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Quality Management Research in Tourism Literature: A Bibliometric Analysis Approach

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Abstract: Quality is an important indicator for the service sector. Currently, increasingly competitive conditions, technological development and changes in customer demands and needs bring importance to the concept of quality in the tourism sector, as in many other sectors. The key role of quality management in enabling sustainable competitive advantage has guided many researchers in the field of tourism science to focus on this issue. Nevertheless, there are limited bibliometric and systematic assessments, even though they are becoming increasingly popular in the tourism industry. To contribute to further research collaboration and expand knowledge in this subject area, a bibliometric study was conducted. This research examines quality management in the tourism literature, the growth trajectory and geographical distribution of studies, the distribution of publications according to WOS indexes, the most productive authors and countries, the authors and documents that have had the greatest impact, the intellectual structure of quality management, global academic collaboration, and the main themes of publications. This study aims to identify the key issues and gaps in the literature related to quality management in the context of tourism. For this purpose, the Web of Science (WoS) database was scanned. This paper conducts a bibliometric literature evaluation of 993 articles published between 2004 and 2023. Performance analysis and science mapping techniques were used in this study. Visualization of similarities (VOS) viewer software was used to create bibliometric maps. It is concluded that the concepts of service quality and quality of life (QoL) have become prominent in tourism. It is also determined that words related to sustainability and the environment have been used in recent years. According to the results of the study, 2021, 2022 and 2020 are the most productive years. China, the USA, and Spain are the countries that have contributed the most to the development of the literature. The United Kingdom has worked in cooperation with twenty-nine countries, China's link strength is greater, as it has cooperated with twenty-seven countries. Conversely, the university that has made the greatest collaborative contributions to science is Hong Kong Polytechnic University. Thus, it is anticipated that this research will further scientific contributions to the examination of quality management in the literature related to tourism.

Keywords: tourism management; quality management; strategic management; bibliometric mapping; VOSviewer.

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1. Introduction. The concept of quality, which stands out as one of the important tools of today's competitive processes, aims to meet customer expectations and to guarantee that the attributes of goods and services can surpass the demands of users. For this purpose, quality management philosophies and methods were developed and put into practice within many organizations offering goods/services that are eager to increase their rates of efficiency, effectiveness, productivity, growth, and profitability. There is a fundamental relation between the capabilities of businesses to gain a competitive advantage and to continuously provide quality products and services to their customers. The primary duty of quality management is to ensure that the quality standards demanded or expected by customers are offered. Quality service includes statements about accessibility, timeliness, what customers find, and reasons for doing something, which affect customer satisfaction (Cotîrlea, 2011). As one of the most important and quickly expanding sectors in the world, tourism contributes significantly to the national economy and fosters the expansion of other economies. (Al-Ababneh, 2013). Quality management describes the quality services offered by every commercial organization in the tourism industry in meeting customer satisfaction, which is a crucial factor for success in every business operation. In this regard, managing quality processes in tourism enterprises is important for ensuring consumer loyalty (Gador, 2019). Tourism is often regarded as an expression of human behaviour. Tourism is believed to be an invisible industry covering the health, transportation, accommodation, and entertainment sectors (Cornell et al., 2019). Care should be taken not to jeopardize the safety and health of customers but rather to comply with hygiene and cleaning rules as part of the quality processes in tourism (Adriana, 2018). On the other hand, by emphasizing quality procedures in tourism, it is crucial to guarantee the sustainability of consumer happiness. In qualified tourism, improving the quality of the visitor experience at a destination is more important than improving the quantity of visitors (Suryani et al., 2023). The foundation for the growth of a sustainable tourism sector is quality processes.

Studies in the literature (Akinci & Oksuz, 2022; Angelkova et al., 2012; Palguna et al., 2023; Yazdi, 2012; Zolfani et al., 2015) confirm that quality is a crucial aspect of tourism and denotes success in the tourist business. In other words, the importance attached to the concept of quality by various organizations and destinations in the tourism industry that aspire to strengthen their competitiveness is also reflected in the tourism literature. According to (Garrigos-Simon et al., 2019), especially in the last decade, the concept of quality has undergone a significant expansion in the tourism literature. The authors state that the concept of quality in tourism includes a multifaceted and complex structure. For this reason, they add that the concepts of tourism and quality should be examined in depth and holistically. Furthermore, the detrimental impacts of the COVID-19 epidemic on the tourism industry have further amplified the need for studies on quality management in the industry (Sanchez-Franco et al., 2023). In other words, the COVID-19 epidemic has once again emphasized the fragile nature of the tourism sector. This situation reveals the dynamic structure of the tourism sector. It can also be cited as an example of the speed at which contemporary trends emerge in the industry. In this context, by examining and analysing the tourism literature from the perspective of quality management, the role of quality management can be understood in light of the latest developments in the sector. Considering this information, the main purpose of this study is to better understand the importance and effects of quality management in the tourism sector and to provide a framework to increase knowledge in this field. For this purpose, this research aims to examine how the concept of quality management is discussed in the tourism literature. Within the scope of this review, the study aims to determine which concepts are included in quality management in the tourism literature, in other words, what the concept of quality management includes. In addition to this main objective, the study also seeks answers to the following questions. These are:

- RQ1. What is the volume, growth trajectory and geographical distribution of studies on quality management in the tourism literature?
 - RQ2. What is the distribution of publications according to WOS index quality management in the tourism literature?
 - RQ3. Which authors and countries are the most productive in the field of quality management in the tourism literature?
 - RQ4. Which authors and documents have had the greatest impact on quality management in the tourism literature?
 - RQ5. What is the intellectual structure of quality management in the tourism literature?
 - RQ6. How is there global academic collaboration in quality management in the tourism literature?
 - RQ7. What are the main themes of publication quality management in the tourism literature?
-

Research activity is important because it can reveal the structure of the scientific field in which the concepts of tourism, quality and quality management are examined jointly. To this end, bibliometric analysis was used as the analytical approach of this study. Nonetheless, the bibliometric research approach provides a number of methods to overcome the challenges associated with performing a thorough review of the literature. It has been widely employed in recent years and analyses the results of a large number of studies in a certain discipline (Toker & Emir, 2023). This article is different from previous articles analysing the relationship between tourism and quality. In the previous articles, *tourism* and *total quality management* and *tourism* and *quality* were used as search terms. In this article, the terms *quality management* and *accreditation* were also included in the search. Thus, a more comprehensive approach and a more comprehensive perspective have been presented. Unlike previous studies, it includes all articles up to 2023 February. This article is valuable in terms of emphasizing trending topics and lacking topics in the fields of tourism and quality management. This highlights that research in the field of tourism and quality management is still narrowly focused and enlightens the advancement of the field. In this regard, our study is valuable to academics interested in quality management in tourism since it identifies, structures, and defines the main universities, journals, and authors to which to examine in future research.

This article provides contributions to scientists and practitioners. The contributions to scientists who will work in this area of research can be summarized as follows: Researchers who will conduct research in this field will be able to access publications that are effective in the field very easily. The universities and authors to be contacted for academic collaboration, such as co-authorship and project development, have been revealed and contributed to the rapid action of researchers. In addition, we present an informative account of research history and identify both mature and growing study topics. Co-occurrence keyword analyses identify trends in the field of tourism and quality management. This approach can create the opportunity for scientists who will conduct research in this field to develop strategies for future research. This article can be used in lectures and seminars to show students important research and authors on quality management in tourism. It will guide students who will produce articles, conference papers and theses in this field.

We provide interdisciplinary researchers with information on both tourism and quality management. We are also a resource for researchers who will conduct bibliometric analyses on data collection processes and analyses. The managers, quality managers and policy makers who will improve the quality of tourism and establish a quality assurance system will cooperate with the scientists involved in the improvement process. In addition, practitioners can enhance their quality management efforts in the sector by analysing the most cited studies. By discovering the rising trends, practitioners can identify quality management strategies. Bibliometric maps in the research area guide researchers and practitioners.

The subsequent sections of this article are structured as follows: First, we explain service quality, quality of life, and accreditation as prominent concepts in quality management in tourism in the literature review section. The Materials and Methodology section describes the concept and method of bibliometric analysis, the data selection process, the source of the main data and the software used for analysis. Then, we present the detailed results of the analysis. The discussion and Conclusions sections summarize the research findings, compare them with those of other studies, and identify limitations and implications for future research.

2. Literature Review.

2.1. Tourism and service quality

Considering that the tourism business is one of the most significant subsets of the service sector, one of the primary ideas stressed in the relationship between quality management and tourism is "service quality" (Fotiadis & Kozak, 2017; Park & Jeong, 2019). The theory of service quality has been accepted as a crucial area to investigate for both the tourism industry and the academic community due to its relationship with profitability, costs, customer satisfaction, customer retention and positive word-of-mouth communication (Ozgun et al., 2021). According to Zeithaml (1988), service quality is determined by the customer's evaluation of the overall superiority or excellence of the provided service. Within the tourism context, service quality is related to service performance at the attribute level (Chen & Chen, 2010). Service quality in tourism is defined by the World Tourism Organization (2003) as the range of quality determinants that underpin all legitimate needs for products and services, customer expectations, and requirements at reasonable prices. These include aspects such as cleanliness, safety and security, transportation, authenticity, and harmony of tourism activities related to the natural environment and human needs. (Hayati & Novitasari, 2017). The quality of tourism services is the major factor that creates a reputation and brand for each tourism business unit and for the entire tourism industry in general. The gap between what consumers expect from a service and how they perceive the service they actually receive is known as service quality (Trai & Van, 2020). The quality of tourism

services includes tour guide services, accessibility to infrastructure and transportation, and tourist attractions, including lodging and goods. Tourism quality is built by presenting superior services with respect to warm reception, reverence, effective lodging, eating, and recreational amenities (Rahmiati et al., 2020). According to several researchers, satisfaction in the tourism industry is influenced by perceived service quality (Appiah-Adu et al., 2000; Loureiro & Gonzalez, 2008). Perceived service quality from tourism has an influence on customer satisfaction, thus guiding the customer's intention to return. While the expectation of the customer is the prediction or belief of what the customer is purchasing, the perceived performance or outcomes are consumers' perceptions of what they are purchasing (Hayati & Novitasari, 2017). The primary duty of service quality management is to ensure that services are delivered at the quality standards requested or expected by customers. As in other sectors, hotels have also been affected by the ISO 9001 and ISO 14001 standards. In this context, ISO standards may provide an advantage in hotel management because they are preferred by potential customers (Vasconcelos-Vasquez et al., 2011).

2.2. *Tourism and QoL*

The way individuals view "goodness" in many spheres of their lives is a component of their overall QoL (Bowling, 2014). The assessment of human experience in general is prevalently exhibited by the term QoL in numerous disciplines, ranging from psychology, medical science, economics, and ecological science to sociology (Costanza et al., 2007). When the scope of QoL is categorized, we encounter five dimensions: physical welfare, material welfare, social welfare, emotional welfare and progress and exercise. QoL is a multifaceted construct composed of subjective and objective components and is affected by both individual and environmental factors (Hole et al., 2015). The World Health Organization defines QoL as "the individual's perception of his/her position in life in the context of the culture and value systems he/she lives in and in connection with his/her goals, expectations, standards and concerns" (Javed et al., 2016).

The distances between a person's aspirations and expectations and his or her current reality are reflected in his or her QoL. The environment's suitability for living, an individual's capacity for survival, the advantages of life for the environment, and their sense of enjoyment in life all serve as predictors of an individual's longevity and well-being (Novakova & Soltes, 2016). Sociodemographic factors are associated with the happiness and QoL of individuals (Novianti et al., 2020). Research in the literature has shown that tourism has a favourable impact on participants' QoL (Alonso & Nyanjom, 2016). QoL is linked to joy and fulfilment (Foguesatto et al., 2022). Tourism can significantly impact one's quality of life. The creation of tourism offerings that locals can enjoy, such as festivals, restaurants, natural and cultural sites, and outdoor leisure opportunities, can enhance their quality of life. Tourism activities affect the QoL of a community that has adopted tourism development through social, economic, cultural, and environmental influences (Matatolu, 2019). QoL has emerged as a quality variable as a result of the effects of tourism on both visitors and locals (Moscardo, 2009). According to the tourism QoL scale, four tourism QoL areas were identified: urban problems, economic power of society, family and personal welfare, lifestyle and community awareness and facilities (Ahmad Puad et al., 2020). The four elements of tourism (economic, social, cultural, and environmental) have an impact on people's QoL (Kolawole et al., 2017). The QoL is a concept related to the concept of being content with the conditions people live in; thus, it implies that tourism can enhance living standards in many ways, including recreation, relief, knowledge improvement, and a sense of beauty and aesthetics (Ahmad Puad et al., 2020). Sustainable tourism development has been observed to take into account not only economic and environmental factors but also the experiences of both locals and visitors while also meeting the demands of the local population in terms of the standard of living throughout time. Furthermore, locals are more likely to support tourism growth if it improves their QoL and ensures the continued existence of the industry. Consequently, improving the QoL of the host community ought to be the primary goal in the process of developing tourism (Yu et al., 2016).

2.3. *Tourism and accreditation*

The term accreditation is expressed as a quality indicator and as the state of being dependable or credible. First, the perception of quality and quality assurance in the production of goods started, and then, this situation spread to the service sector (Dogan et al., 2021). Accreditation is a procedure in which an authorized institution appointed by state authorities officially recognizes that a particular organization or person is permitted (qualified) to perform certain standardization tasks (Walas & Celuch, 2014). The dimensions of a better management process, facilitation of business incubation, increased trust and more professional approaches to work increase the importance of accreditation in tourism (Taylor et al., 2000). Maintaining quality and sustainability standards in the provision of leisure and tourism products is greatly aided by accreditation. Accreditation systems are mainly related to the traditional tourism sector, despite being widely employed in

tourism accommodations, services, and sustainable practices (Slabbert & Du Preez, 2017). It is also important to note that many tourism businesses value the idea of accreditation as a mark of excellence to ensure their long-term viability (Foster, 2003).

The concept of accreditation in tourism research has mostly come to the forefront in health tourism studies. It is understood that countries that succeed in health tourism have certain common characteristics. These findings are important for internationalization following the needs of international patients, physician staff whose equivalence can be accepted in the systems of tourist sending countries, internationally accredited technological health facilities and touristic attractions (Sezgin, 2021). A health institution that holds an accreditation certificate in the international arena is significant for a patient who will travel out of their country for treatment purposes. An internationally recognized accreditation certificate for a health institution that aims to obtain a share from medical tourism is an indication that the health institution in question provides service at a certain standard (Birdir & Buzcu, 2014). Moreover, the quality standards implemented in the tourism industry expand the innovation, competitiveness, and sustainability of tourism destinations in the long term. Research conducted in the tourism literature underlines the relationship between destination standards and continuity within the framework of both management and client perceptions. Consequently, if quality certifications are applied in the tourism industry, this will refer to an increase in the efficiency and thus sustainability of destinations (Collado Agudo et al., 2021).

3. Methodology and research methods.

3.1. Bibliometric analysis

The aim of this research is to reveal the framework of the scientific field in which the concepts of tourism and quality management are examined together. Bibliometrics was used as the analytical approach of this study. Bibliometrics is a field of research that helps to analyse current trends in the literature on a particular area and provides guidance and motivation for future research studies. It basically provides a general outline and structure of the research area (Muhuri et al., 2019). The bibliometric method's quantitative analysis improves the correctness and transparency of the statistical analysis process as well as its results. It also enables the interpretation and understanding of a specific area of knowledge. This research method is better suited for academics' fields than qualitative analysis because it examines the internal dynamics of the literature (Zhao, et al., 2023). This methodology enables an analysis of the intellectual, social, and conceptual structures that have shaped the evolution of any academic discipline (Sanchez-Camacho et al., 2022).

Researchers have distinguished between two categories of bibliometric techniques: science mapping and performance analysis. Research output in any scientific field is the focus of performance analysis. On the other hand, science mapping focuses on relationships between different aspects of research projects (Suban, 2023). One of the primary uses for bibliometric analysis is the scientific mapping technique (Zupic & Cater, 2015). A spatial representation of the relationships between various scientific actors is called science mapping analysis (Farooq, 2024). Citation analysis, co-occurrence keyword, coupling map, and co-authorship analysis are all included in scientific mapping. Citation analysis takes a citation as the basic unit of analysis. Therefore, it goes beyond a simple counting of citations. It also includes the mapping of connections between articles in a research field. As a result, the citation analysis reflects the usefulness of the research for other researchers conducting studies in the field (Fetscherin & Heinrich, 2015). Bibliometric analysis is widely used in the fields of management and organizational behaviour (Tigre et al., 2023; Gamarra & Giroto, 2022; Zhao et al., 2023; Ozturk & Gok, 2020; Najam & Mustamil, 2020; Verma & Gustafsson, 2020; Samul, 2020) and tourism (Marko-Lajara et al., 2023; Roziqin et al., 2023; Atsız et al., 2022; Suban, 2023; Mavric et al., 2021; Merigo et al., 2020). Bibliometric analyses are useful for observing the improvement of studies in the scientific field, determining trends, revealing academic collaborations and filling gaps.

3.2. Research design and data search

In this study, we combined performance analysis and science mapping methods. To reveal the trends of the studies, the distribution of the documents by year was analysed. The recognition and popularity of the articles were demonstrated by the distribution of the journals in which the articles were published based on the indexes. The most productive authors and countries were analysed to reveal productivity in the field of science. The most cited article was included to determine the study's prevalence. Thus, the performance of the research area has been demonstrated. The bibliometric network was built and visualized using VOSviewer 1.6.18 software. This is because VOSviewer offers a greater variety of functionalities for scientific network mapping and bibliometric network visualization than do other software solutions. Additionally, the program offers a unique text mining tool for displaying bibliometric networks and has been utilized in a number of earlier research projects (Roziqin et al., 2023). The size of the circles on the maps indicates the frequency of

occurrence of the element in the analysed area. The colours of the circles indicate that the genes belong to a specific cluster. The length of the line between the elements indicates the strength of the connection between them. Longer lines indicate the weakest connections, while short lines indicate stronger connections (Kwilinski, 2023).

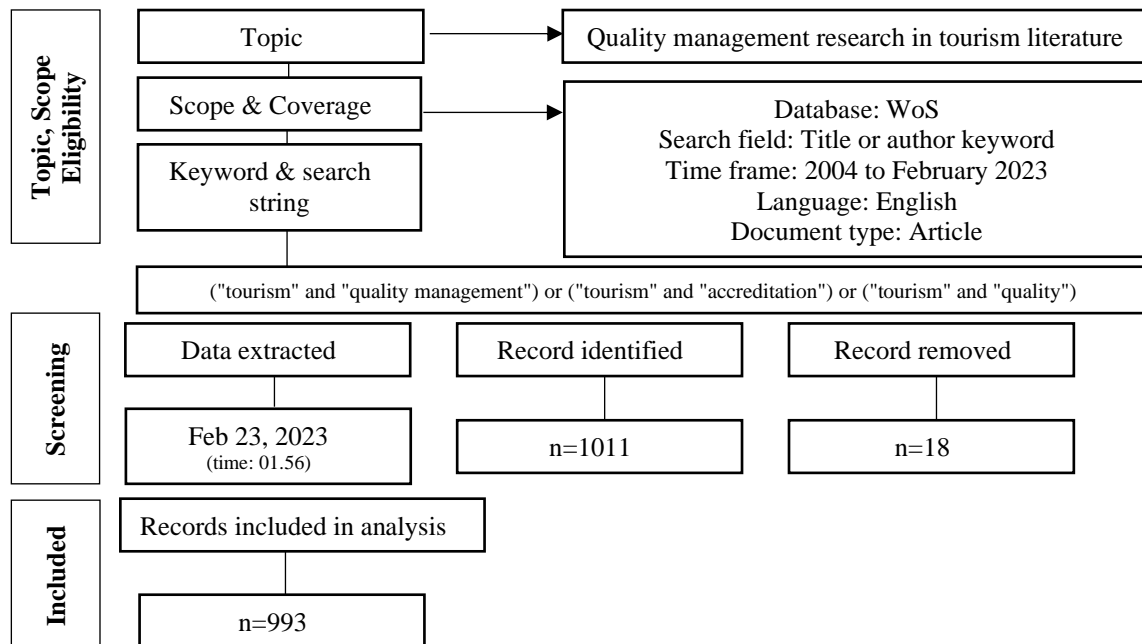


Figure 1. PRISMA flow diagram

Source: Developed by the authors based on Senyah (2023).

The data sets were retrieved from the WoS database. WoS was the first bibliographic database identified in the 1960s. The WoS is a multidisciplinary and selective database consisting of various specialized indexes grouped according to the type or theme of the indexed content. The centrepiece of the WoS platform is the Core Collection (WoS CC), which includes six main citation indices: the Social Sciences Citation Index (SSCI), Science Citation Index Expanded (SCIE), Emerging Sources Citation Index (ESCI), Arts & Humanities Citation Index (A&HCI), Conference Proceedings Citation Index (CPCI), and Books Citation Index (BKCI). Over time, WoS has become the most effective source of bibliographic data traditionally used for journal selection, research evaluation, bibliometric analyses, and other tasks (Pranckute, 2021). Therefore, we used the WoS database for analysis.

In this study, the researchers followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. The PRISMA guidelines define the steps to be reported in the identification and extraction of information in systematic reviews (Moher et al., 2009) (see Figure 1). To conduct research in the database, a word combination of search terms ("tourism" and "quality management") or ("tourism" and "accreditation") or ("tourism" and "quality") was determined by the Boolean method. Database scanning was conducted on 23 February 2023. As a result of the scan, 1518 documents were obtained. First, we determined the inclusion and exclusion criteria. Only journal articles were included, and conference proceedings, book chapters, early access, review articles, book reviews, etc., were excluded. After exclusion, 1130 articles were identified. The next filter is publication language. We included only articles written in English. Thus, the number of data points became 1011. The last 20 years were covered by the screening, which was repeated from 2004 to 2023. Ultimately, 993 articles were identified as the research data sets. A total of 993 documents were exported from the WoS database.

4. Results

4.1. Performance Analysis

4.1.1. Documents by year

Figure 2 displays the 993 articles' distribution by year. According to Figure, the number of studies conducted in the field after 2017 has increased. Most of the articles (131) were published in 2021. There were 128 articles in 2022, 124 in 2020, 109 in 2019 and 88 in 2018.

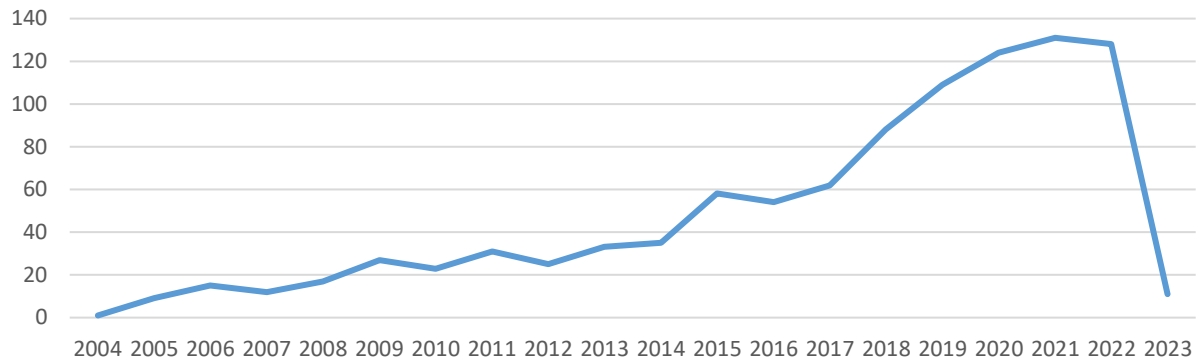


Figure 2. Distribution of documents by year according to the WoS database
Sources: developed by the authors using Excel.

4.1.2. Distribution of document WOS indices

Table 1 displays the distribution of the articles based on the WOS indices. Fifty percent of the articles are included in the journals scanned in the SSCI, and 37% are included in the ESCI.

Table 1. WOS Index

Index	n	% of 993
Social Sciences Citation Index (SSCI)	498	50,151
Emerging Sources Citation Index (ESCI)	368	37,059
Science Citation Index Expanded (SCI-EXPANDED)	217	21,853
Book Citation Index – Social Sciences & Humanities (BKCI-SSH)	50	5,035
Conference Proceedings Citation Index – Social Science & Humanities (CPCI-SSH)	9	0,906
Conference Proceedings Citation Index – Science (CPCI-S)	2	0,201
Book Citation Index – Science (BKCI-S)	1	0,101

Sources: developed by the authors using the WoS database.

4.1.3. The nations and authors with the highest productivity

The authors with the most articles in the research area are displayed in Table 2.

Table 2. The most productive authors according to the WoS database (top 10)

Author	NA	NC	Institutional Affiliations/Country	h-index
Han H.	10	499	Sejoong Univ./South Korea	71
Uysal M.	10	1444	University of Massachusetts Amherst/USA	16
Sirgy M.J.	8	1010	Virginia Polytechnic Institute&State Univ./USA	50
Eusebio C.	7	60	University of Aveiro/Portugal	37
Kim H.	7	908	University of Nevada/USA	21
Campon-cerro A.M.	6	66	University of Extremadura/Spain	25
Carneiro M.J.	6	79	University of Aveiro/Portugal	33
Chen C.C.	6	301	University of Idaho/USA	24
Croes R.	6	188	University of Central Florida/USA	39
Hernandez-mogollon J.M.	6	66	University of Extremadura/Spain	33

Notes: NA: Number of articles, NC: Number of citations

Sources: developed by the authors based on the WoS database.

According to the table, Han H. and Uysal M. were the most productive authors, with 10 articles. These countries are followed by Sirgy M.J. and Eusebio C. The distribution of the countries that have contributed to the Tourism and Quality literature is displayed in Figure 3. The most productive country is China. With 153 articles, the USA ranks 2nd, and Spain ranks 3rd with 103 articles. Figure 3 shows that the most productive continents are North America, Europe, Asia, and Oceania.

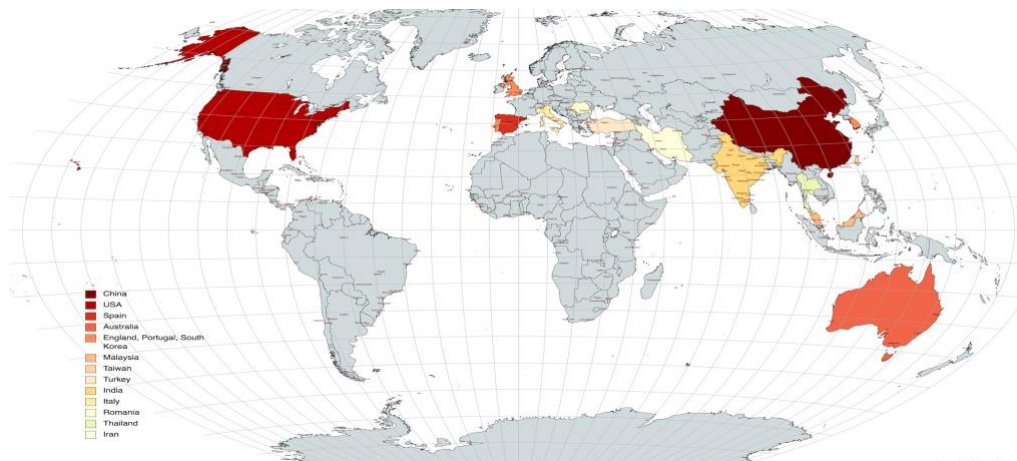


Figure 3. Document by country

Sources: developed by the authors based on mapchart.net.

4.1.4. The most cited publications

The twenty most cited articles are listed in Table 3. With 1,193 citations, the work by Chen & Chen (2010), which is ranked first on the list, was published in *Tourism Management*. The quantitative research method was applied in the relevant article. The data obtained from the research conducted in Taiwan were analysed by structural equation modelling. The second most cited article was written by Andereck & Nyaupane (2011), in which QoL was analysed using a quantitative research method. The article written by Kim, Uysal and Sirgy (2013) on QoL ranks third, with 439 citations. The authors preferred the quantitative research method for the article. The *Journal of Tourism Management* published seven of the twenty most referenced articles.

Table 3. The most cited documents

#	Author	Title	Journal	WOS Citations
1	Chen, CF and Chen, FS. (2010)	"Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourists"	"Tourism management"	1,193
2	Andereck, KL. And Nyaupane, GP (2011)	"Exploring the nature of tourism and quality of life perceptions among residents"	"Journal of travel research"	466
3	Kim, K; Uysal, M and Sirgy, MJ. (2013)	"How does tourism in a community impact the quality of life of community residents?"	"Tourism management"	439
4	Uysal, M, Sirgy, MJ (...). Kim, H. (2013)	"Quality of life (QOL) and well-being research in tourism"	"Tourism management"	403
5	Han, H. and Hyun, SS. (2015)	"Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness"	"Tourism management"	282
6	Hall, CM. (2011).	"Publish and perish? Bibliometric analysis, journal ranking and the assessment of research quality in tourism"	"Tourism management"	277
7	Woo, E. Kim, H. and Uysal, M. (2015)	"Life satisfaction and support for tourism development"	"Annals of tourism research"	269
8	McCabe, S. and Johnson, S. (2013)	"The happiness factor in tourism: subjective well-being and social tourism"	"Annals of tourism research"	269
9	McKrecher, B, Law, R. and Lam, T. (2006)	"Rating tourism and hospitality journals"	"Tourism management"	226
10	Kim, H., Woo, E. In addition, Uysal, M. (2015)	"Tourism experience and quality of life among elderly tourists"	"Tourism management"	208

#	Author	Title	Journal	WOS Citations
11	Shonk, DJ. and Chelladurai, P. (2008)	"Service quality, satisfaction, and intent to return in event sport tourism"	"Journal of sport management"	184
12	Loureiro, SMC and Kastenholtz, E. (2011)	"Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal"	"International journal of hospitality management"	176
13	Loureiro, SMC and Gonzalez, FJM. (2008)	"The importance of quality, satisfaction, trust, and image in relation to rural tourist loyalty"	"Journal of travel & tourism marketing"	
14	Kim, SE, Lee, KY; (...); Yang, SB. (2017)	"Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo"	"Information & management"	164
15	Nawjin, J., Marchand, M.A. (...), Vingerhoets A.J. (2010)	"Vacationers happier, but most not happier after a holiday"	"Applied research in quality of life"	143
16	Li, X and Petrick, JF. (2008)	"Examining the antecedents of brand loyalty from an investment model perspective"	"Journal of travel research"	136
17	Paramati, SR; Shahbaz, M and Alam, MS. (2017)	"Does tourism degrade environmental quality? A comparative study of Eastern and Western European Union"	"Transportation research part d-transport and environment"	134
18	Danish and Wang, ZH. (2018)	"Dynamic relationship between tourism, economic growth, and environmental quality"	"Journal of sustainable tourism"	133
19	Mathew, PV and Sreejesh, S. (2017)	"Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations"	"Journal of Hospitality and Tourism Management"	132
20	Pizam, A; Shapoval, V and Ellis, T. (2016)	"Customer satisfaction and its measurement in hospitality enterprises: a revisit and update"	"International Journal of Contemporary Hospitality Management"	118

Sources: developed by the authors using the WoS database.

4.2. Scientific Mapping Analysis

4.2.1. Citation Analysis

Citation analysis is the process of counting an article's references to represent the intellectual framework of the field being researched over a certain amount of time. It helps to map academic foundations and reveal what researchers think about other researchers who are also their peers (Koseoglu et al., 2015). Citation analysis is useful for guiding readers of new work to sources they many want to check or draw upon themselves as well as proving the historical lineage of knowledge. Citation refers to the most dominant and important authors, articles and journals of the scientific field of analysis (Hallinger & Kulophas, 2020).

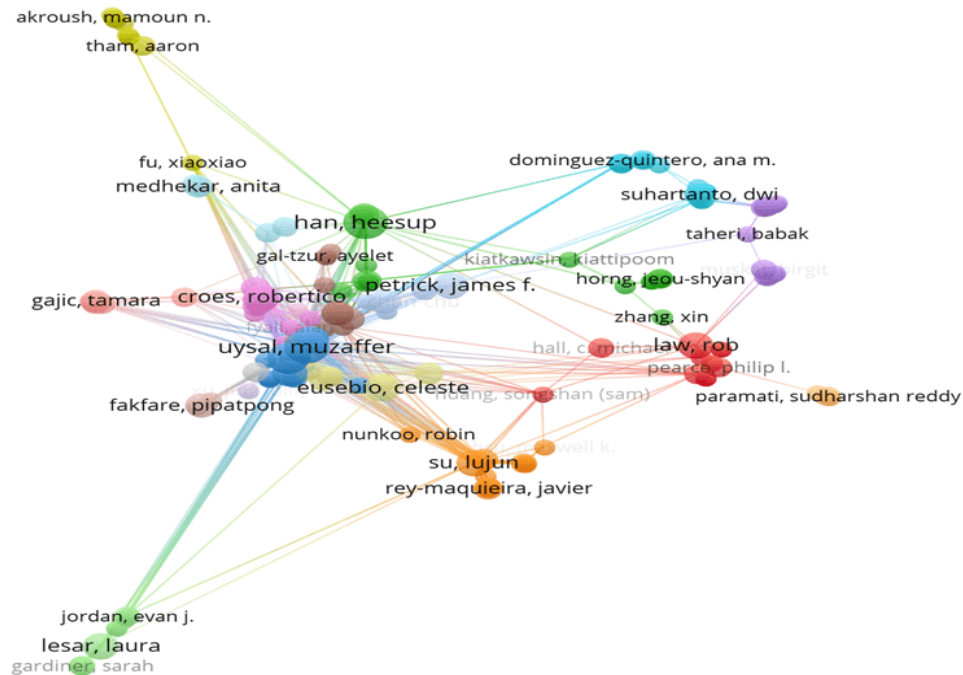


Figure 4. Author citation network map

Sources: developed by the authors using the VOS viewer.

The network of the most mentioned authors is depicted in Figure 4. As a selection criterion, a minimum of two articles and a minimum of two citations were identified. A total of 233 authors met the threshold value. The map consists of 178 items, nineteen clusters and 1719 total link strengths. Uysal, M. has the strongest link strength, with 311 total link strengths (10 articles and 1444 citations). Woo, E. has 212 links (6 articles and 963 citations), and Siray, M. Joseph (8 articles and 1010 citations) has 192 total links. All three authors are in the blue cluster. The most influential author in the research area is Uysal M.

Table 4. Most highly cited authors based on citation analysis

#	Author	Institutional Affiliations	Country	Document	Citation	Total link strength	CPD*
1	Uysal, Muzaffer	University of Massachusetts Amherst	USA	10	1444	311	14.40
2	Sirgy, M. Joseph	Virginia Polytechnic Institute & State Univ.	USA	8	1010	192	12.62
3	Woo, Eunju	Pukyong National Univ.	South Korea	6	963	212	16.05
4	Kim, Hylein (lina)	University of Nevada	USA	7	908	205	8.620
5	Han, Heesup	Sejoong Univ.	South Korea	10	499	44	4.99
6	Andreck, Kathleen L.	Arizona State Univ.	USA	2	486	99	24.30
7	Petrack, James F.	Texas A&M Univ.	USA	6	430	40	7.166
8	Correia Loureiro, Sandra Maria	Lisbon univ. Institute	Portugal	4	396	1	9.90
9	Mccabe, Scott	Birmingham Business School	UK	2	383	42	19.15
10	Law, Rob	University of Macau	China	6	318	23	5.30

*CPD=citation per document

Sources: developed by the authors using the VOS viewer.

4.2.2. Co-citation Analysis

The structure and composition of the knowledge base were analysed using citation and co-citation analysis to combine tendencies (Hallinger & Kulophas, 2020). Co-citation analysis is defined as a bibliometric study that shows a relationship between two documents when a third document cites both of them simultaneously (Mulet-Forteza, 2019). Co-citation analysis refers to the continuation of citation analysis and is principally based on the high probability that document sets that often show up simultaneously (co-cited) in reference lists are correlated. Co-citation analysis is convenient for revealing the ideological construct of a scientific discipline (Jiang et al., 2019).

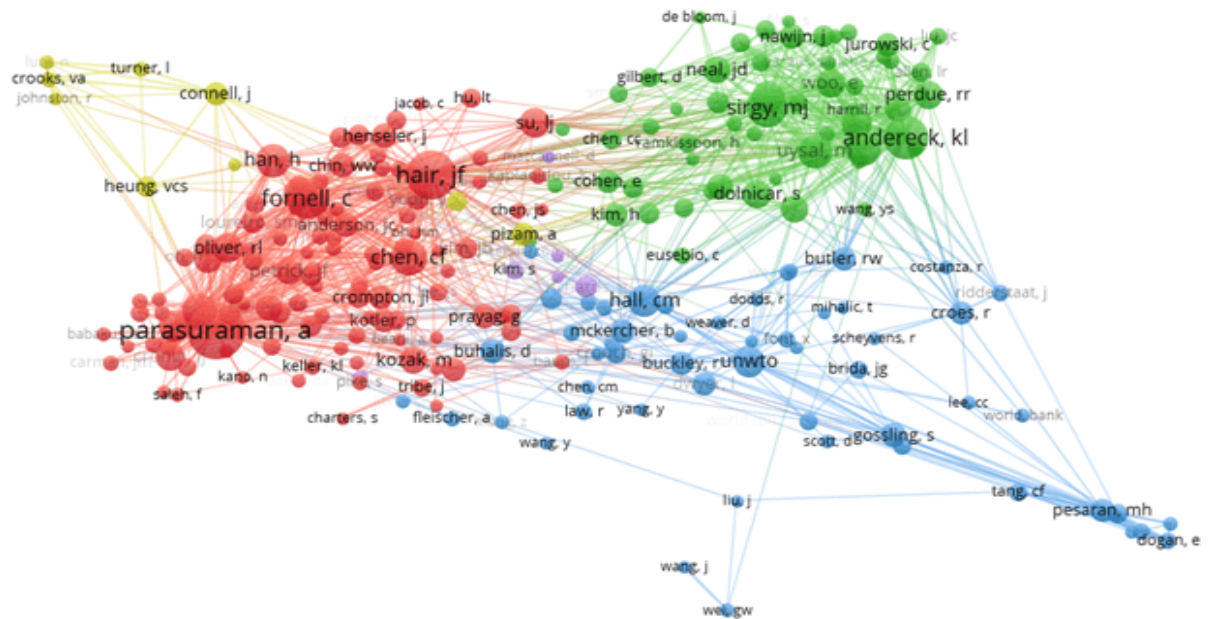


Figure 5. Co-Citation network map of authors

Sources: developed by the authors using the VOS viewer.

The co-citation chart of the authors is shown in Figure 5. The 236 authors who satisfied the minimum of twenty citation requirements were divided into five clusters: purple, yellow, green, blue, and red. There are 110 authors in the red cluster, 56 authors in the green cluster, 55 authors in the blue cluster, 9 authors in the yellow cluster, and 6 authors in the purple cluster. According to the co-citation network, Parasuraman, A. is the author with the strongest network, with a total link of 316.79. Hair, J.F. ranks second (277 citations and 266.05 total link strength). Parasuraman A. and Hair J.F. are in the red cluster. The second-largest cluster is the green cluster. With 224 citations and a total link strength of 210.92 Andreck, K.L. is the strongest member of the green cluster.

Table 5. Most highly co-cited authors based on co-citation analysis.

#	Author	Country	Co-Citation	Total link strength
1	Parasuraman, A.	USA	373	316.79
2	Hair, J. F.	USA	277	266.05
3	Andreck, Kathleen L.	USA	224	195.59
4	Fornell, C.	USA	198	166.26
5	Sirgy, M. Joseph	USA	185	149.67
6	Chen, C.F.	Taiwan	152	131.58
7	Nunkoo, R.	Mauritius	141	125.34
8	Uysal, Muzaffer	USA	130	125.22
9	Zeithaml, V.A.	USA	130	110.98
10	Han, H.	China	126	107.51

Sources: developed by the authors using the VOSviewer.

4.2.3. Co-authorship Analysis

Co-authorship is the term used to describe published works created collaboratively by research networks, centres, organizations, or even entire nations (McAllister, 2022). Co-authorship analysis reveals collaborative networks that drive information initiatives in a field. (Jiang, et al., 2019). Compared to other relatedness metrics, co-authorship better reflects social ties. Coauthor analysis is a useful tool for examining collaboration issues at the national and institutional levels. (Zupic & Cater, 2015).

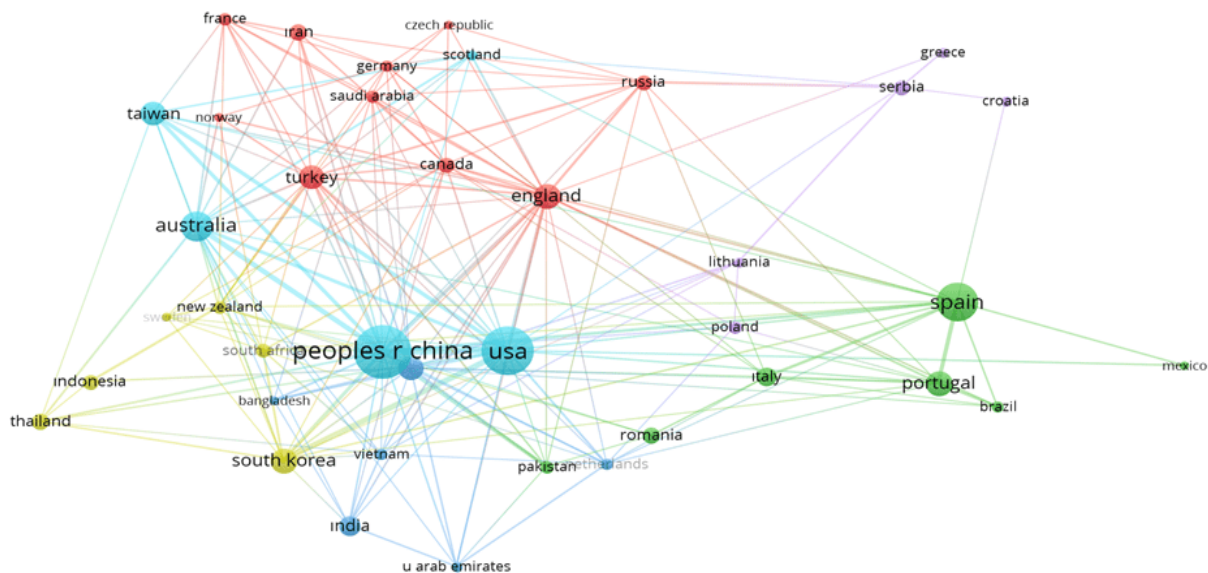


Figure 6. Co-authorship network map of countries
Sources: developed by the authors using the VOS viewer.

Figure 6 shows the status of countries that work together to produce articles. The minimum number of documents selected was ten. China has the largest circle in the coauthoring network with different countries (179 documents and 83.00 total link strength). China has coauthored with twenty-seven countries, including Australia, Malaysia, Turkey, England, Taiwan, South Korea, Switzerland, Russia, and France. Although the number of countries where the USA coauthored on the map is twenty-eight, it is in the second largest circle because its total link strength and number of documents (152 documents and 82.00 total link strength) are less than those of China. Similarly, the UK has a network with twenty-nine countries; however, both the number of documents and the total link strength (49 documents and 41.00 total link strength) are lower than those of China and the USA.

Table 6. Institutions' Co-authorship

#	Institutions	Country	Document	Citation	Total link strength
1	The Hong Kong Polytechnic University	Hong Kong	24	649	11.00
2	Griffith University	Australia	18	341	5.00
3	University of Aveiro	Portugal	17	481	1.00
4	Sejong University	South Korea	15	579	8.00
5	University of Central Florida	USA	15	442	1.00
6	James Cook University	Australia	11	273	3.00
7	Texas A&M University	USA	11	655	3.00
8	University of Extremadura	Spain	11	256	1.00
9	University of Seville	Spain	11	146	1.00
10	Xiamen University	China	10	206	7.00
11	Virginia Polytechnic Institute and State University	USA	10	1032	5.00

Note: Institutions with at least ten documents are shown.

Sources: developed by the authors using the VOS viewer.

The minimum number of documents selected was five. Hong Kong Polytechnic University ranks first with twenty-four documents, 649 citations and a total link strength of 11.00. Sejong University in South Korea (15 documents, 579 citations and 8.00 total link strength) and Xiamen University in China (10 documents, 206 citations and 7.00 total link strength) rank second and third, respectively. Griffith University, located in Australia, has coauthored with different universities in eighteen articles, and the University of the Aveiro in Portugal has coauthored in seventeen articles. However, due to their citation and total link strength, they cannot be ranked near the top. The Virginia Polytechnic Institute and State University have the greatest number of citations, although they have 10 coauthor documents (see Table 6).

4.2.4. Co-occurrence Keywords

The co-occurrence analysis of keywords is a content analysis that provides a correlation between the words in the documents. The frequent use of keywords in documents means that the concepts behind these words are strongly associated (Merigo, et al., 2020). Researchers can identify hot spots in the research area and the resulting boundaries (Zhao, et al., 2023). The keywords used in the articles and their frequencies can be seen in the keyword network analysis. The minimum number of co-occurring keywords was selected as 7 (Gobniece & Titko, 2024). Sixty-five keywords out of 3077 keywords were included. Keywords related to countries and research methods were excluded. Finally, 61 keywords were visualized.

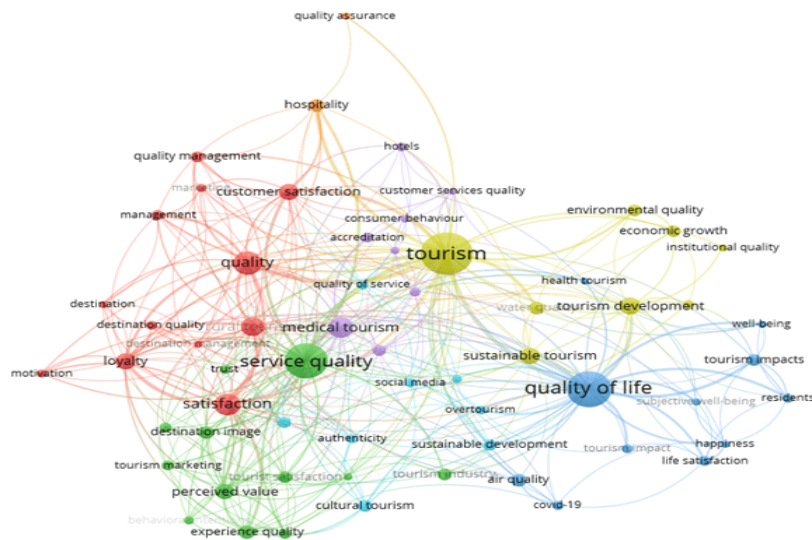


Figure 7. Co-occurrence network map of keywords

Sources: developed by the authors using the VOS viewer.

Figure 7 shows that the topics examined in the articles are grouped into seven clusters. "Tourism" is the most frequently used keyword (203) and has the greatest link strength (243). Table 7 lists the distribution of keyword clusters and the three keywords with the highest co-occurrence. Cluster names were determined based on the keywords in the central (large) node, which exhibited stronger links with other keywords within the cluster.

Table 7. Co-occurrence analysis results

Cluster	Cluster name	Top 3 keyword	Co-occurrence
1	"Quality"	"Quality"	62
		"satisfaction"	52
		"customer satisfaction"	29
2	"Service quality"	"Service quality"	139
		"perceived value"	27
		"experience quality"	22
3	"Quality of life"	"Quality of life"	144
		"tourism impacts"	25
		"air quality"	18
4	"Tourism"	"Tourism"	203
		"tourism development"	35
		"sustainable tourism"	31

Cluster	Cluster name	Top 3 keyword	Co-occurrence
5	"Medical tourism"	"Medical tourism" "sustainability" "accreditation"	51 15 12
6	"Cultural tourism"	"Cultural tourism" "perceived quality" "sustainable development"	16 15 13
7*	"Hospitality"	"hospitality" "quality assurance"	19 7

*This cluster consists of only two items.

Sources: developed by the authors based on Gobniece & Titko (2024).

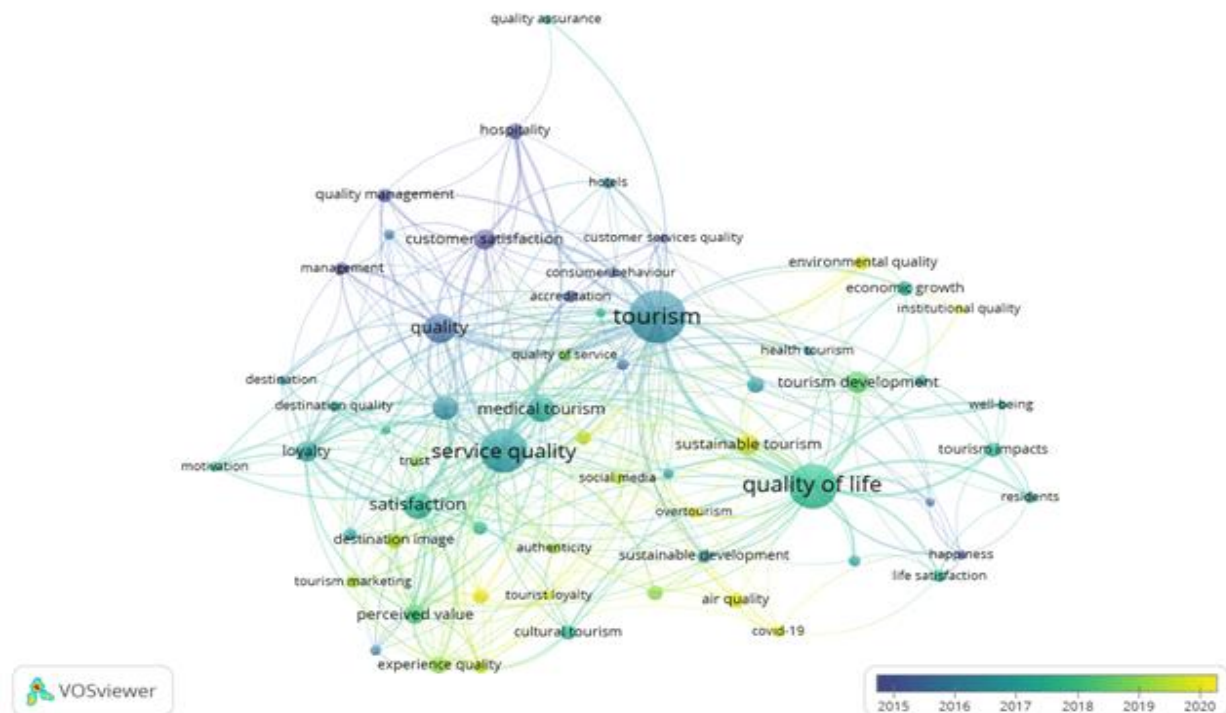


Figure 8. Overlay visualization based on keywords
Sources: developed by the authors using the VOS viewer.

The overlay of keywords by year is shown in the grid chart in Figure 8. Words such as quality management, accreditation, customer satisfaction, and hospitality were used more frequently from 2015 to 2016. Since 2017, words such as “service quality”, “tourism”, “satisfaction”, “QoL”, “tourism development”, “experience quality”, and “social media” have been used. As of the 2020s, the concepts of over-tourism, sustainable tourism, air quality, COVID-19 and environmental quality have also started to be examined.

5. Discussion. This research was designed to provide a broad overview of the articles published on the development of a knowledge base on the concepts of tourism and quality management. To achieve this aim, an attempt was made to first document the size, growth trajectory and geographical distribution of this literature, then to identify influential authors and articles, and finally to reveal the intellectual structure of the literature. This study analysed the growth and intellectual structure of studies that address tourism and quality together holistically and methodically using bibliometric techniques. Performance analysis and science mapping techniques were used in this study. Data sets from the WoS database were used for PRISMA data processing. Bibliometric networks were visualized using VOSviewer. According to the performance analysis, 2021, 2022 and 2020 are the most productive years. Fifty percent of the articles were published in SSCI journals. Han, H., Uysal M. and Sirgy, M. J. are the most productive authors. The most productive countries are China, the USA and Spain. The most cited article, Chen & Chen (2010), was 1,193. Citation analysis indicated that Uysal M., Sirgy M.J., Woo E. were the most cited authors. Parasuraman A., Hair J. F.,

Andreck K.L. are the most co-cited authors. Although England has worked in cooperation with twenty-nine countries, China's link strength is greater, as it has cooperated with twenty-seven countries. The USA has coauthored twenty-eight countries. Conversely, the universities that have made the greatest collaborative contributions to science are Hong Kong Polytechnic University, Sejong University and Xiamen University. The keyword co-occurrence analysis revealed that "tourism," "QoL," "service quality," "quality", "satisfaction", "medical tourism", "tourism development", "sustainable tourism", "customer satisfaction" and "perceived value" were the top 10 most frequent keywords. In addition, words related to "sustainability" and "environment" have been used in recent years.

In a study conducted by Ozturk & Kurutkan (2020) with the term "quality management", studies in the field of quality management increased between 1995 and 2020. Hong Kong Polytechnic University has the most publications. The USA is the country with the most citations, while England holds the central position in terms of cooperation. Uzun & Cetinoz (2022) conducted a bibliometric analysis of studies on total quality management in the tourism literature. In this study, the authors examined the tourism literature and publications on total quality management. The survey revealed that publications on comprehensive quality management grew after 2007.

Garrigos-Simon et al. (2019) used the search terms "tourism" and "quality", Parasuraman. A, is a co-cited author. According to co-authorship analysis, the USA, Spain and China are establishing more global cooperation. The research also revealed that Hong Kong Polytechnic University, Griffith University and Kyung Hee University are strong coauthors. The keywords "tourism", "satisfaction", "service quality", "medical tourism", "QoL" and "sustainability" were the most frequently used keywords in this research. In this respect, when this study was conducted in 2019 and our study was compared, it can be seen that authors who are influential in the field of science maintain their effectiveness. The cooperation of countries and universities continues. Similar words are often used together in research. However, the use of keywords related to sustainability and the environment is becoming widespread. Similarly, Garrigos-Simon et al. (2018) reported that the USA, Spain, and England are co-authoring countries. In our study, Griffith University, Hong Kong Polytechnic University, and James Cook University, which were also included in the co-authoring analysis where the cooperation of universities was revealed, were identified as the universities leading the field. This study, which analyses research on tourism and the environment, is similar to the quality studies of country and university collaborations.

6. Conclusion. This study of the tourism, quality and quality management literature revealed that this field is very wide and diverse and that it should integrate and reconcile different perspectives. The research findings demonstrated different areas of research on quality management in tourism, their importance, and trends in the literature. These outcomes are important for both researchers and tourism practitioners who are aiming to maintain their sustainability. In addition, these findings have implications for organizations that develop public policies in the field of tourism. First, it can be claimed that service quality is essential in terms of quality management in tourism, and the relationships between the predecessors of this concept and its consequences, such as satisfaction and commitment, will always be a fundamental subject of study in the tourism literature. Second, the literature indicates that the tourism sector contributes to the QoL of those who produce or consume tourism goods and services (Font-Barnet & Andreu, 2023). It is recommended that quality management research examine the concept of QoL in depth through qualitative and quantitative research under the guidance of the social dimension of tourism. The holistic structure of quality management in tourism will be supported by research studies in which the concepts of QoL and nature, well-being and recreation management are discussed together. Moreover, tourism practitioners and policy makers should also attach importance to improving the economic and social QoL of residents. Third, it is important that tourism sector managers have quality awareness and adopt a quality management philosophy. The participation of all stakeholders in the quality management process should be ensured. Quality procedures should be developed, and the system should be secured. A quality assurance system will ensure both service quality and employee well-being in tourism enterprises. Finally, the concept of accreditation is another prominent variable in tourism quality management. Gonzalez Herrera et al. (2018) claim that certification of quality within the scope of accreditation processes is a benchmark that increases the preferred ability of tourism enterprises among potential tourists. In line with this significance, it is observed that many enterprises in the sector tend to become certified. The sustainable tourism certificate issued to accommodation enterprises accredited by the Global Sustainable Tourism Council (GSTC) has recently become the most prominent quality certificate. In this context, it is important for tourism policy makers to support certification processes through official or private accreditation bodies. Thus, the sustainable development goals of the United Nations will be achieved

(good health and well-being, decent work, and economic growth). Additionally, researchers working in the field of tourism and management can contribute to the development of quality understanding in the tourism sector by collaborating with policy makers through their applications.

One of the limitations of this study is that we were not able to determine the direction and strength of the relationships between the variables. Bibliometric analysis does not describe the functional relationships between variables (Kwilinski, 2023). Other limitations of the research can be summarized as follows:

Data set coverage: We used WoS to obtain the data. This study excluded any articles from journals that were not listed in the WoS database. However, there are several other data sources (Scopus and Google Scholar). In addition, book chapters and conference proceedings were excluded from the data set.

Software limitations: VOSviewer software was used for visualization. Other bibliometric analysis tools will be used in future analyses.

Subject limitations: The search terms in the database were determined by the researchers. Other researchers can use different search terms. Similarly, the filters used in the analyses (minimum of citations, document, etc.) were determined by the researchers. It should be noted that all visualization results are based on average publication years between 2004 and 2023. This shows that the analysis is subjective.

Language limitations: All the articles analysed were written in English. Therefore, the contribution of research in other languages has been ignored.

Publication and Citation Processes: Bibliometric analysis only analyses published and cited publications. Therefore, new publications that have not yet been cited may not be identified.

Being aware of the limitations of research can contribute to interpreting research results and obtaining better results in future studies. In future studies, it will also be possible to obtain data from databases such as Scopus and Google Scholar for more comprehensive research. The data obtained can be analysed with different bibliometric analysis tools (SciMAT, BibExcel, CiteSpace II, etc.). The scope of the data set can be narrowed or expanded in terms of time, language, and document type.

In new academic research, it may be recommended that businesses delivering services in different fields of activity in the tourism sector, ranging from entertainment to health, turn to research areas to determine the effects of service quality and practices of quality management. Similarly, future studies could contribute to the literature from managerial, economic, and marketing perspectives by examining the concepts of service quality, destination image and belonging.

Future research could focus on how quality management can be improved in the tourism sector. There is a need for research on issues such as establishing quality standards in tourism, accreditation, and certification. In addition, research on issues such as employee happiness, well-being, and life satisfaction will benefit both the literature and practitioners. Quality is a multidimensional concept. For this reason, it is recommended that analyses be conducted for management, service, customers, and employees focused on the tourism sector. Quality standards can be defined in the areas of customer satisfaction, employee happiness and sustainability. The impact of quality standards in different countries or regions on the tourism sector may be examined. In this context, if businesses operating in the tourism sector attach importance to quality management, this will contribute to their sustainable success.

In future research, the role of technology in tourism and quality management can be analysed. Researchers can conduct bibliometric analyses with the keywords “tourism”, “quality management” and “technology”. This will enable practitioners to collaborate with scientists working in this field.

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Дослідження управління якістю в публікаціях, присвячених розвитку туристичної галузі: бібліометричний аналіз

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Якість є важливим показником у сфері послуг. У сучасних умовах зростаючої конкуренції, технологічного розвитку та змін у потребах і вимогах клієнтів значення якості у туристичному секторі, як і в багатьох інших галузях, зростає. Ключова роль управління якістю в забезпеченні стійкої конкурентної переваги спонукала багатьох дослідників у галузі туризму зосередити увагу на цьому питанні. Проте, незважаючи на зростаючу популярність у туристичній індустрії, бібліометричні та систематичні оцінки залишаються обмеженими. Для сприяння подальшій дослідницькій співпраці та розширення знань у цій галузі авторами проведено бібліометричний аналіз. Це дослідження розглядає управління якістю в публікаціях, присвячених розвитку туристичної галузі, траєкторію зростання і географічний розподіл досліджень, розподіл публікацій за індексами WoS, найпродуктивніших авторів і країни, авторів і статті, які мали найбільший вплив на розвиток наукових досліджень у цій сфері, інтелектуальну структуру управління якістю, глобальну академічну співпрацю. Метою цього дослідження є визначення ключових питань та прогалин у літературі, пов'язаних з управлінням якістю в контексті туризму. Для цього було проведено пошук наукових публікацій у базі даних Web of Science (WoS). Було відібрано 993 наукові публікації, опубліковані в період з 2004 по 2023 роки. Авторами використано техніки аналізу продуктивності та картування науки. Програмне забезпечення VOSviewer було використано для створення бібліометричних карт. Авторами зроблено висновок, що в туризмі набули значення концепції якості послуг та якості життя (QoL). Також визначено, що в останні роки найчастіше використовувалися слова, пов'язані зі сталим розвитком та навколишнім природним середовищем. За результатами дослідження, визначено, що найбільшу кількість публікацій опубліковано у 2020–2022 роки. Китай, США та Іспанія – країни, які найбільше сприяли розвитку наукового ландшафту з даної проблематики. Англія співпрацювала з двадцятьма дев'ятьма країнами, а сила зв'язків у наукових публікаціях найвищою є у Китаю (колаборація більше ніж з двадцятьма сімома країнами). Університет Гонконзького політеху є університетом, який зробив найбільший внесок у розвиток міжнародної наукової співпраці з дослідження питань розвитку туристичної індустрії. Авторами наголошено, що отриманні результати формують теоретичне підґрунтя для подальших наукових досліджень у сфері управління якістю в туристичній індустрії.

Ключові слова: управління туризмом; управління якістю; стратегічний менеджмент; бібліометричне картування; VOSviewer.