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Recovery of Tourism Sector - A Scientometric analysis

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ABSTRACT

An analysis of literature on Tourism Sector recovery is done to propose a conceptual model that will serve as a foundation for future researchers. A total of 381 peer-reviewed publications were examined. Diagrammatic and tabular representation were created wherever necessary. The study used a Scientometric analysis using Vos Viewer. Several solutions were proposed for the recovery after a rigorous study of literature. Thereafter, a conceptual model is proposed based on the available body of literature that focuses on the recovery of tourism sector post Covid 19 pandemic. This study is limited to the Web of Science database.

KEYWORDS: Scientometric, Recovery, Tourism, New Normal, Covid 19.

1. INTRODUCTION

After World War II, the Covid 19 pandemic was the biggest catastrophe afflicting the world order. This is even worse than the tragedy created by the breakouts of the SARS epidemic in 2003 and the MERS epidemic that broke out in 2012. (*Huynh, 2020*). Tourism industry is one amongst the hardest hit sectors by the advent of pandemic (*Arezki and Nguyen, 2020*). Ever since the crisis brought the world to a standstill, is a growing concern over the long-term effects that the pandemic would have on the tourist sector. The public health crisis brought on by the pandemic as a result of the lockdowns had a direct impact on the tourism sector, which exhibited itself in the form of financial losses and restrictions on travel. This is because the tourism sector indispensably depends on movement of population and personal service (Yang et al., 2020). Post health crisis in the tourist behaviour, tourist expectation and perception post the covid pandemic is an under researched topic that is still getting probed by the academicians and Industry experts. Ever since the early 2020, when the pandemic was in its initial phase, it was being considered as an opportunity for the transformation of the tourism sector. According to the findings of the research that (Zitierung et al., 2020) conducted, the pandemic presents a "once-in-a-lifetime chance" for the industry to reconstruct and change itself. As a result, one could argue that the epidemic is a necessary

evil for the sector, which may then shift toward sustainability. The crisis that was generated by the pandemic now provides the tourism sector with a number of unforeseen barriers, both in terms of the management of activities and the maintenance of its long-term sustainability. Natural disasters and health crises have always impacted the tourism sector, but the impacts were always local and manageable. But the global devastation of the pandemic triggered a domino effect (the domino effect is a cumulative impact that occurs when one action triggers a series of similar events, akin to a ripple effect) that has had a systemic impact on the whole industry. As a consequence, individual methods or efforts at the local level are no longer adequate to fight against these repercussions. As a result, a systemic strategy is vital if we are going to be able to handle the situation in an effective manner as we transition into the new normal. (Vărzaru et al., 2021).

2. OBJECTIVES OF THE STUDY
The purpose of the study is to find recovery solutions for the tourism sector post the Covid 19 pandemic. The following are the major objectives of the study:
1. To find the current publication trends in terms of categories of journal, keyword analysis, citation analysis, geographical and organisational analysis of publications.
2. To propose a conceptual model for the recovery of tourism sector.

3. REVIEW OF LITERATURE
3.1 Pandemic and Tourism
Although the epidemic had wreaked havoc on the tourism business, many researchers believed the pandemic to be an incentive for the required improvements. (e.g. Ateljevic, 2020; (Higgins-Desbiolles, 2020). According to (Ritchie & Jiang, 2019), the revival of the tourist sector relies on the severity of the crisis. The tourist sector faces worldwide challenges from both the tourism demand (perceived health risk, social risk, and psychological risk) and supply-side perspectives (enormous fiscal deficits, job losses, business winding up, human capital diminution). Therefore, the tourist sector's revival requires a multi-stakeholder approach that addresses both demand and supply. The beginning of the pandemic brought to light a significant health concern that has an effect on tourist behaviour and has to be handled as soon as possible by the intervention of the government in order to reduce the possibility of adverse health effects. On the other hand, the psychological and social hazards need to be minimised by the involvement of the tertiary sector, which may be accomplished through the media and administration of the nation's tourism marketing. It should be obvious that focusing on just one aspect of the tourist industry's rehabilitation would not be sufficient to achieve results. Therefore, Becken and Hughey (2013) proposes taking a multidimensional and multi-stakeholder approach to the problem. The tourist industry's recovery might be accelerated and made easier if all parties involved in the industry unite together and cooperate.. (Orîndaru et al., 2021)

In this aspect, the government's participation is critical. The government has the ability to make use of the financial, human, and technological resources that are available to assist in the process of tourist industry recovery and revival. In support of the role of the government in the process of recovery, Ritchie and Jiang, (2019) state that the facilitation of the mitigation of the negative economic impacts associated with pandemic can be facilitated by the government by supporting tourist entities with financial incentives, by tax waivers schemes, and by providing low-rate subsidy and grants. However, it is essential for the government to play a part in restoring the trust of tourists and rehabilitating the image of the destination through the implementation of public diplomacy activities. (Matiza, 2020). Easing the strict visa norms as the world slowly moves out of the lockdowns will help in boosting international tourist flow. (Assaf and Scuderi, 2020). While the government in every corner of the world is somehow fixating on prioritizing public health, the revival strategies also include distributing the cost-benefit of the crisis (Jamal and Higham, 2021). Higgins-Desbiolles, 2020 advocated that by recognizing locally tailored strategies, tourism can be revived in a sustainable way.

3.2 Sustainable tourism

Sustainable tourism has piqued the curiosity of researchers and industry experts alike, particularly in recent years. (Jones, P.et all, 2021). According to Ertuna et al., there hasn't been a lot of research done on how to implement sustainable tourism, which highlights how much more research is needed in this area. According to Gosling and Hall (2021), tourism is a major contributor to global climate change. Therefore, the transition to sustainable tourism and ecotourism might have a localised positive effect on the ecosystem. The temporary deglobalization provided by the pandemic provides the tourism industry with a once in a lifetime opportunity to expand, while finally adhering to the ideals of sustainable development by battling over tourism, which has severe consequences such as environmental degradation, economic exploitation, climate change, and overpopulation. (Niewiadomski, 2020). If the lessons that the pandemic taught are properly analysed, the new normal of the tourism sector can be started on a sustainable footing. (Zitierung et al., 2020),

Several studies have issued warnings that the tourist sector is unsustainable, which will lead to an acceleration of climate change and an increase in worries about world health. As a result, given that the industry must now go through changes, considerable structural reforms in the tourist industry are required, which must be based on models of environmentally friendly and socially responsible growth. The change toward sustainability that is taking place in the tourist industry will also assure the sector's resilience in the face of big catastrophes, such as the pandemic. Even after the pandemic and its restrictions are over, the world will not move towards the new normal on the lines of previous tourism patterns. Hence, this is an opportunity to think over the ill effects of unsustainable tourism, and the environmental damage being caused by the excessive mass tourism in the form of climate change, pollution, and depletion of resources.

4. METHODOLOGY AND DATA ANALYSIS

In this study, the literature on recovery of tourism sector post Covid 19 Pandemic was attempted. To attain this objective, Web of Science was chosen as the database for searching for the available literature. Initially, a total search of 762 articles was made for the study. The search was kept limited to those articles which had the word 'tourism' in the title, and the keywords 'covid' and 'recovery' anywhere in the document.

Table 1 : Search String and No. of Results

S.No.	Search Keywords	No. of Results	Search String Link
1st Search	**TOURISM** (Title) and **"COVID" or "RECOVERY"** (Topic)	762	https://www.webofscience.com/wos/woscc/summary/c87c0434-6268-41c7-be13-e6c8c36dfe4a-2dfc3d8f/relevance/1
2nd search	Refined By : Publication Years: 2022 or 2020 or 2021	621	https://www.webofscience.com/wos/woscc/summary/f759e8ae-84d7-4e74-a4d4-6b17b94626a9-2dfc7395/relevance/1
3rd Search	Refined By: Open Access	418	https://www.webofscience.com/wos/woscc/summary/70033133-74e6-4670-9bef-7902132d662f-2dfcb9ec/relevance/1
4th Search	Refined By: Publishers: Mdpi or Taylor &	381	https://www.webofscience.com/wos/woscc/summary/06dd06f4-957a-4a08-a7bc-d5bd91912298-

	Francis or Elsevier or Sage		2dfcd169/relevance/1

A second search was then made in terms of papers published after the pandemic hit the world i.e. 2020. The number of articles decreased to 621. Thereafter, a third search was made to include the articles that were "open access" and exclude "early access" and "Review Articles".

Finally, a fourth search was made to limit the search to 7 journal portals namely :
(1) MDPI
(2) Taylor and Francis
(3) Elsevier
(4) Sage
(5) Springer Nature
(6) Wiley
(7) Emerald group Publishing

Finally, these 381 articles were considered for the study. These 381 papers are the most relevant to the topic searched. Table 2 shows the number of articles found in different Journal Portals.

Table 2 : Journal Portals and Number of Publications

Publishers	Record Count	% of 381
Mdpi	126	33.071
Taylor & Francis	96	25.197
Elsevier	82	21.522
Sage	30	7.874
Springer Nature	17	4.462
Wiley	16	4.199
Emerald Group Publishing	14	3.675
	381	**100**

Source 1 : Web of Science Compilation

A quantitative analysis of data has been done in the study. Graphical representation has been done to depict the results obtained. VOSviewer software, which is a data visualisation software has been used for visualisation of the result.

Publications by category

The 381 articles are divided into 45 categories. The category "Hospitality Leisure Sport Tourism" is the main category with 190 associated articles, which is equal to 49.869% of the total 381 publications. The second category with most published articles is "Green Sustainable Science Technology" with 127 articles, followed by "Environmental Sciences" with 126 articles. The same research paper can be put under more than one category, which may show impaired statistics.

Table 3 : Web of Science Categories

WOS categories	Count	% of 381
Hospitality Leisure Sport Tourism	190	49.869
Green Sustainable Science Technology	127	33.333
Environmental Sciences	126	33.071
Environmental Studies	118	30.971
Management	45	11.811

Sociology	24	6.299
Economics	22	5.774
Public Environmental Occupational Health	21	5.512
Regional Urban Planning	8	2.1
Business	6	1.575
Education Educational Research	6	1.575
Social Sciences Interdisciplinary	6	1.575
Development Studies	5	1.312
Energy Fuels	5	1.312
Business Finance	4	1.05
Geography	4	1.05
Computer Science Theory Methods	3	0.787
International Relations	3	0.787
Multidisciplinary Sciences	3	0.787
Communication	2	0.525
Computer Science Artificial Intelligence	2	0.525
Computer Science Information Systems	2	0.525
Construction Building Technology	2	0.525
Humanities Multidisciplinary	2	0.525
Surgery	2	0.525
Urban Studies	2	0.525
Zoology	2	0.525
Anthropology	1	0.262
Computer Science Interdisciplinary Applications	1	0.262
Computer Science Software Engineering	1	0.262
Ecology	1	0.262
Engineering Chemical	1	0.262
Engineering Petroleum	1	0.262
Evolutionary Biology	1	0.262
Geography Physical	1	0.262
Health Policy Services	1	0.262
Infectious Diseases	1	0.262
Oncology	1	0.262
Political Science	1	0.262
Psychology Multidisciplinary	1	0.262
Religion	1	0.262
Remote Sensing	1	0.262
Social Sciences Mathematical Methods	1	0.262
Veterinary Sciences	1	0.262
Water Resources	1	0.262

Source 2: WOS Compilation

Publications by Journal

After analysing the journals where the 381 articles were published, it is noted that there are 77 different journals (shown in Table 2).

Table 4 : Summary Of Productivity Of Journals

Production Volume by Journal	Journals	% of 381
1 Published Articles	46	59.74026
2 Published Articles	9	11.688312

3 Published Articles	3	3.8961039
4 Published Articles	2	2.5974026
5 Published articles or More	17	22.077922
TOTAL	77	100

Out of 381 journals, 59.74 percent published only one article on the researched topic, ; 11.68 percent (9 journals) published only two articles; 3.89 percent (3 journals) published three articles; 2.58 percent (2 journals) published four articles and 22 percent (17 journals) can be considered journals of tourism, as they published five or more articles (see Table 4). Figure 1 clearly shows that this research topic is quite transversal and hence, it can be published in journals from different subject area.

Figure 1 : No. of Publications by Journals
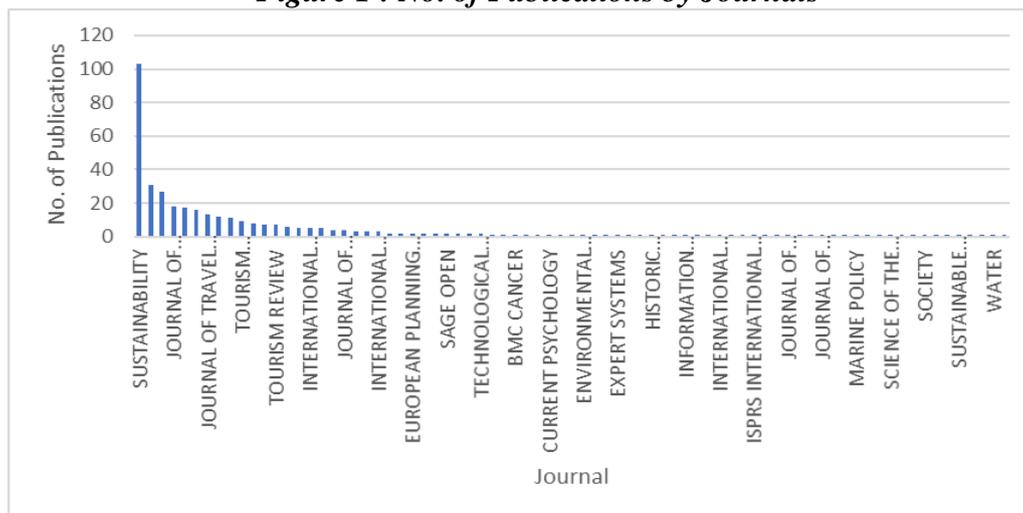

Source 3 : Author's compilation

Table 5 : Journals with more than 10 publications

Publication Titles	Volume	% of 381
Sustainability	103	27.034
Tourism Geographies	31	8.136
Current Issues in Tourism	27	7.087
Journal of Sustainable Tourism	18	4.724
International Journal of Environmental Research and Public Health	17	4.462
Annals of Tourism Research	16	4.199
Journal of Travel Research	13	3.412
Tourism Economics	12	3.15
Journal of Hospitality and Tourism Management	11	2.887

As seen in Table 5, journals with 10 or more articles published in the area were analysed, totalling 9 journals. These journals together published 248 articles which represents 65.091 percent of the sample articles. It can be seen that the journal 'Sustainability' is the leader in the number of published articles (103 articles), which represents 27.03 percent of the total sample, followed by the 'Tourism Geographies' with 8.136 percent (31 articles), 'Current Issues in Tourism' with 7.087 percent (27 articles) and "Journal Of Sustainable Tourism" with 4.724 percent (18 articles).

Keyword Analysis

Figure 2 :Keyword Analysis
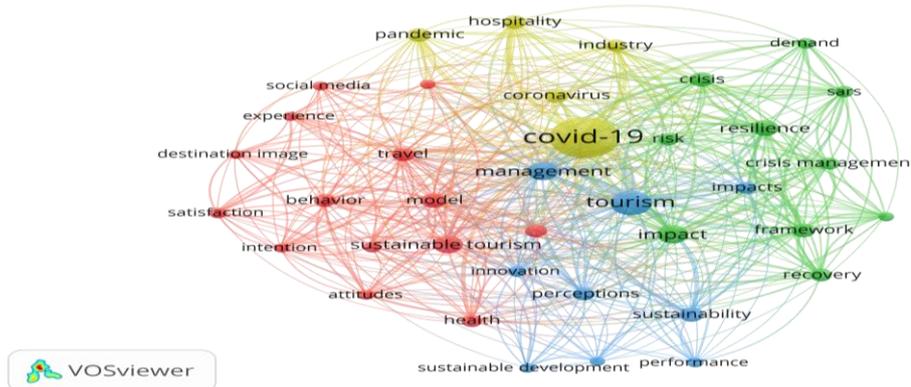
Source 4 : VOS Viewer

The most frequently used keywords were identified and analysed to classify the 381 articles. From this analysis, the topics arising more often in the Researched area was discovered. The map represented in Figure 2 groups the keywords into four clusters. The main keyword per cluster is Covid 19 (Yellow cluster), Tourism (Blue cluster), Sustainable Tourism (red cluster), and Resilience (green cluster). From the 382 articles, 1945 keywords were identified. Of these, 100 keywords occurred at least 5 times ; 38 keywords were identified at least 10 times ; and 18 keywords occurred at least 20 times. Table 6 shows the keywords occurring at least 20 times. The most occurring keywords were "Covid 19", "Tourism", "Management", "Impact" and "Sustainable Tourism".

Table 6 :Keywords occurring at least 20 times

Keyword	Occurrences
Covid-19	199
Tourism	73
Impact	41
Management	40
Sustainable tourism	38
Resilience	32
Crisis	25
Model	25
Sustainability	25
Hospitality	24
Travel	23
Coronavirus	22
Framework	22
Pandemic	22
Behavior	21
Perceptions	21
Recovery	21
Covid-19 pandemic	20

Source 5 : WOS Compilation

Geographical Analysis of Publications

Analysing the authors' country of affiliation, it is discovered that this topic is globally researched, since the 381 articles that are part of the sample are distributed across 79 countries. This implies that, at least, one article has been published in each of these countries. 45 countries have at least 5 publications. Table 7 lists the 20 countries that have published at

least 10 academic papers in the selected area of research. According to the data, China is the country with most publications, totalling 63 research articles, followed by the USA with 53 articles, and England with 46 articles. India has 11 publications on the research topic, indicating there is still scope for this topic for further study.

Table 7 : Countries with at least 10 publications

Countries/Regions	Record Count	% of 381
Peoples Republic Of China	63	16.535
USA	53	13.911
England	46	12.073
Australia	44	11.549
Spain	41	10.761
South Korea	21	5.512
Italy	20	5.249
Taiwan	19	4.987
Portugal	17	4.462
Poland	16	4.199
South Africa	15	3.937
Turkey	15	3.937
Japan	14	3.675
Sweden	14	3.675
Canada	13	3.412
Norway	13	3.412
New Zealand	12	3.15
India	11	2.887
Netherlands	11	2.887
Denmark	10	2.625

Source 6 : Author's Compilation

Organisational Analysis of Publications

Analysis was also done to discover the organisation with most publications. Table 8 displays the organisations that have published at least 5 publications. University of Johannesburg tops the list with 14 publications.

Table 8 : Organisations with 5 or more Publications

Affiliations	Record Count	% of 381
University Of Johannesburg	14	3.675
Griffith University	12	3.15
League Of European Research Universities Leru	12	3.15
University Of Surrey	9	2.362
Hong Kong Polytechnic University	8	2.1
Copenhagen Business School	7	1.837
Sichuan University	7	1.837
University Of South Australia	7	1.837
Bournemouth University	6	1.575
Kyung Hee University	6	1.575
Linnaeus University	6	1.575
Sejong University	6	1.575
State University System Of Florida	6	1.575
Uit The Arctic University Of Tromso	6	1.575

Universitat De Les Illes Balears	6	1.575
Egyptian Knowledge Bank Ekb	5	1.312
Indian Institute Of Management Iim System	5	1.312
Lund University	5	1.312
Pennsylvania Commonwealth System Of Higher Education Pcshe	5	1.312

Source 7 WOS compilation

Analysis of citations

By analysing the most cited papers, it is discovered the most cited author, the journal publishing the said paper and the years in which they were cited the most. This kind of analysis helps a researcher in determining which paper can be used as reference to support their research topic. It also helps in identifying the author which is most prolific in the field. Table 9 shows the most cited papers with the Source and the average citation per year. Table 10 shows the Top 10 authors with most publications.

Table 9 : Most Cited Papers

Citation	Year of Publication	Total Citations	Average per Year	2020	2021	2022
(Gössling et al., 2020)	2021	995	331.67	203	688	104
(Sigala, 2020)	2020	368	122.67	36	274	58
(Hall et al., 2020)	2020	281	93.67	55	196	30
(Higgins-Desbiolles, 2020)	2020	228	76	54	152	22
(Zenker & Kock, 2020)	2020	217	72.33	16	175	26
(Qiu et al., 2020)	2020	153	51	12	124	17
(Ioannides & Gyimóthy, 2020)	2020	124	41.33	15	97	12
(Baum & Hai, 2020)	2020	122	40.67	25	84	13
(Brouder, 2020)	2020	118	39.33	30	68	20
(Kaushal & Srivastava, 2020)	2021	112	56	2	87	23
(Bae & Chang, 2020)	2021	109	36.33	2	86	21
(Škare et al., 2020)	2021	104	52	0	87	17
(Gretzel et al., 2020)	2020	101	33.67	19	73	9
(Uğur & Akbıyık, 2020)	2020	100	33.33	3	85	12
(Farzanegan et al., 2020)	2021	99	33	12	75	12
(Kock et al., 2020)	2020	93	31	2	71	20
(Sharma et al., 2021)	2021	85	42.5	0	69	16
(Niewiadomski, 2020)	2020	85	28.33	23	56	6
(Romagosa, 2020)	2020	83	27.67	11	64	8
(Prideaux et al., 2020)	2020	79	26.33	26	48	5

Source 8 : WOS Compilation

Table 10 : Top 10 authors with most publications

Authors	Volume	% of 381
Law R	5	1.312

Lee S	5	1.312
Yang Y	5	1.312
Buckley R	4	1.05
Cheer JM	4	1.05
Gossling S	4	1.05
Hall CM	4	1.05
Han H	4	1.05
Higgins-desbiolles F	4	1.05
Li ZY	4	1.05

Source 9 WOS Compilation

Table 9 : General Citation Structure

No. of Citations	No. of Articles	% of Articles
≥200	5	2.202643
199-100	9	4.698972
99-50	21	7.488987
49-25	35	13.21586
≤24	218	55.94714
No Citation	93	16.4464
	381	100

Source 10 : Author's Compilation

The volume of studies in this research area, along with the number of citations received are given in Table 9. The majority of the studies are concentrated at the bottom end, "without citations" or with ≤ 24 citations, demonstrating an unequal distribution of citations. This could be due to the research not being of sufficient academic relevance to be referenced, or because the articles were only recently published. In contrast only 35 articles i.e. 14.37% of the total articles published were cited more than 50 times.

5. DISCUSSION

Post Covid recovery Suggestions

Author	Suggestions
(He et al., 2020)	The author emphasised on focusing on Promoting employee psychological recovery firstly if the ill effects of the pandemic had to be combated.
(Rastegar et al., 2021)	the author suggests that it is necessary to build a new system of tourism without exploitation and injustice.
(Assaf & Scuderi, 2020)	The author suggested that a gradual shift from personal interactions to technologies was needed, so that social distance can be maintained at all times, even post pandemic. He also suggested the introduction of Pigouvian tax to overcome from the pandemic (covid recovery tax).
(Zaman et al., 2021)	The author suggested that the tourism industry needed to increase the workforce quality, and think about switching to modern technologies. Also, high-quality sanitation initiatives are much needed to combat future pandemics.

(Sharma et al., 2021)	The author suggested that the tourism industry needs to focus on the vital role of local communities. This will not hamper tourism in case of international restrictions, but also expand the base of tourism. The less popular and undiscovered places can get a boost by this.
(Sigala, 2020)	The author suggested that academicians and researchers needed to be motivated to consider the pandemic as an essential experience in framing and executing innovations in tourism.
(Villacé-Molinero et al., 2021)	The author stated that the new normal will lead to changes in the travel behaviour, hence, the travel agencies can use creativity to innovate and attract consumers. Also, the confidence to travel again relies on the government's ability to ensure safety. A full disclosure on how travel strategies will be made, how safety will be ensured on the part of the government is essential.
(Orîndaru et al., 2021)	The author suggests that empathising with the customers is necessary to guide them towards the new normal and help them in leaving the feared state behind. Creativity, innovation and tactical measures are some steps towards recovery. Communication with customers to understand their concern is more important now than it ever was.
(Vărzaru et al., 2021)	The author suggested Financial, Economic and Sanitary measures to be taken to venture towards the new normal.
(Pongsakornrungsilp et al., 2021)	The author focused on trust, creating good customer relationship and focusing extensively on brand management.
(Aronica et al., 2021)	The author suggests using the pandemic crisis as an opportunity to transform towards sustainable tourism. He emphasises on focusing on lesser-known places that are generally less crowded so that crowd and tourists can be diversified. This will also help in local development of remote places.
(Dash & Sharma, 2021)	The author suggests that resilient efforts by governments, market players, technology innovators, and the workforce employed in the industry, will lead the tourism to evolve in a sustainable way. The local communities can be directly involved since the pandemic is unpredictable in so many ways. Lesser-known places can be evolved to broaden the base of tourism and negate the ill effects of mass tourism.

Framework for tourism sector recovery

A conceptual model is proposed based on an analysis of the body of literature on the recovery of the tourism sector in the new normal. The proposed model takes into account four dimensions, namely SUPPORT, INNOVATION, INVOLVEMENT AND ACCEPTANCE. The framework includes all stakeholders of the tourisms sector, namely Government Organisations, International Organisations Tourism Organisations and operators, SMEs, NGOs, Hospitality, Airline, Academicians, Local Communities, and Tourists. The conceptual framework is given in Figure 3
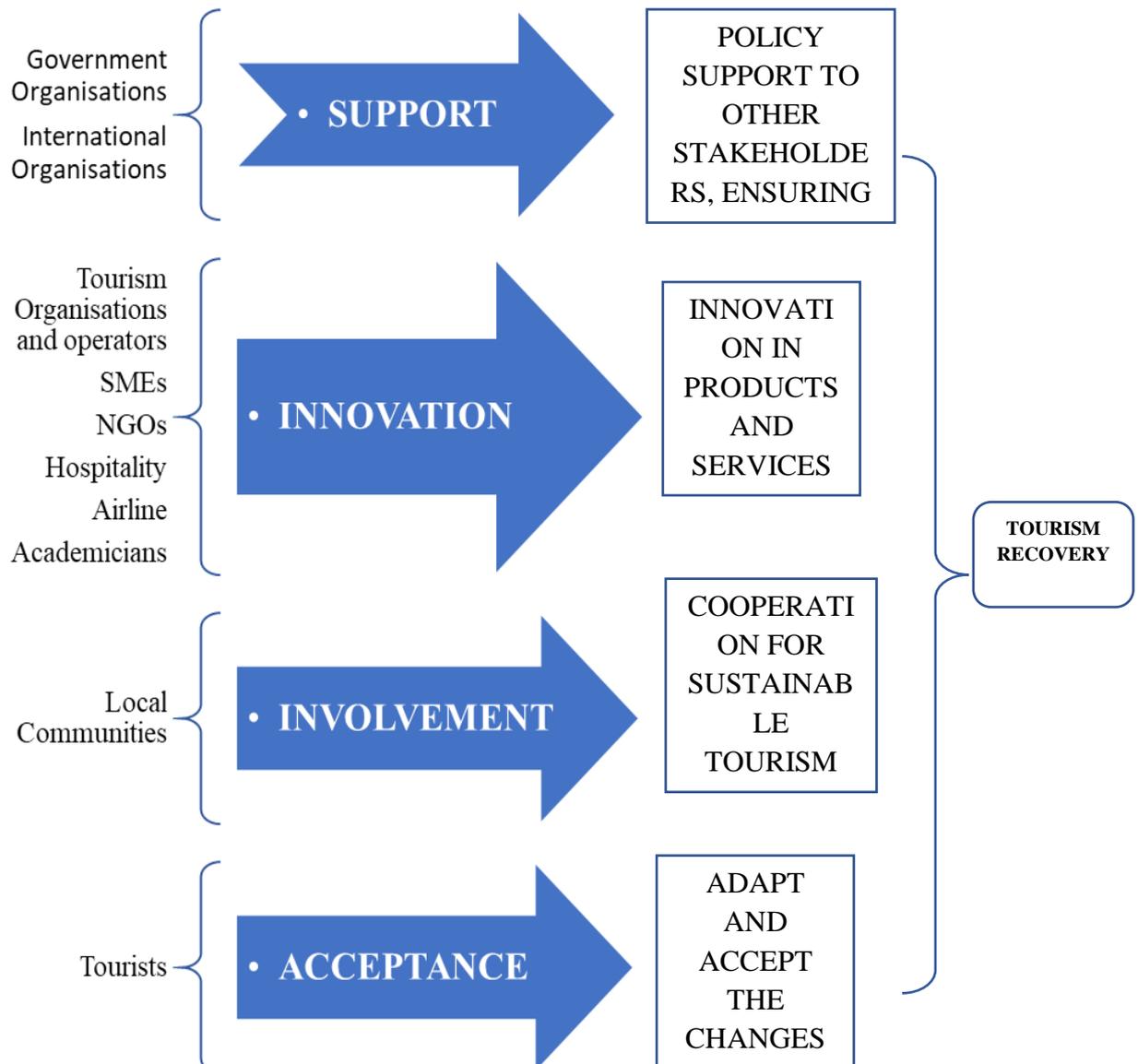
Fig 3 : Conceptual Framework – Tourism Recovery

6. CONCLUSION

The tourism recovery has been a significant topic of research ever since the pandemic hit the world. Several authors have suggested reforms for the new normal. This crisis is a chance for tourism to transform in a more sustainable way. The suggestions include involving the local communities and stakeholders for the development of sustainable tourism. Along with this, several safety measures to increase tourist's confidence needs to be implemented by the government and involved stakeholders alike. Social distancing needs to be continued even after the pandemic is over. Also, to negate the ill effects of mass tourism, it is suggested that unexplored places need to be promoted by the government so that the scope of tourism can be broadened. It is anticipated that this analysis will provide a deeper understanding of the tourism industry's recovery in the new normal, allowing tourism stakeholders to sustain their hard business. Among the most significant findings from the study, the following can be highlighted:

- Hospitality Leisure Sport Tourism Category of Web of Science publishes 49.86% of the total papers.
- Peoples Republic of China has published the greatest number of papers on the subject (16.535%).
- The most prolific authors on the subject are Law R, Lee S, Yang Y, with 5 publications each.

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