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A bibliometric research in the tourism, leisure and hospitality fields☆

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ABSTRACT

This paper presents a study of the most cited papers, the most productive and influential institutions and countries, and the most influential authors in the tourism, leisure, and hospitality fields. The number of publications in journals focused on these areas has increased exponentially over the past 40 years. This paper examines the fundamental contributions in these areas using a bibliometric approach. This paper also uses the visualization of similarities to graphically map the main topics and keywords. No study has examined all journals indexed in the Web of Science in these fields over a period as wide as the one considered in this study. This study is valuable for several reasons. It can help scholars and researchers to identify the countries and institutions with the most potential to develop and share research, as well as where it would be interesting to carry out their doctoral studies and develop their careers.

1. Introduction

In recent decades, the research output in tourism, leisure, and hospitality has increased significantly. There are many explanations for this increase, including scholars' interest in publishing and the proliferation of journals in these fields. It is therefore useful to identify the main characteristics of academic research with an international scope.

Using several bibliometric indicators, this paper examines the main academic contributions in tourism, leisure, and hospitality research. Several analyses are used to highlight the most influential contributions, the publication and citation structure, the list of institutions and countries where the scholars conducting this research are based, and the most influential authors and papers based on data from the Web of Science (WoS).

The results reveal a strong increase in the number of publications, although the citation structure in these fields is lower than in other research areas. The main reason for this is the small number of journals in these fields, so the potential to receive citations is low. However, the rise in the number of publications in tourism, leisure, and hospitality in recent years will cause that the number of citations will be increased despite this low number of journals.

This study is valuable for several reasons. First, it can help tourism, leisure, and hospitality scholars to identify the institutions and countries with most potential to develop and share research (Law & Chon, 2007). The findings will be useful for scholars to determine the countries and institutions where they should carry out their doctoral studies and develop their careers (Law, Leung, & Buhalis, 2010). Researchers and students can also use our findings to identify the most influential papers with an international scope. Furthermore, this research will be useful for companies and governments to identify the R&D centers that they should finance. Finally, editorial boards of journals can discern institutions and authors with growth potential.

2. Literature review

There are many definitions of bibliometrics. Ye, Song, and Li (2012) affirm that bibliometrics examines the results of research, including topics, methods, and samples. Zupic and Cater (2015) define bibliometrics as a tool for analyzing the evolution of disciplines based on the intellectual, social, and conceptual structure. Merigó and Yang (2017) indicate that bibliometric analysis quantitatively studies and classifies bibliographic material.

Many papers have presented bibliometric studies in a range of disciplines (e.g., Boyack, Klavans, & Brner, 2005; Köseoglu, Rahimi, Okumus, & Liu, 2016; Zupic & Cater, 2015). Focusing on social science research, we can highlight areas such as accounting (Merigó & Yang,

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2017; Zhong, Geng, Liu, Gao, & Chen, 2016), econometrics (Baltagi, 2007), economics (Bonilla, Merigó, & Torres-Abad, 2015; Coupé, 2003), innovation (Fagerberg, Fosaas, & Sapprasert, 2012), management (Podsakoff, MacKenzie, Podsakoff, & Bachrach, 2008), marketing (Kim & McMillan, 2008; Samiee & Chabowski, 2012), and strategic management (Vogel & Güttel, 2013).

There are also numerous bibliometric studies of tourism, leisure, and hospitality research. Some of these have examined the most influential journals (García-Lillo, Úbeda-García, & Marco-Lajara, 2016; Hall, 2011; Mulet-Forteza, Martorell-Cunill, Merigó, Genovart-Balaguer, & Mauleon-Mendez, 2018; Omerzel, 2016; Ruhanen, Weiler, Moyle, & McLennan, 2015; Strandberg, Nath, Hemmatdar, & Jahwash, 2018). Jamal, Smith, and Watson (2008) provide a critical analysis of journal ranking and citation analysis in tourism studies. Jamal et al. (2008) study that the desire for a universal ranking system has so far only generated imperfect systems and inconsistent applications to suit different needs and has offered alternative evaluation parameters and processes for managing the diverse range of interdisciplinary journals in tourism and hospitality. Other researchers, such as Svensson, Svaeri, and Einarsen (2009), have studied the empirical characteristics of tourism and hospitality journals. Other papers have focused on the topics published in the most prominent tourism journals (Cheng, Li, Petrick, & O'Leary, 2011; Jimenez-Caballero & Molina, 2017; Köseoglu, Sehitoglu, Ross, & Parnell, 2016; Okumus, Köseoglu, & Ma, 2018; Ruhanen et al., 2015). Cheng et al. (2011) analyzed the development of tourism knowledge based on trends in 59 tourism journals. Ruhanen et al. (2015) analyzed sustainable tourism, a topic that became prevalent in tourism development at the end of the 20th century. Köseoglu, Sehitoglu, et al. (2016) conducted a similar analysis in the business ethics subfield, which is increasingly important in tourism and hospitality research. Jimenez-Caballero and Molina (2017) analyzed the presence of financial research in tourism in the period 1995 to 2012. Finally, Okumus et al. (2018) analyzed the evolution of research in gastronomy in hospitality and tourism between 1976 and 2016.

Some studies have examined the number of publications by the most influential authors (Benckendorff & Zehrer, 2013; Figueroa-Domecq, Pritchard, & Segovia-Pérez, 2015; McKercher, 2008), whereas others have studied the most productive and influential institutions (Goodall, 2009; Law et al., 2010). Regarding studies of institutions, Jogaratnam, Chon, McCleary, Mena, and Yoo (2005) analyzed the results for just three journals, Jogaratnam, McCleary, Mena, and Yoo (2005) analyzed articles in only 11 journals for a period of just 10 years, and Yuan, Gretzel, and Tseng (2015) focused on only 21 institutions. Regarding studies of countries, Park, Phillips, Canter, and Abbott (2011) ranked the 30 most influential countries, albeit limiting their focus to just six journals over a 10-year period. Shen et al. (2018) examined research in major countries and regions in tourism, hospitality, and leisure journals from 2002 to 2011. Papers have also identified trends in tourism literature in bibliometric terms, but only for a period of 10 years (Güzeller & Celiker, 2018). Other researchers have evaluated bibliometric studies in tourism that reveal emerging themes (Köseoglu, Rahimi, et al., 2016).

3. Method

Bibliometric analysis requires the identification of the journals that should be analyzed. We sourced the list of journals from the WoS because it is considered the most influential databased. The WoS includes information on > 15,000 journals and 50,000,000 articles, which are ranked in 251 categories and 151 research areas (Merigó, Gil-Lafuente, & Yager, 2015), including "Hospitality, Leisure, Sport & Tourism." We referenced all journals indexed in these categories, removing those related to sport. Data were collected in November 2017. Applying the above filters to the information in the database returned a list of 23 journals focused on tourism, leisure, and hospitality (Table 1).

Tourism Management and the *Journal of Travel Research* are the most influential journals in these fields based on the two-year impact factor. Two other important journals are the *International Journal of Contemporary Hospitality Management* and the *Annals of Tourism Research*. As of December 2016, there were approximately 16,862 papers in these journals indexed in the WoS. By focusing only on "articles," "reviews," "notes," and "letters," this number was reduced to 13,302 papers. Table 2 shows the evolution of the impact factors and total citations for tourism, leisure, and hospitality journals between 2010 and 2016.

Table 1
List of journals included in the analysis.

Acronym	Journal	2Y-IF	5Y-IF	Y
TM	Tourism Management	4.707	6.048	1994
JTR	Journal of Travel Research	4.564	5.772	2008
IJCHM	International Journal of Contemporary Hospitality Management	3.196	3.567	2009
ATR	Annals of Tourism Research	3.194	5.544	1982
JST	Journal of Sustainable Tourism	2.978	4.304	2008
IJHM	International Journal of Hospitality Management	2.787	3.912	2008
CHQ	Cornell Hospitality Quarterly	2.657	3.549	2008
JHTR	Journal of Hospitality & Tourism Research	2.646	3.383	2008
CIT	Current Issues in Tourism	2.451	2.891	2008
IJTR	International Journal of Tourism Research	1.857	2.710	2008
TG	Tourism Geographies	1.663	2.416	2007
JDMM	Journal of Destination Marketing & Management	1.556	2.158	2012
LSt	Leisure Studies	1.476	1.521	2008
JTTM	Journal of Travel & Tourism Marketing	1.453	2.284	2008
JVM	Journal of Vacation Marketing	1.148	Not available	2014
TS	Tourist Studies	1.147	Not available	2012
LS	Leisure Sciences	1.132	1.507	1991
SJHT	Scandinavian Journal of Hospitality and Tourism	1.091	1.369	2007
APJTR	Asia Pacific Journal of Tourism Research	1.051	1.495	2009
JLR	Journal of Leisure Research	0.851	1.116	1969
TE	Tourism Economics	0.826	1.124	2008
JTCC	Journal of Tourism and Cultural Change	0.732	0.939	2009
JHLST	Journal of Hospitality Leisure Sport & Tourism Education	0.206	0.678	2007

Note: Compiled by the authors; data collection performed in November 2017; 2Y-IF = 2-year impact factor 2016; 5Y-IF = 5-year impact factor 2016; Y = Year of inclusion in the WoS.

All journals, except the *Journal of Leisure Research* and *Journal of Hospitality Leisure Sport & Tourism Education*, increased their impact factors between 2010 and 2016. The *Journal of Hospitality & Tourism Research* and *Scandinavian Journal of Hospitality and Tourism* tripled their impact factors, and *Current Issues in Tourism* and *Cornell Hospitality Quarterly* improved theirs still more. This increase in citations is due to the increase in the number of journals. Proof of this assertion is that all journals increased their total citations during this period. *Cornell Hospitality Quarterly* in particular increased its total citations by 1520%, *Scandinavian Journal of Hospitality and Tourism* by a multiple of 5, and *Current Issues in Tourism* by a multiple of 4.

In this study, we use several methods to represent the bibliographic data. First, the number of publications and citations are considered. According to Ding, Rousseau, and Wolfram (2014), this is the most popular bibliometric method. Whereas the number of publications quantifies productivity, the number of citations usually measures influence (Svensson, 2010). We also use the *h*-index (Alonso, Cabrerizo, Herrera-Viedma, & Herrera, 2009; Hirsch, 2005) and the *citations per paper* ratio. The *h*-index measures the *h* number of papers with at least *h* citations. The *citations per paper* ratio measures the impact of each article. These two indicators combine publications and citations into a single index. Furthermore, we also consider various citation thresholds

Table 2
Evolution of journal impact factors and total citations from 2010 to 2016.

Journal	2Y-IF 2010	2Y-IF 2016	% variation	TC 2010	TC 2016	% variation	Y
TM	2.620	4.707	80%	3830	14256	272%	1994
JTR	1.549	4.564	195%	2323	6231	168%	2008
IJCHM	Not available	3.196	–	Not available	2847	–	2009
ATR	1.949	3.194	64%	3698	9336	152%	1982
JST	1.539	2.978	94%	780	3437	341%	2008
IJHM	1.382	2.787	102%	1013	5008	394%	2008
CHQ	0.549	2.657	384%	66	1069	1520%	2008
JHTR	0.653	2.646	305%	443	1322	198%	2008
CIT	0.542	2.451	352%	313	1592	409%	2008
IJTR	0.802	1.857	132%	448	1824	307%	2008
TG	0.633	1.663	163%	252	1062	321%	2007
JDMM	Not available	1.556	–	Not available	231	–	2012
LSt	0.604	1.476	144%	516	939	82%	2008
JTTM	0.835	1.453	74%	726	1992	174%	2008
JVM	Not available	1.148	–	Not available	1,09	–	2014
TS	Not available	1.147	–	Not available	458	–	2012
LS	0.917	1.132	23%	838	1385	65%	1991
SJHT	0.282	1.091	287%	94	574	511%	2007
APJTR	Not available	1.051	–	Not available	725	–	2009
JLR	1.000	0.851	−15%	1110	1480	33%	1969
TE	0.614	0.826	35%	372	1172	215%	2008
JTCC	Not available	0.732	–	Not available	215	–	2009
JHLST	0.250	0.206	−18%	47	158	236%	2007

Note: Compiled by the authors; data collection performed in November 2017; abbreviations provided in Table 1 except for 2Y-IF 2010 = 2 year impact factor 2010, 2Y-IF 2016 = 2-year impact factor 2016, TC 2010 = Total citations in 2010, TC 2016 = Total citations in 2016, and Y = Year of inclusion in the WoS.

to identify the number of articles that achieve a specific threshold (Merigó, Mas-Tur, Roig-Tierno, & Ribeiro-Soriano, 2015). This step enables identification of the number of articles with a certain degree of influence. We also include the *citations per year* ratio to define which papers have received most citations since their publication. Finally, we graphically map the bibliographic data (Sinkovics, 2016) using VOS viewer software (Van Eck & Waltman, 2010). This mapping illustrates the co-occurrence of author keywords that identify the core scientific knowledge (Kovács, Van Looy, & Cassiman, 2015; Su & Lee, 2010).

The two analyses using the WoS database and the VOS viewer software enable the combination of full and fractional counting. The WoS database compiles information under a full counting system, which means that it assigns one unit point to each co-author of an article. In the fractional counting used by the VOS viewer software, the unit point is divided among the co-authors of a given article.

4. Results

4.1. Publication and citation structure

Table 3 presents the number of papers published and the citation structure since 1969 for tourism, leisure, and hospitality research.

Initially, few papers were published in these fields because few journals were available in the WoS. In the 1990s, the number of papers increased slightly, but the strong expansion in the number of articles occurred in 2008 following the regional expansion of the WoS. Today, > 1000 articles are published yearly in tourism, leisure, and hospitality journals indexed in the WoS.

The number of citations received in these fields is lower than in other disciplines. There are 23 journals in the tourism, leisure, and hospitality fields, but in other categories, the number of journals is higher. The first 10 categories with the most journals are shown in Table 4.

To analyze the citation structure, the use of minimum thresholds that indicate the number of papers that have received a number of citations above the citation threshold is suggested. It is thus possible to identify the periods when the most cited papers were published. Table 5 shows how the majority of highly cited papers in these fields have been published between 2000 and 2010. Note that in the last four years, the

Table 3
General citation structure in tourism, leisure, and hospitality according to the WoS.

	≥100	≥50	≥25	≥10	≥5	≥1	Total
Pre 1985	14	49	122	231	318	470	552
1985	2	9	19	33	40	55	60
1986	2	9	19	34	44	49	56
1987	4	7	15	34	44	56	63
1988	5	16	25	37	46	55	62
1989	5	14	22	39	46	57	65
1990	5	15	28	46	58	71	72
1991	6	20	45	69	78	91	96
1992	10	28	50	73	84	95	103
1993	8	19	38	71	79	91	92
1994	11	29	54	85	124	155	179
1995	13	34	73	127	145	159	180
1996	12	44	73	125	146	176	186
1997	15	44	101	129	148	161	172
1998	11	40	89	123	133	140	146
1999	15	42	100	132	141	156	158
2000	29	62	116	141	161	169	174
2001	28	59	93	106	141	149	150
2002	34	81	117	141	155	164	164
2003	22	56	96	127	145	151	151
2004	26	78	121	157	164	169	169
2005	25	71	123	162	172	176	176
2006	32	81	141	191	211	216	217
2007	31	90	177	255	287	310	313
2008	25	105	266	495	595	659	670
2009	24	96	237	487	646	758	775
2010	24	101	263	577	735	852	871
2011	19	86	256	605	814	961	991
2012	9	47	206	599	842	1059	1085
2013	1	23	138	491	781	1103	1158
2014	0	9	62	333	678	1165	1270
2015	0	2	29	195	476	1128	1309
2016	0	0	4	43	180	931	1417
Total	467	1466	3318	6493	8857	12157	13302
Percentage	4%	11%	25%	49%	67%	91%	100%

Note: Data collection performed in November 2017; the symbols ≥100, ≥50, ≥25, ≥10, ≥5, ≥1 refer to papers with greater than or equal to 100, 50, 25, 10, 5, and 1 citation(s), respectively; percent age = percentage of papers.

Table 4
The 10 categories with the greatest number of journals.

R	Category	Number of Journals
1	Economics	353
2	Mathematics	309
3	Biochemistry & molecular biology	292
4	Materials science, multidisciplinary	285
5	Neurosciences	261
6	Pharmacology & pharmacy	261
7	Engineering, electrical & electronic	260
8	Mathematics, applied	252
9	Environmental sciences	241
10	Education & educational research	238

Note: Compiled by the authors; R = rank.

number of citations is lower because more time was needed to receive more citations and become a highly cited paper. The results imply that a highly cited paper in these fields has > 100 citations.

4.2. The most cited papers

This section identifies the most cited papers, which offer a good indicator of the most significant papers. This method nonetheless has limitations because the most cited papers are not always the most relevant. Table 5 presents a list of the 50 most cited papers of all time in tourism, leisure, and hospitality journals.

Only four journals have papers that are listed among the 50 most cited, and 92% of them belong to only two journals: *Tourism Management* and *Annals of Tourism Research*. The most cited paper, by Seyhmus Baloglu and Ken W. McCleary, was published in *Annals of Tourism Research* in 1999. The article with the highest ratio of citations per paper is that of Zheng Xiang and Ulrike Gretzel, which was published in 2010 in *Tourism Management*. Note that no paper from 2012 or later appears on the list of the 50 most cited papers, and only one of those papers is from 2011. Only 31 papers have received > 300 citations. Table 5 also shows that the number of self-citations received by the most cited papers in the tourism, leisure, and hospitality fields is low. Of the most cited papers, 20% do not have self-citations, while another 20% of those papers have only one or two self-citations. Moreover, 33 of the 50 papers have a percentage of self-citations that is < 2% of the total citations received. Therefore, the ranking presented in Table 5 would broadly be the same even if self-citations were accounted for. The articles with the most self-citations are those published in *Tourism Management*. These include the articles by Dimitrios Buhalis and Rob Law (2008), Haiyan Song and Gang Li (2008), and Martina Gallarza and Irene Gil-Saura (2006). Their self-citations account for between 8.2% and 10.5% of all citations. All articles were published in *Tourism Management*.

4.3. The most cited authors, institutions, and countries

This section identifies the 50 most productive authors, institutions, and countries using bibliometric techniques (Merigó, Mas-Tur, et al., 2015; Tur-Porcar, Mas-Tur, Merigó, Roig-Tierno, & Watt, 2018). Table 6 presents the results. Note that these rankings are based on the number of articles. In the case of a tie, the number of citations was considered.

Rob Law is the most productive and influential author in tourism, leisure, and hospitality. Another influential author is Dimitrios Buhalis. Despite occupying the 40th position in the rankings, Dimitrios Buhalis has the highest ratio of citations per paper, which indicates that papers by this author are highly cited. Other influential authors are Dogan Gursoy, John L. Crompton, Choong-Ki Lee, Heesup Han, and Muzaffer Uysal. All have > 2000 citations. All authors in Table 6 have an *h*-index equal to or > 8. It is also interesting to note that the most cited papers by Rob Law relate to topics such as marketing, websites, and social media. In fact, of the 10 most cited articles by this author, 7 relate to these topics. Interestingly, all of them, except one published in the *Journal of Travel & Tourism Marketing*, were published in journals that are not focused on these specific subjects, such as the *International Journal of Hospitality Management* and *Tourism Management*, with three papers in each. The second most productive author is Seoki Lee, whose most cited papers are not so focused on a small range of subjects. The topics covered in Seoki Lee's 10 most cited articles include corporate social responsibility, loyalty, environment, and prices. A similar pattern emerges regarding the journals where these papers were published. All articles were published in different journals. The *International Journal of Hospitality Management* is the only journal to have published more than one of Seoki Lee's articles. This trend is rather exceptional because publications by the rest of the most productive authors in tourism, leisure, and hospitality mainly address issues related to corporate social responsibility, hospitality, media, tourism, and climate change. All of these issues, as subsequent analysis shows (Fig. 2), are the hottest topics analyzed over the last few years in tourism, leisure, and hospitality. As Table 5 shows, the percentage of self-citations is not significant. Except for Chiang-Ming Chen, Sunghyup Sean Hyun, Ming-Hsiang Chen, and Heesup Han, for whom the percentage of self-citations is 19.8%, 13.9%, 13.6%, and 12.0%, respectively, the percentage of self-citations for the most productive authors is only 4.7%. Finally, the authors with most self-citations do not occupy the top positions in the rankings.

The most productive and influential institution is the Hong Kong Polytechnic University, with 754 papers and > 16,500 citations. It is also the institution with the highest percentage of self-citations (9.2%), while the average percentage of self-citations is 3.5%. Besides Hong Kong Polytechnic University (China), University of Waterloo (Canada), Griffith University (Australia), and University of Queensland (Australia), institutions with a high number of self-citations do not occupy the top positions in the rankings. In terms of productivity, only four institutions published > 300 papers. These institutions are the Hong Kong Polytechnic University, Texas A&M University College Station, Penn State University, and Griffith University. These institutions, together with the University of Waterloo, also receive the largest number of citations. Analyzing the ratio of citations per paper yields interesting findings. When the ratio of citations per year is considered, the rankings change considerably, with Arizona State University, Texas A&M University College Station, United States Forest Service, Virginia Polytechnic Institute State University, and the University of Surrey leading the ranking. Finally, the institutions with the highest *h*-index are Hong Kong Polytechnic University, Texas A&M University College Station, and the University of Waterloo, all of which have an *h*-index > 50. Interestingly, the most cited paper in tourism, leisure, and hospitality was not written at one of the 10 most influential institutions. This study was carried out by two authors at the University of Nevada and Virginia Polytechnic Institute State University. As more productive authors have entered tourism, leisure, and hospitality, the most cited subjects by the five most prolific institutions in these fields have become eTourism, social media, and tourism and climate change, although some leisure-related topics also appear.

The most productive and influential country is the USA, with 4740 papers and > 108,500 citations. With respect to the number of papers, only four countries were responsible for > 1000 articles: the USA, the UK, Australia, and the People's Republic of China. These institutions, together with Canada, also receive the largest number of citations and have the highest values for the *h*-index. Considering the ratio of citations per paper leads to major changes in the rankings. Israel and Canada lead this new ranking, with a ratio of > 30 citations per paper. Other countries with a high ratio are Mauritius, Turkey, and Cyprus. Five papers by US authors exceed 500 citations. Two of these were published in *Annals of Tourism Research* and the other three in *Tourism Management*. In addition, the USA is also home the authors of the most cited paper, “A model of destination image formation,” Seyhmus Baloglu and Ken W. McCleary. Interestingly, four of these five papers

Table 5
The 50 most cited papers of all time in tourism, leisure, and hospitality journals.

R	J	TC	SC	Title	Author/s	Year	C/Y
1	ATR	708	5	A model of destination image formation	S Baloglu, KW Mc Cleary	1999	41.6
2	TM	698	9	Marketing the competitive destination of the future	D Buhalis	2000	43.6
3	TM	664	18	An examination of the effects of motivation and satisfaction on destination loyalty: A structural model	Y Yoon, M Uysal	2005	60.4
4	ATR	691	10	Authenticity and commoditization in tourism	E Cohen	1988	24.7
5	ATR	686	1	Rethinking authenticity in tourism experience	N Wang	1999	40.4
6	TM	664	70	Progress in information technology and tourism management: 20 years on and 10 years after the Internet: The state of eTourism research	D Buhalis, R Law	2008	83.0
7	ATR	662	0	Quality, satisfaction and behavioural intentions	DA Baker, JL Crompton	2000	41.4
8	TM	547	2	Electronic word-of-mouth in hospitality and tourism management	SW Litvn, RE Goldsmith, B Pan	2008	68.4
9	TM	533	23	Role of social media in online travel information search	Z Xiang, U Gretzel	2010	88.8
10	ATR	494	8	Factors influencing destination image	A Beerli, JD Martin	2004	41.2
11	TM	476	3	Tourism image, evaluation variables and after purchase behaviour: inter-relationship	JE Bigne, MI Sanchez, J Sanchez	2001	31.7
12	ATR	474	2	Destination image: Toward a conceptual framework	MG Gallarza, IG Saura, HC Garcia	2002	33.9
13	ATR	445	4	Collaboration theory and community tourism planning	TB Jamal, D Getz	1995	21.2
14	TM	434	7	How destination image and evaluative factors affect behavioural intentions?	CF Chen, DC Tsai	2007	48.2
15	TM	433	9	Event tourism: Definition, evolution, and research	D Getz	2008	54.1
16	ATR	432	1	Residents perceptions on tourism impacts	J Ap	1992	18.0
17	JLR	403	6	Application of the theory of planned behaviour to leisure choice	I Ajzen, BL Driver	1992	16.8
18	LS	391	11	Beyond the commodity metaphor: Examining emotional and symbolic attachment to place	DR Williams, ME Patterson, JW Roggenbuck	1992	16.3
19	ATR	388	7	Attitude determinants in tourism destination choice	S Um, JL Crompton	1990	14.9
20	TM	387	32	Tourism demand modelling and forecasting: A review of recent research	H Song, G Li	2008	48.4
21	TM	370	0	The evaluation of airline service quality by fuzzy MCDM	SH Tsaur, TY Chang, CH Yen	2002	26.4
22	LS	365	24	A hierarchical model of leisure constraints	DW Crawford, EL Jackson, G Godbey	1991	14.6
23	ATR	357	4	Resident's perceptions of community tourism impacts	KL Andereck, KM Valentine, RC Knopf	2005	32.5
24	TM	354	12	Destination image analysis: A review of 142 papers from 1973 to 2000	S Pike	2002	25.3
25	ATR	343	24	Resident attitudes: A structural modelling approach	D Gursoy, C Jurowski, M Uysal	2002	24.5
26	JLR	341	1	Leisure value systems and recreational specialization-case of trout fishermen	H Bryan	1977	8.7
27	TM	332	1	Toward a social psychological theory of tourism motivation – a rejoinder	SE Isoahola	1982	9.8
28	TM	308	28	Value dimensions, perceived value, satisfaction and loyalty: an investigation of university student's travel behaviour	MG Gallarza, IG Saura	2006	30.8
29	TM	306	10	Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourist	C Cheng, F Chen	2010	51.0
30	TM	306	0	Toward a structural model of the tourist experience: An illustration from food experiences in tourism	S Quan, N Wang	2004	25.5
31	ATR	306	0	Motives of visitors attending festival events	JL Crompton, SL Mc Kay	1997	16.1
32	TM	288	0	Tried and tested: The impact of online hotel reviews on consumer consideration	I Vermeulen, D Seegers	2009	41.1
33	ATR	288	1	The political economy of tourism in the third world	SG Britton	1982	8.5
34	ATR	281	9	Resident support for tourism development	RR Perdue, PT Long, L Allen	1990	10.8
35	ATR	279	7	Cooperative branding for rural destinations	LPA Cai	2002	19.9
36	TM	278	0	The destination product and its impact on traveller perceptions	P Murphy, MP Pritchaard, B Smith	2000	17.4
37	TM	277	4	Limits to community participation in the tourism development process in developing countries	C Tosun	2000	17.3
38	TM	276	0	Tourism destination competitiveness: A quantitative approach	MJ Enright, J Newton	2004	23.0
39	ATR	275	2	Developing a tourism impact attitude scale	SV Lankford, DR Howard	1994	12.5
40	ATR	271	7	Repeater's behaviour at two distinct destinations	M Kozak	2001	18.1
41	TM	265	4	A review of innovation research in tourism	AM Hjalager	2010	44.2
42	ATR	265	2	Resident attitudes toward tourism impacts in Hawaii	JC Liu, T Var	1986	8.8
43	ATR	261	15	Host attitudes toward tourism: An improved structural model	D Gursoy, DG Rutherford	2004	21.8
44	ATR	259	0	Measuring tourist motivation	D Fodness	1994	11.8
45	TM	258	0	Ecotourism and the empowerment of local communities	R Scheeyvens	1999	15.2
46	ATR	258	4	Tourism and motivation and expectation formation	J Gnoth	1997	13.6
47	TM	254	1	Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach	C Chia, H Qu	2008	31.8
48	TM	254	21	Strategic use of information technologies in the tourism industry	D Buhalis	1998	14.1
49	TM	253	12	The impact of online reviews on hotel booking intentions and perception of trust	BA Sparks, V Browning	2011	50.6
50	ATR	253	0	New directions in tourism for Third World development	J Brohman	1996	12.7

Note: Compiled by the authors; data collection performed in November 2017; abbreviations provided in Table 4 except J = journal acronym, TC = total citations, C/Y = citations per year, and SC = self-citations.

examine variables that influence the selection and satisfaction of vacation destinations to improve and sustain destination competitiveness. British authors have produced two papers that are among the five most cited in the field. Both have > 600 citations, and both were written by, among others, Dimitrios Buhalis and were published in *Tourism Management*. The first paper explains destinations and synthesizes several models for strategic marketing and management of destinations, whereas the second reviews eTourism research published in the 1990s and 2000s. Therefore, the first of these is also related to destination competitiveness. Australian authors are responsible for two papers of the 50 most cited articles (located in positions 36 and 49 of Table 5). The first article relates to destination competitiveness, whereas the second analyzes the impact of online reviews on hotel booking intentions. Authors based in China have four papers among the most cited, although one of them was co-written with British co-authors. One of these articles, "Tourism destination competitiveness: a quantitative approach," by Michael J. Enright and James Newton, also relates to destination competitiveness, whereas the other two, located at positions 5 and 20 of Table 5, relate to the concepts of authenticity in tourist experiences and tourism demand modelling and forecasting. Finally, Canadian authors have the largest number of articles (7) among the 50 most cited. These are in positions 13, 15, 22, 31, 36, 42, and 50 of Table 5. These articles were published in *Annals of Tourism Research* (4), *Tourism Management* (2), and *Leisure Sciences*. These papers focus on issues other than those discussed above. Notably, some of these articles relate to leisure and some specific types of tourism such as events,

Table 6
The 50 most productive authors, institutions, and countries in tourism, leisure, and hospitality journals.

R	Author	TP	TC	C/P	SC	H	Institutions	TP	TC	C/P	SC	H	Country	TP	TC	C/P	SC	H
1	Law, R	153	4463	29.2	313	30	Hong Kong Polytechnic U.	754	16608	22.0	1521	63	USA	4740	108575	22.9	6142	123
2	Lee, S	98	1515	15.5	112	22	Texas AM U. College Station	339	12126	35.8	481	54	UK	1754	42021	24.0	3523	94
3	Jang, S	97	1698	17.5	89	21	Penn State U.	327	7603	23.3	307	46	Australia	1570	35535	22.6	2982	86
4	Lee, CK	80	2301	28.8	139	25	Griffith U.	318	7388	23.2	351	44	PRC	1379	24019	17.4	3077	69
5	Ryan, C	73	1994	27.3	96	25	U. of Waterloo	251	8328	33.2	413	52	Canada	849	25660	30.2	1439	79
6	Han, H	71	2297	32.4	275	25	U. of North Carolina	247	5238	21.2	209	38	Taiwan	743	13251	17.8	1161	57
7	Mckercher, B	69	1873	27.1	64	23	U. of Queensland	241	4964	20.6	219	39	Spain	732	13959	19.1	1121	53
8	Song, HY	58	1308	22.6	59	21	Purdue U.	240	5443	22.7	213	39	South Korea	677	13894	20.5	1322	57
9	Scott, D	56	1787	31.9	86	22	U. of Illinois Urbana Champaign	214	5786	27.0	187	41	New Zealand	474	12283	25.9	604	56
10	Kim, S	55	462	8.4	36	11	U. of Surrey	209	7124	34.1	245	47	Netherlands	268	5686	21.2	244	40
11	Wall, G	53	1127	21.3	45	20	Kyung Hee U.	203	3667	18.1	228	30	Norway	255	4035	15.8	264	33
12	Mattila, AS	53	823	15.5	28	16	Virginia Polytech. Inst. State U.	196	6780	34.6	174	42	Italy	250	3484	13.9	223	32
13	Kim, SS	50	1475	29.5	52	22	U. of Central Florida	195	4202	21.5	115	35	Turkey	240	6605	27.5	262	45
14	Gursoy, D	47	2722	57.9	92	22	Temple U.	168	3373	20.1	122	29	Israel	197	6599	33.5	270	43
15	Kim, WG	47	1284	27.3	19	16	Bournemouth U.	164	3858	23.5	136	31	Sweden	175	3346	19.1	163	31
16	Crompton, JL	46	2635	57.3	41	21	Sejong U.	164	3837	23.4	208	33	Portugal	160	1888	11.8	115	23
17	Hyun, SS	45	562	12.5	78	15	Cornell U.	145	1617	11.2	77	21	South Africa	158	2080	13.2	91	25
18	Hall, CM	43	1360	31.6	84	18	U. of Nevada Las Vegas	137	3421	25.0	65	26	Finland	141	2113	15.0	133	24
19	Kim, J	42	322	7.7	6	11	Sun Yat Sen U.	129	1803	14.0	69	19	France	139	1948	14.0	48	22
20	Prideaux, B	40	918	23.0	34	17	Arizona State U.	127	4914	38.7	83	34	Germany	135	2269	16.8	43	26
21	Petrick, JF	38	1324	34.8	37	19	James Cook U.	121	2759	22.8	74	27	Malaysia	133	1463	11.0	77	22
22	Dwyer, L	37	1139	30.8	24	15	Clemson U.	118	2932	24.8	68	32	Austria	126	2113	16.8	70	26
23	Fesenmaier, DR	36	1759	48.9	55	21	U. of Florida	118	2436	20.6	97	26	Denmark	114	2395	21.0	67	24
24	Uysal, M	35	2073	59.2	29	19	US Department of Agriculture	116	3805	32.8	96	33	Switzerland	106	1551	14.6	32	22
25	Assaf, AG	35	386	11.0	35	11	United States Forest Service	109	3773	34.6	91	33	Greece	89	1778	20.0	37	20
26	Hwang, J	35	281	8.0	11	8	U. of Waikato	105	2625	25.0	103	30	Japan	89	721	8.1	11	14
27	Qu, HL	34	1083	31.9	9	17	Michigan State U.	103	1648	16.0	31	21	Thailand	73	659	9.0	13	15
28	Kim, H	34	936	27.5	9	11	Washington State U.	102	3415	33.5	100	29	Singapore	62	1235	19.9	15	20
29	Chen, MH	34	477	14.0	65	8	Monash U.	102	3053	29.9	75	33	Ireland	51	453	8.9	4	12
30	Guillet, BD	34	365	10.7	11	10	Southern Cross U.	102	1750	17.2	45	21	Slovenia	49	1156	23.6	38	16
31	Hsu, CHC	33	994	30.1	24	14	U. of Otago	99	2325	23.5	76	25	India	48	419	8.7	17	11
32	Pearce, PL	33	934	28.3	17	16	U. of South Carolina Columbia	97	1809	18.6	61	24	Belgium	45	959	21.3	7	15
33	Wang, YC	33	915	27.7	16	16	U. de les Illes Balears	96	2207	23.0	92	27	UAE	41	658	16.0	14	13
34	Horng, JS	33	446	13.5	31	10	U. of Georgia	92	2102	22.8	83	25	Poland	39	520	13.3	8	11
35	Henderson, KA	32	1354	42.3	72	20	Colorado State U.	91	1949	21.4	80	27	Brazil	38	417	11.0	4	10
36	Tsaur, SH	32	943	29.5	10	12	U. of South Carolina	90	1794	19.9	55	24	Cyprus	36	953	26.5	12	15
37	Karatepe, OM	32	919	28.7	70	19	U. of Houston	89	1201	13.5	50	18	Iceland	29	259	8.9	29	10
38	Morrison, AM	31	1146	37.0	13	16	U. of Strathclyde	87	1780	20.5	69	24	Egypt	28	354	12.6	8	12
39	Li, X	31	736	23.7	40	16	Florida State U.	85	2253	26.5	30	19	Mauritius	27	752	27.9	12	15
40	Buhalis, D	30	2727	90.9	46	18	Oklahoma State U. Stillwater	84	1900	22.6	16	23	Iran	27	382	14.1	4	11
41	Dolnicar, S	30	791	26.4	43	18	North Carolina State U.	84	1746	20.8	46	20	Croatia	26	220	8.5	12	8
42	Lee, H	30	506	16.9	6	13	Victoria U.	84	1685	20.1	27	21	Barbados	24	621	25.9	6	13
43	Page, SJ	29	968	33.4	43	18	U. of Alberta	83	2545	30.7	135	27	Kenya	22	410	18.6	3	11
44	Vaske, JJ	29	937	32.3	59	18	U. of New South Wales Sydney	83	1543	18.6	63	20	Mexico	18	180	10.0	2	7
45	Magnini, VP	29	335	11.6	19	11	U. of South Australia	82	1319	16.1	33	18	Serbia	18	87	4.8	1	5
46	Chen, CM	29	182	6.3	36	9	Ben Gurion U.	81	2131	26.3	83	24	Fiji	17	426	25.1	1	7
47	Li, G	28	935	33.4	34	16	U. of Nottingham	81	2005	24.8	48	26	Hungary	17	132	7.8	4	8
48	Weaver, DB	28	845	30.2	28	14	Oxford Brookes U.	78	1326	17.0	39	21	Chile	16	59	3.7	1	4
49	Scott, N	28	616	22.0	5	10	Queensland U. of Technology	74	1090	14.7	48	17	Lebanon	15	203	13.5	6	6
50	Nicolau, JL	28	514	18.4	10	13	Leeds Metropolitan U.	73	1272	17.4	34	21	Bostwana	14	359	25.6	14	8

Note: Compiled by the authors; data collection performed in November 2017; abbreviations provided in Table 5 except for TP = total papers, C/P = citations per paper, and H = *h*-index.

festivals, and tourism to the Third World. The average ratio of self-citations per country is 3.9%. The ranking of countries with the most self-citations is headed by three Asian countries: the Peoples Republic of China (12.8%), South Korea (9.5%), and Taiwan (8.8%).

4.4. Keyword co-occurrence analysis

Keyword co-occurrence analysis yields a network of themes and their relations that represent the conceptual space of a field (Cancino, Merigó, Coronado, Dessouky, & Dessouky, 2017; Martínez-López, Merigó, Valenzuela, & Nicolás, 2018).

In the graphical visualization the size of a circle denotes an item's relevance and the network connections identify the most closely linked items. The placement of the circles and the colors are used to cluster the items. The distance between two nodes is inversely proportional to the number of co-occurrences between keywords. Thus shorter distances suggest greater co-occurrence between keywords.

Fig. 1 shows five nodes. The node with the highest number of keywords (29) is led by the keyword *leisure*, followed by *motivation* and *gender*. Most keywords in this node relate to tourists' perceived experience when visiting a tourist destination or cultural heritage or when engaging in alternative types of tourism such as events, sports, races, or outdoor recreation. The node with the second highest number of keywords (28) is led by tourism, which is the keyword that corresponds to the highest number of occurrences in Fig. 1. This node has connections with keywords related to the hospitality industry, social networks, corporate social responsibility, and customer satisfaction and loyalty. The third node (26 keywords) is led by China, which is the keyword with the third highest number of occurrences. This node has strong relationships with concepts linked to tourism development, economic growth, climate change, environmental impact, and tourism planning, which are concepts related to sustainable development. The fourth most important node (also with 26 keywords) is led by destination image. This node has connections with keywords related to tourist

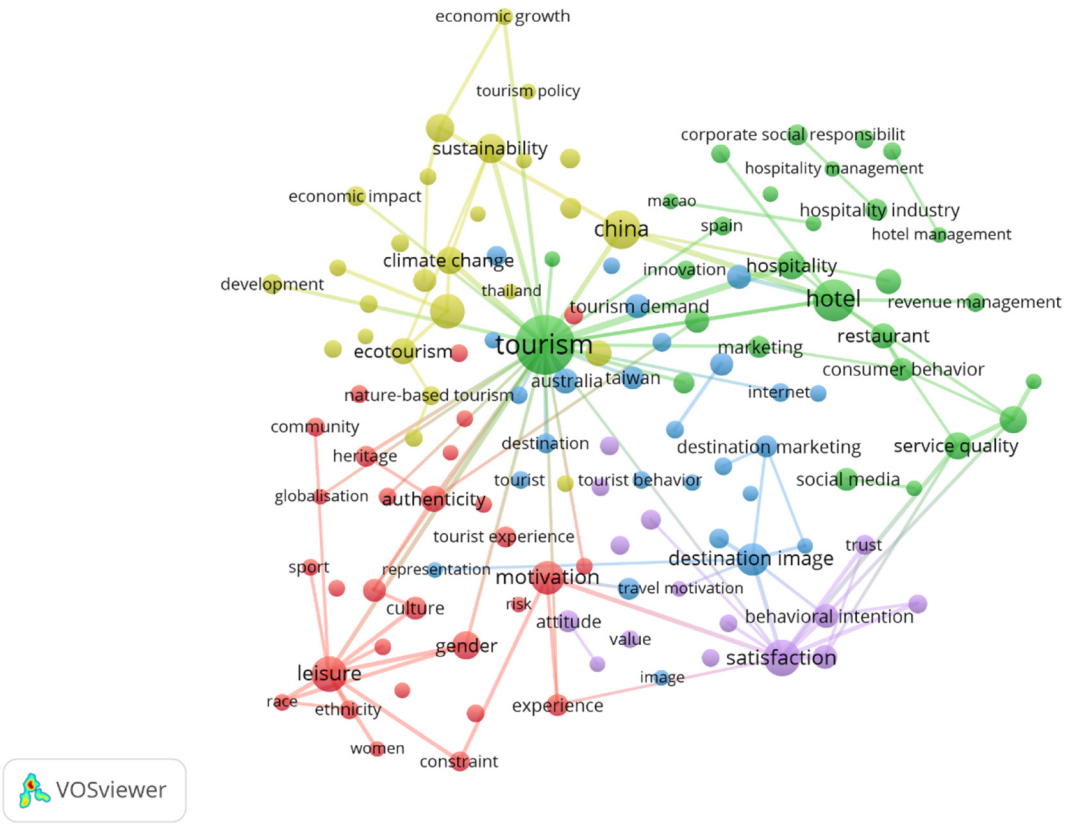

Fig. 1. Co-occurrence of author keywords for a citation threshold of 50 and 100 most representative connections; size of nodes is proportional to number of appearances of any keyword; colors highlight different nodes; figure produced in VOS viewer software.

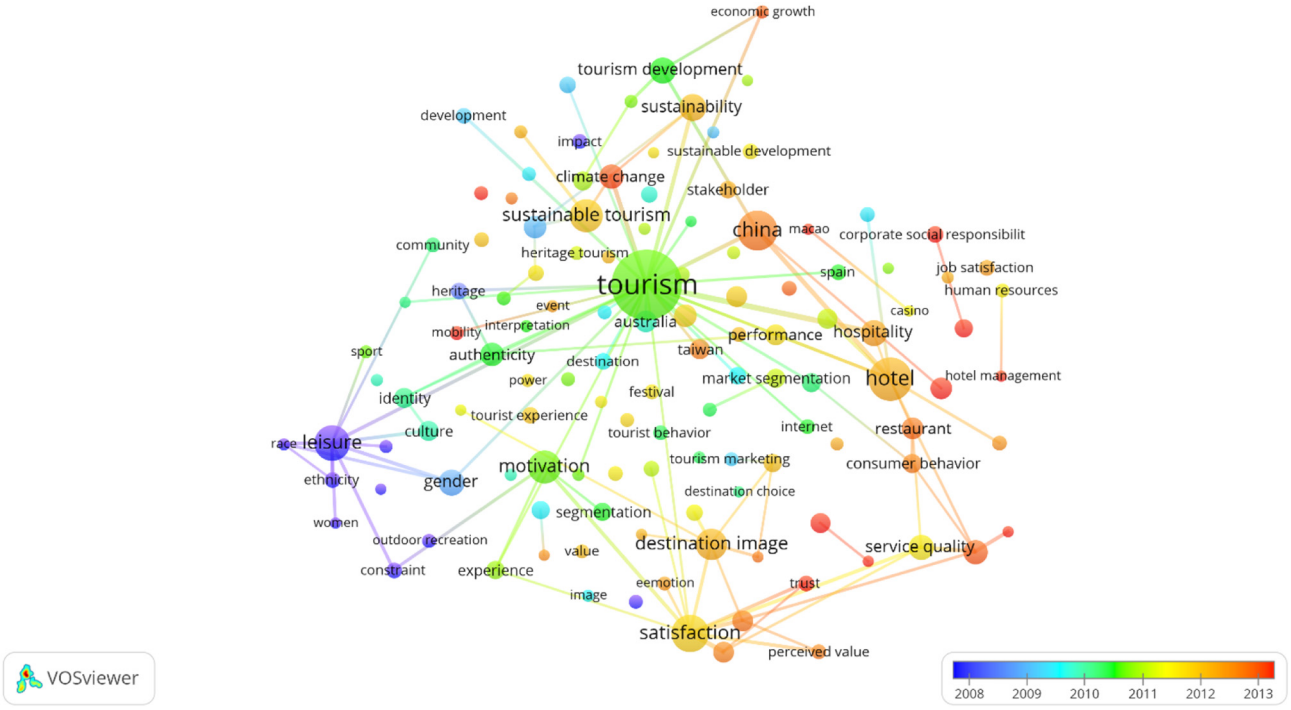

Fig. 2. Co-occurrence of author keywords for a citation threshold of 50 and 100 most representative connections; size of nodes is proportional to number of appearances of any keyword; colors indicate the year when a given keyword was most used; figure produced in VOS viewer software.

destinations, tourist behavior, satisfaction, and cultural tourism. Finally, the fifth node (with 15 keywords) is led by the keyword satisfaction. This node has strong relationships with concepts linked to tourist satisfaction, perceived value of a trip, consumer loyalty, and emotions generated on trips, which are topics related to travelers' motivations.

Next, Fig. 2 shows the average publication year of papers in which a keyword appears. The main keyword, tourism, is greenish, which means that the average year of publications containing this keyword is between 2010 and 2011. The next keyword is hotel, in orange, which means that the average year of publications containing this keyword is 2012. However, leisure has a lilac color, which shows that the average year of publications containing this keyword is before 2008. Therefore, Fig. 2 shows how the prevailing keywords at the beginning of the study period are more related to leisure, gender, ethnic studies, heritage, and constraints. Despite being important in this field, these are no longer hot topics. In the middle of the period, keywords about tourism, tourism development, marketing, segmentation, cluster analysis, and the Internet emerged. Since 2013, the main keywords have been related to corporate social responsibility (corporate social responsibility and volunteer tourism), hospitality (hospitality industry, hotel industry, and hotel management), media (social media and online reviews), and climate change. Other topics that have also appeared since 2013 relate to customer loyalty, economic growth, mobility, and trust. Therefore, these issues, although they have so far received few citations, offer high potential research opportunities.

5. Conclusions

This paper provides an overview of the most influential papers, authors, institutions, and countries in tourism, leisure, and hospitality research. We conducted this analysis using a wide range of bibliometric techniques, supported by the WoS. We first studied the publication structure of these disciplines. Currently, slightly > 1200 papers are published in tourism, leisure, and hospitality every year. This number has increased over the last five years. In the 1980s and 1990s, the average number of papers published every year was approximately 100. An interesting finding is that few papers have received > 100 citations, and no paper has received 725 citations. However, > 90% of papers have received at least one citation.

The list of the 50 most cited papers allowed us to identify the leading contributions in areas that are usually regarded as most popular. Four journals published all the papers in the list. *Tourism Management* is the most influential journal, closely followed by *Annals of Tourism Research*. The analyses show that self-citations play a minor role in tourism, leisure, and hospitality research because the percentage of self-citations of most articles published in these fields is small. Therefore, the rankings would not change substantially if self-citations were account for.

We also carried out a bibliometric study of the most prolific and influential authors, institutions, and countries in tourism, leisure, and hospitality research. All the journals in these fields were considered. Some are also leading journals of bibliometric studies in these fields (Harrington & Ottenbacher, 2011; Ip, Law, & Lee, 2011; Köseoglu, Sehitoglu, & Craft, 2015; Racherla & Hu, 2010). Rob Law, the Hong Kong Polytechnic University, and the USA lead these rankings. The analysis performed using the VOS viewer reveals that the keywords related to corporate social responsibility (corporate social responsibility and volunteer tourism), hospitality (hospitality industry, hotel industry, and hotel management), media (social media and online reviews), and climate change offer high potential research opportunities in tourism, leisure, and hospitality research.

In conclusion, the results of this study can aid the decision making of researchers, politicians, and institutions. The paper provides guidance for researchers to help them focus their publication efforts and identify scholars who conduct research in common fields, facilitating networking between researchers. It also helps politicians and institutions by providing a reference for their decisions on whether to finance certain fields of research.

This study has some limitations. First, the results are supported by the WoS. Therefore, the limitations of the WoS should be considered. The main issue here is that most tourism, leisure, and hospitality journals have been included in the database within the last 10 years. Second, many articles on tourism topics are not published in journals that are strictly devoted to tourism research. This study only considered articles, reviews, notes, and letters. Another limitation is that the WoS collects data under a full counting system.

Despite these limitations, this paper provides a valid overview of the most influential research in tourism, leisure, and hospitality based on citation analysis. The paper also provides a starting point for future bibliometric studies in these fields. Future research could build on this study by including the Emerging Sources Citation Index. The journals in the Emerging Sources Citation Index provide a good opportunity for less experienced researchers. These journals could help develop research areas that, while important, are not supported by other journals. Nevertheless, such publications are riskier because not all emerging sources will ultimately be indexed in the WoS.

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