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INTELLECTUAL STRUCTURE OF BEHAVIOURAL INTENTIONS STUDIES IN TOURISM AND HOSPITALITY: A BIBLIOMETRIC OVERVIEW

Struktura intelektualna badań intencji behawioralnych w turystyce: analiza bibliometryczna

Streszczenie

Ostatnie badania w dziedzinie turystyki i hotelarstwa skupiały się intensywnie na intencjach behawioralnych. Jednak żadne badanie nie przeanalizowało badań nad intencjami behawioralnymi (BIs) w turystyce przy użyciu analizy bibliometrycznej. Istnieje zatem potrzeba badań bibliometrycznych w celu zbadania badań BIs w turystyce. W tym kontekście niniejszy artykuł skupia się na przedstawieniu aktualnego stanu badań naukowych dotyczących koncepcji BIs w turystyce. W niniejszym badaniu przyjęto podejście bibliometryczne do analizy badań „intencji behawioralnych" opublikowanych w dziedzinie turystyki w ogóle, a do tego celu wykorzystano bazę danych WoS. W tym badaniu wykorzystano oprogramowanie Vosviewer do zbadania prawidłowości dotyczących publikacji, wybitnych autorów i czasopism, krajów wnoszących wkład i partnerstw instytucjonalnych, opierając się na 382 artykułach na temat intencji behawioralnych z bazy danych Web of Science (WoS) obejmujących lata 2000–2022. Wyniki pokazują, że w ciągu ostatnich 20 lat badania dotyczące intencji behawioralnych znacznie się rozwinęły i stopniowo osiągnęły różnorodność tematów badawczych. Ponadto wizerunek miejsca docelowego oraz lojalność, satysfakcja

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i motywacja są często powiązane z intencjami behawioralnymi. Na podstawie wyników badań przedstawiono kilka sugestii dotyczących przyszłych badań.

Słowa kluczowe: podejście bibliometryczne, analiza wizualizacji, zamiar ponownej wizyty, poczta pantoflowa, Vosviewer.

Abstract

Recent studies in the field of tourism and hospitality (T&H) have intensively focused on tourists' behavioural intentions (BIs). However, no study investigates BIs specifically in T&H using a bibliometric approach. Thus, there is a need for bibliometric research to investigate BIs research in T&H. In this regard, this article focuses on demonstrating the current state of scientific studies regarding BIs in T&H. This study adopts bibliometric methods to examine BIs studies published in the field of T&H in general, using the Web of Science (WoS) database for this purpose. VOSviewer software was employed to examine the patterns in publications, prominent authors, and journals, contributing countries, and universities. This analysis drew on 382 documents from the WoS database, spanning the years 2000 to 2022. The findings demonstrate that over the past 20 years, BIs research has grown significantly and has gradually attained diversity in research topics. In addition, destination image, loyalty, satisfaction, and motivation are frequently associated with BIs. Based on the results of the study, several suggestions are made for future research.

Keywords: bibliometric approach, visualisation analysis, revisit intention, word of mouth, Vosviewer.

Introduction

In the tourism and hospitality field, the decision-making processes of tourists (Dinc,2023; Dinc & Huang, 2023; Dinc, 2024) and their post-travel behaviours are quite popular research topics (Cifci et al., 2024; Ogretmenoglu et al., 2025). In the realm of tourism, the notion of BIs is pivotal as it reflects travellers' willingness to engage in particular behaviours, such as visiting a destination (Ciki et al., 2024; Pujiastuti et al., 2017), staying in a hotel (Dedeoglu et al., 2015), participating in a tour (Chan et al., 2015) or participating in a festival (Ciki et al., 2025). For the success of the tourism sector, understanding the factors that shape the BIs of travellers is essential. Thus, over the last 20 years, researchers have frequently examined the factors affecting the BIs of tourists (Baker & Crompton, 2000) as well as the variables associated with these intentions (e.g. revisit intention and word of mouth) (Khajehshahkoohi et al., 2022; Som et al., 2012). Consequently, a body of knowledge has emerged concerning tourists' BIs (Chen & Chen, 2010; Chen & Tsai, 2007; Ryu et al., 2012; Tanriverdi & Ciki, 2024).

Bibliometric studies (BSs) help examine the accumulated knowledge about specific topics or certain fields (Ruhanen et al., 2015; Siwach & Kumar, 2015). Bibliometrics was proposed by Pritchard et al. in 1969 (Patra et al., 2006). It is described as using statistical and mathematical techniques in written works and

other forms of communication. BSs provide an extensive overview of articles in various areas (Pritchard, 1969).

This method has been frequently employed across various fields, including education (Budd, 1988), industrial engineering (Cancino et al., 2017), mathematics (Behrens & Luksch, 2011), marketing (Nicolas et al., 2020), gastronomy (Vogel et al., 2019), medicine (Kokol et al., 2021), business administration (Mas-Tur et al., 2020), anthropology (Madadin et al., 2022), linguistics (Sun et al., 2021), finance (Khan et al., 2022), psychology (Tur-Porcar et al., 2018), and economics (Kesici, 2022). Moreover, BSs are also prevalent in the T&H field (Atsiz et al., 2022; Ciki, 2022; Ciki et al., 2023; Ciki & Tanriverdi, 2023; Goyal & Kumar, 2021; Hall, 2011; Koseoglu et al., 2016; Ogretmenoglu et al., 2022a; 2022b; 2023; Comerio & Strozzi, 2019).

Previous studies have conducted bibliometric analyses on various types and topics within T&H (e.g., Au & Tsang, 2022; Qiao et al., 2022). For instance, Qiao et al. (2022) examined the progression of knowledge, key research areas, and prospective developments within accessible tourism literature. Similarly, Au and Tsang (2022) investigated articles on smart travel experiences published between 2010 and 2021 in the WoS Core Collection and Scopus databases.

However, no study has investigated BIs in T&H through a bibliometric approach. Thus, there is a need for bibliometric research to investigate BIs research in T&H. In this regard, the current article focuses on demonstrating the current state of scientific studies regarding BIs of tourists in T&H. By doing so, this study can be helpful for both T&H researchers and practitioners. Motivated by the bibliometric analysis conducted by Borgohain et al. (2022), this study aims to uncover insights into several research queries, including:

— Who are the leading authors and research bodies in this field?
— Which journals were the most active during the period covered by the study?
— Which countries published the most articles on BIs in WoS between 2000 and 2022?
— How does the keyword co-occurrence form a cluster network?
— How does bibliometric coupling (BC) among authors, countries, and organizations form cluster networks?

This research is crucial for scholars seeking to understand the topic of BIs, as it offers a comprehensive overview of BIs research within the T&H sectors. This bibliometric analysis illustrates the framework, evolution, significant trends and influences of the topic (Comerio & Strozzi, 2019; Okumus et al., 2018; Jiang et al., 2019). Moreover, this study can be helpful for practitioners aiming to understand tourists' BIs.

This research is structured into four distinct parts. Following this introduction, the second segment outlines the research methodology, detailing the da-

tabases, indicators, and the research procedure. The third part then presents the results of the paper. Lastly, the fourth segment discusses the study's conclusions and associated limitations.

Research methodology

This research utilized a bibliometric approach to examine studies on BIs within the field of T&H (Koseoglu et al., 2016). The study presents a bibliometric analysis encompassing descriptive and science mapping (network analyses) of BIs studies in T&H. In any bibliometric study, the research design stands as the initial and pivotal phase. Authors embark on defining the research question and subsequently opt for the most suitable bibliometric techniques. Various bibliometric techniques can be adopted (Zupic & Carter, 2015), encompassing descriptive statistics, such as identifying the most contributing authors, institutions, countries, journals, annual publication rates, and most cited articles (Kesici, 2022), along with network analysis techniques, such as co-occurrence of keywords, BC, and co-citations (Sigala et al., 2021). In this study the authors adopted co-occurrence of keywords and BC for network analysis.

Data collection and process

The data were retrieved from WoS on March 22, 2023. WoS was chosen because it is a popular and widely used database. Moreover, it is often utilized for analysing scientific publications (Liu & Li, 2020).

In this study, "behavioural intentions" was selected as the keyword for the search. This meant specifically targeting publications where "behavioural intentions" appears in the title. To ensure accuracy, quotation marks were used around the search term, following the methodology outlined in previous studies by Van Nunen et al. (2018) and Mavric et al. (2021). The search culminated in the identification of 382 documents in the WoS database, encompassing articles, proceedings, books, and book chapters, as detailed in Table 1.

Table 1
Data search procedures

Steps	Search Outcome
1. On WoS: Search for studies with the keyword "BIs" in the title.	2252 documents
2. Refined by Web of Science Categories as hospitality, leisure, sport and tourism.	394 documents
3. The year of publication was chosen as 2000-2022.	382 documents

Results

Descriptive results

The WoS contains 382 documents published between 2000 and 2022 dealing with BIs studies in T&H. Most of the BIs documents published in the fields of T&H are research articles; the rest are conference papers, book chapters, and review articles. Published documents containing the term BIs tend to increase over time. The number rose from 1 to 20 in 2014 to 44 in 2020. The number in 2021 reached a peak of 49. However, the trend decreased slightly in 2022 (39 documents).

Table 2 below indicates the journals that have published the most documents on BIs. "The International Journal of Hospitality Management (IJHM)" ranks first with 32 studies.

Table 2

The journals that have published the most studies on BIs in T&H

Rank	Journal Name	Document Number	Index	Publisher
1	International Journal of Hospitality Management (IJHM)	32	Social Sciences Citation Index	Elsevier
2	Journal of Travel & Tourism Marketing (JTTM)	30	Social Sciences Citation Index	Taylor & Francis Group
3	International Journal of Contemporary Hospitality Management	24	Social Sciences Citation Index	Emerald
4	Journal of Quality Assurance in Hospitality & Tourism	18	Emerging Sources Citation Index	Taylor & Francis Group
5	Asia Pacific Journal of Tourism Research	17	Social Sciences Citation Index	Taylor & Francis Group
6	Journal of Hospitality Marketing & Management	13	Social Sciences Citation Index	Taylor & Francis Group
7	Tourism Management	13	Social Sciences Citation Index	Elsevier
8	Tourism Analysis	12	Emerging Sources Citation Index	Cognizant Communication Corporation
9	Journal of Travel Research	11	Social Sciences Citation Index	Sage
10	International Journal of Hospitality & Tourism Administration	10	Emerging Sources Citation Index	Taylor & Francis Group

Figure 1 shows the most contributing authors in the literature on BIs in T&H. As depicted, the most prolific authors are Heesup Han (Sejong University), Hung-Che We (Pennsylvania State University), SooCheong (Shawn) Jang (Purdue University), Seongseop Sam Kim (The Hong Kong Polytechnic University), and Kisang Ryu (Sejong University).
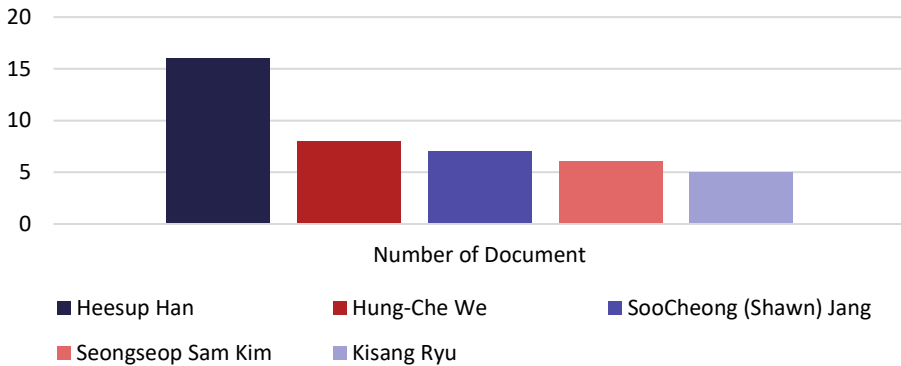

Figure 1
Researchers contributing most to BIs studies in the T&H field

The universities with the highest productivity are outlined in Figure 2. These universities include the State University System of Florida, Hong Kong Polytechnic University (PolyU), Sejong University, University of Central Florida, and Kyung Hee University.
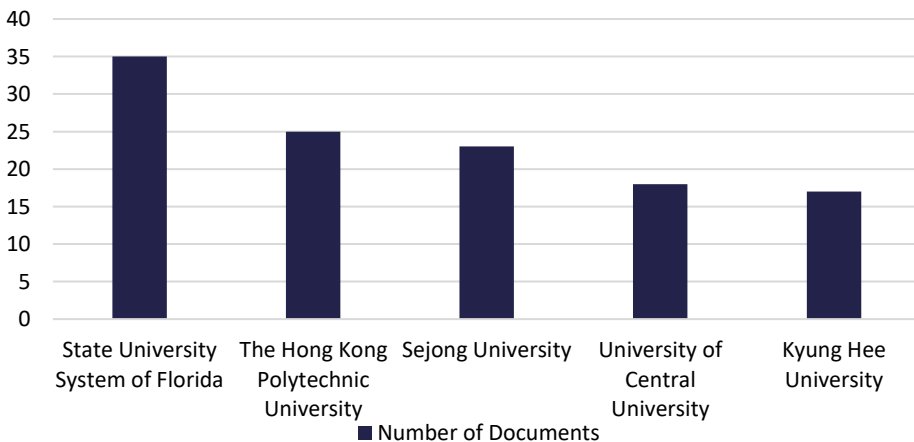

Figure 2
The universities contributing most to BIs studies in the T&H fields

Network analysis results

This research employed graphical mapping for network analysis of bibliometric data, in addition to descriptive analysis. Network analysis reveals the connections between various entities, such as authors, affiliations, nations, publications, and more (Cobo et al., 2011). This section begins with a network analysis of bibliometric data using VOSviewer software, followed by a discussion of the results.

KEYWORD CO-OCCURRENCE MAPPING

Figure 3 depicts a pattern of keyword co-occurrence, focusing on those appearing at least twice. Keywords that recur more frequently are represented by larger nodes. The proximity of nodes to each other indicates a stronger association between the respective keywords (Jiménez-García et al., 2020). The software detected six clusters, which consist of keywords related to each other. "Value," "motivation," and "structural equation modelling" belong to the green cluster; "word of mouth," "effective image," and "destination image" belong to the blue cluster; "perceived value," "market segmentation," and "memorable tourism experiences" belong to the red cluster; "BIs" and "destination attractions" belong to the yellow cluster; "involvement" and "experience quality" belong to the purple cluster; and "satisfaction" belongs to the turquoise cluster.
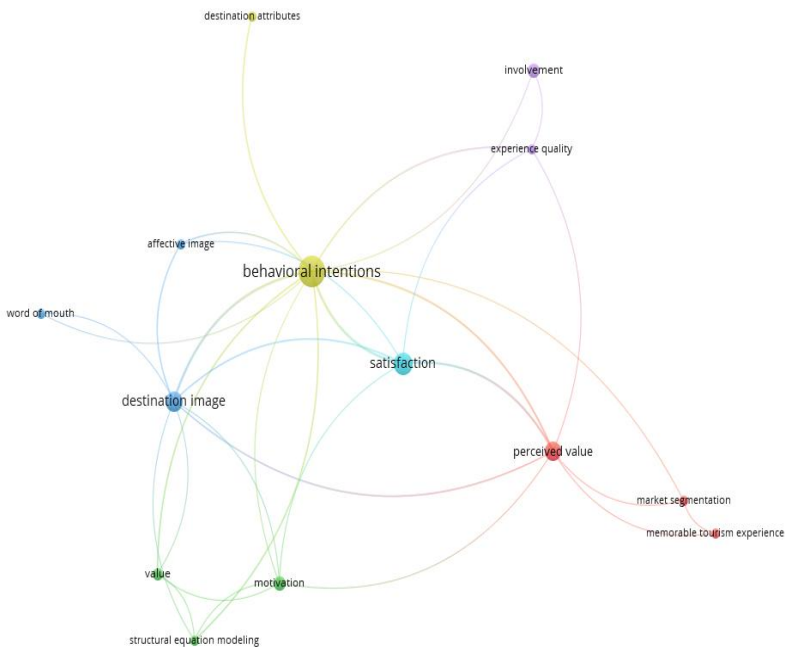

Figure 3
Network visualization of keywords in BIs studies

Figure 4 shows the visualization of the time-wise publication trends. Satisfaction, destination attractions, and affective and destination images dominate the initial research directions. Market segmentation, memorable tourism experiences, and structural equation modelling dominate BIs studies in more up-to-date research directions.
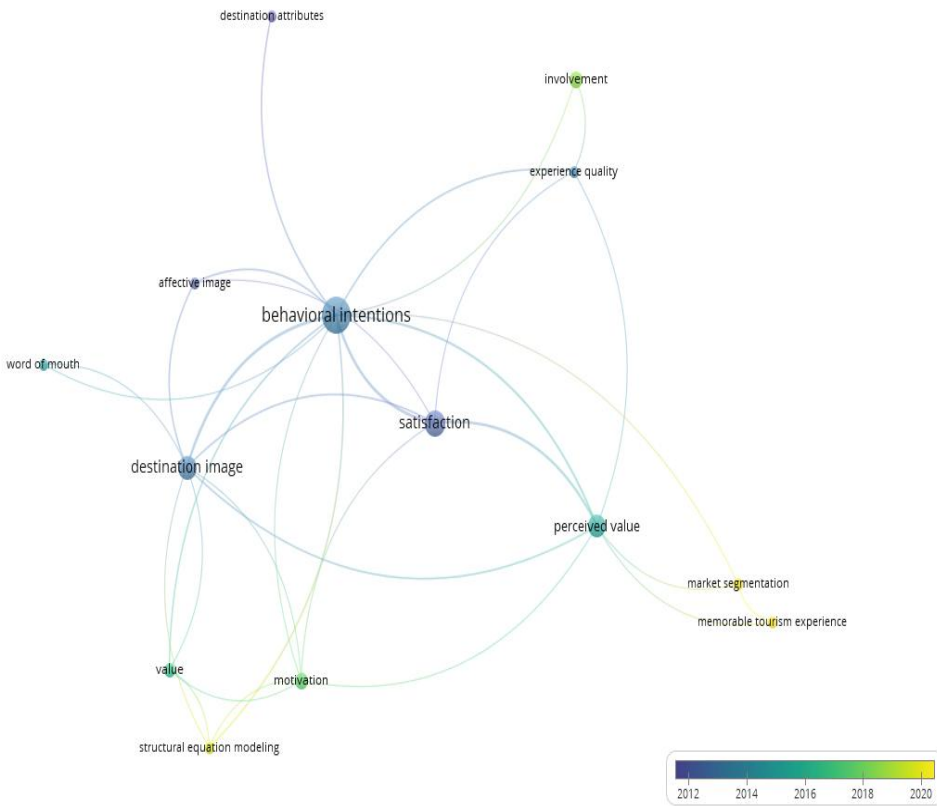

Figure 4
Timewise publication trend of BIs

BC OF COUNTRIES

When articles from two distinct nations cite works from a third one, bibliographic coupling among countries occurs (Farrukh et al., 2020). Figure 5 displays these findings, using a minimum criterion of two documents. The analysis reveals that the USA exhibits the most extensive BC, with China, Australia, and Taiwan also showing notable connections.
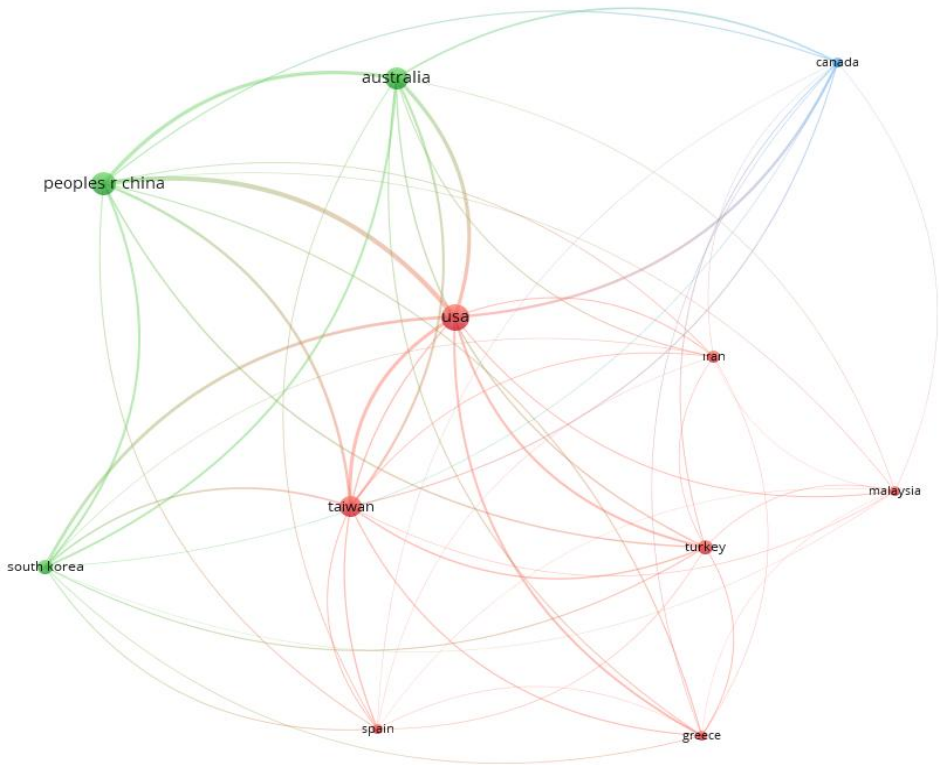

Figure 5
The BC of countries

BC OF ORGANIZATIONS

Observing the connections between the contributing universities and institutes is another critical aspect of bibliometric research. Organizational bibliographic coupling occurs when publications from two separate institutions cite works from a shared third institution (Farrukh et al., 2020). Figure 6 displays various clusters, each distinguished by a unique colour representing these universities. Universities grouped in the red cluster demonstrate a strong bibliographic interconnection, a pattern similarly observed in the green cluster.
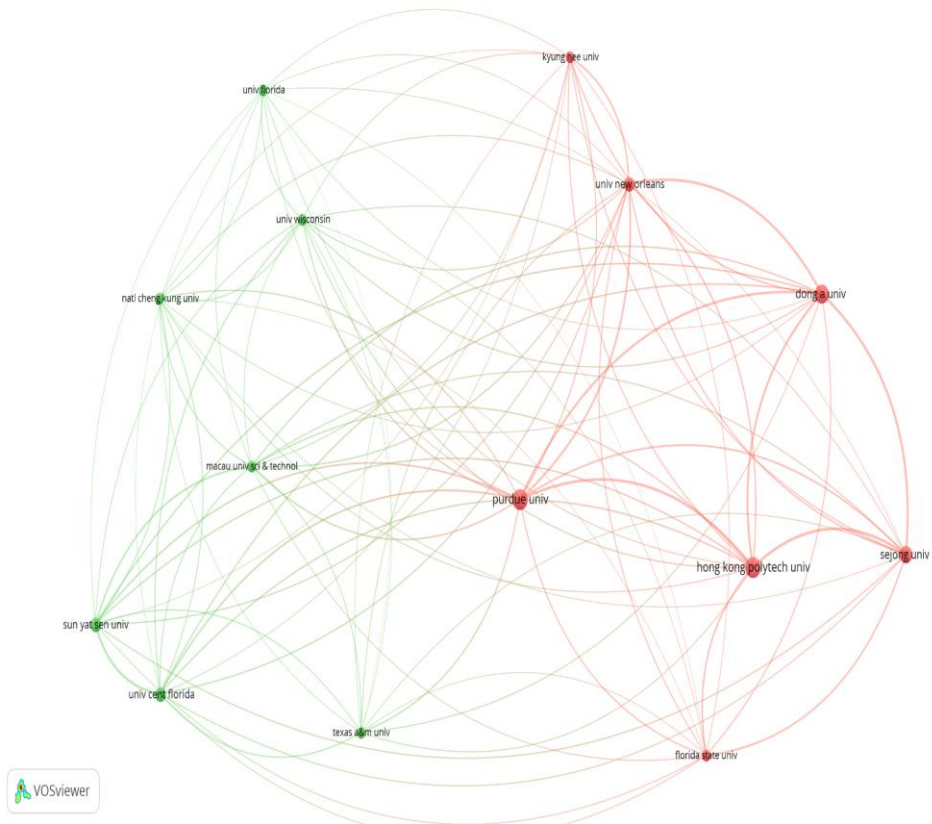

Figure 6
The BC of organizations

BC OF AUTHORS

Figure 7 illustrates the BC of authors. A large cluster (red) of coupled authors is anchored by Hung-Che Wu, whose research focuses on quantitative social research. The other significant clusters are anchored by Kisang Ryu and Heesup Han (yellow).
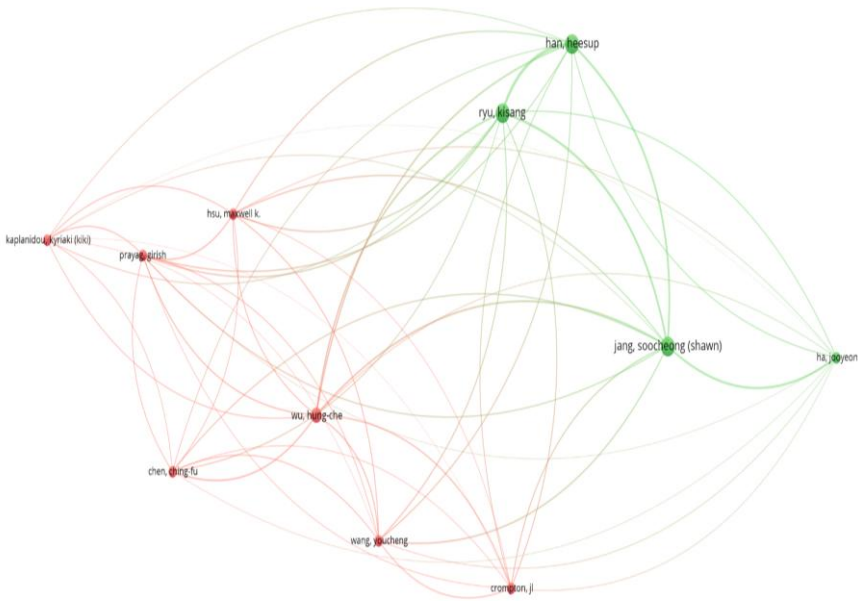

Figure 7
The BC of authors

Discussion and conclusions

This paper attempted to comprehensively examine published documents on BIs in T&H from 2000 to 2022 through a bibliometric approach. To do this, the authors obtained data from the WoS database and analysed this data with VOSviewer software, producing network maps. Descriptive findings were also analysed before mapping network relationships. Descriptive findings can be summarized as follows.

A significant number of studies on BIs in T&H compared to previous years was published in 2020, 2021, and 2022 (e.g. Bae & Chang, 2021; Hamid & Bano, 2021; Rehman et al., 2022). Despite the global impact of the COVID-19 pandemic

during these years (Kesici, 2023; Kesici & Uzunöz Altan, 2021), which led to a reduction in academic publications in certain fields, the decrease did not significantly affect studies on BIs in T&H. Contrarily, a significant number of studies on BIs in T&H was published during these years (e.g. Cheng et al., 2022; Rehman et al., 2022; Zhang et al., 2022). In these years, many academics delved into the question of whether the COVID-19 pandemic affected the BIs of tourists (Sánchez-Pérez et al., 2021; Xu et al., 2022).

This research revealed that the leading journal in publishing studies on BIs was the IJHM and the JTTM. These findings are consistent with bibliometric analyses conducted on these journals (Sigala et al., 2021). Specifically, Mulet-Forteza et al. (2018) focused their bibliometric paper on the "JTTM," while Sigala et al. (2021) concentrated on the IJHM. Both studies highlighted that BIs emerged as a frequently utilized keyword in the publications of these journals.

In this study, the author who contributed the most to BIs in T&H was determined to be Heesup Han. He has 17 studies published on this subject in the WoS (e.g. Ryu & Han, 2010; Ryu et al., 2008; Ryu et al., 2010). Some of his notable articles include the green image of hotels and BIs (Lee et al., 2010), the overall quick-casual restaurant image and BIs (Ryu & Han, 2010; Ryu et al., 2008), and green consumerism and BIs (Han & Yoon, 2015).

In addition, this article examined the countries and institutions that publish the most on the topic. The results showed that the USA, China, and South Korea were the most productive countries. This outcome is hardly surprising. Due to the intensity of tourist arrivals and tourism investments, academics in these countries show a heightened interest in understanding the BIs of tourists.

Moreover, this study identified the State University System of Florida, the Hong Kong Polytechnic University (PolyU), and Sejong University as the most productive universities in terms of publications on BIs in T&H. These universities were also found to be the most productive institutions in various BSs on different topics in tourism (e.g. Kesici, 2022).

In addition, the network analyses have revealed several remarkable results regarding BIs in T&H. The co-occurrence analysis of keywords summarized the most frequently considered terms in BIs studies. Among these keywords, the most striking were destination image, motivation, and satisfaction. Destination image refers to tourists' perceptions of a particular destination, influenced by factors such as advertising, media, personal experiences, and word of mouth (Jalilvand, 2017; Ishida et al., 2016). Numerous studies have shown that a positive destination image significantly influences tourists' BIs (Afshardoost & Eshaghi, 2020).

Travel motivation is another crucial factor influencing tourists' BIs (Bayih & Singh, 2020). Travel motivations encompass the reasons behind travel, such as leisure, adventure, or cultural experiences. These motivations can significantly impact tourists' BIs. For example, travellers seeking relaxation may prefer

visiting a beach area and staying in a resort (Van Vuuren & Slabbert, 2012), whereas those seeking adventure may be more inclined to engage in outdoor activities (Pomfret & Bramwell, 2016). Thus, depending on travel motivation, tourists' intentions to revisit a destination and recommend it to others may vary.

One of the essential factors in the T&H sectors is satisfaction because it significantly affects travellers' BIs (Žabkar et al., 2010). Travellers who find satisfaction in their travel experiences tend to have a positive outlook and show a higher inclination to return to the same destination. Additionally, they are more inclined to tell others about their holidays, positively promoting the destination (Hui et al., 2007). According to a study by Zaitul et al. (2022), satisfaction was positively connected to returning to a particular destination. The recommendation of the destination to others is another way in which satisfaction affects tourists' BIs. Tourists who feel satisfied with their vacation are more likely to tell others about the destination. This recommendation significantly impacts the visibility and reputation of the destination (Ardani et al., 2019). Ardani et al.'s (2019) research found a significant positive connection between travellers' satisfaction and their willingness to recommend a destination.

Lastly, this study examined the BCs of countries, organizations, and authors through network analysis. As a result of this analysis, it was found that generally developed countries (e.g., the USA, South Korea), universities, and academics in developed countries are quite productive on this topic.

Theoretically, this paper provides a fundamental understanding of BIs in T&H. Utilizing a range of bibliometric visualization tools, this research elucidates the structural elements of BIs research. This endeavour aims to assist academics, particularly junior researchers interested in BIs, in comprehensively exploring this topic from various dimensions. Furthermore, the article offers a detailed analysis of prevailing trends and advancements in the field of BIs, thereby contributing to a comprehensive understanding of tourism research in this domain. Such insights enable scholars to identify existing gaps in the literature and potential subjects for future research endeavours (Singh et al., 2022).

Utilizing bibliometric visualization tools such as VOSviewer, this research reveals the intellectual structure of the field, identifying key authors, influential journals, and prominent research institutions. This mapping not only highlights the major contributors and their collaborations but also unveils the evolution of research themes over time. Such a comprehensive overview is essential for academics aiming to align their research with established trends or to pioneer new directions.

Furthermore, the findings of the study can impact the design of future empirical research. For example, by uncovering the most frequently studied topics and methodologies, researchers can steer clear of redundancy and instead concentrate on underexplored areas. This approach can foster more innovative and impactful research, thereby advancing the field.

This work holds significant practical implications for policymakers and professionals. Firstly, the study showcases the productivity of T&H academia in researching tourist' BIs. Therefore, policymakers can leverage academic research findings when crafting policies aimed at enhancing tourists' inclination to revisit destinations and recommend them to others.

The tourism sector possesses a dynamic and continuously evolving structure. As a result, decision-makers within the industry require current and precise information. Bibliometric analyses unveil the latest research within the sector and the insights garnered from these studies, empowering managers to make more informed, data-driven decisions. For instance, understanding the factors influencing tourists' BIs can be instrumental in enhancing marketing strategies and service quality.

The present study underscores the significance of destination image in shaping tourists' BIs. This insight implies a heightened focus on image management within the marketing strategies of tourism destinations. It is advisable for destinations to utilize advertising, media, and other communication tools effectively to cultivate a positive image. Moreover, the study underscores the pivotal role of tourist satisfaction in influencing BIs. By prioritizing enhancements in service quality aimed at bolstering customer satisfaction, tourism businesses can augment the likelihood of tourists revisiting and recommending the destination to others.

Limitations

Like any study, this one has some limitations that could guide future research. First, this study is restricted to documents published in English due to the language limitations of its authors. Second, the sampling frame was confined to the WoS database. To fully explore and understand knowledge maps, future studies may need to incorporate data from other sources, such as Scopus and Google Scholar (Qiao et al., 2022).

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