



Research Article

**BIBLIOMETRIC ANALYSIS OF STUDIES ON TOURIST GUIDANCE WITH VOSVIEWER**

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**Abstract**

The objective of this study is to present a visual illustration of the current issues pertaining to the field of tourist guiding through a bibliometric review of studies conducted between 2003 and 2023. This study is based on a comprehensive review of the existing scientific literature on the subject. The objective of this study is to identify significant research gaps in existing studies on tourist guiding and to provide guidance for future research in this field. A comprehensive analysis of the literature on tourist guiding was conducted through bibliometric methods. A total of 490 articles published in the Web of Science database were subjected to analysis with the assistance of the VOSviewer software program. The analyses conducted using the tabs 'Co-authorship, Co-occurrence and Citation' revealed the identity of prominent authors, countries and sources. Consequently, the authors with the greatest number of publications on tourist guidance, the most frequently cited authors, the most frequently cited co-authors and publications, the most frequently occurring keywords, the most frequently occurring co-authors, the countries of origin of the authors and the sources of the publications were identified. Furthermore, the analysis revealed a notable increase in publications on tourist guidance.

**Keywords:** Tourist Guiding, Bibliometric Analysis, Web of Science, Vosviewer

**Introduction**

The tourism sector is currently experiencing a period of rapid growth on a global scale. The tourism sector has undergone significant transformation over the past century. The growth in prosperity and the development of technology have resulted in a corresponding increase in the demand from individuals for tourism. The prevalence of mass tourism is on the decline, while specific forms of tourism, particularly those involving smaller groups with particular interests and more frequent short-term stays, are gaining traction. The growth in international tourism mobility has resulted in a corresponding increase in the demand for tourist guides. Tourist guides assume a variety of roles in the context of tours. They serve as conduits of experience and knowledge transfer for the group, cultural ambassadors, information providers, and communicators between tourists and local communities. However, with the formal recognition of tourist guiding as a profession in Turkey, there has been a notable increase in both academic research and the number of academic units dedicated to the field (Zengin and Atasoy, 2021). Consequently, congresses dedicated to the subject of tourist guiding have commenced, scientific journals have been established, and postgraduate programmes have been initiated. These developments have resulted in a notable increase in research activity within the field of tourist guidance (Çokişler, 2021).

The increasing diversity of tourist demands and expectations, coupled with the pivotal role of tourist guides in the sector, has underscored the need to integrate academic studies on tourist guidance into the relevant field (Çapar, Toksöz, and Dönmez, 2018). In the field of tourist guidance, it is essential to examine previous studies and analyse them using a range of criteria in order to present guiding thoughts to both tourist guides and academic researchers engaged in this field of study (Örnek and Karamustafa, 2020).

Accordingly, the present study undertook a bibliometric analysis of international articles on the subject of tourist guiding. The bibliometric analysis of literature has recently attracted considerable interest from numerous researchers. The bibliometric approach allows researchers to analyse and explore large data sets (Khan et al., 2021). The bibliometric analysis yielded a comprehensive overview of the field of tourist guiding.

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The results were obtained with the objective of identifying knowledge gaps in tourist guiding, deriving new research ideas and contributing to the field.

### Conceptual Framework

Tourist guiding is a profession that provides guidance to tourists throughout their travels, conveying historical, cultural, geographical, and other pertinent information (Güzel, Altıntaş and Şahin, 2017). Tourist guides provide information to groups of tourists while guiding them around, imparting knowledge about the local culture and history, and enhancing the overall travel experience (Ferreira and Villares, 2023).

The tourist guidance department is the area of study wherein professionals are trained to serve as guides in the tourism sector. In this department, students acquire knowledge of a range of subjects, including history, culture, geography and communication, while simultaneously developing their guiding abilities. The tourist guiding profession is of significant importance in enhancing tourists' travel experiences and providing them with enduring memories. Those engaged in this profession are required to possess robust communication skills, a comprehensive understanding of their subject matter and effective communication abilities (Çokışler, 2017).

The role of the tourist guide is acknowledged as an efficacious method of acquiring insight into diverse locations, communities and cultural practices. As a profession that offers personal fulfilment and social interaction, it is relatively straightforward to maintain a sustainable income (Öter, 2007). Nevertheless, the tourist guiding profession necessitates a substantial dedication to ongoing professional development. This necessitates the continual replenishment of knowledge and experience, a broad awareness of global events and a comprehensive understanding of a range of subject areas, including religion, mythology, archaeology, politics and economics. Furthermore, the profession demands considerable physical endurance, particularly given the rigorous nature of the work. In other words, the role of the tourist guide is one that requires significant input of labour, with numerous responsibilities and challenges (Mancini, 2001). It is expected that tourist guides will possess a substantial corpus of knowledge and a range of skills that they will deploy in their interactions with both domestic and international tourists. The profession is distinguished by a dynamic structure that enables interaction with all stakeholders in the tourism sector, reflecting its pivotal role in this field (Düz, 2017).

This feature enables tourist guides to communicate with a large number of individuals and organisations (Fennell and Malloy, 1999; Jamal and Camargo, 2014; Kim and Miller, 2008). It is imperative that tourist guides are aware of and comply with the various issues that arise in this position. Moreover, this situation brings with it a certain degree of responsibility. One of these responsibilities is the ethical obligation to comply with the rules (Çokal, 2019; Çokal and Yılmaz, 2020). Professional tourist guiding Given the importance and significance of tourist guiding in various countries, it is imperative to comply with ethical standards. The requirement for ethical behaviour is of great importance (Fang and Wang, 2015; Wu, 2010).

Bibliometric analyses of the academic literature on tourist guiding represent a valuable tool for understanding the scope and trends of research in this field. A bibliometric analysis of articles published in the field of tourist guiding in Turkey reveals the distribution of research in this field over the years, the most studied topics and the methods used (Örnek and Karamustafa, 2020). To illustrate, a bibliometric analysis of postgraduate theses in the field of tourist guiding between 1989 and 2019 demonstrates that the majority of these theses are based on field research and quantitative methods (Örnek and Karamustafa, 2020).

The results of these analyses demonstrate that the roles, functions, professional competencies, professional problems, and training of tourist guides are subjects that are frequently studied. Furthermore, a bibliometric analysis of articles published in the field of tourist guiding in Turkey indicates that publications in this field have increased since 2012, with the keyword 'tourist guide' being the most frequently used (Keleş et al., 2023). Such bibliometric studies provide a comprehensive overview of research in the field of tourist guiding, offering valuable insights for future studies (Örnek and Karamustafa, 2020; Keleş, et al., 2023).

A review of the literature reveals a substantial body of research on the topic of tourist guiding. A number of bibliometric studies have been identified in the literature. In this context, Şahin and Acun (2015) conducted an analysis of the national tourism sector between 1990 and 2015. The findings of the research are as follows: The subject of tourist guiding was the focus of the greatest number of studies, with the majority of research conducted in this area. The bibliometric analysis of studies on tourist guiding revealed that some of the studies focused exclusively on theses. In light of the aforementioned studies, Özsoy and Çokal (2018) conducted a bibliometric analysis of 77 postgraduate theses produced between 1989 and 2018. The objective of this analysis was to ascertain the general profile of the studies in question. The research findings indicated that the majority

of theses were produced during the 2015-2016 period. Balıkesir University made the most significant contribution, and the analysis demonstrated that quantitative methods were employed with greater frequency.

In their study conducted in 2021, Zengin and Atasoy examined 87 postgraduate theses published in the field of tourism guidance between 1989-2019. The research was conducted using a bibliometric framework. The findings of the research show that there is an increase in the number of theses in the field of tourism guidance after 2015. In the study conducted by Çolakoğlu (2021), a total of 53 postgraduate theses in the field of tourism guidance in universities between 1998-2018 were analysed within the framework of various bibliometric characteristics. The findings of the study show that there has been a significant increase in the number of theses and master's theses on tourist guiding since 2015. In addition, there has been a significant transition from theses to doctoral theses in this field. The number of doctoral theses has exceeded the number of dissertations. In their 2021 study, Gazelci and Gazelci introduced a new limitation to their bibliometric analyses of tourist guiding. They examined national articles and postgraduate studies conducted after the entry into force of the professional legal counselling thesis regulation. The researchers examined 92 articles and 91 postgraduate theses in their study and found that most of the publications were produced in 2019.

In their 2021 study, Çokişler employed a bibliometric analysis method to examine the academic literature on tourism guidance in Turkey. The study identified a total of 751 studies, with a notable increase in the number of studies published subsequent to 2010. Karagöz and Gürge (2021) obtained data on tourist guiding from the Web of Science and Scopus databases and conducted an analysis of 245 research articles. The findings of the research demonstrate a notable surge in the quantity of studies on tourist guidance and counselling. Furthermore, the number of authors contributing to these studies has also increased gradually. In their article published in 2022, Çamlıbel presents a bibliometric analysis of international articles published in the field of tourism guidance between 1984 and 2022. The research findings indicate that the qualitative research method is the most prevalent. Furthermore, there has been a notable surge in the number of two-authored articles published after 2010, with this category exceeding the others. Additionally, the number of patients involved in the studies was determined.

## Methodology

The present study employs bibliometric analysis, a method frequently utilized for the evaluation of scientific studies, to examine articles pertaining to tourist guiding. The concept of bibliometrics was first introduced by Alan Pritchard in 1969 and was proposed as an alternative to the concept of 'statistical bibliography' (Diodato, 2012; Lavini, 1981). In this study, the variable of interest is tourist guiding. The Web of Science database was queried to identify articles with the subject title of 'tourist guiding' published between 2003 and 2023. These articles were then subjected to bibliometric analysis.

The Web of Science database was selected for its advanced search indicators, which facilitate sophisticated data analysis. It offers a diverse range of control mechanisms, is a reliable source of research, and includes only qualified studies in terms of publication ethics. Furthermore, it provides access to a comprehensive data set drawn from a multitude of disciplines.

A search was conducted on the Web of Science database on 26/04/2024, using the keyword 'tourist guidance' in all fields. *Since this study focuses on the data available on the internet, no ethics committee decision is required.* This returned 319 scientific publications on the page. The data obtained were analysed using the 'VOSviewer' software programme, which was selected for its free, open-access functionality and visualisation capabilities. The data obtained from the Web of Science database were exported in a file format compatible with the VOSviewer software and imported into the program. The objective of utilising tabs such as 'Co-authorship, Co-occurrence and Citation' is to ascertain the most prominent authors, countries and sources in the forthcoming analyses. Consequently, the authors with the highest number of publications on the topic of tourist guidance, the authors with the highest number of citations, the co-authors and publications with the highest number of citations, the most frequently occurring keywords, the countries of origin of the authors, and the sources of the publications were identified.

## Findings

In this study, a bibliometric analysis was conducted using the Web of Science database with the objective of identifying international publications on the subject of tourist guiding. The visualization of bibliometric networks was conducted with the aid of the VOSviewer software program. In the study, the Web of Science database was initially examined, and subsequently, the programme outputs were included. Accordingly, the data retrieved from the database on tourist guidance is initially presented in tabular and graphical form. The

results obtained through the utilisation of the VOSviewer software programme are illustrated through the presentation of figures. The initial finding pertaining to tourist guiding is the distribution of publications across the period between 2000 and 2023, delineated according to the respective years. Table 1 presents the distribution of articles on this subject between 2000 and 2023.

**Table 1. Number Of Articles Published Annually**

Year of Scientific Publication	Number of Scientific Publications	Year of Scientific Publication	Number of Scientific Publications	Year of Scientific Publication	Number of Scientific Publications
2023	4	2015	17	2007	13
2022	12	2014	18	2006	10
2021	14	2013	9	2005	7
2020	15	2012	16	2004	8
2019	21	2011	17	2003	4
2018	25	2010	11	2002	5
2017	19	2009	12	2001	4
2016	12	2008	9	2000	2

Upon examination of Table 1, it becomes evident that the greatest number of scientific publications was produced in 2018, with a total of 25 publications. As indicated in the table, a total of 319 publications were produced between 2000 and 2023. Upon examination of the years included in the analysis, it can be concluded that there is a notable interest among researchers in the subject of tourist guidance.

Upon examination of Table 2, it becomes evident that the countries and institutions that have published the most in studies on tourist guiding are included. As illustrated in the table, China is in the leading position with 29 publications, representing the highest number of publications among the 10 countries included in the ranking. An analysis of the institutions with the highest number of publications reveals that Lancaster University and the University of Madrid are the top two universities, with eight publications each.

**Table 2. Countries And Institutions With The Highest Number Of Publications**

COUNTRIES	NUMBER OF PUBLICATIONS	INSTITUTIONS	NUMBER OF PUBLICATIONS
China	29	Lancaster University	8
Spain	27	University of Madrid	8
Italy	26	University of Plovdiv	5
United Kingdom	20	University of Putra Malaysia	5
America	17	Russian Academy of Sciences	4
Germany	16	Hong Kong Polytechnic University	4
Greece	15	Technical University of Vienna	4
Malaysia	9	University of Salamanca	4
Brazil	9	University of Turin	4
Portugal	8	University of Barcelona	3

Table 3 illustrates the distribution of the most frequently published articles. In accordance with the aforementioned distribution, the article is ranked first with 179 publications.

**Table 3. Presents The Type Of Publication With The Highest Number Of Publications.**

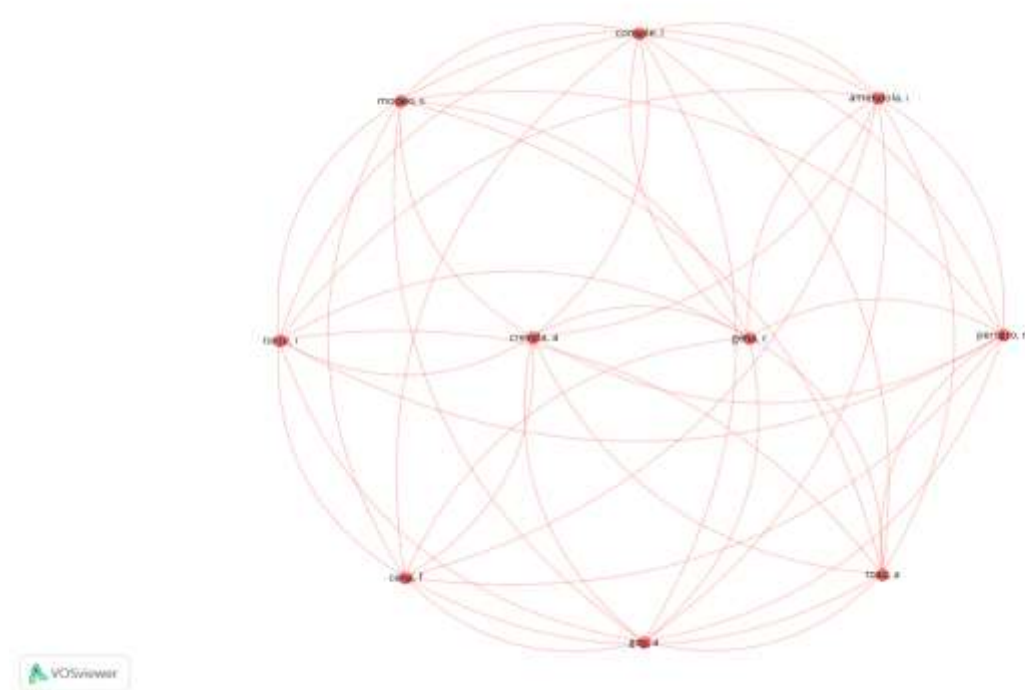
Publication Type	Publication Number
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Article	179
Declaration	121
Book Review	10
Book Chapter	6

### Co-authorship of Authors

A citation analysis of the countries was conducted using the VOSviewer programme. The relationship that emerged when the minimum number of documents and the number of citations of the countries were set to 1 during the analysis is illustrated in Figure 1. Accordingly, the analysis was conducted for a total of 45 threshold values. The analysis yielded one cluster and ten links. The five most prolific authors are Gavalas, D. (6 works), Davies, N. (5 works), Kenteris, M. (5 works), Stayonova, D. (5 works) and Ahmad, J. (4 works). It can be stated that the most frequently cited authors and those with the highest productivity levels are essentially one and the same. In the ranking of the most cited authors, Vansteenwegen, P. (449 citations) was in second place, while Souffriou, W. (440 citations), Gavalas, D. (393 citations) and Cohen, E. (391 citations) were in third, fourth and fifth place, respectively.

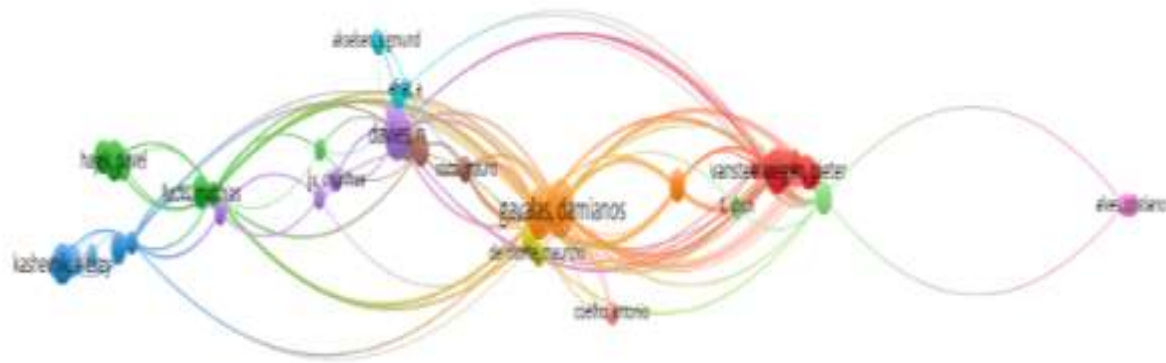
**Figure 1. Co-Author Network Links Demonstrating Collaboration Between Authors**



### Authors' Attribution Analysis

A citation analysis of the countries was conducted using the VOSviewer programme. The relationship that emerged when the minimum number of documents and the number of citations of the countries were set to 1 during the analysis is illustrated in Figure 2. Accordingly, the analysis was conducted over 148 threshold values. A total of 11 clusters and 784 links were identified. The five most frequently cited authors are Vansteenwegen, P. (449 citations), Souffriou, W. (440 citations), Gavalas, D. (393 citations) and Cohen, E. (391 citations). The next most frequently cited author is Van oudheusden, D. (397 citations), who is cited in the third, fourth and fifth place.

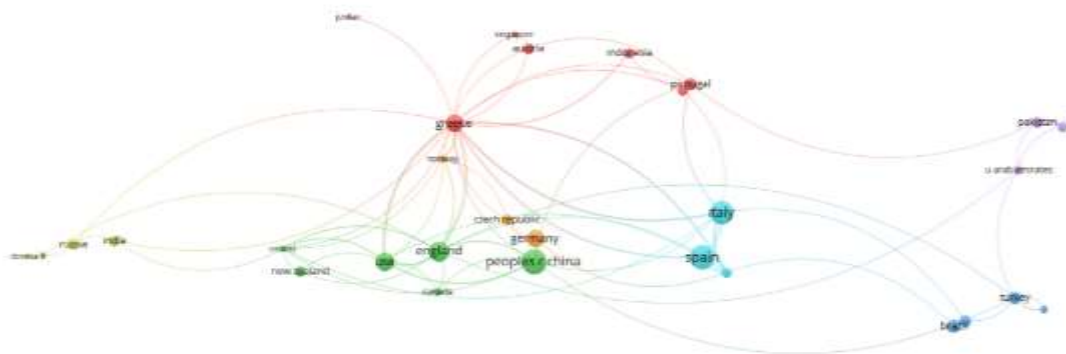
**Figure 2. Network Connections Of The Most Cited Authors**



### Citation Analysis of Countries

A citation analysis of the countries was conducted using the VOSviewer programme. The resulting relationship, derived from the analysis of countries with a minimum number of documents and a minimum number of citations set at 1, is illustrated in Figure 3. Accordingly, the analysis was conducted for a total of 32 threshold values. A total of seven clusters and 72 links were identified. Greece was the most-cited country, with 691 citations, followed by the United Kingdom (560 citations), Belgium (449 citations), Spain (362 citations), and the United States (340 citations). Upon examination of the network map in its entirety, it becomes evident that the dominant colours are blue, turquoise, orange and purple. The four countries with the highest number of citations, as indicated by the four largest rings in the visualisation, are India, England, the USA and Spain, which also demonstrate the greatest level of collaboration.

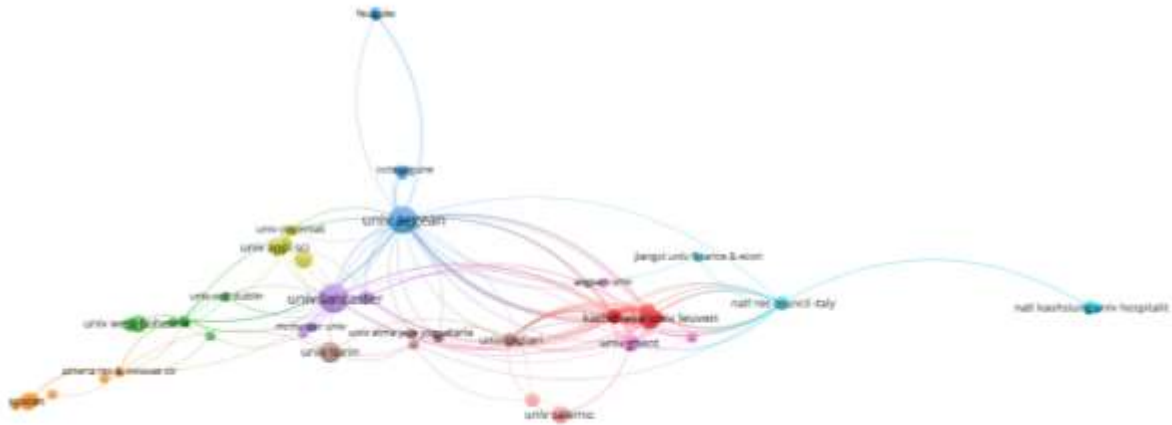
**Figure 3. Network Connections Of The Most Cited Countries**



### Citation Analysis of Institutions

A citation analysis of the countries was conducted using the VOSviewer programme. The relationship that emerged when the minimum number of documents and the number of citations of the countries were set to 1 during the analysis is illustrated in Figure 4. Accordingly, 66 threshold values were subjected to analysis. A total of ten clusters and 219 links were identified. In the ranking of the institutions with the highest number of citations, the University of Lueven Catholic was in first place with 449 citations, Aegean University was in second place with 393 citations, Lancaster University was in third place with 321 citations, Ghent University was in fourth place with 221 citations, and Athens University was in fifth place with 211 citations. It can be stated that the highest number of citations and the highest number of works produced by the institutions are mutually exclusive. Lancaster University was the most prolific institution, with eight works, while Ege University ranked second with seven works, Turin University third with five works, and Leuven Catholic University and Salamanca University tied for fourth place with four works each.

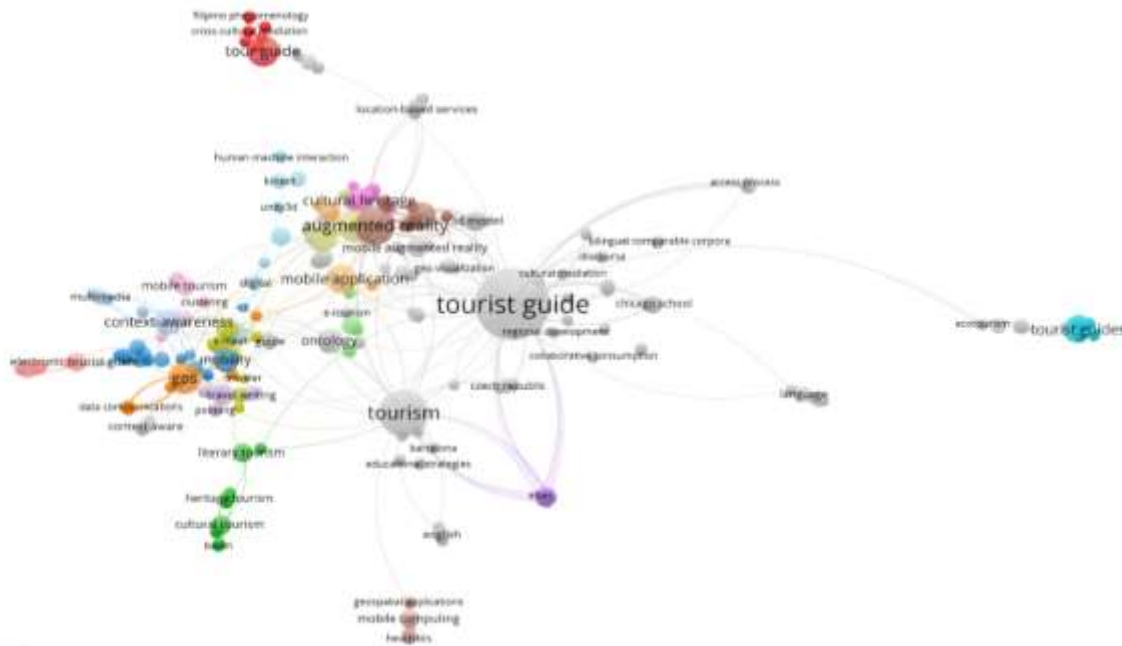
**Figure 4. Network Connections Of The Most Cited Institutions**



### Common Keyword Analysis

A citation analysis of the countries was conducted using the VOSviewer programme. The relationship that emerged when the minimum number of documents from each country was selected as one during the analysis is illustrated in Figure 5. Accordingly, the 533 identified threshold values were subjected to analysis. A total of 49 clusters and 1,904 links were identified. It was observed that the term "tourist guide" was ranked first in the ranking of the most commonly used keywords. Subsequently, the terms "tourism," "tour guide," "tour guide," "tourist guides," and "augmented reality" were ranked in descending order.

**Figure 5. Most Used Common Keyword Network Connection**



### Co-citation Analysis of Authors

In creating the network map of the most co-cited authors, the analysis of 22 observations was conducted using the VOSviewer programme, with the number of citations selected as at least 10. The resulting figure is presented in Figure 6. Three clusters and 92 connections were identified. The most frequently cited authors are Dylan, B. (59 citations), Vansteenwegen, P. (46 citations), Cheverst, K. (43 citations), Kenteris, M. (27) and Weiler, B. (27 citations).



**Figure 6. Network Connectivity Of The Most Cited Co-Authors**



## Conclusion

It is our contention that bibliometric analysis represents a valuable tool for the analysis of progress in a given research area. Furthermore, it is considered an invaluable instrument for identifying deficiencies in knowledge (Ülker, Ülker, and Karamustafa, 2023). In this study, existing bibliometric literature on tourist guiding was employed to facilitate a comprehensive and detailed visual review. In the context of this study, the data obtained from WOS were subjected to an evaluation based on a number of criteria, including the identification of the most frequently used words, the most frequently cited works, the most prolific authors, the most frequently cited countries, and examples of co-authorship. The objective of this study is to conduct a bibliometric analysis of research on tourist guiding. A further objective of this study is to facilitate a more comprehensive grasp of the existing research on tourist guiding. A review of the literature on tourist guiding typically concentrates on a specific topic or high-impact journals within a particular field, while themes and significant research in other journals or fields are frequently overlooked. In this study, an analysis was conducted on articles retrieved from the Web of Science database. The analysis demonstrated that the field of tourist guiding has undergone substantial growth in recent years. The number of publications related to the research has increased significantly, especially in 2016 and beyond. This indicates that this topic will continue to be of interest to researchers in the coming years.

The objective of this study is to identify significant shortcomings in the existing research and to propose potential avenues for future investigation. Moreover, the study provides significant practical implications. The findings suggest that there is a paucity of close contact and collaboration between the various countries, institutions and researchers engaged in the field of tourist guiding. To facilitate the advancement of the field, it may be beneficial for researchers from disparate organisations in various countries to enhance their communication and collaboration. Furthermore, the observation that articles in journals of business and management disciplines are mainly cited in this field presents a challenge to the transfer of new knowledge from other disciplines to the field of tourist guiding. It can thus be argued that tourist guidance research journals should consider broadening their focus and integrating information from a variety of fields. The implementation of government policies and programmes designed to promote and support the field of tourist guiding can be particularly effective in developing economies. The findings of this literature review on tourist guiding are, on the whole, highly promising. The analysis indicates that this field will continue to be a topic of interest for researchers in the coming years. Nevertheless, further research is required utilising a more expansive literature base, encompassing additional studies that address other pertinent aspects pertaining to the future of tourist guiding.

It should be noted that this study is subject to two limitations. It should be noted that the results presented in this study are based on a review of articles from the Web of Science database, rather than on an analysis of all published research in the field of tourist guiding. Consequently, the findings are limited to the sample of articles included in the review. Nevertheless, the results offer valuable insights into the structure and evolution of tourist guiding studies. A further limitation is that some publications could not be fully included in the VOSviewer software programme, which is the most widely used in bibliometric analysis. This issue can be addressed in future research by expanding the data sources obtained from various databases outside the VOSviewer software programme.



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