

## Evaluating E-Tourism through Bibliometrics: Materials and Emerging Research Trends

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### ABSTRACT

The purpose of this study is to examine the scope of research on materials using a bibliometric evaluation and data mapping procedure. Materials research data were acquired from the Scopus and Web of Science databases. The search is conducted utilizing a search engine that contains e-tourism data from all connected journal publications. The search method in the study material is based on a topic area using keywords. VOS viewer and MS Excel are used in the mapping procedure. There were 60 relevant articles discovered in total. According to the findings, the most studied study material was from 2016 to 2022. 126 research articles were gathered from the Web of Science database and Scopus between 2014 and 2022 for further examination with VOS viewer. Meanwhile, in the tourism industry, the word "E tourism" is the most commonly discussed item. Through VOS viewer, we examine how many articles have been written about the material and its relationship to the issue area across all contributing countries. This evaluation can undoubtedly serve as a starting point for future research on materials and future research trends in the field of e tourism and this study provides significant value to e-tourism research by analysing the bibliometric data over the last 9 years, that is, from 2014 to 2022, obtained from Scopus and analysing the trends created in e-tourism research. It also adds value by highlighting developing e-tourism regions.

**Keywords:** E-tourism, Bibliometrics, VOS-viewer, Digital Tourism, SLR

### Introduction

The term "e-tourism," or electronic tourism, refers to the nexus between information technology and the travel and tourism sector (Buhalis, 2020). It includes using digital tools, mostly the internet, to organize, schedule, coordinate, and improve travel-related activities (Mehraj, Ul Islam, et al., 2023). This quickly developing industry is already a major player in the global tourism industry, changing how travelers communicate with travel agencies and destinations (Basheer, Walia, Farooq, et al., 2023). These are some important e-tourism factors (Buhalis & Karatay, 2022). The way people organize their travels has been completely transformed by e-tourism. Travelers may easily and conveniently research and book flights, lodgings, activities, and services using online platforms, such as travel websites and mobile apps. Travelers can get reviews, suggestions, and details on local activities and attractions on the internet, which is a massive library of knowledge about destinations. Social media and user-generated content are important in this regard (Zhang et al., 2018). Data security and privacy issues, the digital divide in technology access, and the possible harm that excessive tourism may do to local surroundings and customs are just a few of the difficulties that face e-tourism.

In recent years, e-tourism—the combination of tourism and information technology—has become a popular and active field of study that has drawn interest from both academics and industry professionals. The exponential development of digital technology has not only changed the face of the tourism sector, but it has also spurred a great deal of scholarly research. The convergence of tourism and technology has brought about a paradigm shift in the way people plan, experience, and share their travel experiences, as Buhalis et al. (2023) effectively pointed out. This significant change has sparked a great deal of scholarly attention, as evidenced by the growing body of work devoted to comprehending the subtleties and intricacies of e-tourism (Basheer, Walia, Mehraj, et al., 2023).

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The e-tourism study subject has grown into a rich tapestry woven with varied threads from information technology, marketing, hospitality, and sustainable tourism, according to Casillo et al. (2019), who noted this spike in academic attention. This type of cross-disciplinary convergence emphasizes the complex nature of e-tourism by combining knowledge from other domains to fully handle the opportunities and problems presented by the digital era for the travel and tourism sector. Alkhatib and Bayouq (2021) carried out a study of the literature in order to create the foundation for a thorough investigation of e-tourism. They did this by offering a broad overview of the key problems, research trends, and important publications in this quickly developing field. This review of the literature attests to the dynamic nature of e-tourism research, which is constantly influenced by developments in technology, market dynamics, and world events (Basheer, Farooq, Hassan, et al., 2023). The bibliometric study that follows depends on the synthesis of existing knowledge since it lays the groundwork for a more comprehensive understanding of the academic environment around e-tourism. The dynamic character of e-tourism research is one noteworthy finding from this survey (Mehraj, Qureshi, et al., 2023a). The industry is always changing, reacting to changes in consumer preferences, technological developments, and the overall socioeconomic environment. This dynamic calls for an ongoing investigation of new problems that have an effect on the field of digital tourism. The difficulty for researchers is keeping up with the changing e-tourism trends so that their research stays relevant and makes a significant contribution to the current conversation.

There is a growing demand for rigorous analysis as e-tourism research spreads into other fields, such as marketing, information technology, hospitality, and sustainable tourism. Within the e-tourism literature, bibliometric analysis—a quantitative method of examining patterns of publication, citation, and collaboration—emerges as a critical instrument for comprehending the expansion, trends, and topics that require more research (Alkhatib & Bayouq, 2021). Through the use of this analytical framework, researchers may make sense of the vast and multifaceted world of e-tourism, revealing linkages and patterns that could otherwise go unnoticed. In the sections that follow, we'll take a closer look at the scholarly environment around e-tourism and use bibliometric analysis to sort through the complexities of research questions, find notable writers, highlight important publications, and uncover gaps in the body of literature. Our objective is to provide a valuable contribution to the existing e-tourism discourse by providing a thorough analysis that not only summarizes the present state of the field but also outlines potential directions for future research. The dynamic and always changing nature of e-tourism study continues to be at the forefront as we set out on this bibliometric adventure, directing our investigation into the digital frontier of tourism scholarship.

The internet and digital technology have transformed tourism in recent years. E-tourism has changed how visitors plan, book, and enjoy their trips and presented exciting difficulties and opportunities for scholars and researchers. Understanding e-tourism research's evolution and current state is crucial as the digital domain changes tourism (Buhalis et al., 2023). A detailed bibliometric journey through e-tourism scholarship provides useful insights into its growth, trends, and future directions. Bibliometrics, a vital instrument in the scientific metric study, quantifies academic literature growth, dissemination, and influence. This analysis examines the huge e-tourism literature to find trends, themes, prolific writers, significant journals, and key research areas. We use bibliometric tools to track e-tourism research to better understand its key concerns, knowledge gaps, and interdisciplinary character. This investigation of e-tourism research aims to inform decision-making, foster researcher collaboration, and inspire new research in the ever-changing field.

## Literature Review

In recent years, e-tourism—the fusion of tourism and information technology—has become a popular area of research (Buhalis et al., 2023). An increasing amount of scholarly literature reflects the considerable academic interest sparked by the rise of this dynamic business (Casillo et al., 2019). The main issues, research trends, and significant publications in e-tourism are outlined in this survey of the literature, which lays the groundwork for our bibliometric analysis that follows (Alkhatib & Bayouq, 2021). This survey of the literature highlights how e-tourism research is dynamic and always changing due to shifts in global events, market dynamics, and technology. Because e-tourism draws from a variety of fields, including information technology, marketing, hospitality, and sustainable tourism, bibliometric analysis is crucial to understanding the field's trends, growth, and areas that need more research. Our bibliometric analysis will delve deeper into the academic environment of e-tourism in the upcoming sections, highlighting research issues, eminent authors, journals, and gaps in the body of current literature.

Researches face a plethora of new challenges as e-tourism develops. The rapid pace of technological change and its potential effects on the tourism industry are a major cause for concern. Concerns have been raised regarding how the use of AI, VR, and AR in the tourism industry would affect things like destination marketing, customer behavior, and vacations as a whole. Research into e-tourism, with a particular emphasis on how digital technology might help to more eco-friendly and responsible tourism practices, faces both problems and opportunities in light of the growing relevance of sustainability in the tourism industry. Several significant research trends are identified by a thorough analysis of the most current literature. Powered by data analytics and machine learning, personalization in e-tourism services is becoming more popular. It is imperative to investigate how personalization affects customer satisfaction and decision-making. Researchers have fascinating chances to examine the changing environment of digital tourism platforms due to the rise of social media, the sharing economy, and online travel platforms as significant variables in travel planning

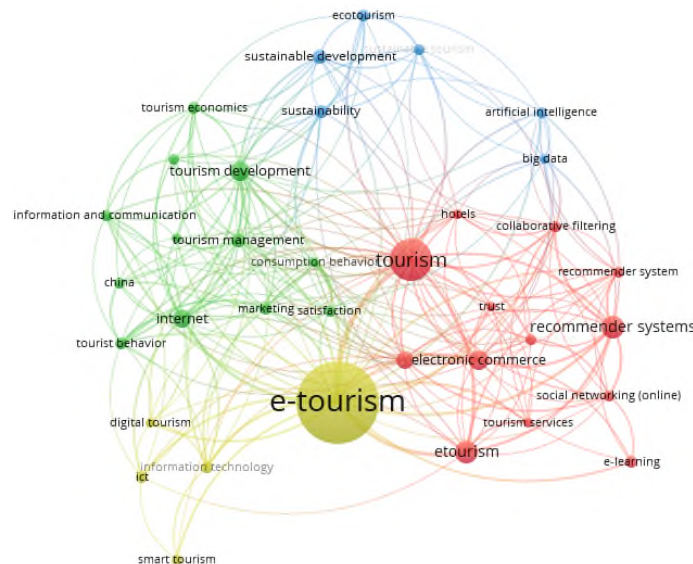
and experience-sharing. It is critical to pinpoint future areas where e-tourism research can contribute significantly. Research on the relationship between sustainability and technology is still ongoing, as is the effect of new technologies on destination marketing approaches. Further research opportunities include the ongoing globalization of tourism and the effects of digitization on cross-cultural exchange. Through a thorough bibliometric review, this work greatly increases our understanding of resources in the context of e-tourism. In contrast to earlier studies, our research offers a thorough analysis that spans nine years (2014–2022) and uses information from the Web of Science and Scopus databases.

The 60 pertinent articles that we found through our search provide insight into how materials research in e-tourism is developing. Our study is unique in that it uses VOS Viewer to conduct a detailed analysis of 126 research articles published between 2014 and 2022, allowing for a more in-depth investigation of themes connected to the material. The identification of "E-tourism" as the most widely used phrase in the tourism sector highlights our special emphasis on the convergence of materials and e-tourism, adding a fresh viewpoint to the body of literature already in existence. Our work not only synthesizes existing literature but also paves the way for the identification of new trends. We contribute to the identification of developing locations in e-tourism by offering important insights into the geographical dynamics of materials through mapping the global distribution of research articles. This study represents a significant improvement in the academic discourse on the topic because of its detailed analysis, historical span, and emphasis on the symbiotic link between materials and e-tourism.

- RQ1. What are the revealed relationships that can be developed through the application of bibliometric analysis?
- RQ2. Which researchers and research articles have received the most citations in relation to e-tourism?
- RQ3. Which terms are most frequently addressed in e-tourism research?

**Methods and Data**

The majority of articles has been published in Journal of tourism marketing, Asia Pacific Journal of Tourism Research, Tourism Recreation Research, Tourism management, journal of travel research and Journal of Quality Assurance in Hospitality were the journals that were chosen for this research, and based on the search results from those journals’ databases, we were able to identify 60 articles that were relevant to this line of inquiry and were relevant to the subject of e-tourism. These articles were divided into three primary groups: e-tourism, which totalled 32 articles, and materials for online -tourism websites related papers, which tallied 28 papers. The following is a breakdown of how many articles were published in each year: we started with search articles published from 2014 to 2022. Please refer to Table 1 for an in-depth summary of the papers that were considered for inclusion in this research.

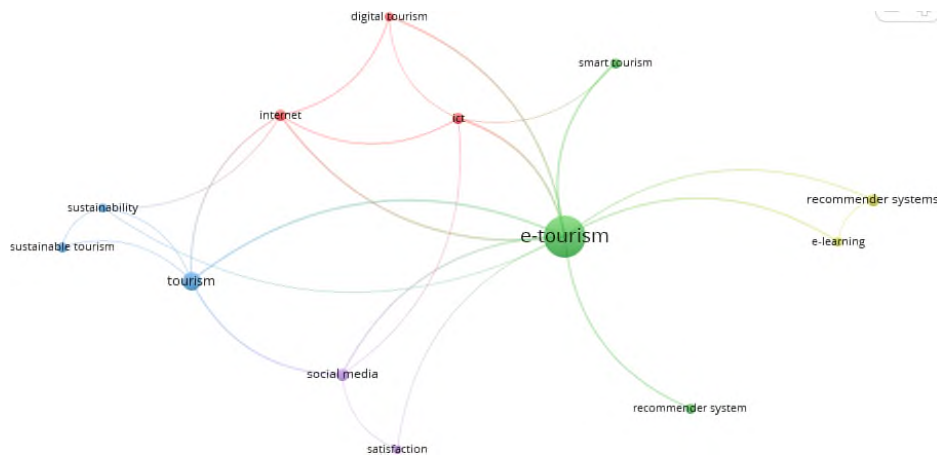


**Figure 1.** Distribution of Keywords in the Field of e- tourism.

Two terms constitute the minimal number of relationships between terms in VOS viewer. The results of the VOS viewer analysis of the data were subsequently categorized into six clusters: the clusters are represented as follows: i) Cluster 1 is coloured red, ii) Cluster 2 is coloured green, iii) Cluster 3 is coloured blue, iv) Cluster 4 is coloured yellow, v) Cluster 5 is coloured purple, and vi) Cluster 6 is coloured cyan. Each cluster illustrates the correlation between two or more terms. Bibliometric mappings can be presented by VOS viewer in three distinct visual representations: density visualization (Figure 3), network visualization (Figure 1),

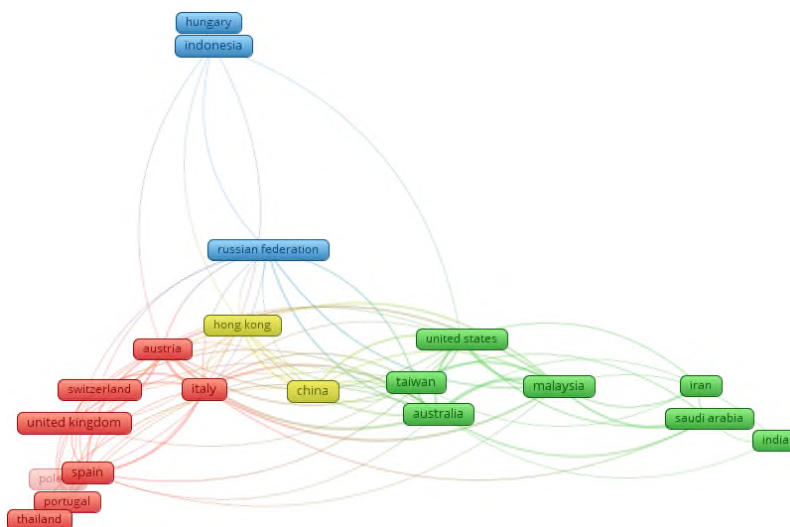
and overlay visualization (Figure 2). The labels for the keywords are coloured circles. There exists a positive correlation between the quantity of keywords mentioned in the title and abstract and the size of the circle. Thus, the frequency at which letters and circles occur determines their respective sizes. The prominence of the keyword is proportional to the enlargement of the letters and circles. The connection among terms is illustrated in Figure 1. In the context of network visualization, associations between terms are represented as a line or network (Buhails 2020). As illustrated in Figure 1, the clusters correspond to each of the investigated subject areas. The study keyword exhibits the strongest associations with other terms. This study’s keywords are contained within cluster 1, which comprises sixty items. The keyword research comprises 211 links.

**Density Visualization of Main keywords**



**Figure 2.** Density Visualization of Main keywords

Materials pertaining to tourism are also among the most researched topics, as illustrated in Figure 4. The inquiry was conducted on an e-site; e-tourism has been the subject of the most research. The correlation between e-tourism and other concepts such as virtual tourism, ICT, web services, and e-websites is illustrated in Figure 5. Figure 2 illustrates the relationships between E-tourism and seventeen other terms. The following are the terms that are linked to the keyword: e-learning, recommended system, technology adaptation, social media, ICT, and satisfaction. Overlay visualization shows the relationship between terms accompanied by the time the research is updated (Foris et al., 2020) Figure 2 shows the trend from year to year related to research on e-tourism. Research on e-tourism based on Figure 2 is in the range of 2014 – 2022



**Figure 3.** Participation of countries.

A total of 24 countries participated in this study. The seven periodicals comprising the largest collection of research articles, of



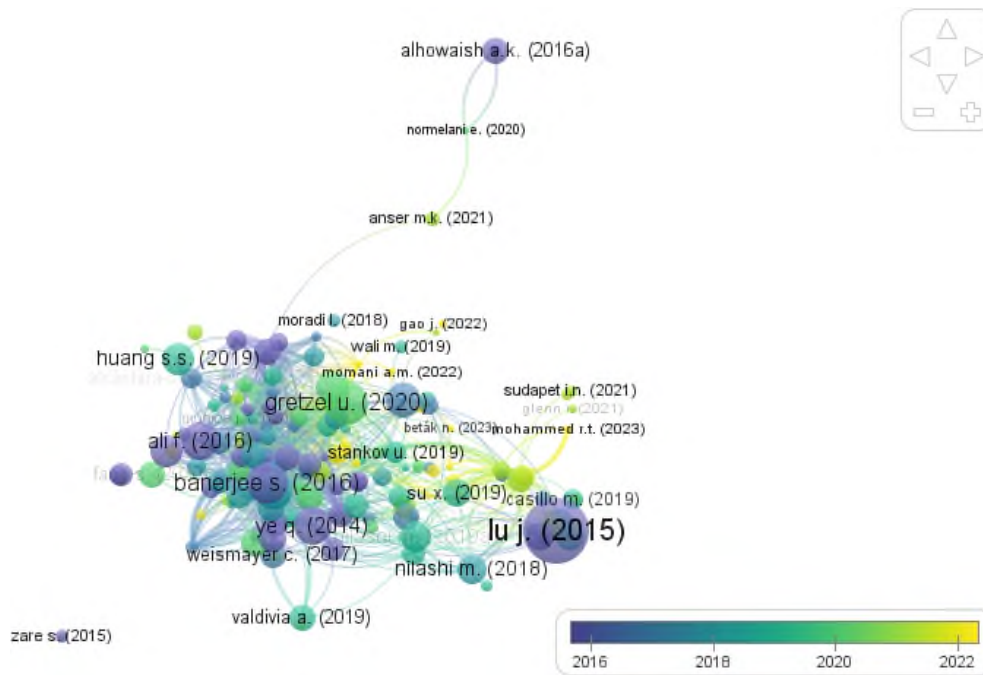


Figure 5. Most cited sources of articles.

robust technological infrastructure, Taiwan has influenced research on the functions of blockchain, augmented reality, and artificial intelligence in the e-tourism industry. This study attempts to find possible areas of cooperation and information transfer in addition to identifying important authors, journals, and research issues by looking at the bibliometric data from these six nations. The study’s conclusions will deepen our awareness of the worldwide landscape of e-tourism research, which will eventually promote international collaboration and the field’s continuous expansion.

### Key Contributing Authors

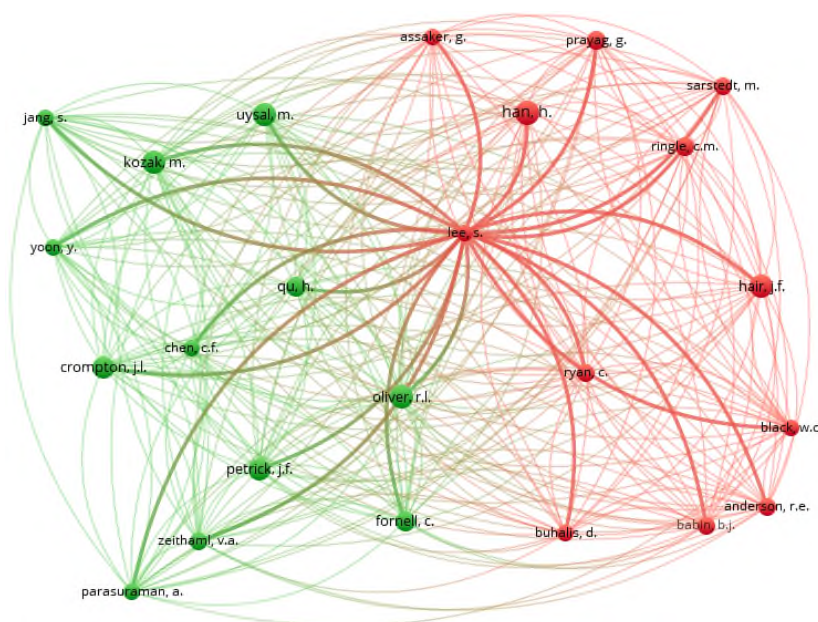


Figure 6. Key contributing authors.

A bibliometric analysis of the subject of e-tourism from 2014 to 2022 found some notable contributing authors who have

considerably changed the research environment. These authors have made significant contributions to the domain, including Alamoodi, Al-Bahri, Zaidan, Zanker, Law, Neidhardt, Gretzel, Aickelin, Al-Sattar, Cantoni, Mohammed, Ibrahim, Nilashi, Samad, Yadegaridehkordi, Arya, Dhyani, and Ghayas. Their significant publishing output, frequent reference in the e-tourism literature, and active participation in interdisciplinary research collaborations demonstrate their importance. Their study covers a wide range of subjects, such as the impact of developing technologies, the function of user-generated content, sustainable tourism practices, and the consequences of global events on e-tourism, such as the COVID-19 pandemic. These writers are critical in furthering our understanding of e-tourism dynamics, directing future study, and encouraging innovation in this ever-changing industry. Their aggregate knowledge and collaboration networks illustrate their pivotal involvement in defining the trajectory of e-tourism research throughout this time period.

**Affiliations of Authors of E-tourism**



**Figure 7.** University Affiliations of authors

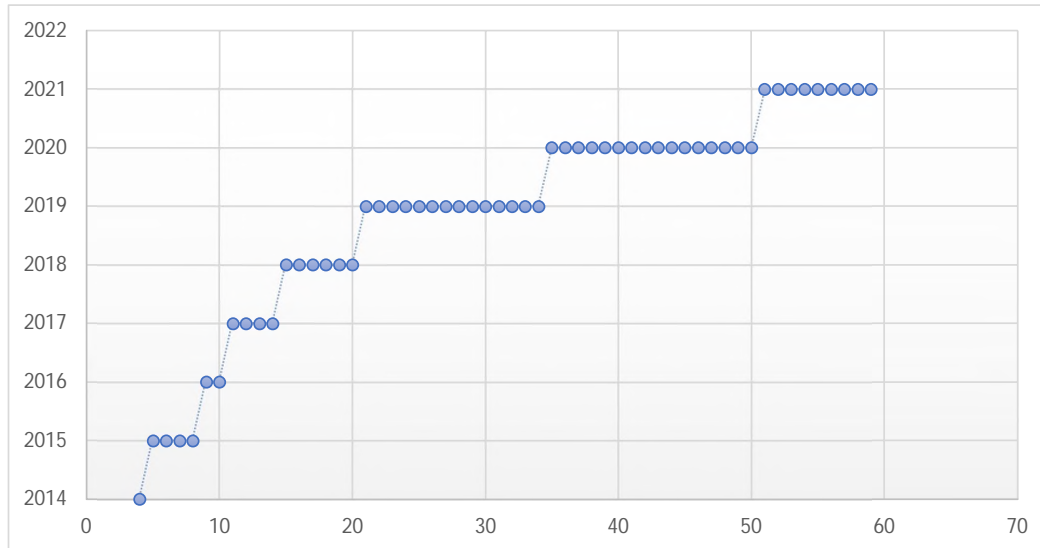
Recent years have seen an exponential growth and revolution in e-tourism, a blossoming industry at the confluence of tourism and information technology. Six nations were included in the extensive bibliometric study, which was carried out to obtain insights into the changing field of e-tourism research: China, Malaysia, the USA, South Korea, Indonesia, and Taiwan. The purpose of this study was to provide light on the scholarly contributions, new trends, and knowledge distribution in these various geographic contexts. The abundant scholarly production in e-tourism has been especially noteworthy in China. In light of the growing popularity of digital platforms and the tourist industry, Chinese scholars have looked into issues such destination marketing, online travel reservations, and the effects of new technology. Another major player in the e-tourism space, Malaysia, has contributed to research on the application of digital marketing techniques, mobile app usage, and sustainable tourism methods in multicultural settings. The USA has promoted study into the integration of big data analytics, consumer behaviour, and the effects of the COVID-19 pandemic on e-tourism because of its well-established tourism business.

**Findings**

All articles analysed in this study were taken from a database of Scopus and web of science we built a specialized search engine for the field of e-tourism to make data collection and analysis easier. We fed the search engine the journal articles, narrowing the results by selecting only those that included the term "E-Tourism" in their title, keywords, and abstracts. Articles from 2014-2022 were included for the analysis. After determining which articles fit the study’s inclusion requirements, we used Microsoft Excel to extract and format the data, saving the file as a comma-separated values (\*.csv) file. We used VOS viewer to map the e-tourism research ecosystem and examine its trends and connections. In order to visualize the connections and co-citations amongst e-

tourism studies, this program was used to construct publication, country, journal, and keyword maps. We were able to better understand the dynamic and interconnected nature of e-tourism study because to the methods we employed here. The emphasis of the amended passage is now on bibliometric approaches and the examination of e-tourism research published in the chosen journals.

**Table 1.** *Years of Distribution of Papers*



## Conclusion

The bibliometric analysis of e-tourism research from 2014 to 2022 provides an in-depth look into the field's evolution and main issues. During this time, a wide range of studies have emerged from the efforts of notable authors, countries, citations, and top journals contributing to an ever-expanding body of knowledge. Through their prolific publications, obvious citation effect, and substantial partnerships, these researchers have jointly driven the growth of e-tourism research. Their research focuses on the transformative influence of emerging technologies, the role of user-generated content, tourist sustainability, and the effects of global events like the COVID-19 epidemic on the tourism industry. Furthermore, the emergence of data-driven research and interdisciplinary approaches illustrates e-tourism scholarship's versatility in adapting to changing market dynamics and technology advancements.

The findings of this bibliometric analysis demonstrate the interdisciplinary nature of e-tourism research, highlighting the significant contributions of experts from around the world. As e-tourism intersects with technology, sustainability, and changing consumer behaviours, these experts have opened the path for a more comprehensive knowledge of this dynamic sector. Their work not only informs and guides present research endeavours, but it also lays the framework for future investigations, underlining the value of future collaborations and knowledge sharing. Overall, this bibliometric analysis is a great resource for researchers, educators, and industry stakeholders, giving a comprehensive overview of the e-tourism research landscape and significant insights for guiding its future trajectory.

## Limitation and Future Research Direction

This bibliometric analysis has limitations even if it provides insightful information on the state of e-tourism research. First off, the study depends on the quality and availability of the data sources, which might not include all pertinent papers or might have errors. Furthermore, the analysis may not cover all e-tourism research because it is limited to a particular selection of journals. The study's 2014–2022-time horizon might not include relatively recent advancements in the sector. Lastly, because the analysis skips over the study papers' actual content, it might not offer a sophisticated grasp of the particular subjects and conclusions covered in e-tourism studies. In order to get around these restrictions, future e-tourism bibliometrics research projects should use a wider range of data sources. They should also consider employing sophisticated text mining and natural language processing tools to examine the content of research papers. A knowledge of e-tourism patterns that is more current can be achieved by extending the time period to encompass more recent years. Furthermore, research on particular subtopics within e-tourism, such as the effects of new technology, eco-friendly travel strategies, or crisis management, will advance our knowledge in these fields. Additionally, studies examining the connection between scholarly e-tourism production and its real-world applications in the sector can close the



knowledge gap between academia and industry, making it easier to apply research results in the actual tourism sector. Ultimately, as e-tourism develops, future studies should focus on examining the ethical and privacy implications of digital technologies in the context of e-tourism to ensure responsible and sustainable development in this fast-paced industry.

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