A bibliometric analysis of studies on strategic management in the field of tourism

Muhammet Caner Kaya

ABSTRACT

Strategic management is a well-established form of management that is employed in a variety of industries, including tourism. The complexity of organizational structures and the rapidity of changes in competitive conditions make it challenging for businesses to maintain their activities. Consequently, companies persist in their existence by implementing novel and distinct strategies to oversee their operations. The fact that strategic management is a topic of interest to companies has led to a proliferation of research in this area. This study assesses the evolution of the concept of strategic management. The objective of this study is to demonstrate the trajectory of strategic management research in the field of tourism, from the past to the present, and to provide guidance for future researchers. The study employed the technique of bibliometric analysis, a qualitative research method. A total of 4,571 articles published between 2013 and 2023 and included in the Web of Science (WOS) database were subjected to analysis. The VOSviewer program was employed to analyze the studies. The analysis revealed that strategic management research in the field of tourism continues to increase. Spain, the United States, and China are the top three countries with the highest number of publications in this field. When the keywords of the studies are analyzed, the top three most used keywords are tourism, COVID-19, and sustainable tourism, respectively. Most of the articles are classified within the WoS category of "Hospitality, Leisure, Sport, Tourism." The authors with the highest number of publications are F. Okumuş, M. A. Köseoğlu, and R. Law. Upon examination of the indexes of the publications, it becomes evident that most articles are SSCI-indexed articles. Considering the aforementioned results, several suggestions have been made to researchers in this field.

1. Introduction

Tourism is regarded as one of the most significant economic activities, with a continued global growth trajectory (Philips & Moutinho, 2014). This growth has been attributed to a number of factors, including technological, social, cultural, and other developments (Karakuş, 2021). The distinctive characteristics of the tourism industry, which are shaped by its focus on services, necessitate the adoption of distinct strategic approaches (Okumuş, Köseoğlu, Morvillo, & Altın, 2017). From a business and management perspective, Ritchie (1999) posits that strategic management is becoming increasingly necessary due to the intensifying international competition in the tourism market (Philips & Moutinho, 2014). Strategic management can be defined as the activities of developing, implementing, and controlling strategies that align the opportunities and threats between a firm's internal resources and capabilities and its external environment (Göral, 2014). The concept of strategy, which is the primary focus of strategic management (Köseoglu, Law, Okumuş, Barca, & Doğan, 2018), is defined as "the

dynamics of the firm's relationship with its environment in which the necessary actions are taken to achieve goals and/or improve performance through the rational use of resources" (Ronda-Pupo & Guerras-Martin, 2012). In this sense, strategic management is a form of management that ensures the continuity of the company and the achievement of its strategic goals (Göral, 2014). While strategic management has its roots in a more applied field, often referred to as business policy, the current field of strategic management is strongly theory-based with significant empirical research (Hoskisson, Hitt, Wan, & Yiu, 1999; Bellek, Koparan, & Aykan, 2019; Ansoff, 2007).

As with many other disciplines, strategic management has emerged as a significant area of interest for tourism scholars in recent years (Okumuş, Köseoğlu, Morvillo, & Altın, 2017). Previous bibliometric studies in the field of strategic management can be found. To comprehend the trajectory of strategic management research, it is essential to provide a historical overview of the origins of the changes and evolutions observed in the development of the field (Furrer, Thomas, & Goussevskaia, 2008). The

Muhammet Caner Kaya: Asst. Prof., Düzce University, Akçakoca, Düzce, Türkiye, Email: muhammetcanerkaya@gmail.com, Orcid Id: 0000-0001-9975-8011 (iD)

application of bibliometric analysis methods to academic studies in a particular research field provides a more in-depth perspective of the literature (Ercan, 2023). The bibliometric method is employed for the quantitative analysis of written publications (Egghe & Rousseau, 1990). Hall (2011) asserts that bibliometrics is most frequently employed in the evaluation of journals and their contributors in the field of tourism (Köseoğlu, Rahimi, Okumuş, & Liu, 2016). Some of the statistical data that can be obtained through bibliometric analysis includes research trends, publication productivity of authors, organizations, and countries, keyword frequency, most cited authors, journals, and countries (Ercan, 2023). The bibliometric analysis technique has been employed in numerous studies within the field of tourism (Ellegaard & Wallin, 2015; Yılmaz, Karakuş, Çamlıca, & Toprak, 2017; Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021).

It is of great importance to identify the current situation and future trends, as well as to identify any gaps in the relevant literature, to facilitate the development of scientific research (Furrer, Thomas, & Goussevskaia, 2008). This study is expected to contribute to the development of strategic management research in the field of tourism and to enhance the theoretical infrastructure.

2. Conceptual Framework

Strategic Management

Porter (1991) distinguishes between two distinct branches of strategy theory: the cross-sectional problem, which concerns the causes of superior performance over a given period of time, and the longitudinal problem, which pertains to the dynamic process by which competitive positions are created. In its most common form, strategic management is the achievement of goals and objectives (Güçlü, 2003). The actions to be taken in accordance with these objectives can be defined as a set of steps to be taken, taking into account the environmental conditions. Strategic management is defined by Cosenz and Noto (2016) as a field of study that aims to investigate the relationship between the business and its environment. The necessary actions are taken to achieve the goals through the rational use of resources and to increase performance (Kalıpçı & Yay, 2018). Ülgen and Mirze (2013) define strategic management as the process of effectively and efficiently utilizing production resources (natural resources, human resources, capital, raw materials, machinery, etc.) to achieve the goals of the company or organization. Strategic management is designed to elucidate the objectives of management within an organization in a comprehensive and profound manner (Pirhan & Demirtaş, 2021). In order for an organization to effectively implement strategic management, it must possess the capacity to control and adapt to the ever-changing external environment. Strategic management establishes objectives for the organization's operational environment. This should be accomplished through deliberate and conscious methods rather than merely establishing a reactive objective (Güçlü, 2003). One of the most crucial tasks during the formulation of a strategy is to manage the numerous (and often conflicting) demands of different stakeholders in relation to the organization's strategic goals (Fran & Eden, 2011).

Businesses in the tourism industry, as in other sectors, must meet the expectations of their stakeholders, including partners, customers, government agencies, suppliers, and others. In addition, they must engage in activities for the future and change, apart from the usual management activities carried out to achieve objectives, such as interacting with the external environment of the business and ensuring the continuity of business life. Consequently, strategic management becomes a crucial aspect for companies operating in the tourism industry (Boz & Gözen, 2022). Okumuş et al. (2020) observed that although tourism-oriented strategic management research has made notable advancements over the past three decades, it still lacks a robust social structure and there are few leading scholars in the field, which has slowed down scientific progress. They recommended that leading tourism schools should prioritize this area.

Bibliometric Analysis

The number of studies conducted using bibliometric techniques in a multitude of fields, including tourism, is on the rise and is regarded as a significant issue (Aydın, 2017). Bibliometrics is a tool that enables the observation of the current state of science and technology by using data on the overall production of scientific literature at a specific professional level (Okubo, 1997; Zeren & Kaya, 2020). The bibliometric method is employed to provide a quantitative analysis of written publications (Ellegaard & Wallin, 2015).

Although it may appear to be a novel technique, bibliometric analysis has been a topic of interest among researchers for a considerable period of time. One of the earliest definitions of bibliometric analysis was provided by Pritchard (Öğretmenoğlu, Göktepe, & Atsız, 2022). Pritchard (1969) defined bibliometric analysis as "the application of mathematical and statistical methods to books and other means of communication" and identified the following objectives of bibliometric analysis: to illuminate the processes of written communication and the nature and trajectory of a discipline by counting and analyzing various aspects of written communication; to illustrate historical movements by collecting and interpreting statistics on books and journals; to determine the national or universal research use of books and journals; and to determine the general use of books and journals in various local contexts.

Bibliometrics is an analytical approach that enables the evaluation and monitoring of the development of a particular field. It employs basic statistical techniques to sort data, including citations, author links, keywords, topics discussed, and methods used in studies published in

each field (Köseoğlu, Rahimi, Okumuş, & Liu, 2016). The number of publications employing bibliometrics has increased over time, with an average of more than a thousand publications in the last decade. This can be attributed to the growth of scientific research (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). The application of bibliometric methods, or "analysis," has become a well-established scientific specialty, with a significant impact on research evaluation methodology, particularly in scientific and applied fields (Ellegaard & Wallin, 2015).

3. Literature Review

Tourism is a multifaceted phenomenon with a diverse array of stakeholders (Karakuş, 2022). A substantial body of research has been conducted on the relationship between tourism and strategic management. Nevertheless, a substantial body of research has been conducted on the utilization of strategic management tools in the field of tourism. Bibliometric studies have been conducted to determine the areas in which such studies are concentrated, their samples, data analysis methods, and to provide guidance to those who will conduct studies in this field. The objective of bibliometric studies is to determine the direction in which research has developed and which directions remain open, in other words, to determine the direction of the trend.

In their study to analyze the bibliometric characteristics of articles on tourism and leadership, Tozoğlu and Uçar (2022) examined a number of variables, including the annual number of publications, the most cited articles, the journals with the most publications and citations, the authors with the most publications and citations, the countries with the most publications and citations, the keywords most used by the authors, and the keywords most used in the articles. Işık et al. (2019) conducted a bibliometric analysis of national studies on entrepreneurship in the field of tourism. The study, which aimed to determine how entrepreneurship is treated in national tourism literature, determine the current characteristics of the studies, and identify the areas of research that need to be investigated on the topic, found that the studies were mostly related to entrepreneurial tendencies. In a similar vein, Çelik (2019) conducted a bibliometric analysis of postgraduate theses on leadership in the field of tourism. The analysis revealed that transformational leadership behaviors and scales were the subject of the majority of studies, with the majority of studies being conducted in places where tourism centers are dense. In their 2017 study, Marais et al. analyzed the studies in which critical success factors, which are mentioned as one of the important issues of strategic management, were studied in the field of tourism. The researchers concluded that the identification of critical success factors is a popular area of research in the tourism industry. Different methodologies lead to different results. The majority of researchers approach their research from the supply side. The labeling of critical success factors in

previous studies was complex. Most of the research focuses on Asia.

To assess the development of bibliometric studies in the field of tourism, Köseoğlu and colleagues (2016) conducted a review of the studies published in nine tourism journals indexed by the Social Sciences Citation Index (SSCI) between 1988 and 2015. The researchers concluded that there has been a significant increase in the number of bibliometric studies conducted through systematic review. The samples consisted mostly of articles published in leading journals indexed by SSCI or Scopus or highly cited in the literature. Ercan (2023) conducted a bibliometric analysis of articles published in the Web of Science (WoS) database on smart tourism destinations. A bibliometric analysis was conducted to examine the number of articles published annually, the WoS categories and indexes, the most productive countries, country collaborations, the most productive institutions, the co-citation network of journals, the most cited articles and authors, the co-citation network of authors, and the most used author keywords. Kalıpçı and Yay (2018) conducted a content analysis of 33 articles published in the journal "Tourism Management" between 2006 and 2016. Their findings indicated that many articles were qualitative studies, parametric tests were preferred in quantitative studies, participants were mostly managers working in the tourism sector, and interviews and questionnaires were preferred as data collection tools. In their study, Niñerola et al. (2019) searched the WoS database and argued that sustainability is becoming a strategic approach for companies and tourist destinations. They further asserted that this subfield in the tourism literature has great potential and should continue to grow.

In their study, Bellek et al. (2019) conducted a bibliometric analysis of conference proceedings and articles published in the field of management and business administration under the title of "strategic management" between 1989 and 2017. Khan et al. (2021) conducted a bibliometric analysis of studies on management strategies and policies in the field of hospitality and tourism following the onset of the COVID-19 pandemic. The study encompassed an examination of authors, journals, countries, links, and co-occurrence analysis. In their study, Okumuş et al. (2017) aimed to present a critical review of studies on the scientific progress of strategic management research in the field of tourism. They examined strategic management research in three dimensions: intellectual, conceptual, and social structures. Their findings indicated that studies on strategic management in the field of tourism constitute a discursive structure and that there are very few studies that evaluate the development of strategic management research.

In their study, conducted between 1995 and 2013, Philips and Moutinho (2014) sought to determine the changes in research published in leading hospitality and tourism journals in the fields of strategic planning and strategic management. Their findings indicated that the

development of hospitality and tourism literature focused on strategic planning practices and did not keep pace with the mainstream literature. Additionally, they observed that strategy implementation in tourism is a complex process and that there is less focus on current issues such as knowledge, entrepreneurship, and global strategy.

The research phase of the study is divided into three stages. In the initial stage of the study, the source selection process was delineated, and in the subsequent stage, the bibliometric analysis was conducted. In the third stage, the results are discussed, future directions are indicated, and recommendations are made.

4. Methodology

The objective of this study is to analyze the literature on strategic management in the field of tourism between the years 2013 and 2023. The study employed the technique of bibliometric analysis, which is a qualitative research method. Bibliometric analysis is a widely utilized method for the study and analysis of voluminous scientific sources (Belter, 2015). The data can elucidate the evolutionary nuances of a field. The bibliometric methods encompass a range of disciplines, including information science and business research (Wilkins, 2024). The bibliometric performance of an individual or entity can be evaluated based on a number of factors, including annual publications, citations, journal publications, and the h-index (Bairwa & Patawari, 2023). Science mapping entails the visualization of networks comprising countries, institutions, authors, and keywords. The combination of the two methods can provide a scientific and comprehensive picture of the evolution of subject areas (Qiu, et al., 2023). In this context, a bibliometric analysis study can analyze the most influential publications in a field, thereby gaining insight into the intellectual dynamics of the field (Köseoğlu et al., 2016; Donthu et al., 2021). As a mapping technique, bibliometric analysis methods continue to be used in many fields and their prevalence continues to grow (Cobo, Lopez, Herrera, & Herrera, 2011).

The data utilized in this study was derived from a bibliometric analysis of tourism (Akay, 2024; Ercan, 2023; Ćurlin, Jaković, & Wittine, 2023; Öğretmenoğlu, Göktepe, & Atsız, 2022), which is regarded as one of the most reputable and widely utilized databases in social science research (Ilan, 2008; Pranckute, 2021). The data was obtained from the Web of Science (WoS) database. The study included research on strategic management in the field of tourism. The search parameters were as follows: The search terms used were "Topic: strateg* AND management AND tourism." A review of studies conducted between 2013 and 2023 was conducted, and articles were selected based on their document type. The Social Sciences Citation Index (SSCI), the Emerging Sources Citation Index (ESC), and the Science Citation Index Expanded (SCI-E) were employed as the Web of Science (WoS) indexes. The search yielded a total of 4,571 articles, which were then subjected to further analysis.

The VOSviewer program was employed to analyze the studies. VOSviewer facilitates the creation of transparent visualizations of bibliometric data across diverse knowledge domains through the generation of graphical maps of bibliometric data links (Roziqin, et al., 2023; Qiu, et al., 2023). A considerable number of researchers engaged in the field of tourism (Yoopetch, et al., 2023; Roziqin, et al., 2023; Qiu, et al., 2023; Şengel & Koç, 2022; Khan, Nasir, & Saleem, 2021; Leong, et al., 2021; Kumar, et al., 2020) have employed VOSviewer for bibliometric analysis.

5. Results

The following section presents the bibliometric characteristics of the 4,571 articles that were subjected to analysis. In order to avoid table pollution, not all characteristics are tabulated. However, the most significant points are highlighted. Subsequently, the science mapping figures generated by the VOSviewer program were interpreted.

The majority of articles (40.1%) were categorised within the WoS category of "Hospitality, Leisure, Sports, Tourism." A total of 12,784 researchers were responsible for the 4,571 articles. The authors with the greatest number of publications are F. Okumuş (19), M. A. Köseoğlu (18), and R. Law (17). Upon analysis of the indexes of the publications, it was found that many articles (51.87%) were SSCI-indexed articles. Moreover, most articles (92.25%) were published in English.

Table 1 was created to determine the frequency of publication of relevant articles over the 10-year period between 2013 and 2023, as well as to identify any discernible trends.

Table 1: Number of Publications by Years (2013-2023)

	Years	Number of Pub.	Percentage		Years	Number of Pub.	Percentage
1	2021	724	15.975%	7	2017	339	7.480%
2	2022	695	15.335%	8	2016	266	5.869%
3	2020	549	12.114%	9	2015	258	5.693%
4	2019	488	10.768%	10	2013	194	4.281%
5	2023	441	9.731%	11	2014	194	4.281%
6	2018	385	8.495%				

Source: Created by author

Table 2: Distribution of Publications by Country

	Country	Number of Pub.	Percentage		Country	Number of Pub.	Percentage
1	Spain	618	13.636%	14	South Africa	112	2.471%
2	USA	584	12.886%	15	Mexico	105	2.317%
3	China	573	12.643%	16	Malaysia	101	2.229%
4	England	360	7.944%	17	France	100	2.207%
5	Australia	337	7.436%	18	South Korea	98	2.162%
6	Italy	329	7.259%	19	Indonesia	96	2.118%
7	Portugal	194	4.281%	20	New Zealand	94	2.074%
8	Taiwan	169	3.729%	21	Iran	77	1.699%
9	Brazil	157	3.464%	22	Greece	76	1.677%
10	Canada	148	3.266%	23	Romania	70	1.545%
11	India	135	2.979%	24	Colombia	69	1.523%
12	Germany	128	2.824%	25	Switzerland	68	1.500%
13	Türkiye	122	2.692%				

Source: Created by author

Although there is a slight fluctuation in the distribution of articles published over the past decade, it is notable that the number of publications has continued to increase from 2013 to 2023. The discrepancy in the number of publications between 2023 and the preceding five years can be attributed to the fact that the survey was conducted in November, which represents a 10-month period.

A quantitative analysis of the distribution of articles published in the last 10 years by country reveals that Spain, the United States of America, and China are the top three countries with the highest number of publications, with Spain accounting for 13.64% of the total, the United States for 12.89%, and China for 12.64%.

Figure 1 illustrates the mapping of author keywords, which have been analyzed for their co-occurrence. Prior to the creation of the figure, a stipulation was imposed that at least five keywords be included in the mapping if they were deemed to be related. In this instance, 599 of the 11,421 keywords were included. A review of the most frequently utilized keywords reveals that the term "tourism" is notably
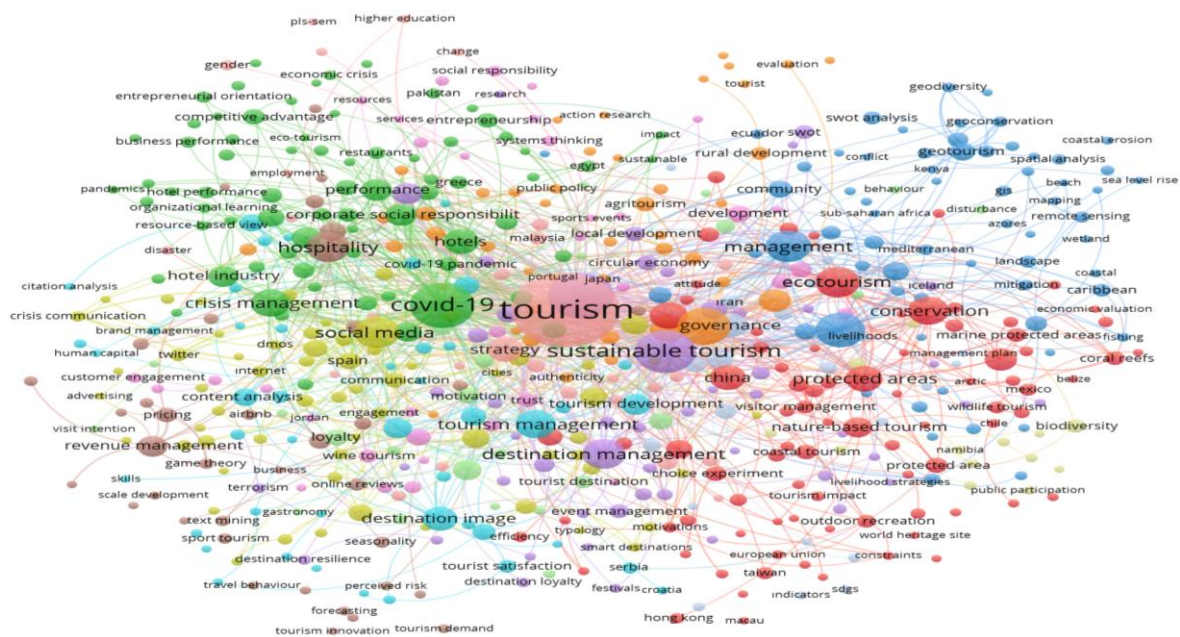

Figure 1: Co-occurrence Map of Author Keywords
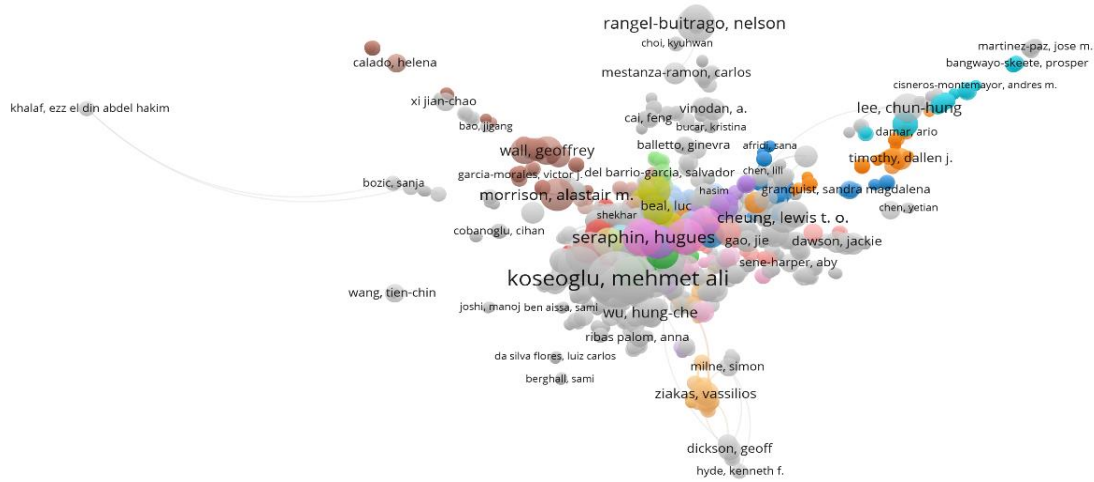
Source: Created by author

Figure 2: Authors' citation analysis map

prevalent. Furthermore, the extensive use of the keyword "COVID-19" indicates that a considerable number of publications were produced during and following the pandemic period. This suggests that the research may have been subjected to extensive scrutiny with regard to the effects of the pandemic. The data indicates that the keywords "sustainable tourism" and "social media" are the most frequently used after the other two keywords.

The analysis of the citations made by the authors in their studies is presented in the figure. It was created with the restriction of authors who have at least one document and at least five citations. Despite the inclusion of 7,288

authors who met these restrictions, the analysis with the VOSviewer program revealed that some of these items lacked a connection with each other. Consequently, 3,620 items were identified as the largest set of connected items. Consequently, the map of this item cluster was employed in lieu of the entire set of items. Upon examination of the citations utilized in all the analyzed articles, it becomes evident that Köseoğlu M. A. is the most frequently cited author.

The countries to which the studies belong are presented in descending order of citation frequency in the accompanying figure. A total of 123 out of 139 countries
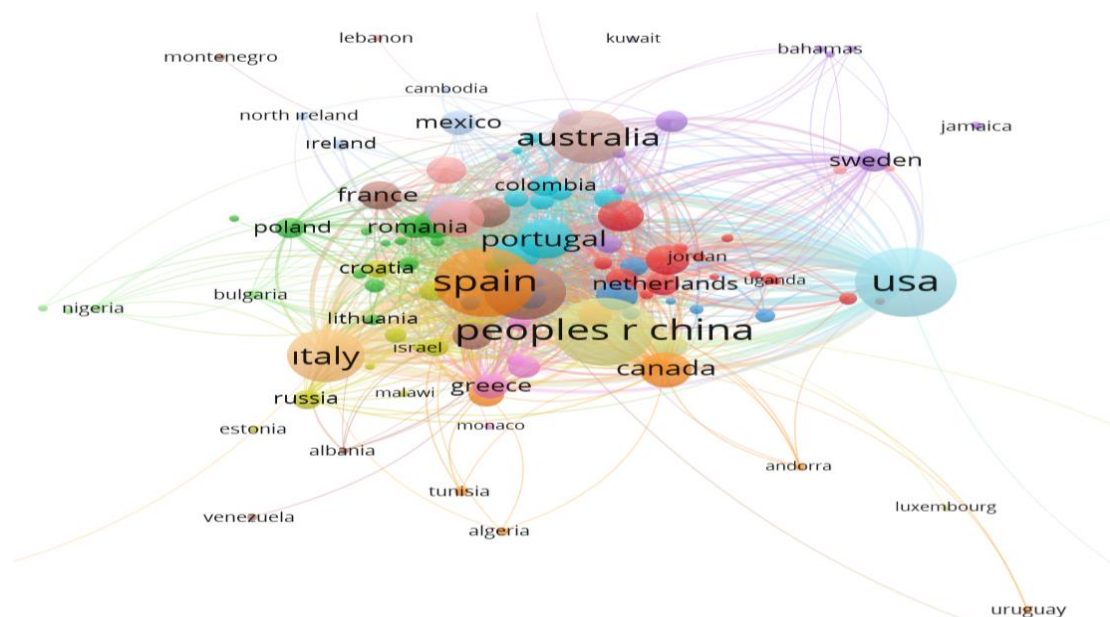

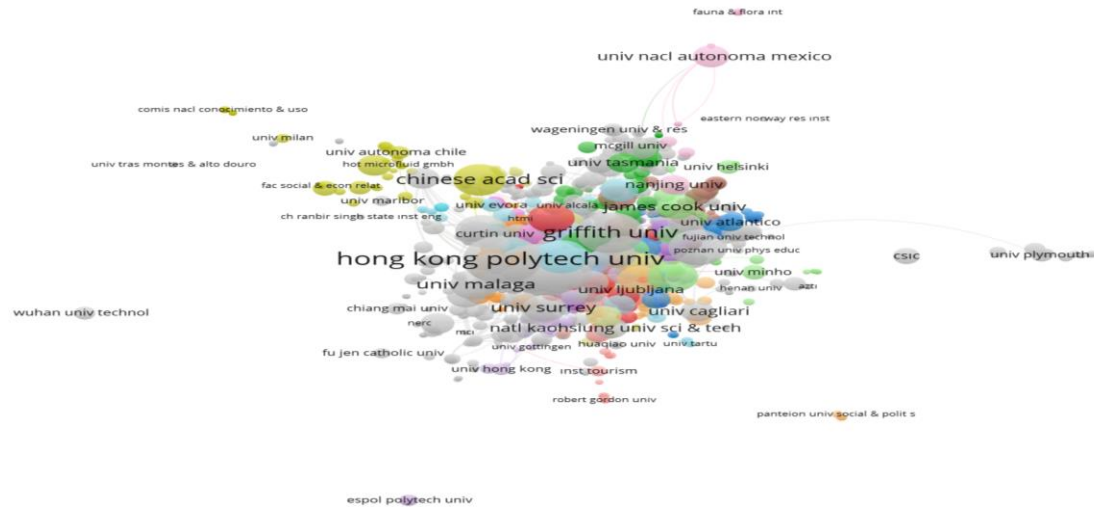**Figure 3: Citation analysis map of countries**

Figure 4: Citation analysis map of institutions

were found to comply with the restrictions, given that each document had at least 10 citations. However, it should be noted that 119 countries were linked to each other in the analysis phase, while the remaining countries were not. Consequently, 116 countries were mapped. The mapping process yielded the first five countries to which the most cited studies belonged, namely the United States, the United Kingdom, China, Spain, and Australia.

Figure 4 depicts the analysis of citations to studies according to the institutions to which they belong. Institutions with at least one document and at least ten citations were evaluated. Of the 4,084 institutions initially identified, 2,190 were found to comply with the aforementioned restrictions. During the analysis, the program determined that 1,554 out of 2,190 institutions had

connections, and the connected institutions were mapped. The five institutions with the highest number of citations are Hong Kong Polytechnic University, Bournemouth University, Sun Yat-sen University, Griffith University, and Queensland University of Technology.

The analysis map of the bibliographic mappings in the texts of the analyzed studies is presented in the figure. Upon subjecting the document with at least five citations to analysis, 2,503 of 4,571 studies were deemed suitable for analysis, but 2,463 related studies were mapped. The mapping process yielded the following results: the first five texts with the highest
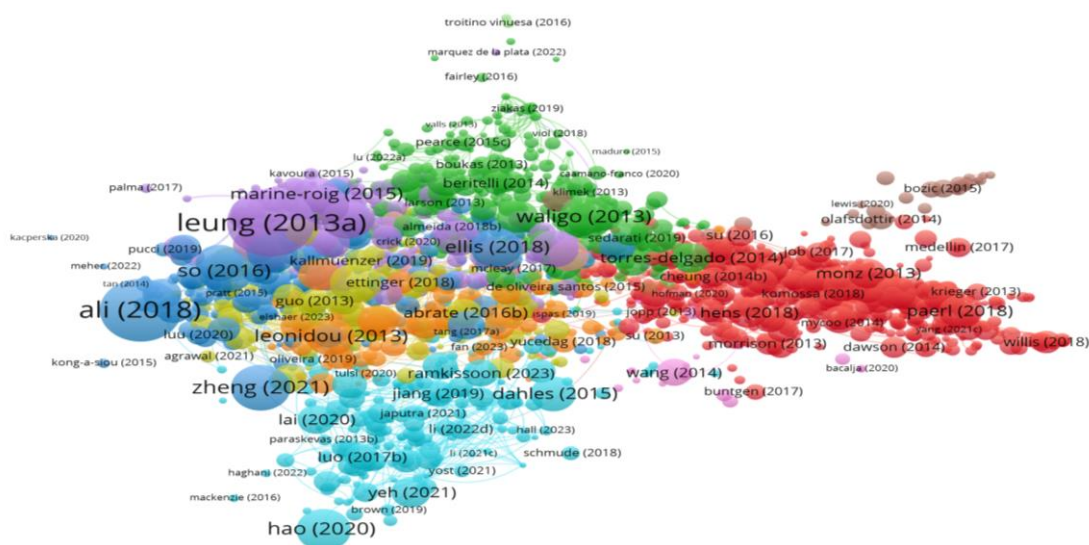

Figure 5: Bibliographic match analysis map of texts
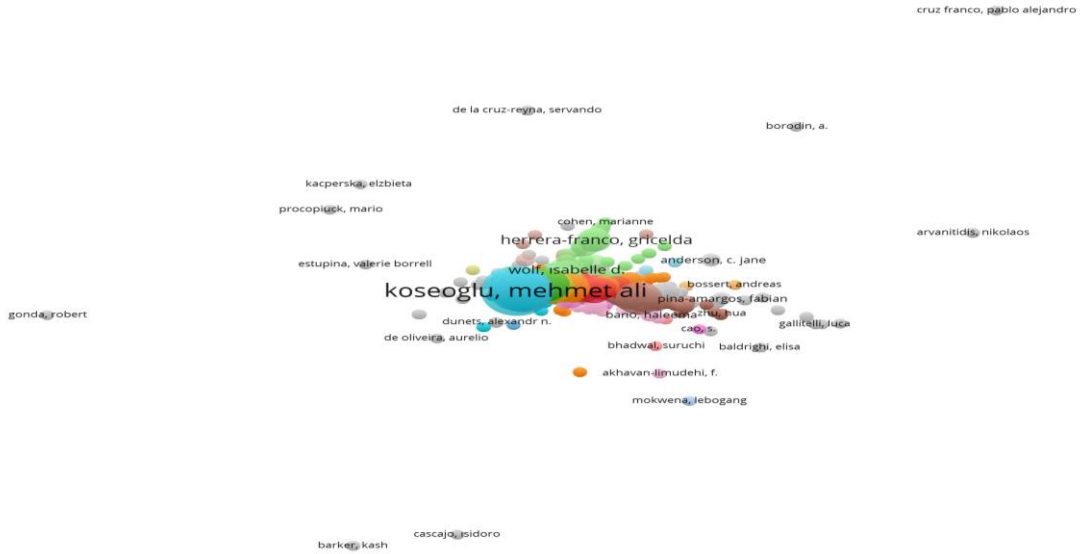
Figure 6: Authors' bibliographic match analysis map

Source: Created by author

number of matches were "Leung (2013a)," Ali (2018)," Zheng (2021)," So (2016)," and "Hao (2020)."

As previously indicated in the preceding figures, the 4571 articles analyzed were collectively authored by a total of 12784 authors. The bibliographic matches of these authors were analyzed and mapped in the figure. When the authors with at least one document and at least five citations are subjected to analysis, 7,288 of them meet these restrictions. However, the program detected that there are 7,132 authors linked to each other, and these authors were subjected to analysis and mapped. The five authors with the strongest total link strength are Köseoğlu, M. A., Okumuş, F., Buhalis, D., Wu, H. C., and Pechlaner, H., respectively.

Figure 7 presents a co-citation analysis mapping of journal sources cited by 4,571 articles. A total of 64,589 references were identified, with at least 20 cited references considered (1,308). In terms of total link strength, the five most influential journals are "Tourism Management," "Annals of Tourism Research," "International Journal of Hospitality Management," "Tourism Economics," and "Tourism Management Perspectives." The Journal of Hospital Management and the Journal of Sustainable Development were also identified. The journals "Tourism" and "Int." The Journal of Contemporary Hospitality Management The journals "Hospitality Management" were also considered.
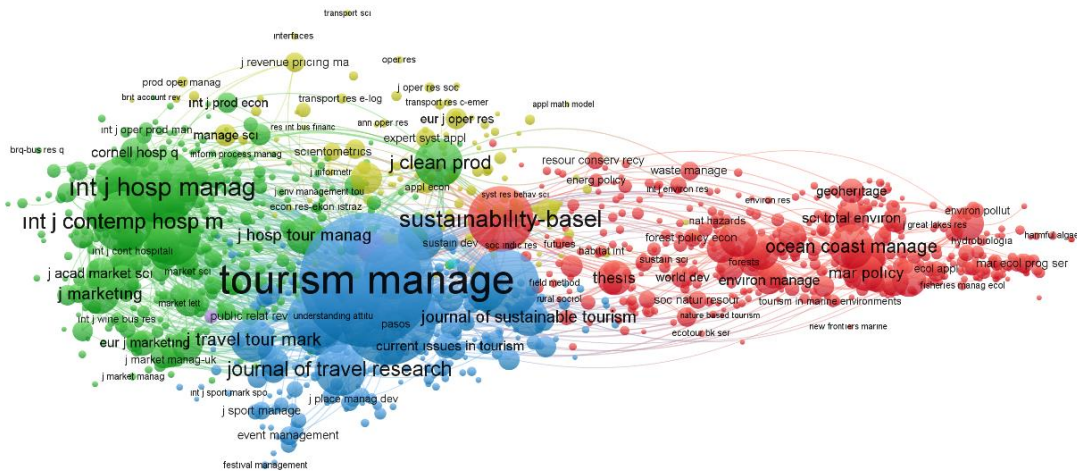

Figure 7: Co-citation analysis map of cited journal sources

Source: Created by author

6. Conclusion and Recommendations

The objective of this study was to examine the evolution of strategic management studies in the field of tourism. To this end, a comprehensive analysis was conducted on articles published in the field of strategic management in the context of tourism. A total of 4,571 articles published in journals indexed in the WOS index between 2013 and 2023 were examined. It has been demonstrated that the number of studies on strategic management in tourism has increased over the past decade. A review of the literature revealed that Spain, the United States of America, and China have published the greatest number of articles in this field.

The majority of the articles are classified within the "Hospitality, Leisure, Sport, Tourism" category among the WoS categories. The authors with the greatest number of publications are F. Okumuş, M. A. Köseoğlu, and R. Law. Upon analysis of the indexes associated with the publications, it was found that the majority of articles were SSCI-indexed articles. The most cited author of the articles analyzed is M. A. Köseoğlu. The five countries that have been cited most frequently in the studies analyzed are the United States, England, China, Spain, and Australia. The five most frequently cited institutions are Hong Kong Polytechnic University, Bournemouth University, Sun Yat-sen University, Griffith University, and Queensland University of Technology. It is recommended that researchers interested in pursuing work on these issues, conducting research, or pursuing a career in this field collaborate with academics at the aforementioned universities.

The results of the analysis indicate that the five most frequently cited journals by the authors are "Tourism Management," "Annals of Tourism Research," "Int. The Journal of Hospitality Management and the Journal of Sustainable Tourism are also among the most frequently cited journals. The journals "Tourism" and "Int." The Journal of Contemporary Hospitality Management. The most frequently cited journal in the field of hospitality management is Hospitality Management. The journals that are most utilized by the studies in this field can serve as a guide for researchers. Those engaged in research in this field are encouraged to conduct a preliminary review of previous studies published in the aforementioned journals. Furthermore, it is recommended that their studies be published in these journals.

In terms of keywords, "tourism" is one of the keywords that researchers believe represents their studies. It is not uncommon for this to be the most frequently used keyword, given the nature of the field of study. The second most frequently used keyword, "COVID-19," indicates that this pandemic, which has affected the global community for a significant period over the past decade, has also influenced academic research.

Upon examination of the collective usage of other keywords, it becomes evident that terms related to management and strategic management, as well as those pertaining to tourism, are employed with a balanced degree of density. Nevertheless, it is notable that certain cities and countries (e.g., Hong Kong, Mexico, Iceland, Turkey, Malaysia, Greece, and the Caribbean) are also represented in the figure. This suggests that these cities and countries are primarily utilized as the study population in the studies. Although the keyword "tourist" is used less frequently, it is noteworthy that concepts such as "tourist satisfaction," "trust," "motivation," and "behavior," which are directly related to tourists, are frequently used.

The objective of bibliometric analysis is to determine the trajectory of a subject within the field of study, identify its concentration in specific areas, and obtain numerical data. It is possible to conduct bibliometric analyses on a continuous basis in order to monitor the evolution of a given field. It is recommended that future researchers continue bibliometric analyses in this field, including other databases. Furthermore, it is recommended that the sample be narrowed and that the contents, methods, results, and so forth of the studies be analyzed in depth.

References

Akay, B. (2024). Bibliometric analysis of carsharing and car rental research in the field of urban transportation and tourism transportation. *Journal of Multidisciplinary Academic Tourism, 9*(2), 113-126. doi:10.31822/jomat.2024-9-2-113

Ansoff, H. (2007). Strategic Management of Technology. *The Journal Of Busıness Strategy*, 28-39.

Aydın, B. (2017). Yükseköğretim Kurulu Tez Merkezinde (Yöktez) Yiyecek İçecek İşletmeciliği Alanında Kayıtlı Bulunan Tezlerin Bibliyometrik Analizi. *Journal of Multidisciplinary Academic Tourism, 2*(1), 23-38. doi:10.31822/jomat.353951

Bairwa, M. K., & Patawari, S. (2023). A Bibliometric Analysis on Culinary Tourism Research using Scopus Indexed Studies from 2001 to 2022. S. M. Management (Dü.) içinde, *Silver Mountain Research Book of Hotel Studies* (s. 97-106). Delhi Hindistan: The Hospitality Press.

Bellek, M., Koparan, E., & Aykan, E. (2019). Stratejik Yönetim Alanında Türkiye'nin Genel Durumu: 1975 - 2019 Yılları Arası Bibliyografik Bir Değerlendirme. *Kayseri Üniversitesi Sosyal Bilimler Dergisi, 1*(1), 58-90.

Belter, C. W. (2015). Bibliometric indicators: opportunities and limits. *Journal of the Medical Library Association, 103*(4), 219-221.

Boz, H., & Gözen, E. (2022). Turizmde Strateji ve Stratejik Yönetim Çalışmaları: 1981-2020 Döneminde Hazırlanan Lisansüstü Tezler Üzerinden Bir Analiz. F. Uslu, & A. Şengöz (Dü). içinde Konya: Palet Yayınları.

Cobo, M. J., Lopez, H. A., Herrera, V. E., & Herrera, F. (2011). Science mapping software tools: Review, analysis, and

cooperative study among tools. *Journal of the American Society for Information Science and Technology, 62*(7), 1382-1402.

Ćurlin, T., Jaković, B., & Wittine, Z. (2023). The perspectives of decision support in hotel industry: systematic review and bibliometric analysis. *Journal of Decision Systems*, 1-16. doi:10.1080/12460125.2023.2263677

Çelik, S. (2019). Turizm Alanında Liderlik Konusu ile İlgili Hazırlanmış Tezlere Yönelik Bibliyometrik Bir Analiz. *Journal of Academic Value Studies, 5*(4), 516-527.

Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research, 133*, 285-296.

Egghe, L., & Rousseau, R. (1990). *Introduction to Informetrics. Quantitative Methods in Library, Documentation and Information Science.* Elsevier Science Publishers.

Ellegaard, O., & Wallin, J. A. (2015). The bibliometric analysis of scholarly production: How great is the impact? *Scientometrics, 105*, 1809-1831. doi:https://doi.org/10.1007/s11192-015-1645-z

Ercan, F. (2023). Smart tourism destination: A bibliometric review. *European Journal of Tourism Research*(34), 3409. doi:10.54055/ejtr.v34i.2788

Fran, A., & Eden, C. (2011). Strategic Management of Stakeholders: Theory and Practice. *Long Range Planning, 44*(3), 179-196.

Furrer, O., Thomas, H., & Goussevskaia, A. (2008). The structure and evolution of the strategic management field: A content analysis of 26 years of strategic management research. *International Journal of Management Reviews, 10*(1), 1-23. doi:10.1111/j.1468-2370.2007.00217.x

Göral, R. (2014). Turizm Sektöründe Stratejik Kriz Yönetimine İlişkin Bütünsel Bir Çerçeve. *Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi* (32), 89-101.

Güçlü, N. (2003). Stratejik Yönetim. *Gazi Üniversitesi Gazi Eğitim Fakültesi Dergisi, 23*(2), 61-85.

Hoskisson, R., Hitt, M., Wan , W., & Yiu, D. (1999). Theory and Research in Strategic Management: Swings of a Pendulum. *Journal of Management, 3*(23), 417-456. doi:10.1177/014920639902500307

Ilan, J. B. (2008). Which h-index? – A comparison of WoS, Scopus and Google Scholar. *Scientometrics, 74*(2), 257-271. doi:10.1007/s11192-008-0216-y

Işık, C., Günlü Küçükaltan, E., Kaygalak Çelebi, S., Çalkın, Ö., Enser, İ., & Çelik, A. (2019). Turizm ve Girişimcilik Alanında Yapılmış Çalışmaların Bibliyometrik Analizi. *Güncel Turizm Araştırmaları Dergisi, 3*(1), 119-149.

Kalıpçı, M. B., & Yay, Ö. (2018). Review of strategic management studies on tourism. *Anatolia, 29*(4), 566-580. doi:10.1080/13032917.2018.1474480

Karakuş, Y. (2021). Turizm, seyahat ve ağırlama alanlarında çok kriterli karar verme teknikleri kullanımı. *Journal of Tourism Research Institute, 2*(1), 33-46.

Karakuş, Y. (2022). Evaluating the expectations of residents regarding the positive impacts of tourism. *Turismo y Sociedad, 30*, 231-247. doi:10.18601/01207555.n30.12

Khan, K. I., Nasir, A., & Saleem, S. (2021). Bibliometric Analysis of Post COVID-19 Management Strategies and Policies in Hospitality and Tourism. *Front. Psychol*(12), 769760. doi:10.3389/fpsyg.2021.769760

Köseoglu, M. A., Law, R., Okumuş, F., Barca, M., & Doğan, İ. Ç. (2018). Evolution of strategic management research lines in hospitality and tourism. *Journal of Hospitality Marketing & Management, 6*(28), 690-710.

Köseoğlu, M. A., Rahimi, R., Okumuş, F., & Liu, J. (2016). Bibliometric studies in tourism. *Annals of Tourism Research*(61), 180-198. doi:10.1016/j.annals.2016.10.006

Kumar, S., Sureka, R., & Vashishtha, A. (2020). The Journal of Heritage Tourism: a bibliometric overview since its inception. *Journal of Heritage Tourism, 15*(4), 365-380. doi:10.1080/1743873X.2020.1754423

Leong, L. Y., Hew, T. S., Han Tan, G. W., & Keng, B. H. (2021). Tourism research progress a bibliometric analysis of tourism review publications. *Tourism Review, 76*(1), 1-26.

Marais, M., Du Pelessis, E., & Saayman, M. (2017). A review on critical success factors in tourism. *Journal of Hospitality and Tourism Management*(31), 1-12. doi:10.1016/j.jhtm.2016.09.002

Niñerola, A., Sánchez-Rebull , M. V., & Lara, A. H. (2019). Tourism Research on Sustainability: A Bibliometric Analysis. *Sustainability, 5*(11), 1377-1394.

Okubo, Y. (1997). Bibliometric indicators and analysis of research systems: Methods and examples. *OECD Science, Technology and Industry Working Papers*. Paris.

Okumuş, F., Köseoglu, M. A., Morvillo, A., & Altin, M. (2020). Strategic management research in hospitality and tourism: a perspective article. *Tourism Review, 75*(1), 243-246. doi:http://dx.doi.org/10.1108/TR-06-2019-0225

Okumuş, F., Köseoğlu, M. A., Morvillo, A., & Altın, M. (2017). Scientific progress on strategic management in hospitality and tourism: a state-of-the-art. *Tourism Review, 72*(3), 261-273. doi:10.1108/TR-03-2017-0047

Öğretmenoğlu, M., Göktepe, S., & Atsız, O. (2022). A bibliometric analysis of food studies: Evidence from British Food Journal. *Journal of Multidisciplinary Academic Tourism, 7*(1), 67-79. doi:10.31822/jomat.2022-7-1-67

Philips, P., & Moutinho, L. (2014). Critical review of strategic planning research in hospitality and tourism. *Annals of Tourism Research*(48), 96-120. doi:10.1016/j.annals.2014.05.013

Pirhan, Ş., & Demirtaş, Ö. (2021). Türkiye'de Yayınlanan Stratejik Yönetim Konulu Makale ve Tezlerin Bibliyometrik İncelemesi: 2000-2020 Dönemi. *Kırşehir Ahi Evran Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 5*(2), 207-227.

Porter, M. (1991). Towards a dynamic theory of strategy. *Strategic Management Journal, 12*(2), 95-117. doi:10.1002/smj.4250121008

Pranckute, R. (2021). Web of Science (WoS) and Scopus: The Titans of Bibliographic Information in Today's Academic World. *Publications, 9*(1). doi:10.3390/publications9010012

Pritchard, A. (1969). Statistical Bibliography or Bibliometrics? *Journal of Documentation, 25*(4), 348-349.

Qiu, X., Kong, H., Wang, K., Zhang, N., Park, S., & Bu, N. (2023). Past, present, and future of tourism and climate change research: bibliometric analysis based on VOSviewer and SciMAT. *Asia Pacific Journal of Tourism Research, 28*(1), 36-55. doi:10.1080/10941665.2023.2187702

Ronda-Pupo, G. A., & Guerras-Martin, L. A. (2012). Dynamics of the evolution of the strategy concept 1962–2008: a co-word analysis. *Strategic Management Journal, 2*(33), 162-188.

Roziqin, A., Kurniawan, A., Hijri, Y., & Kismartini, K. (2023). Research trends of digital tourism: a bibliometric analysis. *Tourism Critiques*. doi:10.1108/TRC-11-2022-0028

Şengel, Ü., & Koç, A. (2022). Bibliometric Review of Studies on Sustainable Tourism and Cliamte Change in 2019. *Turismo y Sociedad* (31), 161-176. doi:10.18601/01207555.n31.09

Tozoğlu, B., & Uçar, Ö. (2022). Turizm ve Liderlik Konulu Makalelerin Bibliyometrik Analizi. *Journal of Tourism and Gastronomy Studies, 10*(1), 358-379. doi:10.21325/jotags.2022.994

Ülgen, H., & Mirze, S. (2013). *İşletmelerde Stratejik Yönetim* (Cilt 7). İstanbul: Beta.

Wilkins, L. (2024). A bibliometric analysis of fantasy sports research. *Entertainment Computing, 48*, 1-13. doi:10.3163/1536-5050.103.4.014

Yılmaz, i., Karakuş, Y., Çamlıca, K., & Toprak, L. S. (2017). Turizm Alanında Bibliyometrik Çalışmalar: Türkiye Örneği. *TURAN: Stratejik Arastirmalar Merkezi, 9*(36), 83-88. doi:10.15189/1308-8041

Yoopetch, C., Nimsai, S., & Kongarchapatara, B. (2023). Bibliometric Analysis of Corporate Social Responsibility in Tourism. *Sustainability, 15*, 668. doi:10.3390/su15010668

Zeren, D., & Kaya, N. (2020). Dijital Pazarlama: Ulusal Yazının Bibliyometrik Analizi. *Çağ Üniversitesi Sosyal Bilimler Dergisi, 17*(1), 35-52.

INFO PAGE

A bibliometric analysis of studies on strategic management in the field of tourism

Abstract

Strategic management is a well-established form of management that is employed in a variety of industries, including tourism. The complexity of organizational structures and the rapidity of changes in competitive conditions make it challenging for businesses to maintain their activities. Consequently, companies persist in their existence by implementing novel and distinct strategies to oversee their operations. The fact that strategic management is a topic of interest to companies has led to a proliferation of research in this area. This study assesses the evolution of the concept of strategic management. The objective of this study is to demonstrate the trajectory of strategic management research in the field of tourism, from the past to the present, and to provide guidance for future researchers. The study employed the technique of bibliometric analysis, a qualitative research method. A total of 4,571 articles published between 2013 and 2023 and included in the Web of Science (WOS) database were subjected to analysis. The VOSviewer program was employed to analyze the studies. The analysis revealed that strategic management research in the field of tourism continues to increase. Spain, the United States, and China are the top three countries with the highest number of publications in this field. When the keywords of the studies are analyzed, the top three most used keywords are tourism, COVID-19, and sustainable tourism, respectively. Most of the articles are classified within the WoS category of "Hospitality, Leisure, Sport, Tourism." The authors with the highest number of publications are F. Okumuş, M. A. Köseoğlu, and R. Law. Upon examination of the indexes of the publications, it becomes evident that most articles

Keywords: *Strategic management, Bibliometrics, Science mapping, Tourism.*

Authors

Full Name	Author contribution roles	Contribution rate
Muhammet Caner Kaya:	*Conceptualism, Methodology, Software, Validation, Formal Analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision, Funding acquisition*	*100%*

This paper does not required ethics committee report

Justification: The methodology of this study does not require an ethics committee report.