors bibliometric mapping

Co-citation-based authors' bibliometric mapping is used in bibliometrics to analyze the relationships between authors and their publications. Co-citation measures how often two articles are cited together in the literature. By analyzing co-citation patterns, bibliometric mapping can identify clusters of authors and their research areas.

The process of co-citation-based authors' bibliometric mapping involves several steps. First, a database of scholarly articles is created, and the relevant papers are selected based on specific criteria, such as subject area or publication date. Next, the citation data for each article is extracted and analyzed to identify co-citation patterns.

Once the co-citation data has been extracted and analyzed, bibliometric mapping software creates graphical representations of the relationships between authors and their publications. These maps can form networks, clusters, or other visualizations that help identify authors' clusters and their research areas.

The resulting maps can be used to identify research trends, locate key researchers in a particular field, and identify gaps in the literature. They can also be used to identify collaborations between researchers and track research topic evolution over time.

Overall, co-citation-based authors bibliometric mapping is a powerful tool for analyzing the relationships between authors and their publications in scholarly literature. It provides valuable insights into the structure of academic fields, the networks of researchers working in those fields, and the evolution of research topics over time.

For the analysis of co-citation-based authors, different authors are considered, minimum number of occurrences in the citations of an author is considered to be 20. Out of 94237 citations of an author, 1651 citations of an author met the threshold.

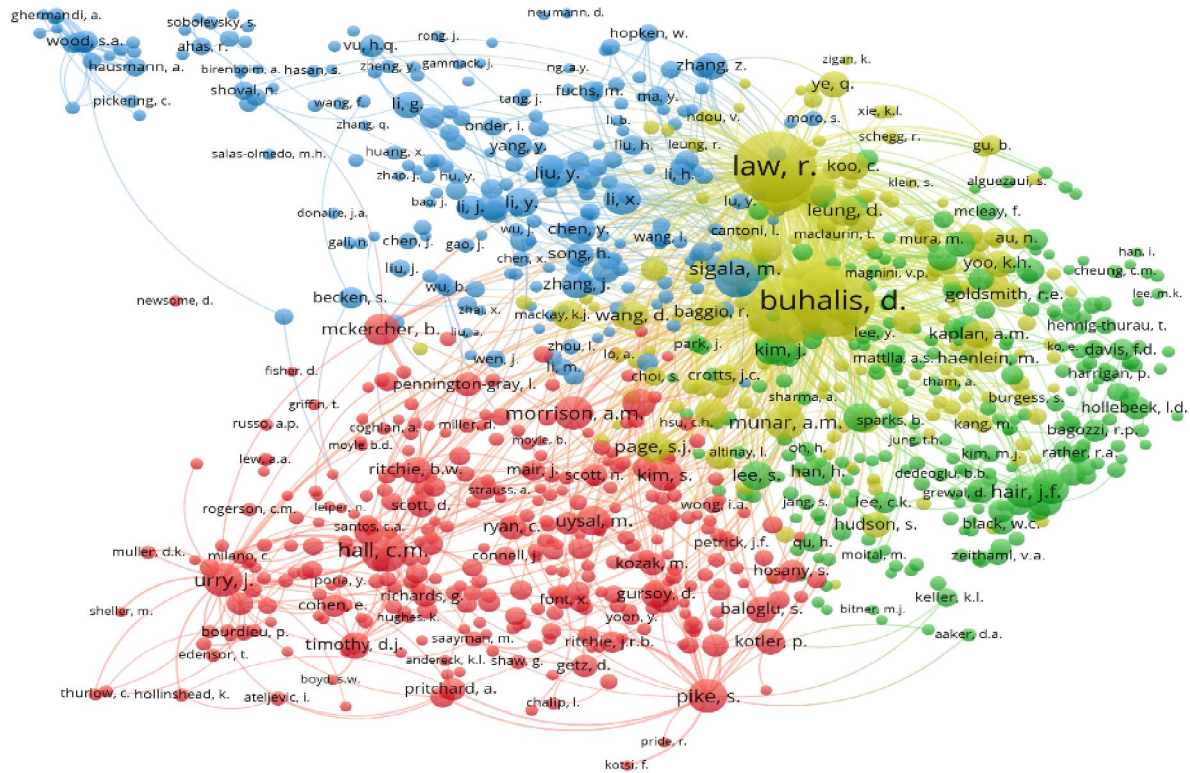


Figure 3 Co-citation-based authors bibliometric mapping

4.3 Co-occurrence analysis in terms of all keywords

Co-occurrence analysis is a type of bibliometric mapping that aims to identify the frequency and patterns of co-occurring terms or keywords in scholarly literature. This method is useful in revealing the thematic structure of a research field and identifying the most salient topics or concepts being discussed.

In co-occurrence analysis, a matrix shows the frequency of each keyword or term in relation to all other terms in the dataset. The co-occurrence matrix is then visualized using a network map or a cluster analysis to reveal clusters of related terms and the strength of their connections.

One advantage of co-occurrence analysis is that it is a relatively simple and objective way to map the intellectual structure of a field. By analyzing the frequency of co-occurrences, researchers can identify which topics are most relevant to a particular research area and which are less well-represented. This information can be useful in identifying research gaps and opportunities for future research.

However, co-occurrence analysis also has some limitations. For example, it is sensitive to the selection of keywords, which can be subjective and may not capture the full complexity of a research field. In addition, co-occurrence analysis does not account for the quality or significance of individual publications or authors and may not reflect the diversity of perspectives within a field.

The next step involved locating and extracting data on all the documents in the Scopus database core collection that contain the terms established in the search criteria to visualize the behaviour of scientific production over time, providing high-quality data and a complete description that facilitates data processing and for the broad recognition it has obtained in the scientific community(citation). For this study, the Scopus database was selected. This database is widely recognized for gathering reliable and multidisciplinary research, with studies recommending its use due to the high proportion of exclusive journals.

The data was then processed to analyze the number of articles published per year, the number of citations, and their h-index. Bibliometric analysis, the study of the scientific activity of authors, has been used to prepare the article and has been used in various areas.

VI. IMPLICATION

They raised various new issues to inspire research and multiply future research opportunities. Tourism research and social media increased to help the tourism business in this technology area. Thus, to remain contemporary and expand and contribute new research frontiers that can lead the tourism industry.

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