



Intention to Visit Tourist Destinations: Bibliometric Analysis 2015–2022

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Abstract. The Covid-19 pandemic has wreaked havoc on the tourism industry, which was once a potent engine for growth that could spur the growth of other economic sectors in a nation. Bibliometric methods were used to analyze the research data. The bibliographic data, including the number of authors and papers published, citations, institutions, and nations participating in research development, were evaluated using bibliometric indicators. In addition, documentation techniques and literature studies obtained from the Scopus database were also used. The search results show that 134 documents were found containing the keyword “intention to visit” in the title, abstract, and keywords from 2015 to 2022 in the Scopus database. All distribution was scientific publications in the article category. In addition, it can also be seen the number of scientific publications related to the research topic, namely “intention to visit,” along with the types of publications such as articles, proceedings, or reviews (in this study, all documents related to ‘intention to visit’ from Scopus are in the form of articles). From the analysis above, it is also known that the connection of keywords between one study and another so that the most often and least used keywords can be identified.

Keywords: Bibliometric · Intention to Visit · Pandemic · Scopus · Tourism

1 Introduction

Technology advancements, demographic shifts, and socioeconomic development have increased traveler participation over the past few years [1]. Tourism in Indonesia is an essential component of the Indonesian economy and a significant source of foreign exchange earnings. Several studies show that to increase interest in visiting a tourist attraction; industry players must understand the values of visitor acceptance (tourist perceived value), visitor satisfaction, and other supporting factors. A psychological evaluation of a tourism product that considers the costs and rewards to individuals is known as the “tourist perceived value.” Tourists select, receive, arrange, and evaluate information pertinent to the destination experience to generate a meaningful impression of the value of the destination experience [2]. The impact of the Covid-19 pandemic is anticipated to cost revenues of over \$2 trillion in 2021. It will be difficult for the world’s tourist industry to withstand because it is a weak sector with a long recovery; therefore, all nations must adopt adequate action plans. To respond to the extraordinary effects of COVID-19, all nations must create the necessary action plans [3].

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In early 2022, the worldwide tourist industry decreased to around 61% below 2019. This condition is anticipated to recover throughout the rest of 2022 as global social constraints may be lifted in many regions. More specifically, since early June 2022, 45 locations (including 14 in Asia) have lifted or loosened Covid-19 related limitations. It is anticipated that this specific effort will help the global tourist sector, helping each nation's domestic tourism sector recover more quickly field [3].

Of the factors influencing intention, many tourism studies have suggested that advertising as a promotional campaign "stimulates" intention or visits to a particular destination. This approach generally evaluates individual responses to advertising campaigns in the context of destination awareness and intention to visit. It is primarily concerned with the flow of events, from tourist stimulation to purchase decisions [4]. Therefore, it is important to explore how tourists are interested in visiting a destination during the post-pandemic period. This is the authors' interest in analyzing the extent to which researchers and practitioners study the intention to visit to develop the potential of a tourist attraction during the post-pandemic period.

2 Bibliometric Method

This study applied bibliometric analysis [5]. Bibliometric techniques provide a representative picture of the state of research in many fields. Usually, utilizing a different process, such as graphical field mapping or scientific performance analysis. Science mapping with co-word analysis is a map based on co-occurrence or important or unique terms in an article. These terms can be identified through the title and abstract of the article under study [6].

This study used bibliometric performance indicators to measure academic results, such as the total number of papers published over a given period and their citation structure, the average number of citations per article, most cited Author, author h-index, and IF journal. Moreover, geographic distribution data of publications and journals, using BibExcel and Excel, the free software VOSviewer (version 1.6.15 (0), the analysis was carried out using four similarity approaches, namely co-citation, bibliographic coupling, co-authorship, and keyword co-occurrence, with units of analysis such as documents, journals, authors, keywords, among others, to see their interrelationships. This present study is quantitative research with a descriptive approach; the research data was analyzed using the bibliometric technique. Bibliometric indicators include total authors and published articles, citations, institutions, and countries participating in research development. In addition, documentation techniques and literature studies obtained from the Scopus database were also used.

In this study, the keywords used were intention to visit. The journal articles found in the early stages of the search were 134 documents from Scopus. These articles were research/studies conducted in the period 2015 to 2022. After that, an analysis was carried out using the VOS viewer software. The study results reveal that journals have the most cited impact factors and are the most influential researchers in the research field. The previous research review revealed that scientific mapping had been carried out extensively. However, research has yet to be found that has conducted mapping based on co-occurrence analysis with the topic of intention to visit during the post-pandemic period.

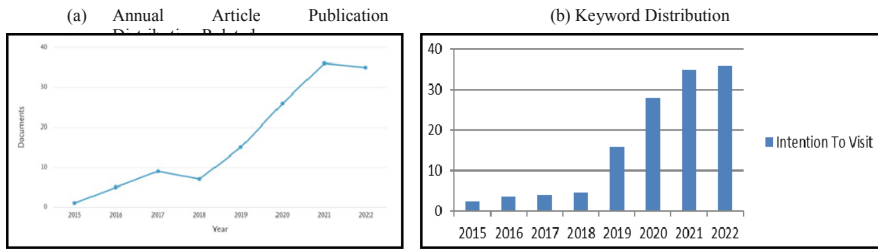


Fig. 1. (a) Annual Article Publication Distribution Related and (b) Keyword Distribution to ‘Intention to Visit’ (2015–2022) Source: Processed by the Author Through the Scopus Platform, 2022.

3 Results

3.1 Number of Publications and Distribution Per Year and Evolution of Research Terminology

From 2019 through 2022, there were more publications, with an average of roughly 28 articles annually. From 2015 to 2018, this quantity doubled, averaging four publications annually. Significant growth occurred over the past three years, with 36 publications in 2020 and an average of nearly 30 papers published annually. As a result, from 2019 to 2021, the topic of intention to visit received increasing attention in the scientific community, accounting for approximately 75%. All abstracts from the 134 published in Scopus have trends in the frequency of use of the phrase “intention to visit.” A more significant and sustainable increase occurred from 2015 to 2020. This is logical because, from 2020 to the end of 2022, the pandemic factor constrained the literature in this field (Fig. 1).

3.2 H-Index, Affiliation, as Well as the Most Prolific and Quoted Authors

This section uses the h-index to measure the scientific performance of the Author or the database used. The H-index of the database used obtained a value of 99, meaning that 99 articles have been cited at least 99 times. The most relevant Author is Ting H, who stands out with three articles and is the most cited. Of the top 10, the most cited authors are N. Chung et al. with 512 citations.

3.3 Research Per Category

Regarding categories, about 25.2% of the articles were from the Social Science category. Furthermore, around 23.4% were from the Business Management and Accounting category. As many as 20.6% of the articles were from the Environmental Science category, and 7.3% were from the Energy category. Computer science research findings indicate that in the digital age during a pandemic, the travel and tourism sector needs to be innovative and creative to draw tourists, for example, by creating a virtual tourism concept. Visit to intention is also a research interest in Psychology, Medicine, Engineering, and Arts & Humanity.

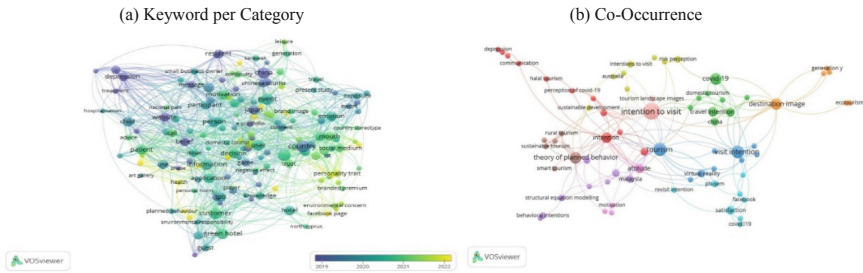


Fig. 2. (a) Keywords Per Category and (b) Co-Occurrence with the Topic ‘Intention To Visit’ (2015–2022) Source: VoS Viewer (Processed by Author, 2022)

3.4 Graphical Mapping Analysis

Co-Citation. When a third paper in one journal cites two papers published in another, the result is a co-citation journal [7]. This suggests that paper A, which addresses the same topic, may have mentioned papers B and C [8]. The association between the two papers gets stronger as they are cited in the same article. The node size increases as more documents are published. The cited frequency increases with decreasing node distance and vice versa.

Figure 2 shows that the research categories carried out are related to tourism and health (medicine), computer science, and engineering. This shows that the topic’s intention to visit can be used as a study in various fields of science. The picture above also shows that nodule sizes between keywords tend to be close together (short). Thus, the results of these studies are often used as a quote and as a basis for reference in a study, even though it is in a different field.

Co-Occurrence Per Keyword. In a published study, the co-occurrence of keywords indicates the frequency with which the words appear most often and are used in a research article. In this study, word extraction from titles and abstracts is calculated in full (full counting) with a specified minimum number of occurrences of 5. From the results of analysis through VOS VIEWER, it is known that there are 71 co-occurrence connections with 10 clusters between 2015 to 202.

4 Discussion and Conclusion

Lesson Learned. The results of the analysis that has been carried out above conclude that the Scopus database has provided research articles that are credible and specific to the keywords mentioned so that various comprehensive bibliometric indicators can be shown starting from the Author’s name, Author’s affiliation, country, and Author’s institution based on country territory. In addition, it can also be seen the number of scientific publications related to the research topic, namely “intention to visit,” along with the types of publications such as articles, proceedings, or reviews (in this study, all documents related to ‘intention to visit’ from Scopus are in the form of articles). From the above analysis, it is also known that the network of keywords between one study and another so that the most often used and the keywords that researchers least commonly

use can be identified. In this study, “intention to visit” is one of the keywords most often used in tourist destinations or tourism management research. Even so, the ‘intention to visit’ topic needs to be analyzed in tourism and management economics, especially during the post-pandemic period [9].

Previous studies on tourism related to epidemic disasters have urgently addressed examining recovery patterns [10], the effect of disease on tourist arrivals, and research on how the pandemic can change travelers. Cai et al. [4] examined behavior and preferences’ impact on the economic sector. However, tourists’ decision to visit a destination during and after the pandemic is still limited.

From a tourism research perspective, it primarily studies how tourists develop their perceived risk and the impact on their decision-making processes, future intentions, and segmentation profiles [11]. The research was also conducted on tourists’ perceptions of crisis management readiness certification affecting travel intentions. It is also important for practitioners and researchers to investigate tourism trends during Covid-19 because they can be used to see and make the pandemic a transformative opportunity. The tourism industry must recover [12, 13] and rearrange and reform economic standards and order in the future. That is why research related to ‘intention to visit’ must be encouraged by countries with great potential in their tourism sector, including Indonesia.

The results of this study indicate some limitations: this study only used the Scopus database to analyze research topics, so there are indications that many studies with related topics still need to be comprehensively mapped. Therefore, it is necessary to carry out a Bibliometric using a broader database such as WoS, Google Scholar, Science Direct, JSTOR, PubMed, Emerald Insight, or the Directory of Open Access Journal. In addition, the results of this study only represent the overall picture of research available until 2022. This means that these results may develop differently than expected in the future because science is dynamic.

Future lines of research include the need to explore this field from a post-pandemic lens to provide it with a more pluralistic approach. Regarding research conducted in the period 2015 to 2022, it is known that ten keywords are the least common in research related to “intention to visit.” In connection with the three keywords with the lowest total links, namely ‘revisit intention,’ ‘ecotourism’ and ‘behavioral intention’ as well as the field (subject area) that rarely studies “intention to visit,” namely ‘arts and humanities,’ it can be designed research with the theme of these three keywords is based on the perspective of ‘arts and humanity,’ especially during the post-pandemic period.

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