

# Is the tourism and gender research area igniting: A bibliometric analysis

CRISTINA FIGUEROA-DOMEQ \* [cristina.figueroa@urjc.es]

JESUS PALOMO \*\* [jesus.palomo@urjc.es]

M<sup>a</sup> DOLORES FLECHA \*\*\* [mariadolores.flecha@urjc.es]

MONICA SEGOVIA-PEREZ \*\*\*\* [monica.segovia@urjc.es]

ANA VICO \*\*\*\*\* [ana.vico@urjc.es]

**Keywords** | Gender, tourism, bibliometric analysis, scientometrics.

**Objectives** | The main objective of this paper is to present a critical accounting of the corpus of tourism gender research in order to provoke debate about its status and about the health of tourism research in general, concentrating on whether this research area has finally ignited in 2012. This objective is based on the conclusions of a previous article published related to gender and tourism (Figueroa-Domecq et al. 2015) and which concluded that in 2012 this research area was at a tipping point, that was either going to ignite or stagnate.

**Methodology** | The bibliometric research procedures described in, e.g. Bordons et al. (2003), Figueroa et al. (2015), and Ensslin et al. (2015), settle the basis for the bibliometric methodology. The selected database for the analysis is SCOPUS, a bibliographic database containing abstracts and citations for academic journal articles. Only articles have been included in the analysis, since this selection confirms the quality of the published papers.

A proper selection of the keywords to define the screening process of the articles defines the accuracy of the research. The following keywords were identified and booleanly combined: gender, women, tourism, hotel. In June 2015, a total of 681 articles related to gender and tourism were initially identified up to year 2014. The coding process then started with the identification of the most important variables for the analysis.

Quantitative analysis was then performed (see e.g. Caverio et al., 2014; Abramo et al., 2013) for related bibliometric analysis methods). A statistical multivariate analysis of all the characteristics of the documents has been performed through the powerful statistical software R.

---

\* **PhD in Economy. Professor** at Rey Juan Carlos University (Madrid, Spain)

\*\* **PhD in Informatics and Mathematical Modeling. Professor** at Rey Juan Carlos University (Madrid, Spain)

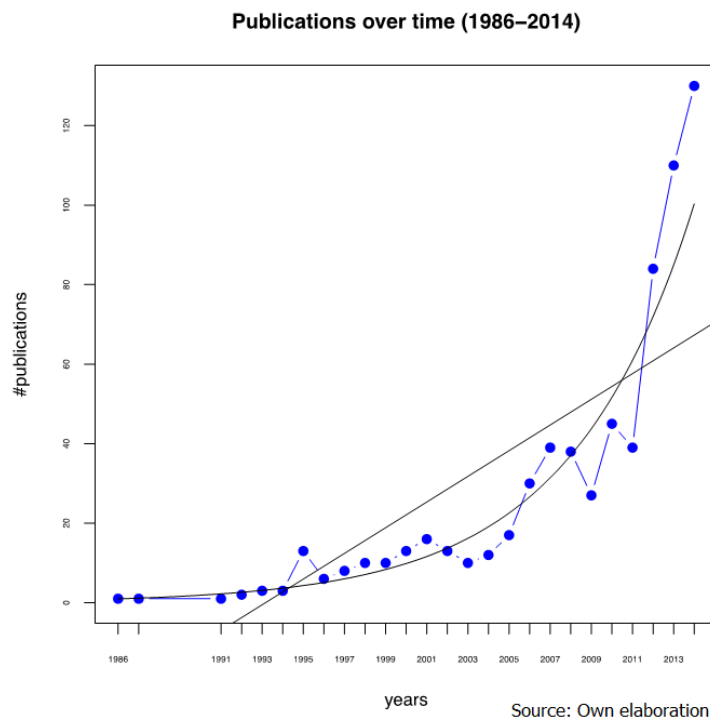
\*\*\* **PhD in Business. Professor** at Rey Juan Carlos University (Madrid, Spain)

\*\*\*\* **PhD in Sociology. Professor** at Rey Juan Carlos University (Madrid, Spain)

\*\*\*\*\* **PhD in Business. Professor** at Rey Juan Carlos University (Madrid, Spain)

**Main Results and Contributions** | The first paper in the tourism area including the concepts of gender was written in 1986, but it is not until 2006, with 30 articles, that the amount of articles seems to increase at a steady pace and a gender perspective seems to settle in tourism studies. Since 1986, a total of 681 articles have been published, and 35.2% of these papers between 2013 and 2014, showing the growing interest of a gender perspective in tourism.

In order to assess whether or not the scientific production fits Price's law (Price, 1963) of exponential scientific growth, different regression models have been tested to obtain the model that best fits this bibliometric analysis. Figure 1 shows that the production follows an exponential function; hence, the Price's Law is verified. The results of the adjustment are as follows: Analysis model: exponential.  $R^2 = 0.921574$ ; Residual standard error: 0.3891 on 24 degrees of freedom; Multiple R-squared: 0.9247; Adjusted R-squared: 0.9216; F-statistic: 294.8 on 1 and 24 DF, p-value:  $5.543e-15$ .



**Figure 1** | Publications over time (1986–2014)

**Note:** Blue line indicates the number of publications per year; the black lines represent the linear adjustment and the exponential adjustment.

Analysis of the Bradford law (or the Scatter of journals) indicates that a total of 326 journals have published 681 papers, including gender OR women AND tourism OR hotel. Therefore, the average number of papers per journal is 2.1, which seems a great diversification of journals. The most relevant journals are *Annals of Tourism Research*, *Tourism Management*, *International Journal of Hospitality Management*, *Journal of Travel Research*, *Asia Pacific Journal of Tourism Research* and *Current Issues in Tourism*. Furthermore, 51% of the articles were published in hotel, leisure and tourism journals. In relation to the experts in the area, the most important ones are Gibson H. J. (11 articles); Heimtun B. (6 articles); Morgan N. J. (6 articles); Pritchard A. (6 articles); Brandth B. (5 articles); Nunkoo R. (5 articles); Poria Y. (5 articles); and Waitt G. (5 articles). With a total of 1,222 researchers publishing in

the area, 89.7% of these authors have just published one article in the gender and tourism area. This confirms an important gap to improve in the area, needing more experts in tourism and gender.

Concerning the methodologies used, quantitative analysis continues to be the most important methodology with a 43.5% (until 2012, it represented 40.1%). Qualitative methodologies decrease in importance (26.2% of the articles were using this methodology in 2014, compared with 30.7% in 2012). The main topics are tourism behavior (28.9%), types of product (17.5) and development and sustainability (14%); with no important changes in comparison to 2012.

**Limitations** | It is important to highlight how important experts in the area might not be included here if their articles have not been included in Scopus.

**Conclusions** | It can be concluded that the tourism & gender research area is finally igniting, since in years 2013 and 2014 the increase in the number of articles published has been very important. Though there are no important changes in topics, quantitative methodologies seem to increase their weight. Three themes dominate tourism gender research: Gendered consumption and the ways in which female and male travel differs qualitatively; Gendered impact of tourism in host communities: the potential tourism holds for women's activism and leadership in community and political life and for women's entrepreneurship, particularly in rural areas; and gendered labor a sexist work.

## Referências |

- Abramo, G., D'Angelo, C. A., & Murgia, G. (2013). Gender differences in research collaboration. *Journal of Informetrics*, 7(4), 811–822.
- Bordons, M., Morillo, F., Fernandez, M., & Gomez, I. (2003). One step further in the production of bibliometric indicators at the micro level: Differences by gender and professional category of scientists. *Scientometrics*, 57(2), 159–173.
- Cavero, J. M., Vela, B., & Caceres, P. (2014). Computer science research: More production, less productivity. *Scientometrics*, 98(3), 2103–2111.
- Ensslin, L., Dutra, A., Ensslin, S. R., Chaves, L. C., & Dezem, V. (2015). Research process for selecting a theoretical framework and bibliometric analysis of a theme: Illustration for the management of customer service in a bank. *Modern Economy*, 6(06), 782–796.
- Figueroa-Domecq, C.; Pritchard, A., Segovia-Pérez, M., Morgan, N. & Villacé, T. (2015). Tourism gender research: A critical accounting. *Annals of Tourism Research*, 52 (2015), 87–103.
- Rihova, I., Buhalis, D., Moital, M., & Gouthro, M.-B. (2015). Conceptualising customer-to-customer co-creation in socially dense tourism contexts. *International Journal of Tourism Research*, 17(4), 356–363.