

Marine Tourism: A Bibliometric Analysis

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Abstract

Purpose: This paper aims to fill in the research void in marine tourism by revealing the very few studies that have been conducted in the field.

Design: The research information was retrieved from the Scopus database. The analysed time period spans from 1991 to 2022. Only 169 of the original 526 texts were chosen for the bibliometric evaluation. Research has been done on citation analysis, keyword analysis, authors' and corresponding authors' analysis.

Findings: The bibliometric analysis revealed that Australia has the most publications in this field, placing it top. The most often used keywords are tourism, eco-tourism, and marine tourism. The year 2021 has the most publications, whereas the year 2010 has the most citations in this field.

Originality/Value: This study presents marine tourism publishing patterns as well as citation trends. As a result, this paper is helpful to upcoming researchers in the field.

Keywords: Marine tourism, bibliometric analysis, sustainable development, VOS viewer, citation analysis

Introduction

Bibliometric analysis, which is now commonly used, aids in determining the research needs in each subject. It is a field that aids in the analysis of publications in a given topic for the aim of evaluating research.

In the subject of bibliometrics, quantitative approaches are used to analyse and quantify the influence of research output. The use of bibliometrics can be used to track publications and citations for a single researcher, a research group, an institution, a nation, or a particular field of study. This offers proof of the impact on research, shapes it, identifies its strengths, and informs decisions regarding future research interests. The impact of a scientific field is often investigated using bibliometric methods. This

study attempted to analyse marine tourism bibliometric ally.

At the international, governmental, state, and local levels, marine tourism is a growing segment of the tourism business. The marine tourism industry includes a variety of water sports, including boating, sailing, fishing, diving, snorkelling, surfing, windsurfing, parasailing, waterskiing, canoeing, kayaking, jet skiing, and riding on jet boats. Each type of marine tourism draws both unique and comparable tourist types, engages people for varying lengths of time depending on experience and skill levels, accesses various and similar locations for the pursuit of the activity, and utilises equipment that either requires little or significant financial outlay

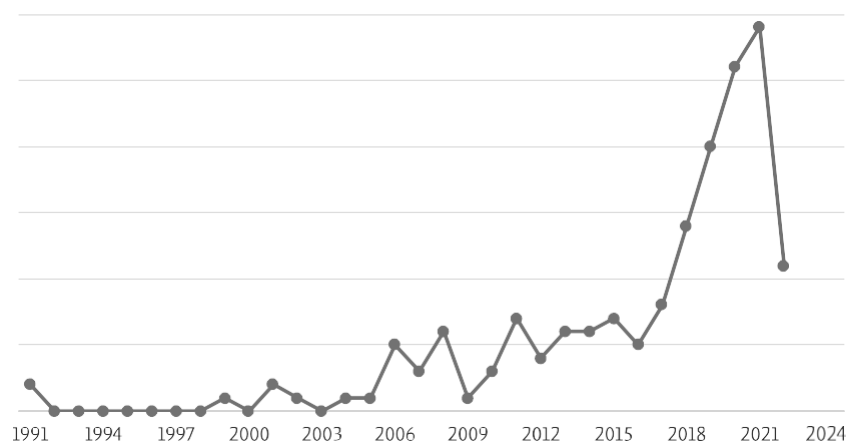
depending on the skill level of the participant(s) and the type of sport tourism pursued.

Methodology

A literature review can be used for a variety of things, such as conceptualising a study's basis, providing a point of reference for the interpretation of findings, getting a general overview of the state of the art with regard to a certain topic, and determining how studies have developed and might proceed. The bibliometric analysis, which is widely utilised in management, is a methodical and exacting way to attain the latter.

Step 1: Only the studies that were published in international academic journals were considered in the current literature assessment.

Publication Year



Sources(s): Scopus

Figure 1. Publication year

Figure 1 depicts the general trend in marine tourism publications during the past few years. The year 2021 has the most publications in Scopus. However, academic paper production dropped dramatically between 1991 and 2000. Though the trend was sluggish during these years, it increased sharply after the year 2000. The growth of marine tourism

Therefore, chapters and books were not included. The Scopus papers for the years 1992 to 2022 were analysed. Marine tourism was the keyword used for document searches.

Step 2: 526 documents were found from the original search; to ensure the accuracy of the findings, subjects in social science, business management, and economics were taken into account. The Scopus database's collection of pertinent research articles on marine tourism has been extracted in.csv format. Filtering based on documents and subjects decreased the list of literature to 169.

The open-source programme VOS viewer is used to analyse the data and determine the significant keywords and co-authorship network diagrams.

publications reflects the industry's growing prominence and interest.

Bibliometric Analysis:

For bibliometric analysis, the study is divided into four sub-areas: authors, keywords, citation, and country-specific publication analysis. These categories are separated into subcategories for the purpose of clarity.

Authors:

Table 1 lists the writers who have received the most citations in the field of marine tourism. The papers by the authors demonstrate a full progress in this field by presenting marine tourism and its effects from a distinct angle. These writers have strengthened the groundwork for future study by conducting a variety of empirical experiments and analysing the results.

Table one depicts the most prolific authors in the subject of marine tourism from 1992 to 2022. Saayman m produced the most

publications (six), followed by Dawson j. and Dimmock k, who wrote four papers and was the second most productive author.

Authors' Impact:

The citations of an author's articles can be used to gauge their influence in the field.

The most influential authors in the field of marine tourism, according to Table 1, are Saayman M. with 152 citations and an average of 25.3 citations per publication, followed by Tapsuwan S. with 115 citations.

Table1. Most relevant authors in terms citations

Author	Documents	Citations
Saayman m.	6	152
Tapsuwan s.	2	115
Slabbert e.	3	113
Van der merwe p.	3	113
Brunnschweile j.m.	1	94
Asafu-adjaye j.	1	91
Auyong j.	2	86
Miller m.l.	2	86
Arnason r.	1	85
Coghlan a.	1	84
Bejder l.	2	66
Dawson j.	4	66
Allen s.j.	1	64
Corkeron p.j.	1	64
Dimmock k.	4	64
Higham j.e.s.	1	64
Lusseau d.	1	64

Source(s): Analysis Output



Figure 2. Author wise publication

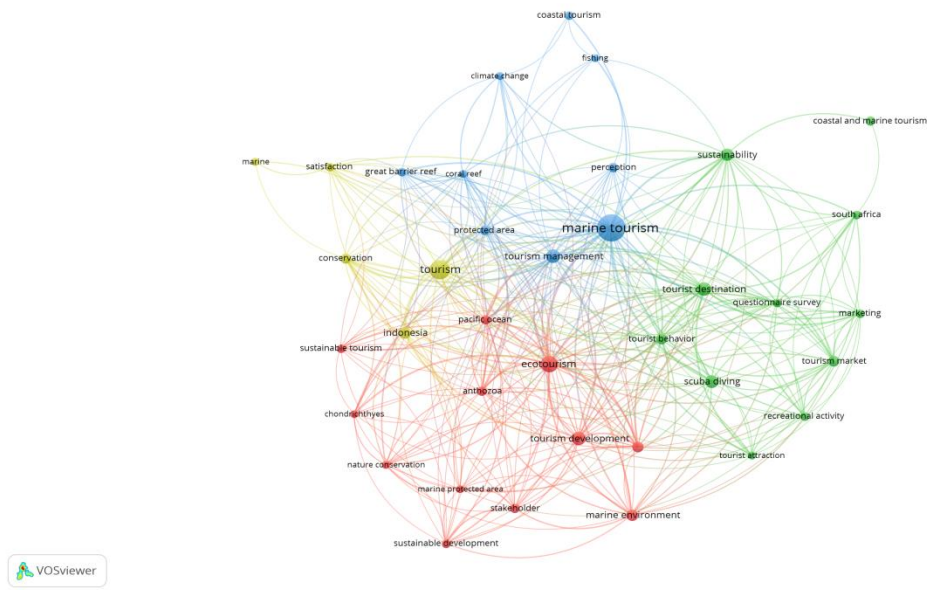
Keywords.

Keyword	Occurrences
Marine tourism	58
Tourism	29
Ecotourism	22
Tourism development	14
Tourism management	14
Tourist destination	14
Scuba diving	13
Sustainability	12
Indonesia	10

Table 2. Most relevant keywords

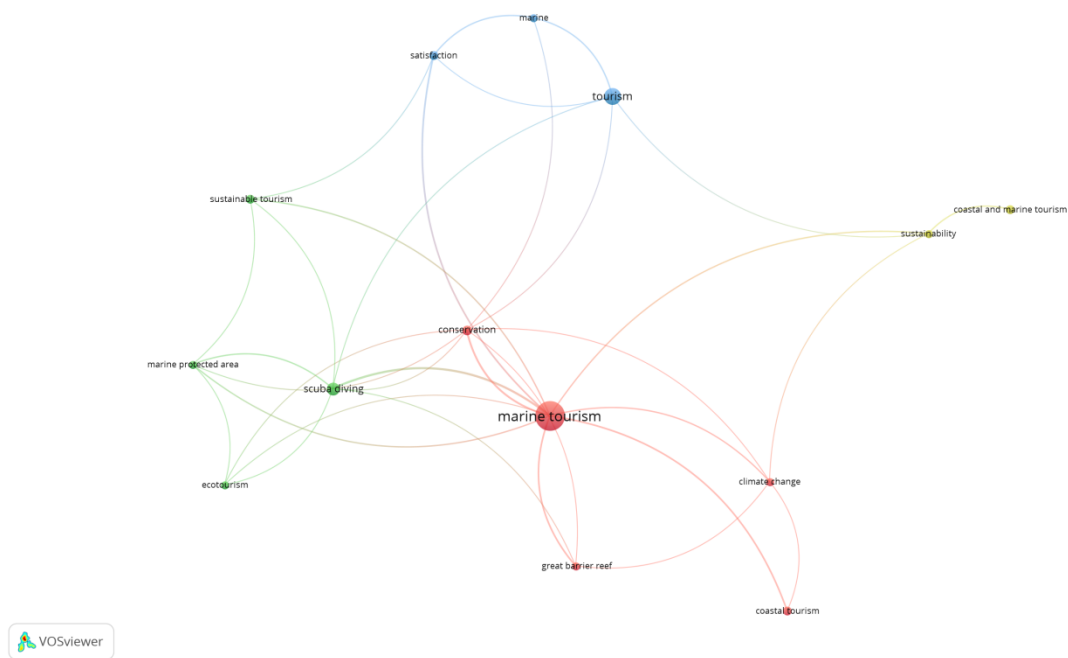
Using different frameworks and approaches, each subfield of a research topic can be explored deeper in a number of aspects. Every area can be further studied in additional dimensions using various frameworks and useful techniques. As a result, the literature creates a number of pertinent keywords that highlight the importance of field research. As a result, keyword analysis can be used to gauge the depth and scope of the research field. In short, keyword analysis provides a connection across research subfields and highlights the significance of each. The most popular keywords among all keywords, index keywords, and author keywords are shown in

Figure 3-5. The keywords assist the researcher in making an informed decision regarding their issue, such as whether to pursue it further or abandon it. The most often used keyword in the first-word cloud of all the keywords is "marine tourism." Because maritime tourism is so vital to valuation, it serves as one of the most critical criteria. Research is being done on the subject of marine tourism. The terms eco-tourism, sustainability, and conservation are also commonly used. These are a few of the crucial topics that have been researched over time. However, some places are expanding at the present, and work is not frequently done there.



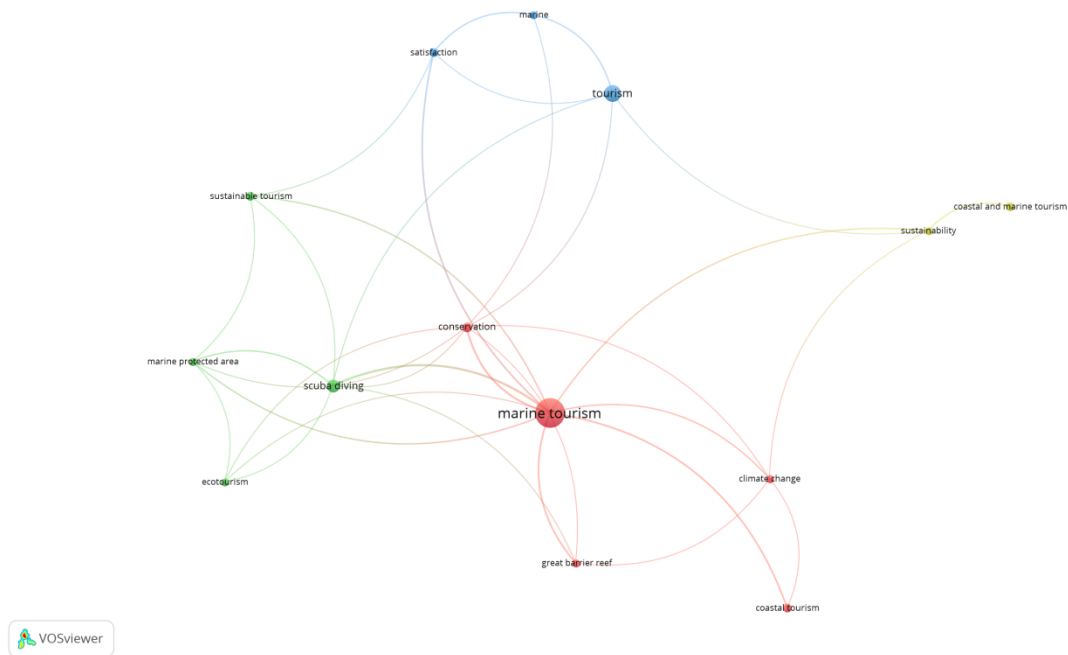
Sources(s): Analysis output

Figure 3. Word cloud of all the keywords



Source(s): Analysis output

Figure 4. Word cloud of author’s keywords



Source(s): Analysis output

Figure 5: Word cloud of index keywords

Country	Documents	Citations
Australia	30	586
United states	23	334
South Africa	17	188
Indonesia	32	168
Canada	11	136
United Kingdom	9	125
New Zealand	9	113
Taiwan	7	106
Switzerland	1	94
Iceland	1	85
Malaysia	10	75
Norway	1	64
Japan	4	51
Turkey	3	49
Ecuador	5	43

Table 3. Country wise relevant publications and citations

Nationality of Publications

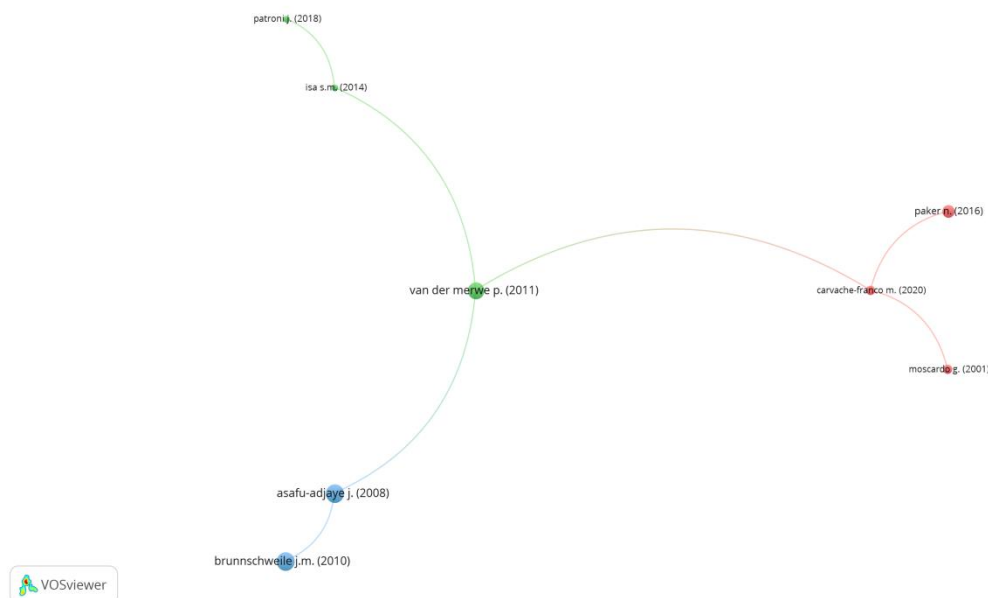
The information in the table makes it easier to understand how much each nation has

contributed to the total body of research and how closely researchers from various nations have collaborated. Based on this information, it is feasible to determine which countries publish

the most research on a particular issue, as well as the authors' desire to cooperate. The data in the table can be used to assess a nation's contribution to the total research as well as the degree of cooperation between researchers from other nations. Based on this information, it may be determined which nations publish the most research on a particular subject and whether the writers are interested in working together. Table 3 shows the level of acceptability of marine tourism in developed countries, with Australia having published the most articles (30) and having the most citations (586), followed by the United States with 23 publications and 334 citations.

Citation Analysis

Citations indicate how influential a journal, author, and piece are in the academic community. High-cited authors are regarded as influential in their fields of study, and journals are ranked according to how many citations they receive. Citations are used to evaluate a publication's value and contribution to an area by the academic community and are viewed as feedback. The most frequently cited research authors in marine tourism with at least 10 citations are displayed in the density diagram below.



Source(s): Analysis output

Figure.6. Citation Analysis of authors

Findings

According to the analysis, Australia is the top publishing nation, followed by the United States, South Africa, Indonesia, Canada, and the United Kingdom. The most significant publication in the study was published by Saayman M., Dawson J., Dimmock K., Slabbert E., and Van der merwe P., according to author and article-based analysis. These results also

make clear that they predominantly come from wealthy countries, demonstrating that the research is primarily focused in those regions.

Additionally, the keyword analysis reveals that some of the important aspects of marine tourism are tourism, eco-tourism, and tourism management. The subject of sustainability of the destination, tourist attraction of the marine environment, marine tourism and eco-tourism

as an important aspect, and conservation as a significant event are all shown to go hand in hand with marine tourism in keyword network visualisation. However, it also points us in the direction of new areas where less study has been done over.

Conclusion

In the realm of ocean and coastal management, marine tourism has emerged as a crucial issue. This tourism is by its very nature contentious;(Miller, 1993) it is neither either good nor bad. Travel demand is more diverse and extreme than it has ever been today. Because research is an ongoing process, there isn't much of it being done in this field. Still, the study needs constant development in the current dynamic environment where things happen swiftly. The world desperately needs a developed marine destination to serve as an example. Although there hasn't been as much study done in this area since 1992, publications have increased recently. However, the peak year for publications is 2021, demonstrating the field's prominence and newfound potential. As a result, the goal of this research is to look at the development of marine tourism and to pinpoint areas that need more investigation. In order to give future research in marine tourism a new direction, the study identifies and highlights the most significant research articles, authors, and keywords based on a literature review and bibliometric analysis of 169 documents published over the past 31 years (1991-2022), accessed from the Scopus database.

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