

Half-century qualitative research in tourism and hospitality: a bibliometric analysis

Fatemeh Azizi*

Department of Management Sciences, Yazd University, Yazd, Iran

Zahed Ghaderi**

Department of Tourism, College of Arts and Social Science, Sultan Qaboos University, Muscat, Oman

Fatemeh Shekari***

Department of Tourism and Hospitality Management, School of Economics, Management and Social Sciences, Shiraz University, Iran

This bibliometric analysis explores the evolution of qualitative research in tourism and hospitality over the past 45 years, utilizing the Scopus database to highlight prominent trends, publications, and thematic developments. The study identifies significant trends in publication volumes, which show a remarkable increase, particularly in the past decade, reflecting a growing interest in qualitative methods to address the complexities of tourism and hospitality. Performance analysis indicates the dominance of key journals and authors, while science mapping reveals evolving research themes such as sustainable tourism, visitor behavior, and destination marketing. Notably, the analysis of cluster networks and thematic evolution demonstrates how research has transitioned from foundational topics like tourism development and anthropology to contemporary concerns such as sustainability, the sharing economy, entrepreneurship, and digital tourism. This shift reflects the field's response to global changes and challenges, offering key insights to direct future research on resilience, crisis management, and tourism technology.

Keywords: *qualitative research, tourism, hospitality, bibliometric analysis, science mapping, publication trends, thematic evolution*

1 INTRODUCTION

Within the dynamic field of tourism and hospitality research, applying qualitative approaches has become fundamental to thoroughly comprehending different aspects of tourism, such as visitor behavior, community participation, destination experiences, and the complex interactions within the hospitality industry. Qualitative approaches are anchored in the endeavor of digging into the intricacies, complexities (Jones, Torres and Arminio, 2021), and contextual aspects of a subject matter (Ravn, 2023). These approaches provide researchers with a perspective from which they may investigate the subjective aspects that quantitative methods alone often fail to capture (Eatough

* Email: azizi.fatemeh@yazd.ac.ir.

** Email: z.ghaderi@squ.edu.om.

*** Email: f.shekari@shirazu.ac.ir.

and Smith, 2008). As the domain of qualitative research methodology in the context of tourism and hospitality continues to grow (Andriotis, 2020; Nunkoo, 2018; Wilson et al., 2019), it is essential to examine the landscape as it evolves critically. This includes recognizing patterns and prominent works and developing paradigms contributing to the ongoing debate.

A handful of studies have reviewed qualitative research in tourism. For example, through a systematic bibliometric analysis, Wilson et al. (2019) investigated the present moment in qualitative research in tourism over a decade (2007–2017) against the progress in the social sciences. However, they only examined journals with “tourism” or “travel” in their title. In addition, they considered 10 years and mainly focused on data collection methods. McGinley et al. (2021) also conducted a systematic review of qualitative research published in five top hospitality journals during 2014–2019, focusing on the current state of trustworthiness in hospitality research. In addition to more general systematic reviews, some have been conducted on studies in specific regions, such as Southeast Asia (Mura and Pahlevan-Sharif, 2015) or on those employed specific qualitative methods, such as narrative analysis (Mura and Pahlevan-Sharif, 2016), qualitative online research (Pahlevan-Sharif, Mura and Wijesinghe, 2020), qualitative content analysis (Çakar, 2022), case study (Çakar and Aykol, 2021), and qualitative comparative analysis (Selcuk and Cizel, 2024). In brief, previous reviews have mainly examined studies published in tourism and hospitality journals over a limited time-frame and were primarily concerned with methodologies or methods employed. They hardly employed systematic bibliometric analysis to reveal the intellectual and conceptual structure of the field over a wide timespan.

To this end, the present study undertakes an extensive bibliometric analysis involving a systematic and quantitative investigation of a collection of scholarly literature. The aim is to uncover the various dimensions of qualitative research approaches in tourism and hospitality. Through a comprehensive examination of a wide range of scholarly resources, namely journal articles from the Scopus database (Abdollahi et al., 2023), our objective is to provide a comprehensive overview of the intellectual foundation that supports qualitative research in this specific context. This study is not only timely but also essential, as it offers the opportunity to uncover significant insights into the trends, patterns, and shifts within this dynamic sector.

The rationale for conducting a bibliometric analysis in this particular context is both persuasive and complicated. The tourism and hospitality sector is characterized by its complexities, shaped by many cultural, political, economic, and environmental components (Ghaderi, Walker and Béal, 2022). Given these circumstances, qualitative research approaches play an important part in elucidating the complexities of visitor motivations, destination branding, and service quality, among other significant factors. Undertaking a comprehensive examination of the existing body of literature in this particular field is an invaluable opportunity to identify significant findings, recognize notable publications, and determine upcoming research areas.

Furthermore, the significance of conducting a bibliometric analysis is emphasized by the interdisciplinary nature of research in the field of tourism and hospitality. Scholars and practitioners from several disciplines, such as management, economics, geography, psychology, business, and cultural studies, come together to investigate the complexities of tourism phenomena. This analysis aims to delineate the interdisciplinary connections in the literature, providing insight into the exchange of ideas and approaches that represent research within this domain.

Additionally, we aim to analyze citation patterns and co-authorship networks to identify the important intellectual networks and collaboration networks that drive

qualitative research in the field of tourism and hospitality. This demonstrates the worldwide scope and influence of this area of research and provides important insights for prospective researchers aiming to navigate this dynamic scholarly environment. In conducting the bibliometric analysis, the study addressed the following research questions:

- Question 1:** What is the overall publication and citation trend for qualitative research in tourism and hospitality? How has the number of publications and citations changed over time?
- Question 2:** Which journals have published the most qualitative research papers in tourism? Are there any specific outlets that dominate the field?
- Question 3:** Who are the most prolific authors or research groups in qualitative research in tourism and hospitality? Which researchers have made notable contributions to the field?
- Question 4:** How are qualitative research studies in tourism geographically distributed? Are there any regional or cultural variations in the research topics or methods?
- Question 5:** What are the most frequently cited qualitative research papers? Which studies have had the most significant impact on the field?
- Question 6:** What are the main research topics or themes explored in qualitative research applied to tourism?
- Question 7:** What are the key gaps or areas for further qualitative research in tourism? Are there any underexplored topics or methodological limitations that need attention?

2 METHODOLOGY

2.1 Methods and process

To achieve the objectives of this study, a systematic literature review of the bibliometric records, bibliometric analysis, and content analysis of the selected records was conducted. Regarding the systematic review, the relevant body of literature was screened with a clearly defined search protocol and specific selection criteria. A distinctive feature of the systematic literature review (SLR) is the replicable and transparent methodical procedures for combining the findings, which makes the research more efficient, with higher quality and less bias (Díaz-López et al., 2019). Being systematic is related to formulating a search strategy that helps increase the research's objectivity (Pahlevan-Sharif, Mura and Wijesinghe, 2019). The SLR procedure was carried out in this research following the guidelines outlined by Díaz-López et al. (2019). The key steps involved in conducting research include (1) defining and formulating research questions, (2) selecting a database, (3) defining the research query (Figure 1), and (4) final selection of the literature, which was done according to Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Moher et al., 2009) (Figure 2). PRISMA is a protocol for conducting systematic reviews initially developed in the medical field (Pahlevan-Sharif et al., 2019). It consists of a comprehensive checklist and four stages: identification, screening, eligibility, and inclusion, aim to increase the transparency and accuracy of the systematic review by providing clear guidelines to gather data (Santos, Dias and Bairaada, 2024), which could enhance the quality of bibliometric analysis (Pranajaya et al., 2024).

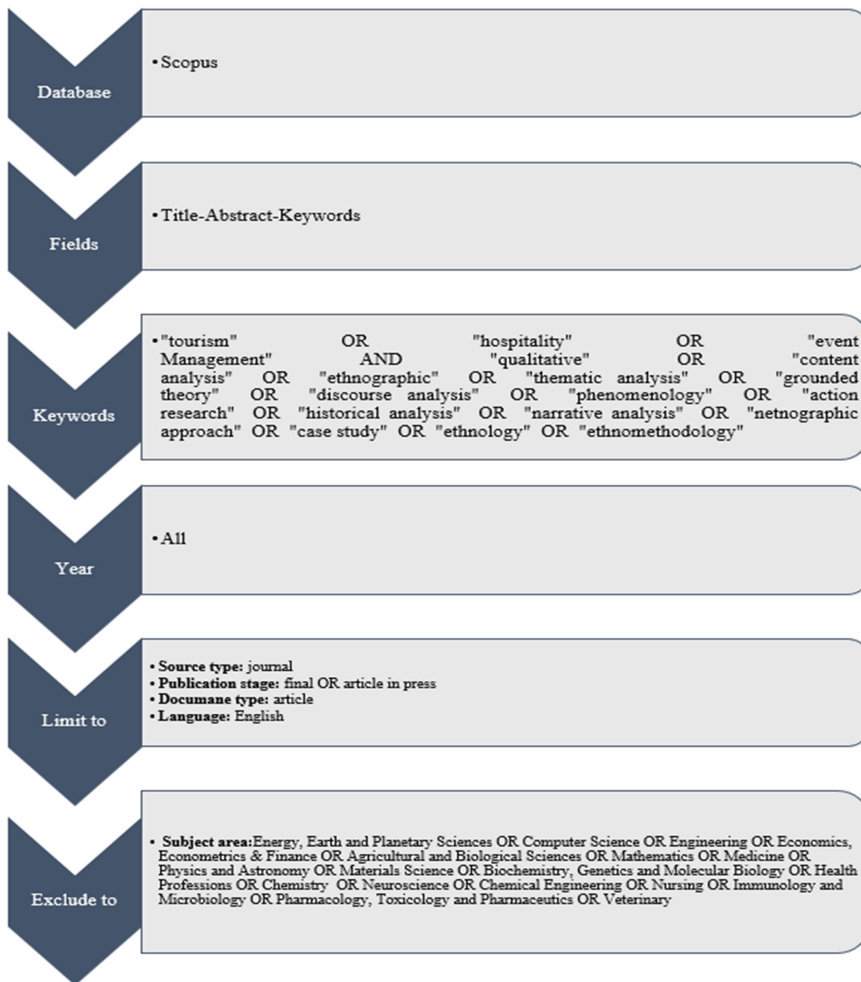


Figure 1 Search query

The Scopus database was chosen because of its position as the preeminent abstract and citation database for academic research (López-Robles et al., 2021). This prestigious and wide-ranging database has been used extensively for bibliometric investigations (Baas et al., 2020). Publications were searched in the Scopus database employing the query presented in Figure 1. In line with the study objective, we searched for keywords related to qualitative research methodologies (Wilson et al., 2019) such as ethnographic, phenomenology, and netnographic or data analysis methods such as content analysis, grounded theory, and thematic analysis. Considering that no restriction was defined for the year in the query to track the whole trend in qualitative studies in tourism and avoid temporal bias (Romanelli et al., 2021), it may be inferred that the retrieved documents pertain to the period between 1978 and 2023. This query retrieved a total of 16,034 records. We read through each record's topic area to ensure it fits the

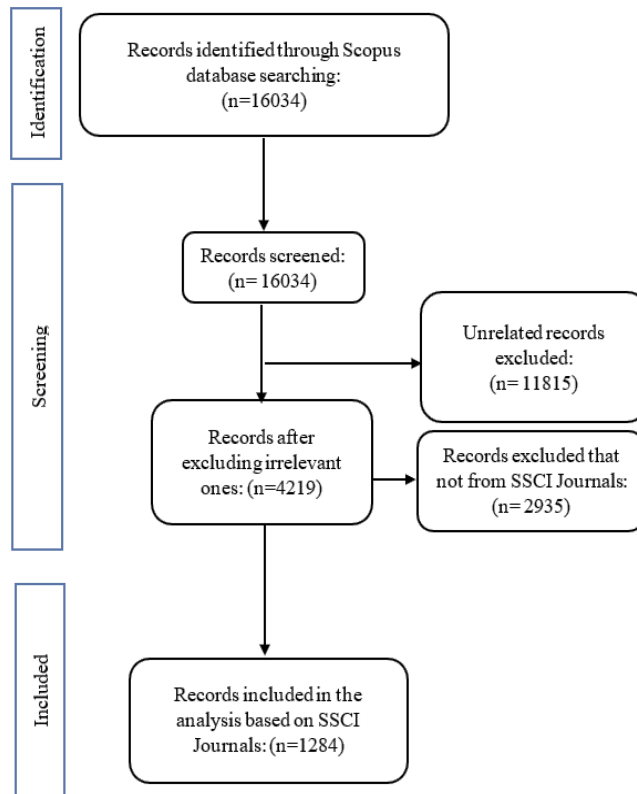


Figure 2 Flowchart showing the selection process of articles included in the study

criteria for the study. After excluding the unrelated records, we limited the records to SSCI-indexed journals, which provides a reliable and robust dataset (Moh, Lu and Lin, 2011) since we observed that the massive volumes of data related to such a broad topic may affect the accuracy of co-word analysis. The final dataset includes 1284 articles.

2.2 Bibliometric analysis

The bibliometric analysis is a popular method employed to analyze large volumes of bibliometric data using quantitative techniques. The bibliometric methodology involves two primary analyses: performance analysis and science mapping. Performance analysis helps identify the contribution of research components (including authors, institutions, countries, and journals), and the output of science mapping is identifying the conceptual, social, or intellectual structure of scientific research and its evolution (Donthu et al., 2021). This study used both performance analysis and scientific mapping techniques to analyze the evolutionary path of qualitative research in the tourism and hospitality industry. Through this analysis, the study identified and examined the patterns, trends, and significant progress that have influenced the advancement of qualitative research in this field. The performance analysis was carried out using VOSviewer 1.6.19, a specialized tool for constructing and visualizing bibliometric maps. The software enables several units of analysis, including authors, keywords, institutions,

and countries. Nevertheless, it is important to note that longitudinal analyses are not supported by VOSviewer (De Marchis and Shchebetenko, 2022). The analysis of bibliometric performance for the selected documents included analyzing important metrics like publication numbers, prominent journals, notable authors, and important articles.

2.3 Science mapping

In this study, we chose SciMAT to create bibliometric maps, which help to prepare data and separate periods for longitudinal analyses. This flexible platform enables researchers to analyze terms, countries, and authors and display their results using strategic diagrams, theme networks, and evolution maps (Cobo et al., 2012). We extracted the data from Scopus to perform the analysis with SciMAT version 1.1.04. To enhance data quality, we initiated a deduplication process, grouping similar words (including plurals) and synonyms. Using the SciMAT period manager, we subsequently divided the corpus into slices for evolution analysis. These slices corresponded to six sub-periods within the broader time frame from 1978 to 2023: 1978–1998 (172 keywords), 1999–2003 (277 keywords), 2004–2008 (545 keywords), 2009–2013 (962 keywords), 2014–2018 (1229 keywords), and 2019–2023 (1859 keywords). Although using sub-periods of the same timespan is common, we have fixed a first sub-period of 20 years (1978–1998). This way, we provide good input to the co-word analysis to detect the main themes. The first 20 years provide a reasonable number of documents to be processed. The timespan of 5 years for the remaining sub-periods is appropriate to provide good input (Cobo et al., 2011).

The software creates clusters according to statistical analysis and labels them using the name of the most significant keyword in the associated theme (Cobo et al., 2011). The bibliometric methodology used includes three phases: detection of research themes, visualizing research themes and thematic networks, and performance analysis of research themes. The research themes detected are categorized based on centrality and density values on the strategic diagrams. The themes are classified into four quadrants of the strategic diagram using these two measures: (Q1) motor themes in the upper-right quadrant, which are both well-developed and central to the research field; (Q2) highly developed and isolated themes in the upper-left quadrant, which have well-developed internal links, but reduced external links and have only minimal importance to the field; (Q3) emerging or declining themes in the lower-left quadrant, which are weakly studied and marginal; and (Q4) basic and transversal themes in the lower-right quadrant which are not sufficiently developed topics but significant for the area of investigation (Díaz-López et al., 2019; López-Robles et al., 2021).

3 FINDINGS

3.1 Performance analysis

3.1.1 Publications and citations

To explore the evolution of qualitative research in tourism and hospitality, it is necessary to examine the change in the number of publications and citation counts. Figure 3 shows an upward trend in publications since the first period. After the fourth period, the growth rate accelerated, peaking in 2022 with the most qualitative documents. This indicates constant and growing scholarly interest in qualitative studies in the coming years. Regarding the number of citations, a steady trend cannot be

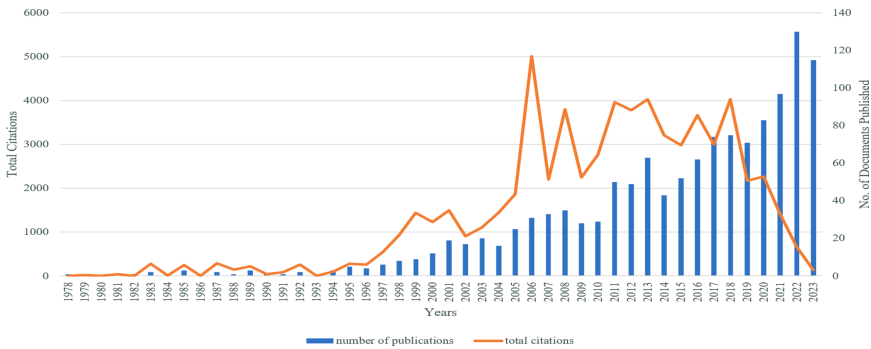


Figure 3 Publications and citations (1978–2023)

observed. The highest number of citations was in 2006 (third period). The downward trend observed in citation counts in the last period is because it takes 3–7 years for publications to get the maximum number of citations (López-Robles et al., 2021).

3.1.2 Most productive journals

Table 1 lists ten SSCI journals that have published the most qualitative research articles in tourism and hospitality. Some leading journals in this field are at the top of the list, such as *Tourism Management*, *Annals of Tourism Research*, and *International Journal of Contemporary Hospitality Management*, which have 216, 175, and 105 papers, respectively. According to average citations per document, the top three journals were *Tourism Management*, *Annals of Tourism Research*, and *Journal of Sustainable Tourism*, with 84, 73, and 69 average citations, respectively.

3.1.3 Most productive authors

Table 2 shows 20 of the most productive authors with the highest citations. Researchers have published at least six papers using qualitative methods and received more than 70 citations. Ryan has the most published papers (15), and Buhalis has the greatest number of citations (1261). In addition, Okumus has the highest average citation (158.85), which indicates that his papers have been very influential in qualitative studies.

3.1.4 Most productive countries

Figure 4 outlines the leading countries in qualitative research within the tourism and hospitality domain. Notably, Australia, Austria, Belgium, Brazil, and Canada emerge as the top five, with document counts of 286, 232, 178, 156, and 87, respectively. These countries also boast the highest citation counts, standing at 18,622, 15,269, 9806, 5336, and 3916, respectively. The figure indicates that a significant portion of this research has been conducted in developed and European contexts, although certain Asian countries have also made noteworthy contributions. The United States, Turkey, United Arab Emirates, Taiwan, and Thailand, while still contributing, hold a relatively smaller share of the global articles.

Table 1 Ten SSCI journals with the highest number of publications

Source	Number of docs	Citations	Average citations/ publication
<i>Tourism Management</i>	216	18,284	84.64
<i>Annals of Tourism Research</i>	175	12,835	73.34
<i>International Journal of Contemporary Hospitality Management</i>	105	4964	47.10
<i>Current Issues in Tourism</i>	76	4337	57.06
<i>Journal of Sustainable Tourism</i>	76	5277	69.43
<i>Tourism Management Perspectives</i>	74	2282	30.83
<i>Tourism Review</i>	70	1099	15.7
<i>International Journal of Hospitality Management</i>	64	4353	68.01
<i>Journal of Travel Research</i>	59	4066	68.91
<i>Asia Pacific Journal of Tourism Research</i>	54	1050	19.44

Table 2 Productive and highly cited authors

Authors	Published paper	Total citation	Average citation	Affiliation
Ryan C.	15	1018	67.8	The University of Waikato, Hamilton, New Zealand
Law R.	12	692	57.6	University of Macau, Taipa, Macao
Li Z.	10	293	29.3	Sichuan University, Chengdu, China
Tsaur S.-H.	10	239	23.9	National Chiayi University, Chiayi, Taiwan
Wang Y.	10	499	49.9	Rosen College of Hospitality Management, Orlando, United States
Morrison A.M.	9	970	107.7	University of Greenwich Business School, UK
Avraham E.	8	450	56.2	University of Haifa, Haifa, Israel
Buhalis D.	8	1261	157.6	The Business School at BU, United Kingdom
Kim S.	8	164	20.5	School of Hotel and Tourism Management, The Hong Kong Polytechnic University.
Wang S.	8	232	29	Fudan University, Shanghai, China
Zhang Y.	8	214	26.7	University of Girona, Girona, Spain
Brown L.	7	734	104.8	Bournemouth University, United Kingdom
Buckley R.	7	496	70.8	Institute of Geographical Sciences and Natural Resources Research, China
Hannam K.	7	411	58.7	University of Saint Joseph, Macao, Macao
Lee T.J.	7	282	40.2	Griffith University, Brisbane, Australia
Li Y.	7	72	10.2	Huaqiao University, Quanzhou, China

(continued)

Table 3 Ten most-cited publications

Title	Authors	Source	Date	Citations
Measuring experience economy concepts: tourism applications	Oh, H., Fiore, A.M. and Jeoung, M.	<i>Journal of Travel Research</i>	2007	967
Building and testing theories of decision making by travelers	Sirakaya, E. and Woodside, A.G.	<i>Tourism Management Journal of Travel Research</i>	2005	556
Travel blogs and the implications for destination marketing	Pan, B., MacLaurin, T. and Crotts, J.C.	<i>Tourism Management</i>	2007	531
Destination image representation on the web: Content analysis of Macau travel related websites	Choi, S., Lehto, X.Y. and Morrison, A.M.	<i>Tourism Management</i>	2007	526
Building a model of local food consumption on trips and holidays: A grounded theory approach.	Kim, Y.G., Eves, A. and Scarles, C.	<i>International Journal of Hospitality Management</i>	2009	440
Triangulation in qualitative tourism research	Decrop, A.	<i>Tourism Management</i>	1999	420
Progress in information and communication technologies in hospitality and tourism	Law, R., Buhalis, D. and Cobanoglu, C.	<i>International Journal of Contemporary Hospitality Management</i>	2014	417
Visitors' memories of wildlife tourism: Implications for the design of powerful interpretive experiences	Ballantyne, R., Packer, J. and Sutherland, L.A.	<i>Tourism Management</i>	2011	347
Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey	Okumus, B., Okumus, F. and McKercher, B.	<i>Tourism Management</i>	2007	317
What makes an online consumer review trustworthy?	Filieri, R.	<i>Annals of Tourism Research</i>	2016	308

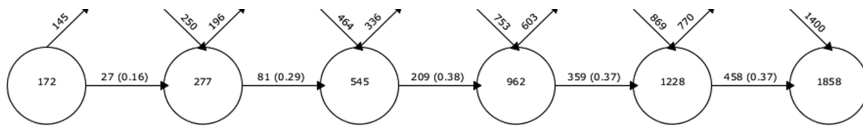


Figure 5 Overlapping map

of shared keywords suggests that qualitative methods are being increasingly applied to explore common themes over time.

3.3 Science mapping

Strategic diagrams were generated for the six periods to analyze the changes over time. The size of the circles is proportional to the number of published documents associated with each research theme.

3.3.1 First period (1978–1998)

In the 46 papers retrieved, two themes contributed to the growth of knowledge in qualitative research in tourism: “tourism-development” and “anthropology.” Tourism-development is located between the Q1 and Q4, and anthropology is placed between the Q1 and Q2 quadrants. The tourism-development theme has been more influential since it received nearly twice as many citations and got more than double h-index (Table 4). It is mainly focused on topics such as ethnography, tourism impacts, and perception. Anthropology is linked to semiotics, marketing, quantitative, and qualitative research.

3.3.2 Second period (1999–2003)

In the 77 papers selected in this period, three new themes were added except for tourism-development, which was also identified in the previous period: “perception,” “hospitality-industry,” and authenticity. Two themes are considered key based on their contribution to the field growth (motor themes): “perception” and “hospitality-industry.” Based on the performance indicators (citations and h-index) (see Table 4), the main research themes were perception and tourism-development. Perception, highlighted as a motor theme in this period, mainly focuses on ethnicity and cultural identity. Ethnography and cluster analysis have been methods related to this theme.

The tourism-development position was changed in the strategic diagram to a place between Q2 and Q3, and its focus has been changed mainly to stakeholders and related topics such as sustainability and environmental impact. Hospitality-industry was mainly linked to human resource management and related topics, such as employee relations and service quality. Quantitative methods were also related to this theme.

3.3.3 Third period (2004–2008)

During the third period, six research themes could be observed in the 140 papers selected: “marketing,” “qualitative analysis,” “local-participation,” “content-analysis,” “tourism,” and “indigenous-population.” All themes were new in this period. Marketing and qualitative-analysis were motor themes, and tourism was a basis and transversal theme. These three themes also had the greatest performance measures (Table 4).

Marketing was related to various keywords such as discourse, the World Wide Web, destination image, correspondence analysis, strategic approach, and competitiveness. Qualitative analysis has been mainly focused on modeling, Delphi, and quantitative analysis. Tourism was related to decision-making, typology, and crisis. Grounded theory and ethnography were also methodology-related keywords observed in this cluster. Given the focus of this research, local-participation was related to action research, and content-analysis was related to text-mining and case study methods.

3.3.4 *Fourth period (2009–2013)*

From 2009 to 2013, 15 themes were identified in 219 documents selected. Of these, eight research themes were key themes “sustainability,” “environmental-protection,” “local-participation,” “theoretical-study,” “stakeholder” (motor themes), “international-tourism,” “tourism-destination,” and “research” (basic and transversal themes).

The performance measures highlight five themes: sustainability, tourism-destination, theoretical-study, stakeholder, and research (Table 4). These themes were also key themes (Q1 and Q4). In addition, except for authenticity and local-participation, which were also identified in the second and third periods, other themes were new. Local-participation was promoted as a motor theme. It mainly focuses on tourism impacts’ related keywords such as colonialism, voluntary approach, community participation, and education.

Sustainability was mainly focused on topics such as natural resources, food-related keywords, rural tourism, and consumer. Grounded theory has also appeared as a keyword related to methodology in this cluster. Tourism-destination mostly collected research on destination images and related keywords such as photograph, representation, visual analysis, and content analysis. This thematic network is largely an extension of the marketing network from the previous period, as they have many keywords in common.

Theoretical-study mainly collects research related to cultural identity, such as performativity, third space, hybridity, and post-colonialism. Phenomenology is also a main keyword of this cluster, which has relatively strong links with keywords such as theoretical study, literature review, philosophy, and methodology. Stakeholder consolidates as a motor theme in this period. This cluster primarily covers research on network-related topics such as governance, entrepreneurship, communication, government, and sustainable tourism development. As another high-impact key theme, RESEARCH was related to various keywords such as social impact, public attitude, accessibility, decision-making, and behavioral response.

3.3.5 *Fifth period (2014–2018)*

During the fifth period, 20 themes could be recognized within 306 documents. Of these, six were motor themes (tourism development, tourism economics, women’s status, internet, governance approach, sustainable development), and three were basic and transversal themes (conceptual framework, content analysis, tourism).

Six of the identified themes were the most influential (Table 4): “tourism development,” “tourism,” “internet,” “tourism economics,” “content analysis,” and “conceptual framework.” They were also among the key themes placed in Q1 or Q4. Furthermore, apart from tourism development, tourism, content analysis, and international tourism, other themes were identified in this period.

Tourism development was consolidated as a motor theme in this period; however, despite its importance to the research field, due to moderately developed internal ties, it is related to a wide variety of keywords, such as power relations, rural area,

ecotourism, tourism market, and community-based tourism, among others. Grounded theory, ethnography, qualitative analysis, and literature review are methodology-related keywords in this cluster.

With the highest density score, the internet had the most robust internal cohesion in this period. It covered research on online reviews, user-generated content, travel blogs, the sharing economy, consumption behavior, and the hotel industry. Tourism economics collects research on sustainable livelihoods and resilience, socio-economics impacts and related topics (such as cultural relations, residents’ perception, and social exchange theory), gender roles, senior tourism, and future prospects. As a weakly developed theme, conceptual-framework covers various topics such as accessibility, tourism planning, stakeholder engagement, mixed methods, and SMEs. Content-analysis, a basic theme in this period, gathers research on tourism experience, thematic analysis, urban area, social media, and wildlife management.

3.3.6 Sixth period (2019–2023)

In the 496 papers retrieved in the period from 2019 to 2023 (Figure 6), 25 research themes could be observed, of which 13 were key themes: communication, ethics, questionnaire-survey, thematic-analysis, tourism-destination, ecotourism, conceptual-framework (motor themes), decision-making, quantitative-analysis, sharing-economy, sustainability, and COVID-19 (basic and transversal themes). Five themes were highly developed and isolated (accessibility, migrant-worker, conflict, nationalism, authenticity), and seven were emerging or declining (topic-modelling, leisure-industry, management-practice, business-model, tourism-impacts, memorable-experience, ethnography). Other themes were new except for authenticity, sustainability, tourism-destinations, and conceptual-framework, which were retained from previous periods.

Based on the number of citations and h-index (Table 4), the main research themes for this period include tourism-destination, sharing-economy, COVID-19, ethics,

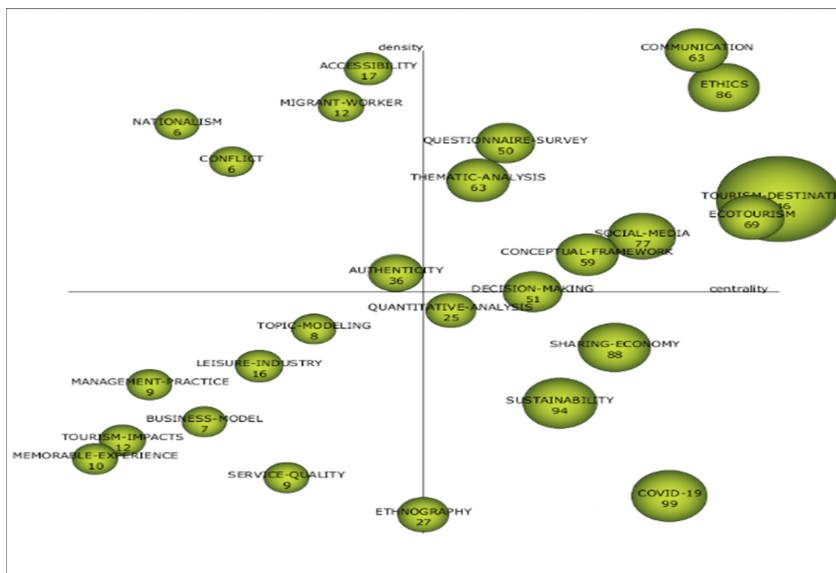


Figure 6 Strategic diagram for the 2019–2023 period

Table 4 The conceptual structure of tourism and hospitality qualitative research and the performance of themes in each period (1978–2023)

Theme	P1: 1978–1998	P2: 1999–2003	P3: 2004–2008	P4: 2009–2013	P5: 2014–2018	P6: 2019–2023
Tourism-development	Q1 and Q4 19 14 1,305	Q2 and Q3 20 16 1,552			Q1 14 5 55 8,837	
Anthropology	Q1 and Q2 6 6 743					
Perception		Q1 45 30 4,806				
Authenticity		Q3 and Q4 6 6 690		Q3 19 19 1,921		Q2 36 11 362
Hospitality-industry		Q1 11 0 10885				
Qualitative-analysis		Q1 44 36 5,112				
Marketing		Q1 74 48 8,082				
Tourism		Q4 76 43 7,560			Q4 144 55 8,122	
Content-analysis		Q2 and Q3 20 20 3,159			Q4 64 38 4,875	
Local-participation		Q1 and Q2 9 8 1,661		Q1 30 27 3,070		
Indigenous-population		Q3 11 0 10526				
Sustainability				Q1 77 49 7,797		Q4 94 24 1,832
Tourism-destination				Q4 161 69 14,421		Q1 246 39 4,432
Theoretical-study				Q1 66 46 5,796		
Stakeholder				Q1 48 38 4,801		
Research				Q4 59 46 6,153		
Hotels				Q3 35 27 3,056		
International-tourism				Q4 34 26 2,420	Q3 110 8 345	
Environmental-protection				Q1 18 18 1,850		
Globalization				Q2 12 12 875		

(continued)

Table 4 (continued)

Theme	P1: 1978–1998	P2: 1999–2003	P3: 2004–2008	P4: 2009–2013	P5: 2014–2018	P6: 2019–2023
Cultural-tradition				Q31111111,047		
Social-network				Q21111111,296		
Embodiment				Q21717488		
Language				Q319191818		
Women-status					Q114412912,410	
Internet					Q115313915,508	
Tourism-economics					Q116513713,576	
Heritage-tourism					Q1 and Q415013112,443	
Conceptual-framework					Q416813613,651	Q11591151736
Hospitality					Q1 and Q213712812,811	
Governance-approach					Q11261191959	
Sustainable-development					Q113512512,383	
Tourism-marketing					Q312412011,706	
Networks					Q319191504	
Social-practice					Q21101101882	
Development					Q31111101387	
Power					Q31151131536	
Coping-strategy					Q318171282	
International-tourism					Q3110181345	
DMO					Q216161371	
Memory					Q21101101633	
Communication						Q116512011,685
Ethics						Q118612511,750
Tourism-destination						Q1124613914432

(continued)

Table 4 (continued)

Theme	P1: 1978–1998	P2: 1999–2003	P3: 2004–2008	P4: 2009–2013	P5: 2014–2018	P6: 2019–2023
Sustainability						Q419412411,832
Conceptual-framework						Q11591151736
Social-media						Q11771201,500
Sharing-economy						Q418812712,392
Ecotourism						Q11691241,500
COVID-19						Q419912612,112
Thematic-analysis						Q116312211,207
Decision-making						Q41511171854
Questionnaire-survey						Q11501201,210
Authenticity						Q2136111362
Quantitative-analysis						Q41251121662
Accessibility						Q2117161192
Ethnography						Q3127191628
Migrant-worker						Q211215198
Topic-modeling						Q318151361
Tourism-impacts						Q311215196
Leisure-industry						Q311616191
Nationalism						Q21613131
Conflict						Q21612112
Business-model						Q317161193
Management-practice						Q319151406
Memorable-experience						Q3110151138

sustainability, ecotourism, thematic-analysis, social-media, communication, and questionnaire-survey; all of them were also considered key themes (Q1 and Q4).

The thematic or cluster networks of the main themes of the last period are worthy of more investigation (which will be presented in the following section) to provide researchers with a deeper understanding of the most robust internal links between keywords in the main thematic networks that represent current and future trends in qualitative research.

4 MAIN THEMATIC NETWORKS AND DISCUSSIONS

The thematic or cluster networks of the main themes of the last period are worthy of more investigation to provide researchers with a deeper understanding of the most robust internal links between keywords in the main thematic networks (based on the performance indicators) that represent the current and future trends in qualitative research. We categorized clusters into six main themes and discussed them accordingly.

4.1 Qualitative research on tourist destinations

According to the highest weights of internal links, qualitative research on tourism destinations has mainly concentrated on image recovery after crises and tourist behavior. The result shows that image repair, tourism crisis, and recovery marketing have received significant attention among qualitative studies. In light of the heightened susceptibility of tourist destinations to varied crises, extensive research has been undertaken in the field of crisis management, with a particular focus on addressing challenges arising during and following the COVID-19 pandemic (Berbekova, Uysal and Assaf, 2021; Ghaderi et al., 2022). The impact of crises on destination image can disrupt traditional marketing efforts, requiring marketers to adapt strategies and actively encourage tourists to choose and visit the destination (Avraham, 2021a). Various concepts have been developed regarding restoring the reputation of brands, organizations, and companies after a crisis, such as “recovery marketing” and “image repair” (Avraham, 2021b). Repairing the destination image and recovery marketing has received considerable scholarly attention, especially after the COVID-19 pandemic (Avraham, 2021a, 2021b; Baalbaki and Zizka, 2023; Berbekova et al., 2021).

In addition, tourist behavior has been studied from diverse aspects. Content analysis of qualitative studies on tourist behaviors in this period revealed that the main topics have addressed host communities (Ghaderi and Béal, 2020; Kim and Kang, 2020), tourist behavior management (Albrecht, 2014), tourists experiences and behaviors (Mertena, Kaaristo and Edensor, 2022; O’Regan and Choe, 2022; Zhang et al., 2019), especially virtual experiences during the pandemic (Moon et al., 2022; Zhang et al., 2022), tourists consumption patterns (Gao et al., 2022), tourist perceived safety (Xie, Zhang and Morrison, 2021) or tourism scale model to measuring tourist experiences, and tourist decision-making process (Cooper and Buckley, 2022; Xu, Murphy and Chen, 2022; Xue and Gao, 2021).

4.2 Comparative analysis and sharing economy

This cluster has mainly concentrated on four topics: comparative analysis and automated content analysis of qualitative data (such as Leximancer), peer-to-peer accommodation, experience economy, and social exchange theory.

Comparative analysis was extensively used in qualitative research. This encompassed automated content analysis to compare discussions on the sharing economy within tourism and hospitality literature (Cheng and Edwards, 2019). The rapid development of information and communication technologies in the tourism and hospitality industry has produced a significant amount of data, and there is a need for analyzing unstructured data and increasing attention to qualitative research approaches. Thus, Leximancer, a computer-assisted qualitative data analysis (CAQDA) software, is helpful for qualitative theory building and constant comparison analysis (Lee, 2022). This data mining software employs quantitative methods to implement qualitative analysis (Çakar and Aykol, 2021). It is widely used as a natural language processing software for automated content analysis in various fields, especially in tourism and hospitality, because it provides an objective and text-driven review of documents by extracting repeatable and reliable concepts and their relationships, even when the text pieces are large (Cheng and Edwards, 2019).

The sharing economy means peer-to-peer platforms for making money from surplus or unused assets. The sharing economy has proliferated in the lodging industry (Ju et al., 2019). Airbnb is a prominent example of the online peer-to-peer accommodation market (Banerjee, Lens and Pal, 2022; Ju et al., 2019). Various researchers have analyzed online reviews about peer-to-peer accommodation experiences (Cheng et al., 2019; Garay-Tamajón and Morales-Pérez, 2023; Ju et al., 2019; Wong et al., 2023). Considering the importance of customers accepting the technology, Muharam, Tussyadiah and Kimbu (2023) proposed a model to explain the factors predicting tourists' acceptance of blockchain-based peer-to-peer accommodation. Since the introduction of the concept of the experience economy in the 1990s, this concept has been significantly investigated in the travel and tourism industry. Findings of bibliometric and thematic analysis of the two decades of study on the experience economy revealed that memorable dining experiences have been one of the research contexts (Kim and So, 2022). Lin et al. (2021) combined the concept of the experience economy and sharing economy to conceptualize private social dining experiences as a new and neglected activity in studies. Wong et al. (2023) introduced the concept of the sharing experience economy by considering the subtle differences between the sharing economy and the experience economy. Furthermore, robotization has caused new experiences in guest-host interactions, especially in food services (Fusté-Forné, 2021).

It could be argued that Social Exchange Theory (SET) holds significant importance as an applied theory within the existing literature, particularly in examining people's attitudes and their endorsement of tourism development. Additionally, SET offers valuable insights into the complex dynamics between tourists and the host community and the overall quality of life experienced by the host community (Yang, Khoo and Yang, 2022; Yeager et al., 2020). Researchers still use this theory along with other theories and concepts, such as Weber's theory of formal and substantive rationality (Yeager et al., 2020), bottom-up spillover (Yang et al., 2022), interpersonal relationship theory (Huo et al., 2023), host gaze (Shah, Trupp and Stephenson, 2023), and authenticity (Kromidha, Gannon and Taheri, 2023) to overcome its limitations and in less studied contexts

4.3 Qualitative research on the COVID-19 pandemic

The COVID-19 cluster has been mainly concentrated on five diverse topics: employee turnover intentions, sentiment analysis to determine customers' attitudes and opinions, general managers' responses to the crisis, tourists' risk perception, and systems

thinking in the tourism industry. The COVID-19 pandemic has significantly affected tourism and hospitality, revealing industries' resilience or vulnerability. Such crises highlight the importance of understanding how employees respond to adverse, stressful work events because negative events cause negative emotions, attitudes, and behaviors, such as negative word-of-mouth or turnover intentions in employees towards the industry (Yu et al., 2021).

Although online review analysis has increasingly attracted researchers' attention in recent years, studying customer sentiments is still in its infancy (Yu and Zhang, 2020). For example, while the virtual tourism experience has received much attention, mainly due to the pandemic, few studies have systematically investigated public sentiment toward it and its determinants (Zhang et al., 2022). Sentiment analysis, also known as tendency analysis, sentiment mining (Zhang et al., 2022), or opinion mining (Yu and Zhang, 2020), has been introduced as an innovative technique to quantify and categorize tourists' implicit sentiments through big data text processing (Zhang et al., 2022). It is an essential tool for automatically converting unstructured information into structured data about public opinion (Yu and Zhang, 2020). This technique has been recently employed in tourism studies (e.g. Baalbaki and Zizka, 2023). Due to the destructive effects of the COVID-19 pandemic on the hospitality industry, especially hotels, managers had to redesign satisfactory and safe experiences for guests. Hence, their role and strategies for crisis management drew researchers' attention (Bonfanti, Vigolo and Yfantidou, 2021). Tourists' perceived risk, their risk aversion attitudes, and intended or actual behaviors were other trending topics in the context of the COVID-19 crisis (e.g. Kim and Pomirleanu, 2021; Teeroovengadum et al., 2021; Villacé-Molinero et al., 2021).

The COVID-19 pandemic crisis revealed that many of the current tourism management systems did not have the effective tools to adapt to the consequences of the crisis. Therefore, researchers have drawn attention to double-loop learning in this industry. Double-loop learning enables tourism companies to identify new business opportunities through system thinking. System thinking provides adaptive learning mechanisms in tourism businesses that can provide more long-term and sustainable solutions than traditional actions based on cause and effect (Jaaron, Pham and Cogonon, 2023).

4.4 Ethics in post-COVID-19 era: narratives, attitudes, and social shifts

The ethics cluster mainly focuses on three topics: narrative approach, residents' attitudes, social behavior, and changes in demands in the post-COVID-19 pandemic. While narrative methodologies have received considerable attention in various academic fields, their application in tourism and hospitality has been limited. Narrative methods aim to provide a qualitative and holistic interpretation of complex systems. Adopting the postmodern paradigm, they do not look after truth, but they seek to discover the meaning from diverse, fragmented, and maybe conflicted stories of social actors who have lived those experiences and make connections between these detached elements as parts of a holistic system. These methods have been employed in small values-based tourism firms' context (e.g. Tomassini, Font and Thomas, 2021).

Researchers have long realized the relationship between residents' attitudes toward tourism and its success and have tried to explain the reasons for residents' support or opposition to tourism development by exploring its determinants (Olya, 2023; Yeager et al., 2020) such as their attitudes towards various tourists' behaviors, for example, photography (Ghaderi and Béal, 2020). However, few studies have been conducted on attitude changes over time and different perspectives of destination stakeholders

(Zerva et al., 2019). Woosnam and Ribeiro (2023) reviewed the history of methodological and theoretical developments in research on the social impacts of tourism. They summarized the dominant variables and theories employed to explain residents' perceptions of the social impacts of tourism.

Social behavior and changes in demand in the post-COVID-19 pandemic have been other important topics in the ethics cluster. For example, according to Zhang, Wang and Rickly (2021), the COVID-19 pandemic has challenged tourists' desire for social interaction. Therefore, it is crucial to know how the lack of meaningful social interaction affects the change in tourist identities and how these changes could influence the future social behavior of tourists. Haywood (2020) argued that the changes caused by COVID-19 have necessitated re-imagining the future of tourism and identifying what should be changed and what should remain as it is. Because the dominant competitive ethics could not work in the post-COVID conditions, he suggests that the gap between "what is" and "what could or should be" to be recognized by in-depth evaluations based on the future back paradigm.

4.5 Resilience and sustainability

This cluster has mainly concentrated on three topics: adaptive capacity, rural areas' sustainable livelihoods, and performance measurement systems. Due to tourism's vulnerability to crises, resilience as the ability of systems to recover from turbulence has drawn considerable attention (Brune, Knollenberg and Vilá, 2023; Deason, Seekamp and Barbieri, 2022). Since resilience can affect the ability of communities and destinations as social-ecological systems and tourism businesses to bounce back, it has become a popular concept in tourism. Flexibility, adaptability, and innovation are necessary for tourism systems to recover from adverse conditions and adapt to the new normal. Reorganization and diversification are key strategies to enhance tourism systems resilience (Brune et al., 2023). Adaptive capacity, also called adaptive resilience, describes a system's ability to bounce back, improve, and create new opportunities from unforeseen threats and crises (Prayag et al., 2023).

Focusing on the concept of sustainability, especially after the COVID-19 pandemic, rural tourism has become popular. Therefore, the necessity of implementing sustainable tourism projects in rural destinations to achieve social, economic, and environmental sustainability has increased, and many studies have been conducted on rural tourism sustainability (Mwesiumo, Halfdanarson and Shlopak, 2022). For example, the findings of Pasanchay and Schott (2021) revealed that homestays in rural areas have a significant capacity to advance SDG1 and SDG11. Previous studies have shown that tourism as a complementary livelihood activity can be an option for rural communities to make more income from existing livelihood resources. Sustainable Livelihood Framework (SLF), a holistic and human-centered approach to sustainability, has been proposed as an analytical tool for investigating the relationship between tourists and local communities, especially in the rural context (Su et al., 2019). The SL approach focuses on residents' existing resources, knowledge, and skills. It has been widely used in tourism in the last decade, especially in pro-poor, rural, and heritage tourism. SLF examines how tourism can better align with local livelihood strategies and improve sustainable livelihood outcomes (Liu et al., 2022).

Adopting sustainability measuring techniques within the tourism sector is of great importance to policymakers. These systems serve as invaluable tools that provide enhanced transparency, improve the administration of complex components, and facilitate the harmonization of information related to stakeholders' needs and attitudes

on sustainable development. The complexity of the tourism system requires a performance measurement system that can fully consider the structural and dynamic aspects of this industry, taking into account both financial and non-financial elements, the diversity of multiple stakeholders involved with different interests, goals, their capacities to create value, and balance internal and external perspectives (Aureli and Del Baldo, 2019; Gusmerotti et al., 2023).

4.6 Degrowth and entrepreneurship

According to the highest weights of internal links, this cluster has been mainly concentrated on four topics: degrowth, indigenous population, entrepreneurial networks, and relative deprivation. With the growing concerns over overtourism in the last decade, degrowth of tourism has been proposed in many destinations (Valdivielso and Moranta, 2019). Inequality due to the mere focus on economic growth in the 1950s and 1960s caused some critics to propose degrowth as its antithesis. Overtourism is a new phenomenon, especially in popular urban destinations with unplanned and uncontrolled tourism development, where unregulated capital has been accumulated, and the city has been sold as a tourism commodity (Milano, Novelli and Cheer, 2019). Gentrification is one of the undesirable consequences of overtourism and part of the broad discourse of tourism degrowth (Kim and Kang, 2020; Valdivielso and Moranta, 2019). The review revealed that in tourism studies, there is a dearth of research employing critical discourse analysis (CDA), and tourism degrowth discourse is one of the understudied areas (Valdivielso and Moranta, 2019).

Regarding the indigenous population, qualitative studies have addressed diverse issues, including minority languages as intangible cultural heritage and resources for sustainable tourism (Lonardi, Martini and Hull, 2020), the geography of power and the indigenous population (Gorbunsova, Dobson and Palmer, 2019), running businesses by indigenous population (Scherrer, 2020), and the role of knowledge exchange on residents perception of tourism and its values (Ngo and Pham, 2023). The variety of subjects studied shows that indigenous populations have received increasing attention from tourism researchers in recent studies from various aspects.

Entrepreneurship is an essential feature of tourism businesses. Entrepreneurial networks and partnerships, either formal or informal, could be a critical motive for tourism entrepreneurship and its performance and are necessary for destination development and marketing. There is a growing recognition of the role of entrepreneurial networks in the tourism economy, and they have drawn considerable scholarly attention (Zhou et al., 2023). The study of entrepreneurship has recently focused on entrepreneurial ecosystems that embrace multiple elements. Among them are social networks essential for establishing, flourishing, and maintaining an entrepreneurial activity (Cunha, Kastenholz and Carneiro, 2020).

4.7 Thematic analysis

The thematic Analysis cluster mainly concentrates on three topics: medical tourism, systematic review, and spiritual tourism. This method of qualitative analysis has received significant attention in analyzing qualitative data. The science mapping analysis showed that this method has been applied in many qualitative studies. For example, it has been applied extensively in medical tourism. Medical tourism is one of the most profitable sectors for countries' healthcare services due to generating foreign exchange income, reducing skill shortages, and increasing healthcare systems'

efficiency (Collins, Medhekar and Şanal, 2022). Healthcare services' perceived value and quality are among the main drivers of medical tourism and destinations' competitive advantages (Medhekar, Wong and Hall, 2020). Experimental studies on medical tourism have been grown recently. However, there is still a dearth of research on both the demand (Mathijssen, 2019) and supply sides (Collins et al., 2022; Medhekar et al., 2020). Diasporic medical tourism is a rising trend in this market (Collins et al., 2022), which requires increasing scholarly attention to identifying travelers' motivations and decision-making processes (Mathijssen, 2019).

Similarly, the systematic review has received increasing attention in tourism and hospitality studies. This method allows for combining the extensive literature in an objective, repeatable, systematic, and comprehensive manner (Booth et al., 2020). The PRISMA framework was devised to enhance the reliability of systematic reviews by guaranteeing transparency in the process (Booth et al., 2020; Kim and So, 2022). Systematic review has been employed in diverse areas in tourism and hospitality studies, including ecotourism (Paul and Roy, 2023), artificial intelligence (Doborjeh et al., 2022), halal tourism (Sofyan et al., 2022), customer experience (Kim and So, 2022), qualitative online methods (Pahlevan-Sharif et al., 2020), and entrepreneurship (Booth et al., 2020). In addition, it has been used with other methods such as content analysis (Doborjeh et al., 2022), grounded theory (Sofyan et al., 2022), bibliometric analysis (Booth et al., 2020; Kim and So, 2022; Paul and Roy, 2023), meta-analyses (Pahlevan-Sharif et al., 2020), and thematic analysis (Booth et al., 2020).

The increasing significance of unconventional and extraordinary experiences and hedonistic experiences in tourism has drawn academic attention to areas such as spiritual tourism and self-actualization through tourism (Wang et al., 2023). Nonetheless, even with extensive research, there remains a lack of firmly established literature and theory, a dearth of consensus on the definition and conceptualization of spiritual tourism, and a limited understanding of the behaviors exhibited by spiritual tourists (Christou, Pericleous and Singleton, 2023; Wang et al., 2023).

4.8 Social media

The social media cluster mainly focuses on three topics: visual methods, social networks, and crisis response using social media. Visual research methods use visual data to answer research questions (Schwarz, 2021). Due to the recent growing use of social media by tourists to narrate and share their experiences, a large amount of visual data, such as photographs, has been produced (Lee et al., 2023). Increasingly based on the user-generated photos on social networks and employing visual research methods theories such as Goffman's self-presentation (Schwarz, 2021; Wattanacharoensil, Taecharungroj and Mathayomchan, 2023) or Urry's tourist-gaze (Schwarz, 2021) have been used to explain tourists' behavior. The popular concept of tourist gaze has been employed in various studies and argues the social construction of visual tourist experiences (Ekici Cilkin and Cizel, 2022; Lee et al., 2023; Schwarz, 2021; Wattanacharoensil et al., 2023). Nowadays, many tourism and hospitality service providers realize that utilizing corporate social network sites (CSNs) in social media can influence their businesses' success. However, a handful of research has been carried out to identify indicators and evaluate the quality of CSNs from both the customer and corporate perspectives (Albayrak, Caber and Sigala, 2021). Communication with customers through social media during a crisis could be a helpful crisis response strategy to influence customers' perceptions and reduce threats to corporate reputation (Li et al., 2022). Integrating content analysis, sentiment analysis, and fsQCA, Li et al. (2022)

investigated the interplay between hospitality firms' response strategy on social media during COVID-19, linguistic cues, and organizational characteristics to arouse positive emotional reactions in customers.

4.9 The communication cluster

According to the highest weights of internal links, the communication cluster has mainly concentrated on four topics: lifestyle entrepreneurship, behavioral intention, corporate social responsibility (CSR), and risk assessment. Tourism lifestyle entrepreneurs are a distinct group of entrepreneurs since they seek not only financial goals but also nonfinancial environmental and social motives that drive their business models, which are deemed sustainable. They aim to run a sustainable business by preserving the environment and generating benefits for local communities. Their value proposition, tied to the place and community's unique features, provides creative and authentic experiences for tourists. Traditional knowledge is an integral part of the services and experiences and, thus, their competitive value proposition (Dias et al., 2023). The nature of creative tourism, which relies on entrepreneurs' innovation and creativity and the interaction of tourists with local communities, relates it to the concept of lifestyle entrepreneurship. However, research on creative tourism has mainly concentrated on the demand side, and the experiences and perspectives of entrepreneurs received less attention (Zhou et al., 2023).

Behavioral intention is a well-established concept in the tourism literature, and many studies have been conducted to determine its predictors in various contexts (Gorji, Garcia and Mercadé-Melé, 2023). This concept is still of interest to researchers. Recently researchers have investigated tourists' behavioral intentions for technology adaption (Pillai and Sivathanu, 2020), experience sharing (Wood et al., 2023), virtual experiences (Moon et al., 2022) or crisis response (Gorji et al., 2023) employing quantitative (Moon et al., 2022), qualitative (Gorji et al., 2023) or mixed methods (Pillai and Sivathanu, 2020).

In recent years, increasing social expectations from businesses, laws and regulations, and desired business outcomes have highlighted the importance of corporate social responsibility (CSR) for tourism firms (Abaeian et al., 2019). Considering their social responsibilities, corporations are expected to consider society's values and benefits while making decisions and taking action. CSR has been conceptualized in various ways, such as an ethical obligation, competitive strategy, or means of value creation (Zutshi et al., 2021). In addition, multiple benefits have been determined for firms engaged in CSR activities, eventually boosting their performance (Abaeian et al., 2019). CSR has been a popular topic in tourism studies. However, its recent application in the context of art museums and galleries has been new (Zutshi et al., 2021).

Tourist decision-making, whether influencing factors or processes, has long been a topic of interest for tourism scholars (Xu et al., 2022). Perceived risk was identified as one of the vital factors influencing travel decisions (Xu et al., 2022). Anxiety/risk-reduction management theory explains that when individuals evaluate the travel risk as high, they will probably cancel or postpone the travel, especially in international tourism (Liu et al., 2021). Following the COVID-19 crisis, various studies have been conducted on tourists' decision-making considering their risk perception. Previous research has verified that individuals seek external or personal information for travel decision-making depending on the perceived risk level. In such circumstances, clear communication can be critical in mitigating risk perceptions, engaging in protective behaviors, and influencing travel decisions. Utilizing the "issue-attention cycle" theory, scholars proposed a five-stage pattern that reflects the relationship between perceived risk and media communications following a crisis (Villacé-Molinero et al., 2021).

5 CONCLUSIONS

In conclusion, the analysis of the main thematic networks and discussions in qualitative tourism research has revealed several key trends and areas of focus that offer valuable insights into current and future directions for research. By categorizing the clusters into six main themes, we have identified significant areas of interest and highlighted the interconnectedness of various topics within the qualitative research landscape.

The first theme, qualitative research on tourist destinations, has emphasized the critical importance of crisis management, particularly in the context of the COVID-19 pandemic. Studies have focused on image repair, tourism crisis, and recovery marketing, reflecting the industry's efforts to address challenges and adapt strategies to encourage tourist visitation. Additionally, research on tourist behavior has explored various dimensions, including impacts on host communities, virtual experiences, consumption patterns, and decision-making processes. The comparative analysis and sharing economy theme have shed light on the role of automated content analysis in understanding qualitative data and the proliferation of peer-to-peer accommodation platforms like Airbnb. The intersection of the experience economy and the sharing economy has also emerged as a significant area of investigation, along with applying Social Exchange Theory to understand tourism development dynamics.

The COVID-19 pandemic cluster has highlighted the profound impact of the crisis on various aspects of tourism and hospitality, including employee turnover, sentiment analysis, crisis response strategies, and tourists' risk perception. It has also prompted discussions on systems thinking and double-loop learning as essential approaches for building resilience and adapting to future crises. Ethics in the post-COVID-19 era theme has emphasized narrative approaches, residents' attitudes, and social behavior changes as critical areas of inquiry. Understanding the ethical implications of tourism development and addressing residents' concerns are crucial for fostering sustainable and responsible tourism practices in the post-pandemic world.

The resilience and sustainability theme has highlighted the importance of adaptive capacity, sustainable livelihoods in rural areas, and performance measurement systems for promoting resilience and sustainability in tourism. Embracing flexibility, innovation, and community empowerment are essential for building resilient tourism systems that can withstand future shocks. The degrowth and entrepreneurship theme have highlighted the discourse surrounding tourism degrowth, the role of Indigenous populations, entrepreneurial networks, and relative deprivation in shaping tourism development trajectories. Addressing issues of inequality, promoting sustainable entrepreneurship, and engaging Indigenous communities are vital for fostering more equitable and responsible tourism practices.

Thematic analysis has demonstrated the value of methodologies such as medical tourism, systematic reviews, and spiritual tourism in enriching our understanding of complex tourism phenomena. These methods offer systematic approaches to synthesizing and interpreting qualitative data, contributing to advancing knowledge in diverse areas of tourism research. The social media and communication theme has underlined the growing significance of visual methods, social networks, and crisis communication strategies in the digital age. Leveraging social media platforms effectively and understanding tourists' online behaviors are essential for enhancing destination marketing efforts and managing crises.

5.1 Theoretical and practical implications

The analysis of the main thematic networks and discussions in qualitative tourism research provides both theoretical and practical implications for researchers and practitioners. Theoretically, the identified themes and clusters highlight the evolving focus areas within tourism research, underscoring the significance of crisis management, particularly in the aftermath of the COVID-19 pandemic. The emphasis on image repair, tourism crisis, and recovery marketing reflects a critical area for theoretical exploration, offering insights into how destinations can mitigate the adverse effects of crises and enhance their resilience. Additionally, the exploration of tourist behavior, including virtual experiences and decision-making processes, provides a nuanced understanding of the changing dynamics of tourist interactions and preferences, further enriching the theoretical discourse on tourism studies.

Practically, the insights derived from the thematic networks can inform strategic decisions and policies within the tourism industry. The focus on recovery marketing and crisis management strategies offers valuable guidance for tourism marketers and destination managers in designing effective communication and promotional campaigns to restore the destination image and attract tourists post-crisis. The attention to tourist behavior and consumption patterns, especially in the context of virtual experiences, can aid in developing innovative tourism products and services that cater to evolving tourist preferences. Furthermore, the exploration of comparative analysis and automated content analysis tools like Leximancer highlights the practical utility of such tools in extracting meaningful insights from large volumes of qualitative data, aiding researchers and practitioners in making data-driven decisions.

The practical implications extend to understanding the role of peer-to-peer accommodation platforms, experience economy, and social exchange theory in shaping tourism experiences and development. Insights into the sharing economy, exemplified by platforms like Airbnb, can guide policymakers in regulating and promoting sustainable peer-to-peer accommodations. The focus on ethical considerations, residents' attitudes, and social behavior changes post-COVID-19 provides a basis for fostering sustainable and responsible tourism practices, ensuring that tourism development aligns with community values and addresses residents' concerns. Lastly, the themes of resilience and sustainability, degrowth, and entrepreneurship emphasize the importance of adaptive capacity, sustainable livelihoods, and entrepreneurial networks in promoting resilient and equitable tourism practices, offering practical frameworks for implementing sustainable tourism projects, particularly in rural and marginalized communities.

In conclusion, the thematic analysis not only enriches the theoretical landscape of tourism research by identifying emerging trends and interconnected themes but also provides practical guidelines for industry stakeholders to navigate the complexities of tourism development in a post-pandemic world. The insights into crisis management, tourist behavior, ethical considerations, and sustainability underscore the need for a holistic and adaptive approach to tourism research and practice, fostering a resilient, equitable, and sustainable tourism industry.

5.2 Limitations and future research directions

Reliance on a single database, restricting the publication type in the search query to articles, and excluding records not from the SSCI index in JCR might have influenced the data coverage, and some relevant publications might have been missed. Regarding the research query, as the inclusion criteria have been defined subjectively (source type,

publication stage, document type, and language), selecting broader criteria can provide more comprehensive results. Future studies could expand the research to include other databases or sources such as books, book chapters, conference papers, or grey literature. Besides, publications in languages other than English could be considered to avoid language bias. In addition, researchers' decisions about selecting parameters in SciMAT may impact the results. However, the authors examined various parameters and set the best ones so the strategic diagram would not be too complex or too simple. SciMAT performs co-word or co-citation analysis to build a science map. However, interpreting their meaning requires additional insights, which could be gained through complementing qualitative methods such as content analysis or interviews to gain expert opinions and better understanding. This study attempted to decrease this limitation by reviewing the related literature, especially for the last period, which identifies future research topics. However, the many articles retrieved made it impossible to perform the content analysis fully. Future studies could investigate thematic clusters more deeply.

REFERENCES

- Abaeian, V., Khong, K. W., Kyid Yeoh, K. and McCabe, S. (2019). Motivations of undertaking CSR initiatives by independent hotels: A holistic approach. *International Journal of Contemporary Hospitality Management*, 31(6), 2468–2487, doi: 10.1108/IJCHM-03-2018-0193.
- Abdollahi, A., Ghaderi, Z., Béal, L. and Cooper, C. (2023). The intersection between knowledge management and organizational learning in tourism and hospitality: A bibliometric analysis. *Journal of Hospitality and Tourism Management*, 55, 11–28, doi: 10.13140/RG.2.2.17820.77446.
- Albayrak, T., Caber, M. and Sigala, M. (2021). A quality measurement proposal for corporate social network sites: the case of hotel Facebook page. *Current Issues in Tourism*, 24(20), 2955–2970, doi: 10.1080/13683500.2020.1854199.
- Albrecht, J.N. (2014). Micro-mobility patterns and service blueprints as foundations for visitor management planning. *Journal of Sustainable Tourism*, 22(7), 1052–1070, doi: 10.1080/09669582.2013.847945.
- Andriotis, K. (2020). *Journal of Qualitative Research in Tourism*, 1(1), 1–6, doi: 10.4337/jqrt.2020.01.00.
- Aureli, S. and Del Baldo, M. (2019). Performance measurement in the networked context of convention and visitors bureaus (CVBs). *Annals of Tourism Research*, 75, 92–105, doi: 10.1016/j.annals.2018.12.004.
- Avraham, E. (2021a). Combating tourism crisis following terror attacks: Image repair strategies for European destinations since 2014. *Current Issues in Tourism*, 24(8), 1079–1092, doi: 10.1080/13683500.2020.1764510.
- Avraham, E. (2021b). From 9/11 through Katrina to Covid-19: Crisis recovery campaigns for American destinations. *Current Issues in Tourism*, 24(20), 2875–2889, doi: 10.1080/13683500.2020.1849052.
- Baalbaki, J. and Zizka, L. (2023). Egyptian crises and destination brand image: the resurrection of the mummy. *Current Issues in Tourism*, 1–19, doi: 10.1080/13683500.2023.2187280.
- Baas, J., Schotten, M., Plume, A., Côté, G. and Karimi, R. (2020). Scopus as a curated, high-quality bibliometric data source for academic research in quantitative science studies. *Quantitative Science Studies*, 1(1), 377–386, doi: 10.1162/qss_a_00019.
- Banerjee, S., Lens, M. and Pal, A. (2022). Put on your sunglasses and smile: The secret of Airbnb hosts' profile photos? *International Journal of Hospitality Management*, 103, 103219, doi: 10.1016/j.ijhm.2022.103219.
- Berbekova, A., Uysal, M. and Assaf, A.G. (2021). A thematic analysis of crisis management in tourism: A theoretical perspective. *Tourism Management*, 86, 104342, doi: 10.1016/j.tourman.2021.104342.

- Bonfanti, A., Vigolo, V. and Yfantidou, G. (2021). The impact of the Covid-19 pandemic on customer experience design: The hotel managers' perspective. *International Journal of Hospitality Management*, 94, 102871, doi: 10.1016/j.ijhm.2021.102871.
- Booth, P., Chaperon, S.A., Kennell, J.S. and Morrison, A.M. (2020). Entrepreneurship in island contexts: A systematic review of the tourism and hospitality literature. *International Journal of Hospitality Management*, 85, 102438, doi: 10.1016/j.ijhm.2019.102438.
- Brune, S., Knollenberg, W. and Vilá, O. (2023). Agritourism resilience during the COVID-19 crisis. *Annals of Tourism Research*, 99, 103538, doi: 10.1016/j.annals.2023.103538.
- Çakar, K. and Aykol, Ş. (2021). Case study as a research method in hospitality and tourism research: A systematic literature review (1974–2020). *Cornell Hospitality Quarterly*, 62(1), 21–31, doi: 10.1177/1938965520971281.
- Çakar, K. (2022). The use of qualitative content analysis in hospitality and tourism. In: F. Okumus, S.M. Rasoolimanesh and S. Jahani (Eds), *Contemporary Research Methods in Hospitality and Tourism* (pp. 143–155). Leeds: Emerald Publishing Limited, doi: 10.1108/978-1-80117-546-320221010.
- Cheng, M. and Edwards, D. (2019). A comparative automated content analysis approach on the review of the sharing economy discourse in tourism and hospitality. *Current Issues in Tourism*, 22(1), 35–49, doi: 10.1080/13683500.2017.1361908.
- Cheng, X., Fu, S., Sun, J., Bilgihan, A. and Okumus, F. (2019). An investigation on online reviews in sharing economy driven hospitality platforms: A viewpoint of trust. *Tourism Management*, 71, 366–377, doi: 10.1016/j.tourman.2018.10.020.
- Christou, P.A., Pericleous, K. and Singleton, A. (2023). Spiritual tourism: understandings, perspectives, discernment, and synthesis. *Current Issues in Tourism*, 1–18, doi: 10.1080/13683500.2023.2183819.
- Cobo, M.J., López-Herrera, A.G., Herrera-Viedma, E. and Herrera, F. (2011). An approach for detecting, quantifying, and visualizing the evolution of a research field: A practical application to the Fuzzy Sets Theory field. *Journal of Informetrics*, 5(1), 146–166, doi: 10.1016/j.joi.2010.10.002.
- Cobo, M.J., López-Herrera, A.G., Herrera-Viedma, E. and Herrera, F. (2012). SciMAT: A new science mapping analysis software tool. *Journal of the American Society for Information Science and Technology*, 63(8), 1609–1630, doi: 10.1002/asi.22688.
- Collins, A., Medhekar, A. and Şanal, Z. G. (2022). A qualitative analysis of Turkish stakeholders perspective for improving medical tourism. *International Journal of Tourism Research*, 24(3), 487–500, doi: 10.1002/jtr.2516.
- Cooper, M.-A. and Buckley, R. (2022). Tourist mental health drives destination choice, marketing, and matching. *Journal of Travel Research*, 61(4), 786–799, doi: 10.1177/00472875211011548.
- Cunha, C., Kastenholtz, E. and Carneiro, M.J. (2020). Entrepreneurs in rural tourism: Do lifestyle motivations contribute to management practices that enhance sustainable entrepreneurial ecosystems? *Journal of Hospitality and Tourism Management*, 44, 215–226, doi: 10.1016/j.jhtm.2020.06.007.
- De Marchis, G. and Shchebetenko, S. (2022). Creativity studies within the European Union: A bibliometric analysis. *Creativity Research Journal*, doi: 10.1080/10400419.2022.2067961.
- Deason, G., Seekamp, E. and Barbieri, C. (2022). Actor-network theory and organizational resilience to climate change in community-based tourism. *Journal of Outdoor Recreation and Tourism*, 38, 100483, doi: 10.1016/j.jort.2021.100483.
- Dias, Á., Silva, G.M., Patuleia, M. and González-Rodríguez, M.R. (2023). Developing sustainable business models: local knowledge acquisition and tourism lifestyle entrepreneurship. *Journal of Sustainable Tourism*, 31(4), 931–950, doi: 10.1080/09669582.2020.1835931.
- Díaz-López, C., Carpio, M., Martín-Morales, M. and Zamorano, M. (2019). Analysis of the scientific evolution of sustainable building assessment methods. *Sustainable Cities and Society*, 49, 101610, doi: 10.1016/j.scs.2019.101610.
- Doborjeh, Z., Hemmington, N., Doborjeh, M. and Kasabov, N. (2022). Artificial intelligence: a systematic review of methods and applications in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 34(3), 1154–1176, doi: 10.1108/IJCHM-06-2021-0767.

- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N. and Lim, W.M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296, doi: 10.1016/j.jbusres.2021.04.070.
- Ekici Cilkin, R. and Cizel, B. (2022). Tourist gazes through photographs. *Journal of Vacation Marketing*, 28(2), 188–210, doi: 10.1177/13567667211038955.
- Eatough, V. and Smith, J.A. (2008). Interpretative phenomenological analysis. In C. Willig and W. Stainton-Rogers (Eds), *The Sage Handbook of Qualitative Research in Psychology*. Los Angeles: Sage Publications.
- Fusté-Forné, F. (2021). Robot chefs in gastronomy tourism: What's on the menu? *Tourism Management Perspectives*, 37, 100774, doi: 10.1016/j.tmp.2020.100774.
- Gao, J., Zeng, X., Zhang, C. and Porananond, P. (2022). Understanding the young middle-class Chinese outbound tourism consumption: A social practice perspective. *Tourism Management*, 92, 104555, doi: 10.1016/j.tourman.2022.104555.
- Garay-Tamajón, L.A. and Morales-Pérez, S. (2023). 'Belong anywhere': Focusing on authenticity and the role of Airbnb in the projected destination image. *International Journal of Tourism Research*, 25(1), 63–78, doi: 10.1002/jtr.2551.
- Ghaderi, Z., Walker, M. and Béal, L. (2022). Responses and learning from COVID-19: integrating chaos and complexity theories in the event and tourism sector in Iran. *Event Management*, 26(8), 1671–1687, doi: 10.3727/152599522X16419948391258.
- Ghaderi, Z. and Béal, L. (2020). Local impression of tourist photographing: A perspective from Iran. *Tourism Management*, 76, 103962, doi: 10.1016/j.tourman.2019.103962.
- Gorbuntsova, T., Dobson, S. and Palmer, N. (2019). Diverse geographies of power and spatial production: Tourism industry development in the Yamal Peninsula, Northern Siberia. *Annals of Tourism Research*, 76, 67–79, doi: 10.1016/j.annals.2019.03.006.
- Gorji, A.S., Garcia, F.A. and Mercadé-Melé, P. (2023). Tourists' perceived destination image and behavioral intentions towards a sanctioned destination: Comparing visitors and non-visitors. *Tourism Management Perspectives*, 45, 101062, doi: 10.1016/j.tmp.2022.101062.
- Gusmerotti, N.M., Carlesi, S., Iannuzzi, T. and Testa, F. (2023). The role of tourism in boosting circular transition: A measurement system based on a participatory approach. *Journal of Sustainable Tourism*, 1–25, doi: 10.1080/09669582.2023.2190056.
- Han, H., Al-Ansi, A., Olya, H.G.T. and Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, 71, 151–164, doi: 10.1016/j.tourman.2018.10.010.
- Haywood, K.M. (2020). A post COVID-19 future—Tourism re-imagined and re-enabled. *Tourism Geographies*, 22(3), 599–609, doi: 10.1080/14616688.2020.1762120.
- Huo, T., Yuan, F., Huo, M., Shao, Y., Li, S. and Li, Z. (2023). Residents' participation in rural tourism and interpersonal trust in tourists: The mediating role of residents' perceptions of tourism impacts. *Journal of Hospitality and Tourism Management*, 54, 457–471, doi: 10.1016/j.jhtm.2023.02.011
- Jaaron, A.A.M., Pham, D.T. and Cogonon, M.E. (2023). Systems thinking to facilitate “double loop” learning in tourism industry: A COVID-19 response strategy. *Journal of Sustainable Tourism*, 31(4), 1032–1050, doi: 10.1080/09669582.2021.1948554.
- Jones, S.R., Torres, V. and Arminio, J. (2021). *Negotiating the Complexities of Qualitative Research in Higher Education: Essential Elements and Issues*. Routledge.
- Ju, Y., Back, K.-J., Choi, Y. and Lee, J.-S. (2019). Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction. *International Journal of Hospitality Management*, 77, 342–352, doi: 10.1016/j.ijhm.2018.07.014.
- Kim, E.J. and Pomirleanu, N. (2021). Effective redesign strategies for tourism management in a crisis context: A theory-in-use approach. *Tourism Management*, 87, 104359, doi: 10.1016/j.tourman.2021.104359.
- Kim, H., and So, K. K. F. (2022). Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis. *International Journal of Hospitality Management*, 100, 103082, doi: 10.1016/j.ijhm.2021.103082

- Kim, S. and Kang, Y. (2020). Why do residents in an overtourism destination develop anti-tourist attitudes? An exploration of residents' experience through the lens of the community-based tourism. *Asia Pacific Journal of Tourism Research*, 25(8), 858–876, doi: 10.1080/10941665.2020.1768129.
- Kromidha, E., Gannon, M. and Taheri, B. (2023). A profile-based approach to understanding social exchange: Authentic tour-guiding in the sharing economy. *Journal of Travel Research*, 62(2), 324–344, doi: 10.1177/00472875211062616.
- Lee, C., Richardson, S., Goh, E. and Presbury, R. (2023). From the tourist gaze to a shared gaze: Exploring motivations for online photo-sharing in present-day tourism experience. *Tourism Management Perspectives*, 46, 101099, doi: 10.1016/j.tmp.2023.101099.
- Lee, M. (2022). Evolution of hospitality and tourism technology research from: A computer-assisted qualitative data analysis. *Journal of Hospitality and Tourism Technology*, 13(1), 62–84, doi: 10.1108/JHTT-10-2020-0276.
- Li, S., Wang, Y., Filieri, R. and Zhu, Y. (2022). Eliciting positive emotion through strategic responses to COVID-19 crisis: Evidence from the tourism sector. *Tourism Management*, 90, 104485, doi: 10.1016/j.tourman.2021.104485.
- Lin, P.M., Michael Ok, C. and Ching Au, W. (2021). Tourists' private social dining experiences. *Tourist Studies*, 21(2), 278–299, doi: 10.1177/1468797620986088.
- Liu, X., Li, Z., Zhang, Q. and Zhang, Y. (2021). Understanding news coverage of tourism safety: A comparative analysis of visitors and non-visitors. *Tourism Review*, 76(4), 788–808, doi: 10.1108/TR-10-2020-0500.
- Liu, Y., Wang, Y., Dupre, K. and McIlwaine, C. (2022). The impacts of world cultural heritage site designation and heritage tourism on community livelihoods: A Chinese case study. *Tourism Management Perspectives*, 43, 100994, doi: 10.1016/j.tmp.2022.100994.
- Lonardi, S., Martini, U. and Hull, J. S. (2020). Minority languages as sustainable tourism resources: From Indigenous groups in British Columbia (Canada) to Cimbrian people in Giazza (Italy). *Annals of Tourism Research*, 83, 102859, doi: 10.1016/j.annals.2020.102859.
- López-Robles, J.R., Cobo, M.J., Gutiérrez-Salcedo, M., Martínez-Sánchez, M.A., Gamboa-Rosales, N.K. and Herrera-Viedma, E. (2021). 30th Anniversary of Applied Intelligence: A combination of bibliometrics and thematic analysis using SciMAT. *Applied Intelligence*, 51(9), 6547–6568, doi: 10.1007/s10489-021-02584-z.
- Mathijssen, A. (2019). Home, sweet home? Understanding diasporic medical tourism behaviour. Exploratory research of Polish immigrants in Belgium. *Tourism Management*, 72, 373–385, doi: 10.1016/j.tourman.2018.12.009.
- McGinley, S., Wei, W., Zhang, L. and Zheng, Y. (2021). The state of qualitative research in hospitality: A 5-year review 2014 to 2019. *Cornell Hospitality Quarterly*, 62(1), 8–20, doi: 10.1177/1938965520940294.
- Medhekar, A., Wong, H.Y. and Hall, J.E. (2020). Health-care providers perspective on value in medical travel to India. *Tourism Review*, 75(4), 717–731, doi: 10.1108/TR-06-2019-0276.
- Mertena, I., Kaaristo, M. and Edensor, T. (2022). Tourist skills. *Annals of Tourism Research*, 94, 103387, doi: 10.1016/j.annals.2022.103387.
- Milano, C., Novelli, M. and Cheer, J.M. (2019). Overtourism and degrowth: A social movements perspective. *Journal of Sustainable Tourism*, 27(12), 1857–1875, doi: 10.1080/09669582.2019.1650054.
- Moh, F.Y., Lu, H.P. and Lin, B.H. (2011). Contributions to financial crisis research: an assessment of the literature in Social Science Citation Index journals from 1990 to 2008. *Applied Economics*, 44(36), 4689–4700, doi: 10.1080/00036846.2010.528370.
- Moher, D., Liberati, A., Tetzlaff, J., Altman, D.G. and the PRISMA Group. (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *PLoS Med*, 6(7), doi: 10.1371/journal.pmed.1000097.
- Moon, H., Jongsik, Y., Chua, B.-L. and Han, H. (2022). Armchair tourism: Exploring individuals' innovative travel experience in the with-corona era. *Tourism Management*, 93, 104582, doi: 10.1016/j.tourman.2022.104582.

- Muharam, I.N., Tussyadiah, I.P. and Kimbu, A.N. (2023). A theoretical model of user acceptance of blockchain-based peer-to-peer accommodation. *Current Issues in Tourism*, 1–18, doi: 10.1080/13683500.2022.2164485.
- Mura, P. and Pahlevan-Sharif, S. (2015). The crisis of the ‘crisis of representation’ – Mapping qualitative tourism research in Southeast Asia. *Current Issues in Tourism*, doi: 10.1080/13683500.2015.1045459.
- Mura, P. and Pahlevan-Sharif, S. (2016). Narrative analysis in tourism: A critical review. *Scandinavian Journal of Hospitality and Tourism*, doi: 10.1080/15022250.2016.1227276.
- Mwesiumo, D., Halfdanarson, J. and Shlopak, M. (2022). Navigating the early stages of a large sustainability-oriented rural tourism development project: Lessons from Træna, Norway. *Tourism Management*, 89, 104456, doi: 10.1016/j.tourman.2021.104456.
- Ngo, T. and Pham, T. (2023). Indigenous residents, tourism knowledge exchange and situated perceptions of tourism. *Journal of Sustainable Tourism*, 31(2), 597–614, doi: 10.1080/09669582.2021.1920967.
- Nunkoo R. (2018). The state of research methods in tourism and hospitality. In: R. Nunkoo (Ed), *Handbook of Research Methods in Tourism and Hospitality*. Edward Elgar.
- O’Regan, M. and Choe, J. (2022). Searching for prestige: motivations and managerial implications of Chinese campus tourists. *Leisure Studies*, 41(6), 862–878, doi: 10.1080/02614367.2022.2088832.
- Oh, H., Fiore, A.M. and Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119–132, doi: 10.1177/0047287507304039.
- Olya, H.G.T. (2023). Towards advancing theory and methods on tourism development from residents’ perspectives: Developing a framework on the pathway to impact. *Journal of Sustainable Tourism*, 31(2), 329–349, doi: 10.1080/09669582.2020.1843046.
- Pahlevan-Sharif, S., Mura, P. and Wijesinghe, S.N.R. (2019). A systematic review of systematic reviews in tourism. *Journal of Hospitality and Tourism Management*, 39, 158–165, doi: 10.1016/j.jhtm.2019.04.001.
- Pahlevan-Sharif, S., Mura, P. and Wijesinghe, S.N.R. (2020). Qualitative online research in tourism – A systematic review of the literature. *Tourism Review*, 75(2), 448–465, doi: 10.1108/TR-02-2019-0072.
- Pranajaya, E., Alexandri, M.B., Chan, A. and Hermanto, B. (2024). Examining the influence of financial inclusion on investment decision: A bibliometric review. *Heliyon*, 10(3), doi: 10.1016/j.heliyon.2024.e25779.
- Pasanchay, K. and Schott, C. (2021). Community-based tourism homestays’ capacity to advance the Sustainable Development Goals: A holistic sustainable livelihood perspective. *Tourism Management Perspectives*, 37, 100784, doi: 10.1016/j.tmp.2020.100784.
- Paul, I. and Roy, G. (2023). Tourist’s engagement in eco-tourism: A review and research agenda. *Journal of Hospitality and Tourism Management*, 54, 316–328, doi: 10.1016/j.jhtm.2023.01.002.
- Pillai, R. and Sivathanu, B. (2020). Adoption of AI-based chatbots for hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 32(10), 3199–3226, 10.1108/IJCHM-04-2020-0259.
- Prayag, G., Jiang, Y., Chowdhury, M., Hossain, M.I. and Akter, N. (2023). Building dynamic capabilities and organizational resilience in tourism firms during COVID-19: A staged approach. *Journal of Travel Research*, doi: 10.1177/00472875231164976.
- Ravn, S. (2023). Integrating qualitative research methodologies and phenomenology—Using dancers’ and athletes’ experiences for phenomenological analysis. *Phenomenology and the Cognitive Sciences*, 22(1), 107–127, doi: 10.1007/s11097-021-09735-0
- Romanelli, P., Gonçalves, M.C.P., de Abreu Pestana, L.F. et al. (2021). Four challenges when conducting bibliometric reviews and how to deal with them. *Environmental Science and Pollution Research*, 28, doi: 10.1007/s11356-021-16420-x.
- Santos, P.M., Dias, J.M. and Bairrada, C.M. (2024). Gamification in marketing: Insights on current and future research directions based on a bibliometric and theories, contexts, characteristics and methodologies analysis. *Heliyon*, 10(11), doi: 10.1016/j.heliyon.2024.e32047.

- Scherrer, P. (2020). Tourism to serve culture: the evolution of an Aboriginal tourism business model in Australia. *Tourism Review*, 75(4), 663–680, doi: 10.1108/TR-09-2019-0364.
- Schwarz, K.C. (2021). “Gazing” and “performing”: Travel photography and online self-presentation. *Tourist Studies*, 21(2), 260–277, doi: 10.1177/1468797620985789.
- Selcuk, O. and Cizel, B. (2024). Using qualitative comparative analysis approach in tourism studies: a critical review. *Quality and Quantity*, 58, 933–960, doi: 10.1007/s11135-023-01675-y.
- Shafiee, S., Rajabzadeh Ghatari, A., Hasanzadeh, A. and Jahanyan, S. (2019). Developing a model for sustainable smart tourism destinations: A systematic review. *Tourism Management Perspectives*, 31, 287–300, doi: 10.1016/j.tmp.2019.06.002.
- Shah, C., Trupp, A. and Stephenson, M.L. (2023). Conceptualising local perceptions of research-related tourism in an Indigenous village in Fiji. *International Journal of Tourism Research*, 25(4), 416–428, doi: 10.1002/jtr.2578.
- Sofyan, A.S., Abror, A., Putra, T.W., Muslihati, M., Sofyan, S., Sirajuddin, S., ... and Darussalam, A.Z. (2022). Crisis and disaster management for halal tourism: a systematic review. *Tourism Review*, 77(1), 129–145, doi: 10.1108/TR-08-2020-0390.
- Su, M.M., Wall, G., Wang, Y. and Jin, M. (2019). Livelihood sustainability in a rural tourism destination – Hetu Town, Anhui Province, China. *Tourism Management*, 71, 272–281, doi: 10.1016/j.tourman.2018.10.019.
- Teeroovengadam, V., Seetanaah, B., Bindah, E., Pooloo, A. and Veerasawmy, I. (2021). Minimising perceived travel risk in the aftermath of the COVID-19 pandemic to boost travel and tourism. *Tourism Review*, 76(4), 910–928, doi: 10.1108/TR-05-2020-0195.
- Tomassini, L., Font, X. and Thomas, R. (2021). The case for linguistic narrative analysis, illustrated studying small firms in tourism. *Tourism Geographies*, 23(1–2), 344–359, doi: 10.1080/14616688.2019.1619824.
- Valdivielso, J. and Moranta, J. (2019). The social construction of the tourism degrowth discourse in the Balearic Islands. *Journal of Sustainable Tourism*, 27(12), 1876–1892, doi: 10.1080/09669582.2019.1660670.
- Villacé-Molinero, T., Fernández-Muñoz, J.J., Orea-Giner, A. and Fuentes-Moraleda, L. (2021). Understanding the new post-COVID-19 risk scenario: Outlooks and challenges for a new era of tourism. *Tourism Management*, 86, 104324, doi: 10.1016/j.tourman.2021.104324.
- Wang, S., Blasco, D., Hamzah, A. and Verschuuren, B. (2023). Tourists and ‘philosophers’: Nature as a medium to consciousness and transcendence in spiritual tourism. *Annals of Tourism Research*, 99, 103543, doi: 10.1016/j.annals.2023.103543.
- Wattanacharoensil, W., Taecharungroj, V. and Mathayomchan, B. (2023). Tourist gaze upon Bangkok: where exotism and modernism collide. *Current Issues in Tourism*, 26(15), 2433–2451, doi: 10.1080/13683500.2022.2087605.
- Wilson, E., Mura, P., Pahlevan Sharif, S. and Wijesinghe, S.N.R. (2019). Beyond the third moment? Mapping the state of qualitative tourism research. *Current Issues in Tourism*, doi: 10.1080/13683500.2019.1568971.
- Wong, I.A., Lu, M.V., Lin, S. and Lin, Z. (2023). The transformative virtual experience paradigm: The case of Airbnb’s online experience. *International Journal of Contemporary Hospitality Management*, 35(4), 1398–1422, doi: 10.1108/IJCHM-12-2021-1554.
- Wood, E.H., Kinnunen, M., Moss, J. and Li, Y. (2023). Shared festival tourism experiences: The power and purpose of remembering together. *Journal of Travel Research*, doi: 10.1177/00472875231158591.
- Woosnam, K.M. and Ribeiro, M.A. (2023). Methodological and theoretical advancements in social impacts of tourism research. *Journal of Sustainable Tourism*, 31(2), 187–203, doi: 10.1080/09669582.2022.2046011.
- Xie, C., Zhang, J. and Morrison, A.M. (2021). Developing a scale to measure tourist perceived safety. *Journal of Travel Research*, 60(6), 1232–1251, doi: 10.1177/0047287520946103.
- Xu, D., Murphy, L. and Chen, T. (2022). Tourist scams: cues and processes in decision-making. *Asia Pacific Journal of Tourism Research*, 27(12), 1247–1263, doi: 10.1080/10941665.2023.2174037.
- Xue, L. and Gao, J. (2021). Negotiating air pollution as a travel constraint: An exploratory study. *Journal of Sustainable Tourism*, 30(1), 185–198, doi: 10.1080/09669582.2021.1986054.

- Yang, M.J.H., Khoo, C. and Yang, E.C.L. (2022). An art-based inquiry into the perception of tourism impacts on their quality of life: The case of Cambodian host-children. *Journal of Travel Research*, doi: 10.1177/00472875221140414.
- Yeager, E.P., Boley, B.B., Woosnam, K.M. and Green, G.T. (2020). Modeling residents' attitudes toward short-term vacation rentals. *Journal of Travel Research*, 59(6), 955–974, doi: 10.1177/0047287519870255.
- Yu, C.-E. and Zhang, X. (2020). The embedded feelings in local gastronomy: a sentiment analysis of online reviews. *Journal of Hospitality and Tourism Technology*, 11(3), 461–478, doi: 10.1108/JHTT-02-2019-0028.
- Yu, H., Lee, L., Popa, I. and Madera, J.M. (2021). Should I leave this industry? The role of stress and negative emotions in response to an industry negative work event. *International Journal of Hospitality Management*, 94, 102843, doi: 10.1016/j.ijhm.2020.102843.
- Zerva, K., Palou, S., Blasco, D. and Donaire, J.A.B. (2019). Tourism-philia versus tourism-phobia: Residents and destination management organization's publicly expressed tourism perceptions in Barcelona. *Tourism Geographies*, 21(2), 306–329, doi: 10.1080/14616688.2018.1522510.
- Zhang, C.X., Wang, L. and Rickly, J.M. (2021). Non-interaction and identity change in Covid-19 tourism. *Annals of Tourism Research*, 89, 103211, doi: 10.1016/j.annals.2021.103211.
- Zhang, K., Chen, Y. and Li, C. (2019). Discovering the tourists' behaviors and perceptions in a tourism destination by analyzing photos' visual content with a computer deep learning model: The case of Beijing. *Tourism Management*, 75, 595–608, doi: 10.1016/j.tourman.2019.07.002.
- Zhang, S.-N., Li, Y.-Q., Ruan, W.-Q. and Liu, C.-H. (2022). Would you enjoy virtual travel? The characteristics and causes of virtual tourists' sentiment under the influence of the COVID-19 pandemic. *Tourism Management*, 88, 104429, doi: 10.1016/j.tourman.2021.104429.
- Zhou, L., Cheng, X., Wall, G. and Zhang, D. (2023). Entrepreneurial networks in creative tourism place-making: Dali village, Wuhan, China. *Tourism Geographies*, 25(1), 220–242, doi: 10.1080/14616688.2020.1866056.
- Zutshi, A., Creed, A., Panwar, R. and Willis, L. (2021). Corporate social responsibility (CSR): Curators' specific responses from Australian museums and art galleries. *Current Issues in Tourism*, 24(5), 651–667, doi: 10.1080/13683500.2020.1729104.