Instagramability and Algorithmic Influence in Travel Intentions: A Bibliometric Mapping of Visual-Driven Tourism

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ABSTRACT

This paper investigates the convergence of Instagramability, algorithmic impact, and travel intention using an extensive bibliometric analysis of visual-centric tourism research. Utilizing 350 Scopus-indexed documents published from 2010 to 2025, the analysis employs VOSviewer and Biblioshiny to investigate publication trends, subject clusters, and collaborative networks across authors, institutions, and countries. The results indicate three primary research areas: (1) social media and decision-making, (2) sustainable tourism and destination development, and (3) the psychological and behavioral aspects of travel. The topic has transitioned from traditional examinations of tourist motivation to digitally mediated paradigms that prioritize visual communication, influencer marketing, and algorithmic curation. China, the United States, and the United Kingdom have become important places for people from all over the world to work together. There are also strong intellectual links between Asia and Europe. The study advances theoretical frameworks by amalgamating theories of visual communication, algorithmic mediation, and behavioral intention, while also providing practical guidance for destination marketers and policymakers to enhance digital engagement methods. The study, constrained by its dependence on Scopus data, provides a robust basis for subsequent empirical and computational investigations into the interplay between algorithms and visual culture in shaping contemporary travel behavior.

Keywords: Instagramability, Algorithmic Influence, Travel Intention, Visual Tourism, Bibliometric Analysis, Social Media Marketing.

1. INTRODUCTION

In the digital age, social media has changed the way people think about, plan, and share their travel experiences. Instagram is the most visually focused of these channels, with photos, short videos, and carefully chosen aesthetics being the main ways people communicate. Instagram is no longer just a place to connect with friends; it's become a strong tool for promoting destinations that affects how people think about and choose where to go. The platform's ability to combine visual attractiveness with social validation through likes, comments, and algorithmic amplification has made it a big reason why people want to travel. Prior studies validate that exposure to aesthetically pleasing travel content on Instagram profoundly influences users' inclination to visit destinations, serving as both informational and emotional stimulus [1], [2]. In this regard, social media imagery has emerged as a vital source for destination image construction and consumer persuasion.

"Instagramability" is a term that has become popular in this context. It refers to the perceived aesthetic and photogenic aspect of places that make them good for taking pictures and sharing them online [3]. This idea shows how modern travelers get symbolic and experiential value from both the trip itself and the fact that they may share it with others. Many places have changed to fit this trend by creating beautiful landscapes, paintings, and architectural aspects that entice people to take pictures. "Instagramable" places have become a marketing tool since they increase organic exposure through user-generated material. Researchers observe that tourists are progressively assessing the

"shareability potential" of destinations prior to travel, indicating a transition from utilitarian to visual-symbolic value in tourism consumption [4].

Simultaneously, algorithmic influence has surfaced as an imperceptible yet potent element in determining users' interaction with travel content. Instagram's own algorithms decide which posts show up on users' feeds, Explore pages, and recommendations. This gives Instagram control over how visible and popular postings are [5]. This algorithmic mediation creates imbalances in what content is popular by favoring postings that fit with engagement metrics or platform priorities. So, destinations and influencers make their content not just for people, but also for algorithmic systems by optimizing things like captions, timing, hashtags, and ways to get people to interact. The merging of aesthetic strategy (Instagramability) and algorithmic optimization signifies a novel paradigm in digital tourism marketing. Nevertheless, while the growing influence of algorithms on user exposure and behavior, empirical research in tourism has been tardy in including this aspect into models of travel intention [6], [7].

From an academic perspective, these changes have led to an increasing body of research on visual-driven tourism, encompassing marketing, psychology, communication studies, and data analytics. Recent bibliometric analyses demonstrate that social media has emerged as a prominent research frontier in tourism, with focal clusters on destination image, electronic word-of-mouth (eWOM), influencer marketing, and digital storytelling [1], [8]. Nevertheless, the majority of bibliometric mappings regard "social media" as a comprehensive phenomenon, failing to distinguish between visual and algorithmic sub-dimensions. For instance, research on influencer marketing in tourism [9] elucidates the significance of authenticity and trust but fails to clarify the algorithmic mechanisms that govern visibility and influence. Likewise, bibliometric assessments concerning digital content marketing in tourism [10]hardly examine Instagram's visual ecology, which distinguishes it from text- or review-oriented platforms like TripAdvisor or Twitter.

Moreover, tourism researchers underscore the necessity of integrating computational and visual approaches into next studies. The convergence of aesthetics, data, and algorithms is evolving tourism from a static communication process into a dynamic and data-driven ecosystem [11] . As algorithms tailor content to individual users, tourist imaginaries—mental constructs of destinations developed before to travel—are more influenced by algorithmically curated visual feeds rather than traditional information retrieval methods [12]. In theory, this junction fits with the "attention economy" model, which says that visual engagement is a stand-in for value. Algorithmic systems prioritize engaging material, so reinforcing visual trends that excite travel demands and influence destination branding [13]. A bibliometric analysis can elucidate the conceptualization of this developing paradigm, identify prevailing theoretical frameworks, and highlight existing research deficiencies.

Even though there has been a lot of development in studies on social media and tourism, the exact link between Instagramability, algorithmic mediation, and travel intention is still not well understood or mapped. Previous bibliometric evaluations examine "social media in tourism" broadly, although rarely concentrate on the visually-oriented and algorithmically-driven aspects of information transmission. The scientific literature reveals a limited comprehension of the interplay between visual aesthetics and computational logics in influencing travel intentions, as well as the evolution of this dynamic throughout time. The academic community lacks insight on the intellectual structure, developing clusters, and thematic progression of this specialized topic without

a rigorous mapping. As a result, researchers might do the same work again or miss important connections between aesthetics, algorithms, and behavior.

This study seeks to do a thorough bibliometric analysis of the worldwide literature on visual-driven tourism, concentrating on the impact of Instagramability and algorithmic effect on travel intentions. It aims to delineate the intellectual framework, principal authors, and preeminent publications that characterize the discipline, while concurrently charting topic clusters and their chronological progression to elucidate the evolution of visual tourism study throughout time. The study also points out new areas of research that are opening up at the crossroads of visual communication, social media algorithms, and tourism behavior. It shows how digital aesthetics and algorithmic visibility affect how people see a destination and what motivates them to visit. By integrating disparate studies via bibliometric visualization, this project aims to create theoretical connections that unify marketing, technology, and tourist scholarship. Ultimately, it seeks to enhance comprehension of how algorithmically mediated imagery impacts the generation of tourism knowledge and aids in the development of visual digital tourism theory.

2. METHODS

This study employs a bibliometric analysis methodology to rigorously delineate and assess the intellectual framework and thematic progression of research concerning Instagramability, algorithmic influence, and travel intention within the realm of visual-driven tourism. Bibliometric analysis allows scholars to statistically combine enormous amounts of academic writing, showing the structure of knowledge, important works, patterns of collaboration, and new study areas in a field [14]. The method was selected for its capacity to deliver a comprehensive overview of publication patterns alongside a detailed examination of topic interconnections, facilitating the identification of conceptual clusters and intellectual trajectories within this interdisciplinary domain. The study integrates performance analysis, emphasizing productivity metrics such as publication counts, citations, and source impact, with science mapping, which illustrates the conceptual, social, and intellectual frameworks of the discipline [15]. The data gathering method commenced with a thorough search in the Scopus database, selected for its vast coverage of peer-reviewed literature and its compatibility with bibliometric tools like VOSviewer and Biblioshiny (R-based Bibliometrix program). To guarantee the relevance and quality of the data, the subsequent Boolean search query was constructed and utilized on article titles, abstracts, and keywords:

("Instagram" OR "Instagramability" OR "visual social media") AND ("travel intention" OR "tourism motivation" OR "destination image") AND ("algorithm*" OR "curation" OR "recommendation system" OR "digital influence"). The search was confined to the timeframe from 2010 to 2025, corresponding to the emergence of Instagram (introduced in 2010) and the ensuing expansion of algorithm-driven tourist research. Only journal articles and reviews published in English were allowed as document types. Through a multi-stage screening process, duplicates, items not relevant to tourism, and conference papers were not included. After cleaning the data, the final dataset had about 350 records. These records were exported in CSV format and included metadata fields including authors, affiliations, keywords, abstract, source title, and citation count.

The analysis was carried out in two interrelated phases. First, we looked at descriptive performance metrics to find out about publishing trends over time, prolific authors, prominent journals, and citation impact. Second, scientific mapping was used to show how keywords, authors, and references are related to each other and how publications are related to each other through bibliographic coupling. Bibliometric networks were made and shown using VOSviewer 1.6.20, while Biblioshiny helped with data pretreatment and long-term trend analysis. Co-word analysis was employed to identify prevailing study topics (e.g., "destination image," "user-generated content," "algorithmic curation," "influencer marketing"), while temporal overlay graphics illustrated their

progression over time. The analysis integrated quantitative patterns with qualitative thematic categorization, associating clusters with theoretical frameworks including visual communication, algorithmic mediation, and behavioral intention theory. This integrated method guarantees both statistical rigor and conceptual depth, providing a systematic, evidence-based synthesis of the impact of visual-algorithmic impacts on tourist scholarship.

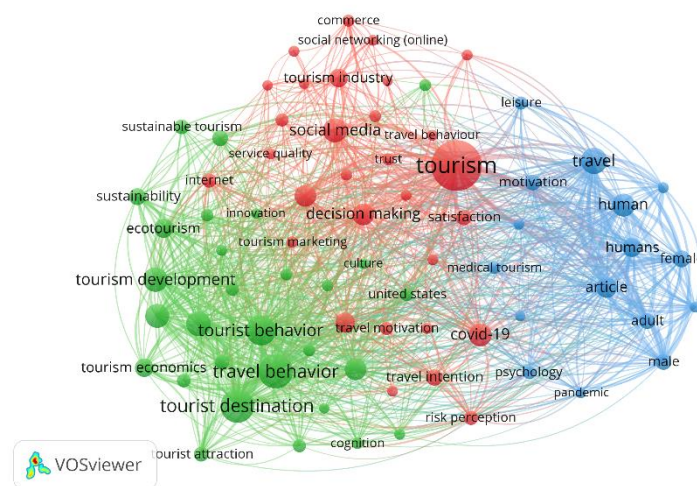## 3. RESULTS AND DISCUSSION

3.1 Network Visualization

Figure 1. Network Visualization
Source: Data Analysis Result, 2025

The graphic shows a dense and interconnected network of keywords that is built around three main clusters: red, green, and blue. Together, these clusters highlight the main themes of tourism research in relation to social media and decision-making. The major node, "tourism," is the biggest and most connected phrase. This shows how important and dominant it is in all studies in this area. The network's density shows that study on Instagramability and algorithmic effect is not done in a vacuum; it is part of larger conversations on travel motivation, behavior, and sustainability. The intimate connection between clusters shows how the topic has grown into a multidisciplinary area that combines marketing, psychology, communication, and data analytics.

The red cluster is made up of the words "social media," "decision making," and "tourism marketing." This shows that there are a lot of research looking at how digital and social media affect how tourists make decisions. The words "commerce," "trust," "service quality," and "tourism industry" demonstrate that this group is interested in the technological and administrative sides of online engagement. For example, how user-generated content, influencer marketing, and online reviews affect tourists' decisions. The closeness of "decision making" to "social media" and "trust" shows that algorithmically produced feeds and peer validation on Instagram are important cognitive cues that affect how people think about and plan their trips. This is in line with new research that says algorithmic curation can affect digital persuasion and behavior in travel situations.

The green cluster is made up of "tourism development," "tourist behavior," "sustainability," and "ecotourism." This grouping is a developing body of study that connects visual and digital influence to the long-term growth of tourism ecosystems. The presence of "innovation," "internet," and "tourism economics" together shows that the focus is on how digital transformation and visual storytelling can help destinations flourish in a way that is good for the environment and creates value. Furthermore, the relationship between "travel behavior" and "tourist destination" indicates that Instagrammability and algorithmic visibility are now essential for comprehending how tourists choose areas that resonate with environmental and cultural narratives. This indicates a transition

towards the amalgamation of digital aesthetics with environmental ethics—an evolving research domain linking responsible travel and visual culture.

The blue cluster focuses on "travel," "motivation," "psychology," and "travel intention," which shows that visual-driven tourism research is based on behavioral science. The phrases "risk perception," "covid-19," "satisfaction," and "pandemic" are included since they are part of new research that looks at how crises and global health events have changed the psychological factors that affect people's desire to travel. This cluster connects emotional, motivational, and perceptual elements, which means that seeing visual content through an algorithm influences both cognitive appraisal and emotional responses. During the epidemic, algorithmic feeds made virtual travel images even more important for keeping people's hopes of traveling alive. This made visual communication a mental substitute for physical movement.

The network as a whole shows a three-part structure: (1) digital marketing and decision-making (red), (2) sustainability and development (green), and (3) behavioral and psychological dynamics (blue). The main overlap between these groups, which can be seen where "tourism," "travel behavior," and "decision making" meet, shows how algorithmic mediation, visual aesthetics, and consumer psychology all come together to shape trip intention. This interconnection highlights the developing paradigm of algorithmically mediated visual tourism, in which aesthetic allure, technical curation, and behavioral motivation concurrently emerge. Bibliometric evidence indicates that future research should encompass visual-algorithmic ethics, AI-driven personalization in tourism marketing, and cross-cultural variations in the perception of Instagramability. In short, the visualization shows an integrated but changing sector where Instagramability and algorithms together set the next frontier of tourism research.
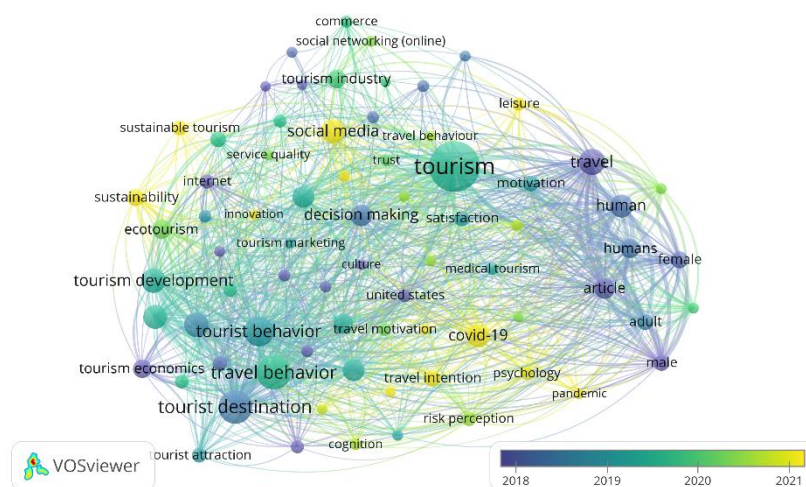
3.2 Overlay Visualization

Figure 2. Overlay Visualization
Source: Data Analysis Result, 2025

The overlay visualization map shows how research themes in visual-driven tourism have changed over time, from 2018 to 2021. The color gradient, which goes from dark blue (early years) to yellow (more recent years), shows how the focus of research has changed over time. The main words in the early period (2018–2019), which is shown by blue tones, are "tourism," "travel," "tourist behavior," and "destination." This shows that the focus was first on basic ideas about tourism behavior, motivation, and choosing a location before algorithmic and visual social media components became more common. Research during this period mostly examined conventional elements affecting travel decision-making, including satisfaction, motivation, and cultural

experience, establishing the conceptual foundation of tourism studies prior to the emergence of digital influence.

As the sector moved toward the mid-phase (2019–2020), which was marked by greenish tones, it grew in the areas of digital transformation and sustainability. Words like "social media," "innovation," "tourism marketing," and "sustainable tourism" started to take over. This change is in line with the rising acknowledgment in academia that Instagram and other visual platforms are important ways for tourists to see things and make decisions. Scholars have been looking into how things like online visibility, user-generated images, and algorithmic involvement affect how much tourists trust a place and how it is branded. At the same time, the use of words like "internet," "service quality," and "trust" shows how marketing analytics and new technologies are coming together in the tourism ecosystem. This is a turning point in the conversation, as it moved from behavioral psychology to tourist models that are based on data, digital, and sustainability.

The thematic frontier moved toward crisis-driven and algorithmic studies by 2020–2021, as seen by the yellow nodes. New terms like "covid-19," "risk perception," and "travel intention" started to appear. This shows that there has been a lot of research on how global disruptions changed how people travel, talk to each other online, and assess danger. During this time, algorithmic influence and social media visualization grew even more important because people were moving less and virtual images were taking the role of real experiences. The vivid yellow color of "social media" makes it even clearer that it is now a major area of research, connecting online participation, digital aesthetics, and emotional responses to travel decisions. The overlay visualization shows a chronological shift from behavioral and motivational studies (2018) to digital transformation and sustainability (2019–2020), and finally to algorithmic and crisis-responsive tourism research (2021). This shows the intellectual path that led to the current paradigm of visual-algorithmic tourism scholarship.

3.3 Citation Analysis

Table 1. The Most Impactful Literatures

Citations	Authors and year	Title
1247	Sparks, B.A., Browning, V. (2011)	The impact of online reviews on hotel booking intentions and perception of trust
1043	Ye, Q., Law, R., Gu, B. (2009)	The impact of online user reviews on hotel room sales
998	Gallarza, M.G., Saura, I.G. (2006)	Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel behaviour
978	Kim, M.J., Lee, C.-K., Jung, T. (2020)	Exploring Consumer Behavior in Virtual Reality Tourism Using an Extended Stimulus-Organism-Response Model
901	Ye, Q., Law, R., Gu, B., Chen, W. (2011)	The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings
787	Filieri, R., McLeay, F. (2014)	E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews
732	Kivela, J., Crotts, J.C. (2006)	Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination
684	Pillai, R., Sivathanu, B. (2020)	Adoption of AI-based chatbots for hospitality and tourism
679	Beerli, A., Martín, J.D. (2004)	Tourists' characteristics and the perceived image of tourist destinations: A quantitative analysis - A case study of Lanzarote, Spain

Citations	Authors and year	Title
650	Quintal, V.A., Lee, J.A., Soutar, G.N. (2010)	Risk, uncertainty and the theory of planned behavior: A tourism example

Source: Scopus, 2025

The most frequently referenced publications in visual-driven and digital tourism research illustrate the progression of the discipline from initial investigations into the impacts of online content to modern analyses of immersive and AI-mediated experiences. Foundational research like Beerli and Martín (2004) and Gallarza and Saura (2006) laid the theoretical framework by looking at how tourists' perceptions of a destination's image and value aspects affect their pleasure and loyalty. The mid-2000s saw a move toward digital influence, with Ye, Law, and Gu (2009; 2011) and Sparks and Browning (2011) showing how online reviews and user-generated material affect people's plans to book hotels, their trust in hotels, and their buying habits. Filieri and McLeay (2014) further refined this discourse by researching factors that determine travelers' adoption of electronic word-of-mouth (e-WOM), establishing the significance of social credibility in tourism decision-making. At the same time, Quintal, Lee, and Soutar (2010) came up with behavioral risk and uncertainty frameworks that helped us understand why tourists make the decisions they do. Kivela and Crotts (2006) linked cuisine to destination experience, bridging the cultural and sensory aspects of travel. Recent studies by Kim, Lee, and Jung (2020) and Pillai and Sivathanu (2020) illustrate the technological evolution in the field, examining consumer behavior in virtual reality tourism and the integration of AI-driven chatbots. This indicates a paradigm shift towards algorithmic mediation and experiential personalization. These important studies show how tourism research has changed over time, from focusing on informational trust and perceived value to immersive, AI-driven, and algorithmically influenced travel experiences.
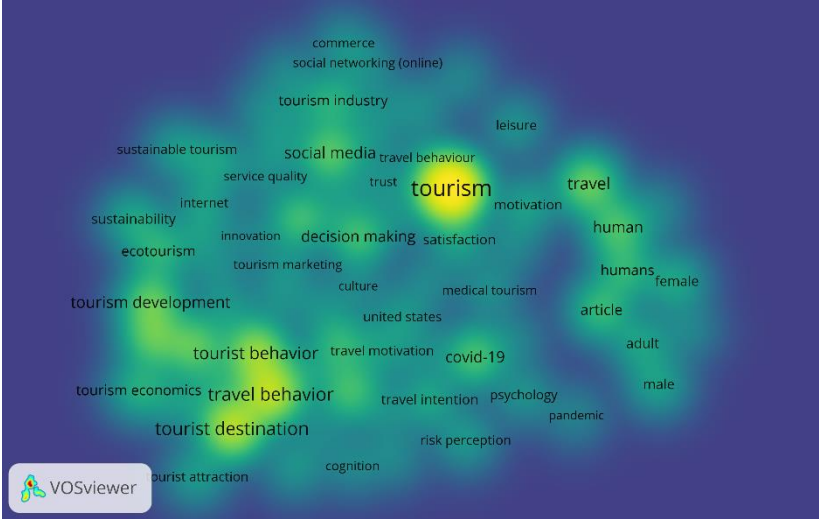
3.4 Density Visualization

Figure 3. Density Visualization
Source: Data Analysis Result, 2025

The density visualization map shows the places where research on visual-driven tourism and travel intention is happening the most. The color gradient—from dark blue (low density) to bright yellow (high density)—indicates the frequency and co-occurrence strength of keywords in the literature. The areas with the most activity surrounding "tourism," "decision making," "social media," and "tourist behavior" show the research cores that are being looked into the most. These subjects constitute the conceptual core around which research converges, highlighting a predominant emphasis on the influence of digital communication and psychological decision-making on travel

preferences. The high concentration of yellow and green hues in this core area demonstrates that most research has focused on the relationship between tourism marketing, motivation, and behavior, using both technology and human-centered points of view.

Clusters that are on the edge but still noticeable, such "tourist destination," "travel behavior," "sustainability," and "ecotourism," are shown in green to light yellow colors, which suggests that these fields of research are increasing but not as quickly as others. These keywords show new trends in sustainable tourism development and how digital innovation is changing responsible travel. At the same time, words like "covid-19," "risk perception," and "travel intention" show how the epidemic sparked new studies on uncertainty, algorithmic exposure, and how people modify their behavior. The density map shows that the research ecosystem is mature and interconnected. The core area focuses on how social media affects tourism decision-making, while the emerging zones look at digital sustainability and psychological adaptation. This shows that modern tourism is slowly moving toward integrated, algorithmically mediated understandings.
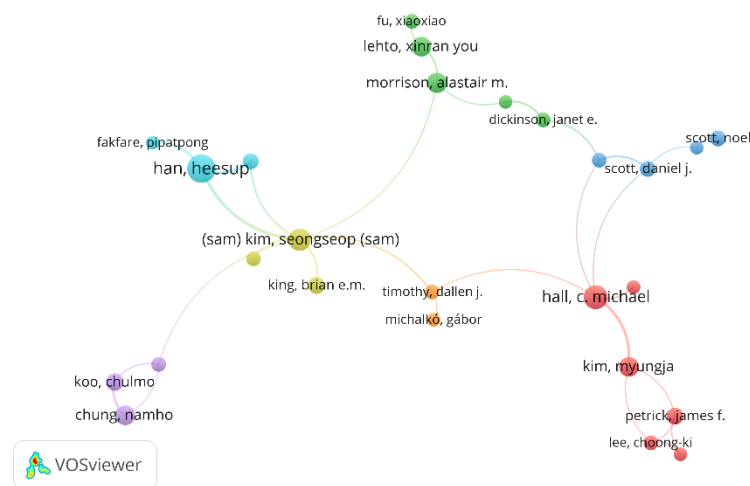
3.5 Co-Authorship Network

Figure 4. Author Visualization
Source: Data Analysis Result, 2025

Figure 4 shows the author co-authorship graphic shows how well-known experts in the field of tourism and travel intention studies work together. Every color stands for a different collaboration cluster, which shows research relationships and intellectual connections. C. Michael Hall, the biggest and most linked node, is the main character. He connects several subgroups and makes a lot of contributions to the theoretical underpinnings of tourism management and sustainability. Daniel J. Scott and Noel Scott are two authors who are closely related and work together on climate change, policy, and destination development. Heesup Han and Seongseop (Sam) Kim lead another strong group of collaborators that focuses on the behavioral and motivational components of tourist decision-making, often using psychological and environmental points of view. At the same time, Xinran You Lehto and Alastair M. Morrison are part of a different but important group that focuses on designing destination images and travel experiences. The smaller, closely linked nodes, such Chulmo Koo and Namho Chung, show how digital tourism and information systems are studied in depth. In general, the network shows a fragmented but complementary structure for collaboration, with top researchers working on different but related subfields, such as sustainable development, travel psychology, and the effects of digital and algorithmic factors on tourism.
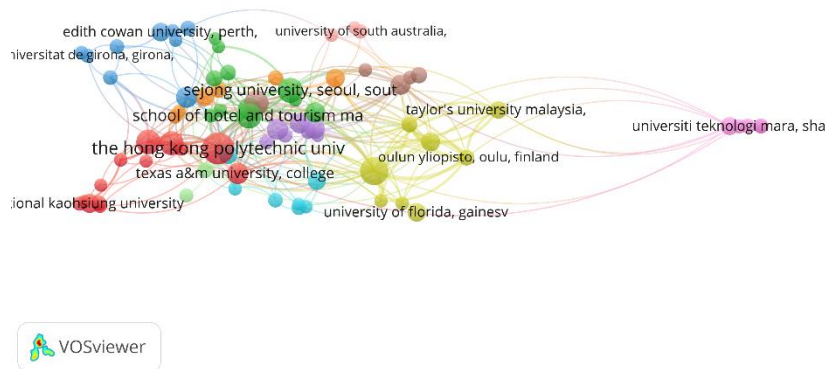
Figure 5. Affiliation Visualization
Source: Data Analysis Result, 2025

Figure 5 illustrates the institutional collaboration visualization shows a strong and globally integrated research network in the fields of tourism and travel behavior studies. The Hong Kong Polytechnic University, Sejong University (South Korea), and the School of Hotel and Tourism Management are the biggest and most important nodes. They are the main hubs, which shows that they are leaders in creating and coordinating important research on tourism marketing, digital engagement, and consumer psychology. These schools collaborate closely with Texas A&M University, National Kaohsiung University, and Edith Cowan University to create a strong transnational network that connects East Asia and Western academics. Taylor's University Malaysia, Universiti Teknologi MARA (Malaysia), and Oulun Yliopisto (Finland) are all examples of partnerships that are increasing but are still on the outside. This suggests that more research regions are getting involved, especially in Southeast Asia and Northern Europe. The clustering patterns show that tourism research, notably about Instagramability, social media, and travel intention, is driven by cooperation between countries. East Asian institutions are the most important players, but interregional collaboration and knowledge sharing are making the field more diverse.
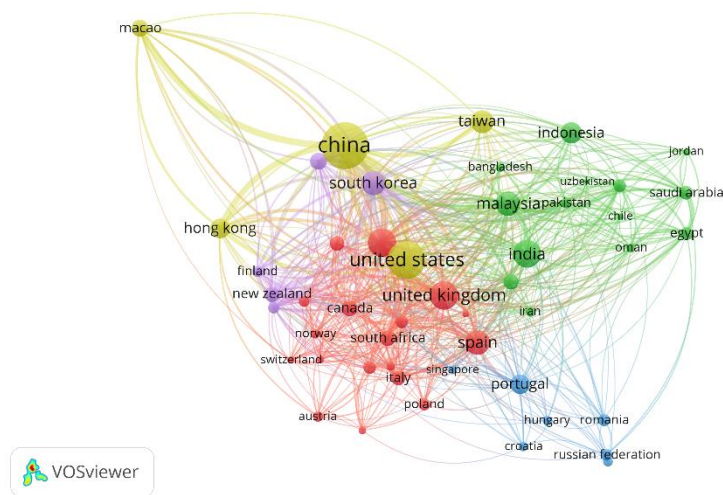

Figure 6. Country Visualization
Source: Data Analysis Result, 2025

The country collaboration map shows a large and worldwide research network in the areas of travel, social media, and tourism. The biggest nodes, China, the United States, and the United Kingdom, are the main contributors and serve as important hubs that make it easier for people from other continents to work together. China has the most collaborative intensity, especially with South Korea, Malaysia, India, and Indonesia. This creates a strong Asia-centered research cluster that focuses on digital tourism, sustainability, and how algorithms affect travel behavior. The United States and the United Kingdom are in the middle of both Eastern and Western networks. This shows that they have been leaders in developing theories and methods in tourism studies for a long time. Countries in Europe, like Spain, Portugal, Italy, and Poland, work closely together within their own regions. They typically help with research on sustainable tourism and the image of a location. At the same time, new nodes like Malaysia, India, Saudi Arabia, and Egypt show that developing countries, notably in Southeast Asia and the Middle East, are getting better at doing research. Overall, the graphic shows that global tourism research has become a polycentric and very collaborative environment, where connections between East and West are what push forward visual-driven and algorithmic tourism scholarship.

Discussions
1. Practical Implications

The results of this bibliometric study provide valuable information for tourism stakeholders, destination marketers, and digital strategists aiming to improve engagement in a visually oriented, algorithm-driven context. First, the significant link between social media, decision making, and tourist behavior shows how important it is to have content strategies that are based on data. Destination Management Organizations (DMOs) can use algorithmic analytics, like engagement metrics and visual trend mapping, to build marketing campaigns that highlight Instagrammable situations and images that make people feel something. This shows a change from traditional destination marketing to experience-based storytelling, where algorithms decide how far and wide the tale will travel and who will see it. Second, by looking at the patterns in the literature over time and space, professionals can predict new trends in digital tourism, like stories about sustainability, working with influencers, and personalized algorithms. These results show policymakers how important it is to have ethical algorithm governance, which means making sure that visual representations that affect visitor behavior are clear, real, and respectful of different cultures. Furthermore, the global collaboration networks discovered in this study indicate that international partnerships among academia, tourism boards, and social media platforms are essential for creating more fair and sustainable models of digital tourism marketing.

2. Theoretical Contributions

From a theoretical perspective, this research enhances visual-driven and algorithmic tourism theory by integrating disparate studies from behavioral, technology, and marketing fields. The bibliometric mapping reveals a nascent integrative framework that links three theoretical foundations: (1) Visual Communication Theory, which focuses on the semiotics and aesthetic signals that shape destination perception; (2) Algorithmic Mediation Theory, which elucidates how machine learning systems filter and amplify content, thereby affecting visibility and attention; and (3) Theory of Planned Behavior (TPB) and associated behavioral models that contextualize the relationship between exposure to visual cues and travel intention. The study positions "Instagramability" as a mediated construct, defining it not only as a visual feature but as an algorithmically augmented symbol of desirability. Additionally, the study enhances bibliometric tourism research by presenting a multi-dimensional interpretive model that incorporates network density, temporal evolution, and cross-country collaboration as indications of theoretical maturity within the discipline. This integrated perspective enhances our comprehension of the co-production of cultural and behavioral meanings by algorithmic systems in tourism consumption.

3. Limitations and Future Research Directions

This study, despite its extensive breadth, encounters multiple constraints characteristic of bibliometric techniques. First, the analysis only uses the Scopus database. While it is thorough, it might not include papers that are indexed in other repositories like Web of Science or Google Scholar. This limitation may result in the underrepresentation of regional or non-English periodicals, especially those originating from developing tourism economies. Second, bibliometric mapping gives us quantitative and structural information, but it doesn't show us the qualitative details of visual storytelling or algorithmic personalization that affect how users feel about something. Subsequent research ought to incorporate content analysis, machine learning-driven image identification, or sentiment analysis to enhance comprehension of the interplay between algorithmic curation and tourist psychology. Third, although this study delineates collaborative patterns and thematic clusters, it does not evaluate the causal linkages among variables such as algorithmic exposure, visual aesthetics, and behavioral effects. To tackle this issue, future empirical investigations can utilize experimental or mixed-method methodologies, integrating eye-tracking, neuro-tourism, or digital ethnography to corroborate the conceptual linkages identified in this bibliometric synthesis. In conclusion, although these limitations diminish the generalizability of findings, they concurrently underscore potential pathways for theoretical enhancement and methodological advancement, urging scholars to integrate bibliometric insights with behavioral, visual, and computational analytics in the forthcoming phase of algorithmic tourism research.

CONCLUSION

This paper offers an extensive bibliometric analysis of the developing academic discourse around Instagramability, algorithmic influence, and travel intention within the overarching framework of visual-driven tourism. The study examines publication trends, co-occurrence networks, author collaborations, and international partnerships to illustrate how the convergence of visual aesthetics and algorithmic mediation has transformed modern tourism studies. The findings indicate that research clusters have transitioned from conventional examinations of travel motivation and destination image to digital, behavioral, and algorithmic paradigms, illustrating the significant influence of social media on tourist decision-making. The increasing importance of sustainability, digital innovation, and post-pandemic travel adaptability illustrates how technology and imaging collaboratively shape travel desire and perception. Theoretically, this study amalgamates visual communication and behavioral intention models within the nascent framework of algorithmically mediated tourism. Practically, it offers direction to destination marketers and policymakers in crafting promotional strategies that are more authentic, ethical, and informed by data. Despite constraints related to database scope and quantitative focus, the results provide a robust basis for forthcoming interdisciplinary research, promoting more profound qualitative and computational inquiries into the intersection of visual culture, algorithms, and human behavior in shaping the future of global tourism.

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