

Mapping Four Decades of Tourism Studies to Predict Future Trends

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ABSTRACT

The purpose of this study is to provide a comprehensive analysis of evolving landscape of tourism through analysing publications of one of the top journal of tourism management. This study examines the most productive authors, institutions, and nations, as well as the most cited publications and citing articles, using the Scopus database. The study represents the bibliographic data, including the total number of publications and citations between 1982 and 2022, using bibliometric indicators. By employing the visualisation of similarities viewer software to map journals, keywords, and institutions with bibliographic coupling and co-citation analysis, the study also creates a graphical visualisation of the bibliographic data. Emerging trends indicate that digital transformation through big data analytics, artificial intelligence, and virtual reality will be the new dimensions for future tourism. Any reader of this publication will find this article helpful in understanding scientific productivity in terms of contributors/authors, institutions, and countries, or the primary sources used to support them. This research shows that where societal changes are directed and what are the trends and dynamics in tourism research. This is the first comprehensive article offering a general overview of the leading trends and researchers of the journal over its history.

Keywords Tourism, Scopus, Bibliometrics, h-index, VOS viewer

1. Introduction

One of the sectors with the quickest rate of growth is tourism, and it contributes rigorously to the growth of the world economy. According to the World Travel & Tourism Council Report (2020), the tourism sector noticed growth in 2019 and contributed to 10.4% of the global GDP while also creating 10.6% of employment opportunities, which resulted in 334 million new jobs. The tourism sector had a major shock during the unusual pandemic in 2020 and reported job losses with a diminished contribution to GDP (Dahiya et al., 2022). Despite fluctuations in this industry, academics nevertheless make a substantial contribution to hospitality and tourism. Recently, there have been several study articles that have caught the interest of numerous scholars from various domains (Qian et al., 2019). There is enough proof that research in this area is intensifying, including the interest in publishing findings and the growth of journals (José M. Merigó, Mulet-Forteza, Martorell, & Merigó-Lindahl, 2020; Mulet-Forteza, Genovart-Balaguer, Mauleon-Mendez, & Merigó, 2019). Numerous scholars have reviewed journals in the hospitality and tourism industries' scientific content. (Mulet-Forteza, Martorell-Cunill, Merigó, Genovart-Balaguer, & Mauleon-Mendez, 2018; Martínez-López, Merigó, Valenzuela-Fernández, & Nicolás, 2018; Guzeller & Celiker, 2019; José M. Merigó, Mulet-Forteza, Valencia, & Lew, 2019; Mulet-Forteza et al., 2019; Kumar, Sureka, & Vashishtha, 2020; Leong et al., 2021; Sharma et al., 2021; Singh, Sibi, & Sharma, 2021; Singh, et al., 2021). Concerning the bibliometric analysis of the tourism and hospitality sector, several studies have been done on a variety of subjects, including business ethics (Köseoglu et al., 2016), social media (Nusair & Nikhashemi, 2019), trust (Palácios, Almeida & Sousa, 2021), food and gastronomy research (Okumus, Koseoglu, & Ma, 2018). The main advantage of journal analysis approach is the development of a retrospective evaluation that identifies the leading trends of the past and present of the journal (Schwert, 1993). For example, Heck and Bremser (1986) developed an overview of the Journal of Finance; Hoffman and Holbrook (1993) analysed the first 15 years of the Journal of Consumer Research. Zinkhan and Leigh (1999) studied the Journal of Advertising between 1986 and 1997; Sprott and Miyazaki (2002) presented an overview of the first 20 years of the Journal of Public Policy and Marketing. Ramos-Rodríguez and Ruiz-Navarro (2004) studied the Strategic

Management Journal between 1980 and 2000; Malhotra et al., (2005) presented an overview of the first 21 years of the International Marketing Review. The same authors (Malhotra et al., 2013) provided an updated overview of the journal between 1983 and 2011; García-Merino et al., (2006) analysed the first 25 years of Technovation. Biemans et al. (2007) analysed the first 20 years of the Journal of Product Innovation Management; Dereli et al., (2011) studied Total Quality Management & Business Excellence between 1995 and 2008. More recent examples of bibliometric overviews are as follows: Merigo et al., (2015a) for the Journal of Business Research between 1973 and 2014; Cobo et al., (2015) for the 25th anniversary of Knowledge-Based Systems; Valenzuela et al., (2017) for the 30 years of the Journal of Business & Industrial Marketing; Merigo et al. (2017) for the International Journal of Intelligent Systems; Cancino et al. (2017) for the 40th anniversary of Computers & Industrial Engineering; and Laengle et al. (2017) for the European Journal of Operational Research. We have analysed Journal of Tourism Management as this journal is a leading scholarly journal which primarily focuses on management, including policy and planning, and travel and tourism. The journal examines international, national, and regional tourism as well as particular management concerns using an interdisciplinary approach. The journal's articles, which include original research, discussions on current events, case studies, and book reviews, reflect its integrated approach. This journal has a 12.879 impact Factor, placing it 5 out of 226 in the field of Management. This journal is also indexed in ten international databases which makes the journal outstanding. Four issues have been released since the journal first appeared in 1982. Six issues were released in 1993, but eight issues were released in a single year in 1995. Six issues are released every year as of 1998. The structure of this article is as follows. The study's bibliometric techniques and indicators are briefly reviewed in Section 2 of the paper. The results are presented in Section 3 through an analysis of the publication and citation patterns, the most popular papers, and the top authors, organisations, and nations. With the help of the VOS viewer software, Section 4 creates the graphical visualisation. The paper's key findings and conclusions are summarised in Section 5 before it is finished.

2. Objectives

The purpose of this study is to provide a comprehensive analysis of evolving landscape of tourism through analysing publications of one of the top journal of tourism management. The objective is to identify the literary work conducted in the tourism industry, and the scope of future research.

3. Scope and Methodology

The analysis uses the Scopus database. Using a structured hierarchy of categories and subfields, the Scopus multidisciplinary bibliographic database was also used to locate information in articles from scientific journals (ASJC) (Hassan et al., 2019). Three factors led to the selection of this Journal, firstly, it includes high-quality indices like SJR, secondly, compared to the Web of Science, it offers about 20% more coverage, it is permitted to download many references simultaneously (Falagas et al., 2008). A common knowledge mapping tool called VOS viewer is used to visualise networks and create networks made up of many nodes that are mapped in a two-dimensional space based on the "visualisation of similarities" (Van Eck & Waltman, 2010). Using the VOS viewer software, the article creates a graphical mapping of the bibliographic information to thoroughly analyse the findings (Cobo et al., 2011; Sinkovics, 2016). The VOS viewer gathers bibliographic data and provides graphical maps for co-authorship, co-citations (Small, 1973) co-occurrence of author keywords and bibliographic coupling (Kessler, 1963).

4. Literature Review

In the field of library and information sciences, bibliometrics, and quantitative approaches are used to analyse bibliographic data (Broadus, 1987; Pritchard, 1969). Bibliometrics is frequently used to condense the most pertinent findings of a collection of bibliographic papers. The technique which is termed, "bibliometric analysis" employs a variety of quantitative techniques to gauge, monitor, and evaluate scholarly literature (Roemer & Borchardt, 2015). It lists the authors' publications, the top journals, the methodology employed, and the findings reached (Durán Sánchez et al., 2014). The examination of many themes, journals, countries, and more has been done using bibliometric approaches, which need a significant amount of bibliographic data (Blanco-Mesa et al., 2017; Martínez López et al., 2018; Mas-Tur et al., 2019). Recent bibliometric studies in the hospitality and tourism fields, in particular, have been carried out to track disciplinary changes and give academics a deeper grasp of the evolution and trends of the area (e.g., Koseoglu et al., 2016; Agapito, 2020; So et al., 2021b). By charting the

evolution of the body of knowledge and the structure of the literature through time, the bibliometric analysis provides a thorough and rigorous review of the literature published on a particular research topic (Linnenluecke et al., 2020). In particular, bibliometric analysis lends some objectivity to the evaluation of the body of scientific literature and serves as a helpful tool for literature reviews devoid of significant subjective bias (Zupic and Ater, 2015). As a result, this approach might present an intensive, thorough, and transparent review (Linnenluecke et al., 2020; Zupic and Cater, 2015). For instance, if we consider the case of ecotourism which is one important evolving aspect in evolving tourism industry, it was observed by analysing the previous literature that most of the earlier studies from 1950 – 1970 based on the broad theme of early discourses on environmental tourism (Rostow, 1960; Das & Sarma, 1956; Pinel, 1968). The major focus (consisting of 45 articles) during the period 1970 to 1980 was conceptualisation of various dimensions of ecotourism (Risdianto et al., 1978; de Kadt, 1979; Chavez, 1980; Cohen, 1972; Burr, 1980), the concern for environmental conservation, community development, and future of ecotourism was reflected during the next decade (Guevara, 1986; Ziffer, 1989; Agardy, 1990; Ceballas, 1987). The decade from 1990 – 2000 has seen a radical rise in empirical research and case based research on ecotourism (Gössling, 1999; Wallace & Pierce, 1996; Boo, 1990; Langholz, 1999). In between 2000 – 2010 we observed that studies on sustainable development, sustainable developmental goal, smart technology were prevalent (Font & Tribe, 2001; Furgan et al., 2010; Mbaiwa, 2003; Nepal, 2002; Hill & Gale, 2009; Rahman, 2010). From 2010 to 2024 the studies mostly concerned with ecotourism and community development (Coria et al., 2012; Hatma, 2024), ecotourism and pandemic impact (Hosseini et al., 2021; Fernández-Bedoya et al., 2021; Sanchez-Sanchez et al., 2023), pro-environment behaviour (Lee et al., 2021; Zhang et al., 2024).

5. Result and Discussion

4.1 Longitudinal Overview

The longitudinal overview of the annual citation dynamics within the field of tourism research from 1994 through 2022 indicated the number of published papers, citation averages, and the citation life cycle of scholarly outputs. Several key patterns emerge from the data. The number of papers demonstrates a clear upward trajectory over the three decades, starting with 101 publications in 1994 and reaching a peak of 275 papers in 2017. This steady increase reflects the expansion of tourism research as a recognized and mature academic discipline. The surge in output from the early 2000s onwards may be linked to the globalization of tourism, greater institutional support for tourism studies, and the proliferation of specialized journals. The mean of total citations per article reveals a distinct chronological variation. Early publications from 1994 to 1999 had attracted relatively modest citation counts, though a steady rise is visible, culminating in 1999 with an average of 51.82 citations per paper. The period 2000–2005 marks a turning point, where citation averages exceeded 80 per paper, with 2000 reaching an exceptional 104.34 citations per article, suggesting highly influential works were produced in this phase. This surge likely corresponds to seminal theoretical contributions and methodological advances that shaped subsequent scholarship. In later years from 2010 to 2016, while the mean citations per article remained strong often between 53 and 100 there is a gradual decline from 2017 onwards. By 2019, the average dropped to 28.85, further decreasing to 18.50 in 2020, and finally reaching 8.50 in 2021 and 1.22 in 2022. This decline is not necessarily indicative of reduced scholarly quality but is largely explained by the limited citation time window available for more recent publications. The mean of total citation per year offers insights into the pace at which knowledge diffuses. Earlier publications accrued citations slowly, with averages below 2 citations per year before 1999. However, from 2000 onwards, the rate of annual citations intensified, with particularly notable peaks in 2008 (7.31), 2010 (8.38), and 2015–2019 (ranging from 8.41 to 9.62 citations per year). This pattern suggests that research during this period not only generated substantial impact but also achieved rapid visibility and uptake across the scholarly community. The “citable years” column emphasizes the temporal factor in citation accrual. Articles published in the 1990s had nearly three decades to accumulate citations, whereas papers from the 2020s have had minimal time for recognition. This explains the sharp drop in mean citations for the most recent years (2020–2022). Importantly, this decline should be interpreted cautiously: it reflects citation lag rather than a substantive decrease in scholarly relevance. The data reflect the maturation of tourism management as an academic field. The early 2000s appear as a golden period for highly cited foundational contributions, while the mid-2010s highlight an era of high productivity coupled with rapid citation growth. The decline in citation averages in the most recent years is a natural consequence of citation accumulation processes rather than diminished academic influence. Taken together, the citation structure suggests that tourism research has

transitioned from a formative to a consolidating stage, where future contributions may increasingly emphasize specialization, interdisciplinary collaboration, and methodological sophistication. The study illustrated the leading contributors in tourism management (TM) research across authors, institutions, and countries, reflecting both productivity (total publications) and scholarly influence (fractionalized articles). Among the most prolific authors, Law, R. (Hong Kong Polytechnic University) leads with 37 publications, underscoring Hong Kong's pivotal role in tourism scholarship. Ryan, C. is notable for his affiliations with both Griffith University and the University of Queensland, collectively contributing 58 papers, highlighting the significance of Australian research hubs in the field. Similarly, authors such as Page, S.J. and Wood, R.C. also emerge as central figures, with substantial outputs spanning multiple institutions and regions. Geographically, the dataset reflects a strong presence from Anglophone countries (Australia, UK, USA, and New Zealand), indicating their dominance in shaping global TM research. At the same time, contributions from Asian institutions (notably China, South Korea, and Taiwan) suggest a rising influence, aligning with the growing importance of Asia-Pacific as both a tourism destination and a research frontier. Fractionalized article scores provide additional insight, with scholars like Wood, R.C. and Baum, T. showing high proportional contributions relative to their publication counts, signaling individual authorship strength. Overall, the data demonstrate a dynamic and geographically diverse authorship structure, combining established Western scholarship with expanding Asian participation.

Table I: The Most Productive Authors

No.	Authors	Articles	Articles Fractionalized
	Law, R	37	12.23
	Ryan, C	34	27.71
	Ryan, C	24	9.42
	Connell, J	21	16.92
	Wood, RC	21	21
	Page, SJ	20	8.37
	Page, S	20	19.2
	Nicolau, JL	17	5.65
	Baum, T	17	16
	Dewar, K	17	16.33
	McKercher, B	17	12.17
	Lee, S	16	5.48
	Li, X	16	5.2
	Wall, G	16	6.21
	Kim, SS	16	6

It identifies the leading contributors to tourism management literature, highlighting both total and fractionalized publication counts. Law, R. stands as the most prolific with 37 articles, though his fractionalized contribution (12.23) indicates a higher prevalence of co-authorship and collaborative research. By contrast, Ryan, C., with two institutional affiliations reflected separately (34 and 24 articles), demonstrates not only high productivity but also significant individual authorship impact, as shown by his elevated fractionalized score of 27.71. Similarly, Wood, R.C. and Page, S. represent distinctive cases where fractionalized contributions (21.00 and 19.20 respectively) nearly match their total article counts, underscoring stronger sole or lead authorship roles. This contrasts with figures such as Nicolau, J.L. and Li, X., who, despite producing 16–17 articles, exhibit comparatively low fractionalized values, suggesting heavier reliance on multi-authored works. The balance between absolute productivity and fractionalized authorship reveals two distinct patterns: some scholars contribute extensively through collaboration, while others maintain a strong individual research identity. Collectively, these authors shape the intellectual foundation of tourism management, with their varied authorship structures reflecting both the interdisciplinary and collaborative nature of the field.

Table II: The Most Cited Documents in Tourism Management

No	Total Citation	Title	Authors	Year	C/Y
1.	1570	An examination of the effects of motivation and satisfaction on destination loyalty: a structural model	Yoon, Y., & Uysal, M.	2005	87.22
2.	1512	Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research	Buhalis, D., & Law, R.	2008	100.8
3.	1351	Marketing the competitive destination of the future	Buhalis, D.	2000	58.74
4.	1335	Role of social media in online travel information search	Xiang, Z., & Gretzel, U.	2010	102.69
5.	1313	Electronic word-of-mouth in hospitality and tourism management	Litvin, S. W., Goldsmith, R. E., & Pan, B.	2008	87.53
6.	1296	How destination image and evaluative factors affect behavioral intentions?	Chen, C.-F., & Tsai, D.	2007	81
7.	1102	Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists	Chen, C.-F., & Chen, F.-S.	2010	84.77
8.	1077	Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach	Chi, C. G.-Q., & Qu, H.	2008	71.8
9.	944	Tourism image, evaluation variables and after purchase behaviour: inter-relationship	Bigné, J. E., Sánchez, M. I., & Sánchez, J.	2001	42.91
10.	938	Event tourism: Definition, evolution, and research	Getz, D.	2008	62.53
11.	843	Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities	Han, H., Hsu, L.-T. (Jane), & Sheu, C.	2010	64.85
12.	815	Tourism demand modelling and forecasting—A review of recent research	Song, H., & Li, G.	2008	54.33
13.	785	The impact of online reviews on hotel booking intentions and perception of trust	Sparks, B. A., & Browning, V.	2011	65.42
14.	782	Towards a structural model of the tourist experience: an illustration from food experiences in tourism	Quan, S., & Wang, N.	2004	41.16
15.	710	A review of innovation research in tourism	Hjalager, A.-M.	2010	54.62

Table II highlights the seminal works that have significantly shaped tourism management scholarship, as measured by total and annual citation counts. The most influential article is Yoon and Uysal (2005), with 1,570 citations, which advanced understanding of motivation, satisfaction, and loyalty through structural modeling, reflecting the enduring centrality of consumer behavior studies. Closely following is Buhalis and Law (2008) with 1,512 citations, which reviewed the transformative impact of information technology and eTourism, underscoring the field's technological evolution. Papers by Buhalis (2000) and Xiang & Gretzel (2010), with 1,351 and 1,335 citations respectively, illustrate the importance of destination competitiveness and the rise of social media in shaping travel decisions. Research on electronic word-of-mouth (Litvin et al., 2008) and destination image (Chen

& Tsai, 2007; Chi & Qu, 2008) further demonstrate the dominance of communication and perception in tourism research. Other highly cited works focus on heritage tourism experiences (Chen & Chen, 2010), event tourism (Getz, 2008), and green consumer behavior in hospitality (Han et al., 2010), highlighting the diversification of themes. Collectively, these documents serve as intellectual cornerstones, integrating behavioral, technological, and sustainability perspectives that continue to guide contemporary tourism research agendas.

Table III: Most Productive and Influential Institutions in TM

No.	Affiliation	Country	No. of Articles
1.	The Hong Kong Polytechnic University	China	387
2.	Griffith University	Australia	195
3.	The University of Queensland	Australia	157
4.	Bournemouth University	UK	142
5.	University of Stirling	Scotland	137
6.	University of Surrey	UK	135
7.	University of Waikato	New Zealand	125
8.	Sun Yat Sen University	China	114
9.	Massey University	New Zealand	109
10.	University of Central Florida	USA	105
11.	Sejong University	South Korea	97
12.	Texas A&M University	USA	97
13.	Purdue University	USA	94
14.	Oxford Brookes University	UK	93
15.	University of Strathclyde	Scotland	85
16.	Kyung Hee University	South Korea	79
17.	University Of Waterloo	Canada	75
18.	University Of Florida	USA	70
19.	La Trobe University	Australia	67
20.	University Of Otago	New Zealand	67
21.	Temple University	Japan	66
22.	Monash University	Australia	62
23.	Arizona State University	Australia	57
24.	University Of Exeter	UK	57
25.	University Of Malaga	Spain	53
26.	National Cheng Kung University	Taiwan	50
27.	University Of Alicante	Spain	49
28.	University Of Plymouth	USA	47
29.	Edith Cowan University	Australia	46

30.	Southern Cross University	Australia	46
31.	The University Of Las Palmas De Gran Canaria	Spain	46
32.	Penn State University	USA	45
33.	Ben Gurion University Of Negev	Israel	44
34.	Pamplin College Of Business	USA	44
35.	Florida State University	USA	42
36.	Washington State University	USA	42
37.	Queensland University of Technology	Australia	41
38.	University Of Massachusetts	USA	41
39.	Sheffield Hallam University	UK	40
40.	James Cook University	Australia	39
41.	Leeds Metropolitan University	UK	39
42.	Oklahoma State University	USA	37
43.	Ming Chuan University	Taiwan	36
44.	University Of Calgary	Canada	36
45.	University Of Groningen	Netherlands	36
46.	University Of Illes Balears	Spain	36
47.	National Chiayi University	Taiwan	35
48.	University Of Georgia	USA	35
49.	University Of Illinois	USA	35
50.	Victoria University	Australia	34

Table III demonstrates the institutional landscape of tourism management (TM) research, emphasizing global productivity patterns. The Hong Kong Polytechnic University dominates the field with 387 publications, reflecting its status as a leading hub for tourism scholarship in Asia. Australian institutions, notably Griffith University (195) and The University of Queensland (157), also occupy prominent positions, underscoring Australia's sustained contribution to TM research. In Europe, Bournemouth University (142), University of Stirling (137), and University of Surrey (135) highlight the UK and Scotland as strong centers of academic influence. Similarly, University of Waikato (125) and Massey University (109) confirm New Zealand's robust research profile. North American contributions are led by University of Central Florida (105) and Purdue University (94), while Sejong University (97) and Kyung Hee University (79) represent South Korea's growing prominence. The geographic spread reveals a balance between traditional Western institutions and emerging Asian universities, reflecting tourism's global relevance. Collectively, these institutions shape the intellectual foundations of TM, fostering international collaboration and advancing diverse thematic areas. The global distribution of scholarly influence in tourism management (TM). China (42,970 citations) and the USA (40,130 citations) emerge as the most dominant contributors, reflecting their strong institutional bases and extensive research networks. The UK (31,039) and Australia (25,465) also hold leading positions, underscoring their established academic traditions in TM. Interestingly, while Spain (19,931) ranks lower in output, its average citation rate (74.93) suggests high impact relative to volume. Countries such as Korea (96.50), Turkey (88.79), and Denmark (114.86) further demonstrate that smaller research communities can achieve considerable citation influence. Emerging players, including Slovenia, Mauritius, Botswana, and Pakistan, also report exceptionally high averages, reflecting niche but influential contributions. It provides an overview of the most prevalent and influential keywords in tourism

management research, reflecting thematic priorities and evolving scholarly directions. Across all three categories Keyword Plus, Author Keywords, and Abstract Keywords “Tourism” emerges as the most dominant term, signifying the centrality of the field itself. Closely associated terms such as “model,” “impact,” “management,” and “satisfaction” indicate a strong methodological and evaluative orientation in tourism studies. The prominence of “destination,” “destination image,” and “tourism development” underscores the enduring importance of place-based research, while concepts like “sustainable tourism” and “sustainability” reflect a growing concern with environmental and social responsibility. Keywords such as “social media,” “hospitality,” and “service quality” highlight the influence of digitalization and service-oriented perspectives on tourism scholarship. In abstract keywords, frequent terms such as “study,” “research,” and “results” suggest a focus on empirical validation. Collectively, these patterns reveal that tourism research is simultaneously consolidating its theoretical foundations, addressing managerial implications, and adapting to global challenges such as sustainability and technological change.

4.2 Bibliometric Analysis

Tourism Management was formerly known as International Journal of Tourism Management. Between 1982 and 2022, TM published 2,628 documents, when solely considering articles, reviews, letters and notes. Tourism Management is cited by a total of 8726 articles during the last 3 years (Preceding 2021). The h-index of the journal is 216. Therefore, the analysis of this journal is most authoritative, and reliable.

Publication and citation structure of EJM

TM has published many articles over the past 40 years. First, let us examine the annual evolution of the number of publications. Figure 1 presents the results. To more deeply examine the annual results more, the work develops a citation structure analysis by using several citation thresholds. Table I shows the results. Compared to more recent years, the journal's early articles did not get a significant number of citations. Up until recently, works published after 2000 in particular received more citations. Let's now look at the most widely cited articles from the TM and Scopus databases. The Top 50 are shown in Table II. The article with the most citations was written in 2005 by Yoon Yooshik and Mazaffer Uysal and is titled "An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model." This work has had over 1,600 citations, which is a lot for the tourism field. Additionally, 30 publications have more than 500 citations, while two other works by Buhalis-one on the state of e-tourism research and the other on marketing the competitive destination of the future-have more than 1400 citations each.

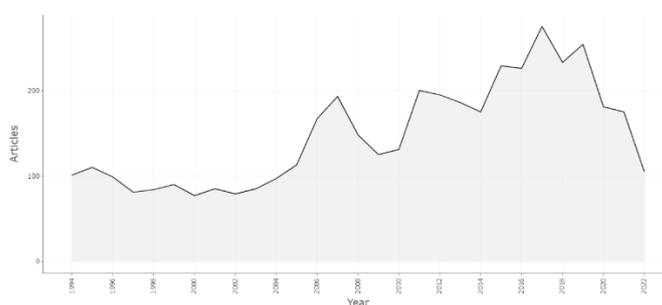


Figure 1: Annual No of Documents Published in TM

Leading Authors, Institutions and Countries of TM

The key authors and institutions of the journal are briefly described in this section. The goal is to determine who, according to the Scopus database, is achieving greater success in terms of publications and citations. The 50 most productive authors in the TM are listed in Table VI. Keep in mind that the ranking is based on the number of papers. In addition, the ranking takes into account the number of citations when there is a tie in the number of publications. The journal's most productive author has been Law R. Some authors, such as Yoon Yooshik and Mazaffer Uysal Balmer, who have more than 1,600 citations, have, however, garnered more citations. Next, let's examine the institutions that are the most productive. The Top 50 in order of the number of publications. If there is a tie, the number of citations determines the order. The top 50 universities have been ranked according to the number of the publications. As per ranking order of the citations it must be noted that data sometimes not appear

between 1982 and 2022 in the given database. According to the Scopus database of TM The Hong Kong Polytechnic Hongkong University is the most acknowledged institution. Also, R Law has been the top ranked author that has appeared as per the data generated. In addition to this the last ranked author plays vital role in the data is Y Yang. Nine of the Top 10 institutions are from the Australia, and half of the Top 50 are from USA. Australian universities also obtain significant results, with 5 in the Top 20 and 14 in the Top 50. It is worth noting that there is no UAE, Kenyan institution among the Top 50 listed even with higher rate of citation result.

To summarize the results of the previous table at the country level, let us examine the most productive countries presents the 40 top most productive countries. The China is the most productive country in the journal followed by the USA and United Kingdom. In TM, the results of the USA are not so high given to its usual leading position (Podsakoff et al., 2008) but institutions are ranked among top 50. This is a clear indication that TM truly has a strong attraction to European marketing researchers, while Americans' interest in this journal is more secondary, probably because they target marketing journals more commonly valued in the US system. Additionally, Korea, Spain and Norway also obtain very significant results according to their population size. Developing countries do not publish much in the journal although some appear at the bottom of the list with certain papers published in TM, including Malaysia and India.

4.3 Graphical Analysis of TM with VOS viewer

This part conducts a graphical mapping visualisation of the publications in TM to enhance the bibliometric findings of Section 3 in depth. Figure 3 will assist us comprehend the coupling of the nations that published the most in TM, so let's look at that first. Figure 3 displays the visualization, with a threshold of 43 and a minimum of 5 documents. From the map, it is obvious that the three most significant nations publishing in TM were Australia, UK, USA and China. Secondly, the co-citations of the most important authors of TM have been shown. Figure 3 shows the authors' co-citations with a minimum citation of 5 and threshold of 43. Keep in mind that the results are based on the Scopus database and apply to publications between 1982 and 2022. The most prominent scholars on the map include Pike S., Ryan C., Wood RC., Baum T., Dewar K., and King B. The mapping of the publications of the most productive universities in TM is an additional intriguing topic. Let's first look at the institutions' bibliographic coupling. Remember that this coupling happens when two documents from various institutions quote the same third document (Kessler, 1963). Figure 2 presents the findings for the period between 1982 and 2022 using a threshold of five documents and 85 links between bibliographic sources. Hong Kong Polytechnic University and Australian universities are the most influential in the map. From a general perspective, institutions from the same country tend to have stronger connections and appear in the map close to each other. This finding indicates that universities from the same country have similar profiles because they cite similar bibliographic material. Note that this result also occurs due to co-authorship, which tends to strengthen the citation profile (Martínez-López et al.,2018).

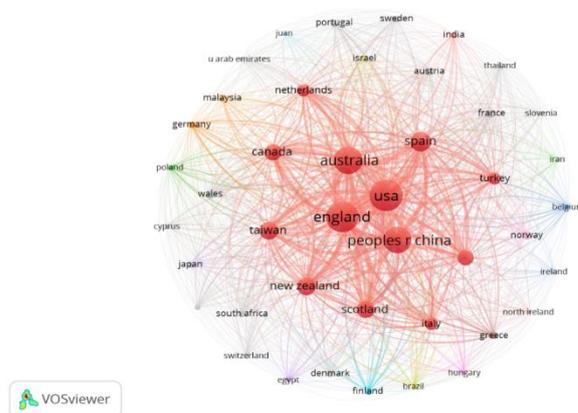


Figure 2. Minimum number of documents of a country=10 (43 meet the thresholds)

preservation. Second, the growing prominence of technology-driven research reflects the inevitability of digital transformation in tourism. Artificial intelligence, big data analytics, and immersive technologies are poised to reshape consumer experiences, destination marketing, and managerial efficiency. The implication for future scholarship lies in interrogating not only the effectiveness of such technologies but also their ethical, social, and equity dimensions. Ensuring accessibility and safeguarding privacy will be as crucial as innovation itself. Third, the study highlights a geographical diversification of intellectual leadership, particularly the rise of Asia-Pacific institutions. This signals a shift towards a more polycentric research landscape, encouraging comparative cross-national studies that can enrich global tourism discourse. Finally, the volatility of contemporary global crises—pandemics, geopolitical tensions, and economic downturns—emphasizes the necessity of resilience-focused research. Tourism systems must be reconceptualized not merely as growth engines but as adaptive socio-economic structures. Collectively, these implications suggest that future tourism research must be inherently interdisciplinary, ethically grounded, and strategically aligned with the imperatives of sustainability, equity, and innovation.

7. Limitations and Research Gaps

The trajectory of the tourism industry, as reflected in the scholarly evolution of Tourism Management, points towards a future shaped by technological integration, sustainability imperatives, and global collaboration. Emerging trends indicate that digital transformation through big data analytics, artificial intelligence, and virtual reality will redefine how destinations are marketed, experienced, and managed. Furthermore, the increasing salience of climate change and socio-environmental concerns will compel the industry to adopt sustainable practices, with emphasis on regenerative tourism and low-carbon travel models. The expanding influence of Chinese and Asia-Pacific institutions further suggests a geographical shift in research leadership, underscoring the global diversification of scholarly discourse.

Table IV: Future Scope, Challenges and Potential Research Questions

Sl.No.	Research Scope	Challenges	Potential Research Questions
1	Sustainable Tourism Models	Balancing economic development with ecological preservation	How can tourism destinations adopt regenerative practices that ensure long-term environmental sustainability?
2	Technology Integration	Ethical concerns regarding data privacy, accessibility gaps, and high implementation costs	In what ways can AI-driven analytics optimize destination management while safeguarding visitor privacy?
3	Climate Change Adaptation in Tourism	Rising carbon emissions, vulnerability of coastal and cultural heritage sites	What adaptive strategies can mitigate the impacts of climate change on tourism-dependent regions?
4	Overtourism and Destination Management	Cultural commodification, environmental degradation, and loss of local identity	How can smart tourism policies regulate visitor flows without diminishing cultural authenticity?
5	Health, Safety, and Crisis Management	Unpredictability of pandemics, political instability, and global shocks	What frameworks can enhance the resilience of tourism systems against global disruptions?
6	Inclusive and Equitable Tourism	Marginalization of local communities and unequal benefit distribution	How can tourism models ensure fair socio-economic opportunities for host communities?
7	Cross-Cultural Tourism Research	Globalization versus preservation of local heritage	How does increasing internationalization influence cultural authenticity and visitor experiences?

However, the sector will also face multifaceted challenges. Balancing economic growth with ecological preservation will be a persistent tension, particularly as over-tourism threatens fragile ecosystems and cultural heritage sites. The volatility of global crises pandemics, geopolitical conflicts, and economic downturns poses risks to the industry's resilience and adaptability. Moreover, ethical concerns related to data privacy, equitable tourism distribution, and inclusivity in digital innovation may complicate progress. Overall, the future of tourism research and practice lies in cultivating a nexus between sustainability, technological sophistication, and socio-cultural responsibility. The capacity to anticipate disruptions while fostering equitable and innovative strategies will define the industry's long-term success.

8. Conclusion

Tourism Management is forty years old. Since its beginning, TM has established a solid reputation as a venue for cutting-edge, peer-reviewed research publications regarding many facets of tourism. Using a variety of bibliometric indices, this study presents an overview of numerous significant publication trends and research subjects that appeared in the journal between 1982 and 2022. The majority of the bibliographic information used in the study was taken from the Scopus database. To gain insight into the journal's development tendencies, frequent contributors, their linked institutions and nations, venues, and sources of references and citations were examined. The findings show that China is the most influential nation, and several of the journal's top authors are affiliated with Chinese organisations. Overall, The Hong Kong Polytechnic University and Griffith University are the two most productive institutions in the journal. It is important to note that Australia, USA and the UK share the title of the journal's most prolific institutions. The journal has close ties to the majority of the top tourism publications worldwide. The effort also creates a graphical analysis utilising the VOS viewer software to strengthen the results. The analysis takes into account author co-authorship, co-citation, bibliographic coupling, citation, and co-occurrence of author keywords. The outcomes are in agreement with those in the tables. The key benefit of this strategy is that it shows how the journal's various variables are related to one another based on a number of criteria. The current study has some restrictions despite utilising a variety of bibliometric indicators. Other bibliometric variables like co-citations and indices like the i10 index, g and h indices from Google Scholar, and Publish and Perish could be used in the future to conduct a more thorough analysis. Nonetheless, this study is a novel effort to provide a thorough analysis of the components and trends in the growth of the Tourism Management from its inception in 1982. The journal is now in its fortieth year of publication with success. Our results indicate that it is on an upward trajectory and that this trend will continue as its prestige in the area rises, primarily as a result of its emphasis on producing erudite research that are theoretically solid and empirically robust. The study has additional constraints to take into account. Nonetheless, the overall goal of this work is to present an overview of the journal's top trends in light of particular bibliometric markers. As a result, the journal's readers are provided with a broad overview of the most important TM data through 2022. However, it should be noted that these results are transient and subjected to change over time as new popular themes emerge and specific factors gain or lose ground in the journal. The research has the inherent limitation of a bibliometric study. The research will be more robust if it will be empirical in nature supported by qualitative study. Therefore, such studies can be conducted in the future.

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