PROGRESS IN TOURISM MANAGEMENT: INSIGHTS FOR THE TOURISM INDUSTRY CORPORATE GOVERNANCE

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Abstract

The aim of this study is to analyse the intellectual, conceptual, and social structure of the papers published in the *Tourism Management* (TM) journal. The paper uses a bibliometric analysis, studying the scientific production and the impact of TM, the main cited journals as well as the journals citing TM, the most productive countries and universities, the most cited authors and publications and the topics of the conceptual structure. The results of the analysis allow us to define the strategic journey undertaken by various editorial boards that have occurred over the years. Findings provide insights into the tourism industry's corporate governance actors and future research and directions for both the scientific community and experts in the tourism industry.

Keywords: Tourism Management, Bibliometrix, Conceptual Structure, Intellectual Structure, Social Structure, Coupling Analysis

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1. INTRODUCTION

Journals in different fields gain their ground over time and succeed in glimpsing the new issues and perspectives in the dealt literature, according to the external context evolution or, better, anticipating the new trends on these issues. This is as important as the journals are more management-based, in order to propose both theoretical and practical implications that can really help decision-makers. This is today what matters more in the success of a scientific journal: anticipating rather than just describing new economic, entrepreneurial, and managerial topics. Moreover, this makes the difference between simple scientific journals and contributions that really matter and generate relevant impacts on society.

This is the reason why in this paper we decided to concentrate on the literature review of *Tourism Management* published papers, in order to analyse the evolution of the academic production on the issue and the impact of this production both theoretically and from a managerial point of view. This approach allows us to catch scholars' attention on what the scientific community produced in recent years and to get to a view that allows the critical assessment of the actual state of art, in order to get useful hints for future research.

The proposed method is the bibliometrics (Zupic & Čater, 2015; Cuccurullo et al., 2016) through the citation and co-citation analysis, then grouping the most relevant publications according to authors, topics, so as to point out the main clusters.

Tourism Management (hereafter TM) was launched in 1980 under the name of *"International Journal of Tourism Management"*, edited by A. J. Burkart. The journal changed its title in 1982 to *"Tourism Management — Research Policies, Planning"*, simplified in *Tourism Management*, to emphasise the more informative feature of the journal (Burkart, 1982).

TM has played a fundamental role in the development of scholarly tourism research, strengthening its central position in the debate on disparate management issues in the tourism industry according to different geographical scales (international, national, and regional). The approach of the journal is interdisciplinary and it includes different categories of articles (i.e., research papers, progress in tourism research, current issues, case studies, etc.). TM's articles use both quantitative and qualitative research and mixed methods. Particular consideration is given to papers showing relevant advancement both in theory and methodology, giving also important insights into tourism management and practises.

According to the Thomson Reuters Journal Citation Reports (JCR) 2021, the journal has reached an impact factor of 10.967. The five-year impact factor of the journal is 13.134 and represents the average number of times articles from the journal published in the past five years have been cited in the JCR year. The journal is abstracted and indexed in Geographical Abstracts: Human Geography, Bibliographie Touristique, International Development Abstracts, Contents Pages in Management, Leisure, Recreation and Tourism Abstracts, Travel and Tourism Index, Social Sciences Citation Index, PsycINFO, Scopus, RePEc.

The aim of this paper is to review, using a bibliometric perspective, the collection of publications that appeared on TM in the last twenty-five years (1994–2020). In particular, the bibliometric analysis allows to investigate the corpus of literature according to a quantitative approach through the bibliometrix tool (Aria & Cuccurullo, 2017), offering a comprehensive picture of the journal. At the same time, this approach empowers the capture of dynamic aspects of the analysed issues (Palácios et al., 2021) and discovers the main topics of *Tourism Management* journal (Aria et al., 2020).

This bibliometric analysis is challenging for at least two reasons. Firstly, the breadth of scholarly production in the journal offers the possibility to catch an overview of trends, topics, and phenomena that appeared in the last 25 years. Secondly, although some information on the number of published articles as well as acceptance rates, referring to some specific years, have been sporadically declared (Ryan & Page, 2015), to the best of our knowledge, no prior bibliometric analysis of TM journal has been conducted.

This study poses several research questions:

RQ1: How did the scientific production and the impact of TM evolve from 1994 to 2020?

RQ2: Which are the main journals citing and cited articles by TM?

RQ3: Who are the authors, countries, and universities that have published the most on TM? And what is their social structure, in terms of scientific collaborations?

RQ4: Which are the most cited publications of the journal?

RQ5: Which are the topics of the conceptual structure of TM and how has it evolved from 1994 to 2020?

RQ6: What can be the insights for the tourism industry corporate governance?

The remainder of this paper is structured as follows. Section 2 reviews the relevant literature. Section 3 provides the methodology for the study. Section 4 presents the research results. Section 5 discusses the findings of the study and Section 6 concludes the paper.

2. LITERATURE REVIEW

The study of bibliometric analysis of a specific journal is not a new issue. Indeed, Garfield and Sher (1963) brought to light the number of citations in the *American Journal of Human Genetics*.

Following studies have deepened the development of the journals using different indicators such as the distribution of topics with other areas of interest by citation analysis (DeHart, 1992; Tsay & Shu, 2011; Tsay, 2011), productivity and collaboration networks of countries and institutions (Aria et al., 2020), etc.

And then there are journals, such as the *Strategic Management Journal* (SMJ) which proposed several times some bibliometric studies like the evolution of the concept of strategy, appeared in SMJ, through a co-word analysis (Ronda et al., 2012) or the study of the changes in the intellectual structure of strategic management (Ramos-Rodríguez & Ruíz-Navarro, 2004).

Sometimes specific bibliometric studies are connected to a tribute to a special anniversary such as the 35-year history of the *Journal of Membrane Science* (Fu & Ho, 2015), 60 years of *Accounting Review* (Heck & Bremser, 1986) and *Journal of Documentation* (Tsay & Shu, 2011), 50 years of history of *European Journal of Marketing* (Martínez-López et al., 2018), a quarter of a century of the *Journal of Travel & Tourism Marketing* (Mulet-Forteza et al., 2018) or 35 years of the *International Journal of Hospitality Management* (Cunill et al., 2019).

While in the tourism field, many bibliometric studies have been conducted (Nunkoo et al., 2019; de la Hoz-Correa et al., 2018), there are not many papers focusing on the evolution of a single tourism journal.

Among them, for example, on the occasion of the 35 years of the *International Journal of Hospitality Management* (IJHM), Cunill et al. (2019) have dedicated a specific bibliometric study to the journal. In particular, Cunill et al. (2019) use both qualitative and quantitative elaborations referring to the full amount of publications, co-authorship and co-occurrence of author keywords, or other indicators such as the citations per paper. This is not the only study that focuses attention on IJHM according to the bibliometric lens insofar as there is another research deepening the evolution of the hospitality management discipline through the co-citation method (García-Lillo et al., 2016).

Another bibliometric study of journals has been undertaken in the *Journal of Hospitality and Tourism Management* (JHTM) by analysing its progress from 2006 to 2020 (Sigala et al., 2021).

Additionally, some bibliometric studies have deepened a specific cross-section of tourism research not only in one specific journal but in parallel in two or three journals (Benckendorff, 2009). The field of bibliometrics offers space for the analysis of authors that have published in

Annals of Tourism Research and TM during the years 1994 and 2007 and affiliated to institutions in Australia and New Zealand by calculating, for example, trends in keywords, the most influential works appeared in the two journals or the top 25 most cited authors (Benckendorff, 2009).

An additional bibliometric analysis of simultaneously three journals (*Annals of Tourism Research,* TM, and *Journal of Travel Research*) has been used to explore whether and to what extent papers, published between 2003 and 2012, have adopted not one but various methods (Koc & Boz, 2014), comparing the chosen journals.

3. RESEARCH METHODOLOGY

3.1. Data retrieval

To retrieve all publications of TM, we queried the *Web of Science* (WoS) indexing database on March 3, 2021. WoS — launched by the Institute for Scientific Information (ISI) and now maintained by Clarivate Analytics — is one of the main databases allowing one to explore the literature of several scientific domains. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) was used for the selection process of the publications (Liberati et al., 2009).

We searched for all the documents belonging to TM, obtaining 4085 entries. Then, we excluded the documents published during the first two months of 2021, reducing the collection to 4019 documents published in the period 1994–2020. Finally, we decided to limit our study only to articles and reviews, by including in the analysis 3112 documents.

All the analyses shown in the following tables and figures were carried out with the open-source R package bibliometrix (Aria & Cuccurullo, 2017).

3.2. Study methodology

Bibliometrics allows us to introduce a systematic, transparent, and reproducible review process based on the statistical measurement of science, scientists, or scientific activity (Broadus, 1987; Diodato, 1994). It involves quantitative methods for exploring, monitoring, and measuring scientific research. Many research fields use bibliometric methods to explore the impact of their field, the impact of a set of researchers, the impact of a particular paper, journals taken as a reference by researchers, the input knowledge, research gaps, trends, and future opportunities (Tsay, 2013). In this paper, we refer to performance analysis (Peters & Van Raan, 1991; White & McCain, 1998) for evaluating the productivity and the popularity of the different actors (e.g., authors, institutions) on the basis of TM bibliographic data. The study also explores the collaboration structure of article authors by using co-authorship analysis to graphically map the authors, their institutions, and their countries.

Then, we present the "big picture" of extant research on TM, trying to highlight its main topics and their evolution from a diachronic perspective (Cobo et al., 2011; Garfield, 1994). Indeed, bibliometrics allows showing a clear state-of-the-art in order to outline future research. The strength of the used method is that it sheds light on previous research in the field of tourism management. In particular, we perform a bibliographic coupling analysis on TM publications (Kessler, 1963). The idea behind bibliographic coupling analysis is that if two articles have similar bibliographies, probably the two publications deal with a similar topic. The unit of analysis is the papers, and their relatedness is determined based on the references' numbers they share. The number of references in common is normalised by considering the total number of papers cited by the two given documents. Obviously, the strength of the documents' relationship is higher the more citations to other documents they share. To identify groups of papers strictly connected, reflecting the different topics published by TM, we perform the Louvain community detection algorithm (Blondel et al., 2008) on the coupling matrix.

The topics identified by coupling papers are represented on a thematic diagram as in thematic analysis (Callon et al., 1991), according to *Callon centrality* (x-axis) and *Callon density* (y-axis). Centrality can be interpreted as the relevance of the topic in the entire research domain, while density reflects its development. Having in mind this, it is possible to define four typologies of topics:

● topics in the upper-right quadrant are the motor themes. They are characterized by both high centrality and density. This means that they are well-developed and relevant to the domain;

● topics in the lower-right-hand quadrant are basic and transversal topics. They are characterised by high centrality and low density. These themes are relevant to a research field and pertain to general topics transversal to its different research areas;

● topics in the lower-left quadrant are both weakly developed and marginal. They have low density and low centrality, mainly representing either emerging or disappearing topics;

● topics in the upper-left-hand quadrant are highly developed and isolated, named as niche themes. They have well-developed internal links (high density) but unimportant external links and thus are of only limited relevance for the field (low centrality).

Each cluster is labelled with the most occurring Authors' keywords in the cluster itself, assuming that keywords are representative of the topic. The size of each topic is proportional to the articles' number that it includes.

4. RESULTS

In Table 1, the main descriptive statistics about the analysed collection are reported. In the reference interval 1994–2020, a total of 3112 documents have been published by 4915 authors. A total of 681 documents have been written by a single author, while 2431 are multi-authored documents. All the documents received a total of 112934 citations, leading to a ratio of approximately 60.62 citations per publication and an h-index (Hirsch, 2005) of 179.

Table 1. Main statistics about the 1994–2020 *Tourism Management* collection

Years	Y	26
Documents	GTP	3112
Authors	GTA	4915
Citations	GTC	112934
Single-authored documents	TP_l	681
Multi-authored documents	TP_m	2431
Authors of single-authored documents	TA_l	508
Authors of multi-authored documents	TA_m	4407
Author appearances	TA_{app}	7818
Document per year	AD_y	119.69
Documents per Author	AD_a	0.633
Authors per document	AA_d	1.58
Co-Authors per documents	ACA_d	2.51
Collaboration Index	CI	1.81
Average citations per document	AC_d	60.62
h-index	h	179
Author's keywords	GTK_{DE}	8276
Keywords plus	GTK_{ID}	3800

Figure 1. Year-wise distribution of *Tourism Management* documents in 1994–2020
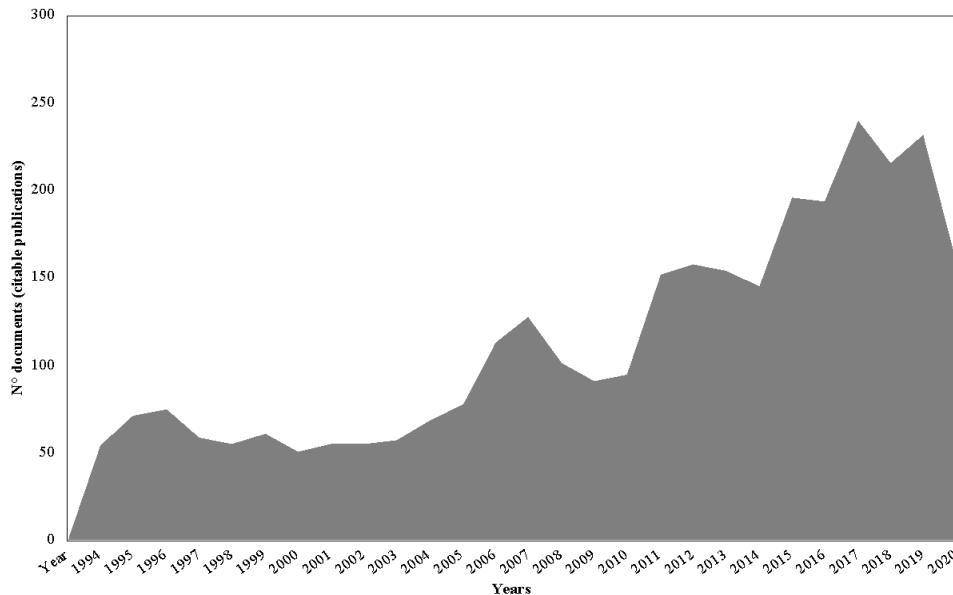
Note: Annual growth rate: 4.22%.

Table 2 shows both the top 10 journals that cite TM publications as well as the top 10 journals cited in the TM collection.

Looking at the citing sources, *Sustainability* was the most cited source with 1788 citations, followed by *Annals of Tourism Research* and the *International Journal of Hospitality Management* with 1190 and 1157 citations, respectively.

Looking at the most cited journals, the first was *Annals of Tourism Research* with 9512 total citations, followed by the *Journal of Travel Research* and *Journal of Sustainable Tourism* with 7009 and 2004 citations, respectively. The first impressive result is the great amount and variety of cited sources, which is connected to the broader perspective of the journal compared with other journals. Of course, it is also one of the most cited because it is one of the oldest top journals in the sector. This may create a bias but partially since the influence of TM is persistent over time.

Table 2. Top 10 citing/cited sources of 1994–2020 *Tourism Management* documents (without self-cites)

Citing sources	No.	Cited sources	No.
Sustainability	1788	*Annals of Tourism Research*	9512
Annals of Tourism Research	1190	*Journal of Travel Research*	7009
International Journal of Hospitality Management	1157	*Journal of Sustainable Tourism*	2004
Current Issues in Tourism	1106	*International Journal of Hospitality Management*	1877
Journal of Sustainable Tourism	921	*Journal of Marketing*	1823
International Journal of Contemporary Hospitality Management	898	*Journal of Travel & Tourism Marketing*	1818
Journal of Travel Research	855	*Journal of Marketing Research*	1357
Tourism Economics	834	*Journal of Business Research*	1314
Journal of Travel Tourism Marketing	726	*Journal of Consumer Research*	1271
International Journal of Tourism Research	674	*Journal of Leisure Research*	787

Source: Data from WoS.

Looking at the publications, in accordance with previous results, the most cited publications in the journal (Table 3) are mainly concentrated on digitalization and the applications of information and communications technology (ICT) in the sector, on customer experience, perceptions and evaluations, and on destination image and marketing. In spite of the normalized results, the most cited ones are mainly concentrated in the first decade of the 2000s. This is obvious and is a bias in the analysis, considering that the most recent publications require more time to be cited. This is the reason why we decided to proceed with the normalized results.

Results on the top 10 articles cover different topics: ICT (Buhalis & Law, 2008), satisfaction and destination loyalty (Yoon & Uysal, 2005; Chi & Qu, 2008), destination marketing (Buhalis, 2000), the role of social media (Xiang & Gretzel, 2010), e-word of mouth (Litvin et al., 2008), behavioural intention (Chen & Tsai, 2007; Bigné et al., 2001); quality management (Chen & Chen, 2010) and event tourism (Getz, 2008).

Table 3. Top 10 most cited publications

SCR	Author(s), year	Title	DT	TC	AC_y	NTC
1	Buhalis and Law (2008)	Progress in Information Technology and Tourism Management: 20 Years on and 10 Years After the Internet — The State of eTourism Research	R	1328	94.85	10.35
2	Yoon and Uysal (2005)	An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model	A	1321	77.70	11.45
3	Buhalis (2000)	Marketing the Competitive Destination of the Future	R	1183	53.77	8.91
4	Xiang and Gretzel (2010)	Role of Social Media in Online Travel Information Search	A	1142	95.16	10.05
5	Litvin et al. (2008)	Electronic Word-Of-Mouth in Hospitality and Tourism Management	A	1131	80.78	8.81
6	Chen and Tsai (2007)	How Destination Image and Evaluative Factors Affect Behavioral Intentions?	A	914	60.93	8.69
7	Chi and Qu (2008)	Examining the Structural Relationships of Destination Image, Tourist Satisfaction, and Destination Loyalty: An Integrated Approach	A	903	64.50	7.04
8	Chen and Chen (2010)	Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions For Heritage Tourists	A	857	71.41	7.54
9	Bigné et al. (2001)	Tourism Image, Evaluation Variables and After Purchase Behaviour: Inter-Relationship	A	828	39.42	7.50
10	Getz (2008)	Event Tourism: Definition, Evolution, and Research	R	818	58.42	6.37

Note: SCR = Ranking, DT = Document type, TC = Citations, AC_y = Average citations per year, NTC = Normalised total citation.

Table 4 shows the top 10 most productive countries, considering both the number of publications and total citations. Countries are sorted according to the standard competition ranking (SCR) (in an SCR scheme, entities with an equal value receive the same rank, then a gap equal to the number of entities ranked above is left in the ranking order). It is important to highlight that only the countries of the corresponding author were considered in this analysis.

We noticed that the three most active countries are China, the USA, and the UK, both in terms of total publications (TP) and total citations (TC). Furthermore, the ranking is the same for the first 6 countries with small reversals for the number of citations from the 7th to the 10th position. The countries with the highest average citations per document (AC_d) are Canada and Turkey, reaching a value of about 89 citations per document.

Table 4. Top 10 most active countries in terms of publications and citations

SCR	Country	TP	%	SCR	Country	TC	%	AC_d
1	China	532	17.21	1	China	32136	28.46	60.4
2	USA	489	15.82	2	USA	31499	27.89	64.4
3	UK	449	14.52	3	UK	25060	22.19	55.8
4	Australia	348	11.26	4	Australia	20636	18.27	59.3
5	Spain	239	7.73	5	Spain	15788	13.98	66.0
6	Korea	129	4.17	6	Korea	10646	9.43	82.5
7	New Zealand	100	3.23	7	Canada	6931	6.14	88.8
8	Canada	78	2.52	8	New Zealand	6363	5.63	63.6
9	Italy	67	2.17	9	Turkey	5865	5.19	88.8
10	Turkey	66	2.13	10	Italy	3601	3.19	53.7

Note: SCR = Ranking, TP = Publications, TC = Citations, AC_d = Average citations per document.

5. DISCUSSION OF THE RESULTS

After analysing the overall data, we concentrated on the interactions between countries, institutions, and authors, getting to some clusters characterised by specific relative impacts.

Table 5 provides a picture of the collaboration among countries by considering the *intra-country collaboration* measured as the number of articles produced by authors from the same country (single country publications, SCP) and the *inter-country collaboration* measured as the number of articles produced by authors from different countries (multiple countries publications, MCP).

We noted that there was a lower propensity to collaborate with other countries, because all the top 10 most active countries showed a higher SCP, with respect to the corresponding MCP.

Table 5. Intra- and inter-country collaboration among the top 10 most productive countries

SCR	Country	TP	SCP	MCP	CCR
1	China	532	376	156	29.30
2	USA	489	326	163	33.30
3	UK	449	360	89	19.80
4	Australia	348	267	81	23.30
5	Spain	239	200	39	16.30
6	Korea	129	74	55	42.60
7	New Zealand	100	65	35	35.00
8	Canada	78	60	18	23.10
9	Italy	67	51	16	23.90
10	Turkey	66	56	10	15.20

Note: SCP = Single country, MCP = Multiple countries, CCR = Country collaboration rate.

A wider overview of collaboration among countries is shown in Figure 4. The network was drawn from the country × country adjacency matrix counting the co-authored publications. Single-country publications, counted on the main diagonal of the adjacency matrix, were omitted in the graphical representation. To better highlight the intra-country collaboration level, we considered only the first 20 countries, with a threshold of at least 2 co-authored publications. We highlighted the total number of papers related to each country proportionally sizing the corresponding label.

Moreover, to discover groups of countries with a similar collaboration pattern, community detection was performed by using the Louvain algorithm proposed by Blondel et al. (2008).

The collaboration country network highlights the existence of two main communities, graphically supported by the colours blue and red. From these graphs, it emerges a strong collaboration between the UK and Australia and between China and the USA.

Figure 4. Country collaboration network
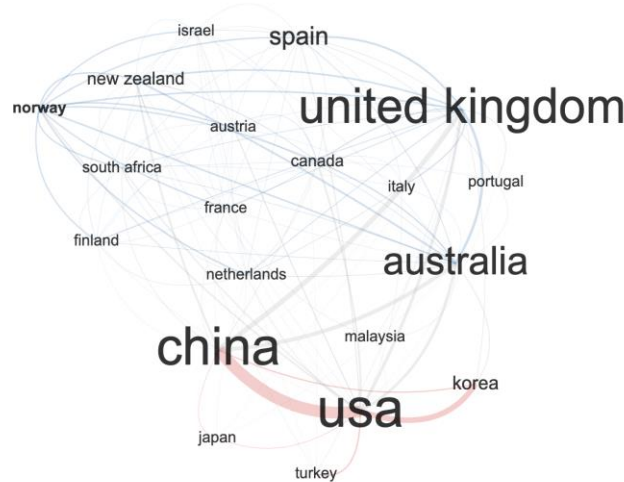
Note: Min. edges = 2.

Table 6 shows the top 10 most important institutions in terms of publications and citations. Among the most productive institutions, are Hong Kong Polytech University, Griffith University, the University of Surrey, and the University of Queensland. This graph is of course coherent with one of the countries, showing the existence of a certain network between the above-mentioned universities between the Anglo-Saxon world and China mainly. The Hong Kong Polytech University stands out with research and, particularly, its School of Hotel & Tourism Management (SHTM) represents excellence in Hospitality and Tourism Management. Indeed, the SHTM, in the last five years, has been

ranked as the top University according to Shanghai Ranking's Global Ranking of Academic Subjects.

In the same way, Griffith University and the University of Queensland appear, as well, the most contributing institutions. This result is also in line with the study of Sigala et al. (2021). Griffith University was an Australian pioneer in creating degrees in Tourism and Hotel Management, obtaining important results both in international and Australian Rankings. In the same way, the University of Queensland is a landmark in the international context, being ranked as the world's top 10 universities for the category Hospitality and Tourism.

Table 6. Top 10 most important institutions in terms of publications and citations

SCR	Institutions	TP	%	SCR	Institutions	TC	%	AC$_d$
1	Hong Kong Polytech University	187	6.01	1	Hong Kong Polytech University	8939	4.99	52.58
2	Griffith University	103	3.31	2	Griffith University	3914	2.18	39.14
3	University of Queensland	68	2.19	3	Natl Cheng Kung University	3070	1.71	47.23
4	University of Surrey	67	2.15	4	University of Queensland	3024	1.69	50.40
5	Texas A&M University	66	2.12	5	University of Calgary	2808	1.57	49.26
6	Bournemouth University	61	1.96	6	Kyung Hee University	2423	1.35	43.27
7	University of Central Florida	60	1.93	7	Sejong University	2366	1.32	42.25
8	Sejong University	58	1.86	8	University Westminster	2034	1.14	39.12
9	Purdue University	54	1.74	9	Bournemouth University	2202	1.23	41.55
10	University of Waikato	49	1.57	10	Purdue University	2005	1.12	42.66

Note: SCR = Ranking, TP = Publications, TC = Citations, AC$_d$ = Average citations per document.

Figure 5. Institution collaboration network

Note: Min. edges = 2.

In Table 7, the most productive and cited authors are shown. For each author, it is important to consider both the number of published papers and the number of received citations. Comparing the lists in the table, four of the most productive authors are also in the list of the most cited, while in this latter list, other names come out, like Buhalis, Chen, and Uysal, who are leading authors since despite having published fewer articles in the journal (specifically 15, 14, and 12) they have received a large number of citations.

Table 7. Top 10 most influential authors in terms of publications and citations

SCR	Authors	TP	FTP	SCR	Authors	TC	AC$_d$
1	R. Law	38	13.18	1	R. Law	4531	119.24
2	C. Ryan	32	16.33	2	D. Buhalis	3837	255.80
3	C.-K. Lee	23	9.07	3	C.-F. Chen	2684	191.71
4	S. J. Page	23	10.20	4	M. Uysal	2532	211.00
5	B. McKercher	21	12.28	5	C.-K. Lee	2476	107.65
6	S. S. Kim	20	7.08	6	D. Getz	2097	233.00
7	X. Li	19	5.60	7	H. Qu	2075	138.33
8	S. Lee	18	6.75	8	H. Han	1916	119.75
9	G. Wall	17	6.71	9	S. J. Page	1804	78.43
10	A. M. Morrison	16	5.02	10	Y. Yoon	1672	418.00

Note: SCR = Ranking, TP = Publications, FTP = Fractionalised publications, TC = Citations, AC$_d$ = Average citations per document.

In terms of authors' main networks, the major links were found between Ryan, Page, and Connel as well as Law with McKercher, Buhalis, Li, Okumus, and other smaller networks.

Figure 6. Author collaboration network

Note: Min. edge = 1.

In order to consider the TM publications that have a major impact in the research field, we considered the top 1035 papers in the collection, characterised by a higher mean normalized citation score (MNCS) (Waltman et al., 2011). This indicator has been calculated by dividing the total citation count of each paper by the average citation count of the papers published in the same publication year. Coupling analysis is useful because when two articles both cite a third one this means the topic is considered to be interesting for the debate/discussion.

To track the evolution of topics in TM, we divided it into 3 main periods: 1994–2003; 2004–2013; 2014–2020. These three phases represent different times in the journal's life: the introductory and affirming one, the development phase, and then the real growth in produced literature.

The first sub-period (1994–2003) consists of 194 articles (Figure 7). The upper left quadrant (niche themes) shows the topic of nature-based tourism revealing interconnections with the issues of willingness to pay and contingent valuation. It is interesting to note that the themes of willingness-to-pay (WTP) and contingent valuation run on the same track. Indeed, studies on nature-based tourism explore, from the demand side, the intentions of tourists' WTP (Lee & Han, 2002) and from the offer side (Laarman & Gregersen, 1996), the contingent valuation (Lee & Han, 2002) is based on tourists WTP as well as on the complexity of elements and actors of the tourism chain which contribute to the formation of the entrance price in national parks. Findings suggest that tourists are prone to pay more if these parks are located in more remote locations (Lee & Han, 2002).

The central topics of these years are represented by three clusters: rural tourism, ecotourism, and servquality. Although the theme of rural tourism is dominant, its development is still in its infancy. The papers of this cluster are born as a response to national and European rural tourism development funds, explaining how rural tourism represents an important opportunity for the redevelopment of internal and/or rural areas (Fleischer & Pizam, 1997). The cluster of sustainability shows the link between sustainable development and sustainable tourism, labelled as "new tourism" (Ryan, 2002) since the papers receive the challenges launched in 1987 by the Brundtland Report of the World Commission on Environment and Development (Ryan, 2002; Tosun, 2001; Ross & Wall, 1999; Boyd & Butler, 1996; Weaver, 1995). These are also the years in which the competitiveness of a destination begins to be measured according to the sustainability point of view (Brent et al., 2000). Scholars highlight that (Brent et al., 2000) who holds the governance has a key role in giving strategic directions to the tourism companies and the different stakeholders of the destination.

The upper right quadrant also shows as the focus theme one of satisfaction (Kozak, 2001, Akama & Kieti, 2003; Pizam et al., 2000; Qu & Ping, 1999; Lam & Zhang, 1999) with different perspectives (i.e., differences among different cultures for the satisfaction evaluation, satisfaction connected with a specific site/destination, the elements of satisfaction, etc.) and connections, such as how servquality influence on overall satisfaction (Lam & Zhang, 1999; Reynolds & Braithwaite, 2001; Akama & Kieti, 2003; Tribe & Snaith, 1998; Oh, 2003).

In the lower right quadrant generic words such as tourism, tourism development, and alcohol abuse appear as general themes. There are also themes such as neural networks, the Asian financial crisis, and backpropagation that move from transversal to the decline sphere. Indeed, heritage, Australian tourism, motivation, validity, and wine tourism are declining themes of the period 1994–2003. In this period and in this cluster there is a certain confusing production, in the sense that there are not any specific themes apart from tourism development and it is really hard and maybe inappropriate to define it as a cluster. This is a simple aggregation of different contributions.

Figure 7. Cluster by documents coupling 1994–2003
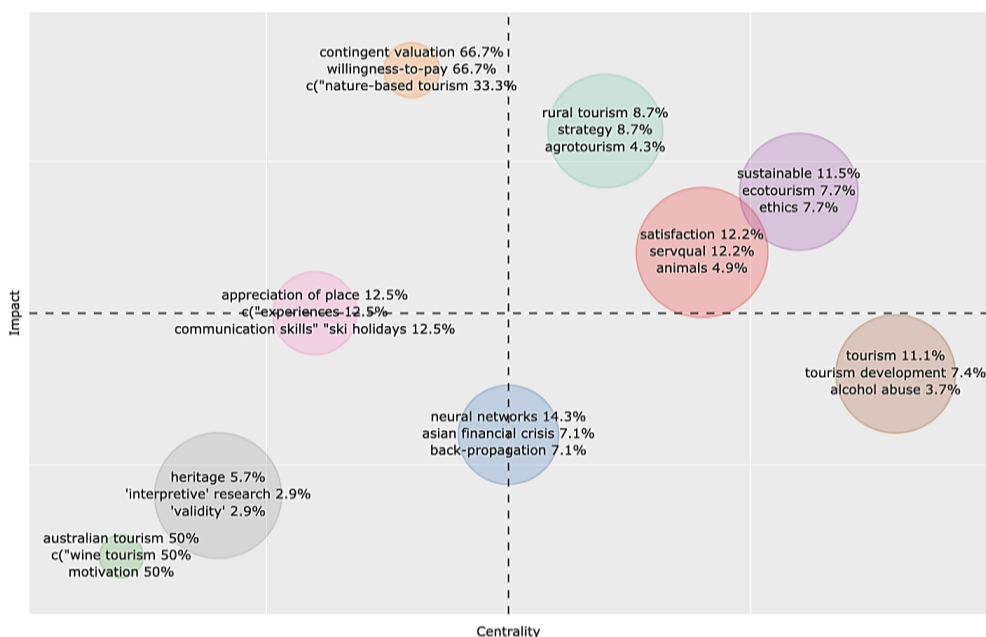
The second sub-period (2004–2013) consists of 233 articles (Figure 8). The upper left quadrant (niche themes) is represented by themes connected with tourist segmentation (Gokovali et al., 2007; Beh & Bruyere, 2007) and the decision-making process and, hence with the elements interplaying during the evaluation phase such as the perceived risk and the uncertainty (Quintal et al., 2010), the role of the authenticity of destinations and/or attractions (Quan & Wang, 2004; Guttentag, 2010) the impacts of crisis events on travel behaviour and intentions (Wang, 2009) using specific models (i.e., the autoregressive distributed lag model), and parameters as the one motivation (Park & Yoon, 2009).

In other words, considering the increasing competitiveness in the sector also as a consequence of globalisation, these topics are somehow linked to the problem of crisis management, risk facing, and resilience.

These are the years in which papers focus on the induced level of marketing (the phase aiming at attracting tourists before the travel experience).

Although in the second sub-period (2004–2013) rural tourism remains a motor theme, its centrality decreases compared to the years 1994–2003. The theoretical advancement of this topic resides in the identification of effective impacts of rural tourism as well as critical points (Briedenhann & Wickens, 2004) and the relational networks within rural communities (Byrd et al., 2009). Here

the social exchange theory assumes a key role in the theoretical framework of destination management organizations (DMO) since it studies the interactions between stakeholders of the tourism supply chain attributing a leadership role to the governance actors (Kang et al., 2008; Bornhorst et al., 2010). In this period, the governance mechanisms that recall the social exchange theory also in terms of social capital conceived as the resource that comes out from community linkages, able to generate a strong market performance (Yang et al., 2011).

The focus, as can be seen, has moved on from explaining what is rural tourism and its importance (years 1994–2003) to operative dynamics and the challenges connected with the real development of this kind of tourism (wider connections and communication between the local community and government, place attachment, etc.).

The lower right quadrant shows basic and transversal topics, mainly focused on strategic marketing, brand management, and visitors' perceptions, such as destination image, destination marketing, loyalty, and perceived value. In this sub-period, content analysis is used (Horng & Tsai, 2010; Stepchenkova & Morrison, 2008; Sainaghi, 2006) to study destination image, promotion through websites and social networks, etc. In the lower left quadrant, there are more specific themes such as destination and satisfaction.

Figure 8. Cluster by documents coupling 2004–2013
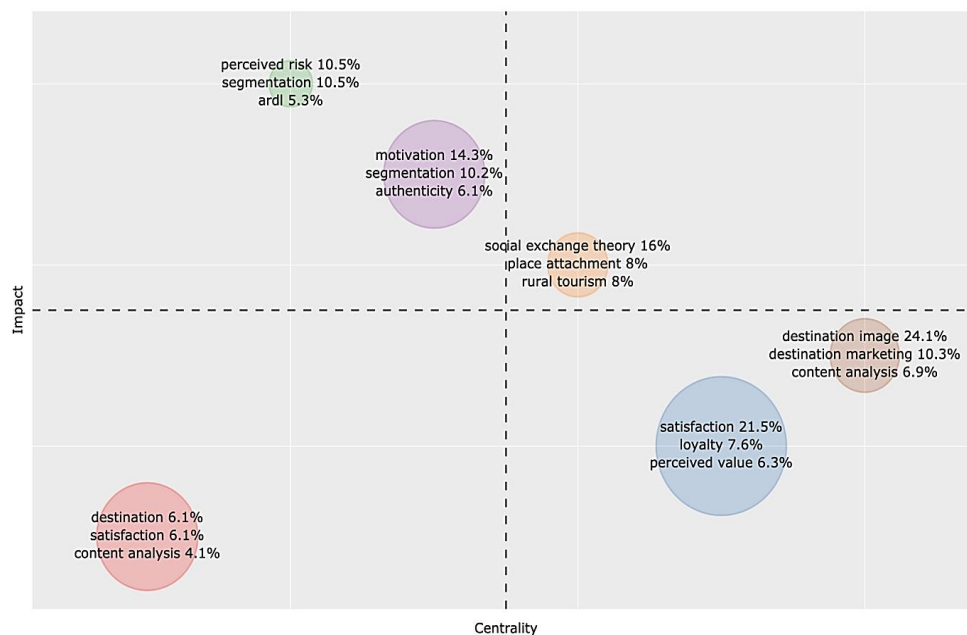
The third sub-period (2014–2020) consists of 235 articles (Figure 9). This one is the biggest cluster. The upper left quadrant shows the niche themes. Studies of these years make clear the role of ICT with the connected issues of travel experiences (Oliveira et al., 2020), online reviews on social media, and big data (Le et al., 2019; Kirilenko et al., 2019). Actually, this represents the evolution of niche themes of the previous period. Indeed, these themes cover the wider issue of tourist behaviour. While studies of the second sub-period (2004–2013)

mainly use surveys, those of the third sub-period (2014–2020) validate tourist behaviours through the exploitation of big data.

There are then the central themes connected with the residents' perspective on tourism (resident attitudes, sustainable tourism, resident) and destination image, destination image, and satisfaction. Transversal themes are represented by tourist satisfaction contextualised in the hospitality industry and in the wider tourism sector (Bi et al., 2020; Zhang et al., 2020).

Although the theme of the coopetition is in the lower left quadrant, its position denotes high impact and centrality that classify it as emergent, touching the issues of trust (Czernek & Czakon, 2016), different levels of coopetition among the industry (de la Hoz-Correa et al., 2018), knowledge sharing (Zach & Hill, 2017), etc. The attention on this topic highlights the importance of the relational view (Della Corte & Aria, 2016) and the transaction from a firm to a destination level of analysis where relationships are at the base of strategic development as well as tourist satisfaction (Almeida-Santana & Moreno-Gil, 2018). The topic of coopetition encloses the one of governance since it plays a strategic role in situations of distrust or difficult processes of trust building between the partners (Della Corte & Aria, 2016). Although the patterns of cooperative and competitive linkages represent the lifeblood of tourist destinations, the governance structure is able to satisfy the different stakeholders' requirements and create an environment of mutual trust through its leadership (Della Corte & Aria, 2014).

This analysis is extremely interesting because it points out the main streams of research in the different periods, for which the papers published in the journal have consistently influenced the other top journal productions that, in turn, have exerted their own influences.

Figure 9. Cluster by documents coupling 2014–2020
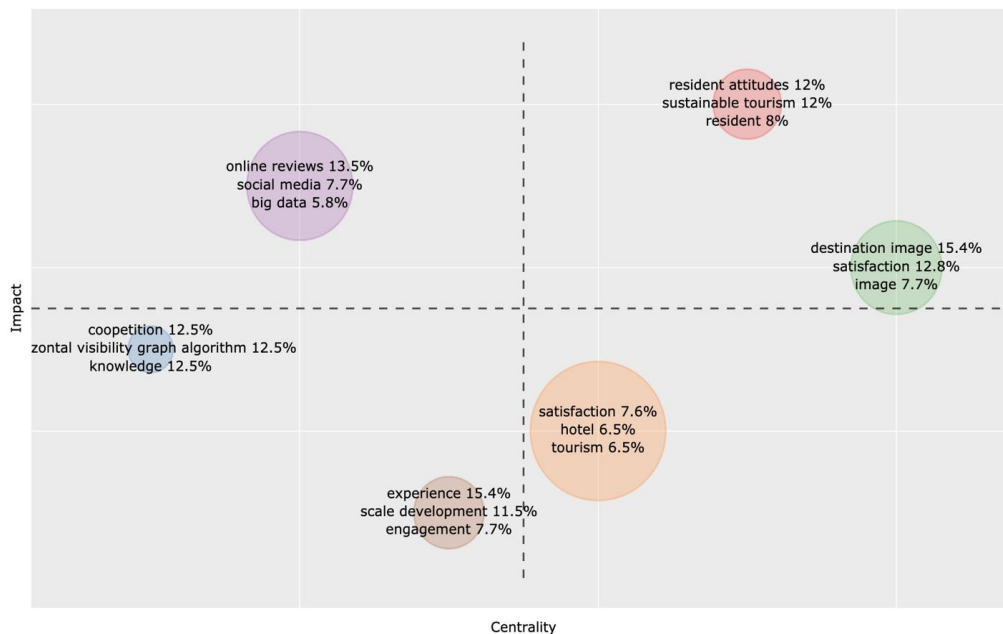
6. CONCLUSION

The paper provides an overview of 26 years of production in TM, also singling out the influence of such production on literature development. For this purpose, the paper uses various bibliometric tools.

The starting point is, of course, that the bibliometric reference can be a "reliable indication of their influence" (Ramos-Rodríguez & Navarro, 2004, p. 982). This is a retrospective evaluation that has however always allowed to point out the main leading trends both in past and present literature (Martínez-López et al., 2018), that represent the roots for future research.

From an intellectual point of view, as regards the journal's productivity, results show that the number of publications has grown by about 4 times since 1994. From 1994 to 2003, the journal published an average of 59.2 papers every year. From 2004–2013, TM published an average of 113.8 articles every year. In the period 2014–2020, the annual production is of 197.8.

These results confirm the quantitative growth that went hand in hand with a constant qualitative update as demonstrated by the conceptual analysis.

The main citation sources of TM belong to top-ranked journals in the hospitality and tourism field.

This testifies to the recognition and leadership in the field. Other journals belonging to a generic field (i.e., *Sustainability, Journal of Marketing Research, Journal of Business Research, Journal of Consumer Research, Journal of Leisure Research*) show a high number of journal citations. This expresses the scientific role of the journal beyond the hospitality field.

Over time, the geographical boundaries have enlarged, with some interesting areas that have become very productive. The most relevant universities are Hong Kong Polytech University, Griffith University, and the University of Queensland. This is also in line with previous studies on bibliometrics (Sigala et al., 2021). Results referring to both the most productive countries and intra- and inter-country collaboration among the top 10 most productive countries confirm the same results in terms of productivity. Hence, this demonstrates that these countries maintain their scientific leadership in the field.

The topics show a clear evolution in the cluster analysis, that emphasises the main focuses in the decades. The top authors in terms of publications and citations also show networking capabilities with other scholars. Another interesting and relevant observation concerns the clusters themselves in

the sense that the macro-themes are proposed over time with different perspectives. Of course, there is the prevalence of some issues according to the time periods but there is a trend with changes in the approach to some themes.

This confirms the role of TM as the international journal that is more focused on a managerial approach, differently from other top journals in the sector, which are more generalist, even if interdisciplinary.

The topics' differentiation of the top 10 articles shows how these articles have paved the way for the evolution of topics, representing a beacon for scientific development.

There are tight links between TM and the other top journals in the sector, as it is confirmed by co-citations, co-authorships, and coupling.

Limitations regard the fact that our source was Web of Science and that of course there is a bias due to the longitudinal analysis with a decreasing number of citations for more recent years. The data have been normalised but this is not exhaustive.

Another important observation is the choice of keywords. It was very difficult to conduct the analysis on keywords because they often are not an adequate description of the content of the articles. This opens up a very important issue, that would require ad hoc webinars and meetings on the issue also between journals.

On the basis of the papers of the WoS database, we can assert that, right from the start, research on TM kept broad spectrum topics in the tourism sector according to the management theoretical lens. The increase in publication on TM reflects the recognisability and importance of the referring academic world.

From a conceptual point of view, the most cited papers show how the wider society, also in terms of tourism managers, have sealed their importance not only in the academic world but also in the real world of companies representing points of inspiration as well as practical guidelines. Moreover, results show how TM endorses the challenges launched by the society and the economic world (i.e., in-depth studies and application of sustainable tourism) and, simultaneously, it represents a proactive agent since it launches insights and pills as emerged from the central and niche themes of the coupling analysis (i.e., the importance of trust and knowledge in cooperation or the focus on content analysis for the for establishing future strategies for destination satisfaction, etc.). The coupling analysis also shows how some issues, such as that of governance, are transversal to different topics (i.e., sustainability, destination image, coopetition, etc.) but, at the same time, demonstrate their dynamicity and centrality, being supporting other tourism challenges. In this way, TM establishes guidelines for those working in the tourism sector.

From a corporate governance point of view, this study suggests that governance lies behind every issue of tourism, and its importance is underlined by the fact that it gives strategic directions for both the tourism industry and research.

From a social point of view, this bibliometric study also shows in which direction inter-country collaborations could expand. Editorial Board could better encourage collaboration through comparative studies by adding an explicit reference in the submission categories even without adding another one.

This background freedom (Ryan et al., 2007; Page, 2014), strongly desired and maintained by the editorial board, represents today one of the main strengths of TM, encouraging scholars and managers to search new strategic horizons in tourism management.

The main limitation of this study is that it referred to one specific journal. Future research should include a comparative analysis of top journals in the tourism field. Another limit consists in the choice of time lapse since we do not have a clear idea of what happened in the first period (1980–1994). Future studies could advance a systematic literature review in order to fill in this gap.

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