



# Tourism competitiveness: bibliometric analysis of global scientific production from 1991 to 2018

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## **Abstract**

*In recent years, an increasing number of studies with a focus on competitiveness and economic sectors have been developed. One of them is tourism competitiveness, also known as tourism destination competitiveness and destination competitiveness. Despite the increasing interest and number of studies in this regard, little can be found about tourism competitiveness using bibliometric methods and techniques. The aim of this paper is to use bibliometric tools to examine the evolution of scientific production on the subject of tourism competitiveness. The information in this paper comes from the Web of Science scientific database. The findings demonstrate how far the research has progressed and how influential it has been in the scientific community. In the years 1991 to 2018, a total of 1,325 papers were recovered. Years, citations, writers, universities, countries, journals, and research areas are conveniently organized and presented from the systematically gathered area.*

*Keywords: tourism competitiveness, tourism destination competitiveness, destination competitiveness, bibliometric analysis*

*JEL Codes: L83, Z32, M10*

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# Competitividad turística: un análisis bibliométrico de la producción científica global de 1991 a 2018

## **Resumen**

*En los últimos años se han desarrollado un número creciente de estudios centrados en la competitividad y los sectores económicos. Uno de ellos es la competitividad turística, también conocida como competitividad de destino turístico o competitividad del destino. A pesar del creciente interés y número de estudios al respecto, poco se puede encontrar sobre competitividad turística utilizando métodos y técnicas bibliométricas. El objetivo de este trabajo es utilizar herramientas bibliométricas para examinar la evolución de la producción científica en materia de tema competitividad turística. La información de este artículo proviene de la base de datos de Web of Science. Los resultados muestran cuánto ha avanzado la investigación y qué tal influyente ha sido en la comunidad científica. Se recuperaron 1325 trabajos desde el año 1991 hasta el 2018. La información recuperada está ordenada y presentada por años, citas, autores, universidades, países, revistas y áreas de investigación.*

*Palabras clave: competitividad turística, competitividad de destino turístico, competitividad de destino, análisis bibliométrico.*

*Código JEL: L83, Z32, M10*

## **1. INTRODUCTION**

Tourism has continued to expand and diversify over the last six decades, becoming one of the world's largest and fastest growing economic sectors (World Tourism Organization [WTO], 2017). In its National Development Plan 2013-2018, the Mexican government indicated that tourism has the potential to create jobs, expand the markets in which small and medium-sized businesses operate, and preserve the country's natural and cultural resources. It is one of the most solid alternatives for achieving economic development and social well-being in nations all over the world, particularly in developing or underdeveloped countries (Sánchez, 2012).

Since the 1990's, competitiveness has been a central theme in tourism research. For

instance, Ritchie & Crouch (2003), created a theoretical and conceptual framework to understand how a tourist destination manages its competitiveness. The idea has changed from concentrating on tourist attractions to a more systematic strategic growth of the tourism industry; this transformation offers a range of benefits in competitiveness research (Kim, 2012). Tourism competitiveness is seen as a necessary and vital tool for transforming tourism into an economic development tool (Sánchez, 2012; Miguel et al., 2014; Pulido & Sánchez, 2010). Furthermore, it allows countries to retain their leading positions in tourism (Ibáñez, 2011) or, in some cases, achieve a competitive advantage (Leung & Baloglu, 2013).

Tourism competitiveness is described as a destination's ability to increase spending,

draw more tourists, and provide them with satisfying and memorable experiences, all while enhancing the well-being of the residents of destiny and preserving the natural resources of the destination for future generations (Ritchie & Crouch, 2003). Acerenza (2009) suggests a more concise concept of tourist competitiveness as a destination's ability to draw tourists. Recently, tourist competitiveness was described as a location's ability to maximize its attractiveness to both residents and non-residents, provide quality, innovative and attractive tourist services to consumers (for example, offer a good quality-price) and earn fees from the national market and the global scale, as well as ensure that tourism-related resources are used efficiently and sustainably (Dupeyras & MacCallum, 2013).

Tourist competitiveness is a construct in which a variety of tangible and intangible variables interact, although it is essentially the critical variables that have the greatest potential for competitive success or failure (Alonso, 2010), it is a concerted effort (by all organizations or institutions) to boost the tourism industry, resulting in increased tourism and job opportunities (Gandara et al., 2013). It is also a destination's ability to create, incorporate and provide tourist experiences, such as high-value-added goods and services that tourists value (Wei-Chiang, 2009). Tourist destinations' competitiveness influences their success in global markets; as a result, it is becoming a growing area of interest among tourism researchers, and it can attract and satisfy potential tourists' customers (Enright & Newton, 2004). Competitiveness has emerged as a paradigm for understanding differences in economic development between countries and regions

(López, 2008), a role that it also plays in the tourism sector.

As a research area, tourism competitiveness has seen a significant growth in recent years, particularly in the identification of the factors that influence it (Sánchez, 2012). In this regard, some of the works carried out around the world are those developed by Armernski et al. (2017) in Serbia, Andradres & Dimanche (2017) in Russia, Amaya et al. (2017) in Mexico, García & Siles (2015) in Spain, Decasper (2015) in Argentina, Cucculelli & Goffi (2016) in Italy, Castellanos et al. (2014) in Cuba, Leung & Baloglu (2013) in Asian countries, Bolaky (2011) in the Caribbean and Pascarella & Fontes (2010) in Brazil, just to name a few. Despite the significant amount of work on tourism competitiveness, there have only been a few studies where this issue has been analyzed using bibliometric indicators: Garrigos-Simon et al. (2019) who analyze the issue of quality and tourism, Duran – Sánchez et al. (2019) who address the topic of tourism innovation, Ninerola et al. (2019) who reviews tourism research on sustainability, Wu et al. (2019) who concentrate on inbound tourism in China, Ávila – Robinson et al. (2018) that examine destination management and marketing, Parra-López & Martínez-González (2018) who explore tourism research in island destinations, on the other hand, Omerzel (2016) discusses hotels and tourism innovation, while Estevao et al. (2019) conduct a bibliometric analysis of the concepts of tourism and competitiveness separately.

Based on the preceding, the aim of the study is to describe the scientific production on tourism competitiveness using a bibliometric analysis of data from the Web of Science (WoS). Bibliometric research is a

field that quantitatively studies bibliographic materials and provides valuable methods and techniques for describing and understanding the scientific process ((Broadus, 1987; Benavides et al., 2011). There are various approaches for classifying the material in a bibliometric analysis; the most common approaches use the total number of articles or the total number of citations; while the total number of articles reflects productivity, the total number of citations reflects the impact of the articles (Cancino et al., 2018). The most common application of bibliometric techniques in the literature is to provide a comprehensive general picture of the study (Valenzuela-Fernández et al., 2018).

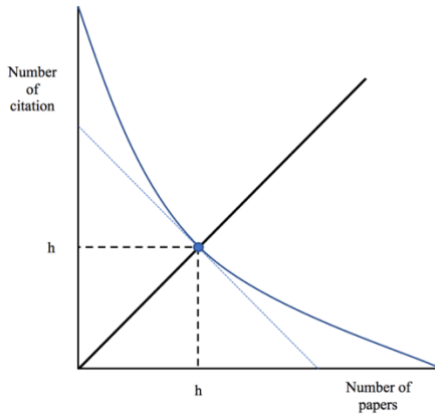
The current work is organized as follows: in the second section, the methodology used to carry out the study is presented, in which the search algorithm made up of three keywords and a period of time ranging from 1991 to 2018 is described; in the third section, the results are presented through the use of graphs and tables that contain the bibliometric indicators, making a description of them. You will find data such as Spain is the most productive country on the subject and England is the country with the greatest impact, as well as that the University of Las Palmas de Gran Canaria (Spain) is listed as the most productive university and the Polytechnic University of Hong Kong as the university with the greatest impact, furthermore, that the most productive author is Dwyer Larry, while the author with the most impact is Buhalis Dimitrios, finally, that the journal in which the most works on tourism competitiveness have been published is Tourism Management. The last section presents the conclusions of the study.

## 2. METHODOLOGY

This work compiles information available on the Web of Science (WoS). The WoS database is used due to the fact that it includes research from almost all known sciences, offers a citation index, and is recognized today as the most relevant database. To develop the search, three keywords were used: “touris \* competitiveness”, “destination competitiveness”, “touris \* destination competitiveness”; the OR connector was used between each search word. Results for 2019 were excluded as it was not a completed year. Documents classified as articles or reviews were selected.

The material available in the WoS as of September 2019 was used, so the results are cut to that moment and could change over time, specifically the number of citations that in effect modify the H index. The information is structured by years, research areas, journals, universities, countries and authors. Furthermore, other indicators were used to show a better representation of the articles in studies, such as the impact of the studies, expressed as TC/TE as proposed by Valenzuela-Fernández et al. (2018), value that corresponds to the ratio of the number of citations (TC) between the number of studies (TE), in other words, it represents the average of citations per study; the number of articles with a certain level of influence evaluated by a threshold of citations and finally the importance of a set of documents presented using the H index. The H index characterizes the scientific production of a researcher based on the number of articles published and the number of citations that these works have reached (Hirsch, 2005), represents the point where both numbers intersect as shown in Figure 1.

FIGURE 1. GRAPHIC REPRESENTATION OF INDEX H



Source: Hirsch (2005)

This study addresses the two basic categories of bibliometrics according to Callon et al. (1995): activity indicators and relationship indicators. Activity indicators provide data on the volume and impact of research activities, while relationship indicators provide data on the links and interactions between researchers and fields of knowledge. As relationship indicators, a co-word analysis is presented, a technique based on the analysis of co-occurrences of terms or keywords that provides us with information on the state of a discipline showing the relationships between the topics studied (Courtial, 1994; Bhattacharya & Basu, 1998); additionally, the analysis of co-authorship between authors and co-citation between authors and journals is presented.

In addition, an analysis of bibliographic data was carried out using the VOSviewer

software from the University of Leiden. The reason why it was decided to use this software is because it allows us to create, visualize and explore maps that represent bibliometric networks, connecting the elements in these networks through co-authorship, coincidence, citations, bibliographic coupling or co-citations links (Jan van Eck & Waltman, 2019).

The methodology proposed in this work follows the guidelines set by other relevant bibliometric articles such as those developed by Merigó et al. (2015, 2016, 2017) and Alfaro-García et al. (2018). The research design is of a documentary type when analyzes written information on the subject under study, descriptive since it reviews qualities and attributes of the analysis and longitudinal documents because it collects data from the same object over time (Bernal, 2010).

### 3. RESULTS

This section presents the main bibliometric results found in WoS during the month of September 2019 for the articles on tourism competitiveness. The first article on the subject dates from 1991, from that year until 2018, a total of 1,325 articles have been published, distributed in 1,275 articles and 50 reviews, which respectively represent 96.23% and 3.77% of the documents of this analysis, as shown in Table 1.

TABLE 1. DOCUMENT TYPES FOR ANALYSIS ON THE SUBJECT OF TOURISM COMPETITIVENESS

Document type	Total number of publications	Percentage
Article	1275	96.23%
Review	50	3.77%
Total	1325	100.00%

Source: Own elaboration based on a search carried out in the WoS database.

All these studies have received a total of 18,158 citations, which in proportion

corresponds to 13.70 citations per study. It is worth mentioning that an inspection of the

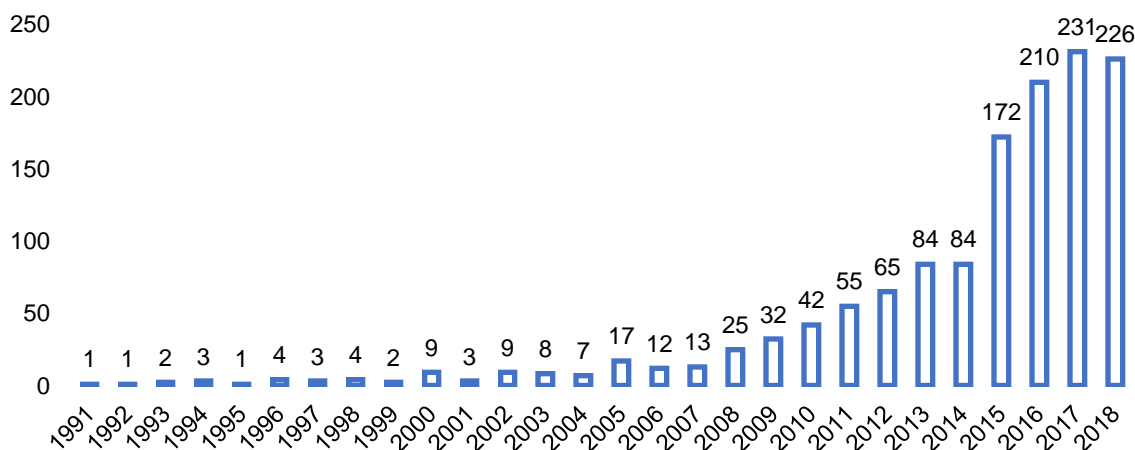
results was carried out in order to identify that they coincided with the topic.

### 3.1. Evolution of the number of annual publications on tourism competitiveness

Figure 2 shows the evolution of the number of publications on the subject of tourism competitiveness. It is observed that

the most productive year was 2017 with a total of 231 studies. Due to its annual growth with respect to the previous year, the following years stand out: 1993 with a growth of 100%, 1996 which growth was 300%, 2000 where a growth of 350% is observed, 2002 with 200%, 2005 with a growth percentage of 143% and finally 2015 with 105%.

FIGURE 2. EVOLUTION OF PUBLICATIONS ON THE TOPIC "TOURISM COMPETITIVENESS" BY YEAR



Source: Own elaboration based on a search carried out in the WoS database.

### 3.2. General citation structure

Table 2 shows the general structure of citations of the 1,325 tourism competitiveness studies. In this regard, we can see that only 30 articles (2.26% of the total) have received a number equal to or greater than 100 citations, 17 articles have received a number equal to or greater than 75 citations (1.28% of the total), 24 articles have received a number equal to or greater than 50 citations (1.81% of the total), 76 articles have received a number equal to or greater than 25 citations (5.74% with respect to the total) and finally the 1,178 remaining articles have received a number of less than 25 citations.

TABLE 2. GENERAL STRUCTURE OF CITATIONS FOR TOURISM COMPETITIVENESS ARTICLES

Number of citations	Total number of publications	Percentage
>=100	30	2.26%
>=75	17	1.28%
>=50	24	1.81%
>=25	76	5.74%
<25	1178	88.91%
Total	1325	100.00%

Source: Own elaboration based on a search carried out in the WoS database.

### 3.3. Most cited articles on the topic of tourism competitiveness

Table 3 presents the 25 most cited studies on the topic of tourist competitiveness; from the time they were published to the date the information cut-off was carried out in the

WoS. The most cited article is titled “An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model”, by the authors Yoon & Uysal (2005). The article in question was published in the *Tourism Management* journal, to the date it has a total of 1,050 citations and an average of 70 citations per year. This study analyzed tourist motivation, through variables such as drive and attraction motivations, satisfaction and loyalty to the destination, it concluded that in order to improve and maintain the competitiveness of the destination, a higher level of tourist satisfaction must be established to create a positive post-purchase tourist behavior.

The work entitled “Marketing the Competitive Destination of the Future” by the author Buhalis (2000) explains the concept of destination and presents various models for strategic marketing and destination management. The document explains, among other things, that taking advantage of technologies and the internet allows destinations to improve their competitiveness by increasing their visibility,

reducing costs and improving local cooperation. In the work entitled “Tourism, Competitiveness, and Societal Prosperity” by the authors Crouch & Ritchie (1999), the link between social prosperity and tourism is examined using a competitiveness framework, which describes a systematic approach to strengthening the capacity of a destination to compete effectively in the international market based on both theoretical and practical foundations.

Table 3 also shows that 15 of the 25 most cited articles were published in the *Tourism Management* journal and the authors Buhalis, D. & Dwyer, L. are present more than once in the ranking, with the articles “Marketing The Competitive Destination Of The Future”, Buhalis (2000), “Social Media In Tourism And Hospitality: A Literature Review”, Leung et al. (2013), “Strategic Use Of Information Technologies In The Tourism Industry”, Buhalis (1998), “The Price Competitiveness Of Travel Tourism: A Comparison Of 19 Destinations”, Dwyer et al. (2000) and “Tourism Economics Research: A Review And Assessment” by Song et al. (2012).

**TABLE 3. RANKING OF THE 25 MOST CITED STUDIES OF THE TOPIC “TOURISM COMPETITIVENESS”**

R	Title	Authors	TC	Journal	Year	CA
1	An examination of the effects of motivation and satisfaction on destination loyalty: a structural model	Yoon, Y. & Uysal, M.	1050	TM	2005	70.00
2	Marketing the competitive destination of the future	Buhalis, D.	990	TM	2000	49.50
3	Tourism, competitiveness, and societal prosperity	Crouch, G. L. & Ritchie, J. R. B.	579	JBR	1999	27.57
4	Tourism destination competitiveness: a quantitative approach	Enright, M. J. & Newton, J.	396	TM	2004	24.75
5	The destination product and its impact on traveller perceptions	Murphy, P., Pritchard, M. P. & Smith, B.	379	TM	2000	18.95
6	Repeaters' behavior at two distinct destinations	Kozak, M.	349	ATR	2001	18.37
7	Social media in tourism and hospitality: a literature review	Leung, D., Law, R., Van Hoof, H. & Buhalis, D.	330	JTTM	2013	47.14
8	Strategic use of information technologies in the tourism industry	Buhalis, D.	325	TM	1998	14.77

R	Title	Authors	TC	Journal	Year	CA
9	A model of destination branding: integrating the concepts of the branding and destination image	Qu, H., Kim, L. H. & Im, H. H.	290	TM	2011	32.22
10	Environmental management of a tourist destination - A factor of tourism competitiveness	Mihalic, T.	241	TM	2000	12.05
11	Destination competitiveness: an analysis of determinant attributes	Crouch, G. I.	201	JTR	2011	22.33
12	The price competitiveness of travel tourism: a comparison of 19 destinations	Dwyer, L., Forsyth, P. & Rao, P.	200	TM	2000	10.00
13	Tourism and economic development: a survey	Sinclair, M. T.	199	JDS	1998	9.05
14	Destination competitiveness - Applying different models, the case of Slovenia	Gomezelj, D. O. & Mihalic, T.	190	TM	2008	15.83
15	Tourism economics research: a review and assessment	Song, H., Dwyer, L., Li, G., <i>et al.</i>	165	ATR	2012	20.63
16	Destination marketing organizations and destination marketing: a narrative analysis of the literature	Pike, S. & Page, S. J.	164	TM	2014	27.33
17	The attractiveness and competitiveness of tourist destinations: a study of Southern Italian regions	Cracolici, M. F. & Nijkamp, P.	154	TM	2009	14.00
18	Doing good to do well? Corporate social responsibility reasons, practices and impacts in small and medium accommodation enterprises	Garay, L. & Font, X.	143	IJHM	2012	17.88
19	Climate change and the distribution of climate resources for tourism in North America	Scott, D., McBoyle, G. & Schwartzentruber, M.	136	CR	2004	8.50
20	Integrated quality management for tourist destinations: a European perspective on achieving competitiveness	Go, F. M. & Govers, R.	134	TM	2000	6.70
21	Tale of two cities 'collaborative tourism marketing: towards a theory of destination stakeholder assessment	d'Angella, F. & Go, F. M.	123	TM	2009	11.18
22	The length of stay in the demand for tourism	Alegre, J., & Pou, L.	118	TM	2006	8.43
23	Jockeying for position: What it means and why it matters to regional development policy when places compete	Malecki, E. J.	118	RS	2004	7.38
24	The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination - A case study	Komppula, R.	111	TM	2014	18.50
25	Patent statistic in the age of globalisation: new legal procedures, new analytical methods, new economic interpretation	Grupp, H., & Schmoch, U.	108	RP	1999	5.14

Source: Own elaboration based on a search carried out in the WoS database. Abbreviations: R, Ranking; TC, Total number of citations; CA, Average citations per year; TM, Tourism Management; JBR, Journal of Business Research; ATR, Annals of Tourism Research; JTTM, Journal of Travel & Tourism Marketing; JTR, Journal of Travel Research; JDS, Journal of Development Studies; IJHM, International Journal of Hospitality Management; CR, Climate research; RS, Regional Studies; RP, Research Policy.

### 3.4. Main authors in research on tourism competitiveness

Table 4 presents a list of the 25 authors with the highest number of articles on the topic of tourism competitiveness. The author with the largest number of articles on the subject is Dwyer Larry, whose studies have a

total of 527 citations to the date of this study, with an impact of 40.54. In the ranking, it is followed by Mihalic Tanja in second position with 11 articles and Buhalis Dimitrios in third position with 10 studies. Table 4 also shows that the author Buhalis Dimitrios is the author with the greatest impact on the subject, 182.70, which arises from his 10



studies and a total of 1,827 citations from those studies. In this regard, he is followed by the author Kozak Metin with a hit of 62.71 and Mihalic Tanja with a hit of 52.18. Regarding the H index, Dwyer Larry and Mihalic Tanja stand out with a value of 8 in this indicator, meaning that 8 represents the number in which the number of publications

intersect and the number of citations of said publications presented at the time of the publication of the present analysis; in second position is Buhalis Dimitrios with an H index of 7 and in third position are Alonso-Almeida María del Mar and Kozak Metin, both authors with an H index of 4.

TABLE 4. RANKING OF THE 25 MOST PRODUCTIVE AUTHORS ON THE TOPIC "TOURISM COMPETITIVENESS"

R	Author	U	C	TCI				GI			
				TP	TC	TC/TP	H	TP	TC	TC/TP	H
1	Dwyer L.	U. of New South Wales	AUS	13	527	40.5	8	257	5576	21.7	39
2	Mihalic, T.	U. of Ljubljana	SVN	11	574	52.2	8	37	759	20.5	10
3	Buhalis, D.	U. of Bournemouth	GBR	10	1827	182.7	7	89	5244	58.9	29
4	Alonso-Almeida, M. D.	Autonomous U. of Madrid	ESP	7	48	6.9	4	57	973	17.1	18
5	Kozak, M.	U. Dokuz Eylul	TUR	7	439	62.7	4	80	3377	42.2	17
6	Rodriguez-Diaz, M.	U. of Las Palmas de Gran Canaria	ESP	7	53	7.6	2	13	94	7.2	4
7	Claver-Cortes, E.	U. of Alicante	ESP	6	192	32.0	5	55	1605	29.2	21
8	Croes, R.	U. of Central Florida	USA	6	131	21.9	4	36	725	20.1	14
9	Fernandes, J. L.	U. of Coimbra	PRT	6	1	0.2	1	31	39	1.3	3
10	Medina-Munoz, D. R.	U. of Las Palmas de Gran Canaria	ESP	6	52	8.7	5	15	262	17.5	8
11	Medina-Munoz, R. D.	U. of Las Palmas de Gran Canaria	ESP	6	52	8.7	5	12	152	12.7	8
12	Pulido-Fernández, J. I.	U. of Jaén	ESP	6	124	20.7	4	35	266	7.6	8
13	Ramon-Rodriguez, A. B.	U. of Alicante	ESP	6	38	6.3	3	24	174	7.3	7
14	Armenski, T.	U. of Novi Sad	SER	5	31	6.2	3	22	114	5.2	7
15	Camison, C.	U. of Valencia	ESP	5	59	11.8	3	30	968	32.3	15
16	Chim-Miki, A. F.	Federal U. of Campina Grande	BRA	5	8	1.6	1	11	20	1.8	3
17	Cooper, C.	U. of Oxford	GBR	5	125	25.0	4	30	632	21.1	9
18	Cvelbar, L. K.	U. of Ljubljana	SVN	5	106	21.2	4	24	318	13.3	11
19	Decastro, F. V.	U. of Coimbra	PRT	5	1	0.2	1	7	115	16.4	1
20	Estevas, C.	Polytechnic Institute of Castelo Branco	PRT	5	11	2.2	1	9	16	1.8	1
21	Forsyth, P.	U. of Monash	AUS	5	249	49.8	4	95	1310	13.8	16
22	Gama, R.	U. of Coimbra	PRT	5	1	0.2	1	7	3	0.4	1
23	Hallmann, K.	German Sport U. Cologne	DEU	5	83	16.6	4	35	408	11.7	12
24	Kubickova, M.	U. of South Carolina	USA	5	51	10.2	3	12	65	5.4	4
25	Marco-Lajara, B.	U. of Alicante	ESP	5	70	14.0	4	27	174	6.4	8

Source: Own elaboration based on a search carried out in the WoS database. Abbreviations: U, University; C, Country; TCI, Tourism Competitiveness Indicators; GI, General indicators; TP, Total number of publications; TC, Total number of citations; H, H-Index; AUS, Australia; SVN, Slovenia; GBR, United Kingdom; ESP, Spain; TUR, Turkey; USA, United States; PRT, Portugal; DEU, Germany; SER, Serbia; BRA, Brazil. Note 1. Nijkamp, P.; Perles-Ribes, J. F.; Saayman, M.; Ubeda-Garcia, M. y Uysal M. are also found with 5 published studies on the subject. Note 2. University refers to the affiliation of the author according to the most recent study published on the subject of analysis.

It is concluded that the two most important authors on the topic of tourism competitiveness are Dwyer Larry from the University of New South Wales in Australia

and Mihalic Tanja from the University of Ljubljana in Slovenia, based on the fact that both authors present an H index of 8. For such a decision, the H index is taken as an

indicator, as we remember such value is obtained from the number of publications and the number of citations that the publications have received.

### 3.5. *Leading institutions in tourism competitiveness research.*

Universities are important knowledge management agents (Valenzuela-Fernández,

et al., 2018). Table 5 shows the 25 most productive and influential universities in terms of tourism competitiveness, ordered by the number of studies in each one. Data is presented on the country to which the university belongs, the number of citations, H-index, average of citations per study and the citation of the works at a threshold of 100, 75, 50 and 25 respectively.

**TABLE 5. RANKING OF THE 25 MOST PRODUCTIVE UNIVERSITIES ON THE TOPIC "TOURISM COMPETITIVENESS"**

R	University	TP	Country	TC	H	TC/TP	>=100	>=75	>=50	>=25
1	U. of Las Palmas de Gran Canaria	30	Spain	234	8	7.80	0	0	0	2
2	U. of Alicante	26	Spain	314	10	12.08	0	1	0	4
3	Hong Kong Polytechnic U.	22	China	882	11	40.09	2	1	2	1
4	U. of Novi Sad	20	Serbia	77	5	3.85	0	0	0	0
5	State U. System of Florida	19	USA	363	7	19.11	1	1	1	1
6	U. of the Balearic Islands	18	Spain	414	10	23.00	1	0	0	4
7	Autonomous U. of Madrid	17	Spain	70	6	4.12	0	0	0	0
8	U. of Coimbra	16	Portugal	7	1	0.44	0	0	0	0
9	U. of Ljubljana	16	Slovenia	607	8	37.94	2	0	1	0
10	U. of Valencia	16	Spain	118	6	7.38	0	0	1	0
11	U. of New South Wales Sydney	15	Australia	405	8	27.00	1	0	2	0
12	U. of Barcelona	14	Spain	113	6	8.07	0	0	0	1
13	U. of Central Florida	14	USA	339	6	24.21	1	1	1	1
14	U. of Griffith	13	Australia	154	6	11.85	0	0	0	2
15	U. of Malaga	13	Spain	277	8	21.31	1	1	0	0
16	U. of Zagreb	13	Croatia	44	4	3.38	0	0	0	0
17	U. of la Laguna	12	Spain	11	2	0.92	0	0	0	0
18	U. of Bournemouth	11	England	610	7	55.45	2	0	0	1
19	U. of Extremadura	11	Spain	169	7	15.36	0	0	0	3
20	U. of Johannesburg	11	South Africa	104	6	9.45	0	0	0	1
21	U. of Rijeka	11	Croatia	21	2	1.91	0	0	0	0
22	U. of Surrey	11	England	396	6	36.00	2	0	0	3
23	U. of Algarve	10	Portugal	31	2	3.10	0	0	0	0
24	U. of South Carolina Columbia	10	USA	116	5	11.60	0	0	1	0
25	U. of South Carolina System	10	USA	116	5	11.60	0	0	1	0

Source: Own elaboration based on a search carried out in the WoS database. Abbreviations: U, University; TP, Total number of publications; TC, Total number of citations; H, H-Index.

The University of Las Palmas de Gran Canaria leads the ranking, by contributing with 30 studies on the subject of tourist competitiveness; its studies have accumulated 234 citations so far, with an average of 7.80 citations per study. In terms of citations, the Hong Kong Polytechnic University stands out with 882 citations of its 22 studies and an average of citations per study of 40.09. An H index of 11, the highest in the ranking, which means that 11 of its works on the subject of

tourist competitiveness have reached at least 11 quotes. For its part, Bournemouth University is positioned as the university with the highest average of citations per study, 55.45, achieved from the 610 citations that its 11 published works have accumulated. Of the 25 most productive universities that top the ranking, 9 are universities located in Spain. As a whole, they account for 11.85% of publications on tourism competitiveness.

3.6. *Main countries that address research on tourism competitiveness*

The topic of tourism competitiveness has been addressed in different countries. Table 6 presents the 25 most productive countries. Please note that the country is considered as the author's affiliation at the time of publication of the study. The indicators presented are similar to those shown in the author and university analysis. The country that has produced the largest number of articles on the topic of tourism competitiveness is Spain with 239 works, with a total of 2,377 citations to date and an

average of 9.95 citations per publication. Regarding the number of citations, the United States is the country that tops the list with 3,752 obtained in the 125 published, thus obtaining an average of citations per study of 30.02. For its part, Canada is positioned as the country with the highest average of citations per study, 54.79 from the 1589 citations obtained in its 29 research papers. Based on the H index, Spain and England are in the first position with an indicator of 26, which means that 26 of their works on the subject of tourism competitiveness have reached a minimum of 26 citations.

TABLE 6. RANKING OF THE 25 MOST PRODUCTIVE COUNTRIES ON THE TOPIC OF "TOURISM COMPETITIVENESS"

R	Country	TP	TC	H	TC/TP	>=100	>=75	>=50	>=25
1	Spain	239	2377	26	9.95	3	2	1	21
2	USA	125	3752	24	30.02	6	4	2	12
3	Italy	89	1449	21	16.28	3	1	6	7
4	England	85	3727	26	43.85	10	1	4	11
5	Australia	82	2912	22	35.51	6	3	5	6
6	China	77	1690	17	21.95	4	1	2	4
7	Portugal	74	266	7	3.59	0	1	0	1
8	Taiwan	51	422	11	8.27	0	0	1	4
9	Croatia	47	145	7	3.09	0	0	0	1
10	Brazil	45	33	3	0.73	0	0	0	0
11	Mexico	37	48	3	1.30	0	0	0	1
12	South Korea	33	1600	10	48.48	2	0	0	3
13	Germany	30	486	10	16.20	1	1	1	3
14	Russian Federation	30	47	4	1.57	0	0	0	0
15	Canada	29	1589	13	54.79	3	2	1	3
16	Serbia	29	94	5	3.24	0	0	0	0
17	South Africa	28	266	9	9.50	0	0	1	1
18	Turkey	28	716	8	25.57	1	2	1	1
19	Slovenia	25	709	11	28.36	2	0	2	0
20	Romania	24	67	5	2.79	0	0	0	0
21	France	21	184	7	8.76	0	1	0	1
22	Netherlands	21	648	10	30.86	3	0	1	2
23	Austria	18	209	7	11.61	0	0	0	4
24	Colombia	18	18	2	1.00	0	0	0	0
25	Greece	18	137	6	7.61	0	0	0	1

Source: Own elaboration based on a search carried out in the WoS database. Abbreviations: TP, Total number of publications; TC, Total number of citations; H, H-Index. Note: India and Malaysia are also located with 18 publications.

According to international tourism rankings, in the last 3 years, the United States and Spain have led the first and second position respectively in terms of tourism income (WTO, 2019) and have disputed the second and third position in terms of number

of tourist arrivals, only after France who tops such list. These data may be one of the reasons why both countries have given special importance to research on the subject of tourism. In Spain, in particular, tourism is

one of the most relevant economic activities in its economy (Cuadrado & López, 2015).

### 3.7. Main journals that publish on tourism competitiveness

Table 7 lists the 25 journals that have published the most articles on tourism competitiveness as well as the journal's impact factor as of 2018. It should be noted that journals in the ESCI (Emerging Source Citation Index) do not receive an impact factor or influence score from the article. The journal that tops the list for having 84 studies on the subject of study is *Tourism Management*, with an impact factor of 6,012,

the highest of the journals presented in the analysis, in addition to presenting an H index of 167. This data is also the highest of the journals shown in Table 7. Regarding the total of publications, the top is held by *Sustainability Journal* with 10,522, of which only 29 publications are about tourism competitiveness. Regarding the total of quotations, *Tourism Management* appears at the top with 150,651 accumulated citations of its 3,584 publications. In this way, *Tourism Management* also presents the greatest influence with a value of 42,034 and with a total of 50,801 studies that have cited it.

TABLE 7. RANKING OF THE TOP 25 JOURNALS IN WHICH TOURISM COMPETITIVENESS PAPERS HAVE BEEN PUBLISHED

R	Journal	TPTC	IF 2018	TP	H	TC	TC/TP	EC	IF5	AIS
1	TM	84	6.012	3,584	167	150,651	42.034	50,801	7.581	1.028
2	TE	50	1.098	868	31	7,099	8.179	4,068	1.246	0.18
3	CIT	30	3.395	747	44	10,954	14.664	7,803	4.15	0.553
4	SUS	29	2.592	10,522	57	59,649	5.669	44,999	2.801	0.335
5	JDMM	27	3.8	306	29	3,945	12.892	2,732	4.675	0.517
6	JTR	26	5.338	636	75	22,353	35.146	11,972	6.331	0.975
7	IJTR	25	2.278	609	49	10,925	17.939	7,794	3.36	0.457
8	ATR	20	5.493	3,356	160	121,547	36.218	38,880	6.569	1.059
9	INV	20	ESCI	799	8	250	0.313	240	ESCI	ESCI
10	TCDC	20	ESCI	NA	NA	NA	NA	NA	ESCI	ESCI
11	TuCDC	20	ESCI	22	1	4	0.182	4	ESCI	ESCI
12	PASOS	19	ESCI	345	6	242	0.701	199	ESCI	ESCI
13	WHTT	17	ESCI	265	8	464	1.751	359	ESCI	ESCI
14	IJCHM	14	3.957	958	53	15,614	16.299	8,419	4.531	0.516
15	JTTM	14	2.988	746	47	11,740	15.737	7,242	3.533	0.454
16	APJTR	13	1.444	608	26	4,783	7.867	3,563	1.872	0.246
17	RDVTH	13	ESCI	17	3	50	2.941	43	ESCI	ESCI
18	ATS	11	ESCI	95	2	17	0.179	15	ESCI	ESCI
19	CT	10	ESCI	177	5	144	0.814	135	ESCI	ESCI
20	IJHM	10	ESCI	1,361	86	38,575	28.343	17,873	5.47	0.715
21	JST	10	3.4	886	66	20,525	23.166	9,925	4.265	0.581
22	IT	9	ESCI	85	3	36	0.424	35	ESCI	ESCI
23	SJHT	9	2.508	357	30	4,569	12.798	3,111	2.58	0.303
24	AE	8	1.238	823	21	3,230	3.925	2,219	0.89	0.06
25	EM	8	ESCI	60	2	12	0.200	12	ESCI	ESCI

Source: Own elaboration based on a search carried out in the WoS database. Abbreviations: R, Ranking; TPTC, Total number of publications on Tourism Competitiveness; IF, Impact factor; TP, Total number of publications; H, H-Index; TC, Total number of citations; EC, Total number of studies that citation the journal; IF5, Impact factor last fact years; AIS, Article Influence Score; ESCI, Emerging Sources Citation Index; TM, Tourism Management; TE, Tourism Economics; CIT, Current Issues in Tourism; SUS, Sustainability; JDMM, Journal of Destination Marketing & Management; JTR, Journal of Travel Research; IJTR, International Journal of Tourism Research; ATR, Annals of Tourism Research; INV, Investigacao; TCDC, Tourism Culture Destinations and

Competitiveness; TuCDC, Turismo e Cultura Destinos e Competitividade; PASOS, Pasos Revista de Turismo y Patrimonio Cultural; WHTT, Worldwide Hospitality and Tourism Themes; IJCHM, International Journal of Contemporary Hospitality Management; JTMM, Journal of Travel & Tourism Marketing; APJTR, Asia Pacific Journal of Tourism Research; RDVTH, Rosa Dos Ventos Turismo e Hospitalidade; ATS, Anuario Turismo y Sociedad; CT, Cuadernos de Turismo; IJHM, International Journal of Hospitality Management; JST, Journal of Sustainable Tourism; IT, Investigaciones Turísticas; SJHT, Scandinavian Journal of Hospitality and Tourism; AE, Amfiteatru Economic; EM, Esic Market; NA, Not available. Note: Impact factor was obtained of Journal Citation Reports 2019 of Web of Science Group.

**3.8. Main research areas in which tourism competitiveness is published**

Table 8 shows the 25 main research areas in which the subject of this analysis is being worked on. The area that tops the list is Social Sciences with 664 publications. It is worth noting that a study can fall into more than one research area, thus, when the number of publications per research area is added together, the total number of studies presented at the outset may exceed the number of studies presented at the beginning.

Tourism as an economic activity that corresponds to the service sector and as a profession it has been contextualized within the economic-administrative sciences mainly, but as a research topic it has been approached by areas such as agriculture, computer science, mathematics, geology, and architecture, just to mention some of those that are observed in Table 8. In this way, it is possible to understand that tourism competitiveness as topic of research can be studied from different areas of knowledge .

**TABLE 8. RANKING OF THE 25 MAIN RESEARCH AREAS FOR THE TOPIC “TOURISM COMPETITIVENESS”.**

R	Research areas	Total number of publications
1	Social Sciences Other Topics	664
2	Business Economics	497
3	Environmental Sciences Ecology	198
4	Geography	78
5	Science Technology Other Topics	68
6	Engineering	39
7	Sociology	37
8	Transportation	36
9	Agriculture	34
10	Public Administration	34
11	Computer Science	32
12	Urban Studies	28
13	Educational Research	18
14	Government Law	15
15	Area Studies	14
16	International Relations	12
17	Development Studies	10
18	Mathematics	10
19	Food Science Technology	9
20	Operations Research Management Science	9
21	Arts Humanities Other Topics	8
22	Geology	8
23	Biodiversity Conservation	7
24	Physical Geography	7
25	Architecture	6

Source: Own elaboration based on a search carried out in the WoS database. Abbreviations: R, Ranking.









published, it is observed that there is a growing interest in tourism competitiveness as a field of study. The last three years have been the most productive in the matter, 2016 with 210 studies, 2017 with 231 studies and 2018 with 226 studies. 2.26% of the analysis documents have received a number equal to or greater than 100 citations.

The main research area in which the topic of tourism competitiveness has been addressed is the area of social sciences. Spain is the most productive country on the subject and England is the country with the greatest impact; both countries presented an H index of 26 at the time of this study. Regarding universities, the University of Las Palmas de Gran Canaria (Spain) is present as the most productive university and the Polytechnic University of Hong Kong is present as the university with the greatest impact, as well as having the highest H index from the table; please observe these in the ranking of the 25 main universities, 9 of them are Spanish universities, in this way it is concluded that tourism in Spain, in addition to being one of the most relevant activities of its economy, is also a line of research.

The most productive author is Dwyer Larry from the University of New Wales in Australia, while the author with the greatest impact is Buhalis Dimitrios from Bournemouth University in England, it is also worth noting that Dwyer Larry stands out as the main author in the analysis of co-authorship and co-citation, demonstrating its relevance in the subject. Other authors who stand out for their contributions to research on tourism competitiveness are: Mihalic Tanja, Buhalis Dimitrios, Kozak Metin and Alonso-Almeida María del Mar. Tourism management is the journal that has published the most works on tourism competitiveness,

has the highest impact factor and H index, and stands out in the analysis of co-citation between journals with the highest number of relationships between citations, so it can be said that is the journal that currently has the greatest influence on the issue of competitiveness tour.

This work seeks to show a broad panorama of the topic of tourist competitiveness focused on knowing who publishes and where they publish about such research area. Among the limitations found, the first is to focus the search efforts on a single database, in addition to focusing on a single group of bibliometric indicators. For this purpose, future research is sought by adding other scientific databases and delving into each one of them, the forms and modalities of tourism; in addition to extending longitudinal studies to the number of publications by journals, countries, universities, authors and research areas.

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