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A Bibliometric Review of Trends in Indigenous Tourism

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Abstract

Indigenous tourism has become a rapidly increasing trend due to its potential to improve the marginalised economic status and political power of Indigenous people. Over the last 45 years, research on Indigenous tourism has grown rapidly. However, the review of existing Indigenous tourism study trends is limited. Thus, the purpose of this study is to furnish an overview of the evolution of scientific research on Indigenous tourism from 1977 to 2022 and to determine the direction of future research. A bibliometric approach was employed to analyse 1733 samples retrieved from the Scopus database. VOSviewer, Harzing's Publish or Perish, and Microsoft Excel were utilised to analyse the data. Thereby, this study highlighted the current trends, prominent countries, institutions, and authors in Indigenous tourism. In addition, the prevalent theme and direction of further research were also discussed. This study provides a complete evaluation of the Indigenous tourism review, which could aid others in understanding Indigenous tourism development, research trends, and its institutional scientific collaboration.

Keywords: Indigenous, Tourism, Bibliometric, Review, Trend

Introduction

Indigenous populations have been defined by the World Health Organisation (WHO) as communities that are associated with geographically distinct traditional habitats and ancestral territories and who perceive themselves as members of a distinct cultural group. According to the International Labour Organization (2019), there are an estimated about 476.6 million Indigenous peoples in the world, representing 6.2 percent of the world's population. Approximately, around 70% of the world's Indigenous peoples are located in the Asian region (United Nations, 2017). Indigenous peoples comprise only six percent of the global population yet account for about one-third of the global poor and nineteen percent of the extremely poor (The World Bank, 2022).

Tourism is one of the major economic industries on a global scale and it is the most significant industry worldwide. In this regard, the tourism sector has been increasingly acknowledged

for its capability and potential to improve socioeconomic conditions (Halim et al., 2022; Telfer & Sharpley, 2016). Indigenous tourism also is widely considered a way to improve the socio and economic benefits of Indigenous individuals, communities, and as well as host countries and regions (Carr et al., 2016). Many governments and development organizations worldwide are adopting a tourism-based approach for socioeconomic development (Scheyvens, 2011; Summers et al., 2019). Indigenous tourism is a term which refers to tourism that involves Indigenous peoples (Butler, 2021). According to Butler & Hinch (2007), Indigenous tourism refers to tourism activities where Indigenous people have direct involvement, either in control or through their culture as the main attraction. It can be a good platform for Indigenous people to exhibit their culture, nature, and traditions. The Indigenous people are some of the earliest inhabitants of the land. Many have been intrigued by their rich history and distinctive lifestyles and cultures. Thus, preserving the centuries of the rich culture, art, traditions, and ceremonies of the Indigenous community is essential. Indigenous communities have a rich diversity of cultural resources that need to be preserved. Aside from its socio-economic benefits, tourism has also been recognised for its contribution to sustaining Indigenous cultural heritage (Ruhanen & Whitford, 2019).

The increasing attention from governments and development organisations around the globe in adopting tourism as a socio-economic growth strategy for Indigenous communities and regions has resulted in a growing number of academic research on this field (Ruhanen & Whitford, 2019). Over the last 45 years, numerous studies have been conducted on Indigenous tourism. There has been considerable evolution in Indigenous tourism research since the 1970s, when Indigenous tourism has emerged. However, studies on Indigenous tourism research patterns and trends are limited. A previous study by Whitford & Ruhanen (2016), has been reviewed 403 academic publications on tourism and Indigenous peoples from 1980 to 2014 by using a mixed methods approach. Though few studies have looked into Indigenous tourism patterns and trends, yet, these review studies have focused on different time periods and different research objectives. There has been a growing literature on Indigenous tourism since then. So it is essential to review the latest developments in the literature. Hence, the current study aims to perform a complete and latest evaluation of Indigenous tourism, which reviews and summarises the existing knowledge structure and distribution of the research material from 1977 to 2022.

Bibliometric analysis is now well-established as a research evaluation methodology, especially in the fields of scientific and applied (Ellegaard & Wallin, 2015). This analysis is a popular method to explore and analyse large volumes of scientific data, allowing us to understand how a field has evolved over time and discover emerging study areas (Donthu et al., 2021). Bibliometric analysis is a multidisciplinary quantitative method that uses existing documents and their citations as its data source to examine the structural arrangements and conceptual interconnections between publications. With the use of bibliometrics, huge data sets could be accessed, categorised, and analysed in order to evaluate the current and future state of a study field, which may then be used to provide ideas and directions for future research.

Therefore, this study intends to provide a comprehensive review of existing scientific research on Indigenous tourism and establish future research directions using bibliometric analysis. In summary, the research questions are as follows:

1. What are the recent trends in Indigenous tourism's publication and its impact?

- Number of articles published annually
 - Types of sources and document
 - Titles of source
 - Language of documents
2. Which are the most prominent countries, institutions, and authors of Indigenous tourism?
 - Publications by country and institution
 - Authorship analysis
 3. Which are the most prevalent themes of Indigenous tourism among scholars?
 - Keywords analysis
 4. Which are the most influential articles on Indigenous tourism?
 - Citation analysis

Research Method

Scopus is one of the largest databases of peer-reviewed abstracts and citations in the world. It has extensive coverage of scientific journals, conference proceedings, and books globally and regionally, with more than 82 million documents from over 7,000 publishers. Scopus is a curated database, which means that the data in Scopus is chosen through a rigorous process and is done by an external Content Selection and Advisory Board (CSAB) of editorially independent scientists who are specialists in their particular fields to ensure trustworthiness (Baas et al., 2020). Therefore, this bibliometric study will use the Scopus database as a data source due to its high reliability and inclusivity of data.

The process of identifying the related documents is illustrated in Figure 1. The search string “tourism” AND “indigenous” OR “aboriginal” was used when perusing the Scopus database on article titles, abstracts, and keywords without any restriction on the time frame. The documents were further screened and limited to Social Science; and Business, Management and Accounting subject areas. The data was extracted on 3 November 2022. As a result, a total of 1734 documents emerged, and one retracted article was removed, making a total of 1733 documents left for bibliometric analysis.

Bibliometric analysis is used in this study. Multiple tools have been employed to address the research questions, such as VOSViewer to generate bibliometric connections and map them. Other tools include Microsoft Excel, which is used to compute the frequency and proportion of each publication and to create relevant graphs and charts, and Harzing’s Publish and Perish software to calculate the citation metrics.

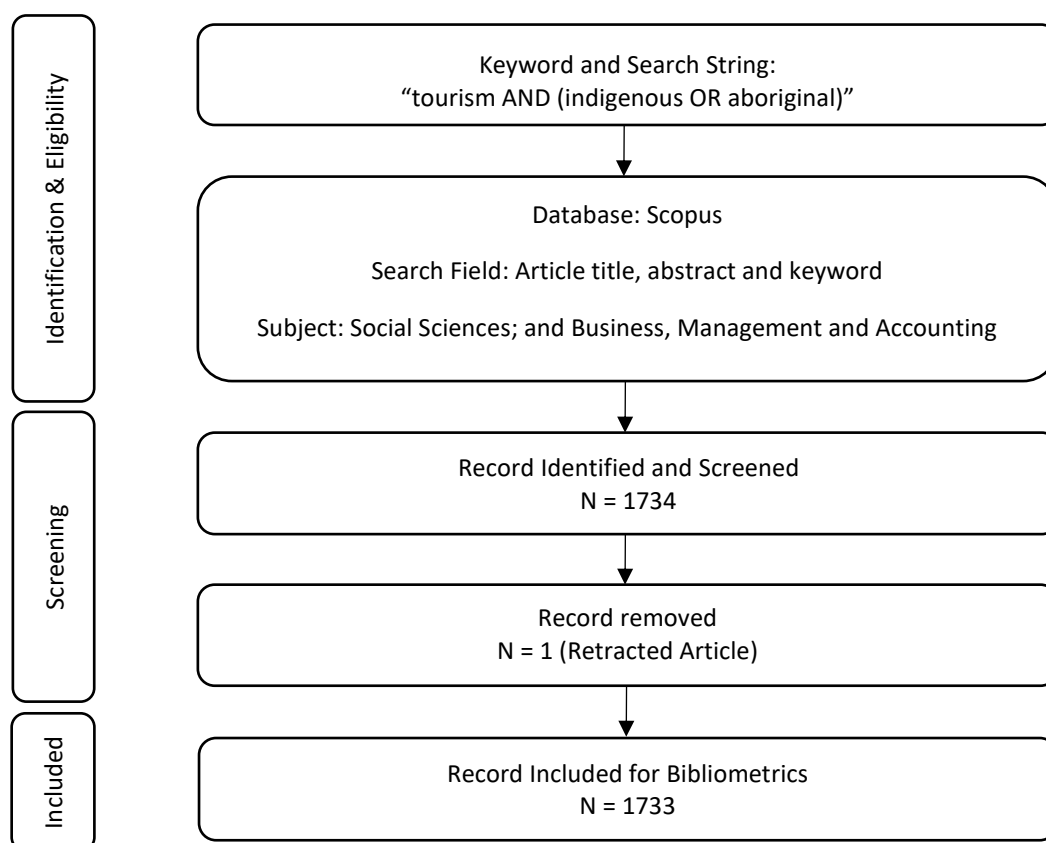


Figure 1: Flowchart of the process for obtaining analysis sets

Results and Findings

The current trend of Indigenous tourism research

The first research question, which is to identify the current publication trend and impact on Indigenous tourism was addressed by exploring the number of articles published annually, document and source types, source titles, and language of documents.

Number of articles published per year

Table 1 presents an overview of research publications on Indigenous tourism from 1977 to 2022 in the Scopus database. The table reveals that published articles have progressively increased over the last 46 years, from only 1 article in 1977 to 216 articles in 2021 (2022 was not considered since it was still in progress at the time of the search). The published articles from 1977 to 1998 slowly increased in frequency, with no more than 20 papers each year. The years 1980 and 1982 were the only years with no publications. Nevertheless, at this time, little attention has been paid to Indigenous tourism.

Starting from 1999, the number of publications gradually increased, indicating a growing interest in Indigenous tourism. Since then, there have been a growing number of publications every year. This is possibly due to the introduction of the Millennium Development Goals (MDGs) by the United Nations in 2000. During this time, tourism was starting to be promoted as a potential tool for achieving some of the Sustainable Development Goals, such as reducing poverty (Horák et al., 2014). While in 2015, Sustainable Development Goals (SDGs) were introduced as a continuation of the preceding Millennium Development Goals (MDGs), which comprised 17 goals and 169 associated targets. MDGs and SDGs reflect some of the

fundamental human rights principles advocated by Indigenous Peoples and become platforms to advance, promote, and recognise the rights of Indigenous Peoples.

In addition, as shown in Figure 2, the year 2007 is the highest number of citations in Indigenous tourism articles, with 1966 citations. Followed by the years 2013 and 2012 with 1652 and 1511 citations.

Table 1

Number of publications per year

Year	TP	(%)	NCP	TC	C/P	C/CP	h	g
2022	107	6.17%	32	85	0.79	2.66	5	6
2021	153	8.83%	93	392	2.56	4.22	9	12
2020	140	8.08%	107	657	4.69	6.14	12	18
2019	125	7.21%	94	799	6.39	8.50	15	23
2018	114	6.58%	91	1101	9.66	12.10	15	29
2017	120	6.92%	97	1038	8.65	10.70	17	27
2016	96	5.54%	83	1489	15.51	17.94	25	34
2015	69	3.98%	59	760	11.01	12.88	15	25
2014	62	3.58%	57	1095	17.66	19.21	17	32
2013	84	4.85%	70	1652	19.67	23.60	23	38
2012	81	4.67%	72	1511	18.65	20.99	22	36
2011	60	3.46%	55	1023	17.05	18.60	16	30
2010	55	3.17%	50	1449	26.35	28.98	23	37
2009	54	3.12%	48	1327	24.57	27.65	20	36
2008	50	2.89%	47	1341	26.82	28.53	19	36
2007	50	2.89%	48	1966	39.32	40.96	19	44
2006	32	1.85%	31	1362	42.56	43.94	17	31
2005	30	1.73%	29	769	25.63	26.52	16	27
2004	32	1.85%	30	1222	38.19	40.73	17	30
2003	34	1.96%	31	1035	30.44	33.39	16	31
2002	29	1.67%	28	1340	46.21	47.86	20	28
2001	21	1.21%	20	502	23.90	25.10	15	20
2000	24	1.38%	24	760	31.67	31.67	14	24
1999	20	1.15%	20	1426	71.30	71.30	13	20
1998	8	0.46%	8	198	24.75	24.75	7	8
1997	15	0.87%	15	699	46.60	46.60	11	15
1996	8	0.46%	6	149	18.63	24.83	6	6
1995	6	0.35%	6	311	51.83	51.83	5	6
1994	6	0.35%	6	49	8.17	8.17	4	6
1993	10	0.58%	9	515	51.50	57.22	9	9
1992	9	0.52%	8	483	53.67	60.38	7	8
1991	2	0.12%	1	38	19.00	38.00	1	1
1990	3	0.17%	3	220	73.33	73.33	3	3
1989	7	0.40%	7	239	34.14	34.14	5	7
1988	2	0.12%	1	13	6.50	13.00	1	1
1987	1	0.06%	1	5	5.00	5.00	1	1
1986	2	0.12%	2	2	1.00	1.00	1	1

1985	2	0.12%	1	11	5.50	11.00	1	1
1984	3	0.17%	2	90	30.00	45.00	2	2
1983	3	0.17%	3	89	29.67	29.67	3	3
1981	1	0.06%	1	2	2.00	2.00	1	1
1979	1	0.06%	1	12	12.00	12.00	1	1
1978	1	0.06%	1	5	5.00	5.00	1	1
1977	1	0.06%	1	53	53.00	53.00	1	1

Notes: TP = total number of publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication;

C/CP = average citations per cited publication; h = h-index; g = g-index

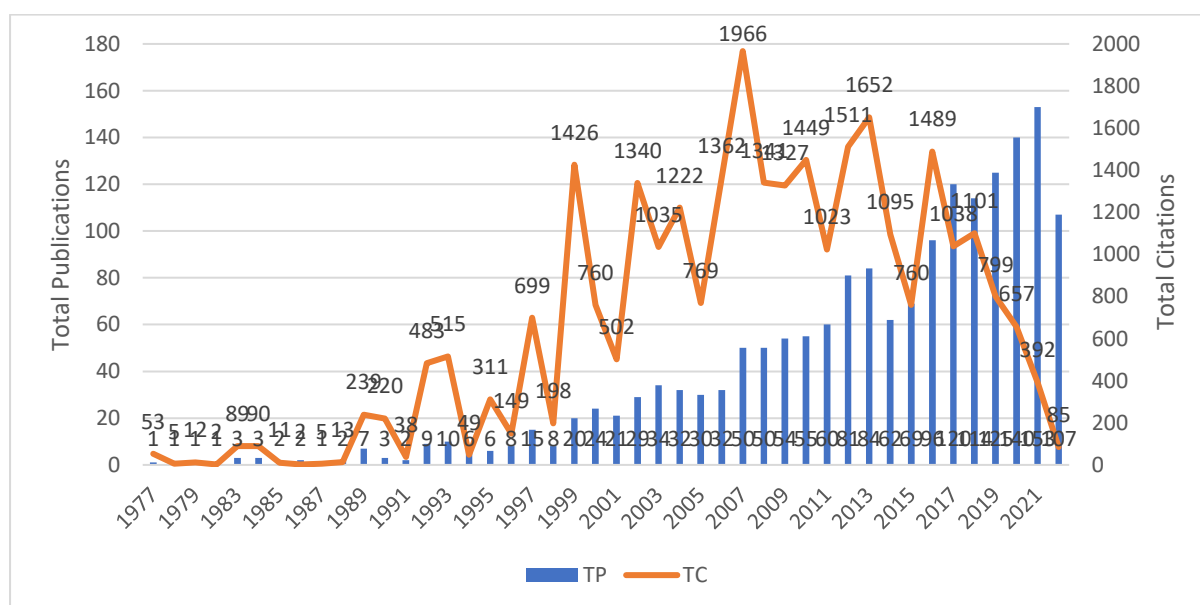


Figure 2: Total publications and citations per year

Sources and documents type

The sources and documents type in relation to the articles published on Indigenous tourism research is listed in Table 2. As shown in Table 2, most of the publications are published in journals. Journals are the most prevalent source, accounting for almost 80% (n=1384) of the total. This is followed by books and book series with 295 (17.02%) and 32 (1.85%) of the total publications, respectively.

In terms of the document type, the Scopus search resulted in nine different types of documents published in Indigenous tourism. Table 2 illustrates that the majority of the publications are categorised as articles (n=1311, 75.65%), followed by book chapters (n=232, 13.39%). Meanwhile, the other types of documents, such as books, reviews, conference papers, editorials, notes, erratum, and short surveys, each represent less than 5% of the total publications.

Table 2

Types of Sources and Document

	Total Publication	(%)
Source Type		
Journal	1384	79.86%
Book	295	17.02%
Book Series	32	1.85%
Conference Proceeding	16	0.92%
Trade Journal	6	0.35%
Document Type		
Article	1311	75.65%
Book Chapter	232	13.39%
Book	77	4.44%
Review	61	3.52%
Conference Paper	31	1.79%
Editorial	13	0.75%
Note	6	0.35%
Erratum	1	0.06%
Short Survey	1	0.06%

Source Titles

Table 3 reveals the most active source titles in Indigenous tourism literature. According to the table, the Journal of Sustainable Tourism contributed the highest number of publications (n=95) and total citations (n=4312). This is followed by Annals of Tourism Research (TP=74, TC= 3838) and Tourism Management (TP=45, TC=3371).

Table 3

Top 10 most active source titles

Sources Title	TP	TC	Publisher	Cite Score	SJR 2021	SNIP 2021
Journal of Sustainable Tourism	95	4312	Taylor & Francis	13.8	2.476	2.801
Annals of Tourism Research	74	3838	Elsevier	10.2	3.145	2.996
Tourism Management	45	3371	Elsevier	19.8	3.383	3.986
Sustainability Switzerland	39	307	Multidisciplinary Digital Publishing Institute (MDPI)	5.0	0.664	1.310
Current Issues in Tourism	25	502	Taylor & Francis	10.6	1.838	2.442
Journal of Heritage Tourism	25	367	Taylor & Francis	4.9	0.819	1.341
Tourism Recreation Research	22	368	Taylor & Francis	5.7	0.877	1.235
African Journal of Hospitality Tourism and Leisure	20	34	Africa Journals	1.6	0.210	0.402
Journal of Ecotourism	20	615	Taylor & Francis	5.3	0.528	1.225

Notes: TP = total number of publications; TC = total citations; CiteScore = average citations received per document published in the source title; SJR = SCImago Journal Rank measures weighted citations received by the source title; SNIP = source normalised impact per paper measures actual citations received relative to citations expected for the source title's subject field

Languages

Indigenous tourism research documents have been written in 17 different languages. Table 4 reveals that English is the predominant language in Indigenous tourism, representing 93.29% of total publications. Followed by Spanish and French, accounting for 3.21% and 1.03% of the total, respectively.

Table 4
Languages in Publications

Language	Total Publications	(%)
English	1627	93.29%
Spanish	56	3.21%
French	18	1.03%
German	10	0.57%
Portuguese	9	0.52%
Russian	6	0.34%
Polish	3	0.17%
Slovenian	3	0.17%
Chinese	2	0.11%
Afrikaans	1	0.06%
Bosnian	1	0.06%
Croatian	1	0.06%
Finnish	1	0.06%
Hungarian	1	0.06%
Japanese	1	0.06%
Macedonian	1	0.06%
Persian	1	0.06%
Undefined	2	0.11%

Most Prominent Countries, Institutions, and Authors

This section explores the second research question, which is to identify the most prominent countries, institutions, and authors engaging in Indigenous tourism. This can be done by analysing publications by country, institution, and authorship.

Prominent Countries and Institutions

Data retrieved from Scopus revealed that a total of 160 institutions from 93 countries have been involved in Indigenous tourism publications. Table 5 displays the top 15 countries in terms of productivity, and Figure 3 illustrates the distribution of productive countries based on the country of the corresponding author. The table and figure show that Australia is the top country, contributing 315 of total publications (18.18%), closely followed by the United States with 314 publications (18.12%), and the United Kingdom in the third place with 168 publications (9.69%). However, with regard to total citations, the United States has the most citation count (n=7573). This is followed by Australia and the United Kingdom, with a total of 6098 and 4188 citations, respectively. It also shows that publications in Africa and Asia remain

low, while publications in South America are significantly lacking in Indigenous tourism literature.

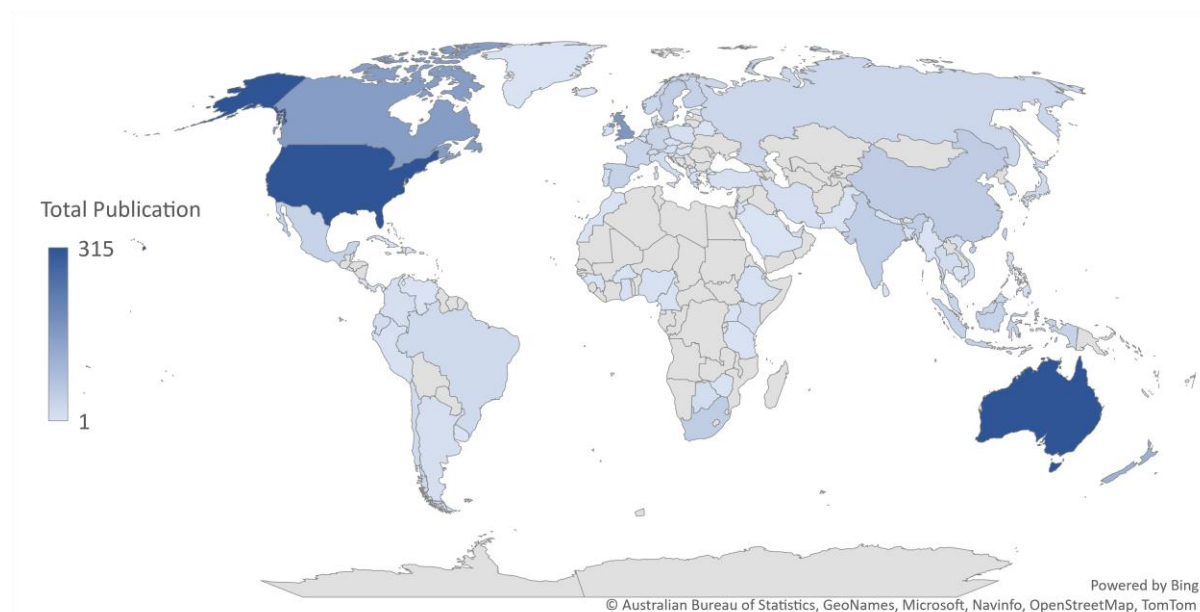


Figure 3: Geographical distribution of the publication of Indigenous tourism

Table 5

Total Publication by Country Top 15

Country	TP	%	NCP	TC	C/P	C/CP	h	g	Continent
Australia	315	18.18%	277	6098	19.36	22.01	43	63	Oceania
United States	314	18.12%	261	7573	24.12	29.02	47	76	North America
United Kingdom	168	9.69%	148	4188	24.93	28.30	32	60	Europe
Canada	156	9.00%	142	3884	24.90	27.35	34	57	North America
New Zealand	111	6.41%	96	2865	25.81	29.84	30	51	Oceania
China	51	2.94%	45	792	15.53	17.60	16	27	Asia
South Africa	48	2.77%	43	444	9.25	10.33	12	19	Africa
Sweden	47	2.71%	44	795	16.91	18.07	14	26	Europe
India	46	2.65%	30	239	5.20	7.97	7	13	Asia
Taiwan	44	2.54%	37	931	21.16	25.16	14	30	Asia
Spain	39	2.25%	23	237	6.08	10.30	8	15	Europe
Finland	38	2.19%	32	614	16.16	19.19	14	24	Europe
Indonesia	36	2.08%	20	87	2.42	4.35	5	8	Asia
Mexico	36	2.08%	26	460	12.78	17.69	9	21	North America
Malaysia	32	1.85%	25	233	7.28	9.32	8	14	Asia

Notes: TP = total number of publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = h-index; g = g-index

Meanwhile, Table 6 presents the top 10 most productive institutions in Indigenous tourism. The University of Queensland is the top influential institution with a total publication of 41, followed by the University of Waterloo with 36 publications. In contrast, the third and fourth most productive institutions are the University of Otago and Griffith University, both with

total publications of 31. Out of these 10 institutions, 6 of them are located in Australia. Two from New Zealand and one each from Canada and Sweden.

Table 6

Top 10 most active institutions

Institutional	Country	TP	(%)
The University of Queensland	Australia	41	2.37%
University of Waterloo	Canada	36	2.08%
University of Otago	New Zealand	31	1.79%
Griffith University	Australia	31	1.79%
Southern Cross University	Australia	28	1.62%
University of South Australia	Australia	28	1.62%
The University of Waikato	New Zealand	23	1.33%
James Cook University	Australia	22	1.27%
Umeå Universitet	Sweden	21	1.21%
The University of Newcastle	Australia	20	1.15%

Notes: TP = total number of publications

Authorship Analysis

Table 7 portrays the most prominent author engaging in Indigenous tourism based on the total number of publications, with a minimum of seven publications. Table 7 reveals that Higgins-Desbiolles, F. from the University of South Australia is the most productive author with 22 publications. This is followed by Ryan, C. and Ruhanen, L., with 20 and 14 publications, respectively. However, the most influential author based on total citations is Ryan, C., with 848 citations. This is followed by Wall, G. (618 citations) and Higgins-Desbiolles, F. (450 citations).

Table 7

The prominent authors in Indigenous tourism

Author's name	Affiliation	Country	TP	NCP	TC	C/P	C/CP	h	g
Higgins-Desbiolles	University of South Australia	Australia	22	19	450	20.45	23.68	9	19
Ryan	University of Waikato	New Zealand	20	19	848	42.40	44.63	14	19
Ruhanen	The University of Queensland	Australia	14	13	324	23.14	24.92	8	13
Wall	University of Waterloo	Canada	13	12	618	47.54	51.50	11	12
Grimwood	University of Waterloo	Canada	12	10	161	13.42	16.10	7	10
Whitford	Griffith University	Australia	12	12	362	30.17	30.17	10	12
Movono	Massey University	New Zealand	9	9	152	16.89	16.89	5	9
Scherrer	Southern Cross University	Australia	9	8	94	10.44	11.75	7	8

Carr	University of Otago	New Zealand	8	8	274	34.25	34.25	5	8
Clark	Federation University Australia	Australia	8	7	50	6.25	7.14	3	7
Lemelin	Lakehead University	Canada	8	7	340	42.50	48.57	6	7
Müller	Umeå Universitet	Sweden	8	8	206	25.75	25.75	8	8
Scheyvens	Massey University	New Zealand	7	7	241	34.43	34.43	5	7
Theodossopoulos	University of Kent	United Kingdom	7	6	98	14.00	16.33	5	6
Viken	UiT Norges Arktiske Universitet	Norway	7	6	116	16.57	19.33	5	6

Notes: TP = total number of publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = h-index; g = g-index

The co-authorship analysis was conducted using VOSviewer to analyse scientific collaboration among the authors. In total, there were 2735 authors for 1733 publications, with 1.98 average authors per paper. This analysis utilised fractional counting based on authors with at least two documents and five citations, yielding a total of 325 authors. The network visualisation of co-authorship among the 325 authors is illustrated in Figure 4. The various colours, circle sizes, text sizes, and thicknesses of connecting lines show the relationship between the authors. The same colour represents connected authors who are frequently working together and the smaller the distance between authors, the stronger their relation (Van Eck et al., 2010). From the figure, it can be seen that some of the 325 authors are not connected to each other. The largest set of connected authors is shown in Figure 5, which consists of 63 authors. For example, the figure suggests that Scherrer, P., Nielsen, N., Moyle, B. D., and Dowling, R. work closely together. It can also be seen that Higgins-Desbiolles F. has strong collaborations with other authors.

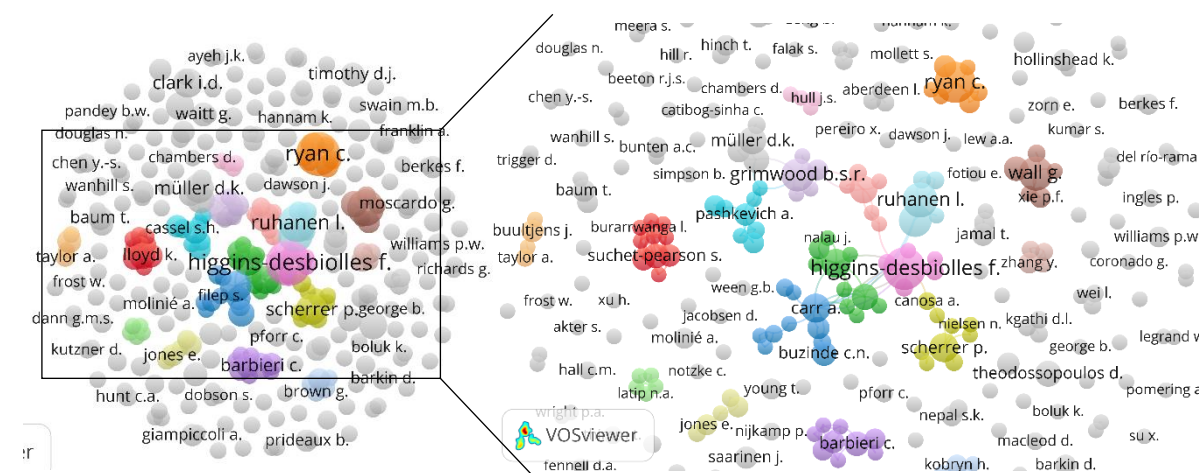


Figure 4: Network visualisation map of the co-authorship based on authors

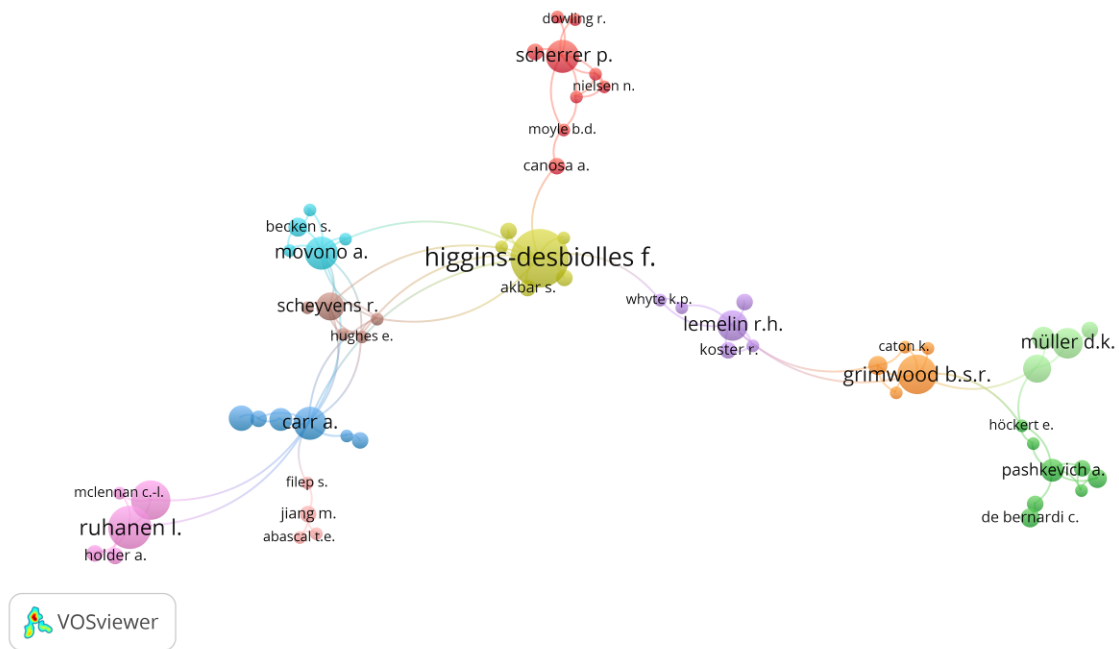


Figure 5: Co-authorship network of connected authors

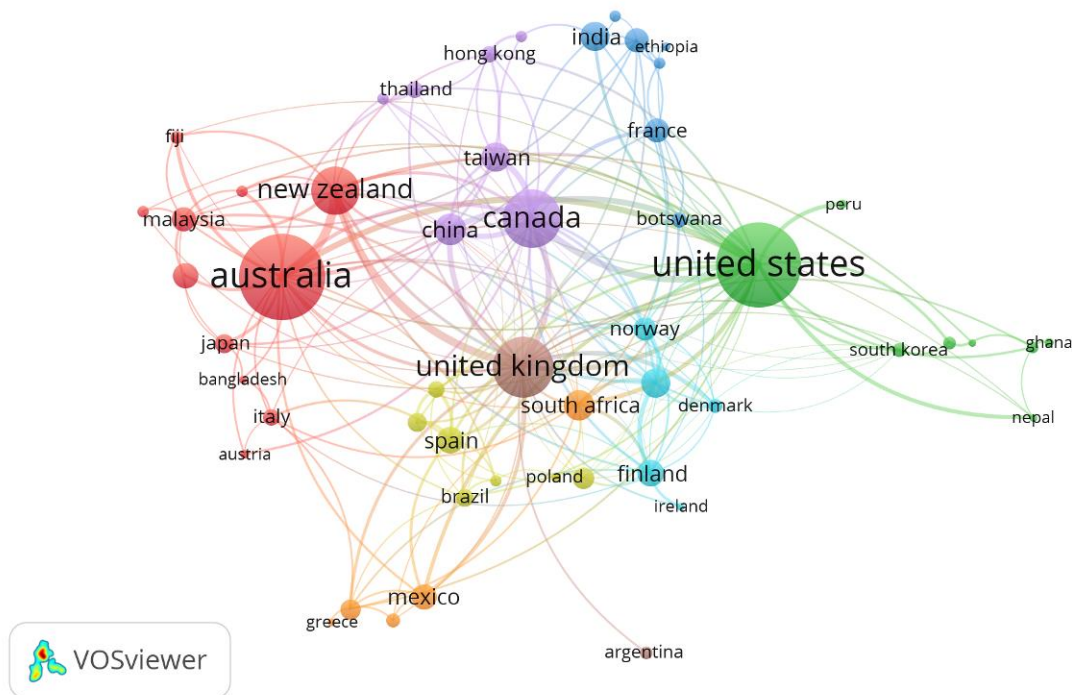


Figure 6: Network visualisation map of country co-authorship

The fractional counting method with at least five citations and five documents is used to analyse the co-authorship of countries, as shown in Figure 6. These countries represent the author’s affiliated nation. These co-authorship networks are evidence of international collaboration between authors. International collaboration is important in increasing the

impact of publication. The finding implies that Australia and the United States are key players in international collaboration. The United States has strong collaboration with Canada, China, and Australia. While Australia has a strong collaboration with New Zealand and the United States.

Predominant themes of the Indigenous tourism research

This section aims to answer the third research question, which identifies the most prevalent themes in Indigenous tourism literature. This analysis highlights hot topics and possible future research topics by identifying the most common keywords. For this purpose, a keyword co-occurrence analysis is conducted using VOSviewer. Both indexed and authors' keywords were included in this analysis.

Keywords Analysis

There were 5197 total keywords obtained. Out of 5197, only 154 keywords were found by applying a minimum of 10 times occurrence. Four keyword clusters were discovered as shown in Figure 7, which are represented by green, red, blue and yellow colours for Clusters 1 to 4, respectively.

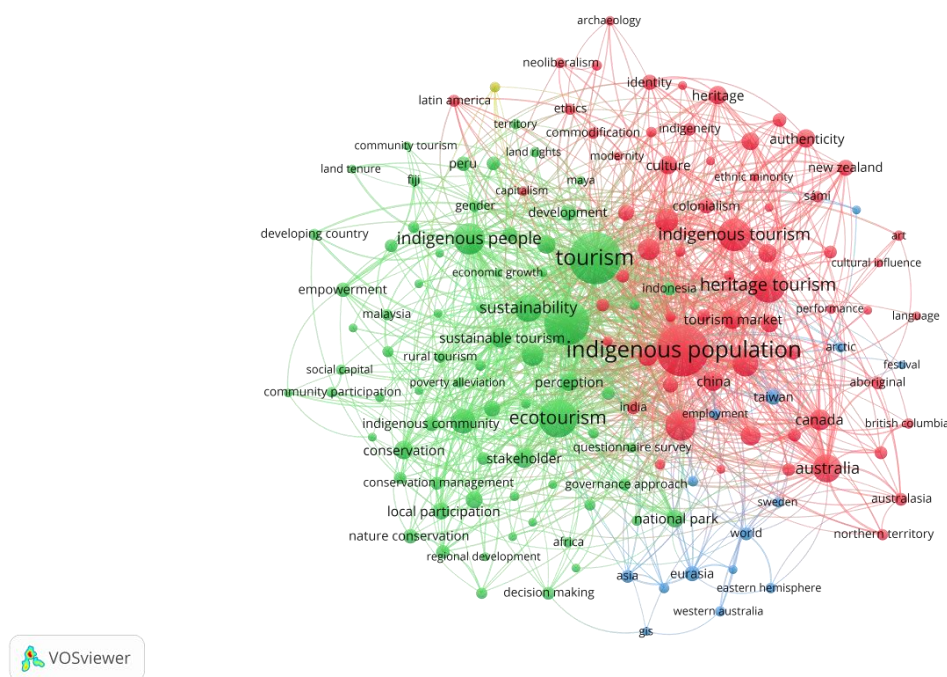


Figure 7: VOSviewer visualisation map of the keywords

Cluster 1 is the largest cluster with 74 items. Represented by the green colour, this cluster focuses on social and environmental aspects of Indigenous tourism. "Tourism", "tourism development" and "ecotourism" are the keywords with the highest occurrence in this cluster. Keywords related to social aspect of Indigenous tourism such as "local participation", "community development", "empowerment", "social capital", "livelihood", "gender", and "poverty alleviation". While for environmental-related keywords such as "sustainability",

“Indigenous knowledge”, “conservation”, “national park”, “protected area”, “nature conservation”, “biodiversity” and “climate change”.

Cluster 2 is represented in red colour, which consists of 64 items that focus on the cultural aspect and tourism management. The keyword “indigenous population” produced the highest occurrence in this cluster. Follow by “heritage tourism”, “indigenous tourism” and “tourism management” with high occurrence. The other keywords that contain terms such as “cultural heritage”, “indigenous”, “culture”, “cultural tourism”, “heritage”, “authenticity”, “cultural identity”, “ethnicity”, “cultural tradition”, “tourist destination”, “tourism market”, “tourist attraction”, “tourist behaviour”, and “marketing”.

Cluster 3 in blue colour focuses more on geographic location. This cluster contains 15 keywords, such as “Eurasia”, “Taiwan”, “Asia”, “world”, “arctic”, “Western Australia”, “Eastern Hemisphere”, “Far East”, “Sweden” and “Europe”.

While cluster 4 which is represented in yellow colour, consists of one item only, which is “Covid-19”. From Figure 8, it can be observed that the keyword “Covid-19” has a strong connection to “tourism”, “indigenous population”, “indigenous people”, “indigenous tourism”, “tourism management” and “sustainable development”. This connection indicates that the existing Indigenous tourism literature, which explored COVID-19, occurred together with these keywords.

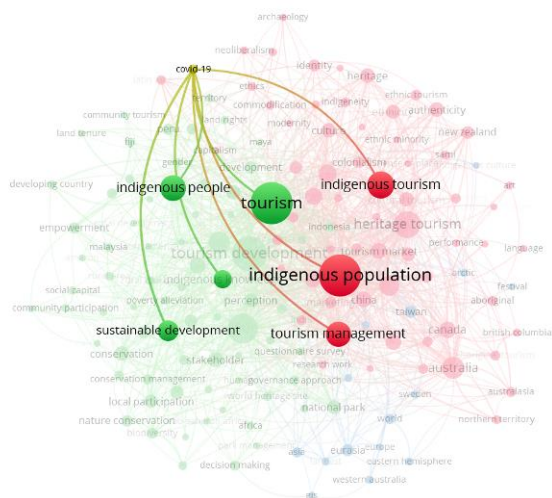


Figure 8: Visualisation map of the “covid-19” keyword

The top 20 keywords used in published Indigenous tourism publications are listed in Table 8. The table shows that “Indigenous population”, “tourism”, “tourism development”, “ecotourism” and “heritage tourism” are among the most frequently used terms in the existing literature on Indigenous tourism during the past four decades. From the table, we can also conclude that other than Indigenous tourism, keywords such as “ecotourism”, “heritage tourism”, and “sustainable tourism” are also associated with Indigenous tourism in the literature. It is also noticed that three countries (Australia, Canada, and China) appear with the top keywords. All these three countries are among the top countries that actively published articles, as illustrated in Table 5.

Table 8
 Top 20 keyword

Keyword	TP	(%)
Indigenous Population	334	19.27%
Tourism	329	18.98%
Tourism Development	242	13.96%
Ecotourism	175	10.10%
Heritage Tourism	147	8.48%
Indigenous Tourism	132	7.62%
Tourism Management	114	6.58%
Australia	99	5.71%
Sustainability	92	5.31%
Tourist Destination	83	4.79%
Sustainable Development	75	4.33%
Indigenous People	72	4.15%
Cultural Heritage	68	3.92%
Indigenous Knowledge	60	3.46%
Indigenous	59	3.40%
Canada	54	3.12%
Indigenous Peoples	51	2.94%
Tourism Market	51	2.94%
Sustainable Tourism	50	2.89%
China	49	2.83%

Keyword Timeline View

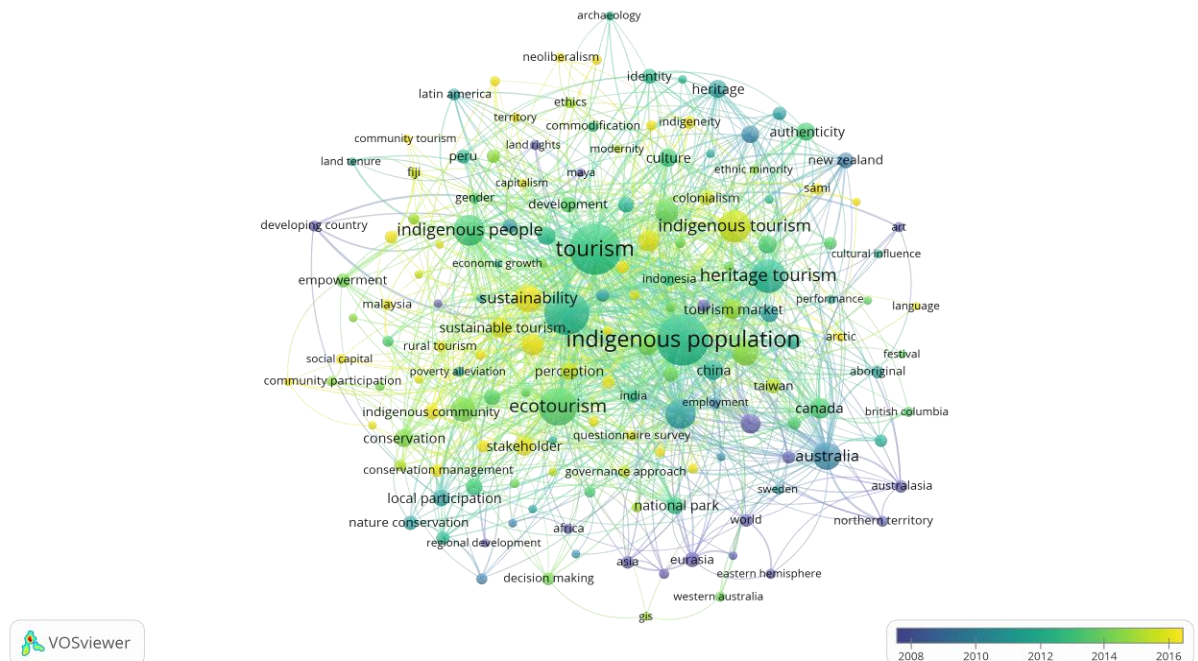


Figure 9: Keyword timeline view of Indigenous tourism publications

The overlay visualisation of all keywords from 1970 to 2022 is presented in Figure 9. This map illustrates the trend of the keyword across the analysed time period. The yellow colour represents the emerging themes. Sustainable tourism, sustainability, livelihood, climate change, conservation management, and Indigenous knowledge are some of the emerging research themes in Indigenous tourism literature. Other notable emergent themes are tourism impact, entrepreneurship, social capital, stakeholder and governance. Covid-19 also appears among the keywords as an emerging theme in Indigenous tourism literature. The pandemic Covid-19 that happened recently has had a massive impact on every sector, especially tourism. The Covid-19 effect on tourism is also adversely affecting Indigenous communities. All of these keywords have the potential to influence future Indigenous tourism research.

Most Influential Articles

To answer the fourth research question, citation analysis was conducted to identify the most influential articles on Indigenous tourism.

Citation Analysis

A summary of 1733 articles used in this bibliometric study is displayed in Table 9. From the data, within 45 years (1977-2022), there were 29,284 citations recorded, which equates to an average of 650.76 citations per year. Table 10 provides a summary of the 20 most-cited publications in Indigenous tourism research. The publication titled *Selling nature to save it? Biodiversity and green developmentalism* by McAfee (1999) receives the most citations, with 532 citations and an average of 23.13 citations per year. In comparison, the second and third most cited publications are *Tourism routes as a tool for the economic development of rural areas-vibrant hope or impossible dream?* by Briedenhann and Wickens (2004) with 426 citations and 23.67 citations per year; and *Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey* by Okumus et al (2007) with 295 citations and 19.67 citations per year. However, a publication written by Richards (2018), titled *Cultural tourism: A review of recent research and trends* is the most influential publication with 71.25 citations, which was the highest citation per year, even though it is ranked in sixth place in the overall citations.

Table 9

Citation Metric in Indigenous tourism research

Metric	Data
Total papers	1733
Total citations	29284
Number of years	45
Citations per year	650.76
Citations per paper	16.90
Authors per paper	1.98
h-index	75
g-index	114

Table 10

Top cited articles in Indigenous tourism Research

Authors	Title	Source	Cites	CPY
McAfee (1999)	Selling nature to save it? Biodiversity and green developmentalism	Environment and Planning D: Society and Space	532	23.13
Briedenhann & Wickens (2004)	Tourism routes as a tool for the economic development of rural areas-vibrant hope or impossible dream?	Tourism Management	426	23.67
Okumus et al (2007)	Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey	Tourism Management	295	19.67
Okazaki (2008)	A community-based tourism model: Its conception and use	Journal of Sustainable Tourism	288	20.57
Manyara & Jones (2007)	Community-based tourism enterprises development in Kenya: An exploration of their potential as avenues of poverty reduction	Journal of Sustainable Tourism	286	19.07
Richards (2018)	Cultural tourism: A review of recent research and trends	Journal of Hospitality and Tourism Management	285	71.25
Tsaur et al (2006)	Evaluating ecotourism sustainability from the integrated perspective of resource, community and tourism	Tourism Management	256	16
Robinson (2008)	Latin America and global capitalism: A critical globalization perspective	Latin America and Global Capitalism: A Critical Globalization Perspective	252	18
Tao & Wall (2009)	Tourism as a sustainable livelihood strategy	Tourism Management	242	18.62
Silver (1993)	Marketing authenticity in third world countries	Annals of Tourism Research	233	8.03
Butler & Hinch (2007); Butler & Hinch (2007)	Tourism and Indigenous peoples: Issues and implications	Tourism and Indigenous Peoples: Issues and Implications	189	12.6
McIntosh & Zahra (2007)	A cultural encounter through volunteer tourism: Towards the ideals of sustainable tourism?	Journal of Sustainable Tourism	189	12.6

Bhattacharyya (1997)	Mediating India: An Analysis of a Guidebook	Annals of Tourism Research	179	7.16
Medina (2003)	Commoditizing culture: Tourism and Maya identity	Annals of Tourism Research	179	9.42
Chang (2006)	Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan	Tourism Management	178	11.13
Jamal & Camargo (2014)	Sustainable tourism, justice and an ethic of care: toward the Just Destination	Journal of Sustainable Tourism	176	22
Moscardo & Pearce (1999)	Understanding ethnic tourists	Annals of Tourism Research	153	6.65
Cater (2006)	Ecotourism as a Western construct	Journal of Ecotourism	150	9.38
Holmes (2002)	Diversity and change in Australia's rangelands: A post-productivist transition with a difference?	Transactions of the Institute of British Geographers	146	7.3
Dyer et al (2003)	Tourism impacts on an Australian Indigenous community: A Djabugay case study	Tourism Management	146	7.68

Conclusions and Future Recommendation

This study provides an extensive review of the literature on Indigenous tourism by conducting a 45-year bibliometric analysis of 1733 publications. The findings show that there has been a consistent growth in publications and a significant increase in citations, implying that Indigenous tourism is a significant research topic. Most Indigenous tourism publications have been published as articles in journals, and English is the most common language. Journal of Sustainable Tourism, Annals of Tourism Research, and Tourism Management are the leading journal in the Indigenous tourism field.

One hundred sixty institutions from 93 countries have been engaged in Indigenous tourism publications, with developed countries producing considerable attributions. Australia is the most productive country, closely followed by the United States and the United Kingdom. The United States and Australia also play significant roles in international collaboration, as they have the highest number of collaborations with other countries. Although 70 percent of the world's Indigenous peoples are located in Asia, it is revealed that publications in Asia remain low, as well as in Africa, while publications in Indigenous tourism are extremely low in South America. In terms of collaborations, there seems to be a considerable level of scientific collaboration in Indigenous tourism research. However, there is a lack of collaboration among developing countries.

Furthermore, keyword analysis shows the central research theme and trends. The Indigenous population, tourism, tourism development, ecotourism, and heritage tourism are some of the terms used most often in Indigenous tourism literature for the past 45 years. Meanwhile,

sustainable tourism, sustainability, livelihood, and climate change are some of the emerging themes in Indigenous tourism literature. It is also found that new topics related to the environment, such as climate change, conservation management, and Indigenous knowledge, have transpired. Covid-19 has also become a trending theme in Indigenous tourism literature in recent times. All of these keywords have the potential to influence future research on Indigenous tourism.

In this study, the Scopus database is used to extract the data, which is limited to Social Sciences; and Business, Management, and Accounting subjects. Therefore, future research can overcome these limitations using other databases or multiple databases and include all the subject areas for a more comprehensive and inclusive review.

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