Bibliometric Analysis of Tourism Marketing in Business Growth

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ABSTRACT

This study examines the intellectual structure, thematic evolution, and global research trends in tourism marketing and its contribution to business growth through a bibliometric approach. Using publications indexed in the Scopus database from 2000 to 2025, the study applies bibliometric and network analysis techniques supported by VOSviewer to map keyword co-occurrence, co-authorship patterns, citation structures, and country-level collaborations. The findings reveal that tourism marketing research is strongly anchored in themes such as digital marketing, customer satisfaction, sustainability, and business performance, reflecting the sector's transformation in response to technological advancement and changing consumer behavior. Emerging topics, including social media marketing, artificial intelligence, and sustainable tourism practices, indicate a growing shift toward data-driven and experience-oriented marketing strategies. The analysis also highlights the dominance of collaborative research networks involving developed and emerging economies, underscoring the global nature of tourism marketing knowledge production. By synthesizing fragmented literature into a coherent knowledge map, this study contributes theoretically by clarifying the evolution and convergence of tourism marketing themes, and practically by providing insights for tourism businesses and policymakers to design evidence-based marketing strategies that support sustainable business growth.

Keywords: Tourism Marketing, Business Growth, Bibliometric Analysis, Digital Marketing, Vosviewer

1. INTRODUCTION

Tourism has emerged as one of the most dynamic sectors in the global economy, contributing significantly to employment generation, foreign exchange earnings, and the overall economic growth of nations [1], [2]. Over the past decades, the tourism industry has evolved from a mere leisure activity to a strategic driver of regional and national development. This evolution has been accompanied by the increasing sophistication of tourism marketing strategies, which aim not only to attract visitors but also to enhance brand recognition, customer loyalty, and overall business growth [3], [4]. The convergence of tourism and marketing is particularly evident in the way destinations and service providers design their value propositions, tailor their communication channels, and engage consumers in personalized experiences. Consequently, tourism marketing is now considered a crucial tool for competitive advantage in the highly fragmented global tourism market [5].

The role of marketing in tourism extends beyond promotional activities; it encompasses strategic planning, consumer behavior analysis, market segmentation, and digital engagement [6]. Modern tourism marketing integrates both traditional and digital media to reach potential tourists, offering them immersive experiences even before arrival. With the proliferation of social media platforms and online review sites, travelers are increasingly influenced by peer opinions and digital narratives [7], [8]. These platforms serve as vital marketing channels, enabling businesses to showcase their unique offerings while simultaneously gathering real-time feedback to refine their strategies. As a result, tourism enterprises can achieve sustainable business growth by aligning marketing initiatives with evolving consumer preferences and technological trends.

Business growth in the tourism sector is closely linked to effective marketing strategies that generate demand, foster customer engagement, and create long-term value [9]. Studies have shown

that companies that invest in integrated marketing communication, brand positioning, and experiential marketing are better able to expand their market share and increase revenue streams [10]. Additionally, tourism marketing contributes to regional development by promoting local culture, heritage, and natural attractions, thereby creating a multiplier effect on the local economy. In this context, tourism marketing is not only a business tool but also a catalyst for socio-economic development, emphasizing the need for a strategic and evidence-based approach to its practice.

The increasing complexity of the tourism industry has prompted scholars to adopt bibliometric analysis as a method to map research trends, identify knowledge gaps, and understand the evolution of scientific discourse in tourism marketing [11]. Bibliometric studies enable researchers to quantitatively assess publication patterns, citation networks, and thematic focuses within a particular domain, providing insights into influential authors, institutions, and journals. Such analyses are particularly useful in fast-evolving fields like tourism marketing, where rapid changes in technology, consumer behavior, and global mobility patterns demand continuous scholarly attention. By examining the corpus of existing literature, bibliometric studies help stakeholders identify emerging trends, underexplored topics, and potential opportunities for business innovation and growth.

Furthermore, the integration of bibliometric analysis with tourism marketing research offers valuable implications for both academia and practice. For scholars, it facilitates a structured understanding of research trajectories, methodological approaches, and theoretical frameworks that have shaped the field [12]. For practitioners, insights derived from bibliometric studies can inform strategic decision-making, enabling businesses to adopt evidence-based marketing practices that enhance competitiveness and performance. The growing interest in tourism marketing research reflects the sector's recognition of marketing as a driver of business success, highlighting the need for comprehensive and systematic reviews that bridge the gap between theory and practice.

Despite the recognized importance of tourism marketing in fostering business growth, there remains a lack of systematic understanding of research trends, influential themes, and scholarly contributions within this domain. Existing studies are often fragmented, focusing on specific geographic regions, marketing channels, or industry subsectors without providing a comprehensive overview of the broader knowledge landscape. This fragmentation hinders both academic progress and practical application, as stakeholders struggle to identify critical gaps, benchmark best practices, or align marketing strategies with emerging trends. Moreover, the rapid evolution of digital marketing technologies and shifting tourist preferences necessitates a structured and up-to-date synthesis of literature to guide future research and inform strategic business decisions in the tourism sector. This study aims to conduct a bibliometric analysis of tourism marketing research with a focus on its role in business growth.

2. METHODS

This study adopts a bibliometric research approach to analyze the existing literature on tourism marketing and its impact on business growth. Bibliometric analysis is a quantitative method that evaluates publication patterns, citation networks, and thematic structures within a scientific domain [13]. The data collection process involved identifying relevant publications from Scopus Keywords such as "tourism marketing," "business growth," "destination marketing," "digital marketing in tourism," and "marketing strategy in tourism" were employed to retrieve peer-reviewed articles, conference papers, and review studies published between 2000 and 2025. Inclusion criteria were applied to ensure that selected publications were relevant to the research topic, written

in English, and indexed in high-quality databases. The bibliographic information, including author names, publication year, journal name, keywords, citations, and abstracts, was extracted and organized for subsequent analysis.

Data analysis was conducted using VOSviewer to visualize co-authorship networks, keyword co-occurrence, and citation relationships. Descriptive statistics were used to summarize publication trends over time, while network analyses highlighted the relationships among influential authors, institutions, and research themes. Additionally, thematic mapping was employed to identify clusters of research topics and emerging trends in tourism marketing studies.

3. RESULTS AND DISCUSSION
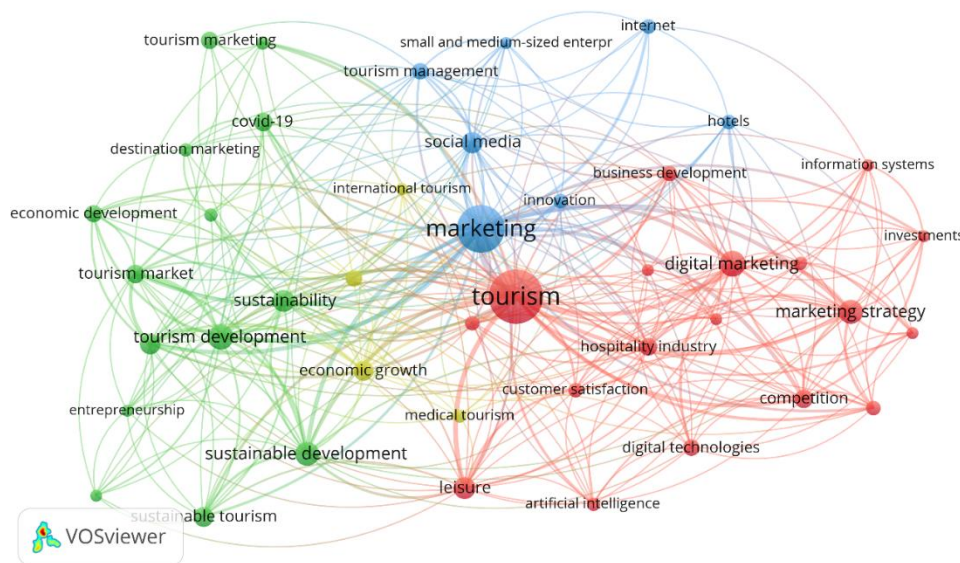
3.1 Network Visualization

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

This figure is a bibliometric map generated using VOSviewer, depicting the relationships and trends within tourism marketing and its impact on business growth. The map shows clusters of related keywords, with distinct colors representing various thematic areas, each corresponding to different dimensions of the field. In total, this map provides an overview of how different terms and concepts are interlinked based on research publications and citations. The central nodes of the map represent the broad themes of "tourism" and "marketing." These two concepts are heavily interconnected, illustrating the strong relationship between tourism management and marketing strategies in business growth. "Tourism" appears to be the largest cluster on the map, encompassing terms related to sustainable tourism, economic development, and leisure. These connections highlight the growing emphasis on sustainable practices in the tourism sector and their role in fostering economic growth, as well as the industry's influence on leisure activities.

The "marketing" cluster, located slightly to the right, primarily focuses on digital marketing, marketing strategies, and competition. Keywords such as "digital marketing," "business development," and "information systems" indicate a shift toward digital tools and technologies as crucial components in the tourism marketing landscape. The prominence of digital marketing reflects the industry's adaptation to the rise of online platforms and the importance of data-driven marketing strategies in the tourism sector. This cluster also links to "competition" and "customer satisfaction," suggesting that companies are increasingly focusing on competitive strategies and ensuring consumer loyalty in the digital age. Clusters on the left side of the map are associated with

sustainability and tourism development. The "sustainability" cluster connects terms like "sustainable tourism," "sustainable development," and "economic development." This points to the importance of environmental, social, and economic sustainability within the tourism industry. The research seems to stress the need for tourism marketing strategies that promote long-term environmental sustainability while simultaneously encouraging economic growth. Additionally, the inclusion of terms like "entrepreneurship" and "tourism market" shows a growing recognition of the role of small and medium-sized enterprises (SMEs) in the tourism sector, which are vital for fostering innovation and development in local economies.

Finally, the blue-colored cluster on the upper right of the map relates to digital advancements in tourism marketing. It connects terms such as "internet," "social media," and "innovation," illustrating the increasingly integral role of the internet and social media platforms in shaping tourism marketing strategies. These terms highlight how tourism businesses are leveraging digital platforms for marketing, customer engagement, and market expansion. The presence of "artificial intelligence" and "digital technologies" further emphasizes the adoption of advanced technologies in tourism marketing, which can provide more personalized customer experiences and streamline business operations.
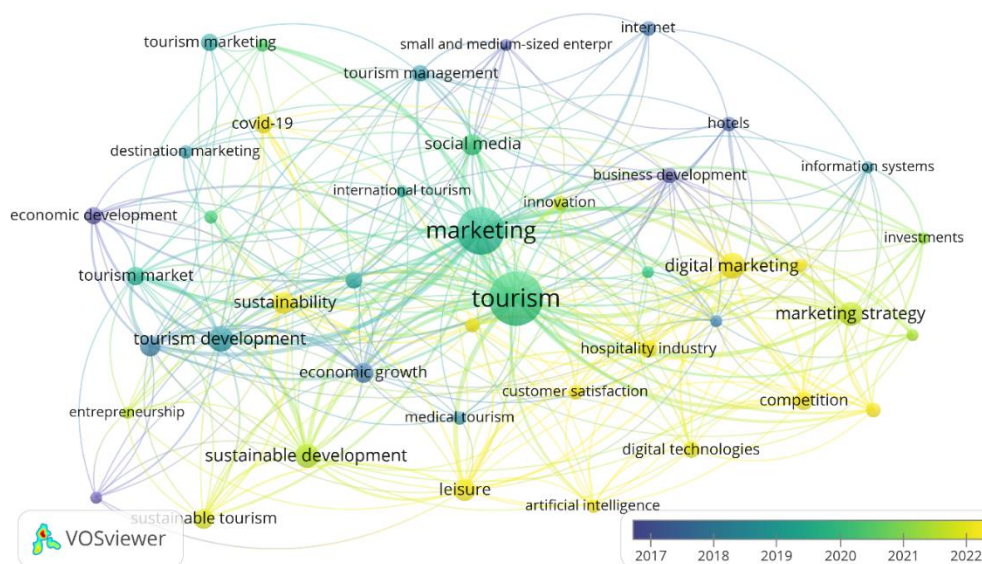
3.2 Overlay Visualization

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

This figure is another bibliometric map generated with VOSviewer, showing trends and relationships in the research field of tourism marketing, particularly its impact on business growth. The map features keywords clustered into thematic areas and color-coded by publication year, providing insight into the temporal evolution of research in this domain. The color gradient, from green to yellow, indicates the publication period, with more recent studies appearing in yellow and older ones in green. This visual highlights the ongoing shifts and emerging topics in tourism marketing research over the past several years. The central clusters of "tourism" and "marketing" remain dominant, with strong interconnections between concepts related to both fields. The "tourism" cluster includes terms such as "sustainability," "tourism development," and "economic growth," suggesting that the integration of sustainability into tourism development has become a key area of focus. Meanwhile, the "marketing" cluster, particularly the yellow-highlighted keywords, reflects a growing emphasis on digital marketing, "marketing strategy," and "digital technologies," emphasizing how digital transformation is influencing tourism marketing strategies. This trend

points to the increasing role of digital tools, especially social media and internet marketing, in reshaping how businesses in the tourism sector engage with customers and markets.

The right side of the map also reveals specific focus areas within the hospitality and tourism industries. Keywords like "customer satisfaction," "hospitality industry," and "medical tourism" suggest that businesses are increasingly prioritizing customer-centered strategies and diversifying their offerings to meet the growing demand for specialized services. The blue cluster, representing research from 2017-2019, highlights the significance of earlier studies on foundational concepts such as "entrepreneurship" and "economic development." The more recent research, indicated by the yellow cluster, connects to the rise of digital marketing, "competition," and "business development," showing a shift toward leveraging technology for competitive advantage and industry expansion. This map underscores the dynamic evolution of tourism marketing, with a clear trend towards digitalization and a focus on sustainable practices and customer-oriented strategies.

3.3 Citation Analysis

Table 1. The Most Impactful Literatures

Citations	Authors and year	Title
283	[14]	Tourism, farming and diversification: An attitudinal study
277	[15]	A retrospective view of electronic word-of-mouth in hospitality and tourism management
158	[16]	Impact of social media on small businesses
123	[17]	Festival tourism in the United Arab Emirates: First-time versus repeat visitor perceptions
83	[18]	The digital economy: Challenges and opportunities in the new era of technology and electronic communications
78	[19]	Investigating the effects of offline and online social capital on tourism SME performance: A mixed-methods study of New Zealand entrepreneurs
77	[20]	Online Tourism Information and Tourist Behavior: A Structural Equation Modeling Analysis Based on a Self-Administered Survey
69	[21]	The impact of the interaction between an entrepreneurial marketing orientation and coopetition on business performance
69	[22]	The practices of virtual reality marketing in the tourism sector, a case study of Bali, Indonesia
68	[23]	Thematic framework of social media research: state of the art

Source: Scopus, 2025
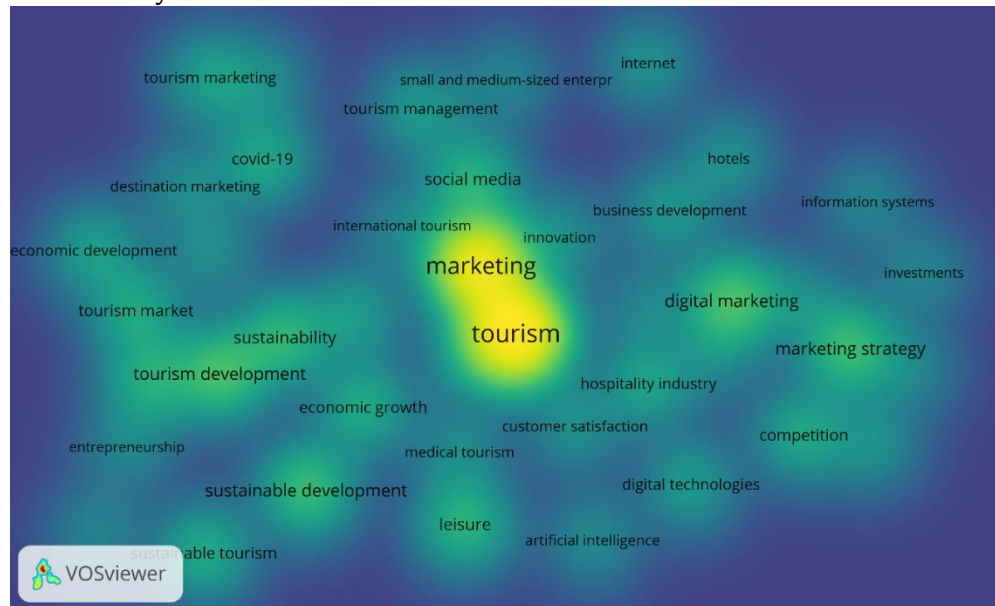
3.4 Density Visualization

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

This heatmap visualizes the concentration of research topics within the field of tourism marketing. The brightest yellow cluster at the center indicates a high frequency of research focused on "tourism" and "marketing," suggesting that these two topics are foundational and heavily researched in relation to each other. The heatmap reveals how interconnected these themes are, with adjacent clusters highlighting related topics like "tourism marketing," "tourism development," "economic growth," and "sustainability." These connections reflect the importance of understanding how tourism marketing strategies impact broader business growth, sustainable practices, and economic development in the tourism industry. The heatmap also illustrates the growing emphasis on digital and technology-driven aspects of tourism marketing. Keywords such as "digital marketing," "social media," "artificial intelligence," and "digital technologies" appear prominently, suggesting a shift toward the use of digital tools and platforms to enhance marketing efforts in the tourism sector. The surrounding clusters, like "competition," "marketing strategy," and "customer satisfaction," reflect the competitive and consumer-focused nature of the field, further emphasizing how businesses are leveraging digital marketing to stay ahead in the market. The presence of "small and medium-sized enterprises" and "entrepreneurship" suggests that these emerging businesses are increasingly adopting digital strategies to enhance their market presence.
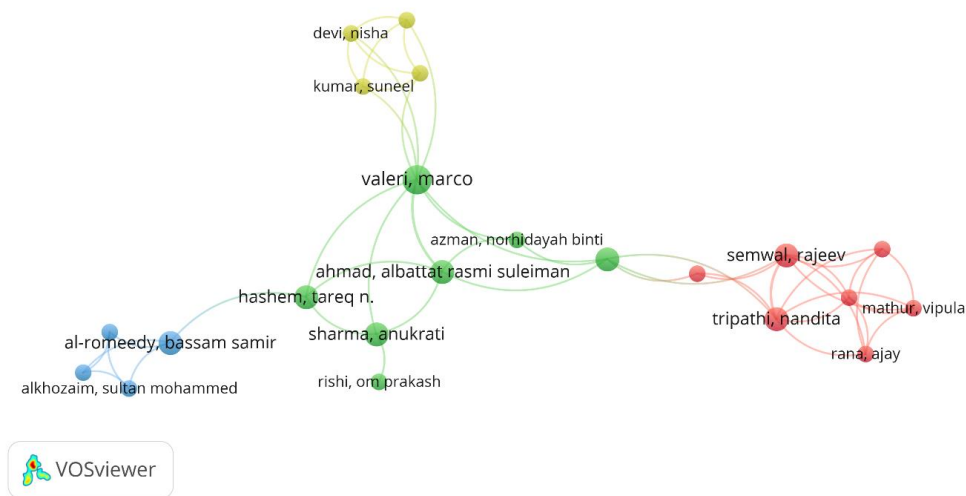
3.5 Co-Authorship Network

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

This figure represents a bibliometric network map focusing on authorship relationships within a research field. The nodes, representing authors, are color-coded based on their clusters, which indicate their research collaboration patterns. The green cluster, which includes prominent authors like "valeri marco" and "sharma anukrati," suggests a group of researchers who are highly connected within this area. The blue cluster, featuring "al-romeedy bassam samir" and "alkhozaim sultan mohammed," likely represents a different group with fewer interconnections to others. The red cluster, with authors such as "tripathi nandita" and "rana ajay," stands apart, highlighting a separate research group. The lines connecting authors signify their co-authorship or collaborative research, with stronger links indicating more frequent co-authorship. This map visually captures the collaborative structure of research in this field, revealing how different authors or groups contribute to the collective body of work.
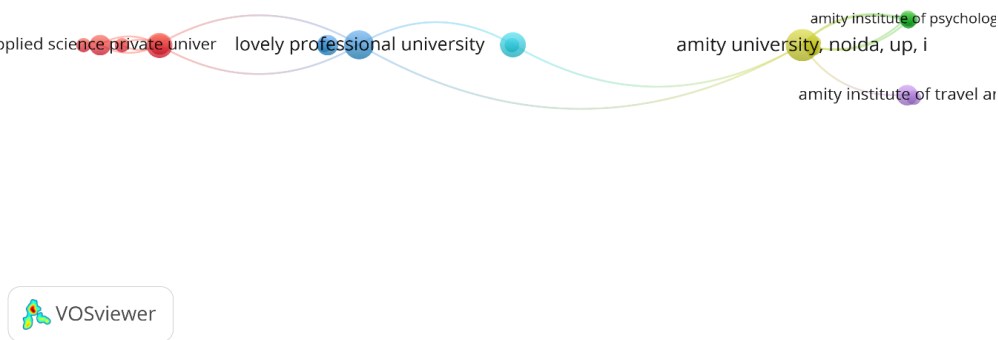

Figure 5. Affiliation Visualization
Source: Data Analysis Result, 2025

This figure is a bibliometric network map that represents the collaboration between different universities and institutions based on their research contributions. The nodes, each representing an institution, are color-coded, which shows the relationships between them. The institutions "Lovely Professional University" and "Amity University, Noida" stand out in the central area, with connections to smaller institutions like "Applied Science Private University" and "Amity Institute of Travel and Tourism." The color gradient suggests that these universities are closely related in terms of their research output, with connections in various research areas. The varying colors between the institutions highlight the diversity of their academic contributions and collaborations, illustrating how these institutions are interconnected within the academic community.
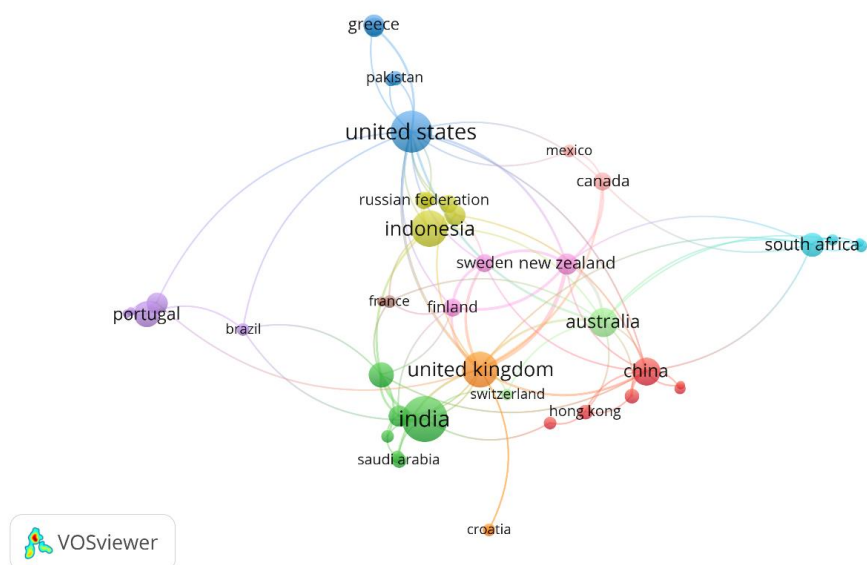

Figure 6. Country Visualization
Source: Data Analysis Result, 2025

This figure is a bibliometric network map that illustrates the collaboration and research connections between countries based on shared academic or research topics. Each node represents a country, with color coding indicating different regions, and the links between them represent collaborative research efforts or shared topics. The map highlights the central role of countries such as the United States, the United Kingdom, China, and Indonesia, which are strongly connected with other nations, suggesting active international collaboration in research. The United States and China, for example, are prominently linked with a wide range of countries, including Australia, India, and several European nations. Smaller countries like Portugal and Brazil are somewhat isolated but still connected to larger research networks. The figure showcases the global nature of academic collaboration, with a particular emphasis on the interconnectedness of countries in the Americas, Europe, and Asia.

Discussion
Practical Implications

The bibliometric analysis highlights the growing interconnectedness of countries in tourism marketing research, which has significant practical implications for businesses and policymakers in the tourism sector. The strong links between countries such as the United States, China, and the United Kingdom reflect the global exchange of ideas and innovations that shape tourism marketing strategies. For tourism businesses, understanding these international collaborations can help identify best practices and emerging trends in digital marketing, sustainability, and customer engagement

strategies. Additionally, countries like Indonesia and India, with their increasing research contributions, suggest that businesses operating in these regions should focus on adapting global marketing strategies to local needs, taking into account regional preferences and economic factors. Policymakers can use these insights to foster international partnerships and collaborations that enhance the global competitiveness of their tourism sectors.

Theoretical Contribution

This study contributes to the theoretical understanding of the global landscape of tourism marketing research by mapping the relationships between key countries and their research focus areas. It offers a novel perspective on how geographical regions are interconnected through academic and research collaborations, shedding light on the global dissemination of tourism marketing knowledge. The findings also provide valuable insights into the prominence of digital marketing and sustainable tourism in the research agenda, which could inform future theoretical models in tourism marketing. Moreover, by examining the evolution of research themes across different regions, this study adds to the literature on the diffusion of innovation in tourism marketing, illustrating how global and regional dynamics shape the development of marketing practices in the industry.

Limitations

Despite its contributions, this study has several limitations. First, the analysis focuses solely on bibliometric data, which does not account for the nuances of the research itself, such as the depth and quality of the studies or the practical implementation of the findings. As a result, while the map provides a broad overview of collaboration patterns, it may overlook the specific contributions of individual researchers or institutions. Second, the study does not explore the specific factors driving the collaborations between countries, such as political, economic, or cultural influences. Future research could address these limitations by incorporating qualitative methods to better understand the motivations behind international research collaborations in tourism marketing. Lastly, the focus on publications might exclude important contributions in non-traditional forms of research, such as industry reports, white papers, or policy briefs, which are also crucial for advancing practical tourism marketing strategies.

CONCLUSION

In conclusion, this study provides a comprehensive bibliometric analysis of the global landscape of tourism marketing research, highlighting key international collaborations and the evolution of research themes over time. The findings reveal significant interconnectedness among leading countries, particularly the United States, China, the United Kingdom, and emerging markets like Indonesia and India. This interconnectedness reflects a global exchange of knowledge, with a growing emphasis on digital marketing, sustainability, and customer engagement strategies in the tourism sector. The study's insights contribute both practically and theoretically, offering valuable guidance for businesses and policymakers aiming to enhance their marketing strategies and foster international collaborations. While the study highlights the global nature of tourism marketing research, it also acknowledges the limitations of bibliometric data, suggesting the need for further research that explores the underlying factors driving these collaborations and the practical applications of the findings in the tourism industry.

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