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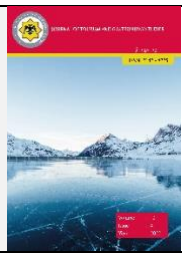

Development of Studies on Tourism Guidance and Technology from Past to Present: A Bibliometric Analysis with Visual Mapping Technique

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Abstract

The current study aims to identify international publications on tourism guidance and technology from the past to the present, examine them with various parameters, and reveal their bibliometric profile. For this purpose, the Scopus database was scanned using the title, abstract, and keywords tabs on 5 October 2022. Scanning keywords were "tourism guidance," "tourism guiding," "tourist guide," "tour guide," and "technology." The VOSviewer software program was used for the bibliometric analysis of the scientific publications and the visual demonstration of the results. After scanning, 332 scientific publications were reached, usually written as conference papers in English. Although most publications were from China, Lancaster University appeared as the most productive institution. Most publications on tourism guidance and technology were in the computer, engineering, and social sciences fields. The word "augmented reality" emerged as the most frequently used keyword with the highest correlational strength. The most collaborative and strongly connected author on tourism guidance and technology was "Kim, S." while the most cited author was "Cheverst, K." with 820 citations. England was the most collaborative, strongly connected, and cited country, with 1430 citations. These results will probably be able to reveal the development process of the relevant subject in detail.

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