

Tourism Research Trends in India: A Bibliometric Analysis

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Abstract

Tourism is one of the key areas for the economic development of developing nations as significantly contributing to revenue generation, foreign exchange earnings, and both direct and indirect employment. Consequently, it has become an emerging area of academic research over the past few decades, shaped by evolving trends and patterns in global tourism. The current study aims to analyze the progression of tourism literature in India over the past ten years by using a comprehensive bibliometric analysis based on the Web of Science database. By examining 382 articles published between 2015 to 2024, the study provides valuable insights for academicians, researchers, and stakeholders, highlighting current practices, scopes, and future trends in Indian tourism. The findings reveal that only five articles have received over 200 citations, with a total citation count of 10,714. The Indian Institute of Management emerges as the leading institution in this field, followed closely by the Jaipuria Institute of Management, showcasing the growing academic interest and engagement in tourism studies within India. Overall, the study highlights that literature in this vibrant field is proliferating and suggests significant potential for further exploration and innovation. By identifying gaps and opportunities, this research aims to inspire future studies and up-to-date strategic initiatives to boost the positive impact of tourism by contributing to academic discourse as well as practical applications in India.

Keywords: tourism, bibliometric analysis, India, tourism research

INTRODUCTION

World Tourism Organization (UNWTO) defines Tourism as a multifaceted phenomenon that encompasses economic, social, cultural, environmental, and psychological aspects, involving travel outside one's usual place of residence or to another nation (UNWTO, 2024). It significantly shapes geographical, social, cultural, and identity boundaries, contributing to responsible consumption, social transformation, and sustainability (Zhang & Chang, 2024). The tourism industry in India is a vital sector contributing significantly to the nation's economic growth and employment generation. It ranks as the second-highest foreign exchange earner and is the largest service industry, with a notable impact on the Gross Domestic Product (GDP) (Venu & Rao, 2020). As an industry, tourism is a major contributor to India's economy and also plays an important role in promoting Indian cultural as well as natural heritage (Gurunathan & Lakshmi, 2024) (Shukla & Shamurailatpam, 2024). In the past few decades, tourism in India has experienced remarkable growth in industry as well as in academics. As the tourism industry grows, so does the scope of research on tourism in India is also increasing simultaneously. To understand the latest trends and patterns, stakeholders, policymakers, and academicians must conduct rigorous and continuous research (Gurunathan & Lakshmi, 2024).

Bibliometric analysis is the integration and consolidation of data from multiple sources, enabling the analysis of patterns of collaboration, emerging trends, and research constituents (Tamtam et al., 2023). It is a quantitative technique used to evaluate and categorize scientific literature, authors, and institutions within a specific field. It involves extracting data from electronic databases, such as the Web of Science, Scopus, Dimensions, etc., to identify influential papers, authors, and trends over time (Waseem & Duarte, 2024). Researchers can also map out scientific progress and contributions, providing insights into the direction of research areas (Ahlawat et al., 2023) (Niñerola et al., 2019). The bibliometric analysis aids in understanding patterns, impacts, trends, gaps in knowledge, and future perspectives within a discipline. This makes it a valuable tool for researchers, institutions, and decision-makers to navigate the vast landscape of scientific knowledge, enabling them to formulate strategies for efficient and effective decision-making and policymaking (Passas, 2024).

Bibliometric analysis is a widely used technique in various disciplines, including social sciences, (Ankush et al., 2025) to understand and evaluate the impact and productivity of research output. (Haq, 2020) The matrix used in bibliometric analysis, including citation count, h-index, the impact factor of the journal, cite score, etc. (Alsharif et al., 2020) helps policymakers and researchers to identify the research trends in the field, which reveals connections between different domains. In tourism research, bibliometric analysis is becoming an extensive method to evaluate the growth, diversification, and ongoing trends in the field. It also provides an intellectual structure and shifts in the trends in tourism studies. (Liu et al., 2023) (Kumar et al., 2025) Through such analyses, researchers can gain a deeper understanding of how tourism research is expanding, particularly in emerging economies like India, where tourism plays a crucial role in the national economy. (Leeuwen, 2006)

Various studies have explored the research on tourism globally, and very minimal efforts have been made to analyze the trends and patterns of tourism in India. The objectives of the current study are to assess the tourism research in India over the past decade by using the Web of Science database. The study will analyze the publication trends, top impactful articles, the most influential authors, and the most prominent journals and organizations in this field in India.

MATERIALS AND METHODS

A systematic literature review involves a rigorous and structured approach to analyzing existing research on a specific area. It aims to provide an objective and comprehensive summary of available evidence (Donthu et al., 2021). This method includes defined selection criteria, thorough literature searches, critical evaluation of the quality and relevance of the selected studies, and a transparent process to ensure replicability and traceability. Bibliometric analysis is an effective method that provides a systematic and comprehensive assessment of the literature of all domains (Rojas-Sánchez et al., 2023). To conduct this study, a Web of Science database was used. Additionally, identification, screening, and selection methods were employed to analyze the data (Ahlawat et al., 2023). To attain the objectives, data were extracted from the Web of Science database by using the search keyword "Tourism." The search was refined by the country (India) and restricted to articles published from 2015 to 2024. Figure 1 outlines a systematic literature search and screening process for tourism-related articles. Initially, 61,322 articles were retrieved using the keyword "Tourism" in titles, abstracts, keywords, and author keywords. Screening by country (India) excluded 60,064 articles, leaving 1,258. Further refinement by publication year (2015–2024) reduced the count by 135, resulting in 1,123 articles. Limiting to document type (Article) excluded 155, leaving 968. Finally, filtering by Web of Science categories (Hospitality Leisure and Sports Tourism, Management, Business) excluded 586, yielding a final selection of 382 articles relevant to tourism in India for further analysis.

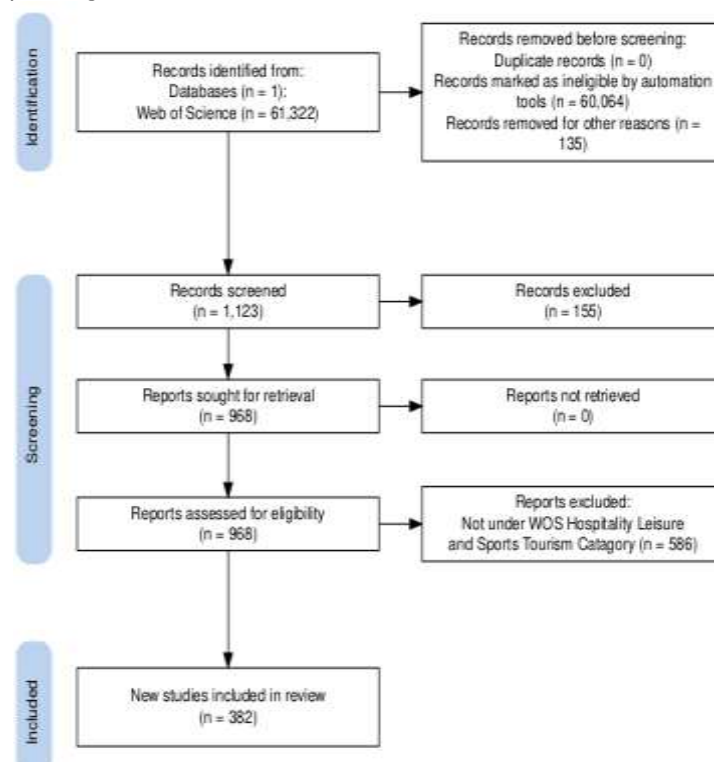


Figure 1: Selection of data

Annual Trend of Tourism Publication in India

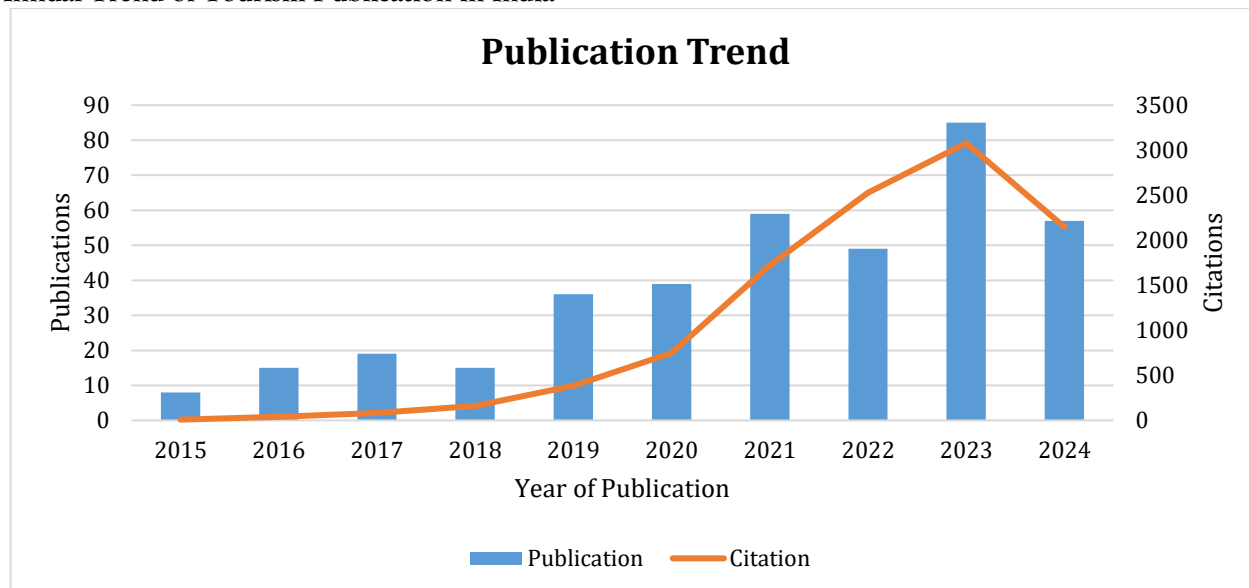


Figure 2: Publication Trend (2015-2024)

Publication Trend Analysis is the evaluation of the published research articles over the selected period, which shows the publication's upsurge, decline, or stagnation. This analysis also defines the research culture and publication changes over the specific period (Bardacki et al., 2022). Figure 2 demonstrates the number of articles published annually from 2014 to 2024. The trend shows a general increase in publications over this period, with notable fluctuations. In 2014, the number of published articles was 8, gradually increasing to 15 in 2016. A slight incline occurred in 2017, with the number of articles falling back to 15. However, the trend increased from 2018 onwards, with the most significant increases observed in 2020 and 2022. In 2020, the publication count jumped to 36 and continued to rise, reaching 59 in 2021.

The peak occurred in 2022 when the number of published articles reached 85, the highest within the given timeframe. However, this peak was followed by a decrease in 2023, with the number of publications falling to 57. Despite this decline, the overall trend indicates a growing interest or activity in the field, as reflected by the increasing number of publications, especially in recent years. The data suggests a dynamic and evolving research landscape, with varying levels of scholarly output across the years.

Citation analysis

Citations	Number of Documents	%age of Documents
≥200	5	1.31%
≥150	10	2.62%
≥100	16	4.19%
≥50	31	8.12%
≥25	53	13.87%
≥5	134	35.08%
<5	133	34.82%
Total	382	100%

Table 1: Citation Analysis

Citation or bibliographic reference is a common term used to recognize the utilized scholarly work (Citation analysis, 2007). Citation is considered a performance indicator that shows the impact and superiority of the scholarly work; technically, the citation count of scholarly work indicates the quality of the published work (Aksnes et al., 2019)

Table 1 shows the analysis of citation counts across 382 documents, demonstrating a substantial disparity in academic recognition and impact. The data reveals that only 1.31% of the documents have garnered 200 or more citations, underscoring the rarity of highly influential works within the scholarly community. As citation thresholds decrease, the percentage of documents with increasing citation counts rises modestly: 2.62% have 150

or more citations, and 4.19% have at least 100 citations. However, the trend indicates that the majority of works do not achieve high citation numbers. Notably, 35.08% of the documents received at least 5 citations, which suggests a level of acknowledgment for a substantial portion of the literature. In contrast, a striking 34.82% of documents have fewer than 5 citations, indicating that many contributions remain largely unrecognized and potentially underutilized in academic discourse. The distribution highlights the common phenomenon in academic publishing where a small proportion of highly cited documents dominate the landscape, while a significant number of works go unnoticed. This skewed citation pattern raises important questions about the visibility and impact of scholarly contributions, suggesting that while some researchers achieve considerable recognition, many others struggle to gain traction in their fields. Overall, this analysis underscores the competitive nature of academic citation practices and the challenges faced by scholars in achieving visibility for their work.

Most impactful and cited articles

Title of the Article	Author / Authors	Source	Publication Year	Total Citation	Average Citation per year
"Reviving tourism industry post-COVID-19: A resilience-based framework"	Sharma, Gagan Deep; Thomas, Asha; Paul, Justin	TOURISM MANAGEMENT PERSPECTIVES	2021	364	91
"Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India"	Kaushal, Vikrant; Srivastava, Sidharth	INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT	2021	283	70.75
"Adoption of AI-based chatbots for hospitality and tourism"	Pillai, Rajasshrie; Sivathanu, Brijesh	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	2020	272	54.4
"Effect of green transformational leadership on green creativity: A study of tourist hotels"	Mittal, Swati; Dhar, Rajib Lochan	TOURISM MANAGEMENT	2016	225	25
"Relationship between customer sentiment and online customer ratings for hotels - An empirical analysis"	Geetha, M.; Singha, Pratap; Sinha, Sumedha	TOURISM MANAGEMENT	2017	205	25.63
"What do hotel customers complain about? Text analysis using structural topic model"	Hu, Nan; Zhang, Ting; Gao, Baojun; Bose, Indranil	TOURISM MANAGEMENT	2019	199	33.17
"Ecotourism: A panacea or a predicament?"	Das, Madhumita; Chatterjee, Bani	TOURISM MANAGEMENT PERSPECTIVES	2015	195	19.5
"Ethical leadership and its impact on service innovative behavior: The role of LMX and job autonomy"	Dhar, Rajib Lochan	TOURISM MANAGEMENT	2016	179	19.89
"Assessing progress of tourism sustainability: Developing and	Asmelash, Atsbha Gebreegziabher; Kumar, Satinder	TOURISM MANAGEMENT	2019	170	28.33

validating sustainability indicators”

“The metaverse in the hospitality and tourism industry: An overview of current trends and future research directions”	Gursoy, Dogan; Malodia, Suresh; Dhir, Amandeep	JOURNAL OF HOSPITALITY MARKETING & MANAGEMENT	2022	168	56
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Table 2: Most impactful and cited articles (2015-2024)

Citation is the performance indicator of scientific literature. (Kumar et al., 2025) It is the counting of the citations received on the published work. It is considered that the higher the citation, received higher the impact of the literature (Antonakis et al., 2014). Table 2 highlights the collection of articles reflecting on tourism, particularly in the wake of recent global challenges such as the COVID-19 pandemic, and showcases significant contributions that address critical issues faced by the sector. Leading the discourse is “*Reviving tourism industry post-COVID-19: A resilience-based framework*” by Sharma et al. (2021), which has achieved 364 total citations, averaging an impressive 91 citations per year. This indicates its vital relevance and the pressing need for frameworks that guide the industry's recovery. Similarly, “*Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India*” by Kaushal and Srivastava (2021) has garnered 283 citations (70.75 per year), highlighting its important insights into the unique challenges faced by the Indian hospitality sector during this unprecedented time.

The role of technology in enhancing service delivery is another prominent theme, as demonstrated in Pillai and Sivathanu's “*Adoption of AI-based chatbots for hospitality and tourism*” (2020), which has received 272 citations with an average of 54.4 per year. This reflects a growing trend towards integrating artificial intelligence into customer service, enabling businesses to meet evolving consumer expectations more effectively. Additionally, customer experience and sentiment analysis are critical areas of exploration, evidenced by Geetha et al.'s work titled “*Relationship between customer sentiment and online customer ratings for hotels*” (2017), which has garnered 205 citations, underscoring the importance of understanding customer feedback in the digital age.

Moreover, studies on leadership dynamics within the sector further enrich the literature. For instance, Mittal and Dhar's “*Effect of green transformational leadership on green creativity*” (2016) has received 225 citations, while Dhar's research, “*Ethical leadership and its impact on service innovative behavior*,” has accumulated 179 citations. These contributions emphasize the significant role that leadership plays in fostering innovation and sustainability in the hospitality industry.

Other notable contributions include Hu et al.'s analysis of customer complaints in “*What do hotel customers complain about? Text analysis using structural topic model*” (2019) with 199 citations, and Das and Chatterjee's examination of ecotourism, “*Ecotourism: A panacea or a predicament?*” (2015), which has achieved 195 citations. Asmelash and Kumar's research on sustainability indicators (170 citations) and Gursoy et al.'s insights into the metaverse in hospitality (168 citations) further enrich the literature.

Overall, these articles collectively illuminate the resilience, adaptability, and evolving nature of the hospitality and tourism sector in response to challenges such as the pandemic and the increasing influence of technology. By addressing crucial themes ranging from recovery strategies and customer experiences to leadership and technological advancements, this body of work provides valuable insights and practical frameworks that can inform both practitioners and scholars. As the industry continues to navigate the complexities of a post-pandemic world, these studies will undoubtedly serve as essential resources for understanding and shaping its future trajectory.

Most Influential Authors

Rank	Author	Documents	Citations	h-Index
1	Dhir, Amandeep	20	1297	36
2	Talwar, Shalini	8	842	29
3	Kaur, Puneet	11	798	28
4	Rather, Raouf Ahmad	6	682	26
5	Dhar, Rajib Lochan	6	639	25

6	Sharma, Gagan Deep	3	416	20
7	Mantymaki, Matti	3	387	19
8	Paul, Justin	3	381	19
9	Thomas, Asha	1	364	19
10	Pillai, Rajasshrie	2	329	18

Table 3: Most Influential Authors

Table 3 provides the rankings of authors revealing significant insights into their academic contributions and influence. *Amandeep Dhir*, leading the list with 20 documents and 1,297 citations, demonstrates a remarkable ability to produce impactful research, as indicated by his h-index of 36. This high h-index suggests that Dhir's work is prolific and highly regarded, making him a key figure in his field.

In contrast, *Shalini Talwar and Puneet Kaur*, with 8 and 11 documents respectively, have also made substantial contributions, reflected in their citation counts of 842 and 798 and h-indices of 29 and 28. This indicates that even with fewer publications, their work has resonated significantly within the academic community, emphasizing that quality can sometimes outweigh quantity in scholarly impact.

Although *Raouf Ahmad Rather and Rajib Lochan Dhar* have published only six documents, they maintain competitive citation counts and h-indices, reinforcing the notion that concentrated research efforts can lead to meaningful recognition.

The presence of authors with fewer documents, such as *Asha Thomas*, highlights the diverse strategies researchers may adopt. Despite having just one document, Thomas has garnered 364 citations, suggesting that her research may address a critical niche or emerging area of interest.

Overall, this analysis underscores the complex dynamics of academic publishing, where the interplay of citation impact, document quantity, and scholarly influence creates varied trajectories for authors. The rankings serve as a valuable tool for understanding academic prominence and the differing paths researchers can take to achieve recognition in their fields.

Most Prominent Organizations

Organization	Documents	Citations
Indian Institute of Management	25	818
Jaipuria Institute of Management	23	428
University of Johannesburg	19	593
University of Agder	18	1023
Northwest University	16	1244
Indian Institute of Technology	16	559
Indian Institute of Management Kashipur	15	281
Indian Institute of Technology Roorkee	13	997
Taylors University	11	294
Griffith University	11	265
Indian Institute of Management Kozhikode	11	89
University of Stavanger	10	796
Swansea University	10	159
Indian Institute of Management Raipur	10	125
Swinburne University of Technology	10	111

Table 4: Most Prominent Organizations

Table 4 highlights the research output and citation impact of various academic institutions, revealing differences in productivity and influence. Notably, *Northwest University* stands out with 16 documents generating 1,244 citations, demonstrating a high impact per publication. Similarly, the *University of Agder* has a significant influence, with 1,023 citations from 18 documents. In contrast, institutions like the *Indian Institute of Management Kozhikode and Raipur*, with 11 and 10 documents respectively, have comparatively lower citation counts, indicating a modest impact relative to their output. The *Indian Institutes of Management and Technology* appear frequently on the list, reflecting India's strong academic contributions, although citation impact varies widely among them. Institutions like *Swansea University and Swinburne University of Technology*, with 10 documents each, also show lower

citation counts, suggesting room for increasing their research influence. *The University of Johannesburg and Griffith University*, though producing fewer documents, maintain a steady citation rate, reflecting consistent research quality. This data underscores the varying levels of research productivity and impact across different institutions, highlighting the need for some to focus on increasing the influence of their research outputs to enhance their academic standing.

Journal Analysis

Journal	Number of documents	Citations
Current Issues in Tourism	44	715
Tourism Review	39	516
Asia Pacific Journal of Tourism Research	33	288
Journal of Hospitality and Tourism Management	33	955
Tourism Management	23	1889
Tourism Management Perspectives	23	1405
International Journal of Contemporary Hospitality Management	21	801
Journal of Sustainable Tourism	19	555
Journal of Travel Research	17	510
Journal of Travel & Tourism Marketing	15	537
International Journal of Tourism Research	14	206
Tourism Economics	14	121
Journal of Destination Marketing & Management	12	355
Journal of Hospitality Marketing & Management	10	312
International Journal of Hospitality Management	9	656

Table 5: Journal Analysis (2015-2024)

Table 5 data on journal publications and citations in the tourism and hospitality fields highlight the varying levels of academic influence across different journals. *"Tourism Management"* emerges as the most impactful journal, with 1,889 citations from 23 documents, indicating its significant role in shaping research in the field. Similarly, *"Tourism Management Perspectives"* shows a strong influence with 1,405 citations from 23 documents. Journals like the *"Journal of Hospitality and Tourism Management"* and the *"International Journal of Contemporary Hospitality Management"* also demonstrate considerable impact, with 955 and 801 citations, respectively, reflecting their importance in the academic community.

On the other hand, while *"Current Issues in Tourism"* and *"Tourism Review"* are highly productive, with 44 and 39 documents respectively, their citation impact is moderate, suggesting that they contribute to the field but may not command the same influence as top-tier journals. *"Asia Pacific Journal of Tourism Research"* and *"Tourism Economics"* have lower citation counts, indicating a more specialized or region-specific impact.

Overall, the data underscores the prominence of certain journals in driving research and academic discourse in tourism and hospitality, while also highlighting the diversity in impact and specialization across the field's journals.

Keyword Analysis

Keyword	Occurrences	total link strength
tourism	104	103
satisfaction	64	64
impact	61	61
model	52	52
hospitality	42	42
performance	37	37
India	35	35
antecedents	34	34
management	31	31
perceptions	31	31

loyalty	29	29
intention	28	28
behavior	27	26
covid-19	25	24
trust	23	23
place attachment	22	21
social media	22	22
destination image	20	20
economic-growth	20	20
image	20	20

Table 6: Keyword Trend Analysis

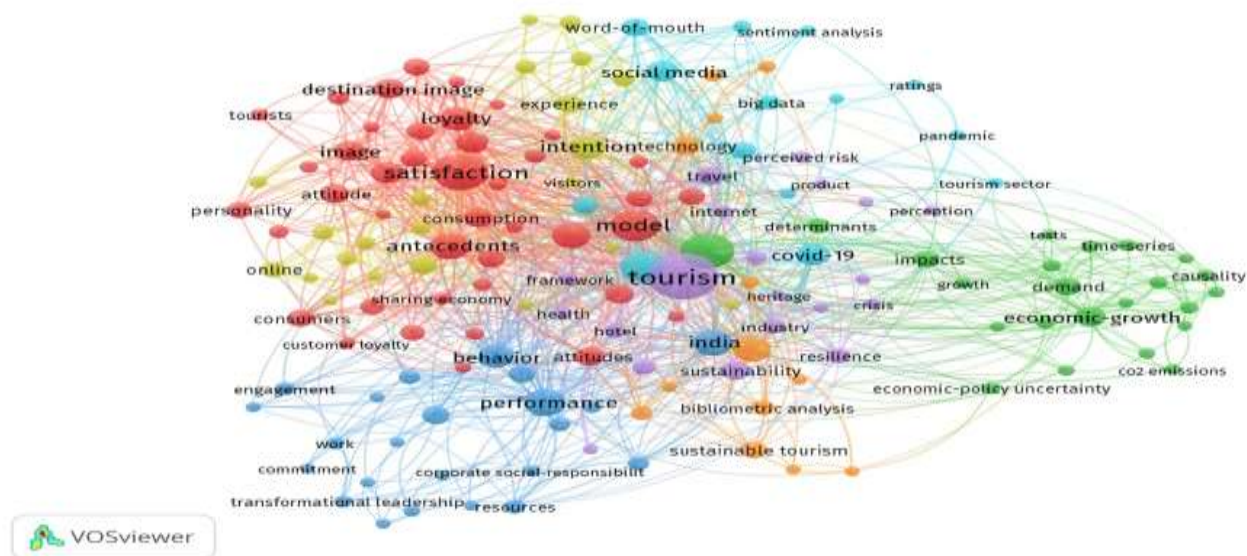


Figure 3: Keyword Trend (VOS Network Visualization)

Keyword analysis is a controlling tool in the research domain, which enables the identification of significant themes and patterns within large datasets. It reveals the significant trends and themes in the various studies (Pesta et al., 2018). The current study is dominated by various keywords like "Tourism" (104 occurrences), "Satisfaction" (64 occurrences), and "Impact" (61 occurrences), highlighting a focus on measuring and understanding the effects of tourism on stakeholders. The frequent mention of "Model" (52 occurrences) suggests a strong interest in developing theoretical frameworks.

"Hospitality" (42 occurrences) and "Performance" (37 occurrences) indicate ongoing attention to service quality and business outcomes. The presence of "India" (35 occurrences) reflects a growing focus on this region within the research. Keywords like "Loyalty," "Intention," and "Behavior" suggest a strong interest in consumer psychology. The appearance of "COVID-19" (25 occurrences) highlights the pandemic's significant impact on the industry, while terms like "Trust," "Place Attachment," and "Social Media" point to emerging trends in consumer relationships and digital engagement.

Bibliographic Coupling of Authors

Author	Number of Documents	Citations	TLS
Ali, Faizan	2	29	326
Kumar, Satish	2	29	326
Dwivedi, Yogesh K.	4	114	264
Sahoo, Saumyaranjan	2	35	248
Mishra, Anubhav	2	15	177
Balakrishnan, Janarthanan	2	17	173
Ooi, Keng-Boon	2	41	161
Tan, Garry Wei-Han	2	41	161

Sthapit, Erore	3	15	38
Dutta, Debolina	2	17	13
Nicolau, Juan Luis	2	32	7

Table 7: Bibliographic Coupling of Authors

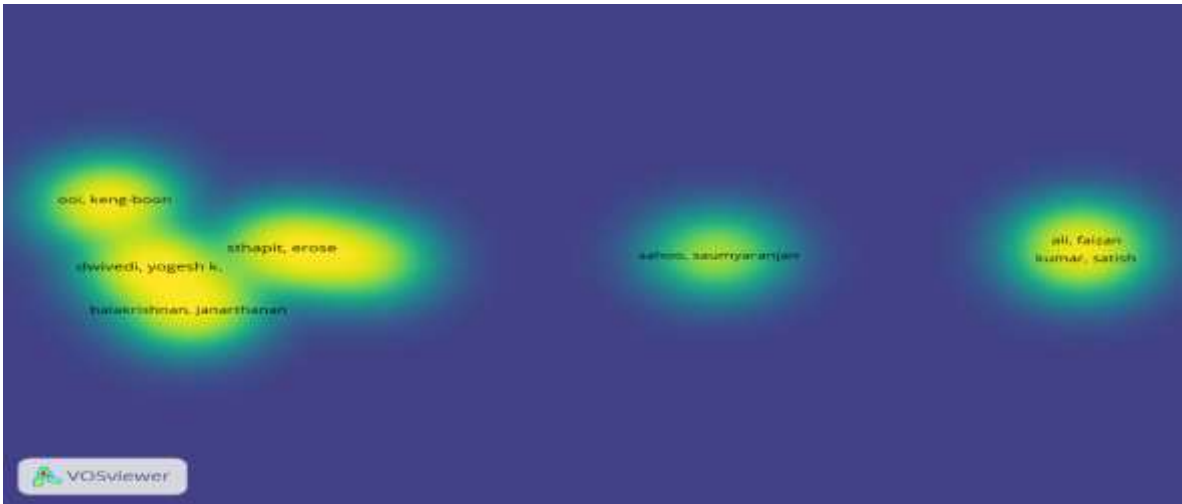


Figure 4: Density visualization of Bibliographic Coupling

The bibliographic coupling analysis of authors with a minimum of two documents and fifteen citations delineates a dynamic scholarly network within tourism and allied disciplines. Ali, Faizan, and Kumar, Satish, each garnering 29 citations alongside a formidable total link strength of 326, emerge as pivotal figures, their extensive shared references signifying a central influence in hospitality and marketing scholarship. Dwivedi, Yogesh K., distinguished by 114 citations across four publications and a link strength of 264, exemplifies significant academic impact, likely attributable to his pioneering research on technology-driven tourism, such as smart tourism frameworks. In contrast, Ooi, Keng-Boon, and Tan, Garry Wei-Han, with 41 citations each and a link strength of 161, demonstrate substantial citation recognition yet moderate coupling, suggesting specialized contributions in consumer behavior and technological adoption within tourism contexts. Conversely, Nicolau, Juan Luis, with 32 citations but a minimal link strength of 7, and Dutta, Debolina, with 17 citations and a link strength of 13, exhibit weaker coupling, potentially reflecting unique citation patterns or focused sub-disciplinary inquiry. Authors such as Sahoo, Saumyaranjan (35 citations, 248 link strength) and Mishra, Anubhav (15 citations, 177 link strength) occupy an intermediary position, blending moderate citation influence with robust coupling

Thematic Analysis

The tourism and hospitality industry is undergoing a profound evolution, shaped by shifting consumer expectations, technological advancements, and global sustainability imperatives. **Sustainable tourism** has emerged as a critical focus, with research advocating ecotourism models, carbon-neutral practices, and community-based initiatives to combat over-tourism and environmental degradation. (Asmelash & Kumar, 2019) (Talwar et al., 2023) Scholars emphasize regenerative approaches that restore ecosystems while fostering economic resilience. Concurrently, **digital transformation** is redefining travel experiences, with studies exploring the metaverse’s potential for virtual tourism, AI-driven conversational agents enhancing customer service, and blockchain ensuring secure, transparent transactions (Gursoy et al., 2022). (Dwivedi et al., 2023) **Consumer behavior** research highlights post-pandemic trends like “revenge travel” and the Fear of Missing Out (FOMO), underscoring how emotional connections drive destination loyalty. (Talwar et al., 2020) (Kaushik et al., 2015) **Niche tourism**, including dark and medical tourism, is scrutinized for ethical implications and visitor motivations, while **workforce challenges**—burnout, mental health struggles among migrant workers, and the need for ethical leadership—demand urgent attention. (Sharma & Mitra, 2021) (Nazir & Islam, 2020) **Destination branding** leverages storytelling and sensory experiences to create competitive identities, amplified by influencer partnerships and digital marketing. (Sharma et al., 2020) **Economic and policy** studies examine how geopolitical risks and currency fluctuations impact recovery, advocating adaptive strategies for financial stability. (Sharma & Gupta, 2020) **Cultural heritage tourism** grapples with balancing commercialization and preservation, prioritizing community-led models. **Post-COVID recovery** frameworks highlight health safety and flexible policies as traveler

priorities shift toward authenticity and resilience. (Sharma et al., 2020) (Dash & Sharma, 2021) **Methodological innovations**, such as bibliometrics and sentiment analysis, enable predictive insights and personalized offerings, revolutionizing data-driven tourism research. (Khanra et al., 2021) (Utkarsh & Sigala, 2021) This multifaceted landscape reflects an industry at a crossroads, navigating sustainability, technological disruption, and labor crises while meeting the demands of a new generation of travelers. (Adhikari & Bhattacharya, 2014) Future scholarship must integrate these themes to foster an equitable, resilient, and tech-integrated tourism ecosystem. By addressing these interconnected challenges, the industry can cultivate sustainable growth and enduring relevance in a rapidly changing global context.

Future research directions

The study advocates that future research in tourism should explore the long-term sustainability of resilience frameworks in response to global crises like over-tourism, natural resource extinction, and climate change. Additionally, understanding how pandemic-induced changes, such as digitalization and shifting consumer behaviors, have affected the hospitality industry will be critical. The growing role of AI-based technologies, including chatbots and machine learning, presents a need to assess their impact on customer satisfaction and operational efficiency, while also addressing privacy and ethical concerns. Green transformational leadership is another area that seeks attention, particularly its influence on sustainability initiatives and resource conservation in hospitality. Research can also examine advanced behavior analysis tools to analyze customer feedback, linking it to business performance metrics like revenue and occupancy rates. Ecotourism's role in balancing tourism growth with environmental preservation is another key area, especially for developing destinations. Finally, the potential of the metaverse and virtual environments in creating new business models in tourism requires further exploration, alongside investigations into the ethical, regulatory, and privacy implications of such innovations. To enhance the scope and depth of tourism research in India, additional directions are proposed. Cross-database analysis, combining Web of Science with Scopus or Google Scholar, could provide a more comprehensive dataset, capturing a broader range of publications. Comparative studies analyzing India's tourism research alongside other countries (e.g., China, Brazil) could highlight unique regional trends or shared challenges. Qualitative content analysis, complementing bibliometric data with a review of key articles, could uncover theoretical shifts or emerging paradigms in Indian tourism research. Given the emphasis on ecotourism and green leadership, future studies could quantify the environmental impact of tourism initiatives in India. A deeper exploration of AI, chatbots, and the metaverse in Indian tourism, including case studies or surveys, could validate their practical implications. Investigating the reasons behind the 2023 publication decline could provide insights into funding, institutional priorities, or industry dynamics. These directions will contribute to a more resilient, technology-integrated, and sustainable future for the tourism industry.

CONCLUSION

The bibliometric analysis of tourism research in India reveals a dynamic and evolving field, marked by significant growth and varied scholarly contributions. Over the past decade, the trend in tourism research publications shows a general increase, with notable peaks in 2022 and 2021, reflecting heightened academic interest and activity. Despite fluctuations, the overall trajectory indicates a growing focus on tourism research, driven by both industry developments and academic inquiry.

The citation analysis underscores a disparity in the recognition of scholarly works. While a small percentage of documents achieve high citation counts, a significant portion remains underutilized. This suggests that while some research makes substantial impacts, a considerable amount of work does not gain the visibility it may deserve. This uneven citation pattern highlights the competitive nature of academic publishing and the challenges researchers face in achieving widespread recognition.

The most impactful articles, especially those addressing recent global challenges like the COVID-19 pandemic, demonstrate the field's responsiveness to contemporary issues. Studies on industry recovery frameworks and the integration of technology in tourism illustrate the sector's adaptability and the importance of addressing current and emerging trends.

Prominent authors and institutions contribute to the landscape of tourism research in India, with notable figures such as Amandeep Dhir achieving high citation counts and recognition. Institutions like Northwest University and the University of Agder stand out for their research impact, though there is variation in productivity and influence among different organizations.

The analysis of journals reveals that "Tourism Management" and "Tourism Management Perspectives" are leading sources of influential research, while other journals like "Current Issues in Tourism" provide valuable but more

specialized contributions. Keyword analysis indicates a focus on consumer satisfaction, impact, and the effects of COVID-19, alongside emerging themes in digital engagement and regional studies.

Overall, this bibliometric study highlights the growth and diversification of tourism research in India. It provides insights into publication trends, citation patterns, and the influence of key authors and institutions, offering valuable guidance for future research directions and academic strategies in the field.

Abbreviations

UNWTO - United Nations World Tourism Organization

GDP - Gross Domestic Product

COVID-19 - Coronavirus Disease

AI - Artificial Intelligence

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