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## Mapping of tourism policies research trend: A bibliometric analysis

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### Abstract

Tourism policy has become a significant area of interest among researchers in the past few decades. Tourism policies are the future course of action of the national government, which gives momentum to tourism development in the nation. Policies consist of various attributes like policy goals, objectives, strategies, guidelines, and expected outcomes. This study focuses on the trends of research publications on tourism policies. Database form Dimensions is used to extract the bibliographic data using the keyword "Tourism policies" and analysed on VOSviewer. A total of 1836 research articles were analysed were published from 2000 to 2023. The analysis of authors, journals, keywords, research, and academic institutions shows that the literature on tourism policies is significantly growing; only three articles have more than 300 citations, but there are various productive authors on this topic. The analysis also represents the growing trend of tourism policy research globally.

**Keywords:** Tourism policy, Research trend, bibliometric analysis, VOSviewer

### 1. Introduction

Tourism policy and planning are vital to any nation's sustainable development and tourism industry (Sushartami & Spencer, 2023) <sup>[14]</sup>. Tourism policies assist the government in regulating, monitoring, and facilitating tourism development by considering the destination's and communities' long-term interests. (Tohop, 2024) <sup>[15]</sup>. These policies are essential for avoiding the depletion of natural resources, ensuring safety and security, and promoting efficient development. (Hall & Jenkins, 2014) <sup>[10]</sup> There is a gradually increased focus on innovation in national, regional, and local tourism policies. (Rodríguez *et al.*, 2014) <sup>[12]</sup>. The importance of tourism policy in holistic sustainable development compels a bibliometric mapping and review to comprehend the recent status, and trend of research. The current study focuses on mapping the scholarly output in the field from the beginning of the 21<sup>st</sup> century. The bibliometric analysis of the dimension's database from 2000 to 2023 will be evaluated on the following objectives.

- To map the research output in the form of articles and proceedings from 2000 to 2023
- To identify the most influential and productive authors.
- To determine the top journals, nations, and organizations on tourism policy theme
- To recognize the most influential articles based on citation

### 2. Methodology

To provide a comprehensive view and develop research questions, a systematic literature review is an important component that helps explore the scientific areas of study. (Ahlawat, 2022) <sup>[1]</sup> Bibliometric analysis methodology involves statistical tools to analyze publications, citations, authors, and institutions within a specific field. This method helps map research trends, identify key contributors, and assess the impact of research outputs. (Alessandra & Tabera, 2023) <sup>[4]</sup> By examining bibliographic data from databases like Dimensions, Scopus, and Web of Science, researchers can extract indicators such as the number of publications, citations, and collaboration networks to gain insights into the growth and development of a particular research topic over time. (Aliusta, 2023) <sup>[5]</sup> Additionally, bibliometric analysis can aid in understanding the relationships between concepts, mapping research directions, and providing valuable insights for future research. (Zeshui, & Dejian, 2019) <sup>[17]</sup>. Dimensions is one of the largest research database aggregators which offers free access to over 140 million publications. (Dimensions, 2024) <sup>[6]</sup> The Dimensions database from 2000 to 2023 is used for this study, and articles with more than 100 citations are considered for analysis to attain the objectives.

### 3. Analysis

To perform bibliometric analysis VOSviewer software is used to analyse the data. This software visualizes and constructs the bibliometric network of various journals, authors, and researchers. The data is built on multiple

aspects that can be analyzed based on citation, co-authorship, the geographical spread of research, etc. (Ahlawat, 2022) [1] This software was developed by Nees Jan Eck and Ludo Waltman at Leiden University’s Centre for Science and Technology (VOSviewer, 2024)

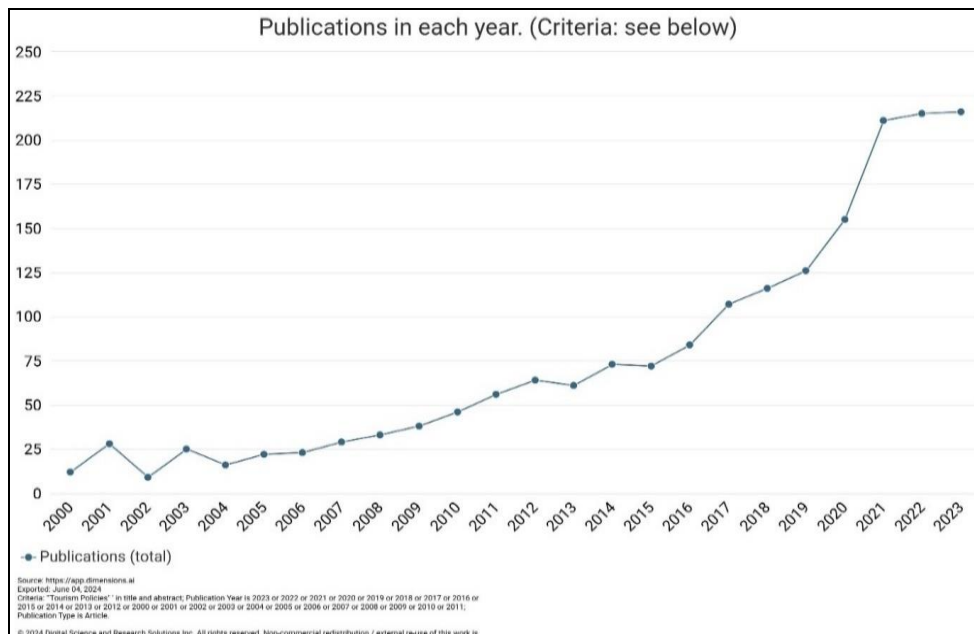
### Selection of Articles

**Table 1:** Screening of articles for analysis

<b>Phase 1 (Identification)</b>	The article identified from the database of Dimensions from the year 2000 to 2023 = 1837	
Phase 2 (Screening)	Extraction of Articles	Removal of the article with missing information (DOI, Publication year, Abstract, Title Author name, etc.) = 01
		Total articles = 1837-01 = 1836
		Articles with more than 100 citations = 44
Phase 3 (Selection)		Final Scrutinized article for analysis = 1836

### 4. Analysis of Results

### Publication by Years



**Fig 1:** Publication by Years (Obtained from Dimensions)

Though there have been various publications in the form of articles before the beginning of the 21<sup>st</sup> century, from 2000 to 2023, 1836 documents were found in the dimension’s database. The criteria used to search were articles with the keyword “tourism policy” in the title and abstract of the article. According to the analysis, the number of article publications fluctuated between 2000 and 2006, relatively low count, below 25 documents per year. There was

gradual and significant growth from 2006 to 2023 and publication grew by 839%. There was a sharp rise in the publication of articles from 2021. Increase in publications representing the global interest and pandemic driving research in tourism policy-making and implementation. (Ahmed, 2024) [3]

### 5. Most Influential and Productive Author

**Table 2:** Top most influential and productive authors (analysis using VOSviewer)

Sr. No.	Name of Author	Affiliation of Author	Numbers of Articles	Citations Received
1	Collin Michael Hall	University of Canterbury, New Zealand	12	1875
2	Xavier Font	University of Surrey, United Kingdom	10	403
3	Rachel Dodds	Toronto Metropolitan University, Canada	8	304
4	Mike Peters	Universität Innsbruck, Austria	8	220
5	Dianne M Dredge	Griffith University, Australia	6	850
6	David Aiery	University of Surrey	5	225
7	Nikolaos Boukas	European University Cyprus, Cyprus	5	147
8	Bill Bramwell	Sheffield Hallam University, United Kingdom	5	408
9	Larry Michael Dwyer	University of Technology Sydney, Australia	5	247
10	Joan C Henderson	Nanyang Technological University	5	269
11	Christof Pforr	Curtin University Australia	5	220
12	Chris Ryan	University of Waikato New Zealand	5	118
13	Mike Weed	Canterbury Christ Church University, United Kingdom	5	155

Citation analysis provides a panoramic view of the literature and helps in understanding the finite meaning of the term or any concerned topic. (Ahmad & Menegaki, 2020) [2] Table 2 presents data on various authors, their affiliated universities, the number of documents they have published, and the total number of citations they have received. Collin Michael Hall from the University of Canterbury, New Zealand, stands out with the highest number of citations (1875) for 12 documents, indicating his significant impact in his field. Following him, Xavier Font from the University of Surrey, United Kingdom, has 403 citations for 10 documents, and Bill Bramwell from Sheffield Hallam University, United Kingdom, has 408 citations for 5 documents. These figures reveal that Bill Bramwell has more influence per document than Xavier Font. The same level of impact can be observed from Dianne M. Dredge of Griffith University, Australia with her 6 documents cited 850 times which shows that she contributes a lot to individual pieces. On the other hand, Rachel Dodds and Mike Peters have published 8 papers each but got only 304 and 220 citations accordingly;

therefore, their output is not as influential as they would have liked it to be.

David Airey, Nikolaos Boukas, Larry Michael Dwyer, Joan C Henderson, Christof Pforr, Chris Ryan, and Mike Weed have published 5 documents, with citations ranging from 118 to 269. These authors show a lower citation count, which might reflect their work's specificity or recent entry into the academic field. Notably, the University of Surrey has dual representation, emphasizing its educational influence.

Overall, this analysis highlights Collin Michael Hall as the most influential author by total citations and average citations per document, followed by significant contributions from Dianne M Dredge and Bill Bramwell. Authors with lower citation counts, such as Chris Ryan and Mike Weed, may still be emerging in their research areas. This dataset underscores the varied impact of academic contributions across different universities and authors.

**6. Top Sources of Tourism Policy Publication**

**Table 3:** Source of Publication (analysis using VOSviewer)

Sr. No.	Publisher	Source (Name of Journal)	Numbers of Documents	Citations	Citation Mean	Impact Factor of Journal	Cite Score of Journal
1	Taylor & Francis	Journal of Sustainable Tourism	51	3800	74.51	9.00	18.90
2	MDPI	Sustainability	51	1098	21.53	3.90	5.80
3	Taylor & Francis	Current Issues in Tourism	49	1567	31.98	8.00	13.70
4	Elsevier	Tourism Management	44	2882	65.50	12.70	22.90
5	Elsevier	Annals of Tourism Research	31	1773	57.19	13.20	15.90
6	Taylor & Francis	Tourism Planning & Development	31	613	19.77	2.40	6.50
7	Sage	Tourism Economics	30	502	16.73	4.40	3.90
8	Taylor & Francis	Journal of Policy Research in Tourism Leisure and Events	29	510	17.59	3.10	4.80
9	Inderscience Publications	International Journal of Tourism Policy	23	130	5.65	1.37	1.50
10	Emerald	Worldwide Hospitality and Tourism Themes	22	163	7.41	1.90	3.50

Table 3 evaluates ten academic journals in tourism based on document count, citations, mean citations per document, impact factor, and Cite Score. This analysis reveals key insights into these journals' relative influence and academic reputation. (Singh, 2023) [13] The Journal of Sustainable Tourism from Taylor & Francis stands out with 3,800 citations across 51 documents, averaging 74.51 citations per document. Its impact factor of 9.00 and Cite Score of 18.90 reflect its significant influence in the field. Similarly, Tourism Management by Elsevier showcases strong performance with 2,882 citations for 44 documents, resulting in a mean citation rate of 65.50. It boasts the highest Cite Score of 22.90 and an impact factor of 12.70, cementing its status as a leading journal. Elsevier's Annals of Tourism Research also performs notably, with 1,773 citations from 31 documents, averaging 57.19 citations per document. It features the highest impact factor at 13.20 and a Cite Score of 15.90, highlighting its prominence in tourism research. Taylor & Francis' Current Issues in Tourism and Tourism Planning & Development show varied

performance. The former has a mean citation rate of 31.98, an impact factor of 8.00, and a Cite Score of 13.70, whereas the latter has lower metrics with a mean citation rate of 19.77, an impact factor of 2.40, and a Cite Score of 6.50. MDPI's Sustainability publishes a high volume of documents (51) but has a lower mean citation rate of 21.53, reflecting a more modest impact with an impact factor of 3.90 and a Cite Score of 5.80. Other journals like Tourism Economics (Sage), Journal of Policy Research in Tourism Leisure and Events (Taylor & Francis), International Journal of Tourism Policy (Inderscience), and Worldwide Hospitality and Tourism Themes (Emerald) exhibit lower citation metrics and impact factors, indicating more specialized or niche influences.

In summary, the Journal of Sustainable Tourism, Tourism Management, and Annals of Tourism Research are top journals regarding impact and influence. This analysis underscores the importance of high citation metrics, impact factor, and Cite Score in establishing the academic prominence of journals in tourism research.

### 7. Top Contributing Organisations

**Table 4:** Top Contributing Organisations (analysis using VOSviewer)

Sr. No.	Organization	Documents	Citations
1	University Of Surrey	28	1353
2	Hong Kong Polytechnic University	16	450
3	University Of Johannesburg	16	434
4	Griffith University	11	670
5	University Of Canterbury	11	1683
6	University Of Queensland	11	377
7	University Of Waterloo	11	338
8	Sheffield Hallam University	10	457
9	Linnaeus University	8	1065
10	University Of Oulu	8	1047

Table 4 compares ten academic institutions based on their published documents and corresponding citations, revealing significant insights into research impact. (Ogutu, 2023) <sup>[11]</sup> Calculating the average citations per document, the University of Canterbury leads with 153 citations per document, showcasing exceptional research influence. Linnaeus University and the University of Oulu follow closely with 133.13 and 130.88 citations per document, respectively, indicating their substantial impact on academia.

Griffith University, with an average of 60.91 citations per document, stands out as another impactful institution, underscoring the value of research quality over quantity. Mid-range performers include the University of Surrey (48.32), Sheffield Hallam University (45.70), and the University of Queensland (34.27), all demonstrating

considerable research attention.

The University of Waterloo and Hong Kong Polytechnic University, with averages of 30.73 and 28.13 citations per document, respectively, reflect moderate impact. The University of Johannesburg, averaging 27.13 citations per document, rounds out the list, indicating respectable research activity but lower relative influence.

This analysis highlights that high average citations per document, as seen with the University of Canterbury, Linnaeus University, and the University of Oulu, signify greater research impact. It underscores the importance of producing influential, high-quality research, providing a more nuanced measure of academic excellence than publication quantity alone.

### 8. Top Contributing Nations

**Table 5:** Top Contributing Nations (analysis using VOSviewer)

Sr. No.	Country	Documents	Citations	Citation Mean
1	United Kingdom	134	4461	33.29
2	China	102	2220	21.76
3	Indonesia	85	266	3.13
4	United States	72	2060	28.61
5	Spain	69	1863	27.00
6	Australia	67	2502	37.34
7	Japan	52	163	3.13
8	Brazil	41	130	3.17
9	Italy	40	1503	37.58
10	Turkey	38	428	11.26

Table 5 data offers a window into the world of scholarly tourism research, revealing both productivity and influence across different countries.

The United Kingdom stands out with the highest number of published documents (134), suggesting a vibrant research scene. However, for sheer impact, Italy takes the crown. Its research boasts the highest citation mean (37.58), implying publications from Italy are highly influential and frequently referenced by other scholars. This leadership is mirrored by Australia (37.34) and the United States (28.61), which also

demonstrate strong citation impact.

A significant disparity emerges when we look beyond these top performers. Countries like Indonesia and Japan have a much lower citation mean (around 3.13). This could be due to several factors. Perhaps the research focus in these countries doesn't align perfectly with current global trends in tourism research. Alternatively, collaboration among researchers might be less frequent, limiting the dissemination and impact of their work.

9. Top Articles by Citation

Table 6: Top Articles by Citation (analysis using VOSviewer)

Sr. No	Publication Year	Author	Citations	Title	Name of Journal
1	2021	Collin Michael Hall	438	Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism	Journal of Sustainable Tourism
2	2011	Collin Michael Hall	360	Policy learning and policy failure in sustainable tourism governance: from first- and second-order to third-order change?	Journal of Sustainable Tourism
3	2011	Collin Michael Hall	358	A typology of governance and its implications for tourism policy analysis	Journal of Sustainable Tourism
4	2010	Narelle Beaumont	285	Local tourism governance: a comparison of three network approaches	Journal of Sustainable Tourism
5	2014	Allan Williams	223	Tourism Risk and Uncertainty	Journal of Travel Research
6	2020	Inmaculada Gallego Galán	200	Changes in air passenger demand as a result of the COVID-19 crisis: using Big Data to inform tourism policy	Journal of Sustainable Tourism
7	2010	Collin Michael Hall	184	Changing Paradigms and Global Change: From Sustainable to Steady-state Tourism	Tourism Recreation Research
8	2012	Chui-Hua Liu	183	Improving tourism policy implementation The use of hybrid MCDM models	Tourism Management
9	2015	Dianne Dredge	175	Progress in tourism planning and policy: A post-structural perspective on knowledge production	Tourism Management
10	2006	Dianne Dredge	171	Networks, Conflict, and Collaborative Communities	Journal of Sustainable Tourism

In the Table 6 analysis, four out of the ten publications feature Collin Michael Hall as the author. His research seems to focus on sustainable tourism development, governance, and policy analysis, with a high number of citations suggesting significant influence in the field. Several publications directly address sustainable tourism. Titles like "Constructing Sustainable Tourism Development" (2021) and "Changing Paradigms and Global Change: From Sustainable to Steady-state Tourism" (2010) (Hall C. M., 2010) indicate a strong interest in balancing tourism with environmental and social sustainability. Various publications also explore tourism policy and governance. This includes "Policy Learning and Policy Failure in Sustainable Tourism Governance" (2011) and "A typology of governance and its implications for tourism policy analysis" (2011). This highlights the importance of

effective policies and governance structures for sustainable tourism development.

In table 6 we can see publications on tourism risk and uncertainty (2014), the impact of COVID-19 on air travel (2020), and tourism policy implementation (2012). This diversity suggests a broad spectrum of research within the tourism field.

Table 6 also highlights the importance of sustainable tourism development, effective policy and governance, and understanding the broader context of tourism within a globalized world. Researchers like Collin Michael Hall appear to be at the forefront of shaping the future of sustainable tourism practices.

10. Keywords Analysis

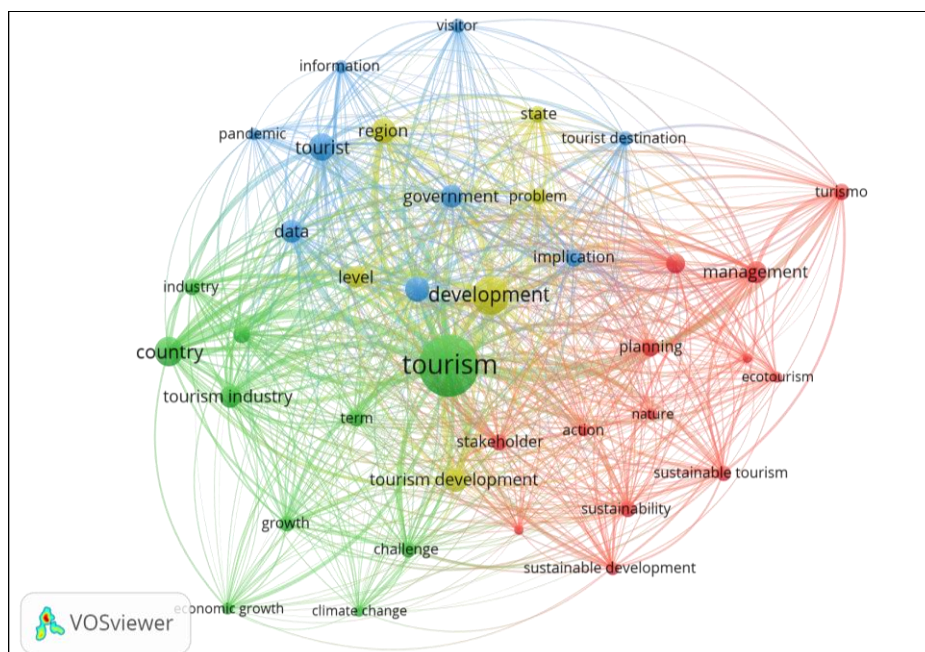


Fig 2: Network Visualization of major keywords (analysis using VOSviewer)

The most frequent term is "tourism" (3873 occurrences), followed by "country" (890 occurrences) and "development" (1455 occurrences). This suggests a strong focus on tourism development across various countries.

Looking at the "relevance score" column, several sustainability-related terms appear at the top. "Ecotourism" (2.1778), "sustainable tourism" (1.4112), "local community" (1.8034), and "sustainability" (0.9108) all score high. This indicates a prioritization of environmentally friendly and community-conscious tourism practices.

While "development" itself has a high occurrence (1455), its relevance score (1.0484) is lower compared to sustainability terms. Similarly, "economic growth" (1.7678) has a high relevance score, but terms like "challenge" (0.3462) and "problem" (0.1279) also appear, suggesting a nuanced approach that balances development with potential drawbacks.

In conclusion, the keywords in the above matrix towards a data-driven approach to sustainable tourism development. Balancing economic growth with environmental and social well-being is a key focus.

### 11. Limitations

This analysis is informative, but there are limitations to consider. One limitation is that it relies solely on a single database (Dimensions), aggregating data from various sources. This approach may miss valuable research published in other databases, such as Scopus or Web of Science. Another limitation is that highly cited articles may receive additional citations due to their prominence, potentially overlooking impactful work published in lesser-known journals. Furthermore, author affiliations may not reflect their current positions or research focus. Citation counts can also be influenced by factors beyond quality, such as field norms and publication date. Lastly, the analysis is solely quantitative and does not consider the qualitative aspects of research, such as content, methodology, and theory. To gain a more comprehensive understanding of tourism policy research, it is essential to combine bibliometrics with qualitative methods in a multifaceted approach.

### 12. Conclusion and Future Scope

The analysis of tourism policy research paints a revealing picture. The surge in publications, particularly since 2021, highlights the growing global interest in shaping a sustainable future for tourism. Collin Michael Hall stands out as a leading scholar, with his research on sustainable development, governance, and policy analysis garnering significant influence. Prominent journals like the *Journal of Sustainable Tourism* play a vital role in disseminating impactful research.

The analysis unveils a dynamic landscape. The UK leads in publication volume, while Italy excels in research influence. Universities like the University of Canterbury demonstrate exceptional research quality. However, the disparity between these leaders and developing nations suggests a need for collaboration and focus on globally relevant topics. The most cited articles emphasize the importance of sustainable practices, effective policy frameworks, and navigating the impact of COVID-19. Keyword analysis reinforces this focus, with "ecotourism" and "local community" emerging alongside "development."

This study has benefits for academia, policymakers, and the tourism sector at large. This is because the article analyses 1,836 research articles between 2000 and 2023 to identify the major themes, productive authors, and institutions and hence illustrate growing interest in academic circles about tourism policies. Its major strengths include the identification of crucial gaps in research for later scholars to explore sub-strata that have remained under-represented in tourism policy. It would, therefore, equip policymakers with crucial information to align the objectives of policies with the international trends in research to support evidence-based decision-making. Moreover, the study will realize collaboration, especially due to recognition of prominent authors and institutions worldwide, further promoting international cooperation in tourism policy research. Moreover, the study tracks the trend in tourism policies, which details where their focus lies—for example, sustainability and governance—and acts as a guide for future policy frameworks. With its identification of top-cited articles, it inspires impactful research, with further increases in academic contributions to the field of tourism. Providing informed policy guidelines through academic research, this study will guide the global tourism industry and ensure that the resulting tourism development strategies are well-grounded.

Overall, this study contributes to the directions for future innovations in tourism policy by benefiting academic discourse, as well as practice-oriented policy implementation. The results of the present study are a few crucial futures. First, it will orient the researchers to new areas of study by first showing what gaps lie in the extant literature, for example, currently unexplored areas or newly emerging issues such as sustainability and integration of technology in tourism which can be answered through innovative tourism policy frameworks. The study will also spur international cooperation by exposing the most important institutions and leading authors, hence fostering cross-border research and policymaking efforts, which shall assist policymakers in the design and implementation of evidence-based tourism policies that are more consonant with international best practices, thereby ensuring sustainable and effective tourism development. Presentation of the most cited works encourages further research to focus on such high-impact areas, thus making further a gain in the academic discourse. Ultimately, this analysis will add to the source of more robust and globally relevant bodies of tourism policy research and implementation.

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