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PAGES: 52-65

ORIGINAL PDF URL: <https://dergipark.org.tr/tr/download/article-file/2693004>

BIBLIOMETRIC ANALYSIS OF INTEGRATED TOURISM STUDIES

Buket KAYA*

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Abstract

Today, it is observed that countries, cities and touristic centers do not compete with each other, but rather go into partnerships and collaborations in tourism as in many areas. In this context, it is seen that the concept of integrated tourism comes to the fore and scientific researches on this subject are being done more and more. In this context, in this study, it is aimed to make a bibliometric analysis of scientific studies published on integrated tourism in Turkey between the years 2000-2021. In this context, a total of 53 academic publications, including 43 academic journal publications, 5 symposium papers, 4 congress papers and 1 master's thesis, were included in the study. As a result of the study, it has been observed that there has been a significant increase in the studies on integration in tourism, especially in the last 10 years. In the researches, the integration of rural tourism, cultural tourism and gastronomy tourism was mostly discussed and the most qualitative analysis methods were preferred, in this context, interviews were made with those working in the field of tourism, the potentials of the regions in terms of various tourism areas were discussed with SWOT analysis, and the regions were evaluated in terms of various tourism areas. It has been determined that their potentials are made by document review.

Keywords: *Integrated tourism, tourism, bibliometric analysis.*

ENTEĞRE TURİZM ÇALIŞMALARININ BİBLİYOMETRİK ANALİZİ

Özet

Günümüzde ülkeler, kentler, turistik merkezlerin birbirleri ile rekabet etmekten ziyade birçok alanda olduğu gibi turizmde de ortaklıklar ve işbirliklerine gittikleri gözlenmektedir. Bu bağlamda entegre turizm kavramının öne çıktığı ve bu konuda bilimsel araştırmaların giderek daha fazla yapıldığı görülmektedir. Bu bağlamda bu çalışmada 2000-2021 yılları arasında Türkiye’de entegre turizm konusunda yayınlanan bilimsel çalışmaların bibliyometrik analizinin yapılması amaçlanmıştır. Bu kapsamda 43 akademik dergi yayını, 5 sempozyum bildirisi, 4 kongre bildirisi ve 1 yüksek lisans tezi olmak üzere toplamda 53 akademik yayın çalışmaya dahil edilmiştir. Çalışma sonucunda turizmde entegrasyon konusunda yapılmış olan çalışmaların özellikle son 10 yıl içerisinde kayda değer bir artış olduğu gözlenmiştir. Yapılan araştırmalarda en çok kırsal turizm, kültürel turizm ve gastronomi turizminin entegrasyonu ele alınmış ve en çok nitel analiz yöntemlerinin tercih edildiği, bu kapsamda turizm alanında çalışanlar ile görüşmeler yapıldığı, bölgelerin çeşitli turizm alanları açısından potansiyellerinin SWOT analizi ile ele alındığı, bölgelerin çeşitli turizm alanları açısından potansiyellerinin doküman incelemesi ile yapıldığı belirlenmiştir.

Anahtar Kelimeler: Entegre turizm, turizm, turizm araştırmaları, bibliyometrik analiz.

1. INTRODUCTION

Today, it is seen that many services are offered in the tourism sector and these services are carried out by different businesses. This situation necessitates an uninterrupted and harmonious service integration for tourists from the beginning of the trip to the end. In cases where integration cannot be achieved, it will be inevitable to decrease in service quality. It is very important for businesses operating in the tourism sector to integrate different products and services in order to provide quality service (Şimşek and Yeşiltaş, 1992). Integration in the tourism sector not only increases service quality and customer satisfaction, but also makes a significant contribution to reducing costs. Considering the aforementioned benefits, it is seen that studies on integrated tourism are carried out in the academic literature.

The aim of this research is to make a bibliometric analysis of academic studies examining integration in the tourism sector. In this context, in the first part of this research, the subject of integration in tourism was examined, then a bibliometric analysis was made by considering the publication years, publication types, scopes, citations and application areas of academic studies on integrated tourism between the years 2000-2021.

2. INTEGRATION IN TOURISM

With the increase of globalization, tourism businesses need to adapt and reorganize quickly to economic, political and social changes using new principles and modern methods for effective governance (Damian and Suárez-Barraza, 2015). The reorganization of tourism enterprises is necessary for the financial, cultural, social

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and labor development, the increase in the share of foreign direct investment in developing economies, the spread of technology, communication and global cultural integration (Rudenko, 2018).

Integration applied in the tourism sector; It is the integration of organizations operating in this sector and working at different stages of products and services in cooperation (Yeşiltaş, 1991).

Today, it can be said that one of the most up-to-date concepts and approaches discussed in the studies and sectoral practices in the field of tourism is the concept of "integration" in tourism. In many countries in the world, there are many studies on integrated (integrated) planning, integrated management, sustainable integrated protection, integrated marketing. On the other hand, in recent years, countries, cities and touristic centers have been partnering and cooperating in tourism, as in many other fields, rather than competing with each other (Ataberk 2017). In this direction, it is seen that these actors cooperate in tourism with other neighboring regions or cities of countries that share the same sea, the same mountains, and even the same culture, and they have signed agreements for the joint use and protection of common tourism spaces for this cooperation. The following examples of integration-based initiatives in tourism can be given (Baykal et al., 2013):

- ✓ Joint management,
- ✓ Joint planning,
- ✓ Joint organization,
- ✓ Joint arrangement and joint projects,
- ✓ Joint investments and joint ventures,
- ✓ Joint package tours,
- ✓ Joint organizations (events),
- ✓ Partner NGOs,
- ✓ Joint promotion and marketing etc.

The reasons for integration in tourism can be listed as follows (Baykal et al., 2013; Ataberk 2017):

- ✓ Making it possible to integrate physical and human geography features on the basis of space,
- ✓ Tourism partnerships to mediate new initiatives and incentives,
- ✓ It is the achievement of gains such as employment, income increase and stable structure obtained as a result of partnerships.

It is seen that the destinations that share common socio-cultural values decide to act together in the field of tourism and manage their existing tourism resources in an integrated manner with a sustainable perspective. The following examples can be given to the settlements leading to integration in the field of tourism worldwide (Baykal et al., 2011):

- ✓ England; Edinburgh-Glasgow, Canada-USA; Vancouver-Seattle Italy; Milan- Torino, et al. Cooperation has been made in tourism around various organizations.
- ✓ Germany; The cities of Stuttgart, Freiburg, Heidelberg, Mannheim, Ulm, Karlsruhe, Heilbronn, Tübingen, Pforzheim and Reutlingen in the state of Baden-Württemberg established the "Black Forests Tourism Association" initiative for their common denominator, Black Forests, in order to get a larger share of the tourism revenues of the region and they carried out promotional activities. and they started to do marketing from a single source.
- ✓ Lake Lemman is a common lake within the borders of Switzerland and France. For these reasons, it was aimed to achieve an integration by establishing the "Limitless Lemman Association" in 1995. The aim of the association has been determined as to market the richness of the Lemman region, the Neighboring Alps and the Gruyere region with a dynamic approach through customer exchange.
- ✓ The L'Espace Mont-Blanc/Mont-Blanc Region initiative, which is the region of the Alps shared by France-Switzerland-Italy, aimed at cross-border cooperation and spatial integration. Among the four

main objectives of the said initiative was to promote integrated tourism that would preserve cultural and natural resources.

- ✓ An integration has been made in the Oresund Region, an overseas region between Denmark and Sweden. In this context, integration programs were carried out with the slogan "two countries-one destination". On the other hand, a project was prepared on the joint marketing of the cities of Copenhagen and Malmö.

It is seen that it is aimed to plan specialized tourism centers and tourism types in an integrated manner in Turkey's 2023 tourism strategy. In this context, it is aimed to reveal the plans that allow the elimination of the deficiencies in the infrastructure and the development of tourism types together in the Tourism Center, Tourism City, Culture and Tourism Conservation and Development Zones. In this context, the responsible institutions are the Ministry of Culture and Tourism and Local Administrations, and the Ministry of Public Works and Settlement is determined as the relevant institution (Kültür ve Turizm Bakanlığı, 2007). However, in our country, it can be seen that integration in tourism can usually be achieved in packages prepared by tourism agencies. For example, in Cappadocia region tours, churches and underground cities in the region are visited within the scope of faith tourism, Fairy Chimneys and Ihlara Valley can be visited within the scope of natural beauties, historical and cultural places can be visited (Gümüş and Belber, 2019; Somuncu and Yiğit, 2009; Büyükkuru, 2020).

3. METHOD

In this research, it is aimed to make a bibliometric analysis of scientific studies published on integrated tourism in our country between 2000-2021. Within the scope of bibliometric analysis, the statistical information of the publications is revealed (De Bellis, 2009). In this study, the statistical information of the publications on integrated tourism is discussed.

3.1. Data Collection

Google Scholar index was used to collect data. While examining the publications, it was based on the fact that more than one type of tourism was handled in the study or the issue of integration in tourism directly. In data collection, publications should be published between 2000-2021, at least one of the authors should be a Turkish researcher, a journal, conference, etc. in Turkey. published elsewhere. In this context, a total of 53 academic publications, including 43 academic journal publications, 5 symposium papers, 4 congress papers and 1 master's thesis, were included in the study.

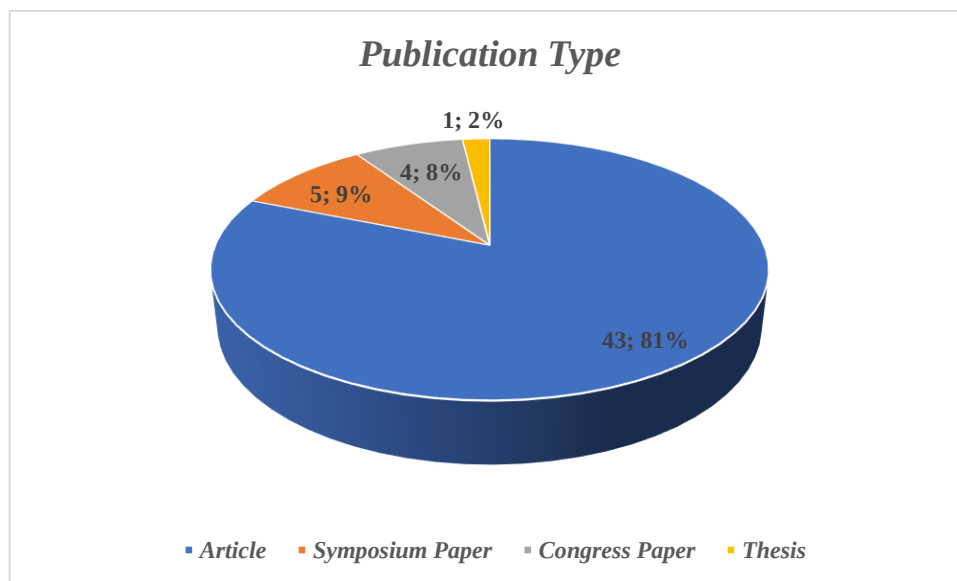


Figure 1. Number and type of publications examined in the research

3.2. Analysis of Data

Within the scope of the analysis of the data, some statistics of the publications were revealed. Accordingly, the distribution of publications by years, the number of citations by years, the research method, the number of authors, and their distribution depending on the language of writing were analyzed. The findings are explained in the form of graphics and tables.

4. FINDINGS

In this part of the study, the findings obtained as a result of the bibliometric analysis are presented with graphics and tables.

4.1. Publication Statistics by Year of Publication and Number of Citations

The distribution of publications by years has been examined and the results are shown in Figure 2. Although the publications were examined between the years 2000-2021, the first of the studies was published in 2004. In this context, it has been determined that the publications were made more especially between the years 2012-2020. Especially in 2017, it was observed that the highest number of publications (12 studies) were made. This shows that the integration approach in tourism has attracted more attention in the last 10 years.

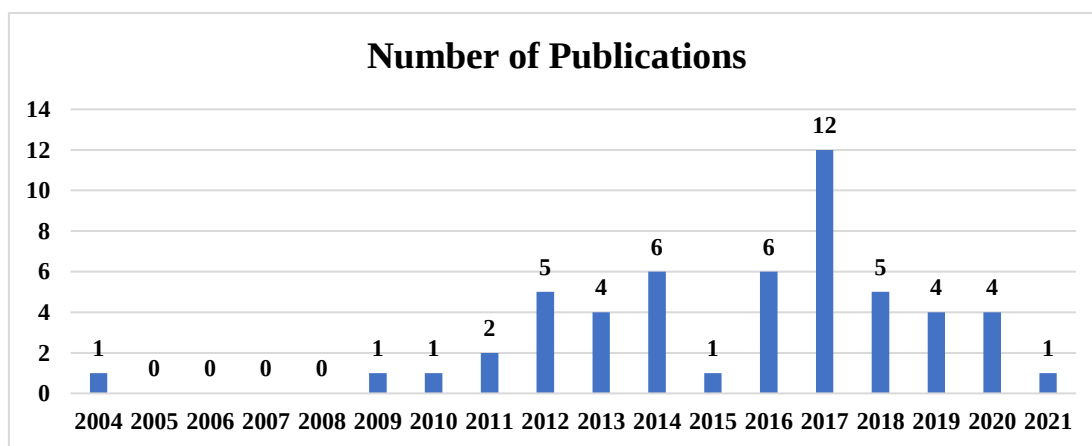


Figure 2. Number of publications by years

The number of citations of the publications by years was examined and the results are shown in the graphic below (Figure 3).

The citation data of the publications were determined by considering the citation numbers in the Google Scholar index. Considering the number of citations by years, it is observed that the most citations were made in 2012 and 2013 (187 citations and 170 citations), respectively. Because, it has been observed that these citations were received in a small number of publications (5 in 2012, 4 in 2013). It is seen that the citations in these years were taken from two publications Kesici (2012) 155 citations, Deveci et al., (2013), 135 citations). In particular, it is seen that the old publications are cited more than the new ones. This situation is considered to be related to the new publications citing old publications.

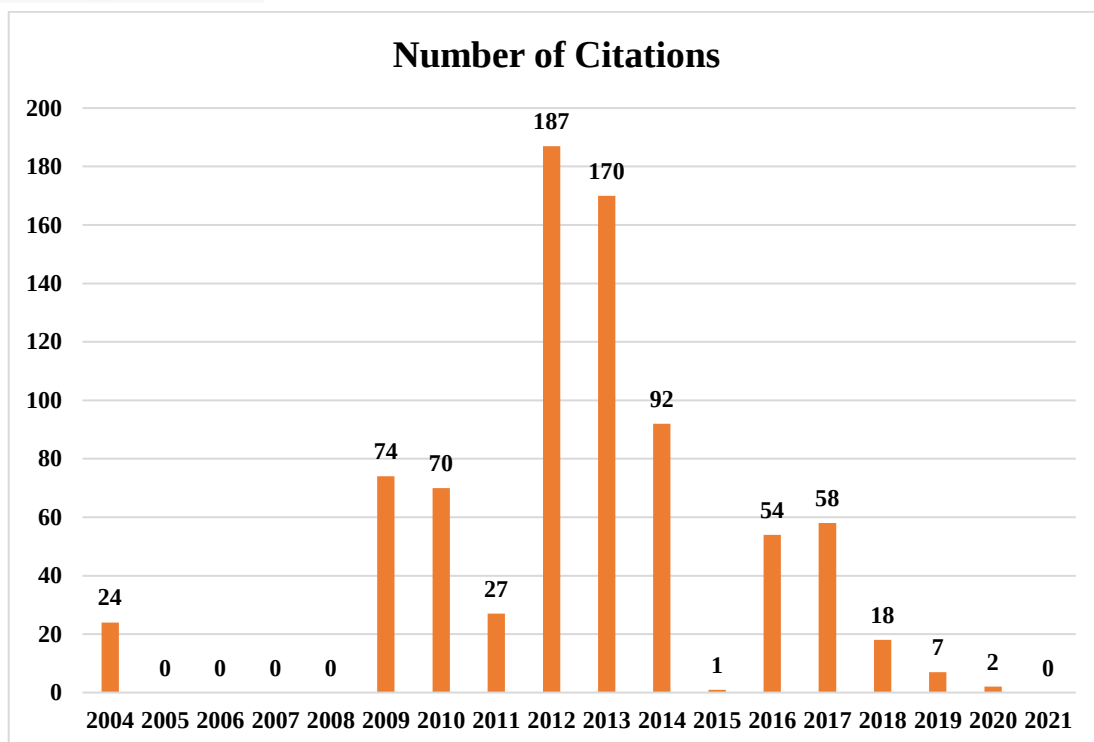


Figure 3. Number of citations by year

The information of the 5 most cited publications in the studies is presented below. In this context, as stated above, it was observed that the studies conducted by Kesici (2012) and Deveci et al. (2013) received significant citations.

Table 1. Most cited five academic publications

Page Number	Researchers	Issue	Number of Citations
1	Kesici, 2012	The Role of Local Food and Beverage Culture in Demand for Rural Tourism	155
2	Deveci vd., 2013	The Relationship between Rural Tourism and Gastronomy Tourism: The Case of Bigadiç	135
3	Tapur, 2009	Culture and faith tourism in Konya	74
4	Uluslan and Batman, 2010	A Study on the Effects of Alternative Tourism Types on Konya Tourism	70
5	Kızıllırmak et al, 2014	Application of Local Cuisine in Rural Tourism Enterprises: Example of Uzungöl	36

4.2. Statistics by Number of Authors

The distribution of the studies according to the number of authors is shown in Figure 4. According to this, it was determined that the publications were put forward by the most 2 authors (23 publications, 43%). Afterwards, it was observed that the publications were presented by 3 authors (16 publications, 30%), 1 author (12 publications, 23%) and 4 authors (2 publications, 4%), respectively.

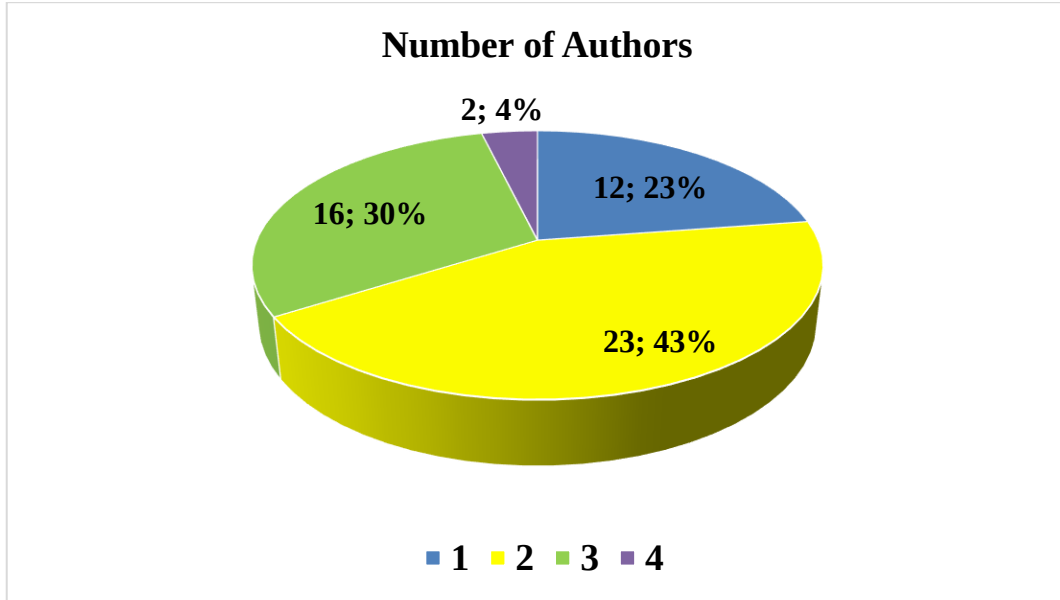


Figure 4. Publication statistics by number of authors

4.3. Statistics by Publishing Language

The distribution of the studies according to the publication languages is shown in Figure 5. Accordingly, it was determined that the majority of the publications (49 publications, 92%) were published in Turkish. It was observed that only 4 publications (8%) were published in English.



Figure 5. Distribution of studies by publication language

4.4. Distribution of Publications by Research Method

The methods used in the studies were examined and the results obtained are shown in the figure below (Figure 6). Accordingly, it was determined that qualitative analysis methods (31 publications, 59%) were mostly used in studies. It has been observed that techniques such as interview technique, SWOT analysis, document content review are used in studies using qualitative analysis method. Afterwards, it was determined that most of the literature review studies were conducted (16 publications, 30%) in which the subjects were examined conceptually. In addition, it was observed that 5 studies were carried out with quantitative methods. In quantitative studies, it was determined that a questionnaire was applied to people working in the tourism sector. In addition, in one study (Kömürcü and Küçükaltan, 2020), it was observed that bibliometric analysis was made on Ecotourism and faith tourism.

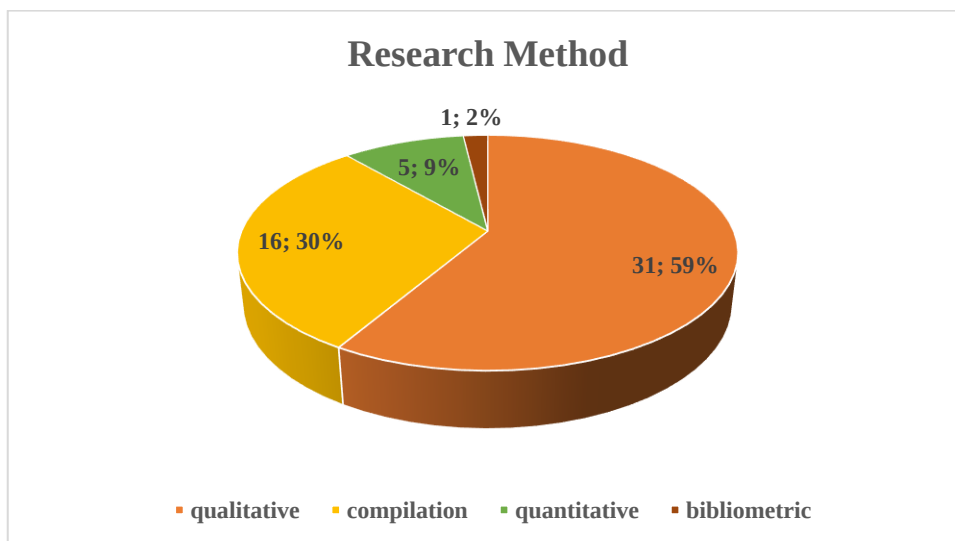


Figure 6. Distribution of publications by research method

4.4. Topics Investigated in Studies

In the studies, it was seen that researches were carried out on the application of different tourism areas together, alternative tourism potentials were examined in terms of certain cities, and publications were made for integration in tourism.

Table 2. Topics examined in integrated tourism studies

Page Number	Topics Investigated in Studies	Number of Publications
1	Rural Tourism-Gastronomy	6
2	Rural Tourism-Art Tourism	6
3	Cultural Tourism - Faith Tourism	6
4	Alternative Tourism Types	4
5	Festival Tourism - Gastronomy	3
6	Rural Tourism-Cultural Tourism	3
7	Integration in Tourism	3
8	Cultural Tourism - Gastronomy	2
9	Festival Tourism - Rural Tourism	2
10	Nature Tourism - Cultural Tourism	2
11	Rural Tourism - Gastronomy - Cultural Tourism	2
12	Ecotourism-Rural Tourism	2
13	Rural Tourism-Faith Tourism	1

Page Number	Topics Investigated in Studies	Number of Publications
14	Halal Tourism - Gastronomy	1
15	Event Tourism - Highland Tourism	1
16	Thermal Tourism - Highland Tourism	1
17	Agro Tourism – Agri Tourism	1
18	Event Tourism - Rural Tourism	1
19	Event Tourism - Faith Tourism	1
20	Nature Tourism - Sports Tourism	1
21	Ecotourism - Cultural Tourism	1
22	Agro Tourism - Gastronomy	1
23	Kırsal Turizm – Agro Turizm - Ekoturizm	1
24	Agro Tourism – Gastronomy – Cultural Tourism – Rural Tourism	1
Total		53

In the study, it is seen that the area examined in integration with other tourism areas is rural tourism. On the other hand, it has been observed that cultural tourism and gastronomy tourism are one of the most discussed areas together with other tourism areas.

5) DISCUSSION AND CONCLUSION

In this study, bibliometric analysis of scientific studies published on integrated tourism in our country between 2000-2021 was made. In this context, 53 academic publications were examined and the results were explained and interpreted below.

It has been observed that there has been a significant increase in the studies on integration in tourism, especially in the last 10 years. This situation is considered to be an important finding in terms of adopting the integration approach in tourism and showing that it is a subject worth researching.

In the researches, it is observed that rural tourism, cultural tourism and gastronomy tourism are mostly discussed in integration studies. This situation is thought to offer important opportunities in terms of integration of alternative tourism types.

In the researches, it has been determined that the most qualitative analysis methods are preferred, in this context, interviews are made with those working in the field of tourism, the potentials of the regions in terms of various tourism areas are discussed with SWOT analysis, and the potentials of the regions in terms of various tourism areas are made by document analysis.

It was observed that the writing language of the studies was mostly written in Turkish, and a few studies were conducted in English. It was observed that the studies were mostly written by two authors.

In future studies, it is considered that examining integration studies in a specific tourism field (For example: Rural tourism or Gastronomy) will make a unique contribution to the literature.

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