

Tourist Satisfaction on Destination Brand: A Bibliometric Analysis

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Abstract

Tourist satisfaction on a particular destination talking about how happy travelers are with their whole experience and impression of a vacation place which we treat as a "brand." In the tourist industry, a location is frequently advertised similarly to a product promotion and its "brand" is influenced by a number of factors, including its natural features, culture, services, facilities, Infrastructure, Cost and marketing initiatives. We used data comprised of 2808 documents found in scopus database in the keyword " tourist satisfaction or" destination branding". then we applying subject area such as Business, Management and accounting, social science, economics, econometric and finance to minimize the document from 2808 to 2336.further more we applied document type as article and found 1949 document, again we select country " India" and now the document appears 112. Data from the Scopus database was used to perform the bibliometric analysis. VOSviewer, the Bibliometric library, and the Biblioshiny platform of the Studio® software. The findings indicate that a number of topics, including important writers, works, citations, organizations, and country-specific data, have become crucial components of travellers' pleasure with destination brands. Additionally, we examine regional variations, geographic dispersion, and potential This study adds to our knowledge of how to manage visitor satisfaction in destination branding by analysing the literature on these topics.

Keywords: Tourist satisfaction, Destination brand, Sustainable development, Bibliometric, Biblioshiny app

Introduction

Tourism focus on brand gestalt that significantly influences tourist attitudes, satisfaction. It creates the overall perception or holistic impression of a brand formed by its various elements, such as logo, messaging, design, customer experience, and emotional appeal. It encompasses the entirety of how a brand is presented and experienced, shaping how consumers perceive, connect with, and feel about the brand. Unlike focusing on individual elements, brand gestalt looks at how these elements work together to create a unified, cohesive brand image and identity (Tumober, N at al., 2024). Tourism significantly impacts economic growth by enhancing customer satisfaction, which fosters loyalty, retention, and positive word-of-mouth. Various factors influencing tourist satisfaction include perceived value, expectations, destination image, and service quality, although the exact antecedents remain debated (Pahrudin, P et al., 2022). Satisfaction leads to loyalty, reflected in tourists' intent to return and recommend destinations. Researchers agree that perceived value strongly affects satisfaction and repurchase intentions, with customer loyalty crucial for

destination sustainability. Despite differing approaches in the tourism industry, understanding satisfaction's determinants enables tourism managers to make informed, resource-efficient decisions to enhance destination appeal and profitability (Adinegara, J et al., 2017). The tourism industry significantly impacts both developed and developing economies. Tourists, defined as individuals traveling for over 24 hours but less than a year for non-remunerated purposes, influence the economy through their consumption of services. Tourist satisfaction, vital for repeat business and competitive advantage, is shaped by factors like perceived quality, price, and expectations. Demographics, culture, and past experiences also play key roles in shaping satisfaction. In Malaysia, understanding tourist satisfaction is crucial for sustainable growth, with studies suggesting a need to better align services with tourist expectations to boost both repeat visits and international competitiveness (Shahrivar, R 2012). After the post covid trust is essential factor for overcoming uncertainty, mitigating risks, and rebuilding reputation. Destination sites must demonstrate trustworthiness through competence,

reliability, and integrity. Reputation management and strategic pricing based on trust are highlighted as competitive advantages. The paper employs bibliometric techniques to analyse scientific production on trust in tourism, examining trends, collaboration, and key themes (Palácios, H et al., 2021). Destination marketing practices are greatly influenced by advances in information technology (IT) due to the fragmented and information intensive nature of destination products. (Gretzel et al., 2006). Destination marketing organizations recently face lots of challenges emerging from changes within the Destination tourism industry. Traveling outside of one's usual location of residence is known as Destination tourism. The industry is one of the major revenue-generating business sectors that promotes a nation's economic growth in a variety of ways. In addition to natural disasters, exchange rates, political reasons, and an individual's perception of a location can all impact travelers' choice of destination (Oliveira et al., 2015). Societies and economies have always experienced change. But unlike in previous years, change has not happened as quickly (Porter & Heppelmann, 2014). Digital marketing is the key to success in this quickly changing environment in destination tourism. It is crucial to monitor and use technology advancements in order to accomplish this aim. The tourist industry, tourism-related activities, and a rise in consumer satisfaction are all positively impacted by these digital technologies. Big data analysis of tourism-related social media content is another area of interest for destination marketing (Ardito et al., 2019; Centobelli & Ndou, 2019; Villamediana-Pedrosa et al., 2019). Big data from social media is utilized to determine users' future travel goals by analyzing their sharing patterns of memorable experiences, as well as to analyze users depending on their place. Moreover, user-generated content and word-of-mouth marketing are crucial components of social media destination promotion. Current crisis situations have made it abundantly evident that the tourist sector is a disjointed but intricately linked one. Due to the extreme strain placed on their already meager budgets, local tourism bureaus now particularly value collaborating with one another with the help of digital technologies (Buhalis, D 2000). Digital technology has transformed

destination tourism in numerous ways, enhancing both the traveller experience and the efficiency of tourism businesses. Here are some ways digital technology contributes to destination tourism. Digital technology has transformed destination tourism in numerous ways, enhancing both the traveller experience and the efficiency of tourism businesses. Here are some ways digital technology contributes to destination tourism: Online Booking Platforms: Any business that wants to reach their target audience with the most important information, draw in new clients, and create enduring connections with them must have a digital presence. As a result, digital marketing has impacted entire marketing strategies, helped firms achieve their business objectives, and provided consumers with the best opportunity to make the right purchase decision (Gupta 2019)

The study context

As tourist satisfaction plays a major role to increasing destination effectiveness. This bibliometric study aims to draw attention to important subjects, new developments, and places where research needs are unmet. Through an analysis of citation networks, publication trends, and scholarly output, this research seeks to illuminate the evolving discourse surrounding visitor pleasure in the tourism industry. Furthermore, by integrating the results of the study into the broader Destination framework.

Need of the Study The research of visitor satisfaction tactics in various tourist destinations is essential in today's academic world. It is becoming increasingly significant for the travel and tourism sector. Despite its crucial importance, there is a dearth of comprehensive bibliometric study on visitor satisfaction tactics in tourism contexts. This type of analysis is important for a number of reasons. First of all, it enables a systematic examination of current research trends, emphasizing key problems, influential authors, and research methodologies in this area. Second, it provides information on how visitor satisfaction has evolved over time in the travel and tourism sector, highlighting emerging trends and areas in need of further study. Thus, this study is essential as it may offer a comprehensive grasp of the tactics employed in tourism destinations, which may

eventually enhance the volume of visitors to a specific location. (Kumar, V et al., 2018).

Justification of the Study

This study uses bibliometric analysis to find out themes, trends and gaps in the literature on tourist satisfaction in destination branding. It synthesizes existing research, identifying key topics, influential authors, and emerging areas of interest while providing insights into the evolution of tourist satisfaction over time in the tourism industry. The findings offer a comprehensive understanding of this field, serving as a valuable resource for scholars, policymakers, and educators aiming to enhance tourist satisfaction. By highlighting critical patterns and future opportunities, this research significantly contributes to the knowledge base, guiding decision-making and fostering further advancements in tourism studies. Ultimately, this will boost the efficacy of the location and the number of visitors in the tourism sector. This research makes a substantial contribution to the current knowledge in several important ways:

- 1- Trends and patterns
- 2-Emphasizing most important Concepts and themes
- 3- Finding out Research Gaps

Bibliometric analysis of tourist satisfaction on destination brand enhances understanding, identifies research gaps, and provides practical guidance for improving tourist inflow practices in tourism environments.

The study objectives

This study conducts a bibliometric analysis of tourist satisfaction on destination brand aiming to identify key themes, patterns, and research gaps in the field. It examines the ideas, conceptual frameworks, and methodologies employed in studying tourist satisfaction on a destination brand providing a comprehensive overview of significant academic contributions, influential authors, and prominent publications. The analysis highlights the evolution of the field, offering insights into existing trends and areas requiring further exploration. By synthesizing past research, the study seeks to expand knowledge, inform future research directions, and support the enhancement of tourist

satisfaction in tourism environments. Its findings serve as a valuable resource for scholars, educators, and decision-makers, enabling them to build on established work, adopt best practices, and address identified gaps. Ultimately, the study contributes to strengthening tourist satisfaction approaches.

Research Questions

The study addresses three research questions:

- (1) identifying the most-cited countries in literature on tourist satisfaction on destination brand
- (2) recognizing key publications, nations, organizations, and authors contributing to the field.
- (3) analysing the regional distribution of research activities.

These objectives guide the bibliometric analysis, providing valuable insights into current and future trends in talent management strategies within academic institutions.

Research Methodology

The study leverages the Scopus database to analyse research publications on morals in higher education. Scopus is noted for its reliability, clear publication standards, and global representation. Its features, such as access to author, journal, country, university, and funding details, support bibliometric analysis. The data collection process began with identifying appropriate keywords, which form the foundation of the analysis. A preliminary literature review was conducted to identify commonly used terms and synonyms, ensuring relevant and comprehensive search results. We used data comprised of 2808 documents found in scopus database in the keyword " tourist satisfaction or" destination branding". then we applying subject area such as Business, Management and accounting, social science, economics, econometric and finance to minimize the document from 2808 to 2336.further more we applied document type as article and found 1949 document, again we select country " India" and now the document appears 112. (Behera, R et al., 2024)

Literature Review

The study focuses on the evolution of smart tourism research from 2013 to 2019, highlighting the

increasing number of publications over the years, peaking at 60 articles in 2017. A total of 258 publications were analysed, sourced from the Web of Science and other relevant journals in hospitality and tourism, indicating a multidisciplinary approach to smart tourism research. The literature reveals a lack of consensus on theoretical concepts across various disciplines, including marketing, technology, and tourism, which complicates the understanding of smart tourism. Key themes identified in the literature include technology (IoT, Big Data), the characteristics of STs, and the tourist experience, with sustainability being a significant focus. The bibliometric analysis serves to map the connections between different research areas, providing insights into future research directions and the importance of technology in developing sustainable tourism destinations. The study concludes by emphasizing the need for further exploration of subthemes such as leadership, innovation, and human capital within the context of smart tourism (Casado-Aranda, L. A. et al., 2021). The paper aims to provide a comprehensive bibliometric analysis of the *Tourism Review (TR)* journal, celebrating its 75th anniversary by examining publications from 2001 to 2019. This includes performance analyses and science mapping analyses to identify key trends and influential authors. The research employs various bibliometric statistics, such as citation analysis and the identification of the most cited authors and papers. It also utilizes visualization tools to analyse co-citations, bibliographic couplings, and keyword co-occurrences. The analysis reveals significant themes in tourism research, including destination studies, tourism management, and sustainable tourism. The study highlights the evolution of keywords over time, indicating a shift towards topics like governance, leadership, and smart tourism in recent years. (Leong, L. Y et al., 2021). The literature review in hospitality and tourism research is divided into two main streams, The first stream focuses on the contributions of leading scholars, universities, and journals in the field. The second stream examines research methods and trends, providing insights into the evolution of social media research orientations. This research aims to provide a detailed retrospective analysis of social media research, distinguishing itself from

previous studies by its breadth and depth of analysis (Nusair, K). The literature review focuses on understanding tourist motivation and consumer behavior, which are crucial for analysing destination choice and loyalty (Della Corte, V et al., 2019). It identifies various internal and external factors influencing tourists' decisions. Internal factors, also known as "push factors," include motivations like refreshment, excitement, and visiting friends and relatives. These factors stimulate tourists to travel. External factors, or "pull factors," encompass attributes such as natural beauty, historical significance, infrastructure, safety, and affordability. These elements attract tourists to specific destinations. The study emphasizes the need to differentiate between pre-visit and post-visit behaviors, as understanding these distinctions can help service providers enhance customer satisfaction and loyalty. The research methodology involved a structured questionnaire, which was designed based on insights gathered from existing literature, ensuring that the study is grounded in established theories and findings (Pahrudin, P et al., 2022). The literature on sustainable tourism has significantly expanded over the last few decades, yet there is a lack of systematic contributions regarding its interconnections with digital and experiential components in the context of open innovation. Studies have shown that while there is a focus on environmental aspects, economic and social dimensions of sustainability in tourism are often overlooked, indicating a need for a more holistic approach. The *Journal of Sustainable Tourism* is highlighted as a key publication in this field, with a high H-index, indicating its significant impact on sustainable tourism research. The thematic mapping of literature reveals that sustainable tourism is a motor theme, characterized by high centrality and density, suggesting it is a well-developed area of study. The literature indicates a growing interest in digital sustainability and its implications for enhancing the sustainability of tourism practice (Bastidas-Manzano, A et al., 2021). This is the foundational step in destination branding. A clear vision helps align long-term objectives with stakeholder expectations, driving brand positioning and overall strategy. The literature highlights the critical role of local

residents in the success of tourism destinations. Their attitudes towards tourism can vary significantly, ranging from support to resistance, influenced by factors such as community attachment and perceived influence on tourism planning (Riyanto, D et al., 2019). Destinations must choose between one brand for the whole country or multiple brands for regions. This study examines how messaging and branding impact consumer perceptions (Matiza, T et al., 2024). Destination branding is the cornerstone of the tourism industry's marketing strategy and the most important marketing tool. Remember that destination branding, also known as place branding, is complex and increasingly important to corporate and local marketing plans targeting the region's tourism industry. Future destination branding research is expected to consider digital tactics and technologies for destination promotion (Tran, N et al., 2022). Using names, logos, and slogans to create a positive image is called destination branding. Creating brand equity requires separating brand characteristics from destination characteristics (Tasci et al., 2009). Destination branding involves creating a visual or textual representation that distinguishes a destination and promises a unique and memorable travel experience. By emphasizing the uniqueness of a destination and promising a memorable trip, it serves to attract new visitors while also reinforcing positive memories of past visits (George, B. et al., 2017). Although other destination branding studies often mention collaboration as a successful method of local destination branding, implementing collaboration in practice can be quite difficult. These include resource allocation, policy formulation, uneven stakeholder input, communication issues, and organizational collaboration design issues (Perkins et al., 2020). Strategic branding redefines the identity of a place and promotes cultural pride. Strategic place branding aims to promote social and economic development. Understanding a destination's guiding principles and cultural norms will help you communicate your brand's personality and attract tourists and generate satisfaction among the tourist (Tumber, N et al., 2024)

A. Analysis of Citation

Table-1 research articles were published in each journal overall between 2000 and 2024.

From the term search "tourist satisfaction satisfaction" and "destination branding" in scopus, we obtained a total of 2808 publications. After applying the eligibility criteria, combined with the "Booleans" operators, we obtained a total of 112 articles, according to Table 1. The eligible articles have published between 2000 and 2024. The average number of annual publications was 4.48. We observed the highest productivity in 2023 with a total of 26 articles (23.42%) and the zero productivity between 2002 and 2012, Fig. 1 shows that there was an increase in the number of publications during the study period.

Table-1 Scientific production from 2000-2024

Year	Articles
2002	0
2003	0
2005	0
2006	0
2008	0
2009	0
2011	0
2012	0
2000	1
2001	1
2004	1
2007	1
2014	1
2010	2
2013	2
2015	3
2017	3
2016	4
2019	7
2021	7
2018	9
2022	13
2024	13
2020	18
2023	26

Sources: Authors Calculation

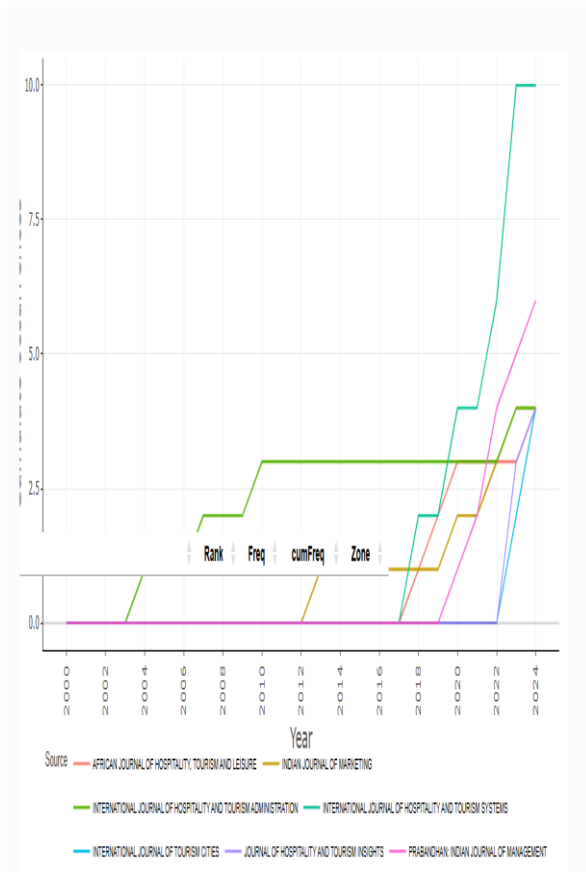
Most relevant source

Table-2 shows most relevant Journals and the number of articles

Sources	Articles
INTERNATIONAL JOURNAL OF HOSPITALITY AND TOURISM SYS	10
PRABANDHAN: INDIAN JOURNAL OF MANAGEMENT	6
AFRICAN JOURNAL OF HOSPITALITY, TOURISM AND LEISURE	4
INDIAN JOURNAL OF MARKETING	4
INTERNATIONAL JOURNAL OF HOSPITALITY AND TOURISM AD	4
INTERNATIONAL JOURNAL OF TOURISM CITIES	4
JOURNAL OF HOSPITALITY AND TOURISM INSIGHTS	4
ANATOLIA	3
INTERNATIONAL JOURNAL OF TOURISM RESEARCH	3
ASIA PACIFIC JOURNAL OF TOURISM RESEARCH	2

Production over time

Figure-1: it shows production over time



Countries production over time

Table-3 The production of top countries over time

Country	Year	Articles
INDIA	2000	1
INDIA	2001	3
INDIA	2004	5
INDIA	2007	8
INDIA	2010	13
INDIA	2013	17
INDIA	2014	19
INDIA	2015	26
INDIA	2016	35
INDIA	2017	42
INDIA	2018	63
INDIA	2019	78
INDIA	2020	110
INDIA	2021	135
INDIA	2022	167
INDIA	2023	226
INDIA	2024	260
USA	2000	0
USA	2001	0
USA	2004	0
USA	2007	0
USA	2010	1
USA	2013	1
USA	2014	1
USA	2015	2

The productivity of the nations is shown in Table 3 over time. India is the leading country, and the following is a list of their projects from 2000 to 2024.

Recent studies indicate that India has the most publications overall as of 2020. A production timeline for the country from 2000 to 2024 is displayed in Fig. 2. According to the data, India published the most research articles overall between 2000 and 2024. India is shown by the green line.

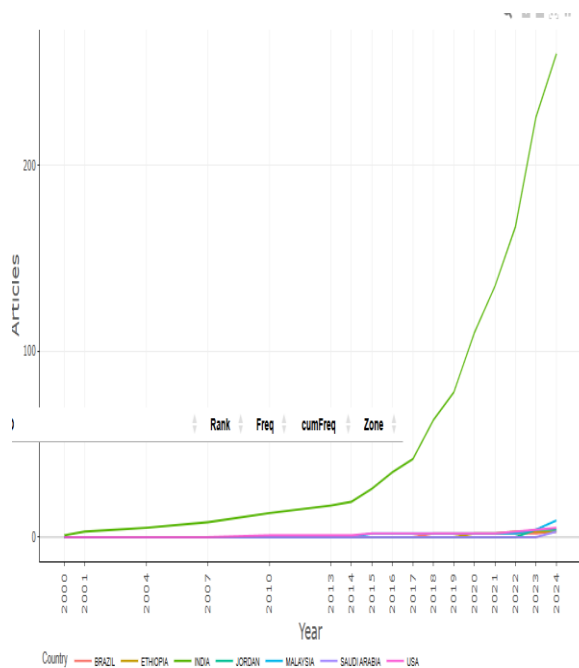


Figure 2. The Production Of Each Country Over Time (Parameter: 7 Countries).

Countries).

Table 4: Most Cited Countries (Parameter=7 Countries).

Country	TC	Average Article Citations
INDIA	999	13.10
GREECE	87	87.00
USA	50	12.50
MALAYSIA	23	7.70
ETHIOPIA	17	5.70
BRAZIL	11	11.00
CHINA	0	0.00

(Bibliometrix findings for Biblioshiny Source Impact)

It is evident from a review of the complete literature on visitor satisfaction with regard to destination branding that different countries have generated a number of publications with acceptable citation counts and average article citations over time (Gao, 2021). Table 4 shows the outcomes of the most commonly cited countries between 2000 and 2024. India has the greatest total citation score 999 and the average article

citation (13.10), while the Greece comes in second with a TC=87 and an AAC =87. The results are shown graphically in Figure No.3.

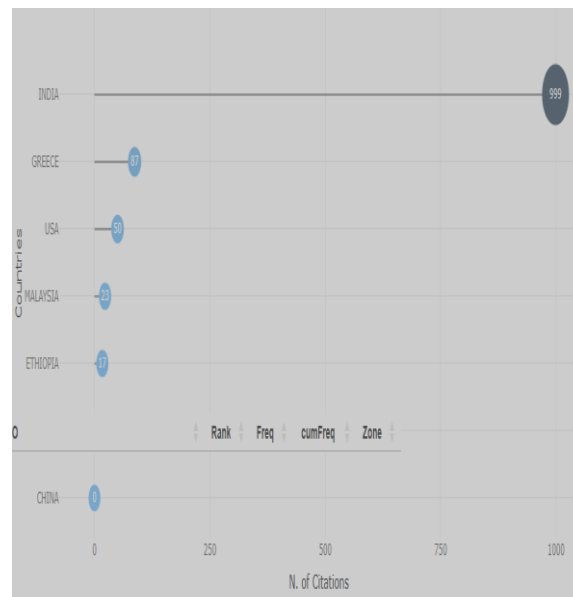


Figure 3. Most Cited Countries (Parameter=7 Countries)

The average number of citations per year in the field of "Tourist satisfaction on destination branding" from 2000 to 2024 is displayed in Table 5. It shows N, which represents the total number of articles published throughout different years, the average number of citations per article, the average number of citations annually, and the years of citation. The result shows that in the year 2023 maximum number of research publications have been done i.e., N=26, followed by N=13 in the year 2024. That being said, the average number of citations per article for the year.2020 displayed favorable results, which are a sign of excellent content (Han et al., 2021).so the table 5 in simple represents Table 5 presents data on average yearly citations in "Tourist Satisfaction on Destination Branding" from 2000 to 2024. It includes total papers (N), mean citations per article, mean yearly citations, and citation years. The highest number of publications occurred in 2023 (N=26), followed by 2024 (N=13). Notably, 2020 demonstrated strong mean total citations per article, reflecting high-quality research, as highlighted by Han et al. (2021). This suggests a growing interest and significant contributions to the field, with 2023 marking a peak in research activity and 2020 standing out for impactful studies despite fewer publications. Figure

4 illustrates there is mean number of citations between 2016, 2023, and 2024, reflecting high-quality research during this period (Han et al.,

2021). The rapid increase in mean citations highlights the significant impact and scholarly value of articles published in these years.

Year	MeanTCperArt	N	MeanTCperYear	CitableYears
2000	168.00	1	6.72	25
2001	16.00	1	0.67	24
2004	10.00	1	0.48	21
2007	10.00	1	0.56	18
2010	7.00	2	0.47	15
2013	5.00	2	0.42	12
2014	54.00	1	4.91	11
2015	29.67	3	2.97	10
2016	2.50	4	0.28	9
2017	15.00	3	1.88	8
2018	17.67	9	2.52	7
2019	8.29	7	1.38	6
2020	25.33	18	5.07	5
2021	5.29	7	1.32	4
2022	5.69	13	1.90	3
2023	2.12	26	1.06	2
2024	2.62	13	2.62	1

Table 5: Average Annual Citations

Table 6: Top 10 Most Relevant Authors.

(Bibliometrix results for Source Impact from Biblioshiny)

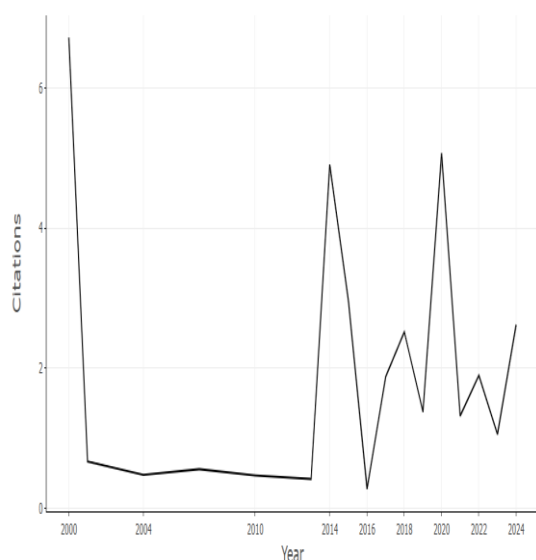


Figure 4. Average Annual Citations

Authors	Articles	Fractionalized
GUPTA S	5	1.37
SHARMA S	5	1.95
CHAUDHARY M	4	2.25
KOSHY ER	4	1.25
KUMAR S	4	1.58
KUMAR V	4	1.83
KUMAR N	3	1.33
LIM WM	3	0.71
SABARI SHANKAR R	3	2.50
SINGH R	3	1.50

(Bibliometrix results for Source Impact from Biblioshiny)

number of articles and total frictions they received each year. The highest frictional value score was achieved by Chaudhary M which was 2.25, followed by Sharma S at 1.95

Result of bibliometric analysis

The conceptual structure maps relationships between concepts and words in publications to explore research themes. Using authors' keywords, resulting conceptual structure map revealed two keyword clusters, each representing a specific research topic. These clusters indicate co-occurrence of keywords in articles. The co-words network visualization identifies topics and trends in research. VOSviewer mapping highlighted keywords destination branding, satisfaction.

The Keyword Co-Occurrence Network Visualization

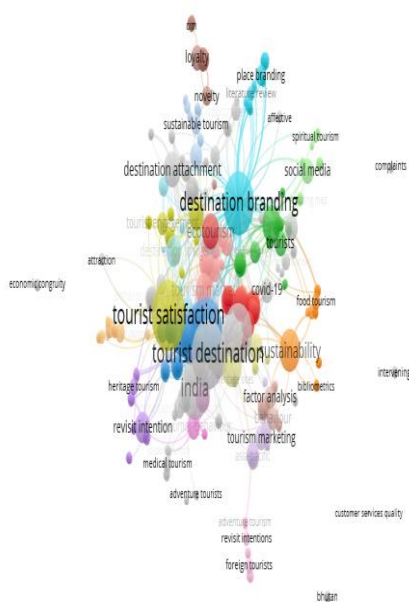


Fig-5 Co-Occurrence Network Visualization

In the figure, "tourist satisfaction" emerges as the most frequently used keyword, highlighting its significance in tourism research. "Destination branding" is another commonly used keyword in related research articles, indicating its importance in understanding how destinations are marketed and perceived by tourists, contributing to overall satisfaction.

Selected	Keyword	Occurrences	Total link strength
<input checked="" type="checkbox"/>	tourist destination	14	42
<input checked="" type="checkbox"/>	tourist behavior	11	37
<input checked="" type="checkbox"/>	tourism	17	36
<input checked="" type="checkbox"/>	india	15	35
<input checked="" type="checkbox"/>	tourist satisfaction	26	34
<input checked="" type="checkbox"/>	destination branding	25	29
<input checked="" type="checkbox"/>	tourism development	5	18
<input checked="" type="checkbox"/>	perception	5	16
<input checked="" type="checkbox"/>	destination	10	15
<input checked="" type="checkbox"/>	sustainability	10	15
<input checked="" type="checkbox"/>	satisfaction	10	14
<input checked="" type="checkbox"/>	service quality	9	14
<input checked="" type="checkbox"/>	destination attachment	5	12
<input checked="" type="checkbox"/>	branding	5	10
<input checked="" type="checkbox"/>	destination loyalty	5	10
<input checked="" type="checkbox"/>	revisit intention	6	9
<input checked="" type="checkbox"/>	tourists	5	9
<input checked="" type="checkbox"/>	social media	5	7
<input checked="" type="checkbox"/>	destination image	7	6

(Total link strength is reported based on all terms' co-occurrences in VOSviewer) (Bibliometrix results for Source Impact from Biblioshiny)

Biblioshiny was used to categorize important authors and the names of journals connected with these most popular keywords using a three-field plot analysis. Figure 6 depicts a Sankey plot (three-field plot) that summarizes the relationships between the top 10 authors, the top 10 research keywords, and the top 10 Abstracts with the most citations. The terms "destination satisfaction" and "sustainability," "tourism" are used in the study that all ten of the top writers undertook and published (have written three studies on diverse topics related to tourist satisfaction to illustrate how the conceptual framework of research on" tourist satisfaction on destination brand from 2000-2024

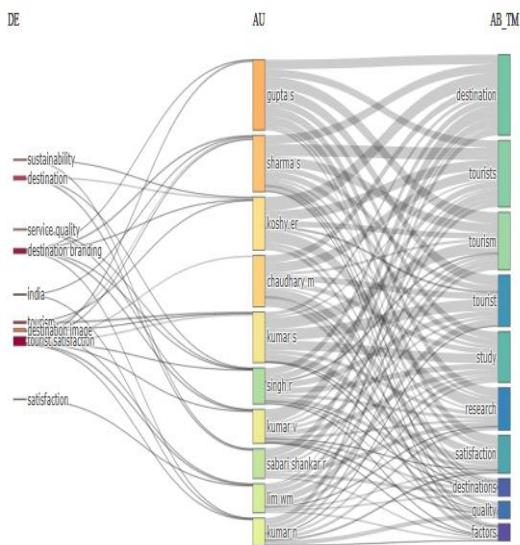


Figure 6. Analysis of a3-field Plot with 10 Number of Authors, 10

Keywords and 10 abstracts

Discussion

This paper offers a structured review on satisfaction and destination branding using statistical techniques to identify influential keywords, authors, journals, and countries. Network visualization and data exploration are applied to analyse the social, intellectual, and conceptual structure of knowledge in the field. The review highlights the growing importance of tourist, sustainability and satisfaction as key concepts, particularly in maintaining long-term customer relationships. A significant concentration of research focuses on online digital markets and social media, emphasizing satisfaction as a critical factor for success in the tourism sector, especially in these emerging sub-fields.

Limitation

The paper encourages future research on satisfaction in digital transformation trends, blockchain, and new economic markets, as well as the impact of science funding, scholarships, and research centres on the geographic distribution of literature. It suggests that similar studies using the same methodology could be applied to other management fields like strategy, leadership, and marketing. Expanding the eligibility criteria and

sources could provide a more comprehensive review, reveal further contributions, and potentially shift research trends

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