Mapping internationalisation research in tourism and hospitality: A bibliometric analysis

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Abstract | Internationalisation in tourism and hospitality has been featured as a research field covering various topics and problems. However, no bibliometric study has reviewed the relevant literature in this research area so far. Therefore, this article provides a bibliometric perspective on the research on internationalisation in tourism published between 1980 and 2024. This study aims to explore the evolution, structure, and boundaries of research on internationalisation in the field of tourism, as indexed in the Web of Science (WoS). A total of 206 documents — including journal articles, conference proceedings, books, and book chapters — related to internationalisation in tourism were analysed through the R studio Bibliometric package program. This research conducted performance analyses (number of articles per year, most influential author, most influential journals and most influential countries) and science mapping (word cloud, co-author, citation, country, institution and thematic analyses). It has revealed that the number of research conducted each year experienced ups and downs. Various authors, organisations, journals and countries have made significant contributions to the research on internationalisation in tourism and hospitality during the examined period. Science mapping analysis has provided a significant understanding of the structural, dynamic and conceptual structure in terms of internationalisation. This study also makes important contributions to tourism research in terms of the main themes of internationalisation and new trends.

Keywords | internationalisation, tourism, hospitality, bibliometric, science mapping

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1. Introduction

Internationalisation is to spread the activities of an enterprise or sector out of the national borders (Erkutlu & Eryiğit, 2001), it is the process of adaptation of the operations of the enterprise or sector (strategy, structure, resource, etc.) to international environments (Pierce, 2014). Several theories of internationalisation have been proposed in the literature, including the International Product Life Cycle (IPLC) Theory, Internationalisation Theory, Network Theory, Transaction Cost Theory, the Resource-Based View, and the Contingency Theory (Erramilli & Rao, 1993; Ekeledo & Sivakumar, 2004; Altintas & Özdemir, 2006; Eryilmaz & Zengin, 2015; Inanir, 2019; Rammal et al., 2022). The impact of internationalisation on business performance, as well as the barriers to and strategies for entering international markets, has been widely examined in the literature (Agarwal & Ramaswami, 1992; Choo & Mazzarol, 2001; Sharma & Erramilli, 2004; Blomstermo, Sharma, & Sallis, 2006; Cumberland, 2006; Quer, Claver, & Andreu, 2007; Song & Lee, 2021). However, a bibliometric study within the tourism literature is still needed to establish a clear connection between these topics.

Service enterprises have started to look for market opportunities beyond their national borders with the impact of emerging globalisation beginning from the 1980s. It has been argued in the literature that the models of the internationalisation process in production-based enterprises can also be applied to services, or that service-based enterprises follow a different internationalisation model (Lashley, & Morrison, 2011; Leal, 2012; Ciravegna et. al., 2019). This difference results from the abstract, heterogeneous and inseparable characteristics of services, compared to goods (Uner, Çetin & Çavuşgil, 2020). Nowadays, such services have become exportable as the developments in information and communication technologies have enabled the separation of production and consumption processes (Rammal et. al., 2022). E--commerce services such as business-to-consumer (B2C), consumer-to-business (C2B) and consumer-to-consumer (C2C) could be produced first and then exported, while services that occur simultaneously in production and consumption, such as accommodation, food and beverages, transportation or entertainment could not be separated (Wang et. al., 2021; Mira & Breda, 2021). However, the e-commerce services that can be exported are limited to the marketing and sales operations of tourism (search for hotel and travel agencies, advertising, information acquisition, comparison, booking and purchasing) (Akay, 2023).

The fact that services are abstract, heterogenous and inseparable and cannot be stored, or transported required different internationalisation strategies from the manufacturing sector

(Menzies & Orr, 2013:290). In the literature, internationalisation strategies have been examined from various perspectives. Santos and Klafke (2019) analysed them in terms of direct investment, purchasing, licensing, joint ventures, and strategic alliances. Berbel-Pineda, Palacios-Florencio, and Ramírez-Hurtado (2017) focused on ownership, management contracts, joint ventures, franchising, purchasing, and mergers. Woo et al. (2019) approached the topic through the lens of licensing and direct investment. Similarly, Uner, Çetin, and Çavuşgil (2020) examined licensing, franchising, management contracts, and foreign direct investment. Wang et al. (2021) explored internationalisation strategies from the perspective of cross-border mergers and acquisitions.

Although the tourism sector is one of the most globalised sectors, more and more enterprises are expanding abroad (Zhang et. al., 2020). For example, hotels are expanding to new markets with the increasing number of travellers and demand for traditional and non-traditional accommodation establishments worldwide (Garbini, Ottenbacher & Schuckert, 2021). This provides geographical diversity by conducting operations beyond national borders (Ayazlar, 2015). In addition, it offers several advantages, such as access to wider sales markets, increased global brand recognition, and improved availability of resources and labour (Avcıkurt & Doğdubay, 2015).

The present research aims to provide a comprehensive overview of the literature on internationalisation in tourism, based on a bibliometric analysis of studies published between 1980 and 2024. Although previous research in the literature examined the complexity of internationalisation and provided insights for future research, no bibliometric analysis has been conducted to reveal all its dimensions. This study examined the different dimensions, common aspects and differences of internationalisation in tourism and reveals its theoretical limits based on bibliometric techniques.

1.1. Theoretical Background

The discussion about internationalisation in the Tourism and Hospitality (T&H) sector can be traced back to more than 40 years ago (Lanfant, 1980). Numerous subtopics and subfields have emerged within the study of internationalisation in tourism and hospitality. These include the entry modes of tourism enterprises (Grönroos, 1999), the internationalisation of tourism education (Hobson, 2008; Sangpikul, 2009), the internationalisation process itself (Breda & Costa, 2013; Nessel, 2013), and the internationalisation of hotel systems (Szajt, 2013). Other notable areas of focus include the internationalisation of small and medium-

sized enterprises (SMEs) (Ruzzier & Konecnik, 2006; Musso & Francioni, 2015), the application of upper echelons theory (Lee, Kim & Moon, 2016), restaurant internationalisation (Lee & Moon, 2017), the internationalisation of menus (Ladki, Tamer & Madi, 2009), the relationship between innovation and internationalisation (Brandão, Breda & Costa, 2019), motivations for internationalisation (Song & Lee, 2021), and the internationalisation of tourism destinations (Mira & Breda, 2021; Mira, Mónico & Breda, 2021).

Coviello and Martin (1999) argued that internationalisation is too broad to be studied using a single theoretical framework. Other research used the Transaction Cost Theory, resource-based perspective, eclectic paradigm or Internalisation Theory alone or in combination (Rammal et. al., 2022). The Transaction Cost Theory suggests that companies choose the entry mode that provides the lowest cost solution. The entry mode models introduced by Johanson and Vahlne (2009) suggest that companies engage in internationalisation through a slow and gradual process. In contrast, Cavusgil and Knight (2015) argue that many firms do not follow this incremental path; instead, they begin their international activities at an early stage of their development. The Theory of Networks explains the business relationships in which a company is embedded, highlighting four key elements—customers, distributors, suppliers, and competitors—referred to as the actors that shape the business network, along with the relationships among them (Chetty & Holm, 2000). According to the Internationalisation Process Theory, one of the sources that play an important role in international growth is experiential knowledge (Brouthers, Geisser & Rothlauf, 2016).

There are two main theoretical approaches to the internationalisation process: the Economic Approach and the Behavioural Approach, which examine the internationalisation process of companies from quite different perspectives. Among the most well-known theories that follow the economic approach are the Eclectic Theory, the International Product Lifecycle Model and the Transaction Cost Approach. Among the most widely known theories following the behavioural approach are the Innovation Approach Model, Uppsala Model and the Decisional Model (Hermannsdottir, 2008). The Economic Approach focuses on the firm and its external environment (Andersson, 2000). It is based on the assumption that companies are semi-rational in their investment decisions. That is, the decision-maker is assumed to have access to high-quality information, act rationally, and select the most appropriate solution (Buckley, Devinney & Louviere, 2007). The Behavioural Approach of Internationalisation is based on the Organisational Theory, which is also called the process approach. It replaces the

concept of the 'economic man' with that of the 'behavioural man' and is therefore considered behaviourally oriented (Schweizer & Vahlne, 2022). The focus of the Behavioural Approach is on the speed of international experience and its impact on the direction of internationalisation. What is important in this approach is the role of organisational knowledge in the internationalisation process (Clercq, Sapienza & Crijns, 2005).

Internationalisation is considered a series of steps that take place through gradual commitment of resources and applied learning, through which companies gain experience and knowledge about foreign markets (Seifert & Silva, 2007). The Innovation Approach Model suggests that internationalisation has started as a result of many management innovations that have emerged in the company (Ruzzier, Hisrich & Antoncic, 2006). The Uppsala Internationalisation Model explains the internationalisation process together with the Innovation Approach Model (Vahlne & Johanson, 2020). The model examines four different stages of entry into an international market (sporadic export, export mode, foreign sales subsidy, production/manufacturing in foreign markets) and evaluates these stages in terms of the status, market knowledge and market of a company (Arvidsson & Arvidsson, 2019).

2. Methodology

2.1. Research Method

Science mapping, also known as bibliometric mapping (van Eck & Watman, 2010), is an information visualisation tool that shows how disciplines, fields, specialities, individual documents or authors are related to each other, similar to explaining the relationships between political or physical characteristics of geographical maps (Small, 1999). Scientific mapping aims to create bibliometric maps that show and explain how certain disciplines, scientific fields or research fields are structured in a conceptual, intellectual and social context (Cobo et al., 2011). In other words, science mapping enables the structural and dynamic aspects of scientific research to be revealed (Börner, Chen, & Boyack, 2003; Noyons, Moed, & Luwel, 1999).

2.2. Science Mapping and Bibliometric Usage

Creating a "big picture" or mapping of scientific knowledge has long been a preferred methodological approach (Börner, Chen & Boyack, 2003; Cobo et al., 2011). The mapping of scientific studies is carried out in five basic stages: research design, bibliometric data collection, data analysis, data visualisation and data interpretation (Zupic & Čater, 2015).

Research design is the stage where researchers determine research questions and choose bibliometric methods that can provide answers to these questions. At the data collection stage, researchers determine the database containing bibliometric data, filter the documents that are intended to be accessed and export the data from the database. At the data analysis stage, one or more bibliometric or statistical software tools such as BibExcel, Pajek, VOSviewer, bibliometrics and SciMAT are used (Cobo et al., 2012). As a result, researchers should determine which data visualisation method to use and then choose the appropriate mapping tool accordingly. After the data visualisation stage is completed, the researchers complete the interpretation stage of the findings they have obtained (Aria & Cuccurullo, 2017).

Bibliometrics is the quantitative study of scientific research through statistical and numerical analysis. It enables the evaluation of published research by measuring the impact of researchers, institutions, countries, or publications (Simsek & Kalıpçı, 2023). One popular tool for conducting bibliometric studies is the Bibliometrix R-package, which offers a range of analytical functions. Its combination of advanced statistical algorithms, efficient numerical operations, and integrated data visualisation tools makes it a preferred choice for researchers conducting bibliometric analyses (Aria & Cuccurullo, 2017). Some important information that can be obtained from bibliometric analysis in tourism includes identifying the most influential authors and institutions in the field, mapping the most popular research topics and trends emerging in tourism research, and evaluating the impact and citation trends. It can help researchers and practitioners be aware of current trends and developments in the field of tourism and make informed decisions in their research (Forliano, Bernardi & Yahiaoui, 2021). For this reason, the Bibliometrics R-package was considered a suitable method for performing bibliometric analyses aiming to find answers to research questions. Bibliometrics provides support to researchers in three stages: extraction and conversion of Data to R format, bibliometric analysis of data sets, author, country, institute cooperation, and creating matrices for word-based analysis (Şimşek & Kalıpçı, 2023).

This study seeks answers to the following research questions:

- What are the research trends of internationalisation in tourism and hospitality?

- Which are the influential authors, journals and countries in tourism and hospitality internationalisation research?

- How is the cooperation between the countries in the research on internationalisation in tourism and hospitality?

- What themes does internationalisation research focus on in tourism and hospitality?

- What are the research gaps regarding internationalisation in tourism and hospitality?

2.3. The database used in the study

Bibliometrics works with the data obtained from Scopus, Clarivate Analytics Web of Science, Digital Science Dimensions, The Lens, Cochrane Database of Systematic Reviews (CDSR) and RISmed PubMed/MedLine databases. The Web of Science (WoS) (https://www.webofknowledge.com) is one of the pioneering databases in bibliometrics (Aria & Cuccurullo, 2017). It was selected for this study due to its widespread use in analysing the global impact of academic disciplines and publications (Toker & Kalıpçı, 2022; Şimşek & Kalıpçı, 2023; Aria & Cuccurullo, 2017).

2.4. Data Analysis

The research data was collected using the keywords "internationalization tourism", "internationalization hotel", "internationalization restaurant", "internationalization travel agency", "internationalization tour", "internationalization hospitality" and "internationalization food industry" in the WoS database on January 15th, 2024. The researchers preferred all the category options in the WoS database as they wanted to include all the studies related to the given keywords above in the bibliometric review (Nagy-Kercsó & Kontor, 2024; Şimşek & Kalıpçı, 2023). A total of 206 studies on internationalisation in tourism were published between 1980 and 2024 within the scope of the research criteria mentioned above. First of all, whether all the studies were related to the subject or not and if there was any duplication were checked in the study. Later, the BibTeX file was exported as a full record and cited references. Performance analyses (publishing trends, most influential authors, most influential journals, most influential countries) and science mapping (word cloud, dominant keyword, 3-area graph, collaboration network (countries and institution), co-occurrence, and thematic analysis) were carried out to examine the structure and development of the relevant literature (Cuccurullo, Aria, & Sarto, 2016).

3. Research analysis and findings

The research was carried out in five steps, and the methodological process is presented in figure 1. Accordingly, database selection was made first to obtain the data. In general, WoS

and Scopus are considered the two most reliable databases for obtaining bibliographic data (Pranckute, 2021). However, this study chose WoS as the database because it is the most frequently cited bibliographic data source, contains the oldest and most comprehensive records, offers a user-friendly interface, and indexes journals subject to rigorous peer review (Zupic & Čater, 2015; Bahuguna, Srivastava & Tiwari, 2023). In the second step, the selection of the keywords to be used was made by visiting the relevant database on January 15th, 2024. As a result of the use of the keywords determined in the third step, a total of 206 studies were obtained, and the researcher decided to include all of the studies published between 1980 and 2024 in the analysis. In the next step, the data set was exported, and the analysis of the study was carried out with the web-based graphical interface "biblioshiny" of the "bibliometrics", an open-source program of the R software (Aria & Cuccurullo, 2017). In the last step, performance analysis and mapping of the area were carried out.
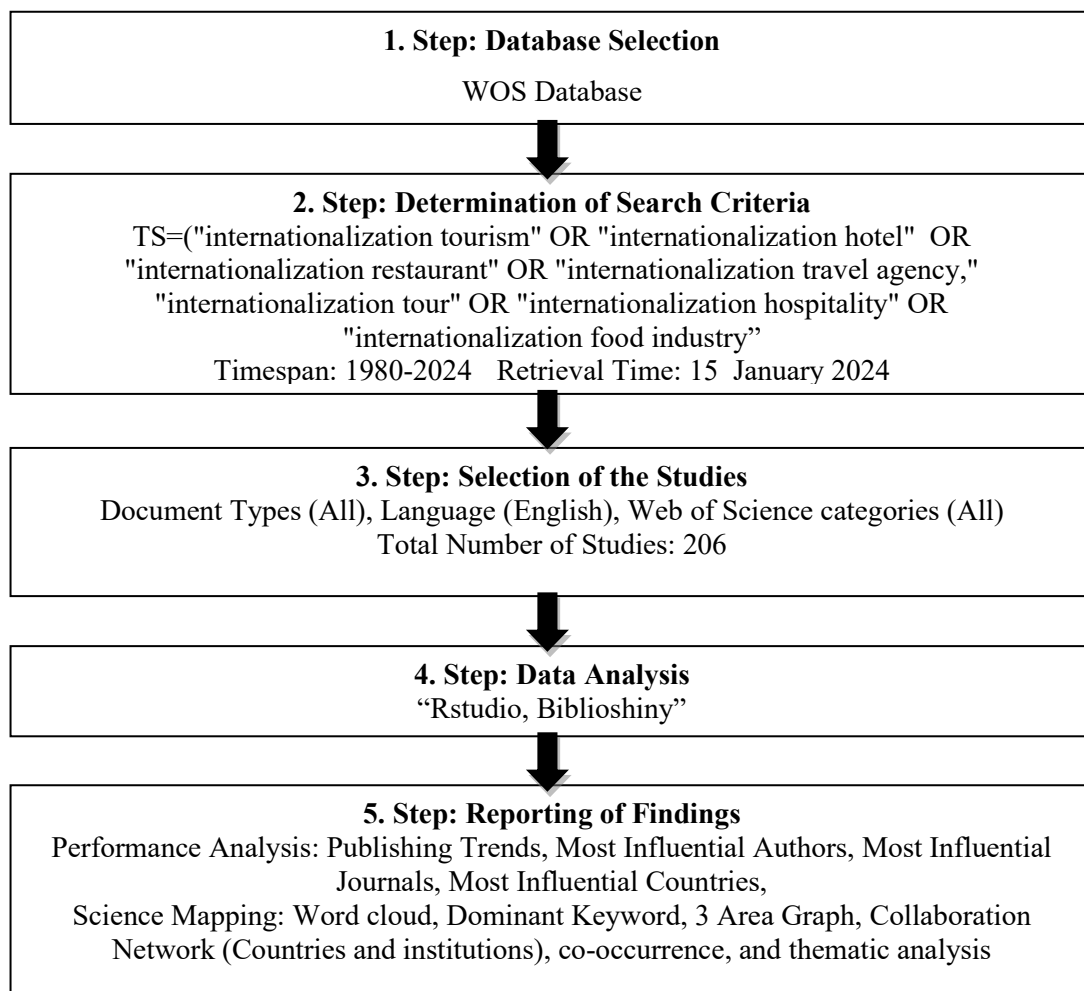
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1. Step: Database Selection

WOS Database

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2. Step: Determination of Search Criteria

TS=("internationalization tourism" OR "internationalization hotel" OR "internationalization restaurant" OR "internationalization travel agency," "internationalization tour" OR "internationalization hospitality" OR "internationalization food industry"
Timespan: 1980-2024   Retrieval Time: 15 January 2024

⬇

3. Step: Selection of the Studies

Document Types (All), Language (English), Web of Science categories (All)
Total Number of Studies: 206

⬇

4. Step: Data Analysis

"Rstudio, Biblioshiny"

⬇

5. Step: Reporting of Findings

Performance Analysis: Publishing Trends, Most Influential Authors, Most Influential Journals, Most Influential Countries,
Science Mapping: Word cloud, Dominant Keyword, 3 Area Graph, Collaboration Network (Countries and institutions), co-occurrence, and thematic analysis

Figure 1. Research Methodology

Source: Adapted From Faisal, (2023)

3.1. Performance Analysis

3.1.1. Publishing Trends

According to the WoS database, the first study on internationalisation in tourism was published in 1980. The number of studies in this field until 2007 (0, 1, 2 studies) is very small. After 2008, there has been a decrease in the number of articles in some years (2010, 2012, 2017, 2019), but there has been an increase in some years (2011, 2015, 2016, 2018 and 2021). In this direction, internationalisation research in tourism and hospitality could be claimed to have experienced ups and downs.
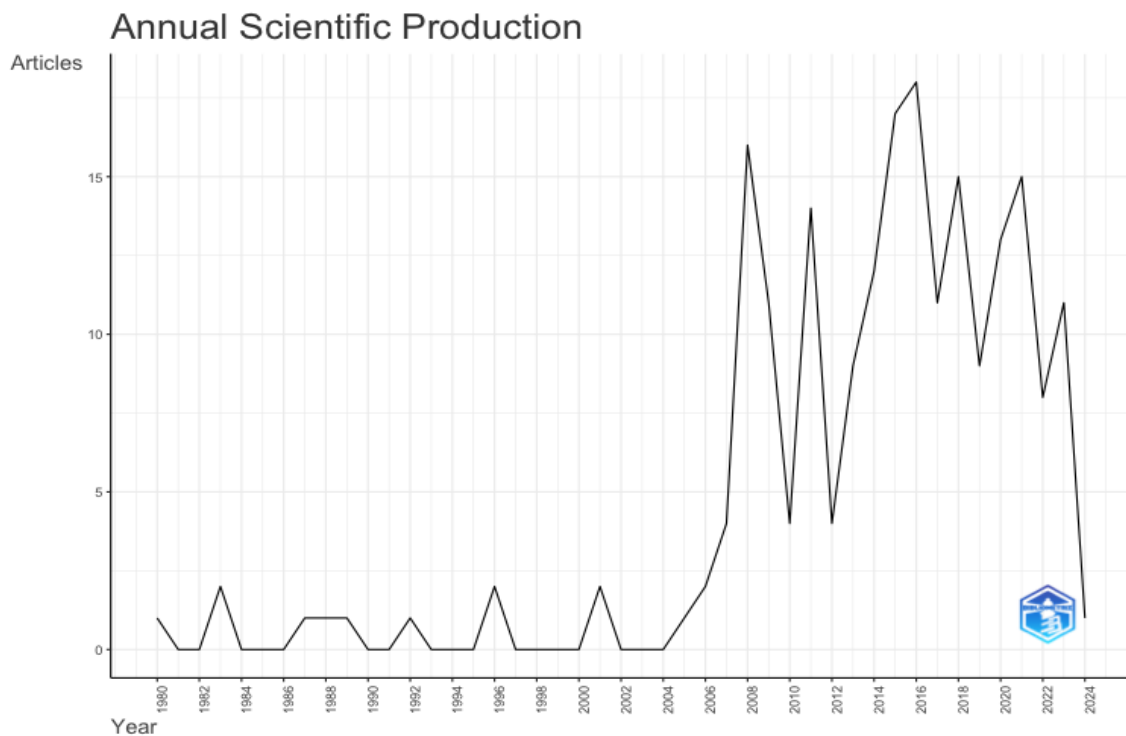

Figure 2. Number of publications by year

Source: Authors' Elaboration

3.1.2. Most Influential Authors

The h-index, first put forward by Hirsch (2005) to measure the scientific activity of a researcher, is defined as the largest h number indicating that the researcher has "h articles,

each of which has received at least h citations" (Güngör, Parlakyiğit & Tufan, 2023). For example, the fact that a researcher's h-index is 5 means that they have 5 studies that have received at least 5 citations for each (Bornmann & Daniel, 2009). Although indicators such as the m-index and g-index are also used in bibliometric analyses, in contrast to these bibliometric parameters, the h-index is suggested to have considered the effects of researchers in their academic lives more (Norris & Oppenheim, 2010). As seen in figure 2, Lee, S. (n=6), Jung, S. Y. (n=3), Rienda, L. (n= 3) other authors (Altinay, L., Andreu, R., Assaf, A. G., Brida, J. G., Chu, M., Claver, E., Dalbor, M.) are sorted by the h-index in the list (n= 2).
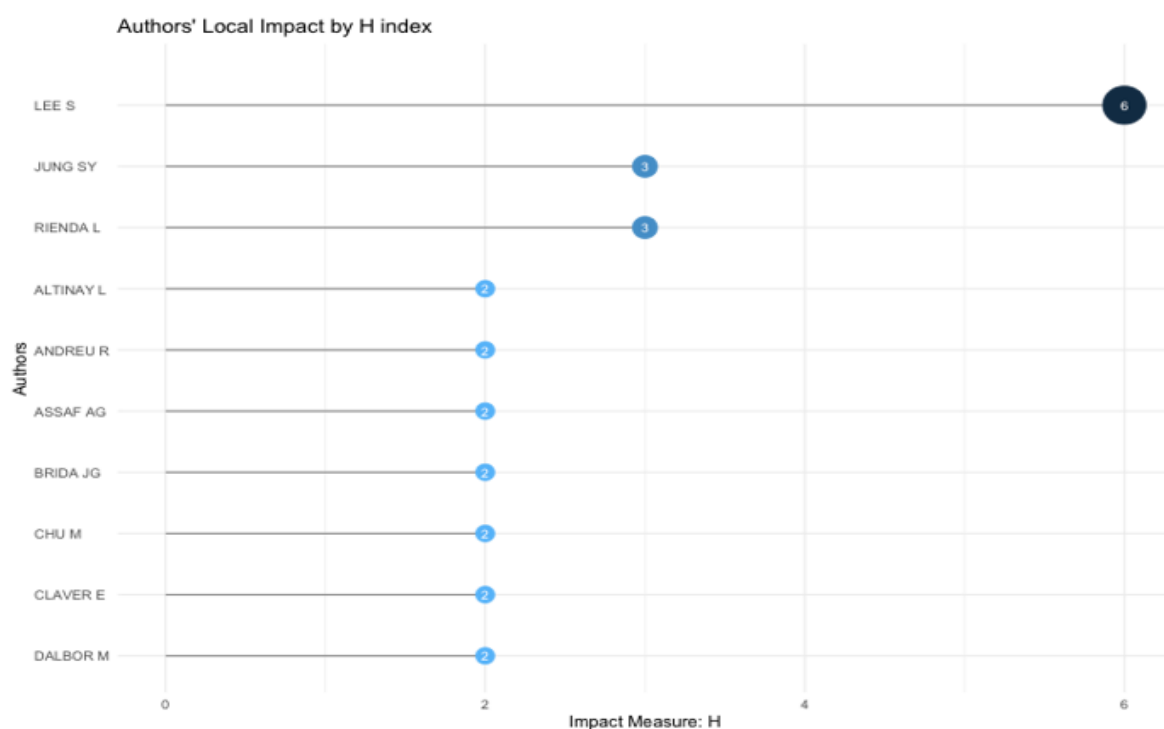
Figure 3. H Index Chart of Authors
Source: Authors' Elaboration

3.1.3. Most influential journals

After determining the effects of the authors in this field, the total number of publications was considered in determining the most influential journals. Accordingly, *International Journal of Contemporary Hospitality Management* is seen to have maintained its leadership position (10 articles). This journal was followed by *International Business and Tourism: Global Issues, Contemporary Interactions* (7 articles), *Tourism Economics* (5 articles), *Journal of Hospitality & Tourism Education* (4 articles) and other journals (3 articles). The number of

articles for each journal is also presented in table 1. Dabić et. al. (2020) found in their studies on the ways of SME internationalisation that the *Journal of International Entrepreneurship* (37 articles), *International Business Review* (33 articles), and *International Marketing Review* (28 articles) are the most influential journals.

Table 1: Journals publishing the most articles

Journal Name	Number of Articles
International Journal of Contemporary Hospitality Management	10
International Business and Tourism: Global Issues, Contemporary Interactions	7
Tourism Economics	5
Journal of Hospitality & Tourism Education	4
European Journal of International Management	3
International Journal of Hospitality Management	3
Journal of Hospitality and Tourism Management	3
Service Industries Journal	3
European Journal of International Management	3

Source: Authors' Elaboration

3.1.4. Most Influential Countries

Table 2 presents the list of countries that have received the total number of articles published by countries and the maximum number of citations. Since the number of articles in a country's scientific production is calculated by considering the countries of all co-authors, it increases the frequency of study as much as the number of authors (Bibliometrix, 2024).

Table 2. Most contributing countries

Countries' Scientific Production		Most Cited Countries		
Countries	TR	Countries	TC	AAC
China	77	United Kingdom	287	16,90
Spain	64	USA	263	12,50
USA	58	Spain	227	9,50
UK	50	China	145	4,70
Portugal	30	India	138	69,00
Colombia	24	Italy	118	13,10

Italy	23	New Zealand	65	10,80
South Korea	23	Portugal	59	6,60
Brazil	19	France	58	29,00
Germany	17	Australia	56	9,30
New Zealand	17	South Korea	48	6,90
Uganda	16	Thailand	37	9,20
Australia	15	Germany	18	3,00
Sweden	12	Chile	17	17,00
Poland	10	Uganda	14	4,70

Note: TR Total record, TC total citations, AAC average articles cited.

Source: Authors' Elaboration

China, Spain, the USA, the UK, Portugal, Colombia, Italy, South Korea, Brazil and Germany are the 10 most productive countries in tourism and hospitality research. In addition, the United Kingdom (UK), the United States (USA), Spain, China, India, Italy, New Zealand, Portugal, France and Australia are the most cited countries. Of the 206 studies examined, 77 were authored by researchers from China, followed by Spain (64 papers), the USA (58), the UK (50), Portugal (30), Colombia (24), and Italy (23). When considering the number of citations, the UK ranked first with 287 citations, followed by the USA (263), Spain (227), China (145), India (138), and Italy (118). Therefore, it is noteworthy here that the countries in the top ten in terms of the number of publications and the number of citations are not the same. In addition, North American, European, Australian, South American, and Asian countries demonstrate stronger performance in the field, whereas African countries contribute the least to research on internationalisation in tourism and hospitality. Studies on the internationalisation of tourism and hospitality in African countries can be proposed as a research gap in this study.

3.2. Science Mapping

3.2.1. Word Cloud Analysis

The word cloud analysis of the internationalisation studies in the field of tourism is presented in figure 4. When the figure is examined, it is seen that the words, performance (f=31), firm (f=19), diversification (f=15), innovation (f=14), model (f=14), business (f=12), knowledge

(f=12), strategies (f=11) and firm performance (f=10) are often preferred. The sizes of words highlight the usage frequency of relevant words, and the same colors highlight that they are often used together.

Figure 4: Word cloud of Keywords Plus
Source: Authors' Elaboration

3.2.2. Dominant Keyword Analysis

Dominant keyword analysis shows the clusters of keywords with a high factor load in research (Büyükkıdık, 2022). Figure 5 shows four different areas. Quadrant I explains the factors such as state regulations, market conditions, knowledge and innovation capacity, competition and globalisation in the internationalisation of the enterprise and market conditions. Quadrant II explains the concept of international business. Quadrant III highlights the complex nature of the internationalisation process. Quadrant IV explains that a company's internationalisation strategy is influenced by factors such as psychic distance, risk, and competition, as well as company performance and diversification. The words research-based view, performance, competitions, trade, industry, and firm words emphasise the economic approach out of internationalisation theories, and upper echelons, entry mode, market orientation, multi nationality, risk-taking and entrepreneurship emphasise a behavioural approach. The words entry mode and strategies highlight internationalisation strategies such as franchising, management contracts, joint ventures, purchasing and mergers.

Figure 5: Dominant keywords of studies map

Source: Authors' Elaboration

3.2.3. Area Graph

A 3-field analysis called a "3-field graph" consisting of title, author and keyword networks has been created through Bibliometrics working with R to reveal the relationship among the three parameters. Researchers can select authors, affiliated organisations, countries, keywords, keywords plus, titles, abstracts, sources, references and cited sources as fields in the analysis of three field graphs based on their research goals (Büyükkıdık, 2022). In this analysis, the title, author and countries were determined as three fields. As figure 6 shows, the words most used by the authors in the titles were found to be performance, internationalisation, industry, firms, hotels, hospitality, companies and perspective. In addition, the authors who have conducted the most research on the issues of internationalisation in tourism and hospitality were found to be Lee, S., Otero Gomez, MC., Giraldo Perez, W., Coles T., Bukunda, G., Breda, Z., Hall, CM., and Rienda, I. The countries of the authors conducting the research are the USA, Colombia, Portugal, the UK, Korea, Spain, Uganda, Brazil, New Zealand, China, Finland, Italy, Thailand and Austria. Based on this information, it could be said that those who want to study the above topics should

consider the research of these authors. The most influential countries (China, Spain, USA, UK, Portugal, Colombia, Italy, South Korea, Brazil) and the countries in these three matches are different from each other.

Figure 6: Title, Author and Country Relationship Network
Source: Authors' Elaboration

3.2.4. Analysis of cooperation between countries

Figure 7 provides an idea about the collaboration of countries in scientific research. The colour intensity varies in proportion to the number of studies published. In studies on internationalisation in tourism and hospitality, the most collaborative countries are the US, China and South Korea, followed by China, USA and Australia, and the UK, New Zealand and Spain. There are collaborations from the UK to New Zealand (f=6), from the USA to South Korea (f=4) and from Spain to the UK (f=3).
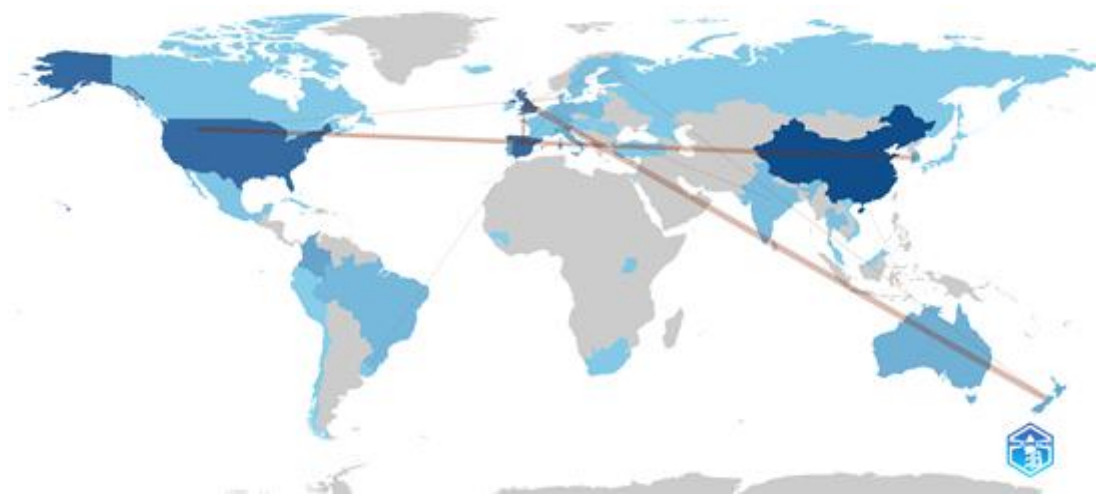
Figure 7: Country collaboration world map

Source: Authors' Elaboration

Figure 8 shows the cooperating countries. The countries with the largest circular areas publish the most, whereas countries with a small circular area conduct less research on the subject. The lines show the cooperation between the countries. The UK, China, the USA, and Spain are the most cooperating countries. Research on internationalisation in the field of T&H has been conducted in different countries of the world, and research collaborations have been conducted in wide geography covering the continents of Asia, Europe and America.
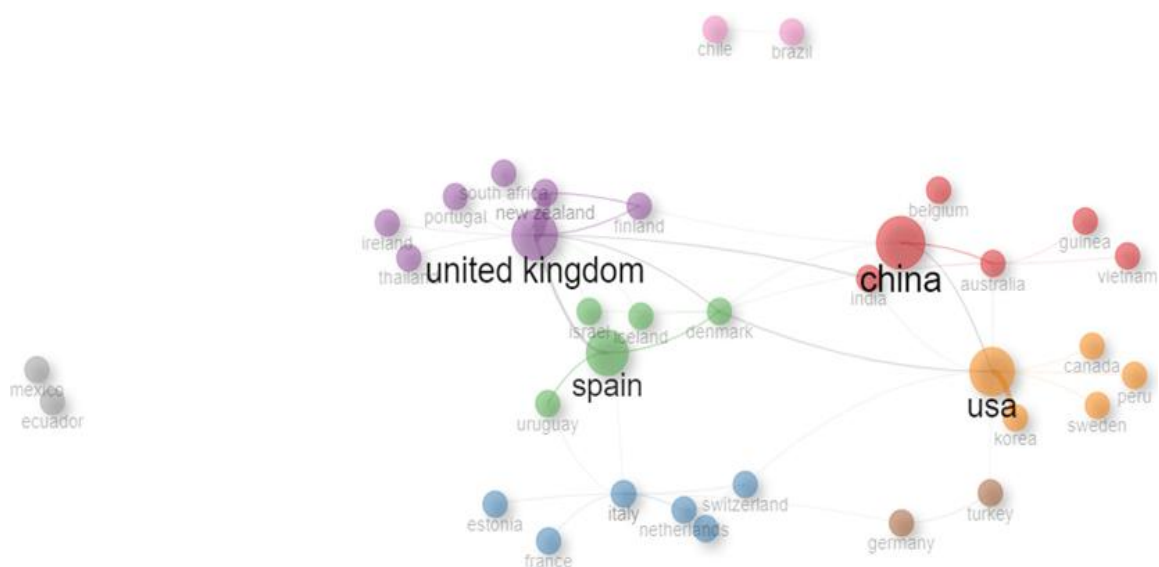
Figure 8: Collaboration Network (Countries)

Source: Authors' Elaboration

3.2.5. The keyword co-occurrence analysis

This analysis allows researchers to highlight connections between the same terms in a particular collection (Boyack & Klavans, 2010). The co-occurrences were determined between the keywords assigned by WoS to each publication in the dataset in this study. Thus, the keyword co-formation network was created by following the Louvain clustering algorithm of the most advanced 60 keywords (Blondel et. al., 2008; Roychowdhury, Bhanja & Biswas, 2022). The keyword formation network map shows the existence of four clusters in figure 9. The cluster, highlighted in red, explains innovation and knowledge through dynamic abilities, management, perspective, research and development, physical distance and trade. The cluster highlighted by the green colour focuses strongly on the impact of performance on firms, strategy, industry, determinants, ownership, diversity, entrepreneurship, enterprises, competition, competitiveness, challenges, internalisation, market orientation and risk-taking. The next set, highlighted in blue, explains differentiation through firm performance, expansion, market entry, utility, multinational company and service enterprises. The last cluster, highlighted in purple, focuses on strategies in business, foreign direct investment, globalisation, choice of entry mode, geographical location and market entry option. Keyword clustering and network connections underline the nature of research highlighted in tourism and hospitality research on internationalisation.
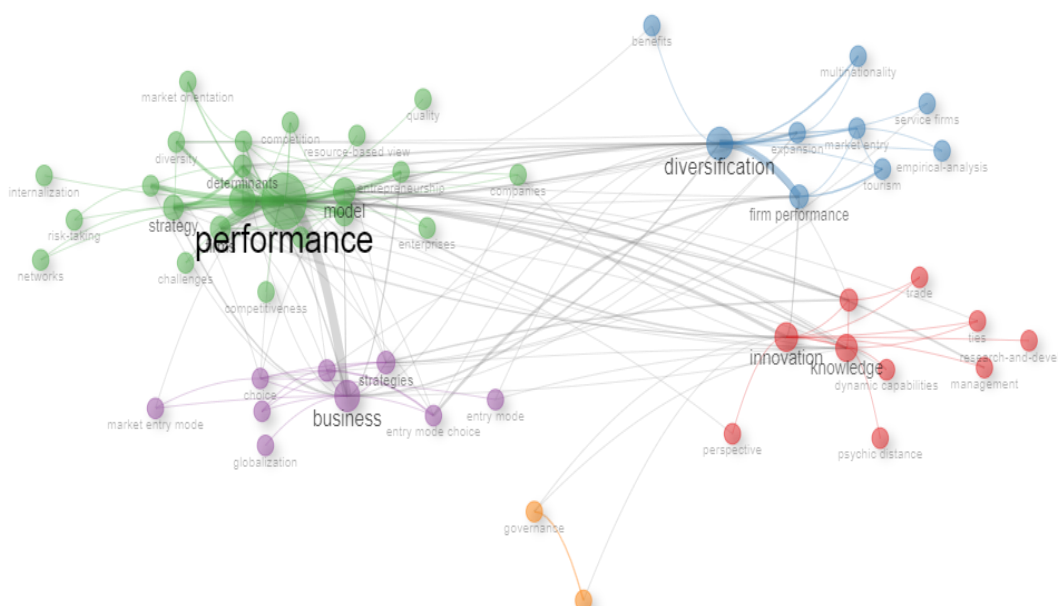
Figure 9: Network diagram of the keyword analysis

Source: Authors' Elaboration

3.2.6. Analysis of the density and centrality of keywords

One of the advantages of Biblioshiny is its ability to analyse synonym terms across articles, thereby identifying global publication trends through thematic maps. These maps are simple graphical representations that classify themes based on their position within four quadrants (Ongun & Chuhadar, 2024). The upper-right quadrant represents motor themes, the lower-right quadrant indicates basic themes, the lower-left quadrant includes emerging or declining themes, and the upper-left quadrant corresponds to niche themes. Niche, emerging and basic themes highlight that further research and analysis should be conducted. With the increase in the number of research, these terms may turn into motor themes (Koçyiğit et al., 2023). Future studies in the field of internationalisation may focus on export behaviour, venture, state, quality, food, higher education and universities.
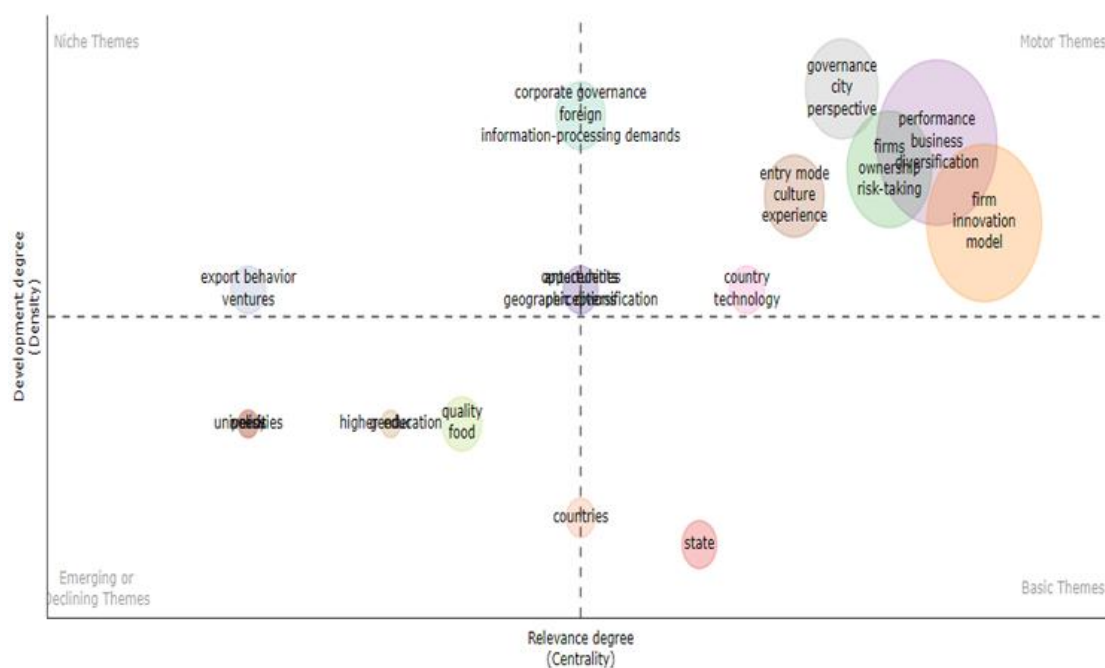
Figure 10. Comparison between density and centrality of the keyword clusters

Source: Authors' Elaboration

3.2.7. Analysis of collaboration network by institutions

Figure 11 shows the cooperation network based on institutions. Accordingly, the cooperation between the University of Surrey (7) and the University of Exeter (6), Penn State University (4) is seen. The degrees of proximity of the universities in the figure are Penn State University

(0.16), University of Surrey (0.14), and University of Exeter (0.14) respectively. The nature of cooperation between institutes interested in internationalisation in the T&H research offers a similar perspective to the nature of cooperation among countries around the world. The cooperation between the countries (the UK, the USA, Spain, India) and the institutes (the UK, China, the USA, and Spain) that cooperate in the production of scientific studies is very similar.
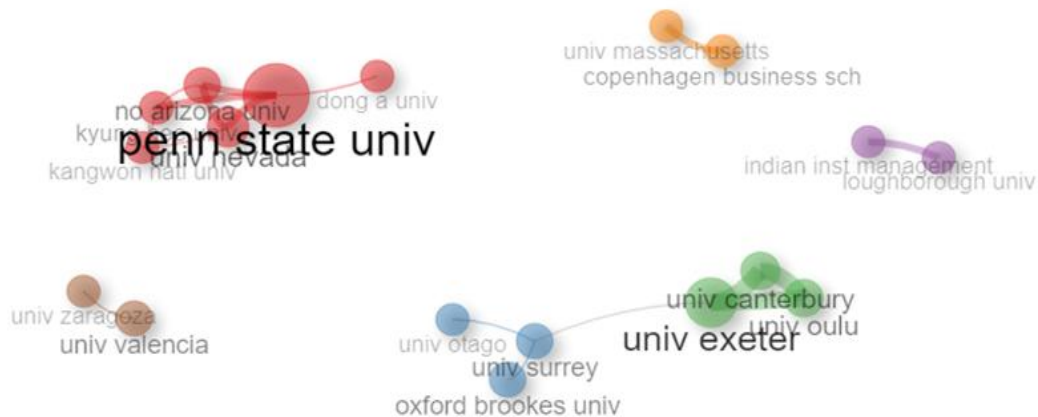

Figure 11: Collaboration Network (Institutions)

Source: Authors' Elaboration

4. Conclusion

4.1. Discussion

Tourism and hospitality are among the sectors most affected by globalisation. The fact that tourism enterprises are looking for market opportunities beyond their national borders makes internationalisation an important issue. Studies on internationalisation in the tourism and hospitality sector have been published since the 1980s. The present study has presented a comprehensive map of the literature on internationalisation in tourism, using bibliometric analyses. The study used bibliometric techniques such as performance analysis and science mapping. The research findings have provided important information for future research on internationalisation in the field of tourism and hospitality.

The number of studies conducted on internationalisation in tourism and hospitality between 1980 and 2007 per year did not count something on the fingers of one hand. After 2008, the number of articles experienced ups and downs. The most influential authors in this field were found to be Lee, S., Jung, S. and Rienda, L., while China, Spain, the USA, the UK, Portugal,

Colombia, Italy, South Korea, Brazil and Germany were found to be the most productive countries. These countries are also among the most productive countries as found in different studies (Okumus, Koseoglu & Ma, 2018; Park et, al., 2011). The *International Journal of Contemporary Hospitality Management, International Business and Tourism: Global Issues, Contemporary Interactions* and *Tourism Economics* were found to be the most influential journals in this field.

Asian, European and American countries lead the 15 most productive countries in scientific publications on internationalisation. African countries were found to have had very little visibility. Therefore, the issue of internationalisation in African countries can be studied further. The countries with the highest levels of collaboration in studies on internationalisation in tourism and hospitality are the USA and China, South Korea and China, the USA and Australia, and the UK and New Zealand. This, contrary to what Feng and Cui (2021) suggest, shows that geographical location does not affect the collaboration between researchers in different countries.

Especially regarding the conceptual structure, four different thematic clusters were determined through the analysis of the co-occurrence of keywords: (i) performance; (ii) diversification; (iii) business and (iv) innovation. Similarly, Dabić et al. (2020), identified the themes of performance, production and business as the most important research trends. Finally, future research gaps were also identified through a literature review and thematic analysis (Table 3).

Table 3. Research agenda for internationalisation in tourism and hospitality

Research topic	Gap	Possible research questions
Export behaviour	The level of internationalisation in tourism and hospitality	What is the number of tourism enterprises abroad, and what is their capital?
Venture	International venture	Which is preferred more for sole ownership, joint vent ure or chain business?
Information technologies	Information technology analysis of country X	What is the information technology level of country X?
Internationalisation of tourism enterprises	The internationalisation level of hotel, food and beverage, tour operators, airline enterprises	What is the internationalisation level of tourism enterprises

Internationalisation in African countries	The internationalisation level of African countries in the field of tourism and hospitality	What is the internationalisation level of African countries in the field of tourism and hospitality?
Internationalisation strategies	Internationalisation strategies in tourism and hospitality	What are the internationalisation strategies in tourism and hospitality?

Source: Authors' Elaboration

4.2. Implications

This research provides some theoretical contributions to the relevant literature. Firstly, it provides a quick overview of research topics related to internationalisation in the T&H sector. It also helps future researchers prepare their plans through information mapping. For this reason, this study adopted the criteria of the number of articles per year, most influential author, most influential journals, most influential countries, word cloud, co-author, citation, country, institution and thematic analyses. Secondly, this study contributes to the literature on tourism by conducting an integrative bibliometric analysis of published articles on internationalisation. Thirdly, the analyses of this study obtained results that correlate with the literature, which could provide further insight. For example, the words performance, market orientations, entry mode, networks, resource-based view, model, trade, knowledge, strategies, cluster and market entry obtained through the dominant key analysis are related to internationalisation theories. Therefore, this study could be claimed to have provided findings that can be enriched and expanded further. Finally, it reveals potential knowledge gaps that will guide future research in the field.

This research has also provided outcomes for practitioners. Firstly, it should be noted that bibliometric studies provide important information about understanding big data related to a specific topic, theme, field and/or academic journals (for example, scientists, industry representatives, government organisations, etc.). Secondly, it provides clear guidance on indicators of the performance of the authors, institutions, journals, countries, etc. Finally, it contributes to the development of new theories and models to explain the processes of internationalisation. For example, theories of internationalisation such as the resource-based view, eclectic paradigm, Uppsala Model and Decision-Making model, and network theory can be examined within the tourism and hospitality sector.

4.3. Limitations and Future Research

As with all bibliometric analyses, this study has certain limitations. It considered only the publications indexed in the WoS database. Although WoS is one of the most reliable data sources (Yu & Liao, 2016), alternative databases such as Scopus, Google Scholar and Open Alex could have also been included. The study examined only the studies published in the English language. The R Studio bibliometrics biblioshiny program was used for data analysis in the research, so alternative digital bibliometric software tools such as BibExcel, Pajek, VOSviewer and SciMAT could be used in future studies. Finally, the interpretation of maps remains subjective to a certain extent, which is a prominent feature of bibliometric techniques. Despite these limitations, this research will help those interested in the subject to think more and move forward better.

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