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Asia Pacific Journal of Tourism Research: a bibliometric analysis from 1996 to 2023

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ABSTRACT

Asia Pacific Journal of Tourism Research was created in 1995 and published articles in 1996. This study analyzes the journal using bibliometric methods for 1243 articles published in the journal from 1996 to 2023. It uses several indicators to demonstrate the journal's performance and contributions. The study shows that the most productive country and author are China and Rob Law, respectively. Furthermore, the collaboration, co-citation, and co-occurrence networks are created using Gephi, VOSviewer, and CiteSpace. This study provides a comprehensive overview and APJTR may later focus on topics such as tourist destinations, consumer behavior, smart tourism, and sustainable development.

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Asia Pacific Journal of Tourism Research; bibliometric analysis; performance mapping analysis; Collaboration networks; co-citation analysis; keyword co-occurrence network

Introduction

Tourism is a key generative industry that generates numerous employment opportunities (Melián-González & Bulchand Gidumal, 2024; Voumik et al., 2023), playing a significant part in the socio-cultural and economic landscape globally. Tourism contributes to economic growth in various direct and indirect ways and plays a decisive role in promoting national/regional economic development (Wong et al., 2024). Although tourism in the Asia Pacific region started late, it has grown rapidly in recent years and has developed into one of the global major international tourism markets (Zhang et al., 2021). According to the World Tourism Organization, global tourist visits in the Asia Pacific region will grow from 331 million to 1.8 billion in 2030, which is a relatively rapid growth rate (Rasul et al., 2020).

Asia Pacific Journal of Tourism Research (APJTR) is the Asia Pacific Tourism Union's official journal, and the publisher of the journal is Taylor & Francis/Routledge Group, which was founded in September 1995 with the first article published in 1996. This journal is one of the leading publications in the field of tourism, dedicated to publishing high-quality articles based on empirical and theoretical research, with the aim of advancing and generating knowledge in tourism. The Journal Citation Reports available on Web of Science indicate that the journal impact factor in 2022 was 5.0 and the impact factor best quartile was Q2. The journal CiteScore was 6.8 in 2022 according to the Scopus, and CiteScore best quartile was Q1. The journal was ranked 19 out of 58 in the research field of hospitality, leisure, sport & tourism. Scientists from 11 countries make up the editorial board of the journal, and the journal's current editor-in-chief is Kaye Chon from the Hong Kong Polytechnic University. Since its inception, the APJTR has been the leading journal of tourism journals in the

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Asia Pacific region and has made significant contributions to the growth of the tourism industry, promoting research on tourism issues related to the Asia Pacific region.

The bibliometric analysis of academic journals allows for a retrospective evaluation, given that the performance of journals reflects not only the development of academia but also the development of a field or industry (Koc & Boz, 2014). The analysis also provides an understanding of its research trends and an assessment of the journal's academic reputation and contributions. Leong et al. (2021) conducted a bibliometric analysis of 693 papers published in Tourism Review from 2001 to 2019 and found that TR is likely to focus later on topics such as sustainable tourism, destination marketing, and smart tourism. Merigo et al. (2017) developed a bibliometric overview of all of the papers published in the journal between 1986 and 2015 for the 30th anniversary of the International Journal of Intelligent Systems.

The previous bibliometric analysis has primarily focused on the performance of journals, research trends, and hotspots, with less attention on collaboration networks, and few comparisons of citation indicators between the research journal and other journals in the field to determine the journal's position and contribution. For example, Mulet-Forteza et al. (2018) analyzed publications, co-citation network, bibliographic coupling, and keyword co-occurrence by using a bibliometric approach. In addition, current bibliometric studies on APJTR lack comprehensiveness such as that of Guzeller and Celiker (2019) which conducted a bibliometric analysis of the literature of APJTR from 2009 to 2017. Accordingly, the current research primarily aims to reveal the structure, characteristics, and contributions of APJTR publications from a general perspective. This study uses the bibliometric methods to analyze 1243 articles in APJTR from 1996 to 2023 and uses various bibliometric indicators to examine the impact and contribution of the journal, authors, and publications, such as the number of publications, the H-index, single institution (SIP), and the number of inter-institutional collaborative publications (IICPN). Additionally, APJTR is compared with other journals in the field of tourism to determine its status and contribution. This study performs collaborative network, co-citation network, and keyword analysis and then draws a timeline view to understand the current research hotspots and trends. Based on this process, we propose future research directions.

Methodology

Data sources and screening

This study analyzes articles from APJTR between 1996 and 2023. Given that the Scopus database only includes articles in the APJTR from 2003 to 2023, the data between 1996 and 2002 come from the Taylor & Francis Online database. The Scopus database is one of the world's largest repositories of peer-reviewed, high-quality web resources (Ballew, 2009). It provides metadata such as journal authors, affiliating institutions, and countries/regions (Kipper et al., 2020). Taylor & Francis Online, as part of the Taylor & Francis Group, boasts two centuries of extensive publishing experience and has become one of the world's largest academic publishing groups in the last two decades.

We set retrieval criteria to filter out the less relevant literature while improving accuracy. In the Scopus database, the retrieval details are as follows: (1) Publication/Source Titles = ("Asia Pacific Journal of Tourism Research"). (2) Literature type = ("Article"). (3) Language = ("English"). (4) Time = 01/01/2003 to 12/31/2023. After the retrieval, we exported 1142 articles as a CSV file on March 14, 2023, including authors, titles, years, citations, affiliations, authors with affiliations, abstracts, author keywords, and references. In the Taylor & Francis Online database, the retrieval details are as follows: (1) Type search term = ("Asia Pacific Journal of Tourism Research"). (2) Literature type = ("Original Article"). (3) Language = ("English"). (4) Time = 01/01/1996 to 12/31/2002. A total of 101 original articles were retrieved. Considering that this database does not support exporting to a CSV file, we manually exported the relevant information of 101 original articles. Finally, we obtained a CSV file containing 1243 articles.

Research methods

Bibliometrics are a form of statistical analysis of publications (Benckendorff & Zehrer, 2013), which serve as a tool to analyze how a discipline evolves on the basis of knowledge structures and conceptual frameworks (Zupic & Čater, 2015). Bibliometrics use mathematical and statistical methods to sort the data, including the number of literature publications, citations, author affiliations, countries, keywords, to evaluate trends of research and the development of given disciplines (McBurney & Novak, 2002). Scholars have conducted

extensive research using bibliometric methods to analyze the development of journals and research trends, applying them widely in fields such as tourism (Dhakate et al., 2023) and big data (Kaffash et al., 2021)

Bibliometric analysis can be divided into two goals when exploring a research area: performance mapping analysis and science mapping analysis (Small, 1999; Vatankhah et al., 2023). Performance mapping analysis focuses on the research outputs and contributions of academic authors, institutions, countries/regions and journals (Okumus et al., 2018). The current study measures the influence of scholars, countries/regions, and institutions based on the number of publications and citations. Scientific mapping reveals the structure and trend of the research field by analyzing the literature's relationship. This paper utilizes cooperation network analysis, co-citation network analysis, and keyword co-occurrence analysis for scientific mapping. Collaborative networks can reflect collaborative structures and the academic impact of journals. Co-citation analysis can be used to measure the interactions and influence of authors, publications, and disciplinary fields (Mora et al., 2019). Co-occurrence analysis is a quantitative analysis method, which can identify relationships, text mining, and knowledge discovery. By analyzing the co-occurrence of keywords in research areas and publications, researchers can identify potential trends and research hotspots (Li et al., 2020).

Several tools are available for bibliometric analysis. Gephi opens up new possibilities for working with complex datasets and generating valuable visual results. VOSviewer can be used to visualize co-citation analysis and co-occurrence analysis (Liu et al., 2021), but its graphs are relatively simple. Meanwhile, CiteSpace can identify key information through clustering, timeline, and burst detection for more in-depth interpretation. To understand the information accurately and comprehensively, we used the Gephi version 0.10.1 software, VOSviewer version 1.6.19 software, and CiteSpace version 6.3.1 software for bibliometric analysis.

Results

This section provides an overview of the journal's publications and citations. The publication characteristics, the most-cited articles, productive and impactful authors, countries and institutions are displayed based on the bibliometric indicators.

Annual publications and citations analysis of APJTR publications

Since 1996, the APJTR has published a total of 1243 scientific articles. Figure 1(a) displays the distribution of annual publication numbers from 1996 to 2023. The annual number of publications can be broadly categorized into three phases: in the first phase (1996–2003), fewer publications were available, and the journal received less attention. In the second phase (2004–2013), the number of publications started to increase probably due to the increasing international cooperation, which contributed to the development of tourism research. In the third phase (2014–2023), the number of publications grew rapidly, and the development of digital technology in this period promotes the innovation of tourism research methodologies. In conclusion, APJTR will receive extra attention in the future, and the number of publications will continue to grow. From Figure 1(b), it is evident that the annual citation count of the journal has been rapidly increasing. In 2009, the citation counts surpassed 100 for the first time, and by 2017, it exceeded 1000, reaching up to 4953 by 2023. A significant increase in citations began in 2015, with 708 citations.

To demonstrate the publications' citation structure in the APJTR, Table 1 summarizes relevant information from 1996 to 2023. This includes cumulative number of articles published and (CP) and cumulative number of citations (CC), the number of articles whose citations' number is more than 200 ($\geq$ 200), 100 ($\geq$ 100), 50 ($\geq$ 50), 30 ($\geq$ 30), and the H-index. These metrics are used to characterize the features of the publications and evaluate performance.

Table 1 reveals that in 2008, the cumulative count of citations (CC) surpassed the cumulative count of published articles (CP), indicating that on average, every publication had been cited at least once. There are two articles with more than 200 citations, published in 2008 and 2013, respectively. And there are 13 articles with more than 100 citations, which were published in 2004, 2005, 2013, 2014, 2015, 2017, 2018, and 2021. The highest H-index recorded was 30 in 2017, indicating that there are up to 30 articles that have been cited at least 30 times each. This analysis highlights that the contributions made in the years 2008, 2013, and 2017 have been particularly significant for APJTR.

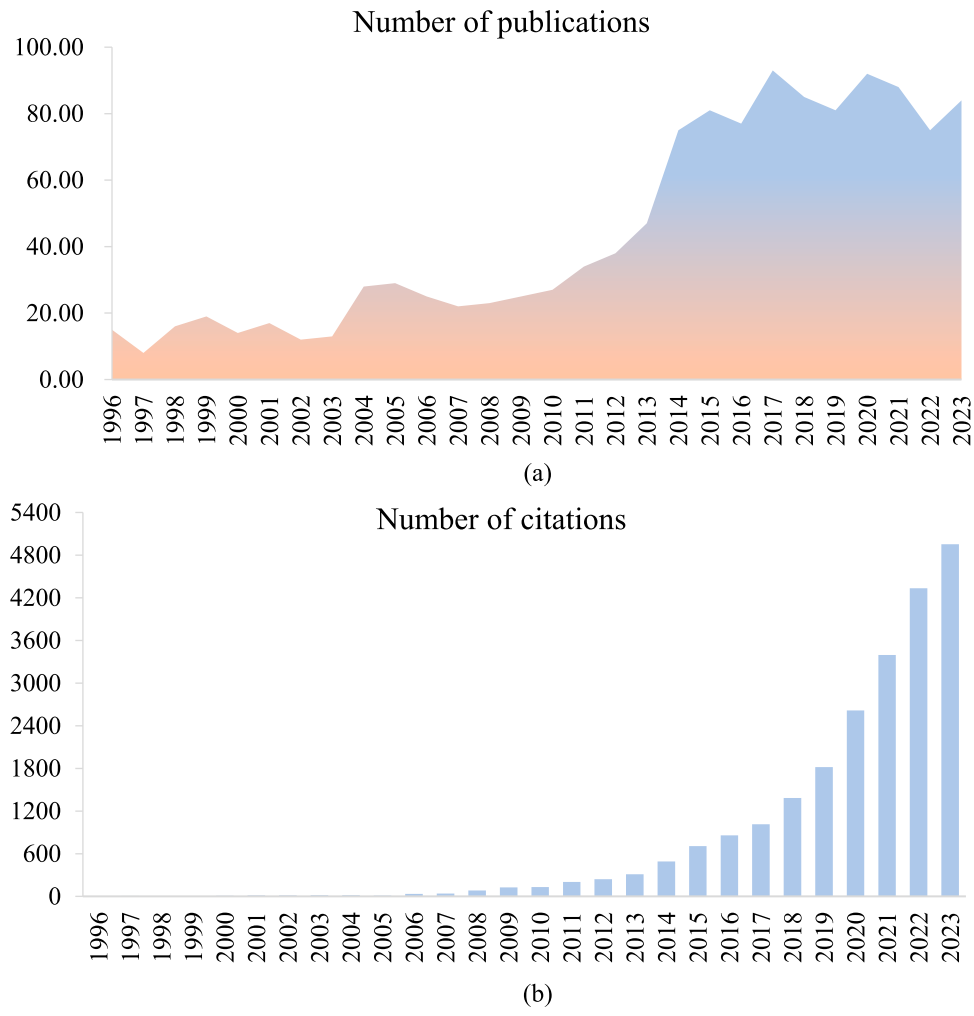

Figure 1. (a) Annual publications from 1996 to 2023. (b) Annual citations from 1996 to 2023.

The most-cited articles

Since its inception, the APJTR has published a range of influential research findings. Table 2 lists the top 15 most-cited articles along with relevant information, including the publication date, authors, publication year, number of citations (C), whether it involves international collaboration (IC), and the topic of the research.

Among the top 15 most-cited articles, four were published in 2013, three in 2017. Eight of the articles were completed under international collaboration. The most-cited article, authored by Y.F. Kao in 2008 (Kao et al., 2008), utilized structural equation modeling to confirm that traditional theme parks should focus on the consumer experience process. The second most-cited paper, by H. Li and others in 2013 (Li et al., 2013), analyzed online reviews related to hotels, identifying 15 key factors affecting customer satisfaction. Understanding customers' satisfaction or dissatisfaction can aid hotels in improving service quality.

The most productive and impactful countries

Authors of articles published in the APJTR are distributed worldwide. To analyze the countries' productivity, Figure 2 illustrates the geographic distribution of the countries with the highest productivity. Based on the total number of published articles, China has the highest productivity with 713

Table 1. APJTR publications characteristics from 1996 to 2023.

Year	CP	CC	≥200	≥100	≥80	≥50	≥30	H-index
1996	15	0	0	0	0	2	4	8
1997	23	7	0	0	0	0	1	5
1998	39	9	0	0	0	0	2	7
1999	58	11	0	0	0	0	3	7
2000	72	19	0	0	0	0	1	6
2001	89	32	0	0	0	1	0	6
2002	101	46	0	0	0	1	0	7
2003	114	61	0	0	0	0	0	6
2004	142	76	0	1	1	1	7	18
2005	171	86	0	2	0	4	3	17
2006	196	122	0	0	2	0	7	16
2007	218	162	0	0	2	1	2	12
2008	241	244	1	0	1	1	1	13
2009	266	370	0	0	1	2	6	15
2010	293	501	0	0	2	4	2	18
2011	327	605	0	0	0	3	7	17
2012	365	847	0	0	1	3	7	18
2013	412	1158	1	3	2	6	8	24
2014	487	1648	0	1	3	8	12	27
2015	568	2356	0	1	4	0	21	28
2016	645	3214	0	0	3	6	14	27
2017	738	4229	0	3	3	6	18	30
2018	823	5612	0	1	3	6	15	27
2019	904	7431	0	0	4	1	15	25
2020	996	10046	0	0	2	1	9	22
2021	1084	13441	0	1	1	3	2	20
2022	1159	17775	0	0	0	0	0	10
2023	1243	22723	0	0	0	0	0	3

Table 2. Top 15 most-cited articles in APJTR.

Rank	Year	Authors	C	IC	Topic
1	2008	Kao et al. (2008)	232	No	Consumers' experiential quality
2	2013	H. Li et al. (2013)	211	No	Hotel
3	2017	Sharif et al. (2017)	149	Yes	Tourism environment
4	2014	Chang (2014)	144	No	Customer satisfaction
5	2013	Adnan Hye and Ali Khan (2013)	141	Yes	Tourism
6	2005	Huang and Hsu (2005)	138	Yes	Tourism motivation
7	2017	Khan et al. (2017)	133	No	Tourism motivation
8	2005	S. S. Kim et al. (2005)	129	Yes	Hotel
9	2021	Nam et al. (2021)	129	No	Smart tourism
10	2018	Meo et al. (2018)	125	Yes	Tourism demand
11	2015	Chandralal et al. (2015)	117	Yes	Tourism experience
12	2013	Jin et al. (2013)	114	Yes	Tourism destination
13	2017	Mak et al. (2017)	111	Yes	Tourist consumption
14	2004	Jamal and Hill (2004)	110	No	Cultural heritage tourism
15	2013	Cheng and Lu (2013)	105	No	Tourism destination

articles, followed by the United States and South Korea with 233 and 211 articles, respectively. This map indicates that the journal's authors are primarily concentrated in Southeast Asia, North America, and Oceania.

Figure 3 illustrates the changes in the number of publications in APJTR from 1996 to 2023 for the top five countries (China, the United States, South Korea, Australia, and Malaysia). This demonstrates China's increasingly dominant position, particularly since 2014, when the number of publications from China has increased rapidly.

The most productive institutions and authors

In this section, we focus on institutions and authors that have made significant contributions and have had a substantial impact on the APJTR. Table 3 lists the top 15 institutions with the highest productivity from 1996 to 2023. A series of metrics were used to analyze their productivity and influence, such as the institution's country of origin, total publications (TP), total citations (TC), the number of publications by a single institution (SIP), the number of inter-

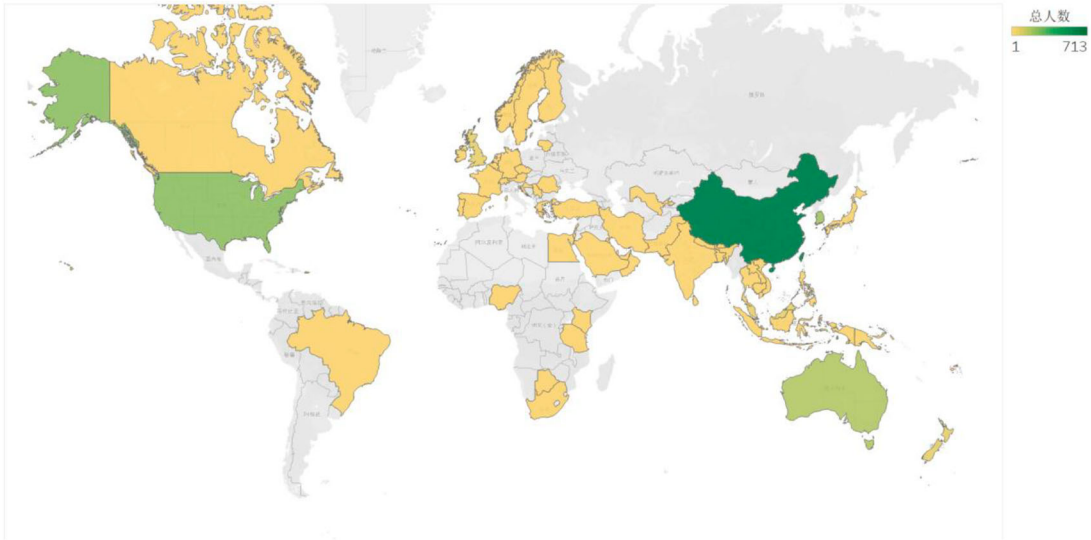

Figure 2. Global geographic distribution of APJTR publications.

institutional collaborative publications (IICPN), and the H-index.

The top 15 institutions are predominantly from China, followed by South Korea, with other universities from Australia, Canada, and Malaysia also making the list. Hong Kong Polytechnic University is the most productive and impactful institution, with 181 publications, and its citation count is 3584, more than twice that of the second-ranked institution. Table 4 shows that for all 15 institutions, the number of inter-institutional collaborative publications exceeds the number of single-institution publications, indicating that collaboration between different institutions is crucial for producing highly cited articles.

Next, we rank authors by productivity and impact. Table 5 lists the top 15 most impactful authors in APJTR from 1996 to 2023, ranked by the number of publications. The minimum publication threshold among these authors is eight articles. To prevent the exaggeration or underestimation of the authors'

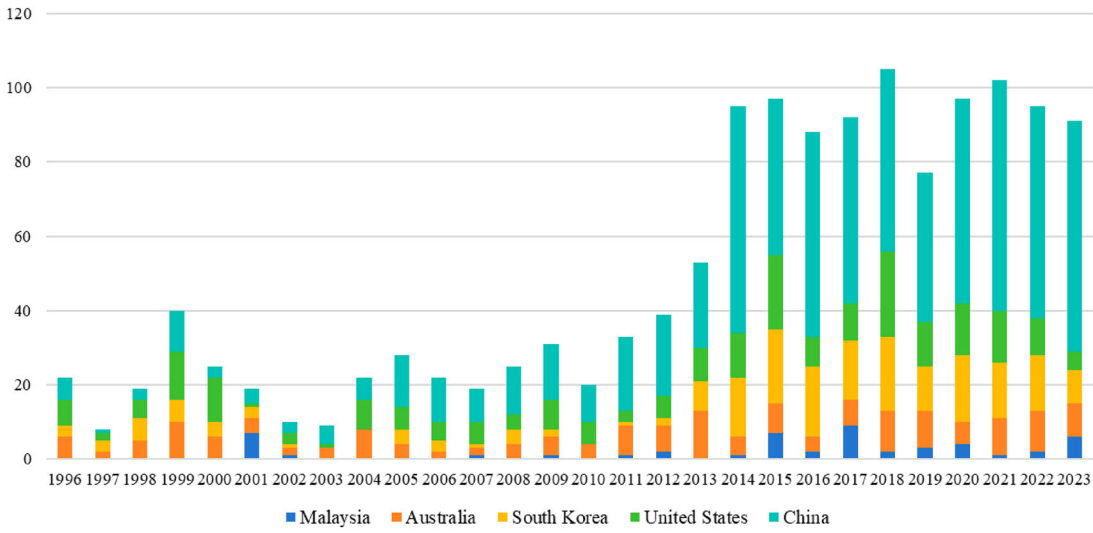

Figure 3. APJTR publication distribution per year of top five countries.

Table 3. The top 15 productive and impactful institutions of APJTR publications.

Rank	Institution	Country	TP	TC	SIP	IICPN	H-index
1	The Hong Kong Polytechnic University	China	181	3584	74	107	32
2	Sejong University	South Korea	54	1353	4	50	21
3	Kyung Hee University	South Korea	49	1091	7	42	20
4	Griffith University	Australia	26	614	6	20	15
5	Sun Yat-Sen University	China	25	373	7	18	11
6	James Cook University	Australia	27	532	11	16	12
7	Hanyang University	South Korea	19	475	1	18	14
8	National Kaohsiung University of Hospitality and Tourism	China	20	348	5	15	13
9	University of Waterloo	Canda	18	453	2	16	11
10	Ming Chuan University	China	17	379	2	15	13
11	Macau University of Science and Technology	China	17	237	2	15	9
12	Universiti Sains Malaysia	Malaysia	16	738	7	9	15
13	Dong-A University	South Korea	20	468	4	15	11
14	Nanjing University	China	17	374	5	12	13
15	Pusan National University	South Korea	15	366	3	12	11

Table 4. The top 15 productive and impactful authors of APJTR publications.

Rank	Author	Institution	Country	TP	TC	TC/TP	H-index
1	R. Law	University of Macau	China	53	805	15.19	17
2	H. Han	Sejong University	South Korea	25	641	25.64	16
3	C. Lee	Kyung Hee University	South Korea	23	590	25.65	15
4	G. Wall	University of Waterloo	Canada	15	411	27.4	11
5	J.S. Horng	Shih Chien University	China	14	275	19.64	11
6	B.R. Prideaux	CQUniversity Australia	Australia	14	247	17.64	9
7	S.S Hyun	Hanyang University	South Korea	13	403	31.00	12
8	Y. Lee	Sejong University	South Korea	13	306	23.54	9
9	B. McKercher	The University of Queensland Business School	Australia	11	407	37.00	9
10	J. Zhang	Nanjing Forestry University	China	11	326	29.64	10
11	C.H.S. Liu	National Kaohsiung University of Science and Technology	China	11	188	18.80	9
12	S. Kim	The Hong Kong Polytechnic University	China	10	112	11.20	7
13	C.A. Ryan	The University of Waikato	New Zealand	10	195	19.50	7
14	J. Hwang	Sejong University	South Korea	8	172	21.50	6
15	Y. Yang	Temple University	United States	8	116	14.50	7

Table 5. Comparison of journal citation metrics.

Rank	Journal Title	JIF (2022)	CiteScore (2023)	SJR (2023)	SNIP	H-index	International collaboration (%)
1	Asia Pacific Journal of Tourism Research	5.0	7.7	1.051	1.152	62	36.24
2	Annals of Tourism Research	13.2	19.1	3.447	2.667	216	41.53
3	Tourism Management	12.7	24.1	3.352	3.212	255	43.77
4	Journal of Hospitality Marketing & Management	12.5	20.9	3.347	2.864	79	49.42
5	International Journal of Hospitality Management	11.7	21.2	2.923	2.588	169	44.75
6	International Journal of Contemporary Hospitality Management	11.1	16.9	2.843	2.196	126	46
7	Tourism Geographies	9.8	25.9	2.617	3.151	93	30.75
8	Journal of Destination Marketing & Management	7.158	18.6	2.450	2.470	75	40.21
9	Journal of Vacation Marketing	5.1	9.7	1.320	1.749	78	39.84
10	Journal of Hospitality and Tourism Technology	4.7	8.4	1.258	1.368	51	33.07
11	International Journal of Tourism Research	4.6	9.0	1.183	1.402	81	49.11
12	International Journal of Sport and Exercise Psychology	3.3	7.3	0.940	1.389	47	25.95
13	Tourist Studies	2.4	6.9	0.918	1.581	57	26.36
14	Journal of Tourism and Cultural Change	2.2	5.1	0.725	1.237	38	25
15	Journal of Sport & Social Issues	2.3	5.2	0.802	1.333	68	16.67

contributions, we calculated the TC/TP (Nusair et al., 2019).

R. Law is the most productive author of this journal. He is from the University of Macau, with 53 publications, 805 citations, and an H-index of 17. The second-ranked author is H. Han. Although his productivity is not as high as R. Law, his TC/TP is high. This shows that the average number of citations per article of H. Hanis is higher than that of R. Law. A person's academic achievements can be reflected by their H-index. The higher a person's H-index is, the greater the impact of his article. Therefore, the H-index of the top authors is relatively high.

To visually represent changes in author productivity over time, Figure 4 lists the change in publication counts of the most productive authors in APJTR from 1996 to 2023.

Figure 4 shows that the 15 authors rarely published articles before 2003, with only J. Zhang published an article in 1999. Up until 2012, the annual publication rate for most authors was 1–2 articles. From 2013 to 2021, the annual publication rate for each author rapidly increased. C. Lee had the highest number of publications in 2015 with 6 articles.

Comparison with other journals

Tourism is a rapidly growing academic field covering a wide range of topics and research. To assess the academic standing of APJTR in the field, we counted the citation metrics of APJTR and other major journals such as "Annals of Tourism Research (ATR)," "Tourism Management (TM)," "Journal of Hospitality Marketing & Management (JHMM)," and other major journals for citation metrics. The metrics include Journal impact factor (JIF) in 2022, CiteScore in 2023, and SCImago Journal Rank (SJR) in 2023. The Source Normalized Impact per Paper (SNIP), H-index, and international collaboration in 2019–2023 were obtained from InCites. Table 5 presents the comparison results.

Journals with high impact factors imply that their research outputs are likely to have greater academic impact. APJTR is lower than journals such as ATR and TM in terms of JIF. Nonetheless, the APJTR's CiteScore has stayed above 7.5 for the last five years, which shows a good growth trend. This finding indicates that the citation frequency of its papers is on the rise. APJTR's SNIP indicator is 1.152, and its average citation rate in the subject area is slightly higher than the average but lower than that of "Journal of Vacation Marketing," which has a similar JIF level.

In addition, the H-index of APJTR is lower than other journals in the field, which is related to the later time of the journal's establishment, can promote interdisciplinary research, and improve the quality of published articles. All other indicators of APJTR are lower than "Tourism Geographies," but the percentage of international cooperation (36.24%) is higher, which means APJTR has a high openness and international influence. Meanwhile, journals such as ATR and TM, are prominent in JIF and SJR, demonstrating their wide influence in the

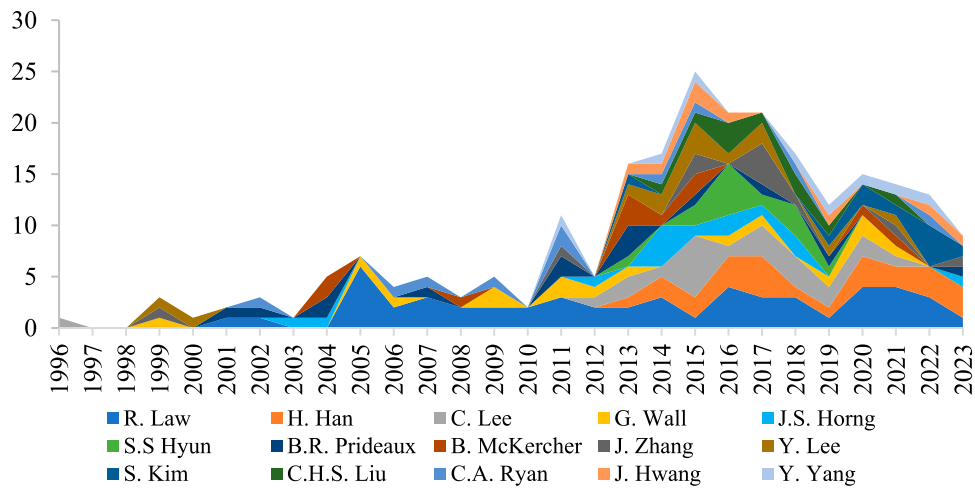

Figure 4. Annual publications of the most productive authors from 1996 to 2023.

international academic community and providing a reference for APJTR.

Mapping analysis of apjtr

In this section, we utilize Gephi show country and institution collaboration networks. Then, 54,690 cited authors and 58,979 references of 1243 articles are extracted using VOSviewer, and co-citation analysis of authors and references are carried out, respectively. Afterwards, keyword co-occurrences of 1243 articles and the corresponding burst detection are shown using CiteSpace, to explore the knowledge structure and trend of APJTR.

Countries/regions and institutions collaborations

This part of the study visualizes the collaborations of countries/regions and institutions of APJTR journals using Gephi. This study counts the number of collaborations between different countries/regions from 1996 to 2023, with a total of 54 countries/regions having international collaborations. Figure 5 illustrates the collaboration of different countries/regions.

According to Figure 5, it can be seen that China, the United States, South Korea, Australia, the United Kingdom, and Malaysia are the countries with the highest number of international collaborations, with 226, 158, 134, 109, 47, and 38 times, respectively. The statistical results show that China and the United States have the highest number of collaborations at 65 times, and the United States and South Korea have the second highest number of collaborations at 55 times. Among them, China, the United States, South Korea, Australia and Malaysia are the five countries that also have the highest number of publications.

Then, this study counts the collaborations of different institutions, as shown in Figure 6. The institution with the highest number of collaborations is Hong Kong Polytechnic University, collaborating 144 times with 100 institutions. Figure 6 shows the top 9 institutions, 8 of which are among the 15 most productive and impactful institutions in Table 3, indicating that institutions with higher productivity are very focused on collaborations.

Co-citation network

A total of 54,690 cited authors from 1996 to 2023 are derived according to the visualization tool VOSviewer. During the software analysis, the study selects "Co-citation" for "Type of analysis" and "Cited authors" for "Unit of analysis." To display the results perspicuously, the minimum number of citations for authors is set to 100, with 78 authors meeting this threshold, as shown in Figure 7.

As shown in Figure 7, the 78 authors are grouped into six clusters, denoted by six colors. The higher the author's citation counts in the articles, the larger the node is. R. Law is the most-cited author, with 555 citations, followed by H. Han and J.F. Hair with 421 and 364 citations respectively. The width of the links in the figure is positively correlated with the strength of the relationship, and the links show the two authors' co-citation correlation. The link

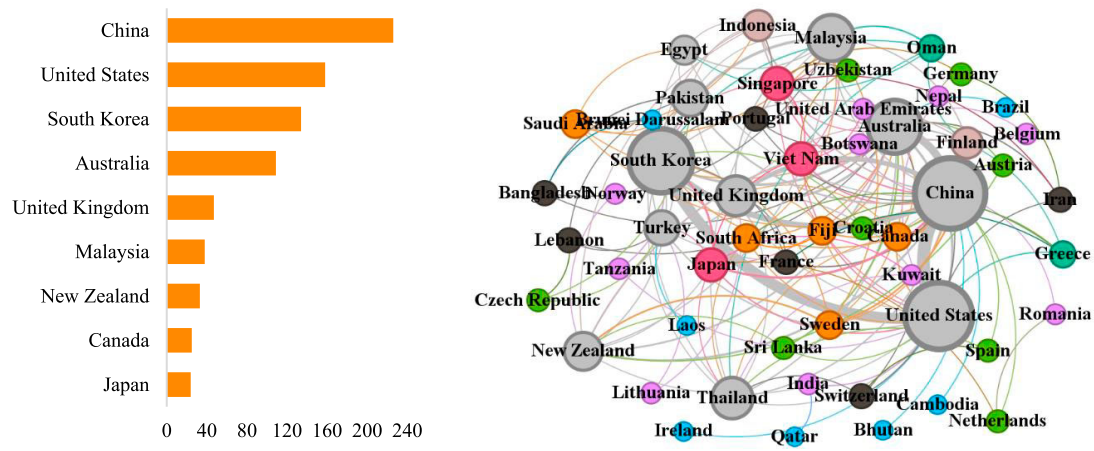

Figure 5. International collaborations between countries/regions from 1996 to 2023.

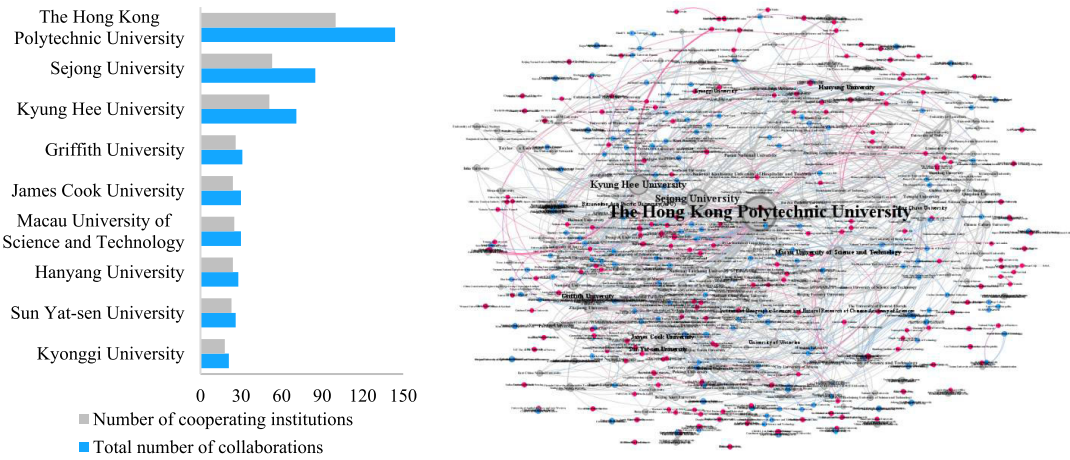

Figure 6. Collaborations between institutions from 1996 to 2023.

between R. Law and D. Buhalis is the widest in the graph with a link strength of 612. This means that R. Law and D. Buhalis have been co-cited 612 times, suggesting the high relevance of their research.

In addition, the top 15 most-cited authors with the strongest citation bursts are shown in Table 6. The most-cited author is P. Kolter. The intensity of the burst is 14.5, and the cycle of the burst is from 2006 to 2016. Most authors experience a citation burst after 2010. A. Pizam has the longest burst cycle. P.M. Podsakoff, Y. Li and J. Henseler started to have a citation burst in the last five years, which means that numerous scholars have taken notice of and cited their articles in the past few years.

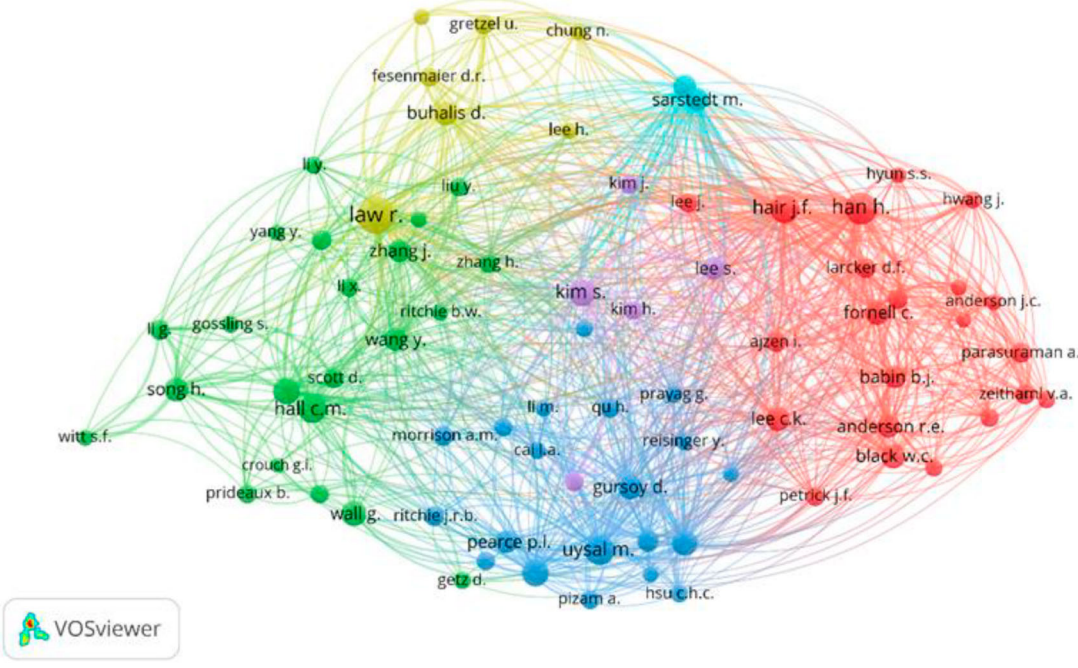

Figure 7. Authors co-citation network.

Table 6. The top 15 cited authors with the strongest citation bursts from 1996 to 2023

Rank	Cited Authors	Begin	End	Strength	1996 - 2023
2	P. Kotler	2006	2016	14.5	
2	S.S. Kim	2015	2018	11.92	
3	Y. Zhang	2017	2020	11.8	
4	D. Getz	2011	2015	11.52	
5	Y. Yoon	2015	2019	11.18	
6	J.C. Nunnally	2013	2016	11.03	
7	P.M. Podsakoff	2021	2023	10.82	
8	Y. Li	2020	2023	10.73	
9	C.M. Hall	2010	2013	10.7	
10	H. Song	2017	2020	10.14	
11	A. Pizam	2006	2018	10.12	
12	C. Ryan	2008	2014	10.02	
13	R.L. Oliver	2013	2019	9.55	
14	J. Henseler	2020	2023	9.19	
15	C.F. Chen	2016	2019	9.18	

Through VOSviewer, a total of 58,979 references are retrieved from 1996 to 2023, and the minimum citation threshold of cited references was set to 13, which resulted in 58 references for visual analysis. From Figure 8, it can be seen that the reference co-citation network consists of seven clusters, corresponding to the seven different colors in the figure. Among them, the red cluster contains 16 references with a total citation count of 325; the green and blue clusters contain 10 references; the yellow cluster contains 8 references; and the purple cluster, lake blue cluster and orange cluster include 7, 5 and 2 references respectively.

The author of the most-cited references is C. Fornell (Fornell & Larcker, 1981), which analyzed

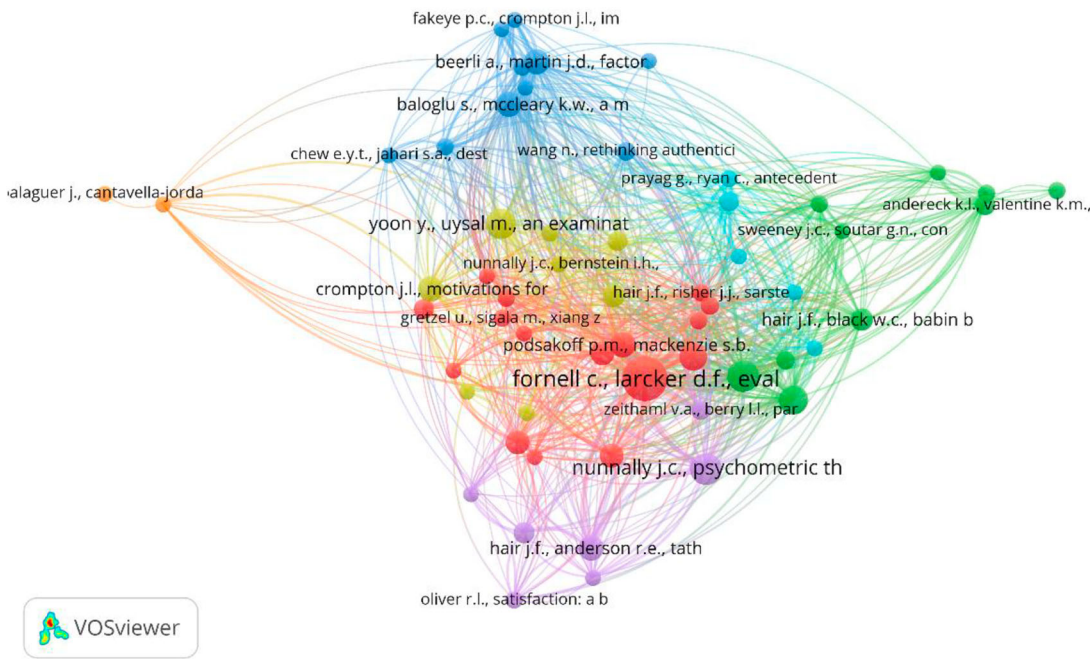

Figure 8. References co-citation network.

Table 7. Top 3 References with the strongest citation bursts.

Rank	References	Year	Strength	Begin	End	1996 - 2023
1	(Novelli et al., 2018)	2018	4.51	2021	2023	
2	(Henseler et al., 2015)	2015	4.14	2018	2020	
3	(Ramkissoon et al., 2013)	2013	3.89	2017	2018	

statistical tests of structural equation models with measurement error and unobservable variables, with 107 citations and a total link strength of 312. Then, followed by J.C. Nunnally, which focuses on a description of the development of psychometrics over the last 25 years, with citations is 53 and total link strength is 114.

Table 7 lists the three references with the strongest citation bursts from 1996 to 2023. M. Novelli et al. (2018) published the first reference in 2018 and focused on the crisis caused by the Ebola virus on the tourism industry; the second reference was published by J. Henseler in 2015 (Henseler et al., 2015) who proposed a multi-feature-multi-method matrix-based approach for assessing discriminant validity with respect to variance-based structural equation modeling. And the burst citation is from 2018 to 2020. This means that there are more citations to this literature in these three years than in other years. The third reference was published by H. Ramkissoon in 2013 (Ramkissoon et al., 2013) which focused on place attachment. The analysis shows that both of these papers are related to the structural equation modeling approach.

Keywords co-occurrence analysis

In this section, we use the keyword co-occurrence analysis function of CiteSpace software; 3482 keywords from 1243 articles are retrieved, and the *k*-value is set to 9, then 280 keywords are obtained. The number of occurrences threshold is set to 9, and a total of 15 nodes are obtained; the larger the node, the higher the number of keyword occurrences.

As can be seen in Figure 9, "tourism marketing", "Asia Pacific", "destination image", "Hong Kong", "tourism development", "place attachment" and "tourism development", and "place attachment" appear more frequently. Keyword co-occurrence analysis will show the centrality of words with greater centrality indicating greater importance and influence in the study; "tourism marketing" and "destination image" have the highest mediated centrality of 0.1. To analyze the research hotspots of the journals and potential future research trends, CiteSpace is applied to detect the top 5 keywords with the strongest citation bursts, as shown in Table 8.

As can be seen from Table 7, research on "Hong Kong" started to explode in 2002 and continued until 2016. "Economic growth", "tourism marketing" and "Asia Pacific" have attracted much attention in recent years. And "tourism marketing" is anticipated to be a popular research topic and trend in a few years.

The keyword co-occurrences are clustered and the results are shown in Figure 10, and labeled with the title terms. The average contour value of clustering, i.e. S-value, is generally considered that the clustering is reasonable if $S > 0.5$, and $S > 0.7$ means that the clustering is convincing. There are eight clusters in the figure with an S-value of 0.9509, indicating that the clustering is effective.

The application of CiteSpace to draw a timeline graph of keywords is shown in Figure 11. In the timeline graph, the keywords are expanded in the clusters they belong to according to the year they appeared in, which shows the development of the keywords in each cluster, the length of their history, and their relationship with other clusters. "Place attachment" and "Hong Kong" have been developed for the longest time, while "destination attachment" has only started to develop in the last few years and it has a higher potential for development.

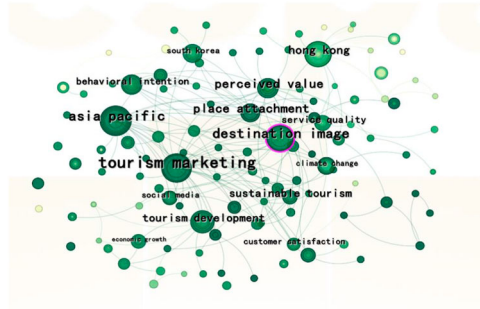

Figure 9. The keyword co-occurrence network from 1996 to 2023.

Table 8. Top 5 Keywords with the strongest citation bursts.

Keywords	Strength	Begin	End	1996 - 2023
Hong Kong	8.47	2002	2016	
destination image	4.4	2013	2017	
economic growth	3.4	2017	2019	
tourism marketing	7.96	2018	2023	
Asia Pacific	7.01	2018	2020	

Figure 10. The keyword co-occurrence classification map.

Discussions

Research status and trends

Tourism, as an integrated industry, has become one of the fastest-growing fields in the world. This study provides a general overview of APJTR publications from 1996 to 2023, with the aim of revealing the main contents of their research, methodologies, and identifying major trends, to provide directions for future studies.

The number of APJTR annual publications follows an upward trend, and the number of citations is also increasing year by year. Notably, China has become the most productive country. Moreover, the most productive institution (The Hong Kong Polytechnic University) and author (Law, Rob) are also from China, indicating that China has made outstanding contributions to the development and academic impact of APJTR. This phenomenon may be related to the fact that China has taken tourism as a strategic pillar industry and the integration of digital technologies with the tourism industry, such as the use of immersive digital technologies (Xu et al., 2023) to improve customer experience; it also created a variety of new scenarios for tourism consumption to show the diversified image of tourism destinations (Lian & Yu, 2017). Law, Rob is the most productive and influential author, with his total publication being more than

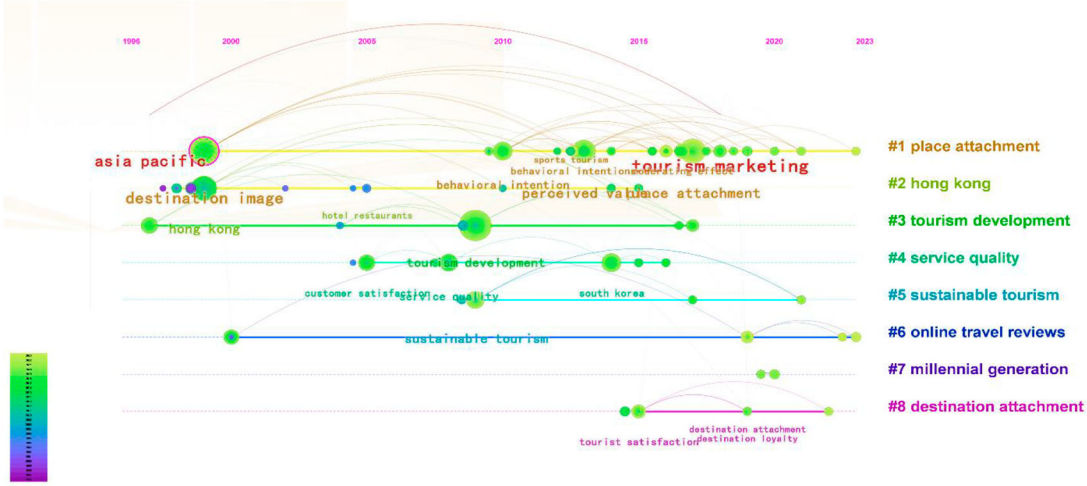

Figure 11. Timeline view of keyword clusters from 1996 to 2023.

twice that of the second-ranked author. He has maintained a scholarly output from 2005 through 2023, reflecting his long-term contributions. However, the number of articles published by scholars in the top 15 productivity rankings in 2023 shows a downward trend than the previous years. The majority of the 15 most productive institutions and authors are from the Asia Pacific region, mainly from China and South Korea.

An analysis of the 15 highly cited articles shows that most of them are related to tourism motivation, tourism experience, and hotels. This finding may be due to the fact that tourists' consumption behavior guides the tourism market, and the quality of service in the hospitality industry directly affects tourists' satisfaction and loyalty (Kumar et al., 2024). In addition, studying these topics is important to enhance the competitiveness of tourism destinations. By comparing with other journals, we found a gap such as TM, which covers all aspects of tourism and encourages the publication of research closely related to tourism practice. However, APJTR focuses on tourism phenomena, issues, and trends in the Asia Pacific region and has a high potential for development. By learning from their successful experiences, APJTR can continue to improve its academic quality and international influence. In general, countries/regions and organizations with high productivity pay extra attention to international cooperation, which can integrate resources and share knowledge, thus improving research quality and promoting academic innovation. APJTR has a higher rate of international cooperation than equivalent journals in recent years.

An in-depth understanding of research development and themes can be gained by analyzing the co-citation network of references and authors. The most-cited authors are Law, R, Han, H, and Hair, J. F, whose research has received wide attention from scholars. Among them, Law, R predominantly focused on Internet tourism and hotels, subsequently turned to tourism destinations and consumer satisfaction, and in recent years focused on smart tourism. The reference co-citation analysis shows that APJTR articles tend to cite literature on the structural equation model, which is applied in the most-cited articles. In recent years, many scholars have used structural equation modeling methods to study smart tourism, tourism destinations, and tourism experiences, such as Xiong et al. (2023), who used a partial least squares-structural equation model to understand the effect of smart tourism technology on consumers' intention to revisit.

The co-occurrence analysis of keywords and the timeline map show the existence of many studies on "tourism marketing," "destination," "tourism development," "place attachment," "sustainable tourism," and "behavioral intention," indicating that these topics are hot and key research directions in the field of tourism. Mulet-Forteza et al. (2018) conducted a bibliometric analysis on Journal of Travel & Tourism Marketing and found the frequent appearance of keywords such as "destination image," "satisfaction," "marketing," and "tourism motivation." Combined with this article, we illustrate that these topics are the focus of future research.

Future research directions

Based on the bibliometric analysis of the journals, we propose future research directions to further deepen our understanding of specific topics and to explore emerging areas.

(1) In the future, we may focus on topics related to "tourism destinations," such as how to shape the image of the destination to enhance tourists' willingness to travel (Shen & Lai, 2023) and the development of cultural and creative products of tourism destinations to promote consumption (W. Jin & Zhang, 2023). Currently, research scarcely focuses on "cultural and creative products," whereas "cultural heritage tourism" is recently a hot topic (Jung et al., 2018). For example, Ji et al. (2023) used The Palace Museum as an example to understand whether the intervention of virtual tourism will affect the social education effect of cultural heritage. In the future, scholars can attempt to combine the research on "cultural and creative products" and "cultural heritage tourism" to promote the integration of cultural and creative industry and tourism.

(2) Future research may pay extra attention to "tourists' behaviors and perceptions," such as tourists' motivation, tourism experience, and satisfaction. Perceived value is a key factor influencing consumers' purchase and use of products (Y. H. Kim et al., 2013). Tourists will compare their expectations before and after traveling, and they will feel dissatisfied if the gap is relatively large. Scholars can study the various factors affecting

tourists' perceptions and the impact of tourists' perceptions on their willingness to revisit.

(3) Technological change and Internet technologies have changed our understanding of tourism. In terms of technology, future research may pay extra attention to the impact of technology integration (e.g. artificial intelligence, virtual reality) on tourism, such as digital tourism, virtual tourism. Nowadays, the application of "augmented reality" to tourism has become common (Wu et al., 2020). Through keyword co-occurrence analysis, "tourism destination" and tourism marketing are seen to be the focus of future research. Based on this understanding, scholars can further explore the importance of digital marketing strategies in the promotion of tourism destinations and the development of tourism as well as the impact on consumer behaviors. Dewantara et al. (2023) conducted a literature review on the role of travel video blogs in tourism marketing, advancing the literature on digital marketing for tourism destinations.

(4) Future research may continue to study the sustainable development of tourism, which is recognized as a fulcrum for achieving the sustainable development goals (Pasanchay & Schott, 2021). With the keywords "place attachment" and "sustainable tourism," future research may examine the attitudes of community residents toward sustainable tourism through behaviors such as place attachment. As the tourism industry declares a climate emergency in 2020 (Scott & Gössling, 2022), scholars can also examine the impacts of climate change on the tourism industry, such as the impacts on tourism motivations and experiences, and propose climate-responsive measures for the tourism industry.

(5) The research methodology can be extended in the future. The previous analysis shows that articles in APJTR prefer to use structural equation modeling. Only five articles in APJTR published between 2013 and 2018 used principal component analysis (PCA) methods, indicating that PCA has not been fully utilized as a research tool in this journal (Nilashi et al., 2015). Scholars can also use network analysis to study the interaction of tourists on social media and the impact of their travel perceptions on those around them. Future research also tends to use machine learning and artificial intelligence techniques to analyze datasets and predict tourism patterns. Apart from methodological innovations, the integration of interdisciplinary research methods can be carried out, combining research methods from psychology, sociology, geography, and other disciplines to provide new perspectives on tourism research.

Limitations

This research carried out performance and science mapping analysis by using bibliometric analysis and provided scholars with an understanding of the dynamics and trends in the published literature of the journal. This review investigates articles in the APJTR journals, which is a deliberate choice rather than a limitation. Future research could expand the study and collect qualitative and quantitative data through mixed-methods research. Such a recommendation may lead to further detailed analysis.

Conclusions

This paper presents a bibliometric review of the APJTR and studies its evolution from a comprehensive perspective to identify the main development trends of the journals. Based on the bibliometric approach, we have analyzed the journal's publications, productivity and impact of authors, countries/regions and institutions, geographical distribution, institutional collaborations, authors, references co-citation network, keyword co-occurrence network, and burst detection.

Based on the above analysis, it can be seen that the APJTR journal has published literature covering all aspects of the tourism field from 1996 to 2023, and has become increasingly influential in the field of tourism. The annual number of articles and citations in the journal shows a significant upward trend. In response to the number of publications, China, the United States, South Korea, Australia, and Malaysia are the most productive countries/regions. The productive countries/regions are mainly located in Southeast Asia, North America, and Oceania. The Hong Kong Polytechnic University is the most productive institution. Law, Rob is the most impactful author, while most of the top impactful authors are from China and South Korea. The knowledge structure and research trend of APJTR are explored by studying keyword co-occurrence network and co-citation network, and it was found that there is more research

on tourism marketing, tourism destinations, sustainable tourism, and tourist behavior.

Through an in-depth analysis of the literature in the field of tourism, we identified a series of key research directions, which not only reflect current academic interests but also provide directions for future research. In general, scholars can collaborate across disciplines to promote the innovation of research methods and gain a comprehensive understanding of the tourism phenomenon. APJTR can expand the range of topics to ensure that multiple areas of tourism research can be covered. In the future, artificial intelligence technology can be used to conduct in-depth research on topics such as the impact of destination image on tourists' behavior, tourism marketing strategies, and the sustainable development of tourism. APJTR can also encourage the publication of research closely related to tourism practice. Meanwhile, international cooperative research should be strengthened to address global challenges such as climate change and explore strategies for the transformation of the tourism industry.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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Data availability statement

The datasets generated and/or analyzed during the current study are available from the first author upon reasonable request.

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