BIBLIOGRAPHICAL STUDIES IN TOURISM AND HOSPITALITY RESEARCH

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Abstract

Tourism is rapidly growing industry. Bing economic activity it has contributed significantly in GDP contribution, employment generation, development of infrastructure and, handloom and handicraft industry etc. Its highly sensitive nature makes it very prone to contemporary changes at global level. Each and every government of developed as well as developing countries are interested to develop tourism. Throughout the globe, it is getting due place in policy making and as a result, different sectors working in it are getting number of fiscal and non-fiscal incentives. Each and every stakeholder in the industry is expecting that travel trade will arrange requirement of new generation of tourist. This can be done only with the help of accurate and updated input from the research. Qualitative investigation of contemporary trends is important for right and timely input to industry. This paper is a modest effort to understand the various methods and techniques used in analysis of research trends and developments. This article gives a descriptive analysis of various methods used not only in tourism but also in other subjects for these assessments. A basic understanding of co-word analysis, citation analysis, co-citation analysis and bibliographic coupling is discussed. After detailed analysis and thorough discussion, the study finds that co-citation analysis and co-word analysis are effective techniques to understand basic intellectual structure of a discipline.

Key-words: Intellectual Structure,bibliographical coupling, Co-citations, Co-word Analysis

Bibliometric help the researches to understand the ongoing research trends in a discipline(Pritchard, 1969). It clarify the direction of growth in literature for a specific period of time (Vogel, R., Güttel, 2013, Van Raan, 2005). I has been studied by measuring the productivity (productive measures) of a particular unit such as author, document or journal as well as relational analysis in which citation and their matrixes are used to understand more

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detailed issues of concern. Some studies which investigated the influential researches have used relational analysis(De Bellis, 2009, He, 1999; Van eck and Waltman, 2014).Chuang et al., (2014), Figueroa-Domecq et al., (2015), Gomezelj (2016) and Koseoglu et al. (2016) studied important journals of the field while different dimensions like medical tourism, volunteer tourism, ecotourism etc. have been studied with the help of bibliometrics analysis. But in the tourism literature, it is clear that most of the studies have used productive measures and there is a dearth of studies which have used relational technique of bibliometrics. In bibliometricswe need information regarding citations, keywords, journals and authors. Van Raan, (2005) stated that this technique helps to know more about subject and it helps to broaden our understanding of the field. Ballantyne et al. (2009) identified more than 20 subject categories in tourism field based on paper published from 1994 to 2004. Park et al. (2011) also stated that 21 subject categories result of paper published on destination, tourist, planning and management. One another study examined the paper published in tourism recreation research. It stated that this journal is growing in term of citations and contribution in paper publications in this journal was found prominently from Australia. Leung, X. Y., Sun, J., & Bai, B. (2017) made an extensive and detailed analysis of paper published on social media in journal of tourism and hospitality Management. This study used keyword analysis, citation and co-citation analysis. The results of this study indicated that studies on social media are getting momentum because of its capability ti influence a large base customers. One another study conducted in field also investigated co-author analysis in tourism with special emphasis on social media. It revealed that the collaboration among authors depends upon number of variables and tendency to collaborate with others also depend on the Institutions . Zeng and Gerritsen (2014) also supported the findings of previous research and indicated that management, marketing, information sharing and psychology are becoming core areas of research. Conclusively one can state that there is a need of more bibliometric studies.

Bibliographic coupling

This concept was introduced in 1963 by Kessler. The studies in tourism which have used bibliographical coupling are very rare(Yuan, Y., Gretzel, U., & Tseng, Y. H., 2015). In 2015,Yuan, Y.et.al, (2015) used this technique to know citation pattern in 10 prominent journals of the field. A total 12 fields were found prominent while management and marketing were on the top in the list. Citation number of a paper increases with the passage of time and as a result, it makes a change in co-citation matrix. That is why the result created by co-citation analysis are always dynamic in nature. But in case of reference list no such changes take place 21 stated that bibliographical coupling which is more stable and effective in comparison to citation analysis. Basically in bibliographic coupling reference list of two different articles when indicates one or more similar articles which show that these cited papers share some common knowledge base. If papers a and b are in the reference list of c and d then papers c and d have some common relationship which is called bibliographic coupling.

Citation analysis

Being a statistical analysis it is basically a quantitative investigation of existing body of knowledge in any discipline which is basically with the help of published research. One can examine the effectiveness of a paper based on the citation it received. Citation number can be calculated for journals, authors and books. It is universally accepted that the research with high number of citations has more effect on the growth of knowledge and its future directions.

Co-citation analysis

Co-citation analysis is most commonly used technique among any bibliometric techniques. It happens when any two publications are cited together in a third article.McKercher(2008)analyzed researches based on their citations from year 1972 to 2007 in tourism discipline. This study resulted that the authors with high citations were not those who produced more research papers. The variables which supported to get more citations were found different for tourism field as it is new and emerging discipline. Citations from friends and self-

citations were also found in the field like any other discipline. Author co-citation, document co-citation and journal co-citation are major instruments for these analysis.

Co-citation analysis has been used successfully to identify subfield and their relationship in a number of disciplines. Investigation of intellectual mapping in management, marketing, conflict management, communication science, strategic management, organizational behavior, small enterprises, marriage and family research and in sociology has been conducted by using this technique. Number of studies have been conducted in tourism with the help of this technique. In our tourism discipline most of the studies tried to investigate influential author, study and journal. One important study to mention here is the study conducted in Australia focused on examination of emerging themes and influential studies. Some other prominent studies of the field have investigated the networks of authors and their influence and status inexisting intellectual structure.

Co word analysis

Detailed analysis of literature revealed that co-citation analysis and co-citation analysis give better results.24 also revealed that while studying intellectual structure of results field that detail information and standing is provided by analysis. Co-word analysis we also measure the co-occurrence of words which becomes the base of co-word analysis.This is basically a content analysis technique for investigation of strength of relationship between different information items in existing literature. It is used to identify the list of influential and important keywords in the body of knowledge. The visualization based on co-word analysis has been found very informative by number of researches. These studies have used co-word analysis successfully to anticipate and visualize different underlying sub fields, and their inter relationship. Some other researches used this technique to understand the future trends. A few studies, in tourism and hospitality field have tried these analysis for assessment of development and qualitative conclusions of various researches.

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