

Bibliometric analysis of contemporary trends in cultural tourism

Библиометријска анализа савремених трендова у културном туризму

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Abstract: Cultural tourism and the prospects it has are increasingly being talked about in academic circles. During the travels around the world, the terms cultural tourism and cultural heritage management have been constantly functioning in recent years. However, although experts in the field of cultural tourism and the tourism industry have multidimensional benefits in the management, preservation, and presentation of cultural assets, the multiple importance in this scientific field in terms of quantity of works is still not emphasized enough. The purpose of this study is to form an adequate instrument for assessing current trends and future directions of cultural tourism research. Specifically, using bibliometric mapping, the study identifies changes in the conceptualization of cultural tourism perspectives. The results of the study will show leading journals in the field of dissemination of academic knowledge about cultural tourism, but also identified recognised authors in this field.

Keywords: bibliometric analysis, cultural tourism, academic literature, Publish and Perish software

JEL classification: Z39

Сажетак: О културном туризму и перспективама које има све више се почиње говорити у академским круговима. Током путовања широм света, последњих година непрекидно функционишу појмови културни туризам и управљање културним наслеђем. Међутим, иако стручњаци из области културног туризма и туристичка индустрија имају мултидимензионалних користи у управљању, очувању и представљању културних добара, још увек није довољно истакнут вишеструки значај у овој научној области са аспекта квантитета радова. Сврха ове студије је да се формира адекватни инструмент за процену актуелних трендова и будућих праваца истраживања културног туризма. Конкретно, употребом библиометријског мапирања, студија идентификује промене у концептуализацији перспективе културног туризма. Резултати спроведене студије показују водеће часописе у области ширења академских знања о културном туризму, али и идентификовати препознате ауторе у овој области.

Кључне речи: библиометријска анализа, културни туризам, научна литература, Publish and Perish software

ЈЕЛ класификација: Z39

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Introduction

Cultural tourism is a major market segment of global tourism, accounting for about 360 million international trips annually or about 40% of global tourism demand. In Europe, four out of ten tourists choose their destination based on the cultural offer of the destination. Over time, the cultural tourism market has expanded, and today consists of tourists with different characteristics, preferences, and expectations (Pulido-Fernández & Sánchez-Rivero, 2010). The growth of interest in cultural tourism (Jević et al., 2021) can be explained by the expanded opportunities for cultural consumption and the general growing popularity of tourism, as well as changes in cultural consumption itself. (Tasić, 2018)

The academic background of the literature in research work is an important starting point for the researcher, who studies the intellectual field and develops research questions to expand the capacity of knowledge (Small, 1977). Systematic literature reviews are an explicit algorithm that enables the selection and evaluation of literature through a transparent process of studying the field of research (Tranfield et al., 2003; Denyer & Tranfield, 2009).

The study in this paper applies bibliometric analysis of contemporary Crossref literature related to cultural tourism. The aim of this paper is to point out the latest trends in the field of tourism of special interest, where cultural tourism stands out as an important concept. The results will identify scientific journals, papers and authors who have contributed most to modeling in the field of cultural tourism in the last decade of the 21st century, 2010-2019.

1. Theoretical background on cultural tourism

Research on cultural tourism has grown rapidly, especially in areas such as cultural consumption, cultural heritage, the economy of cultural tourism and the relationship with the creative economy (Richards, 2018).

Recent research in the field of tourism is most often associated with cultural tourism (Ebejer, 2019), cultural heritage (Salazar, 2012; AlSayyad, 2006; Zdravković & Peković, 2021) and creative tourism (Stylianou-Lambert, 2011). In this case, the broadest term refers to cultural tourism, while cultural heritage tourism and creative tourism derive from cultural tourism. A broader definition of cultural tourism was adopted on September 11, 2017 in Chengdu, China by the World Tourism Organization, and reads (UNWTO, 2020): “Cultural tourism is a type of tourist activity in which the basic motive of the visitor is to learn, discover, experience and consume tangible and intangible cultural attractions and products in a tourist destination”.

The new, modern definition of cultural tourism shows that there have been changes in cultural tourism that emphasize not only visiting sites and monuments, but also learning about the way of life, lifestyle and cultural identity in the destination. Or, as Chen & Rahman (2018) pointed out, cultural contact in a destination that affects an unforgettable

experience is important (Chen & Rahman, 2018; Seyfi, Hall, & Rasoolimanesh, 2020; Wong, 2013).

The authors also point out the multiple benefits of cultural tourism, such as being a generator of income and employment (Salazar, 2012; Franklin, 2001) and contributing particularly to rural development (Swensen, 2008; Nordin et al., 2014; Moswete & Lacey, 2015; Uduji, Okolo-Obasi & Asongu, 2019; Radjenovic et al., 2021) and finally, it adds value to a tourism product that contributes to creating unforgettable experiences (Seyfi, Hall & Rasoolimanesh, 2020; Ramkissoon & Uysal, 2010; Manolica et al., 2020). In addition, cultural heritage and the cultural industry can extend the season through the involvement and interaction of tourists in a tourist destination (Cuccia & Rizzo, 2011). It is the intrusion of cultural tourists in the destination that has created a new concept of creative tourism in response to the changing needs and expectations of tourists (Pawlusiński & Kubal, 2018).

After the revival of cultural tourism in some rural areas, significant social progress was observed in the local population, from the growth of household income to gaining access to educational and health institutions (Anderson, 2015). In addition, as Figini & Vici (2012) add, cultural tourism emphasizes synergies and compromises between off-season tourists, summer tourists, and locals. Whole findings on cultural tourism may be of potential interest for economic development and economic policy (Luis & GÃmez-Vega, 2017).

Cultural tourism can also be useful in developing competitive cultural tourism products to recognize and preserve cultural identity. (Zhang, Ruan & Yang, 2021; Vasanicova et al., 2021) and the issue of authenticity is becoming a fundamental factor in destinations that modern travelers are increasingly looking for (Ramkissoon & Uysal, 2010; Yang, 2011).

Cultural tourism studies rely on a wide range of methodologies, such as qualitative (Naomi, 2014; Seyfi, Hall & Rasoolimanesh, 2020), quantitative (Figini & Vici (2012) or modeling in the form of structural and regression equations, Cuccia & Rizzo, 2011; Chen & Rahman, 2018; Ramkissoon & Uysal, 2010. In addition to the above, the assessment of the economic benefits of cultural events is particularly popular (Torre & Scarborough, 2017).

2. Methodology

In this study we used Harzing's Publish and Perish 8.2 software to conduct the bibliometric analysis (Hall, 2011). The sample for this research was obtained using the keyword "cultural tourism" within Crossref references. The Publish and Perish software search resulted in an initial output of approximately 150 bibliometric items. Further, we used the following filters for our analysis: 1) papers were published in last decade of the 21st century, i.e., in the period 2010-2019 in WoS tourism and hospitality journals; 2) papers were prepared as an original scientific paper research (the monograph, books, etc. were excluded); 3) papers in our research have received ten or more Crossref citations per year.

Using these filters, we separated 18 journal articles. We used this analysis with the idea to determine the most influential journal articles and authors in the field of cultural tourism.

3. Results and discussion

Table 1 was prepared as a summary of 18 chosen papers. In Table 1 we present the main structure and characteristics of our sample.

Table 1: The structure and characteristics of the sample

Author (s)	Article Title	Journal	Region	Method(s)
Richards, G. (2018)	Cultural tourism: A review of recent research and trends	<i>Journal of Hospitality and Tourism Management</i>	Non-specific region	Descriptive statistics
Salazar, B. N. (2012)	Community-based cultural tourism: issues, threats and opportunities	<i>Journal of Sustainable Tourism</i>	Tanzania, Africa	Qualitative study (interpretative phenomenological analysis)
Chen, H., Imran, R. (2018)	Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty	<i>Tourism Management Perspectives</i>	Non-specific region	Survey with questionnaire (qualitative analysis, model with the structure equations)
Cuccia, T., Rizzo, I. (2011)	Tourism seasonality in cultural destinations: empirical evidence from Sicily	<i>Tourism Management</i>	Sicily, Italy	Online survey (regression analysis)
Stylianou-Lambert, T. (2011)	Gazing from home: cultural tourism and art museums	<i>Annals of Tourism Research</i>	Non-specific region	Qualitative study (qualitative analysis, comparative analysis)
Seyfi, C. S., Michael, S. H., Rasoolimanesh, M. (2019)	Exploring memorable cultural tourism experiences	<i>Journal of Heritage Tourism</i>	Paris, France	Interviews with questionnaire (qualitative analysis)
Moswete, N., Lacey G. (2014)	“Women cannot lead”: empowering women through cultural tourism in Botswana	<i>Journal of Sustainable Tourism</i>	Botswana, Africa	Semi-structured qualitative interviews (qualitative analysis)
Anderson, W. (2014)	Cultural tourism and poverty alleviation in rural Kilimanjaro, Tanzania	<i>Journal of Tourism and Cultural Change</i>	Kilimanjaro in Tanzania	Qualitative study (qualitatively analysis, quasi-statistics, domain analysis, narratology)
Figini, P., Vici, L. (2012)	Off-season tourists and the cultural offer of a mass-tourism destination: The case of Rimini	<i>Tourism Management</i>	Rimini, Italy	Survey with questionnaire (Input-Output method)

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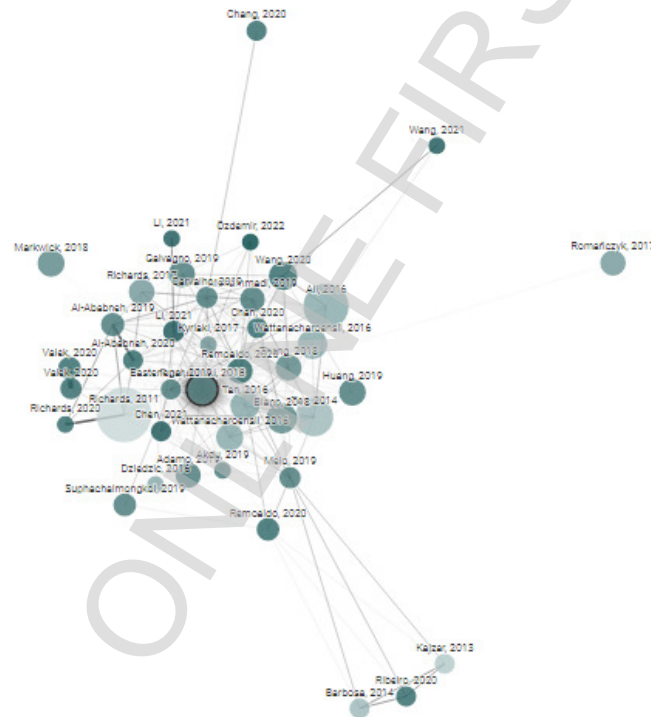
Herrero-Prieto, C. L., Gómez-Vega, M. (2017)	Cultural resources as a factor in cultural tourism attraction	<i>Tourism Economics</i>	Spain	Non parametric statistical test, Indicator analysis, Input-Output model
Torre, A., Scarborough, H. (2017)	Reconsidering the estimation of the economic impact of cultural tourism	<i>Tourism Management</i>	Australia	Cost-benefit analysis (Input-Output function model with parameters)
Ramkissoon, H., Uysal, M. (2010)	Testing the role of authenticity in cultural tourism consumption: a case of Mauritius	<i>Tourism Analysis</i>	Mauritius, Africa	Survey with questionnaire (qualitative analysis, model with the structure equations)
Uduji, I. J., Okolo-Obasi, N. E., Asongu, A. S. (2018)	Does CSR contribute to the development of rural young people in cultural tourism of sub-Saharan Africa? Evidence from the Niger Delta in Nigeria	<i>Journal of Tourism and Cultural Change</i>	Nigeria, Africa	Survey with questionnaire (Logit model)
Pawlusiński, R., Kubal, M. (2017)	A new take on an old structure? Creative and slow tourism in Krakow (Poland)	<i>Journal of Tourism and Cultural Change</i>	Krakow, Poland	Survey with interviews (Comparative analysis)
Croes, R., Hyun Lee, S., Olson, D. E. (2013)	Authenticity in tourism in small island destinations: a local perspective	<i>Journal of Tourism and Cultural Change</i>	Aruba, South America	Survey with interviews (Comparative analysis)
Ebejer, J. (2018)	Urban heritage and cultural tourism development: a case study of Valletta's role in Malta's tourism	<i>Journal of Tourism and Cultural Change</i>	Valletta, Malta	No specific method
Yang, Li. (2011)	Cultural tourism in an ethnic theme park: tourists' views	<i>Journal of Tourism and Cultural Change</i>	Yunnan, China	Survey with informal interviews (interpretative perception analysis)
Vong, F. (2013)	Relationships among perception of heritage management, satisfaction and destination cultural image	<i>Journal of Tourism and Cultural Change</i>	Macao, China	Qualitative study (interpretive perception analysis, comparative analysis)

Source: the authors' research

Analyzing the abstracts of the above selected articles we can conclude that an extensive range of topics in the researched field are covered: starting from definition of cultural tourism and its uniqueness, analyzing benefits, development and change of organization of small territories such as small islands, integration of women and its empowering through cultural tourism, etc. Also, we found in the most abstracts that the relationship between cultural tourism and heritage tourism is very strong. Using our further analysis in this field we conclude that cultural and creative tourism are also strongly

connected and interpenetrating. Actually, the concept of creative tourism could be understood as a manner of dealing with cultural tourism (Pawlusiński & Kubal 2017). According to the previous, here we want to emphasize that if we try to make comparative analysis related to the number of the published papers in two periods 2010-2014 and 2015-2019 with keyword *cultural tourism*, we conclude that the number of published papers in the second period decreased (10 against 8). Authors also made a comparative analysis for the keyword *creative tourism*, and concluded that that the number of published papers for the second period increased dramatically (over 50% in the second period). Since creative tourism is proposed as a new take of an old structure of cultural tourism (Pawlusiński & Kubal 2017), on Figure 1 we presented a connected graph for the considered article. It's easy to see that connected papers are mostly recent dates.

Figure 1: Network of papers



Source: the authors' research using Connected paper software: <https://www.connectedpapers.com/> (data processed on April 20, 2022)

Further, from Table 1 we can conclude that half of the research was conducted outside of Europe. No region was specified in the study (Richards, 2018). In this review

paper we found important suggestions for development of cultural tourism, where the major trends and research areas were identified. Two studies were realized in China and six studies were implemented in Europe.

In more than a half of the studies authors used survey questionnaires (online, onsite, interviews). Further research with data was conducted with one of the following analyses: qualitative analysis, comparative analysis, cost-benefit analysis, output models with parametric structure equations, etc.

Table 2 was prepared to find the distribution of selected articles across the journals.

Table 2: The number of papers distributed across the journals

Journal	Number of papers
<i>Journal of Tourism and Cultural Change</i>	7
<i>Tourism Management</i>	3
<i>Journal of Sustainable Tourism</i>	2
<i>Journal of Heritage Tourism</i>	1
<i>Tourism Analysis</i>	1
<i>Tourism Economics</i>	1
<i>Annals of Tourism Research</i>	1
<i>Tourism Management Perspectives</i>	1
<i>Journal of Hospitality and Tourism Management</i>	1

Source: the authors' research

Based on the data presented in Table 2 we found that more than a third of the analyzed papers on the topic of cultural tourism were published in the scientific journal *Journal of Tourism and Cultural Change*. The second place according to the number of published papers belongs to the scientific journal *Tourism Management*. In the case of remaining journals, a relatively even distribution of papers can be noticed (2 or 1).

In Table 3 we gathered information related to the frequencies of keywords across to the selected papers to determine the dominant topics and trends that occupy the attention of the researchers. In our keyword analysis, more than 90 words were singled out from individual papers. In Table 3 we presented only keywords repeated two or more times. A word cloud was prepared in addition to Table 3 view (Figure 1). The most frequently cited words are shown in the larger letters. From Table 3 and Figure 1 we have that in addition to the keyword cultural tourism, the following topics are in the center of the researches: heritage, destination, experience, cost benefit, grounded theory and authenticity. In Figure 1 the most frequently cited words are shown in the larger letters.

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Table 4: Distribution of citations across the observed papers

Author (s)	Web of Science		
	Total	Cites per year	Cites per author
Richards, G. (2018)	210	52.5	210
Salazar, B. N. (2012)	142	14.2	142
Chen, H., Imran, R. (2018)	141	35.25	71
Cuccia, T., Rizzo, I. (2011)	130	11.82	65
Stylianou-Lambert, T. (2011)	87	7.91	87
Seyfi, C. S., Michael, S. H., Rasoolimanesh, M. (2019)	45	15	15
Moswete, N., Lacey G. (2014)	45	5.63	23
Anderson, W. (2014)	44	5.5	44
Figini, P., Vici, L. (2012)	43	4.3	22
Herrero-Prieto, C. L., Gómez-Vega, M. (2017)	29	5.8	15
Torre, A., Scarborough, H. (2017)	27	5.4	14
Ramkissoon, H., Uysal, M. (2010)	25	2.08	13
Uduji, I. J., Okolo-Obasi, N. E., Asongu, A. S. (2018)	23	5.75	8
Pawlusiński, R., Kubal, M. (2017)	18	3.6	9
Croes, R., Hyun Lee, S., Olson, D. E. (2013)	14	1.56	5
Ebejer, J. (2018)	13	3.25	13
Yang, Li. (2011)	13	1.18	13
Vong, F. (2013)	10	1.11	10

Source: the authors' research

In Table 5 we present the distribution of the citation across the journals in a comparison to the number of papers published per journal. According to the criteria presented in Table 5 we found that the most influential scientific journals are *Journal of Hospitality and Tourism* with 210 citations and *Tourism Management* with 200 citations.

Table 5: Distribution of the citation across the journals

Journal	Crossref	
	Total	per paper
<i>Journal of Hospitality and Tourism Management</i>	210	210
<i>Journal of Tourism and Cultural Change</i>	135	19.2
<i>Tourism Management</i>	200	66.67
<i>Journal of Sustainable Tourism</i>	187	93.5
<i>Journal of Heritage Tourism</i>	45	45
<i>Tourism Analysis</i>	25	25

<i>Tourism Economics</i>	29	29
<i>Annals of Tourism Research</i>	87	87
<i>Tourism Management Perspectives</i>	141	141

Source: the authors' research

Conclusion

The main research academic trends emphasize the transition from general cultural tourism to cultural heritage tourism, while increasing attention is being paid to creative tourism. Certainly, cultural tourism in the domain of academic literature and community interest is characterized by territorial expansion, both on the European continent and beyond. All this stands in agreement the opinions of Greg Richards, who stands out as the most important in the study of cultural tourism. This field of research emphasizes small areas where cultural identity is important and preserved, and which needs a tourist dimension to present that identity. For this purpose, cultural tourism fits perfectly.

This study expands the well-established knowledge in the field of cultural tourism and offers explanations, significance and differences between the fields and results of research among authors in the field of cultural tourism. Certainly, it turned out that the research is based on past experiences, specific methods for using and analyzing data, and that the *Journal of Tourism and Cultural Change* stands out as the journal with the most published papers in this field.

This study represents the beginning of a bibliometric research of insufficiently researched topics of these type of tourism, which means that it should be viewed with limitations. Based on the findings, future research can refer to a comparative analysis of cultural and creative tourism, bearing in mind that the authors started and presented part of the research for this relation. In addition, based on that study, it is possible to develop a comparative relational analysis in the future. As this study concluded, the analysis may be particularly important for small places with great features of cultural entities that can significantly develop the tourism and economy of that place in the future. Small towns are dominated by traditional culture and preserved cultural identity, which is increasingly leaning from cultural to creative tourism.

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