

Studying Social Media Marketing Research Trends in Hospitality & Tourism: A Bibliometric Approach

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Abstract

This study examines network analysis and thematic keyword analysis of hospitality and tourism journals during the time period (2014-2024) in order to give a thorough bibliometric analysis of the current condition of social media literature. This study synthesized the literature from a sizeable sample of 91 studies across an extensive time period (2014-2024) using a bibliometric analysis of social media literature in the hospitality and tourism fields. The key findings of the study being is about the way this topic has evolved on a year-to-year basis in the field of hospitality and tourism, emerging trends to current trends in social media literature has been adjudged in the study. Co- authorship analysis with a particular threshold has also been identified in the study. Keywords: Bibliometric Analysis, Scientific Mapping, Co-Occurrence Analysis, Bibliographic Coupling.

1. Introduction

Social media marketing studies in the Hospitality & Tourism sector now provides many opportunities for the scholar community. Social media marketing today plays a phenomenal role for the company and as well as it is very lucrative for the potential consumer. The rise of digital marketing and the introduction of social media have encouraged businesses to use social networks as part of their advertising strategy. Since social media is an affordable tool, all kinds of businesses viz; micro, small, and medium-sized businesses frequently use it to advertise, sell, and develop brand awareness. To keep their present and potential clients informed about their business, they set up pages on various social media sites and distribute information via images and videos on sites like Instagram, Facebook, and Twitter (Amrita & Mohan, 2016).

In this study bibliometric analysis has been conducted to analyze the most relevant authors in social media according to their countries, keywords which are evolving related to social media, collaboration map and thematic analysis. A bibliometric approach provides a quantitative summary of the body of research in a certain field across time (Leung et. al 2017). Many research papers have been written on this subject in light of the social media networks' growing significance in marketing communications. To comprehend the development of this field, it is crucial to specifically document the impact made by social media researchers, institutions, and areas during a specific period of time.(Lotka, 1926) emphasized the value of research partnerships in raising institution rankings. Future research in the broad area of hospitality and tourism has potential directions supplied by earlier studies (Benckendorff & Zehrer, 2013; Cho & Khang, 2006; Denizci Guillet & Mohammed, 2015; Furrer et.al 2008; Hall, 2010; Jeung et al., 2011; Jogaratnam et al., 2005; Lee et al.,2014; Li, 2008; Line & Runyan, 2012; MacKay et al.,2017; Nederhof, 2006; Saladin

et.al, 2015; Schmidgall et al.,2007; Wagstaff & Culyer, 2012). Although the prevalence of social media networks will only increase, it is essential to investigate the recent researches done on social media in tourism and hospitality. Social media marketing with the help of various networks today continue to grow at a steady pace which enhances the requirement to investigate the most recent studies on social media in travel and hospitality. Despite the fact that many publications have been published on the rising body of research on social media in the hospitality and tourism field, very few of them have a bibliometric analysis as their primary focus. This work aimed to use a more comprehensive strategy than prior articles based on literature review posted on online media by investigating the exert influence of academia, eminent scholars, journals and the publishing countries.

2. Literature Review

The literature review in tourism & hospitality research can be broadly classified into two sub areas viz; one which examines and finds out the various research works done by prominent scholars, journals & universities (Schuckert et al., 2015) whereas the second part constitutes of detailed and multidimensional view into the future direction of social media research (Nusair et al., 2019). To recognize the influential researchers in research related to hospitality & tourism (McKercher, 2008) examined 58 research articles across two set of period of time which are (1970-2007 and 1998-2007) He stated that with the help of the database based on google scholar inspection of books, journal articles& as well as book chapters can be done. Additionally, to examine each author's output as well as their affiliations and the output of their research across various publishing platforms, (Jogaratnam et al., 2005) examined 11 journals significantly related to tourism. Their study's specific theme was to broaden the scope of analysis to include more journals based on tourism and hospitality and to present the findings of the research by neither making suggestions nor passing judgement. On a similar note (Park et al., 2011) studied about 50 authors with their country of residence and as well as their affiliations which in turn enriched the already existing literature. In his article, (Chan & Guillet, 2011) described social media as technologies that helps people to exchange or send information, ideas, views, pictures, videos, and various other types of content through a network. Increased brand awareness and management, improved relevant inputs, word-of-mouth and generating leads, as well as market data regarding competitors and target demographic groups, are the main advantages of social media marketing (Kaplan & Haenlein, 2010). (Berthon et al., 2012) discussed about Web 2.0-based apps and fundamental concepts that enable people to create, modify, and exchange information, concepts, thoughts, views, media, relationships, and links among one another are referred to as social media. Due to the rise of social media, which has its own difficulties as well as potential for others, businesses are changing the way they sell their goods and services. (Dwivedi et al., 2015), discussed that digital marketing and social media marketing can hurt businesses if they are used incorrectly or by management who lack the necessary training. In order to defend themselves from this harm, small businesses fundamentally learn how to use social media efficiently (Ahmad et al., 2019). Analysis related to social networking has been used for revealing of the authors', journals, and countries. Through the content analysis of keywords, scientific subjects, affiliated nations, and journals, we may identify areas of knowledge as well as places of convergence in academia. In order to identify trends that should be highlighted both inside and outside of the tourist community, this study tries to comprehend the deficiencies of current research based on tourism (Correia & Kozak, 2022). Their analysis is typically based on a corpus of 63,176 publications, which includes all articles published in Scopus journals. (Jogaratnam et al., 2005).(Lee et al., 2014) presented insights on research performance in various colleges

and nations using an analysis based on citation count from the database of Google Scholar, in six major journals. Editorials, conference reports and academic articles, were all taken into account by (Lee et al., 2014), however book reviews were not. It was suggested that research performance should go beyond the number of articles, and that it would benefit future research from the usage of other indicators, such as the citation count. (Line & Runyan, 2012) examined four top hospitality and tourist journals to research new subjects in hospitality marketing from 2008 to 2010. The three themes of marketing process, market strategy, and marketing research were used in this study to highlight the most recent trends in marketing research. To analyze the trends, approaches, and new problems in the field of revenue management, (Denizci et al., 2015) did a methodical literature study. They examined scholarly literature published in prestigious magazines of hospitality and tourism, the study concluded that studies of revenue management in tourism and hospitality sectors had a consumer-centric approach and employed practical research methods. Content analysis was utilized by (D. Leung et al., 2013) to review existing studies related to social media that were done & published between 2007 and 2011. The study recommended that consumer focused research evaluates how online media affects planning of a trip. In another study done by (Zeng & Gerritsen, 2014) performed a literature review to examine academic works that dealt with the role of social media in tourism industry. They noted that tourism related social media research is still in its inception stage.

3. Data Collection

Data collection has been strictly based on Scopus database in which we have restricted ourselves to a limit of 10 years that being (2014 – 2024); whereby we have identified a certain set of keywords which mainly has an emphasis on digital marketing and influence of social medias impact on the hospitality and tourist sector. The data which has been gathered of the said time period includes all the publications in reputed journals in the field of Social Sciences. The data base has also been restricted to the articles which are only written in English, no other languages from the Scopus database has been taken. The data gathered has also been strictly limited to book chapters and research articles.

4. Methodology

The data collected from Scopus database journals has been analysed using VOS viewer, using certain parameters which fulfill the objectives of the paper.

5. Data Analysis

The database analysis, inclusive of Scopus data, was performed utilizing VOS Viewer version 1.6.19 software. The software paths a very lucrative way to analyze Bibliometric couplings, Citation analysis, Co- occurrence etc. The following types of analysis has been done in this article.

5.1 Statistical Database Analysis

1. Research Articles Country
2. Research Articles by Subject Area

5.2 Network Analysis in Database

1. Analysis of Co-Occurrence for All Keywords
2. Bibliometric coupling by Countries & Documents

6. Results & Discussion

The analysis of data has been done by two different ways one being database based statistical analysis & the other being Network Analysis.

Statistical Analysis of Database

Documents by Country

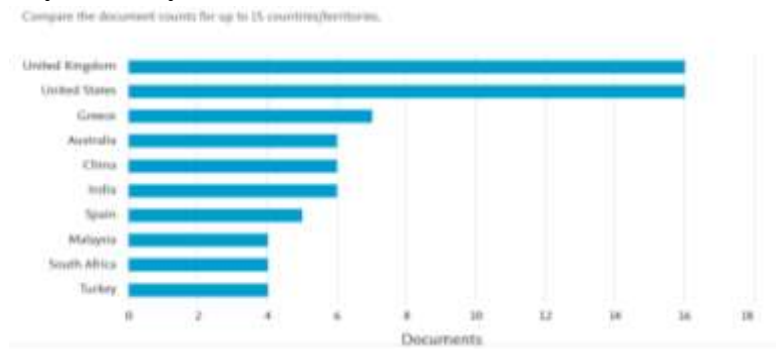


Figure 1: Country-wise Document Analysis

Source: www.scopus.com

The quantity of documents published is taken into account while analysing the Scopus database for countries. It demonstrates that UK & USA published the most documents over the chosen timeline. Greece and Australia are the next two in line.

Documents Categorized by Subject Area

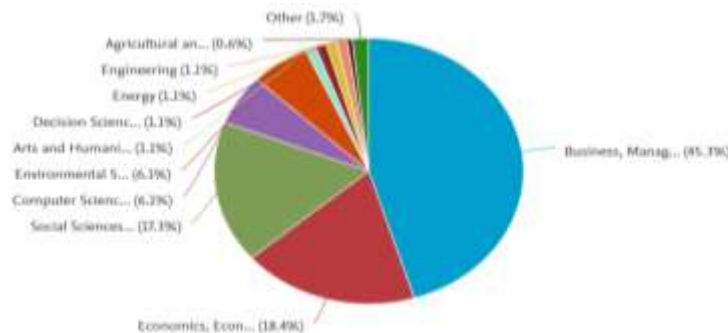
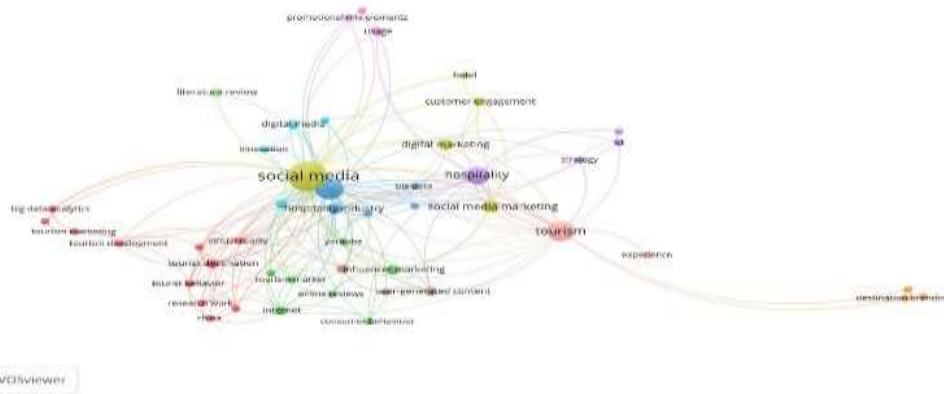


Figure 2: Subject Area-wise Document Analysis

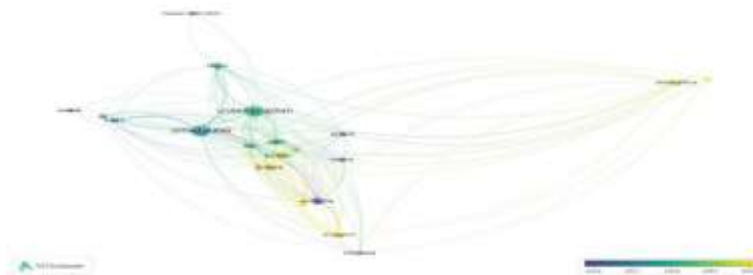
Source: www.scopus.com

Social Media Marketing area was most attended by Business Management. Business Management incurred around 45.3% of publications, followed by 18.4% from Economics and thereafter Social Sciences accounted 17.3% of the total documents.



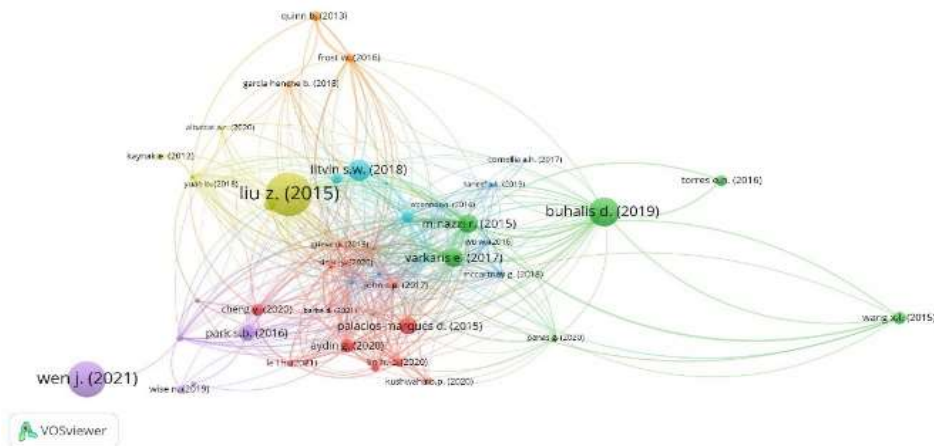
Graph 1: Analyzing the Co- Occurrence Frequency of All Keywords
 Source: www.scopus.com

Several keywords are taken into consideration for the study of co-occurrences. The recommended minimum for keyword occurrences is two. 48 out of 332 keywords actually met the requirement. The term with the highest co-occurrence and strongest link strength is "Social Media," which has a total link strength of 30.



Graph 2: Bibliometric Coupling by Countries
 Source: www.scopus.com

The database of the aforementioned effort on Social Media Marketing is present in 33 different nations. When the threshold of minimum 2 documents and 2 citations per country was considered, 19 countries in all were having the bibliographic coupling linkages.



Graph 3: Bibliometric Coupling by Documents
 Source: www.scopus.com

54 sources in all were taken into account out of 91 for bibliographic coupling with no fewer than 2 citations per document. The greatest link strength came out for Liu z. 2015, which is 24, and with a total citation count of 589.

7. Conclusion

Bibliometric analysis has been done on social media marketing from Scopus database considering its worldwide popularity. The data has been analyzed for a time frame of 10 years that is from 2014 to 2024. Keywords for the search of articles were strictly used related to the trend of this topic which resulted with around 288 documents; using further filters considering to find out the required papers the sample further was restricted to 91 documents. The paper gives a systematic summary of the review of literature assessing the research subjects based on social media in the domain of hospitality and tourism. The key idea of this paper is to do network analysis using VOS viewer further Scopus analysis has also been used to define certain parameters. The analysis proved the maximum cited authors, the country which is working the most on this current trend, co authorship trends with a threshold limited to 4 authors. From the network analysis it is also perceived that a major work related to this topic has been done in the year 2024, and a major chunk of research has been done in the arena of Business Management. The network analysis related to the occurrence of keywords shows the most used word being “Social Media”. Because of the proliferation of content created by users on social media platforms, businesses must now use tools for social media analytics to make decisions based on data in the hotel and tourist sector. Interestingly, there hasn't been much research on how current technologies, such Web 3.0, 3.5, and 4.0, are being adopted in social media. More study has to be done on these cutting-edge trends in order to inform future social media research goals in the hotel and tourist industries.

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