



Araştırma Makalesi • Research Article

Bibliometric Analysis of Studies on Cultural Heritage Tourism

Kültürel Miras Turizmi Üzerine Bir Bibliyometrik Analiz

Oğuzhan Kodalak*, Mahmut Baltacı**

Abstract: From a historical viewpoint culture is a way of life that shows the continuity of societies and is characterized by material and spiritual characteristics transferred from generation to generation. With the globalization movements in the world, it has been seen that the cultural formations formed within the scope of values with material and spiritual characteristics have crossed their own borders and started to attract attention throughout the world. Cultural heritage is defined as all kinds of physically existing works made by people and values belonging to a society inherited from the past and desired to be transferred to the future for different reasons. This study, it is aimed to express the bibliometric features of the studies published on cultural heritage tourism. In this direction, 603 publications in the Scopus database between 2014 and 2023 were analyzed using the bibliometric analysis technique. Because of the findings, the basic data on the concept of cultural heritage tourism was visualized with the help of analysis tables and mapping techniques such as the most cited authors, the most frequently published universities and journals, the most frequently used words, and international collaborations.

Keywords: Culture, Cultural Tourism, Cultural Heritage Tourism, Sustainable Development, Bibliometric Analysis

Öz: Tarihsel açıdan değerlendirildiğinde toplumların devamlılıklarını sağladığını gösteren ve kuşaktan kuşağa aktarılan maddi ve manevi özellikler olarak nitelendirilen kültür bir yaşam biçimidir. Dünya’da gerçekleşen küreselleşme hareketleriyle birlikte maddi ve manevi özellik taşıyan değerler kapsamında oluşan kültürel oluşumların kendi sınırlarını aşarak dünya genelinde ilgi görmeye başladığı görülmüştür. Kültürel miras, “geçmişten miras kalan ve farklı sebeplerle geleceğe aktarılmak istenen, fiziksel olarak var olan ve insanlar tarafından yapılmış her türlü eser ve bir topluma ait değerler bütünü” olarak tanımlanmaktadır. Bu çalışmada kültürel miras turizmi ile ilgili yayımlanan çalışmaların bibliyometrik özelliklerinin ifade edilmesi amaçlanmaktadır. Bu doğrultuda Scopus veri tabanındaki 2014-2023 yılları arasındaki 603 adet yayın bibliyometrik analiz tekniği ile incelenmiştir. Elde edilen bulgular neticesinde kültürel miras turizmi kavramına ilişkin temel veriler, en fazla atıf alan yazarlar, en fazla yayın yapan üniversiteler ve dergiler, en sık kullanılan kelimeler, ülkelerarası iş birlikleri gibi analizler tablolar ve haritalama tekniği yardımıyla görselleştirilmiştir. Araştırma sonucunda kültürel miras turizmi kavramına olan ilginin arttığı sonucuna varılmıştır.

Anahtar Kelimeler: Kültür, Kültürel Turizm, Kültürel Miras Turizmi, Sürdürülebilir Kalkınma, Bibliyometrik Analiz

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Introduction

Cultural Heritage (Palmer, 1999: 315), one of the buzzwords of the 1990s, is growing rapidly in the world niche market (Bhowmik, 2021: 1). This niche area has managed to attract academic and commercial interest due to its multifaceted potential to generate income and sustain cities and ecologies (Poria et al., 2003). In the context of tourism, the concept of “cultural heritage tourism” emerged in the early 2000s, based on the desire of visitors to go to a destination and see natural and tangible cultural assets in place and to experience intangible cultural heritage items such as local cuisine, handicrafts, and events (Garrod & Fyall, 2000; Chhabra et al., 2003). Cultural heritage tourism is a sustainable development tool that creates intercultural awareness and allows local people to spend their free time, creating a sense of belonging to their region (Chang, 1999). It also increases employment opportunities by attracting visitors from outside, contributing to the economic growth of the host society (Silberberg, 1995).

Heritage tourism is a growing theme in the literature, attracting increasing attention from academics and professionals around the world (Figure 1). Bibliometrics is the “quantitative study of physical published or bibliographic or their substitutes” (Broadus, 1987: 376). Using bibliometrics, it is possible to identify key quantitative variables of a particular research flow (Junquera & Mitre, 2007). Bibliometric analysis is important in terms of external evaluation of research quality in tourism, interest in influence and prestige factors, and examining the development of the field. Although bibliometric analysis can be applied to all kinds of publications, the focus is journals (Hall, 2011: 16). This research on Cultural Heritage tourism has sought answers using a bibliometric analysis program to visualize the following research questions as it matures with the expansion of interdisciplinary research. Who are the most cited and productive authors in Cultural Heritage Tourism? What is the distribution of articles in the field of Cultural Heritage Tourism by year? What are the most frequently used keywords in articles in the field of Cultural Heritage Tourism? Which countries are the most cited for Cultural Heritage Tourism? What are the most published journals in the field of Cultural Heritage Tourism? Is the data on the concept of cultural heritage compatible with Bradford’s law? This research is an original study in terms of being a bibliometric analysis and is thought to be useful for future research.

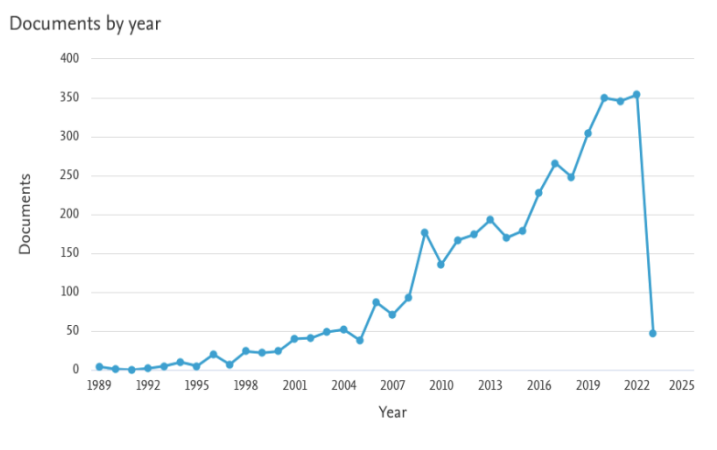


Figure 1: Heritage Tourism by Years

Theoretical Framework & Literature Review

Cultural Heritage Tourism

Cultural heritage is the heritage of a nation, an ethnic group, and more broadly of all people. It is therefore noteworthy that the United Nations Educational, Scientific and Cultural Organization (UNESCO) established the "Convention for the Protection of the World Cultural and Natural Heritage" in 1972 to promote the identification, conservation, and protection of cultural property. World Cultural Heritage properties were first identified in 1978, and by 2022, the number of designated sites has reached

1,367, including 1157 cultural heritage properties, 167 natural heritage properties, and 43 combined heritage properties in 167 countries (UNESCO, 2023). The World Heritage designation list includes three types of assets: cultural assets of historically significant value, natural assets that fuel earth's history, and a mixture of the two assets. In particular, the World Cultural Heritage designation can be divided into three more specific forms; archaeological monuments and human artifacts such as sculptures or paintings; architectural structures, combined works of nature and man (Kim et al., 2007). Cultural heritage tourism arises from travels made to listen to the past stories of societies that lived centuries ago, to see the artifacts they left, to experience the ongoing eating-drinking, clothing, and music traditions of the society, and to participate in authentic activities within the framework of cultural heritage. One of the cultural elements that attract the attention of people in destinations is the intergenerational transfer of all these cultural heritage elements. Cultural heritage tourism, which is an alternative type of tourism that arises from sharing the hidden stories of each destination's society, past life, historical places and cultural traditions with visitors, can be defined as travels made to experience places, Works, and activities that are authentically alive (Bozkurt et al., 2022). Cultural Heritage Tourism reduces income inequalities, urban transformation and livelihoods of local communities, to promoting education, gender equality, sanitation etc., tourism activities support the 17 Sustainable Development Goals (Poria et al., 2003). Cultural heritage tourism has an important place in sustainable tourism (Bhowmik, 2021: 1).

Studies such as many articles, book chapters, and papers have been conducted in the field of tourism (Güzeller & Çeliker, 2017). Numerous studies have been conducted on cultural heritage tourism (Gök, 2020; Şengül & Çılgınoğlu, 2021; Hsu et al., 2022; Kuşçuoğlu & Murat, 2017; Oğuz, 2013; Kiper & Kiper, 2006; Özdemir, 2011; Hughes & Carlsen, 2010; Moorhouse et al., 2017; Hall et al., 2016; Timothy, 2014; Kaminski, 2013). There are also bibliometric studies among studies (Bhowmik, 2021; Bozkurt et al., 2022; Su et al., 2019; Gök, 2022; Zhang et al., 2022; Chen et al, 2023), but there are not many bibliometric studies in the field of cultural heritage tourism.

Bhowmik (2021), one of bibliometric studies, discussed the studies on heritage tourism between 2000 and 2020. In the study, 24 co-citation clusters were found according to the data set. The most searched word in the study was cultural heritage marketing. The most cited work in cultural heritage marketing was the work of Richard & Wilson (2006). Bozkurt et al. (2022), in their study, aimed to reveal the current situation and level of development of the studies carried out within the scope of cultural heritage tourism and digitalization. According to the study, Italy, Spain, and China were the countries that published the most on cultural heritage tourism and digitalization. The most published language was English, the most published journal was Springer Nature, the most published field was computer science, and the most published was in the category of accommodation, leisure, sports, and tourism. In the study of Su et al. (2019), there are 62 highly cited publications and 120 co-cited publications. The Heritage Silhouette score is closest to 1 and is the highest term (Kaufman & Rousseeuw, 2009). Smith's works in 2006 and 2009 were the two most cited works. The journal with the most publications on intangible cultural heritage has been the journal "International Journal of Heritage Studies". Gök (2022), in his study, discussed the publication information, co-occurrence analysis, co-citation analysis, and descriptive data analysis of cultural heritage tourism between 1980-2021. According to the results, most studies were conducted in 2019 with 105 articles. The most published journal is the sustainability journal. Zhang et al. (2022), in their study, it was found that 2019 was the year with the most publications. Europe, the Americas, and East Asia were the most broadcast destinations. China is the country with the most publications. Natural heritage sites are the most studied subjects.

Method

Factors such as the developing communication network and technology have led to a significant increase in the number of academic publications. Scientists used literature review methods to interpret and organize previous findings. Among these methods, bibliometry is a method that allows a statistical evaluation of scientific activities (Diatto, 1994). However, the bibliometric method is a powerful method

for examining the structure of scientific fields. Researchers can use bibliometric methods to access more detailed information about their fields. There are a number of software tools used by scientists in analyzing bibliometric data. The tools to be selected are effective in determining the method to be used. The following steps are used when performing a bibliometric analysis

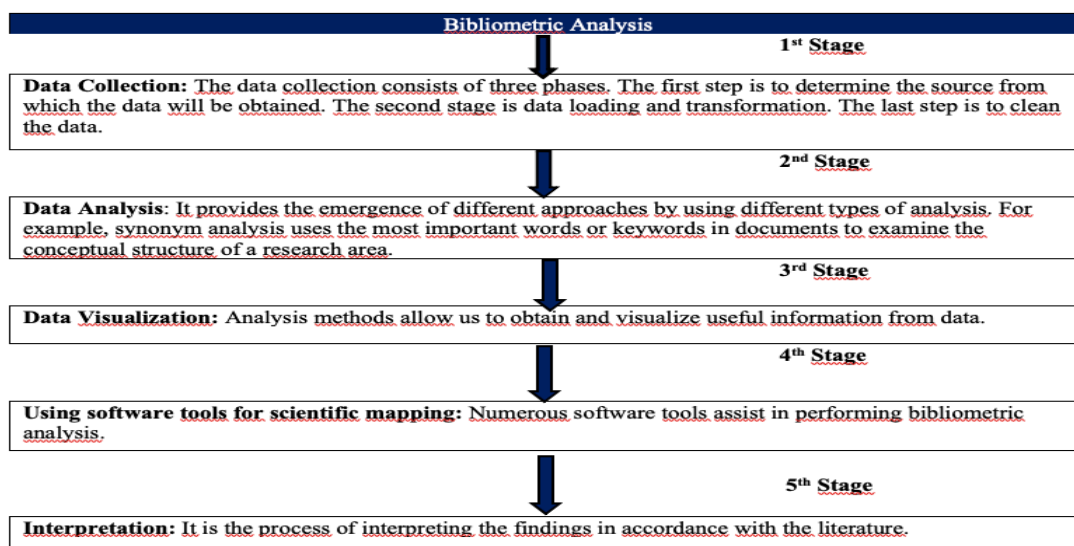


Figure 2. Stages of Bibliometric Analysis
Source: Compiled from Aria & Cuccurullo, 2017.

To define these questions above, a search was performed in the Scopus database by typing the term Heritage tourism. A number of search constraints were introduced during the query. These were filtered to consider studies in Business Management and Accounting and Social Sciences written in English from 2014-2023. Therefore, the number of publications, which was 3933 at the beginning, decreased to 603 after the restrictions were imposed. Finally, the obtained data were downloaded as BibTeX files and analyzed in biblioshiny using the R studio program integrated into the R program.

While designing the research, answers to the following questions were sought.

- Who are the most cited authors on the “cultural heritage tourism” concept in the Scopus database?
- Who are the most productive authors on the “cultural heritage tourism” concept in the Scopus database?
- How is the distribution of articles on the concept of "cultural heritage tourism" between 2014 and 2023 in the Scopus database?
- What are the most frequently used keywords by the authors in the publications on the concept of “cultural heritage tourism” in the Scopus database?
- Which countries are the most cited for the “cultural heritage tourism” concept in the Scopus database?
- Which journals have the most publications on the concept of “cultural heritage tourism” in the Scopus database?
- Does the data on the concept of cultural heritage comply with Bradford’s law¹?

¹ Bradford's law is a pattern first described by Samuel C. Bradford in 1934 that estimates the exponentially diminishing returns of searching for references in science journals. One formulation is that if journals in a field are sorted by number of articles into three groups, each with about one-third of all articles, then the number of journals in each group will be proportional to 1:n:n².

Findings and Analysis

Table 1. General Information on Cultural Heritage Tourism

Main Information About Data	
Time Span	2014-2023
Sources (Journals, Books, etc)	225
Documents	603
Annual Growth Rate %	-16,37
Document Average Age	4,27
Average citations per doc	7653
References	29405
Document Contents	
Keywords Plus (ID)	588
Author's Keywords (DE)	1615
Authors	
Authors	1268
Authors of single-authored docs	193
Authors Collaboration	
Co-Authors per Doc	2,36
International co-authorships %	20,04
Document Types	
Article	363
Book	15
Book Chapter	143
Conference Paper	63
Conference Review	1
Editorial	4
Note	5
Review	9

Table 1 gives information about the data set obtained from the Scopus database. It has been determined that the publications on cultural heritage tourism between 2014 and 2023 were used in 603 different publications from 225 sources. It was determined that these publications were handled by 1268 authors and 193 of them consisted of single-authored publications. It was determined that 588 keywords related to the concept of cultural heritage were used. It has been determined that the average age of the publications is 4.27 and the number of international co-authors is 20.04%.

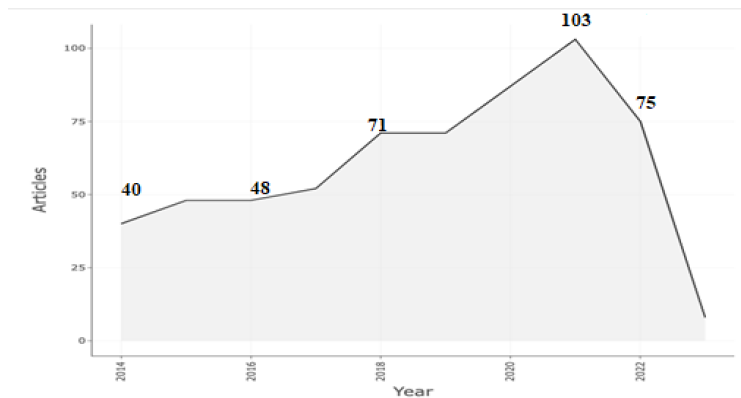


Figure 3. Annual Scientific Production

Figure 3 shows the distribution of publications by years and the number of citations. Regarding the concept of cultural heritage, when the publications between the years 2014-2023 in the Scopus database are examined, 40 publications were published in 2014, 48 in 2016, 71 in 2018, 103 in 2021, and 75 in 2022.

Table 2. Most Relevant Sources

Sources	Articles
International Journal of Heritage Studies	70
Journal of Cultural Heritage Management and Sustainable Development	50
Journal of Heritage Tourism	34
Springer Proceedings in Business and Economics	14
Journal of Tourism and Cultural	11
Asia Pacific Journal of Tourism Research	9
Cultural Heritage and Tourism	9
Research for Development	9
African Journal of Hospitality, Tourism and Leisure	8

Table 2 shows the journals with the most publications on the concept of cultural heritage tourism. When the table is examined, it has been determined that the journal with the highest number of publications between the years 2014-2023 is the International Journal of Heritage Studies with 70 articles. Afterward, it was understood that 50 articles were published in the Journal of Cultural Heritage Management and Sustainable Development, and 34 articles were published in the Journal of Heritage Tourism. When Table 2 is examined, it is seen that the majority of the top 10 journals are composed of journals publishing in this field. This situation shows the importance of the concept of cultural heritage tourism in tourism.

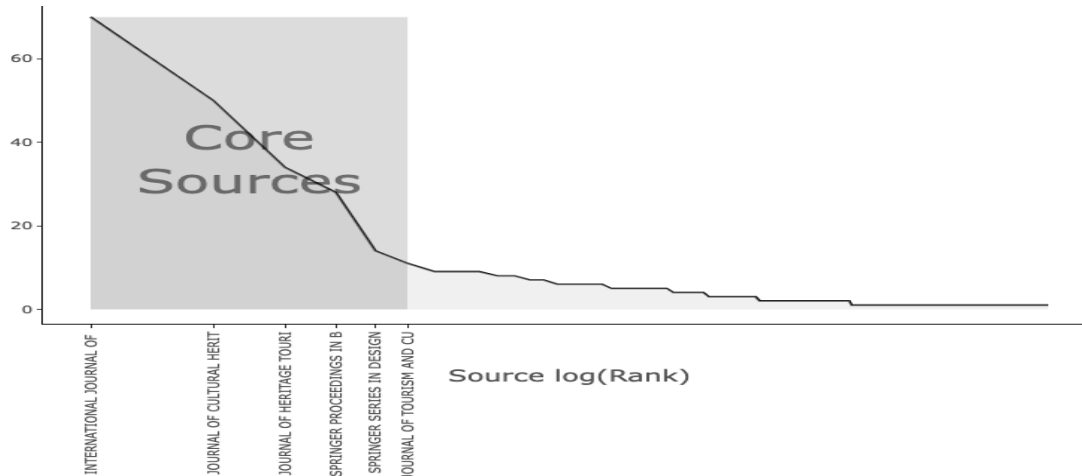


Figure 4. Evaluation of Cultural Heritage Tourism Concept According to Bradford's Law

Bradford's law makes use of laws such as literature obsolescence and half-life influence factor. The bibliometric technique refers to the use of mathematical and statistical methods in books and journals. In a general definition, Bradford's law refers to the dispersion of scientific literature on a particular subject. In the first region, the most productive core journal group related to the relevant subject is located, while in the other regions, less efficient journals are included in terms of efficiency (Tonta & Ünal, 2008).

Figure 4 shows that another method used to identify the most effective sources when examined is Bradford's law. This reference center (core) shows which journals are. In this reference method, the journals are listed in three regions, the "first region" where the most effective journals are exhibited.

Table 3. Evaluation of Bradford's Law of Data Used in the Study

Zone	Number of Journals		Number of Articles	
	N	%	N	%
1	6	2,67	207	34,32
2	44	19,55	198	32,83
3	175	77,77	198	32,83
Total	225	99,99	603	99,98

When table 3 is examined, it is understood that the articles in the field of cultural heritage tourism comply with Bradford's law. According to Bradford's law, the total articles of the 6 major journals in the first region must contain one-third of the total article, the second third of the 44 journals in the second region, and the last third of the 175 journals in the region. These journals obtained in the study correspond respectively to 34.32%, 32.83%, and 32.83% of the total articles. When these data are examined, it is seen that the predicted and realized values in Bradford's law are close to each other. According to the data of this study, core journals should follow the order of International Journal of Heritage Studies, Journal of Cultural Heritage Management and Sustainable Development, Journal of Heritage Tourism, Springer Proceedings in Business and Economics, Springer Series in Design and Innovation, Journal of Tourism and Cultural Change.

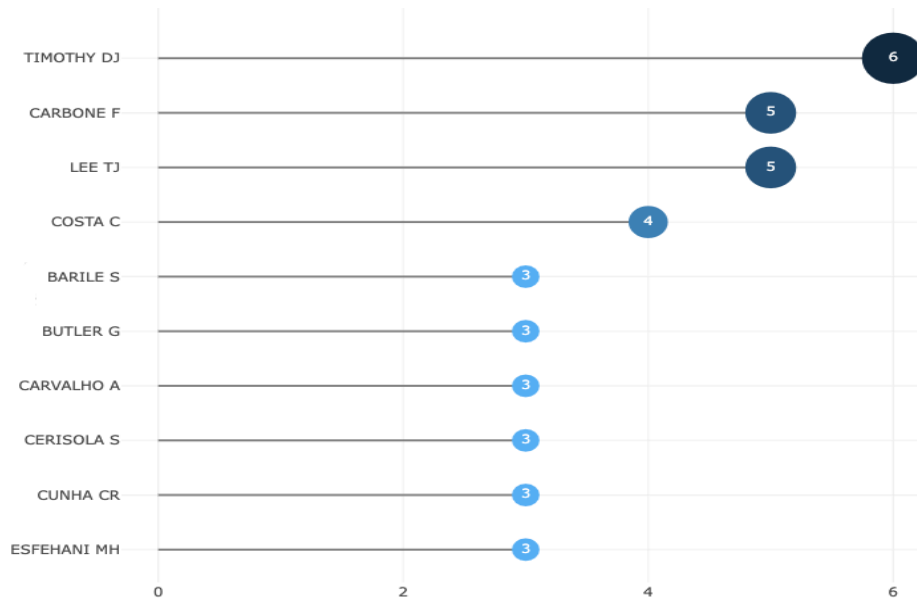


Figure 5. Most Relevant Authors

In figure 5, the authors who published the most on cultural heritage tourism are listed. While Timothy Dj (n=6) is the author who has published the most on the subject, he is followed by Carbone F (n=5), Lee Tj (n=5), Costa C (n= 4), and Barile S (n=3).



Figure 6. Keywords of Authors

Keywords not only make the publications more visible and summarize their content but also express the concepts mentioned on the subject. Intangible cultural heritage (n= 45) is the most frequently used word, and cultural tourism (n=28), sustainable development (n= 24), and cultural heritage tourism) (n=17), authenticity (n=14) used times.

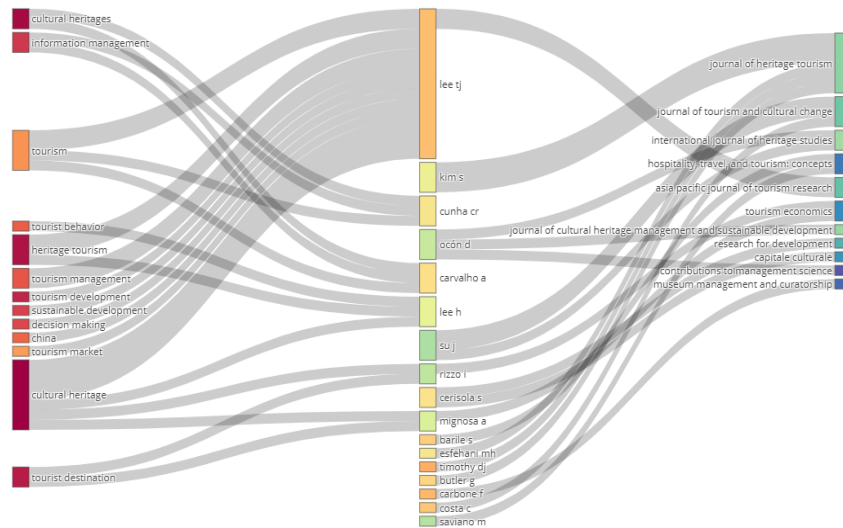


Figure 7. Three Field Graphs Plot of Journal, Author, and Keywords

When Figure 7. is examined, it was determined that Lee tj used the words tourist behavior, cultural heritage tourism, tourism management, tourism development, sustainable tourism, decision making, tourism market, and tourist destination and published in the Asia Pacific Journal of Tourism Research. It was seen that the author named Rizzo i used the words cultural heritage and tourist destination and published in the journal tourism economics.

Table 4. Source Impact

Journals	h Index	g Index	m Index	Total Citation	N. of Publications	Starting Year
International Journal of Heritage Studies	14	23	1.400	669	70	2014
Journal of Heritage Tourism	16	23	1.600	587	34	2014
Journal of Cultural Heritage Management and Sustainable Development	10	14	1.000	349	50	2014
Tourism Management	5	5	0.556	242	5	2015
Cities	4	4	0.571	213	4	2017
Journal of Destination Marketing and Management	2	2	0.286	155	2	2017
Current Issues in Tourism	5	6	1.250	144	6	2020
Asia Pacific Journal of Tourism Research	6	9	0.600	140	9	2014
Journal of Place Management and Development	1	1	0.143	133	1	2017
Journal of Travel Research	1	2	0.167	132	2	2018

When table 4. is examined, the first 10 journals in the Scopus database containing articles on the concept of organizational cultural heritage were examined. In addition, the h index, g index, m index, number of articles, total number of citations and the year of publication of the subject related to the concept of cultural heritage tourism are shown. The data obtained are listed by considering the total number of citations. Evaluation of scientific outputs of research is becoming an increasingly important issue. There are several different methods in the literature to achieve this. One of them is the h index. It was developed in 2005 by physicist E. Hirsch. One of the main advantages of this method is that authors' articles are evaluated in both quantity and efficacy in a single unit of measure, which has traditionally been measured by several indicators. (Alonso et al., 2009: 391). The g-index was proposed by Leo Egghe as an improvement to the h-index in his article "Theory and Practice of the g-index" in 2006 (Cornell University, 2022). The m index divides the h index by the number of years since the researcher's first published article.

When table 4 is examined, it was determined that International Journal of Heritages Studies was the most influential journal in the field of cultural heritage tourism with 669 total citations and 70 publications among the journals evaluated according to the total number of citations. Then there are the respectively Journals of Cultural Heritage Tourism (n=587), Journal of Cultural Heritage Management and Sustainable Development (n= 349), Tourism Management (n= 242) and Cities (n=213).

Table 5. Author Impact

Authors	h Index	g Index	m Index	Total Citation	N.of Publications	Starting Year
Jung Th	3	3	0.429	369	3	2017
Tom Dieck Mc	3	3	0.429	369	3	2017
Lee H	3	3	0.500	244	3	2018
Chung N	2	2	0.333	230	2	2018
Kim Jy	1	1	0.167	132	1	2018
Koo C	1	1	0.167	132	1	2018
Colenbrander Bjf	1	1	0.143	117	1	2017
Guzmán Pc	1	1	0.143	117	1	2017
Roders Arp	1	1	0.143	117	1	2017
Woosnam Km	2	2	0.333	115	2	2018

When table 5. is examined, it was determined that the most cited authors for the concept of cultural heritage were Jungh Th (n=369) and Tom Dieck Mc (n=369), followed by Lee H (n=244), Chung N (n=244) and Kim Jy (n=132) respectively. When evaluated in terms of H index, g index and m index, it was determined that the most influential authors were Jungh Th, Tom Dieck Mc and Lee H.

Table 6. Most Relevant Affiliations

Affiliations	Articles
University of Aveiro	11
Griffith University	10
University of Catania	10
University of Johannesburg	9
Flinders University	8
Arizona State University	7
Coventry University	7
Department of Architecture and Urban Studies	7
Instituto Politécnico De Bragança	6
Kyung Hee University	6

When the number of articles produced by the institutions the authors are affiliated with (n=11), it is seen that the University of Aveiro ranks first with the article (Table 6). Then, it is understood that Griffith University (n=10), University of Catania (n=10), University of Johannesburg (n=9) and Flinders University (n=8) took place in the ranking with articles, respectively.

Table 7. Most Global Cited Documents

Paper	Doi	Total Citations	Total Citations Per Year	Normalized Total Citations
Tom Dieck Mc, 2017, J Destin Mark Manage	10.1016/J.Jdmm.2017.03.002	138	19.71	8.38
Jung Th, 2017, J Place Manage Dev	10.1108/Jpmd-07-2016-0045	133	19.00	8.08
Chung N, 2017, J Travel Res	10.1177/0047287517708255	132	22.00	11.88
Guzmán Pc, 2017, Cities	10.1016/J.Cities.2016.09.005	117	16.71	7.11
Jaafar M, 2015, Tour Manage	10.1016/J.Tourman.2014.10.018	103	11.44	8.91
Jung Th, 2018, Int J Contemp Hosp Manage	10.1108/Ijchm-02-2017-0084	98	16.33	8.82
Holtorf C, 2014, Int J Herit Stud	10.1080/13527258.2014.938766	88	9.78	7.61
Tan Sk, 2018, Tour Manage	10.1016/J.Tourman.2018.02.012	75	12.50	6.75

Domínguez-Quintero Am, 2018, Curr Issues Tour	10.1080/13683500.2018.1502261	74	18.50	10.61
Kim S, 2018, J Herait Tour	10.1080/1743873x.2018.1561703	69	13.80	10.31

When table 7. is examined, it has been determined that the most cited study in studies related to cultural heritage tourism is the article made by Tom Dieck and Jung in 2017 (n=138). This study constitutes one of the most important sources contributing to the literature. The article published by Jung et al (n=98) is the most recent article with the highest number of citations.

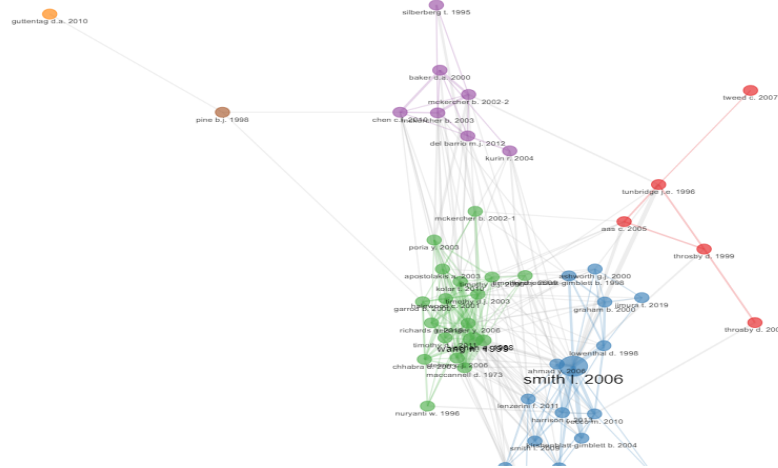


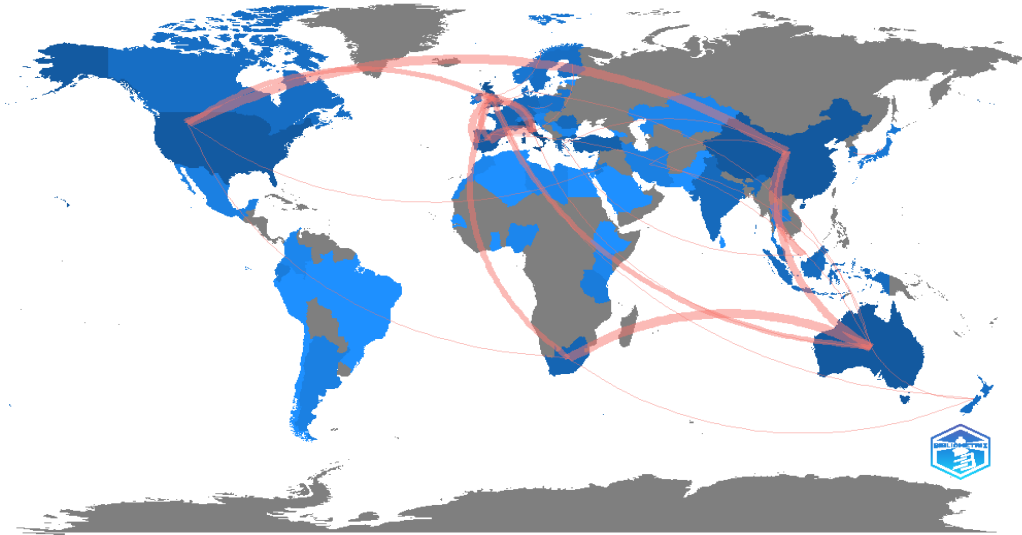
Figure 8. Co-citation Network

Co-citation analysis is used for network visualization of articles written on the concept of cultural heritage tourism, which is discussed within the scope of the research. Co-citation analysis examines possible contributions from different disciplines. Figure 8. in the reference common citation network taken from the dataset is examined. The nodes in the network represent the cited nodes, and the size of the nodes in the network is related to the number of citations. In the study on cultural heritage tourism, 6 clusters consisted of 76 nodes. In the network, Smith I leads the network, followed by Wang N and Cohen E, respectively.

Table 8. Countries' Production Over Time

Country	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	Total
Italy	152	146	131	110	83	74	54	46	39	21	856
UK	93	93	76	70	55	43	28	20	12	3	493
USA	53	52	44	40	34	31	28	24	17	8	331
Australia	61	60	49	43	37	26	17	16	10	4	323
Spain	56	56	55	42	32	22	19	11	6	4	303
China	70	66	53	29	14	10	8	8	6	3	267
Türkiye	38	38	33	17	16	13	6	4	3	3	171
Portugal	38	38	26	23	17	9	2	2	0	0	155
Malaysia	27	27	25	19	16	16	12	8	5	0	155
Greece	30	30	27	22	16	10	8	2	0	0	145

Considering the scientific publication production of the countries in the last 10 years, it is seen that Italy ranks first with (n=856). It is followed by United Kingdom (n=493), USA (n= 331), Australia (n= 323) and Spain (n= 303), respectively. Türkiye is in the 7th place with (n=171) publications. It is understood that the interest in the concept of cultural heritage tourism in Türkiye is increasing day by day.

**Figure 9.** Collaboration WorldMap

In figure 9. the countries of the authors included in the articles on cultural heritage tourism are shown on the world map. Countries that publish on the concept of cultural heritage tourism are colored from light blue to dark blue according to the number of articles. When the countries with the most collaborative work on the concept of cultural heritage are examined, Australia and South Africa (n=6)

are in the first place with publications, followed by China and the USA (n=6), Italy and Spain (n=6), Italy and England (n=5) and China and Australia (n=4).

Discussion, Conclusion and Recommendations

This study was conducted in order to determine the bibliometric properties of the articles written in English and published in the Scopus database on the concept of cultural heritage tourism in the period between 2014-2023. It is thought that this study may be inspired by other studies on cultural heritage tourism. This study, which enables the bibliometric analysis of the studies conducted between 2014 and 2023 periods on cultural heritage tourism, also shows the level of effect of the studies. The bibliometric analysis technique used in the study and the studies between 2014-2023 about the concept of cultural heritage tourism was examined. Bibliometric analysis techniques were used with the help of the R program and the integrated Biblioshiny. 603 data obtained through the scopus database and publications made so far, the number of citation number of authors and articles, Bradford's law, the dimension of journals, authors and journals H index, G index, M index, three field graphics, country scientific map analysis were realized.

When Figure 3 and Table 8 are examined, it is understood that the interest in cultural heritage tourism is increasing day by day in the literature. It has been seen that the articles and journals evaluated within the scope of the research adapt to the Bradford's law. In this study, it is understood that 6 basic journals are included and core journals are an important reference source. The high citation of publications in these journals encourage researchers to publish. When the most popular 10 publications related to cultural heritage tourism are examined in Table 7, it is seen that most of the references are up-to-date. It has been determined that publication cooperations on cultural heritage tourism are generally made between countries with a developed and deep -rooted history. The fact that these countries have a deep -rooted history led to the literature in the field of cultural heritage tourism. In the study, taking into account the publications of cultural heritage tourism is an important constraint of the study. It is thought that the bibliometric studies to be carried out in the researches in which tourism is evaluated within the scope of the application can provide more comprehensive information. In addition, the studies on cultural heritage tourism in the future may allow the comparison of the results obtained. The fact that a single database was used as a constraint of the study and the less suitable structures for bibliometric analyzes are among the limitations of the research. It is thought that conducting citation analysis studies related to cultural heritage tourism in theses in future periods may provide an opportunity to determine whether the citations made to articles in theses are intensive in certain journals.

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