

RESEARCH ARTICLE

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Global Trends of Gender Studies in Tourism: a Bibliometric Analysis Using Scopus Database

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Abstract

Different articles on gender studies in tourism were retrieved using Scopus, one of the most popular databases. The research articles are considered between 2003 and 2022. Scopus analyzer is used to get analysis results such as documents by year, source, country, etc. VOSviewer Version 1.6.17 is used to analyse different units such as co-authorship, co-occurrences, citation analysis, etc. Statistical analysis and network analysis show the maximum number of articles published in 2020 and 2022, with the United States contributing the most significant number of documents. The results also show that the number of publications was minimal in the first ten years, and the growth was uneven. Still, in the following ten years, the number of published articles gradually increased, especially in 2019, when the number of publications increased significantly. Researchers from the USA, UK and Australia publish nearly 40% of all articles worldwide, ahead of 48 other countries and territories. At the same time, the top three most productive universities from each of the top 10 countries belong to the three countries mentioned above. Gender research in tourism has been studied at the initiative of scientists from democratically developed English-speaking countries and some Western countries, and it can be said that mass interest has only been awakened since the IV World Women's Conference held in 2019. Network analysis of different parameters indicates that there is a lot of scope to contribute to further research in terms of Women's Status, Empowerment and Sustainability.

Keywords: Economy, Tourism, Business, Gender Studies, Bibliometric Analysis, Author Keyword, Co-occurrences, Co-authorship, VOSviewer

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1. INTRODUCTION

The concept of gender appeared in the second wave of Western feminism (1963-1980). To emphasize the role of social culture in gender, feminists of that time proposed to distinguish between genders, concluding that people have two genders: one is biological gender, and the other is social gender, that is, genders created by society and culture. The formulation of this theory not only interprets the meaning of the concepts of masculinity and femininity with the limited differences represented by physiological sexes but also transforms the relations between the sexes into their social hierarchy and power relations.

The integration of gender theory in the tourism study began in the 70s of the 20th century. Feminist tourism scholars have tried to criticise society for protecting women, a socially weak and marginalised group. The content of the study includes the impact of tourism on the social culture of the host country, crime and social problems caused by tourism and many other aspects. In the mid-90s of the 20th century, with the deepening of feminist academic research and the convening of the IV World Conference on Women, gender research in tourism also peaked.

Currently, gender issues have become one of the relevant topics in tourism research. The basis of tourism development is a gendered society consisting of representatives of both sexes. The development of tourism and the development of activities related to tourism include gender relations. The variability and complexity of gender relations directly affect the sustainable growth of tourism. Studying tourism issues from the gender perspective has significant theoretical and practical value. Therefore, it attracts more and more attention from scientists.

In the past 40 years, with the rapid development of the feminist movement and academia worldwide, significant changes have occurred in gender studies from the discipline system to the academic theory. To accomplish growth and sustainable development, gender equality and women's empowerment are essential, as without them, half of humankind would be deprived of rights and opportunities. Gender equality is the fifth priority aim in the Sustainable Development Goals (SDGs, 2015), which the United Nations (UN) has identified as a crucial issue for growth and development. Tourism studies in marketing, human resources, entrepreneurship, development, planning, and many other fields have been becoming more and more interested in applying a gender perspective recently (Figueroa-Domecq et al., 2015; Pritchard & Morgan, 2017; Mooney, 2020; Figueroa-Domecq et al., 2020; Alarcón & Cole, 2019; Segovia-Pérez et al., 2019; Costa et al., 2017). It is also shown that there is much room for growth and advancement in this field of study (Tribe, 2006; Chambers et al., 2017). Additionally, as the World Tourism Organization for the UN has noted (2011, 2019), the intersection of gender and tourism is a field that necessitates a deeper comprehension of the relationship between the participation of a wide range of social actors, including researchers, entrepreneurs, employees, tourists, public administration, Non-Governmental Organizations, etc. (Chambers et al., 2017).

The implementation of a gender approach in the evaluation of tourism has shown notable differences between men and women for an extensive set of issues (e.g. employment, entrepreneurship and demand). Often, as a result of social stereotypes roles and the social construction of gender this difference turns into a disadvantage for the latter, and higher vulnerability. Consequently, tourism research helps with the identification, understanding and dissemination needed to reduce gender inequality. Even though gender studies in this industry are increasingly relevant tourism (Figueroa-Domecq et al., 2020) as a research area has been developed in parallel with feminist and gender studies, and they rarely intersect or crossover in a sustained or significant way (Pritchard, 2018; Ferguson & Alarcon, 2015). This lack of critical thinking and the resulting failure of many researchers to fully incorporate gender in the evaluation of the tourist experience, has often led to partial and superficial conclusions. For this reason, it is necessary to broaden and deepen gender research in tourism applying a true feminist perspective.

Therefore, the aim of this article is to attract more notice from scholars to conduct in-depth research on gender issues in the tourism industry by evaluating the trends of gender studies in tourism globally.

2. LITERATURE REVIEW

In the sociological study of tourism, gender has always been a critical frontier issue. Since the 1980s, studies on gender equality in tourism have generally been debated and made more widely known (Kabil et al., 2022). The initial research examined the gender persistence in tourist destinations, as well as gendered differences in tourism perceptions at various levels of development, and examination of power dynamics that lead to gender disparities (Boley et al., 2017; Figueroa-Domecq & Segovia-Perez, 2020). In general, since the 1990s, which is considered a turning point in the gender and tourism literature, tourism research has been discussed from a gender perspective and become famous. At this time, Kinnaird and Hall (1994) established the triple pillars, which are essential for comprehending the connection between gender and tourism. The first pillar chosen for tourism-related activities is based on social interactions that are gendered, complicated, and diverse. The second pillar focused on the influence of politics, economics, culture, society, and the environment on gender relations. The final one is based on the ideas of gender equality and disparity as well as variety in age, class, and religion. These pillars have created a platform for four critical dimensions in the field of tourism research: the gendered traveller, the gendered host, the gendered marketer, and the gendered tourism landscape (Figueroa-Domecq & Segovia-Perez, 2020).

This study area had grown by the 2000s thanks to studies on gendered employment, gender and sex tourism, and gender and sustainability (Pritchard & Morgan, 2000). International organizations substantially impact the existing scholarly literature regarding development trends for the interaction between gender and tourism. The United Nations (UN), the World Tourism Organization (UNWTO) and the International Labor Organization (ILO) play a key role in raising awareness of gender equality in the tourism sector through the following three key documents: the 2030 Agenda for Sustainable Development (UN, 2015), the Global Report of Women in Tourism (UNWTO, 2010), and the International Perspectives on Women and Work in Hotels, Catering, and Tourism (ILO, 2013), respectively. Due to the growing interest in the gender perspective in the tourist industry among international organizations and scholars, there is a need for a thorough review of how to approach this area of study (Kabil et al., 2022).

The relationship between the two fundamental components, "people and place", is the social phenomenon known as tourism (Mansvelt, 1998). From a "people" standpoint, tourism seems to be a demographic and psychological field in which the actions and social stereotypes of the traveller are essential factors that might influence the entire aspect of tourism (Holden, 2005). Men and women, in terms of demographics, contribute differently to the tourist industry and its various aspects, including employment, marketing, resource management, tourism development and planning, and academic research in the tourism industry (Kabil et al., 2022). Women and the tourism business have a mutually beneficial partnership that benefits both sides. From one perspective, tourism helps women's lives by creating job opportunities, assisting with participation in the labor market, and promoting general well-being, good health, and self-affirmation (Abou-Shouk et al., 2021). On the other hand, women make the tourism industry more robust and resilient. An essential prerequisite for sustainable tourism development is gender equality in the distribution of tourism's economic resources.

Women's critical role in various sub-sectors of the tourism industry can easily be demonstrated numerically. In general, 54% of workers in the tourism sector are female (UNWTO, 2010). In certain nations, including Thailand, Panama, and countries in Latin America, tourism employs

almost twice as many women as other economic sectors (Kabil et al., 2022). The International Labour Organization (ILO) estimates that women comprise 60–70% of the workforce in the hotel and travel industries (Organization, 2010). In addition, women are more likely to work for themselves in the tourism industry than in the general economy in many nations, mainly Europe. Furthermore, a study of the hosts on accommodation platforms revealed one of the more intriguing data that illustrates the promising role of women in the hostel industry. For instance, more than a million (or 59%) of Airbnb's hosts are women (World Bank, 2017). These numbers and other facts emphasize and clarify women's value in the tourist industry.

Women's participation in leadership is measured by indicators such as their employment in the labor market, education, the wage gap, and participation in parliament (Kireyeva et al., 2021). The Republic of Kazakhstan strongly emphasises gender equality as it develops because it is the cornerstone of the nation's economic and social progress (Mukhamadiyeva et al., 2019). However, the growth of female entrepreneurship occurs while maintaining their insignificance in terms of turnover and number of employees (Satpayeva et al., 2020). Although international ratings confirm that Kazakhstan is a leader in Central Asia in eliminating the causes of gender inequality, there are still significant gender differences in key areas (Khamzina et al., 2020). Women's entrepreneurship drives tourism in resource-scarce destinations, but little is known about why local women enter business and what determines their success during times of crisis (Filimonau et al., 2022). The division of labor in Kazakh society remains traditional and strongly gendered. However, tourism has changed the division of labor between couples to some extent (Talinbayi et al., 2019).

All the different scientific fields have tended to achieve the SDGs since the United Nations declared them in 2015, and one of the most prominent of these was tourism. Goal No. 5 of the SDGs was "Gender Equality", which opened the door for developing various gender-related research projects in the tourist industry (UN, 2015). Gender equality is a crucial sign of sustainable tourism, where the sustainability of tourism is improved by enhancing women's situations (Alarcón & Cole, 2019). At the same time, the condition of women is gradually improving thanks to the tourism sector (Cohen & Cohen, 2019; Rinaldi & Salerno, 2020). Significant attention has been given to how tourism might improve women's employment and income to advance gender equality (Ferguson, 2011). However, research and education on gender equality in tourism is still fundamental. The SDGs' fifth goal, which relates to women's empowerment, is divided into several sub-goals that aim to promote gender equality. These sub-goals included community and civil society involvement, employment, entrepreneurship, education and training, leadership, decision-making, etc.

Therefore, this article aims to analyze the global research trends in gender tourism using publication outputs, co-authorships between authors and affiliated countries, and co-occurrences of author keywords. and presents the necessary main concepts for applying a gender perspective in tourism research. The evolution in feminist paradigms supports this, as well as the new potential research methods and the project's design from a gender perspective. This conceptual framework aims to provide a theoretical framework that enhances the development of gender research in tourism.

3. METHODOLOGY

Based on the results of the academic literature database, bibliometric analysis study is a mechanistic way to comprehend the global research trends in a certain field. Exploring the significant analytical contributions of academic research and relationships is made possible by bibliometric methods. Thus, the method has assisted in the conceptual growth of various scientific disciplines (Di Stefano et al., 2010). This method distinguishes bibliometric analysis papers from

review papers, which are primarily meant to address the most recent advancements, difficulties, and potential future directions of a particular issue (Khudzari et al., 2018).

3.1. Data source and search strategy

There are many popular databases worldwide, such as Scopus, web of science, google scholar, Scimago etc. These databases are having a very wide range of publications. Out of these Scopus- the most popular and one of the largest databases, is used for the analysis. We found a total of 566 publication results using the keywords ("gender and tourism") used in the initial search. There is no any restriction on country, language etc. Each publication has the information such as author, country, citations, documents, sources etc. After appropriate screening, this information is used for analysis (see Figure 1).

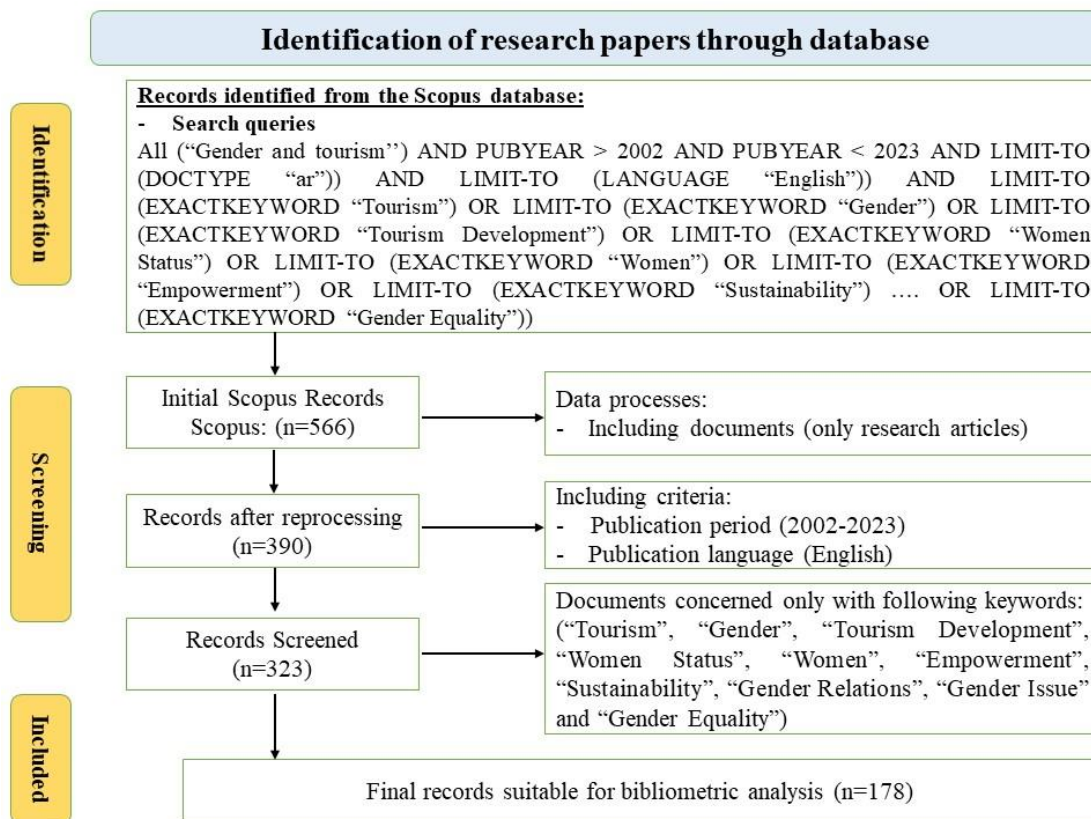


FIGURE 1. Gender tourism diagram for data collection and refinements

Note: compiled by authors

Collection of data for conducting bibliometric analysis went through three main stages. The first step is to select the optimal database that matches our research area and goals. Consequently, Scopus was chosen as the main database to obtain the required data set to be studied through bibliometric analysis. The selection of Scopus was based on several reasons, such as: (i) it contains a wide range of published articles, (ii) it includes journals and publications with a higher index than other databases (e.g. Google Scholar) and (iii) it is more efficient for metric analysis,

because it offers complete information of all bibliometric analysis units such as authors, sources and citations (Pranckutė, 2021).

The second step is identifying academic works according to the research objective and scientific direction. From January 10, 2023, the authors of this study initially selected 566 published research papers from the Scopus core collection using the search queries shown in Figure 2. In the first screening step, we excluded improper publications for criteria such as books, book chapters, conference papers and reviews within the found publication to include only research articles. As a result, 390 articles were selected. These articles were then refined by publication period (last 20 years) and document language (only English), resulting in 323 articles. These notes have undergone extensive research by the authors based on word processing. The first stage was to identify the publications according to the scope and purpose of this research; it was assumed that the articles should be in the area where gender and tourism intersect. In the second stage, we selected articles that considered gender as the primary demographic dimension in the field of tourism in its context. They were chosen according to the following keywords: ("Tourism", "Gender", "Tourism Development", "Women Status", "Women", "Empowerment", "Sustainability" " Gender Relations", "Gender Issue", and "Gender Equality"). As shown in Figure 2, 178 articles were finally identified

3.2. Bibliometric maps

Citation, bibliographical, and author keywords information of 178 articles were exported to VOSviewer (version 1.6.18), Centre for Science and Technology Studies, Leiden University, the Netherlands), a software tool for constructing and visualizing bibliometric maps. Maps created using VOSviewer include items. The items in this study are the subjects of interest, such as the authors' keywords or the countries. Any pair of items may have a link between them, which is a connection or relationship between the items. The strength of each link is indicated by a positive numerical value. The stronger the relationship, the higher this value. In a co-authorship analysis, the number of publications co-authored by two associated nations is shown by the link strength between them, whilst the number of publications co-authored by all affiliated countries is shown by the overall link strength.

Similar to co-occurrence analysis, the frequency of publications where two keywords appear together is indicated by the connection strength between author keywords. The user manual for VOSviewer contains information on all of its functions (Van Eck and Waltman).

3.2.1. Analysis of co-authorship

In the analysis of co-authorship, we included all 51 countries affiliated with 170 authors and 326 organizations. The minimum number of documents to be examined in VOSviewer was set to 1. The affiliated countries/territories grouped into 5 continents: Africa, America, Asia, Europe and Oceania.

3.2.2. Analysis of co-occurrence

In terms of analyzing co-occurrence of all keywords, author keywords and index keywords, there were 43 all keywords, 16 author keywords and 33 index keywords from 178 articles respectively, which meet the threshold. The minimum number of occurrences of a keyword to be examined in VOSviewer was set to 5. To display the average publication year, frequency, and link strength of the keywords, overlay visualization method was chosen. The color of a keyword denotes the typical publishing year of the documents where it appears.

4. FINDINGS AND DISCUSSION

4.1. Evolution of the scientific production and growth of research interest

For a period of 20 years, a total of 178 academic articles have been published in Scopus indexed journals. Figure 2 shows that between 2003 and 2011, the number of Scopus-level articles investigating gender aspects in the field of tourism is very low, and the annual publication number fluctuates between 1 and 6.

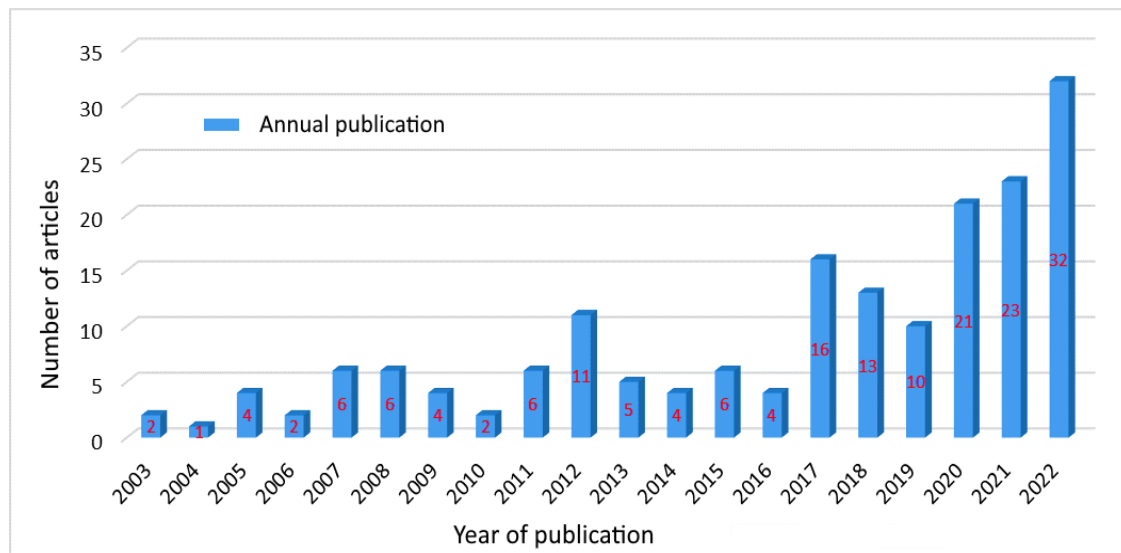


FIGURE 2. Annual numbers of research papers on gender tourism studies indexed in Scopus from 2003 until 2022

Note: compiled by authors

In 2012, the number of articles suddenly increased and reached 11, but this phenomenon did not continue. In the next four years, the number of annual publications stagnated, and only about five articles were published each year. In 2017, interest in the study of gender tourism suddenly increased again, showing a 4-times increase compared to the previous year (reached from 4 to 16). Unfortunately, in the next two years, the number of annual publications gradually decreased, and in 2019 it dropped to 10. In 2020, the number of annual publications exceeded 20 for the first time. Since then, yearly publications have continuously increased, leading to a quick rise in cumulative total publications. Consequently, it is anticipated that the annual publication will keep growing. However, most of these articles require a fee to access the information they contain. We believe that publication in an open-access journal will probably result in more citations for an article. For example, when we analysed the articles we searched for, we found that only about 3% of the 34 articles in 2022 were published as open-access types.

Gender issues in tourism are addressed in various research disciplines, and many research groups worldwide are actively working in these areas. Figure 3 provides a pie chart of specific subject categories focused on the Scopus Core collection. Publications on gender tourism research are divided into 11 subject categories.

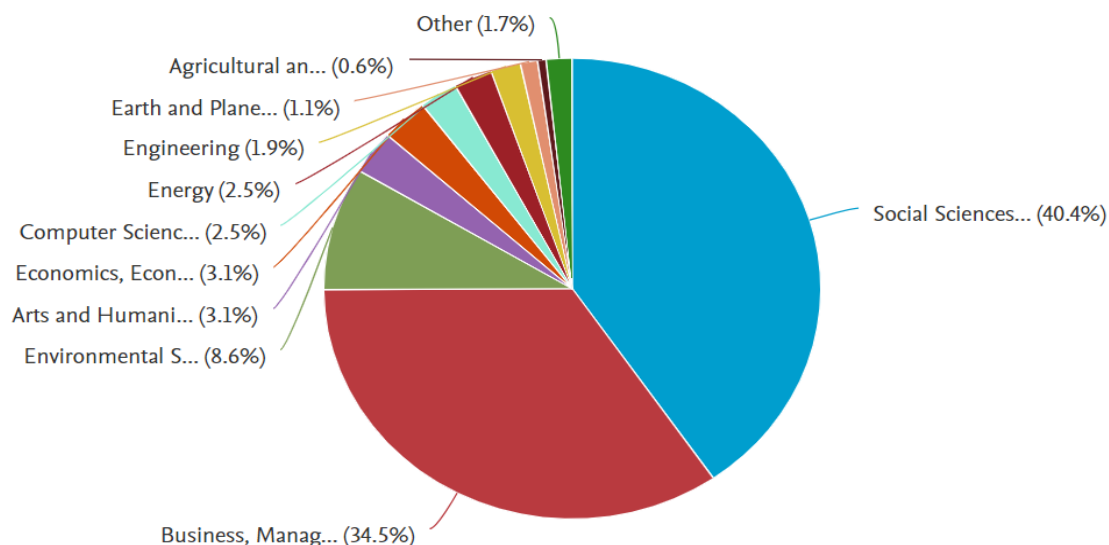


FIGURE 3. The numbers of subject categories on gender studies in tourism

Note: compiled by authors

Analysis on subject area showed that gender studies in tourism are mainly published in the field of Social Science (40.4%) and Business Management (34.5%). The next 5 places were occupied by publications classified by the following subject areas: Environmental Science (8.6%), Arts and Humanities (3.1%), Economics and Finance (3.1%), Computer Science (2.5%) and Energy (2.5%). Indeed, Gender Research is a multidisciplinary area and 4 of the publications (1.1%) was categorized under Earth and Planetary Science subject area.

4.2. Preferred journals

Among them most journals were published by Taylor & Francis with 4 in total. Elsevier took the next place in the ranking of the most productive journals with 3 in total. The rest three journals were published by the Multidisciplinary Digital Publishing Institute (MDPI), Scientific Advisory Group for Emergencies (SAGE) and Wiley-Blackwell. Our results showed that the top 10 most productive journals are owned by five different publishers (Table 1).

TABLE 1. Top 10 most productive journals on gender tourism studies with their most cited article

No.	Journal	TP (%)	TC	CiteScore 2022	The most cited article (reference)	Times cited	Publisher
1	Annals of Tourism Research	17 (9.6)	10,558	15.9	Family business in tourism. State of the art	245	Elsevier
2	Journal of Sustainable Tourism	16 (8.9)	8,884	18.9	A critical analysis of tourism, gender and poverty reduction	116	Taylor & Francis
3	Sustainability	9 (5.1)	281,274	5.8	Exploring the experience of creative tourism in the northern region of	18	MDPI

					Portugal—a gender perspective		
4	Current Issues in Tourism	6 (3.3)	9,526	13.7	Promoting gender equality and empowering women? tourism and the third millennium development goal	103	Taylor & Francis
5	Tourism Geographies	6 (3.3)	4,454	22.0	Critical tourism studies: new directions for volatile times	29	Taylor & Francis
6	Tourism Management	5 (2.8)	16,569	22.9	Sensation seeking and tourism: Tourist role, perception of risk and destination choice	316	Elsevier
7	Tourist Studies	4 (2.2)	486	4.8	Feminist and gender perspectives in tourism studies: The social-cultural nexus of critical and cultural theories	73	SAGE
8	Asia Pacific Journal of Tourism Research	4 (2.2)	2,256	6.8	Female empowerment and tourism: a focus on businesses in a Fijian village	65	Taylor & Francis
9	Journal of Hospitality and Tourism Management	4 (2.2)	6,060	10.1	Female tourism entrepreneurs in Bali, Indonesia	59	Elsevier
10	International Journal of Tourism Research	4 (2.2)	2,162	7.6	Sustaining cultural tourism through higher female participation in Nigeria: The role of corporate social responsibility in oil host communities	29	Wiley-Blackwell
<i>Note:</i> compiled by authors							

The most productive journal was *Annals of Tourism Research* with 17 articles covering 9.6% of the total publications, followed by *Journal of Sustainable Tourism* (16, 8.9%) and *Sustainability* (9, 5.1%). *Tourism Management*, an Elsevier journal, had not only received the highest number of citations with a total of 16,569, but one of their articles published in 2008 was also the most cited article, with 316 citations.

According to the Cite Score 2022 report, four journals had a Cite Score of above 15. Journals of the highest and lowest Cite Score belonged to *Tourism Management* (22.9), and *Tourist Studies* (4.8), respectively. Although ranked 7th with 4 articles in Scopus, the total citation and Cite Score of *Tourist Studies* was significantly lower compared to other journals. This was likely due to the publisher organization (SAGE) of publication, which is a British Government body, making it less popular among scientific writers.

Furthermore, we are aware that Cite Score may affect an author's choice of journals in order to publish their most original and noteworthy work. Based on citation information from the Scopus database, Cite Score, an Elsevier-Scopus alternative to the Clarivate Analytics Impact Factor, is a metric for assessing journal impact. Nonetheless, in our view, Cite Score shouldn't be the only metric used. In addition to Cite Score, authors should think about the journal's ability to reach the intended audience and advance the discipline (Khudzari et al., 2018).

4.3. Leading countries, top institutions, and international collaboration

About 35% of the global publications was contributed by the United States and the United Kingdom indicating these two countries are key players in the gender tourism research progress. USA was the leading country with 32 publications, covering 18% of the global total publications. The UK was the second most productive country with only 3 publications less than the USA. After that Australia come in the third country with 18 publications. Among the 10 most productive countries, Indonesia, Italy and the Netherlands are in last place with the same number of publications (3).

Regarding the top academic institutions, the University of the West of England was ranked in first place, with 7 publications. And the Griffith University come after in Australia with 5 publications. One of the interesting facts shown by the results of the research is that although the USA is the leader in the number of publishing articles, the academic institutes in the USA are not included in the top three. We reasoned that, due to the large number of research institutions in the United States, published articles were not usually concentrated in a single organization.

Figure 4 shows the top 10 most productive countries contributing to the gender studies in tourism worldwide.

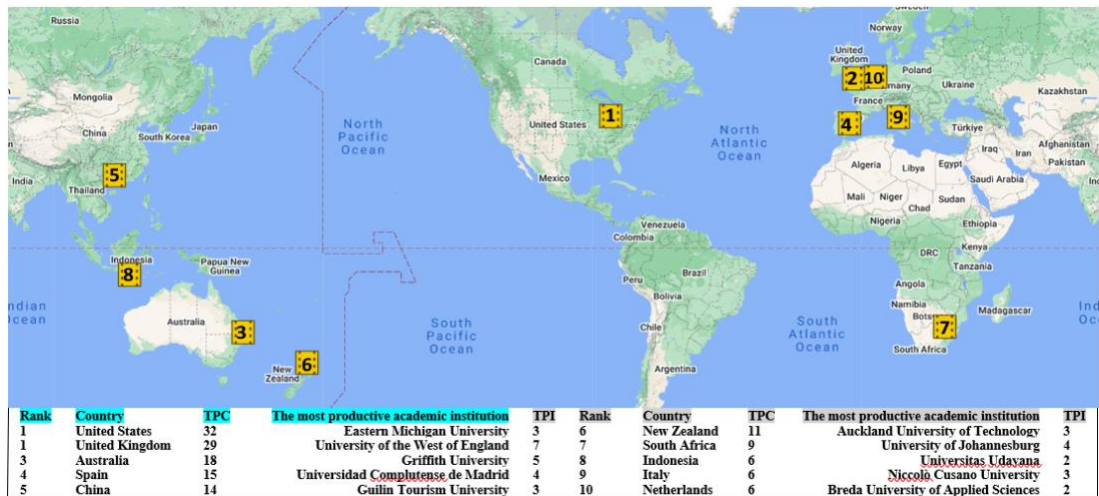


FIGURE 4. The top 10 most productive countries and academic institutions in gender tourism publications

Note: compiled by authors

The closer two countries are located to each other in VOSviewer, the stronger their relatedness and the stronger the link between the two countries, the thicker the line. The highest number of countries per region came from Asia (14), followed by Europe (11), America (9), Africa (4) and Oceania (2). The findings of co-authorship showed that the U.S. was the country with the most significant association, with ten co-authorships connected to 7 countries/territories.

Results of co-authorship showed that the UK was the most affiliated country, linked to 13 countries/territories with 29 times of co-authorship. The list was followed by Australia (11 links, 18 co-authorships), China (10 links, 14 co-authorships), Italy (6 links, nine co-authorships), Canada (4 links, six co-authorships), and others. It was also shown that about 80% of the listed

countries had international collaborative publications with less than ten countries. In addition, only the researchers in Ghana, Greece, Jordan, Poland, Singapore, Turkey and Vietnam were not affiliated with any other country for publishing articles on gender studies in tourism.

The distribution of countries/territories per region is shown in Figure 5.

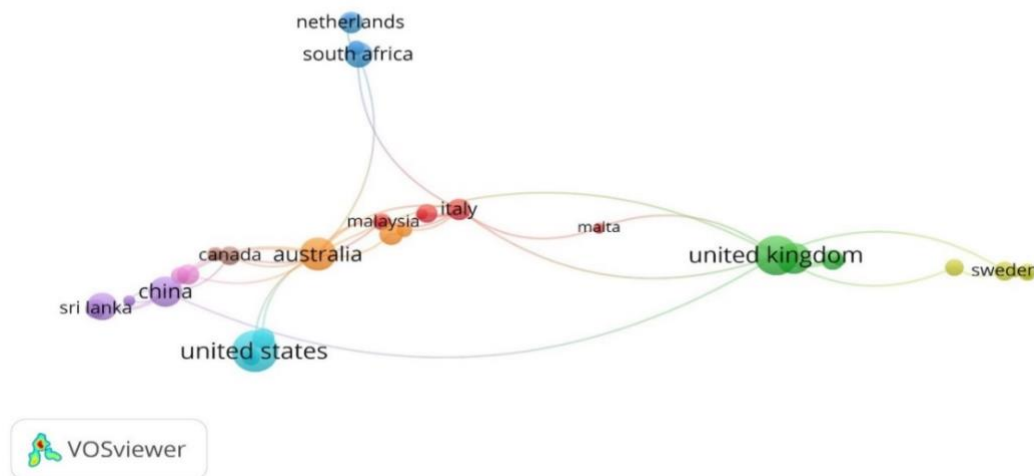


FIGURE 5. A screenshot of bibliometric map created based on co-authorships with network visualization mode

Note: compiled by authors

The variety of research partners, the large percentage of foreign postgraduates/visiting scholars, and the robust research funding are some potential drivers of the dynamics of international collaboration. To maintain the longevity of international collaboration, it is also critical to have a flexible and reliable research policy.

4.4. Leading authors

Lists the 10 most prolific authors in gender tourism studies, affiliated to seven countries as follows; United States (4 authors), Canada (1 authors), New Zealand (1 author), Netherlands (1 author), Austria (1 author), Spain (1 author) and United Kingdom (1 author). The first publications ranged between year 1994–2008 in which 8 authors had a role as the first author, 1 as the second co-author, and 1 as the third author. Although there are no specific rules in the order of authorship, the former position is usually associated with seniority and supervisory role (see Table 2).

TABLE 2. List of the 10 most prolific authors in gender tourism research area

No.	Author	Scopus Author ID	Year of 1st publication	TP	H-index	TC	Current affiliation	Country
1	Getz, Donald	6603795742	1994a	121	49	6,971	Haskayne School of Business	Canada
2	Lepp, Andrew	14013317600	2002a	52	26	3,074	Kent State University	United States
3	Tucker, Hazel	56216669300	2001a	67	24	1,388	Otago Business School	New Zealand

4	Nawijn, Jeroen	35368884700	2008a	42	23	1,295	Breda University of Applied Sciences	Netherlands
5	Meng, Fang	44661559900	2005a	71	22	1,550	University of South Carolina	United States
6	Torres, Rebecca Maria	8075873500	2002a	35	16	990	The University of Texas at Austin	United States
7	Yang, Li	55733124700	2008a	18	13	574	Western Michigan University	United States
8	Liu, Wei	56436984700	2008c	15	13	738	International Institute for Applied Systems Analysis	Austria
9	Ferguson, Lucy	35951753100	2007b	15	9	320	Universidad Complutense de Madrid	Spain
10	Jordan, Fiona	24341223400	1997a	12	9	424	University of Gloucestershire	United Kingdom
<p>*a First author b Co-author and c Last author</p> <p><i>Note:</i> compiled by authors</p>								

Getz Donald from Canada led the list with a record of 121 publications since 1994, 49 h-index, and 6,971 times citations. The 2nd top author from Kent State University, Lepp Andrew, has 52 publications and an h-index of 26. In contrast, the 3rd leading author from Otago Business School, Tucker Hazel and the 5th top author from the University of South Carolina, Meng, Fang, has 67 publications and an h-index of 24, and 71 publications and an h-index of 22, respectively. This indicates that the relationship between the h-index and publications is not proportional. This is because the h-index is given only based on the citation counts of articles published in Scopus-indexed journals. Authors from the Universidad Complutense de Madrid (Spain) and the University of Gloucestershire (UK) were individually ranked 9th (Lucy Ferguson) and 10th (Jordan Fiona) with the same h-index (9).

It should be noted that the authors for the most cited articles listed in Table 1 does not necessarily to appear in Table 2. Their names would only be found in both tables if they had published prolifically such as authors Getz Donald, Meng Fang and Tucker Hazel.

4.5. Author keywords

A total of 633 author keywords was recorded, among which 460 (72.7%) were used only once, 84 keywords (13.3%) were used twice, and 30 (4.7%) were used thrice. After re-labeling synonymic single words and congeneric phrases, 16 keywords met the threshold of minimum 5 occurrences for the mapping in VOSviewer.

4.5.1. Terminology and concept

Our results showed that ‘gender’ was the most frequently encountered keyword with 69 occurrences and 50 links to other keywords (Figure 6). We also came across the use of general terms such as ‘tourism’ (57 occurrences, 56 links), ‘women’ (22 occurrences, 29 links) and ‘gender equality’ (12 occurrences, 13 links). We also found some attributes—substratum, process, and configuration used to name the gender tourism. Examples of substrate/mechanism related

gender tourism were ‘development’ (6 occurrences), ‘empowerment’ (8), ‘intersectionality’ (7), and ‘identity’ (6).

It is also interesting to see how a particular term is established. For instance, as a term, empowerment originates from American community psychology and is associated with the social scientist Julian Rappaport (1981). However, the roots of empowerment theory extend further into history and are linked to Marxist sociological theory (Burton & Kagan, 1996), and it has been popularized in social science. Consequently, the term is widely used in many publications related to the gender incorporating women's empowerment.

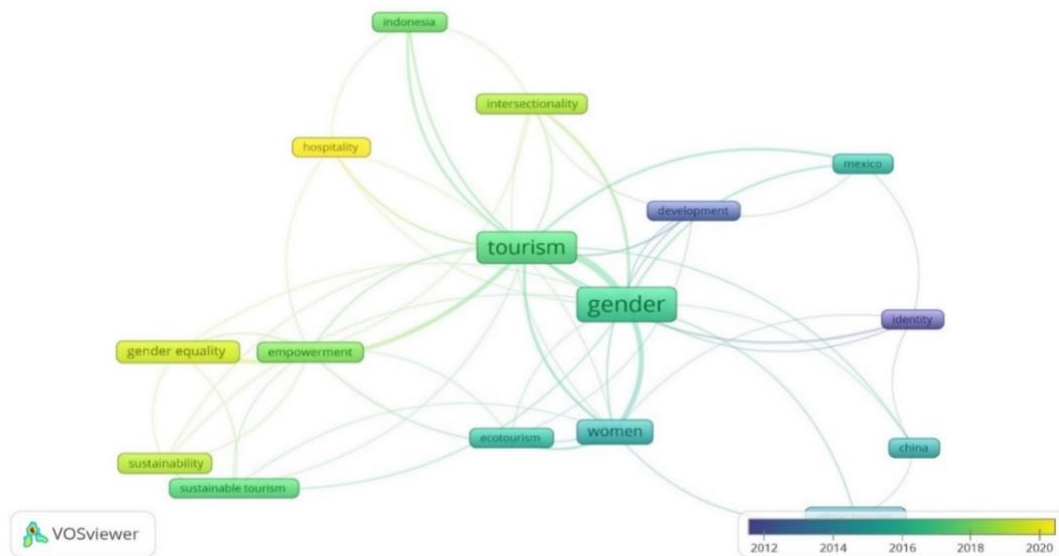


FIGURE 6. A screenshot of the bibliometric map created based on author keywords co-occurrence with overlay visualization mode

Note: compiled by authors

4.5.2. Topics of interest

From the results of the analysis of gender studies in tourism obtained from our research work, especially from the number of publications in high-ranking journals each year during the period 2003-2022, we can see that researchers have begun to show interest in this topic only in the last five years. To analyse what directions the authors were interested in researching this topic, we analysed the main keywords used to search for scientific articles in this field.

To fully cover the topic of gender in tourism, as indicated in the research method of the article, we selected articles with the title "Gender and Tourism" in the search. Then, we sorted the number of publications using the following ten keywords that are closest to the topic from among the found keywords. They are "Tourism", "Gender", "Tourism Development", "Women Status", "Women", "Empowerment", "Sustainability", "Gender Relations", "Gender Issue" and "Gender Equality". The result of the analysis of the number of appearances of the above keywords in VOSviewer was as follows. A total of 942 keywords were recorded. After re-labelling synonymic single words and congeneric phrases, 43 keywords met the minimum threshold of five occurrences for the mapping in VOSviewer. The keywords "Tourism" have been used 84 times, and the keywords containing "Gender" were repeated 73 times. It can be said that these two keywords formed based on the main search topic in our research.

Our results found that one of the most frequently encountered among the main selected intersections in gender tourism research was "Tourism Development". Compared to the other secondary keywords, "tourism development" appeared the most with 32 occurrences. Although the following ranking keywords, "Women Status" and "Women", have the same number of occurrences 22 times, their "Link strength" indicator is different. For example, "Women Status" has 115 "Link strength", which is twice as much as "Women". From this, we can say that "Women's Status" is one of the most critical points in gender research.

The results also showed that keywords associated with "Empowerment" and "Sustainability" were repeated 17 and 15 times, respectively. It was determined that "Empowerment" and "Sustainability" are some of the most critical areas in the study of gender tourism, which is considered one of today's new and relevant research topics.

4.6. Distribution of gender tourism publications based on most common secondary keywords

Positive connections were found between the results of the sub-theme search and the main theme search based on the number of articles and author keyword occurrences. Figure 7 shows that tourism development was the most popular sub-theme with 32 articles in Scopus and 16 occurrences in VOSviewer. This was followed by women status (22 articles and 12 occurrences), women (22 articles and 10 occurrences) and empowerment (17 articles and 8 occurrences).

Furthermore, research interest in certain areas can also be analyzed by the link strength of two keywords. For example, "Tourism" had 202 links connected to 43 other keywords, namely, "Tourism Development", "Women Status", "Women", "Empowerment", and "Sustainability" while "Gender" had 156 links connected to the same number of keywords. It is suggested that research interest on "Tourism" was stronger compared to "Gender" as shown by the link strength (Figure 8).

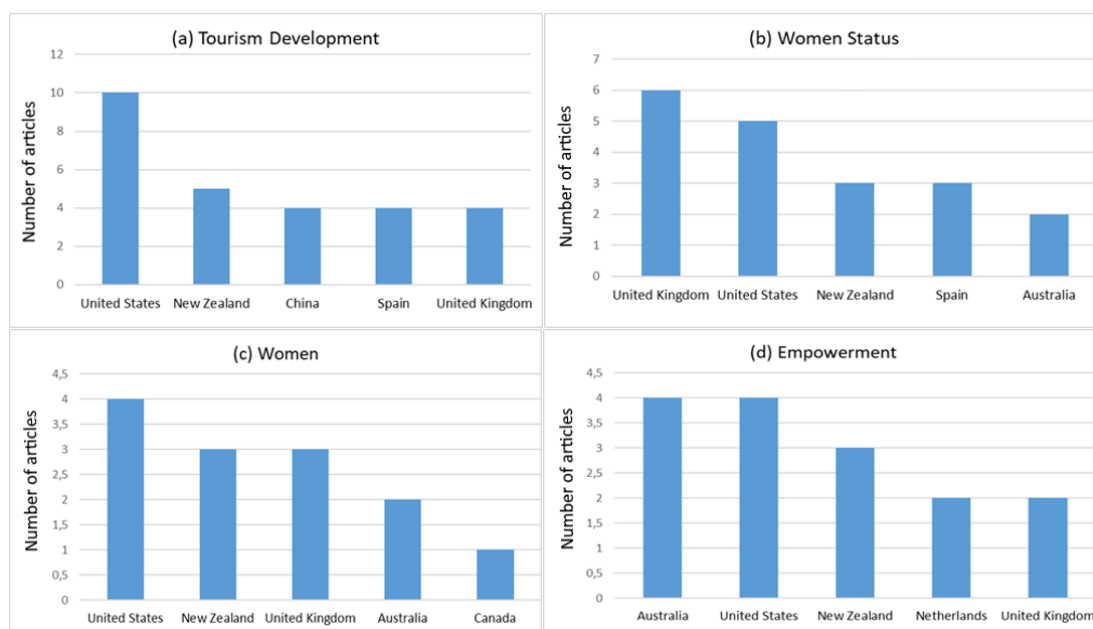


FIGURE 8. Five countries with the most publications on the selected most occurrence keywords in gender tourism

Note: compiled by authors

It can be said that the number of articles covering the fields of "Tourism Development", "Women Status", "Women" and "Empowerment" in gender studies in tourism is almost non-existent. accordingly, articles related to this field were published somewhat more during 2010-2013. And since 2014, in general, the number of publications has gradually increased. This suggests that researchers are realizing that the study of gender alone cannot be the only goal, but rather the benefits of joint research with many fields (including tourism development) for the purposes of eliminating gender inequality, increasing women's decision-making competence, increasing public status/equal opportunities for education, etc.

It is found that most publications related to the tourism development, women status, women and empowerment came from the USA, UK AND Australia, with the New Zealand being the second except on the women status and empowerment (Figure 8). Also, in general, China, Spain, Canada, and the Netherlands were among the top 5 countries publishing articles on each of them.

5. CONCLUSIONS

This study has provided an overview of gender tourism research trends based on 178 publications retrieved from the Scopus database. Publication growth has been rapid since 2019, and it is anticipated to continue to rise. This breakthrough can be connected with the IV World Women's Conference held in 2019. We have discovered countries/academic institutions (e.g. UK, USA and Australia) with comparatively more publications and strong international collaborations. These entities allow researchers from other countries (e.g. Indonesia, Italy and the Netherlands) to broaden their research collaborations. According to the rating of the authors working in this field, the researchers of more developed English-speaking countries such as Canada, the USA and New Zealand are in the lead. We concluded that this reflects the fact that women's rights are well protected in those countries, and the importance is attached to increasing women's competence. Research into gender tourism is now a global concern thanks to the promotion of these countries. At the same time, a relatively close network of cooperation was formed between countries. Despite many recent cooperatively authored papers, there is still a need to strengthen cooperation among scientific institutions substantially. It should also be noted that while many researchers are active in national and international co-authorship networks, some of which are closely clustered, many researchers are still relatively isolated from each other. More collaborations between researchers and international co-authorship will undoubtedly lead to fostering even higher quality studies in gender tourism publications.

The search results may not cover all studies related to gender studies in tourism available on Scopus by restricting the search of ("gender and tourism") in titles and abstracts. This is because some researchers did not refer to their systems as gender tourism but instead used different terms (e.g. women empowerment, gender disparity). Also, co-occurrence analysis of author keywords covered only 90% of 178 articles due to missing author keyword information from specific journals.

Future research comparing the results from several databases, including Scopus and Web of Sciences, is advised. In the search results from the Web of Science, for instance, a feature known as "hot paper" automatically displays the most popular publications on the subject; this function is still lacking in Scopus. This hot document feature lists important works that receive much attention quickly after publication, as seen by their rapid and considerable increase in citations. A more thorough investigation will benefit from bibliometric analysis using multiple data sources.

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