DESTINATION IMAGE ON TOURIST SATISFACTION – A BIBLIOMETRIC ANALYSIS

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Abstract:

Purpose: This paper aims to review the body of knowledge on Destination image and its influence on tourist satisfaction. It tries to reveal the significance of studies on destination image which is the basis for tourist decision-making.

Design: The research information for the study was retrieved from the Dimensions database. The data collected are from the time period 2014 to 2022. A total number of 149 papers from different parts of the world were selected for bibliometric evaluation. The research has been done on citation analysis, co-citation analysis, and co-authorship analysis.

Findings: The bibliometric evaluation revealed that China has the largest number of studies done in the field of destination image followed by South Korea. United Kingdom (UK) was placed top for more citations. The year 2021 has the most publications and it has most citations in this field.

Originality/ value: This study figures out the publishing pattern and citation trend of destination image-related studies which is the base for tourist decision-making. As a result, this paper is helpful to upcoming researchers and tourism marketers.

Keywords: Destination image, tourist satisfaction, tourism marketing, bibliometric analysis, VOS viewer, citation analysis.

Introduction:

Bibliometric analysis, which is a scientific method helps in identifying core research works, authors, and their relationship by covering all publications in a particular field. This method aids in analysing the publications in a given area for the purpose of supporting potential researchers. Bibliometric evaluation can be used to track the publication, citation, and co-citation of authors, countries, institutions, etc. Researchers in this field can have an idea about the most cited publications, authors, and countries. This evaluation highlights the strength of publications in any field.

This study tries to anlayse the importance of destination image on tourist satisfaction bibliometric ally. Many studies have identified the importance of image in tourist decision-making. Destination image is the image created in the minds of a tourist on the basis of several internal and external factors. It has a greater influence on tourist satisfaction. So, it is important to analyse the studies done in the field of destination image.

Research Questions:

1. What are the core publications done in the field of tourism, especially on "destination image on tourists' satisfaction" with most citations?

2. Which nation has top contributions in this field?

Methodology:

The purpose of this analysis is to put forward the number of significant studies in the field of tourism, specifically in destination image for the last few years. A systematic bibliometric evaluation is done to analyse the relevant research published in the field of tourism. The data used for evaluation are collected from the Dimensions database. VOS viewer the open-source program is used to anlayse the collected data and to determine the citation and co-authorship network diagrams. This paper focuses on international publications that are top in citations and impact scores. The articles published during 2014-2022 were chosen for the analysis.

STEP 1: Among the various publications in the field of 'destination image on tourist satisfaction', only the articles published in high-ranking and international journals are taken into consideration. The data are collected from the Dimension database website through the keywords, "Destination image" and "Tourist satisfaction".

STEP 2: From the documents founds from the original search, only 149 articles that are specifically related to destination image and tourist satisfaction were selected for the current assessment. VOS viewer, the open-source program is used to analyse the collected data and determine the citation, co-citation, and co-authorship network diagrams.

Bibliometric analysis in the field of tourist destination image:

The tourism industry is one of the fastest-growing and developing sectors in the world. Its contribution to the revenue of a nation is highly important for its development. Still, research is being done in different areas of tourism, which aims at bringing the world closer and building a brand image of a destination in the minds of a tourist. The bibliometric analysis method helps in identifying the core publications done in the field of tourism and potential researchers are able to get the reference from the articles with more citations and value. Research in the field of tourism is highly demanded by many countries in the world since it helps to understand the factors that attract tourists and make them spread positive word of mouth.

Authors:

Table 1 lists the authors who have the most citations in the field of the tourist destination image. Although tourism is a field that has more research works, the studies that examine the image created in the minds of tourists and the factors that contribute to the creation of images are limited. The table clearly depicts the list of authors who have contributed to studies in the

particular field, which helps potential researchers and tourism marketers. From the analysis, it is understood that Kang, juhyun, and Shin, hakseung have the most citations (258) in this field.

Authors	Document	Citation
Cai, gangwei	2	68
Gao, weijun	2	68
Hong, yan	2	68
Luo,jian ming	3	14
Xu, lei	2	68
Hassan,suzan b.	1	98
Kang, juhyun	2	258
Shin, hakseung	2	258
Soliman, mohammad	1	98
Yang,jian	2	10

Authors co-citation analysis
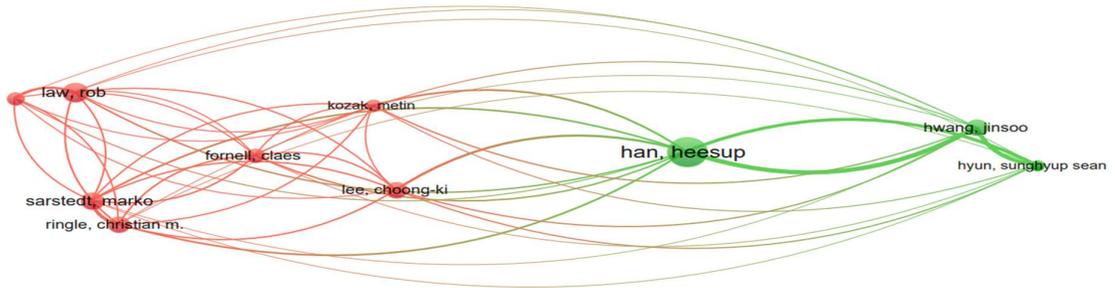
Source(s): Analysis output   **Figure 1**: Authors Co-citation analysis

Authors	Citation	Total link strength
Han,heesup	167	1385
Hwang, jinsoo	72	1048

Hyun, sunghyun sean	45	763
Ringle, Christian m.	77	601
Sarstedt, marko	80	583
Lee, choong-ki	74	498
Law, rob	94	446
Kozak, matin	50	390
Fornell, claes	65	382
Buhalis, domitrios	57	352

Co-citation analysis is a powerful method involving tracking pairs of papers that are cited together in the source of an article. When the same pairs of publications are co-cited by many authors, a cluster is formed. From the figure, it is clear that Han, heesup has the most co-citations and link strength in the field of the tourist destination image. Law, rob has ranked second in terms of the largest number of citations, and Hwang, jinsoo has ranked second in terms of link strength.

Nationality of publication
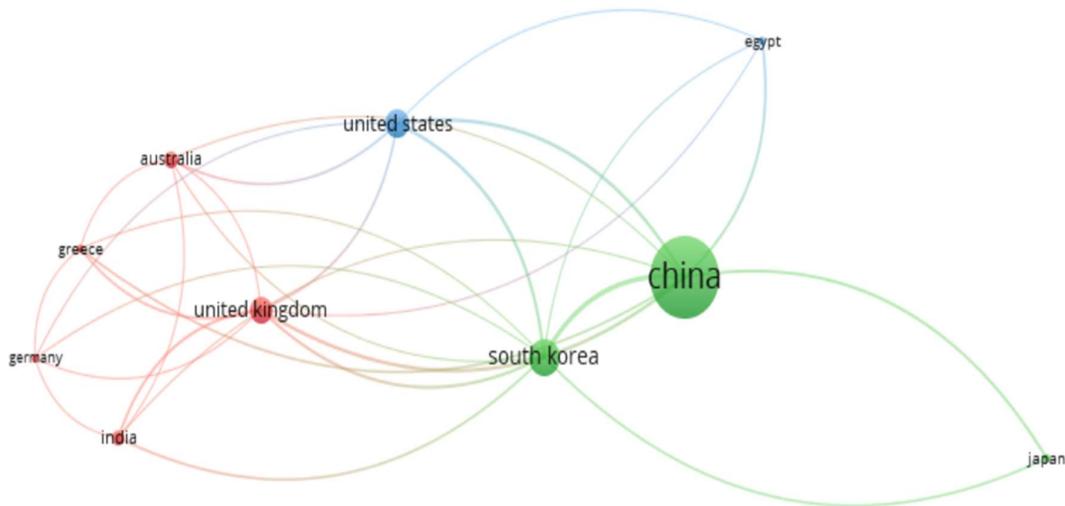
Source(s): Analysis output   **Figure 2**: Nationality of publication

COUNTRY	DOCUMENTS	CITATIONS
China	55	501
South Korea	20	505
United Kingdom	13	584
United states	14	264

India	6	94
Australia	7	139
Greece	3	25
Egypt	3	111
Germany	2	70
Japan	3	70

From the table, it is clear how much each nation has contributed to studies in the field of tourist destination image. The figure clearly highlighted the countries which are top in studying the particular issue in the field of tourism. It also depicts the degree of cooperation between authors from different countries. United Kingdom (UK) has contributed the articles with the most citations (584) in the field of tourist destination image, followed by South Korea (505) and China (501). China has contributed the most articles (55) followed by South Korea (20).

Co-Authorship   **and**   **Country**
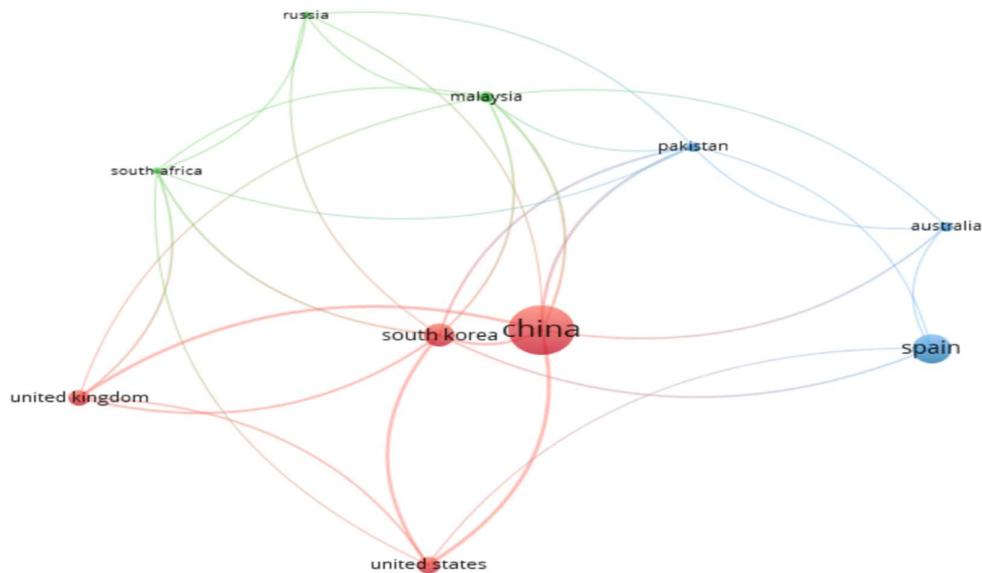
Source(s): Analysis output   **Figure 3**: Word cloud of Co-authors and country

Country	Documents	Citation
China	55	501
South Korea	20	505
United states	14	264
United Kingdom	13	584

Pakistan	7	67
Malaysia	8	117
South Africa	3	111
Australia	7	139
Russia	3	25
Spain	28	231

Co-citation and reference
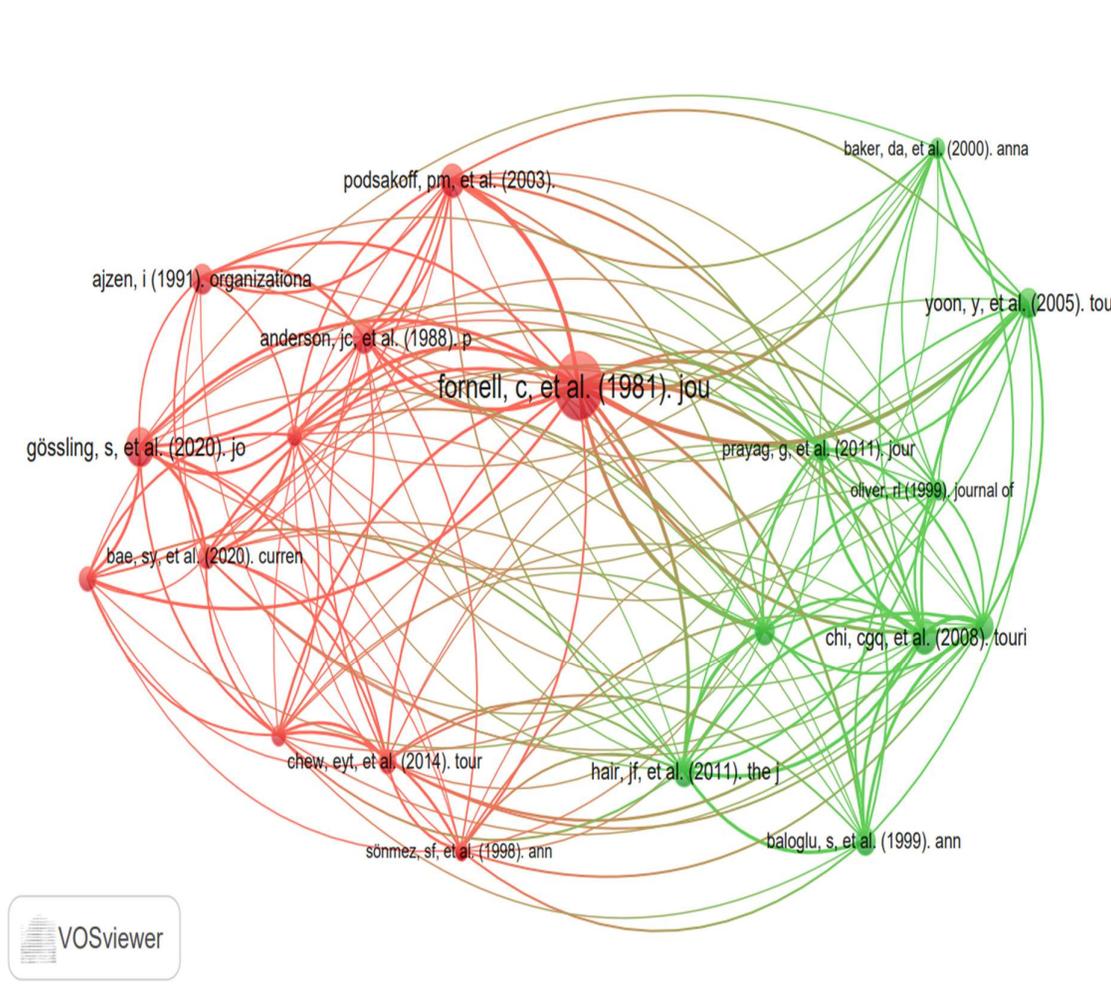
Source(s): Analysis output   **Figure 4:** Word cloud of Co-citation

Findings:

According to the bibliometric analysis, the United Kingdom has contributed articles with the most citations, followed by South Korea, China, the United States, Australia, and South Africa. China contributed more studies in the field of tourist destination image. Most of

the studies are done during 2021 and most cited articles are published in the same year. Most significant studies in the area of the tourist destination image are contributed by Han, heesup, Hwang, jinsoo, Hyun, sunghyun sean, and Law rob with more citations and link strength.

Conclusion:

Tourism management is a major issue faced by many countries all over the world. Research studies are being conducted in this field, to identify key solutions to retain tourists and attract potential tourists. The image plays a crucial role in the minds of tourists while decision making. A tourist is more concerned about the image that has been created in his mind when he makes a destination choice. A destination must have something unique, attractive, and pleasing element to create a good image in the tourist's mind. Here comes the need for understanding the factors that contribute to the creation of a positive image of a destination in the minds of tourists. This study attempts to do a bibliometric analysis to evaluate quality publications in a particular field, which helps potential researchers to have an idea about the area through the most cited articles.

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