



Research Article

**A BIBLIOMETRIC ANALYSIS OF DESTINATION MARKETING LITERATURE INDEXED IN SCOPUS WITH SCIENCE MAPPING TECHNIQUE**

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**Abstract**

The purpose of this study is to reveal the trend and development of concept of “Destination marketing” in the international literature for the last 36 years (1985-2021). For this purpose, science mapping technique, is a type of bibliometric analysis method- one of the quantitative research methods- was used in the study. The information for 1300 articles - constitute the data of the research and have the concept of “Destination Management” in their titles, abstracts and keywords- were extracted from the Scopus database. The Bibliometrix R-package (R-Studio software) and Biblioshiny-a web interface provider implementation for bibliometrics and an open source software design- were used to analyse the obtained data from Scopus based on certain parameters. When some of the findings obtained as a result of the analysis are considered, it's seen that there are 1300 articles in 241 different journals, most of articles on destination marketing were written by multi-authors and published in 2021. The most articles were published by the Journal of Travel and Tourism as journal, Youcheng Wang as author, The Hong Kong Polytechnic University as affiliation. In terms of collaboration between countries in the emergence of articles on destination marketing, it has been determined that United Kingdom has most collaborations with other countries. In addition, it was seen that networks consisting of 3 or more clusters were formed in the co-author and co-word analysis.

**Anahtar Kelimeler:** Destination Marketing; Bibliometrics; Science Mapping Technique; R-Studio.

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## **Introduction**

Today, many countries, regions, cities and places are able to develop with the income gotten from tourism, so they try to make a difference by putting the importance they give to tourism with certain practices. Because the tourism sector is one of the fastest growing and most income generating sectors in terms of national economies. This development of the tourism sector also increases the desire of countries to get more shares from this sector and countries have to compete with all their means to reach the market shares they want. Destinations, are a very important touristic product for countries, are a different force in this competition because they are marketed correctly and are known, accepted and preferred by visitors. Destinations are a mix of tourism products that offer consumers an integrated experience. Traditionally, destinations are considered to be well-defined geographic areas such as a country, an island, or a town (Buhalis, 2000).

In the tourism sector, new places are discovered all the time and destinations develop towards tourism with the discoveries. The emergence of new destinations not only contributes to the development in the sector, but also directs the researches on the field of destination from an academic point of view. Thus, it is important to regularly review the literature on the destination and to understand the diversity of theoretical and applied knowledge in the academic field (Tranfield et al., 2003; Aydın & Aksöz, 2019). In this respect, bibliometrics is one of the methods used to reveal the intellectual structure of the field of destination marketing. Publications such as scientific articles, books, and papers presented at scientific meetings are discussed in bibliometrics, is a tool that analyses how fields of science develop based on the intellectual, social and conceptual structures of disciplines (Zupic and Čater, 2015). In the bibliometric studies carried out within the framework of different parameters, the number of publications by years of the studies in the relevant field; authors, journals, institutions, countries that contribute the most to the field; the most frequently used keywords in studies, citation analyses for references and co-occurrence network analyses can be used to examine the field in depth. Thus, new ideas could be provided to researchers who will work on that field in the future (Aylan, 2021). The bibliometric analysis is considered to be a very important method for the development of the tourism industry due to the development of tourism-related research areas, which are increasingly important in tourism (Yayla, 2021; Çinbilgel & Ergün, 2022). With this method, the performance of tourism-oriented research, its contribution to science and the sector, information collection and accordingly, it provides an opportunity to make future-oriented evaluations and develop strategies (Hall, 2011). It is seen that there are many studies on different subjects related to bibliometrics in tourism. For example, it's seen that the postgraduate theses on tourism (Bao, 2002; Laing and Weiler, 2008; Meyer-Arendt & Justice, 2002), bibliometric studies (Koseoglu et al., 2016), academic journals on tourism (Okumus et al., 2019; Benckendorff & Zehrer 2013) and literature on different types of tourism (Durán-Sánchez et al., 2016, Jiménez-García et al., 2020) are analysed with bibliometrics. In addition to these studies, it is seen that bibliometric researches about touristic destinations are also carried out (Bastidas-Manzano et al., 2021; Della Corte et al., 2021; Capone, 2015). However, when these studies are examined, it is observed that they mainly focus on destination management. In the current study, international articles in the Scopus database and written specifically on the subject of "Destination marketing" were analysed by bibliometrics using the science mapping technique, and it is thought that the study is original in this aspect.

## **Conceptual Framework**

### **Destination Marketing**

Destination can be defined as (1) "the place where someone is going or where something is being sent or taken", (2) "worth making a special journey for somewhere" (Cambridge Dictionary, 2022). The term of tourist destination could be defined as (1) "a place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement" or (2) "a place or area where a collection of tourism related products and attractions are offered which deliver a tourism experience for individuals or groups traveling away from their home or place" or (3) "A place for tourists to visit and stay, could be a country, state, region or city – usually due to its cultural or natural values" (IGI Global Dictionary, 2022). Most of the tourism activities take place in destinations and the destination has emerged as the basic unit of analysis in tourism. However, destination marketing and management is a complex subject that requires a comprehensive, holistic and systematic approach to understand it (Wang, 2011; Gedik, 2021). Wahab et al. (1976) defined destination marketing as a managerial process to shape touristic products in line with the demands of tourists in order to ensure tourist satisfaction to identify the current, potential and target tourist group carried out by national tourism organizations and

tourism enterprises and to communicate with them to determine their wishes, needs, purchasing motivations, tastes on a local, regional, national and international scale (Pike & Page, 2014). Destination marketing aims to make the natural and cultural characteristics of a region and the identity of the destination more attractive with effective communication channels for potential visitors (Rainisto, 2003). Destination marketing is not only limited to the increase in tourist arrivals, but also provides the recognition of the city by playing an important role in the positioning of the country in regional / local development, internal relations and economic development (Baker & Cameron, 2008). As an integrated marketing communication approach, destination marketing focuses on the five basic principles of integrated marketing communication. These five fundamental principles include the opportunities and challenges faced by destination marketing organizations. These principles are, respectively, profitable customer relations, improving stakeholder relations, cross-functional processes, promoting purposeful dialogue with customers and creating message synergy (Pike, 2008). In order to talk about a successful destination marketing; It is necessary to make advertisements and promotions that will effectively improve the reputation and image of the destination in order to have an appropriate mix of qualities and services, to have an image that will attract the target market, to distribute goods and services in an effective and easy way, and to help future visitors to the region to be aware of the different advantages of the destination (Howie, 2003).

### **Bibliometrics**

Understanding the developments in the scientific field depends on understanding how the development process is carried out. Bibliometrics is used to reveal the development process and characteristics of scientific studies. Bibliometrics provides the opportunity to determine who, what, where and how researches the characteristics of scientific production by applying mathematical and statistical methods to analyse the scientific development process of the related field (Sánchez, 2017). The concept of bibliometrics - used to map the development and structure of specific disciplines (Boyack et al., 2005) - was first used by Alan Pritchard. Pritchard (1969, 348) defines bibliometrics as the application of statistical and mathematical methods to books and other communication media. Bibliometrics is a discipline in which quantitative methods are used to research the scientific communication process by measuring and analysing various aspects of written documents. This helps to track the growth of the literature and research patterns (Roy & Basak, 2013). In bibliometrics, is a quantitative analysis method, articles and citations published in journals are analysed statistically. In addition, although books, theses, reports and patents are considered as elements of bibliometric analysis, scientific articles constitute the main element of bibliometrics (Aylan, 2021; De Bellis, 2009; Godin, 2006; Öğretmenoğlu et al., 2022). Bibliometrics contributes to the literature in different ways, such as evaluating the progress made in the development of science, identifying the most reliable scientific publication sources, establishing the academic basis for evaluating new developments, and evaluating academic outputs. It is used as a tool to evaluate scientific quality and efficiency, as well as providing objective criteria to evaluate the research put forth by scientists contributing to the literature. For these reasons, bibliometrics is of great importance for many fields of science with the goal of progress (Martinez vd., 2015). Bibliometric analyses can be done in two ways: descriptive and evaluative. An example of descriptive bibliometric analysis is determining the number of articles published in a given year, and an example of evaluative bibliometric analysis is citation analysis to reveal how the article affects subsequent research. Counting publications can be useful for making some comparisons, but citation analysis determines how often these articles are cited, allowing you to see the impact of those articles on others (McBurney & Novak, 2002). Cobo et al. (2011) state that bibliometric methods have two main areas of use, these areas are performance analysis and science mapping. Performance analysis aims to evaluate the research and publication performance of individuals and institutions. Science mapping aims to reveal the structure and dynamics of scientific fields. This knowledge of structure and development is useful when the researcher's goal is to review a particular line of research. Bibliometric methods add quantitative rigor to the subjective evaluation of the literature. Zupic & Čater (2015) categorized bibliometric studies into three groups: (i) review studies, (ii) evaluative studies, and (iii) relational studies. Review studies contain meta-analysis, qualitative approaches and systematic review studies. Evaluative studies consist of productivity measures, impact metrics, and hybrid metrics. The last group relational techniques contain citation analysis, bibliographic analysis, co-word analysis and co-authorship analysis.

### **Methodology**

The purpose of this study is to reveal the trend and development of concept of “Destination marketing” in the international literature for the last 36 years (1985-2021). For this purpose, science mapping technique is a type of bibliometric analysis method- one of the quantitative research methods- was used in the study.

Science mapping technique is a kind of bibliometric analysis which has different stages such as data acquisition, preprocessing, net extraction, normalization, mapping, analysis and visualization. At the end of this process, the analyst must interpret the results and derive some results from them (Cobo et al., 2011). Compared with structured literature review, science mapping has more macro focus and aims to find patterns in the literature as body of work. While traditional literature review provides depth, bibliometric methods can handle a wide breadth of hundreds, even thousands, of studies. They can provide graphical description of a research field (Zupic & Čater, 2014). The most important data sources in bibliometric research are international scientific citation indexes, including the Science Citation Index (SCI), Social Science Citation Index (SSCI) and Art & Humanities Citation Index (A&HCI) (Gözen, 2020). All materials belonging to these indexes in question could be accessed through databases such as Web of Science (WOS) and Scopus. In this study, Scopus database was used as a data source. This is because Scopus database is more advanced than the Web of Science (WOS) database (Atabay et al., 2019; Martín-Martín et al., 2018). While document being searched, the articles with "destination marketing" in the title, summary and keywords were filtered using the parameter TITLE-ABS-KEY ( "destination marketing" ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) and total of 1300 articles were reached. Descriptive data analysis, word cloud, co-occurrence analysis and triple field analysis (Sankey Diagram) were applied to the data. The Bibliometrix R-package (RStudio software) and Biblioshiny-a web interface provider implementation for bibliometrics and an open source software design (Busayo et al., 2020; Dönbak, 2020)- were used to apply the analysis in question. Answers of following questions were sought in line with the purpose of the study:

In the Scopus;

- a) What is the general information on destination marketing articles?
- b) How is the distribution of the most published journals on destination marketing?
- c) How is the distribution of publication and citation numbers of articles published on destination marketing by years?
- d) How is the distribution of the most published journals on destination marketing?
- e) How has the development of journals that direct destination marketing related publications over the years?
- f) Who are the most frequently published authors on destination marketing and what is the distribution of publications by these authors by years?
- g) What is the general information about the top 10 most cited articles on destination marketing?
- h) How is the author collaboration network like in destination marketing articles?
- i) What is the distribution of the most common words in the titles of destination marketing articles and how are they related to each other?
- j) What is the using frequency of the words in the abstracts of destination marketing articles?
- k) What is the frequency of authors keywords used in destination marketing articles?
- l) How has the thematic development of research on destination marketing (in terms of country-title-journal) been?
- m) Which universities are the most productive regarding destination marketing?
- n) Which countries publish the most on destination marketing? and how is the collaboration between the countries where the authors are located?

An ethics committee report is not required for this study as previous studies related to subject were used as a data collection source within the scope of the research.

## Results

In this part of the study, the analysis of the research data and the findings obtained as a result of these analyzes are included.

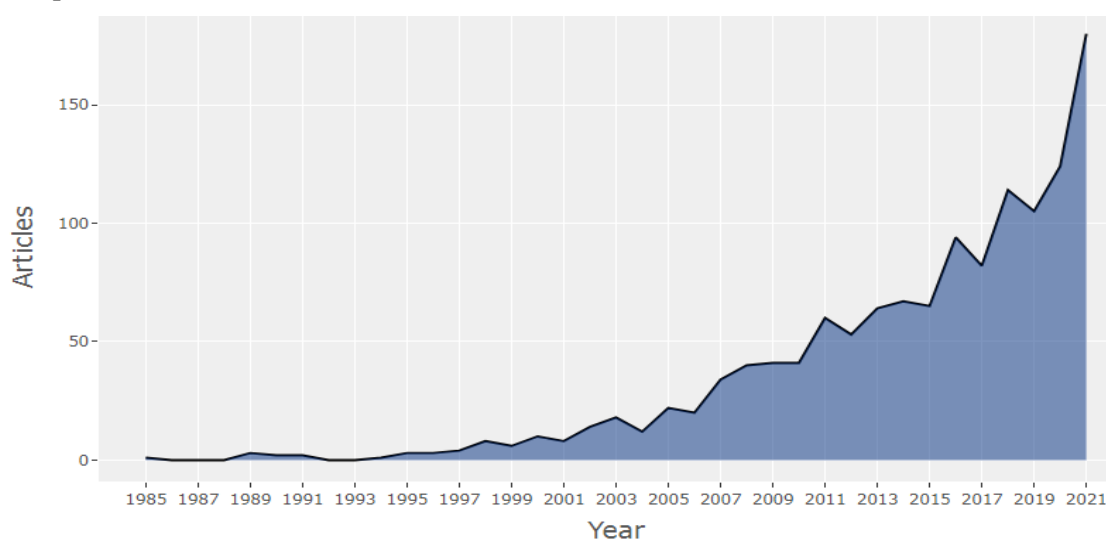
**Table 1. Main Information About Data**

Description	Results
Time Span	1985-2021
Sources (Journals)	241
Documents	1300
Author's Keywords	3473

Average citations per documents	28,36
Average citations per year per doc	2,895
Authors	2329
Authors of single-authored documents	204
Authors of multi-authored documents	2125
Documents per Author	0,558
Authors per Document	1,79

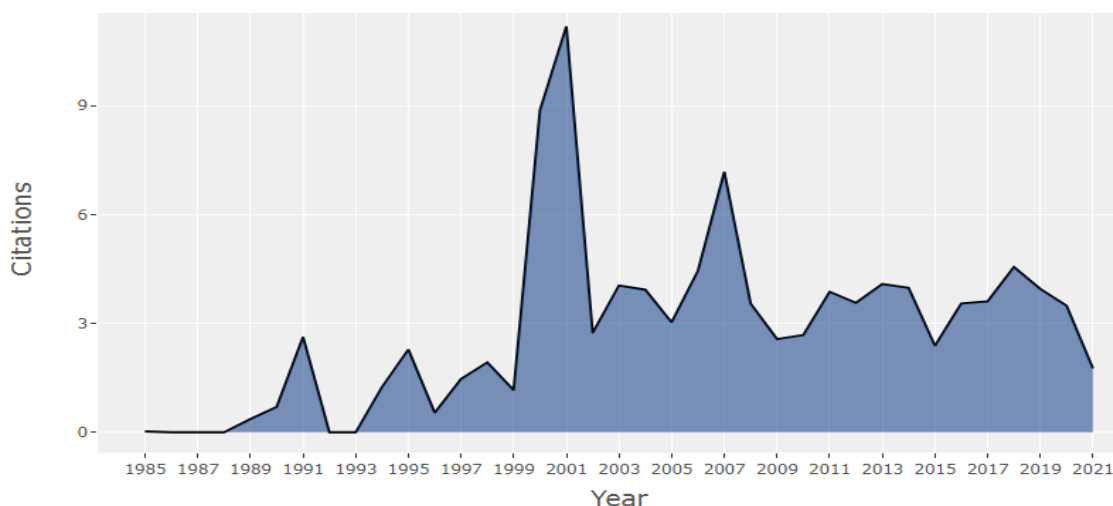
In Table 1, it is seen that there have been 1300 articles on destination marketing published for 36 years (between 1985-2021) in 241 different journals by 2329 authors. Moreover, while rate of average citations per documents is 23,36, average citations per year per documents is 2,895. Besides, as rate of authors per document are 1,79; rate of documents per author is 0,558. The number of articles with multiple authors (n =2329 ) is considerably higher than the number of publications with a single author (n = 204).

**Graphic 1. Annual Scientific Production of Articles**



Although there is no year limit in the search results, it is understood that the first publication with the concept of destination marketing entered the literature in 1985 (n = 1). The second article was published 4 years later in 1989 (n=3). Then, between 1990-1999, Later, between 1 and 8 articles were published, in 2000 this number increased to double digits with 10 articles and to triple digits with 114 articles after 2018. The highest number of publications on destination marketing were published in 2021 (n=179) (Graphic 1).

**Graphic 2. Distribution of Citations By Years**



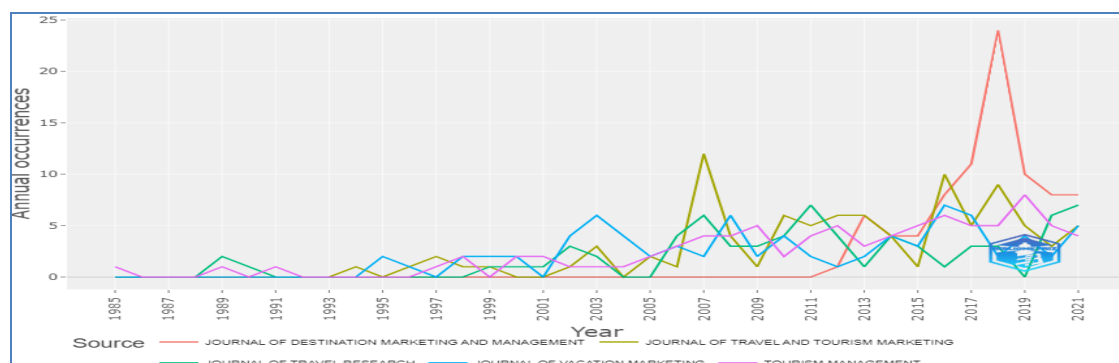
Graphic 2 shows the distribution of citations made to studies on destination marketing by years. It's observed that the most citation were made in 2007 (N=7,2) after 2001 (N=11,2).

**Graphic 3. Most Productive Journals on Destination Marketing**



Graphic 3 shows the top 20 journals have the most citation destination marketing. The most cited journal on destination marketing is Journal of Travel and Tourism Marketing (n=95). The second one is Tourism Management (n=87) and the third journal, has most citation on destination marketing, is Journal of Destination Marketing and Management (n=87).

**Graphic 4. The Development of Journals Leading the Field Over the Years**



Graphic 4 shows the publication process of the 5 journals that lead the field by publishing the most articles on destination marketing by years. “*Journal of Travel and Tourism Marketing*” published the first article on destination marketing in 1994. The peak point of the journal in publishing is 2007, with 12 articles published. “*Tourism Management*”, another journal that directs the field on this subject, first published in 1985 (n=1) and published the most articles in 2019 (n=8). It has been determined that the “*Journal of Destination Marketing and Management*” did not publish any article on this subject until 2012, and it made its first publication in 2012 (n=1). It is seen that it has an increasing momentum with the publications it has made in this field after 2012. It has been determined that “*Journal of Vacation Marketing*”, another important journal for the field, published 1 to 7 articles between 2002-2021. The *Journal of Travel Research*, which directs this field, made the most publications in 2011 and 2021 with 7 articles each.

**Table 2. Most Productive Authors      Graphic 5. Publication Period of Authors**

Authors	Articles
WANG Y	27
PIKE S	26
FESENMAIER DR	25
CAI LA	16
LAW R	15
MORRISON AM	13
GRETZEL U	12
HUANG S	11
XIANG Z	10
KOZAK M	9
PAN B	9
PRAYAG G	9
CHOE Y	8
HUDSON S	8
KIM H	8
KOTSI F	8
TASCI ADA	8
AVRAHAM E	7
BERITELLI P	7
FERNANDEZ-CAVIA J	7

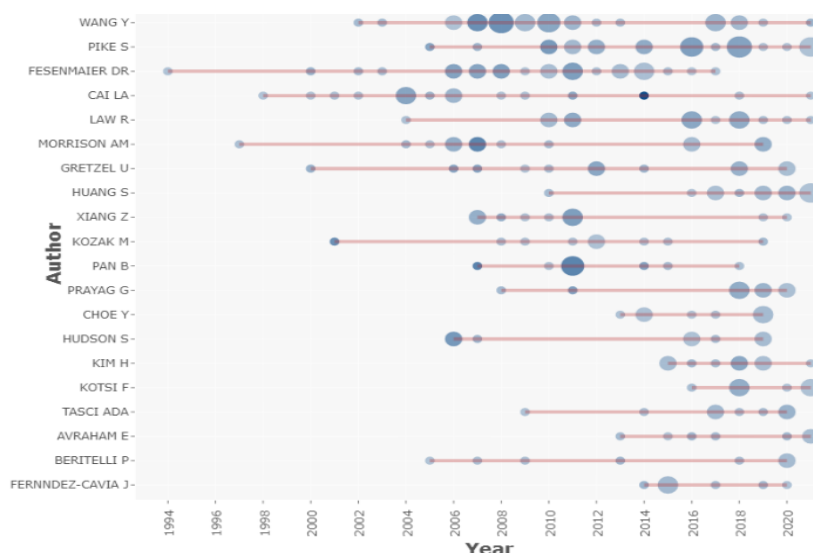


Table 2 shows the number of publications of the top 20 authors in this field. Top 10 authors who made the most publications on this subject are Wang (n=27), Pike (n=26), Fesenmaier (n=25), Cai (n=16), Law (n=15), Morrison (n=13), Gretzel (n=12), Huang (n=11), Xiang (n=10) and Kozak (n=9). In Graphic 5, it is given how often the authors published on destination marketing in which years. The concentration of the nodes shown in the graph indicates the large number of publications. According to the time interval criterion, Wang made his first publication in 2002 and continued his work on this subject until 2021. Wang made the most publications in 2007 (n=3), 2008 (n=5), 2009 (n=3), 2010 (n=4) and 2017 (n=3). Pike published on this subject between 2005 and 2021, with the most publications in 2016 (n=4), 2018 (n=5) and 2021 (n=4). Fesenmaier published it in 2011 (n=3) and 2014 (n=3).

**Table 3. Most Cited Top 10 Documents on Destination Marketing**

Author/s	Name of Article	Publisher Journal	DOI	Total Citations
Buhalis D	Marketing The Competitive Destination of The Future	Tourism Management	10.1016/S0261-5177(99)00095-3	1466
Bigné Je; Sánchez Mi; Sánchez J	Tourism Image, Evaluation Variables and After Purchase Behaviour: Inter-Relationship	Tourism Management	10.1016/S0261-5177(01)00035-8	1005
Oh H; Fiore Am; Jeoung M	Measuring Experience Economy Concepts: Tourism Applications	Journal of Travel Research	10.1177/0047287507304039	743
Kozak M	Repeater's Behavior At Two Distinct Destinations	Annals of Tourism Research	10.1016/S0160-7383(00)00078-5	521
Zhang H; Fu X; Cai La; Lu L	Destination Image and Tourist Loyalty: A Meta-Analysis	Tourism Management	10.1016/j.tourman.2013.06.006	487
Pan B; MacLaurin T; Crotts Jc	Travel Blogs and The Implications for Destination Marketing	Journal of Travel Research	10.1177/0047287507302378	464
Choi S; Lehto Xy; Morrison Am	Destination Image Representation on The Web: Content Analysis of Macau Travel Related Websites	Tourism Management	10.1016/j.tourman.2006.03.002	454
Hays S; Page Sj; Buhalis D	Social Media As A Destination Marketing Tool: Its Use By National Tourism Organisations	Current Issues in Tourism	10.1080/13683500.2012.662215	416
Morgan Nj; Pritchard A; Piggott R	Destination Branding and The Role of The Stakeholders: The Case of New Zealand	Journal of Vacation Marketing	10.1177/135676670300900307	306
Money Rb; Crotts Jc	The Effect of Uncertainty Avoidance on Information Search,	Tourism Management	10.1016/S0261-5177(02)00057-	287



Table 3 shows the author, name, Doi number and number of citations of the 10 most cited articles in destination marketing. According to Table 3, Buhalis' study titled "Marketing The Competitive Destination of The Future" published in Tourism Management had 1466 citations. Bigné et al.'s study titled "Tourism Image, Evaluation Variables and After Purchase Behaviour: Inter-Relationship" published in Tourism Management had 1005 citations. Oh et al.'s study titled "Measuring Experience Economy Concepts: Tourism Applications" published in Journal of Travel Research had 743 citations.

**Figure 1. Author Collaboration Network on Destination Marketing Articles**

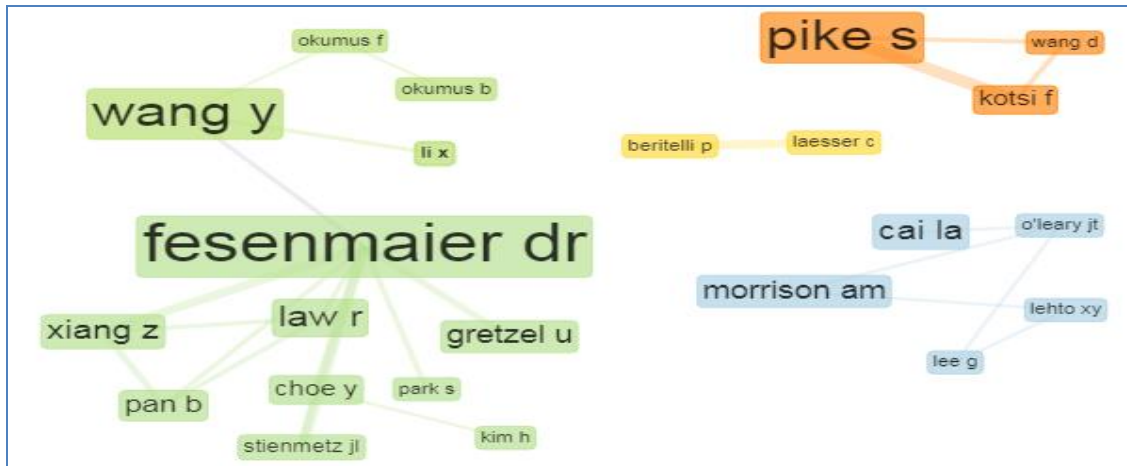


Figure 1 shows the network of collaborations for groups of authors collaborating on destination marketing. It has been determined that the most collaborating author on this subject is Fesenmaier. According to Figure 1, Fesenmaier, Wang y, Xiang, Law, Gretzel, Pan, Choe, Stienmetz and Park have common study on this subject. As another collaboration grup, Morrison, Cai, O'leary, Letho and Lee'nin have common study on destination marketing. Another collaboration group, has common study, consists of Pike, Kotsi and Wang d.

**Figure 2. Number of Keywords Used in Articles Themed Destination Marketing**

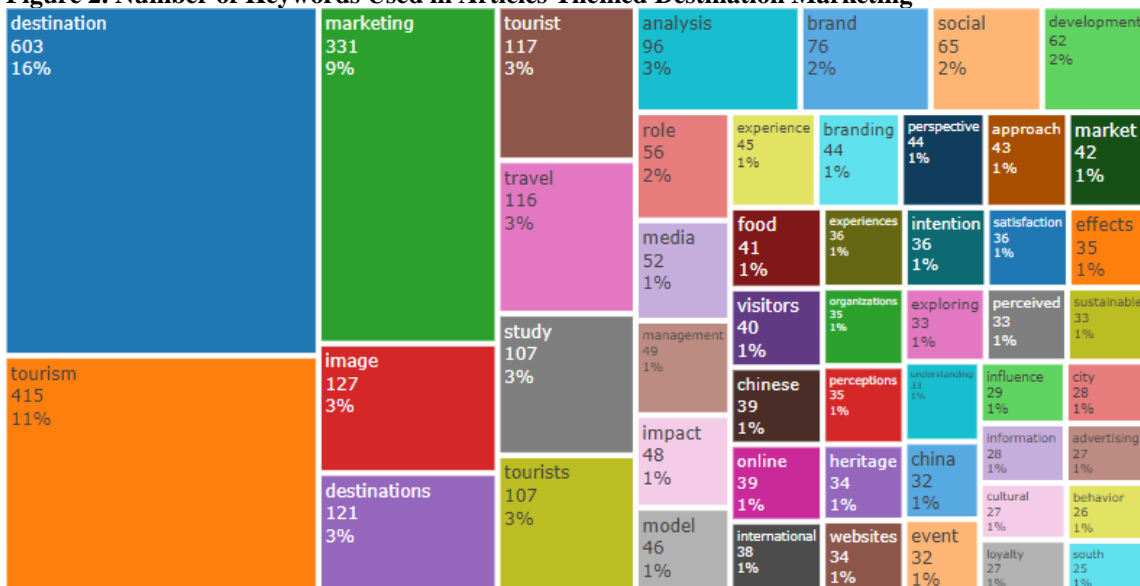


Figure 2 shows the most frequently used keywords in articles destination marketing. When the figure is viewed, it can be seen that, top 10 keywords used most frequently are destination (n=603), tourism (n=415), marketing (n=331), image (n=127), destinations (n=121), tourist (n=117), travel (n=116), study (n=107), tourists (n=103) and analysis (n=96).





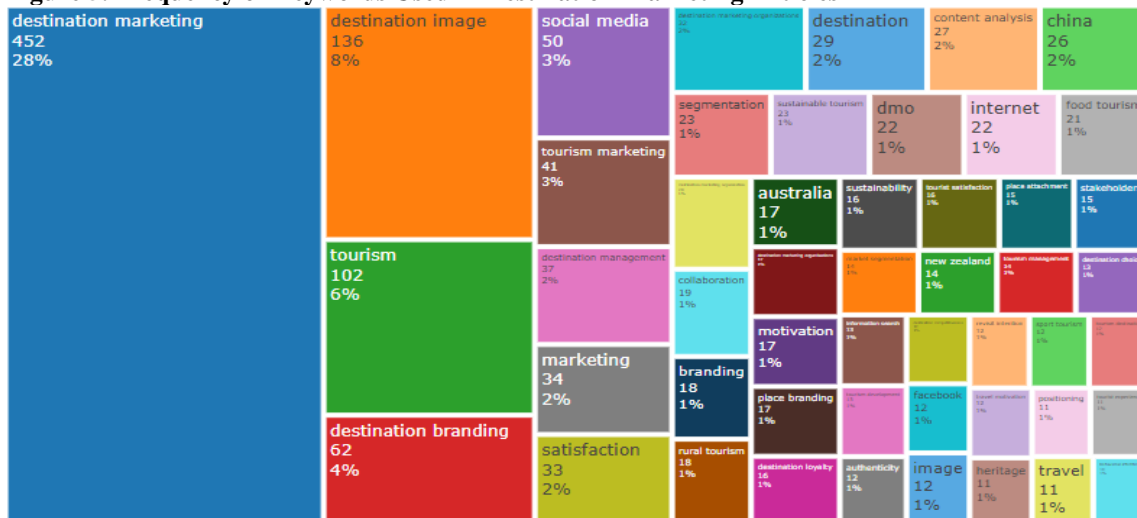
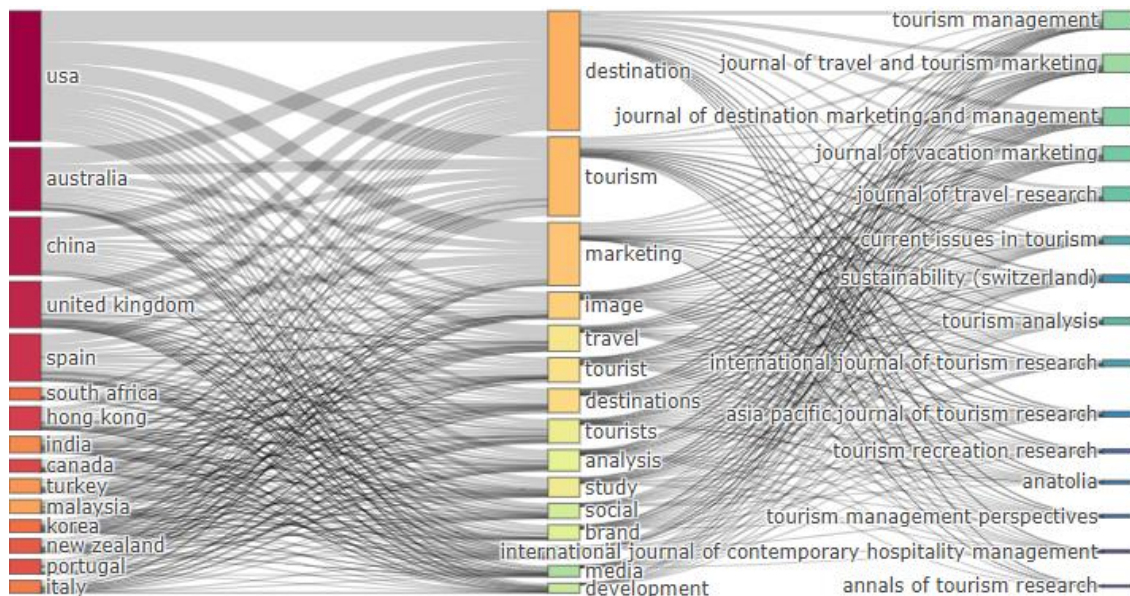
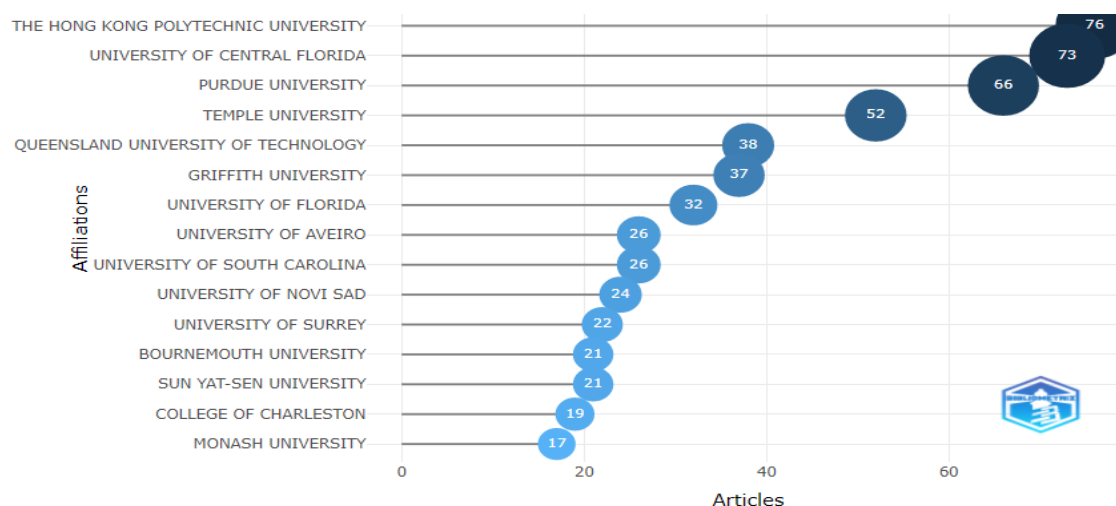
**Figure 5. Frequency of Keywords Used in Destination Marketing Articles**


Figure 5 shows the distribution of the 50 most frequently used keywords in destination marketing articles. According to Figure 5, The most frequently used top 10 keywords are destination marketing (n=452), destination image (n=136), tourism (n=102), destination branding (n=62), social media (n=50), tourism marketing (n=41), destination management (n=37), marketing (n=34), satisfaction (n=33), and destination marketing organizations (n=32).

**Figure 6. Sankey Diagram for Thematic Development of Destination Marketing Articles**


In the Sankey Diagram, which is used to identify how theme clusters interact with each other over time in destination marketing studies and to identify the main evolutionary paths of the themes in Figure 6, each node represents a set of themes labeled with the keyword with the highest frequency and corresponding sub-periods. The size in the node is proportional to the number of keywords for the corresponding theme. The flow between nodes shows the evolutionary direction of the theme clusters. The border width is the sum of the two linked themes (Dönbak, 2020). In this triple comparison diagram, there are countries on the left, terms in the title of the articles in the middle, and the journals in which the articles were published on the right. It has been found that the countries with the highest number of publications in the "country-term-journal" match on this subject are, respectively, USA, Australia, China, United Kingdom, Spain, South Africa, Hong Kong, India, Canada, Turkey, Malaysia, Korea, New Zealand, Portugal and Italy. The terms most frequently used in the title of articles published on destination marketing in the USA are destination, tourism, marketing, image, travel, tourists, destinations, analysis, study, social, brand, role, media, development. Journals, publish articles with the most frequent use of these title terms- are Journal of Travel and Tourism Marketing, Tourism Management, Journal of Destination Marketing and Management ve Journal of Vacation Marketing.

**Graphic 6. The Most Productive Schools on Destination Marketing**

Graphic 6 shows the distribution of the 20 universities that have published the most articles in the field of destination marketing. The Hong Kong Polytechnic University 76; University of Central Florida 73; Purdue University 66; Temple University 52; Queensland University of Technology 38; Griffith University 37; University of Florida 32; University of Aveiro 26; University of South Carolina 26; University of Novi Sad 24; University of Surrey 22; Bournemouth University 21; Sun Yat-Sen University, 21; The College of Charleston has 19 and Monash University published 17 articles.

**Table 4. The Most Productive Countries**      **Figure 7. Collaboration Network Between Countries**

Country	Articles
USA	255
AUSTRALIA	117
UNITED KINGDOM	82
CHINA	80
SPAIN	60
HONG KONG	43
NEW ZEALAND	30
TURKEY	28
CANADA	27
KOREA	26
PORTUGAL	23
INDIA	21
ITALY	21
SOUTH AFRICA	20
GREECE	15

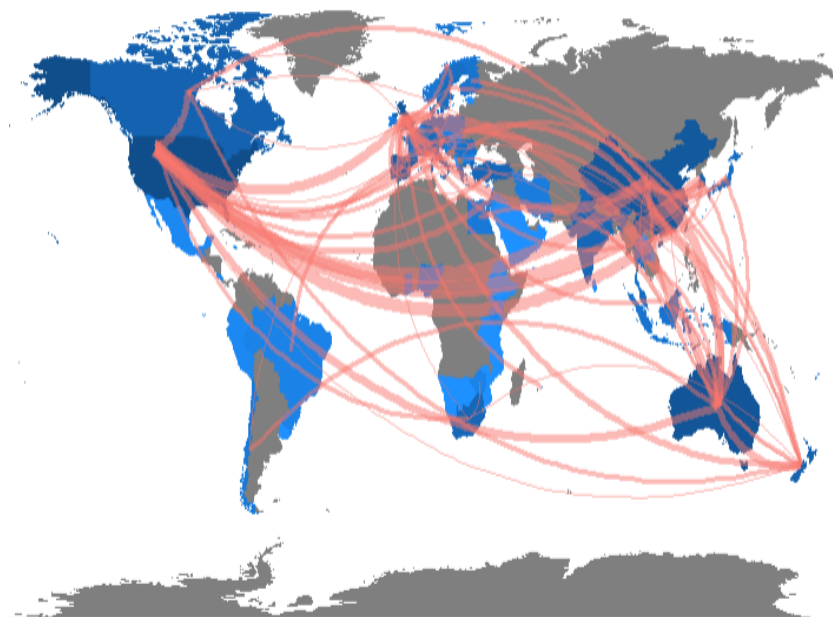


Table 4 shows the 15 countries that have published the most articles in the field of destination marketing. It is seen that USA, Australia, United Kingdom, China and Spain are the most publisher countries on destination marketing. Figure 7 shows the international collaboration network that emerged in the producing of articles on destination marketing. The most collaborative five countries are United Kingdom (32 countries), USA (27 countries), Australia (25 countries), Spain (15 countries), New Zealand (15 countries) and China (14 countries). The countries in which the United Kingdom has published articles together are: China (n=13), Spain (n=8), France (n=7), Italy and New Zealand (n=6), Portugal (n=5), Malaysia, Mauritius and Switzerland (n=4); Austria, Denmark, Germany, Hong Kong, Norway and Sweden (n=3). UK has published 2 common articles with Canada, Greece, Korea, Nigeria, Serbia, South Africa and has published 1 common articles with Barbados, Cyprus, Fiji, Iran, Ireland, Israel, Japan, Romania, Sri Lanka, Thailand and Turkey. The countries in which USA has published articles together are: Korea (n=29), China (n=27), Hong Kong (n=16), United Kingdom (n=11), Canada (n=10), Australia (n=8), Israel (n=5), Italy and Austria (n=4); Turkey, South Africa and Spain (n=3); Germany, Japan, New Zealand and Portugal (n=2);



Belgium, Bulgaria, Costa Rica, Denmark, Egypt, India, Ireland, Singapore, Slovenia, Switzerland and Mexico (n=1).

## Conclusion

In this study, it is aimed to present a panoramic perspective on the development of destination marketing between the years 1985-2021. In line with the determined purpose, bibliometric analysis was performed on international articles published on destination marketing between the mentioned years by using different parameters. As a result of the bibliometric analysis, it was seen that the first article on destination marketing was published in 1985, and there were 1300 articles in 241 journals totally. It has been determined that there are more articles with more than one author. Top publishers on destination marketing are Journal of Travel and Tourism Marketing as journal, Yucheng Wang as author, Hong Kong Polytechnic University as affiliation and USA as country. Considering the citation analysis of the articles, the most cited article is the article named "Marketing The Competitive Destination of The Future" published by Buhalis in the Tourism Management journal in 2000. With the co-occurrence network analysis, it was seen that the words in the titles of the articles were collected in 4 clusters. In terms of collaboration between countries and institutions in the production of articles, it has been revealed that United Kingdom is the most collaborative country. As a result, in the study, the 36-year academic development process of the field of destination marketing was tried to be revealed, and the subjects studied in this field, the keywords used, and the journals that published the most were determined. This study will benefit researchers in terms of presenting a broad perspective on the development process of the field and being a roadmap for future scientific studies. This study is limited only to articles on destination marketing in the Scopus database, and bibliometric analyzes can be made for scientific publications in different databases in future research on this subject.

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