

Trends and Innovations in Tourism Marketing Within Government Policy

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ABSTRAK

Studi bibliometrik ini mengeksplorasi tren, inovasi, dan dampak kebijakan pemerintah terhadap pemasaran pariwisata dari tahun 2000 hingga 2023. Analisis ini mengidentifikasi perubahan signifikan, seperti transisi ke pemasaran digital, kebangkitan pemasaran pariwisata berbasis pengalaman dan berkelanjutan, serta peran penting dalam pemasaran pariwisata. intervensi pemerintah. Kemajuan teknologi, termasuk kecerdasan buatan, realitas virtual, dan analisis data besar, telah meningkatkan strategi pemasaran pariwisata secara signifikan. Pandemi COVID-19 semakin mempercepat penerapan platform digital dan pengambilan kebijakan yang responsif. Artikel yang paling banyak dikutip menekankan keberlanjutan, dampak ekonomi, dan wisata kesehatan, serta menyoroti kontribusi berpengaruh dari para peneliti terkemuka. Analisis geografis menunjukkan bahwa Amerika Serikat, Inggris, dan Australia adalah kontributor paling produktif, dan negara-negara berkembang seperti India, Tiongkok, India, dan Afrika Selatan juga memainkan peran penting. Temuan ini menggarisbawahi sifat dinamis dan interdisipliner dari riset pemasaran pariwisata dan keterkaitan penting antara strategi pemasaran dan kebijakan pemerintah. Studi ini memberikan landasan untuk penelitian masa depan dan menginformasikan pengambilan kebijakan dan strategi pemasaran yang efektif untuk meningkatkan keberlanjutan dan daya saing industri pariwisata global.

ABSTRACT

This bibliometric study explores the trends, innovations, and the impact of government policies on tourism marketing from 2000 to 2023. The analysis identifies significant shifts, such as the transition to digital marketing, the rise of experiential and sustainable tourism marketing, and the crucial role of government interventions. Technological advancements, including artificial intelligence, virtual reality, and big data analytics, have significantly enhanced tourism marketing strategies. The COVID-19 pandemic further accelerated the adoption of digital platforms and responsive policy-making. Top-cited articles emphasize sustainability, economic impacts, and health tourism, highlighting influential contributions from leading researchers. Geographical analysis shows that the United States, United Kingdom, and Australia are the most prolific contributors, with emerging markets like India, China, Indonesia, and South Africa also playing vital roles. The findings underscore the dynamic, interdisciplinary nature of tourism marketing research and the essential interplay between marketing strategies and government policies. This study provides a foundation for future research and informs effective policy-making and marketing strategies to enhance the sustainability and competitiveness of the global tourism industry.

Introduction

Tourism is a dynamic and multifaceted industry that significantly contributes to the global economy, cultural exchange, and socio-economic development (Musa & Qamari, 2020). Over the past two decades, the tourism sector has experienced profound transformations driven by technological advancements, changing consumer behaviors, and the strategic interventions of government policies (Handayani, 2023). Understanding these trends and innovations is crucial for policymakers, stakeholders, and researchers to navigate the complexities of the modern tourism landscape (El Archi et al., 2023). This bibliometric study, focusing on the period from 2000 to 2023, aims to elucidate the evolving trends and innovations in tourism marketing within the context of government policy (Guerrero-Moreno & Oliveira-Junior, 2024).

The tourism industry has always been a fertile ground for innovation and creativity. With the advent of the digital age, traditional marketing strategies have been augmented and, in many cases, supplanted by digital marketing techniques. Social media platforms, search engine optimization (SEO), content marketing, and big data analytics are just a few examples of the tools that have revolutionized how destinations are promoted and managed. Concurrently, governments worldwide have recognized the potential of tourism as a driver of economic growth and have implemented policies to enhance its development, sustainability, and competitiveness (Le & Nguyen, 2023).

The interaction between government policy and tourism marketing is complex and multifaceted. Governments play a critical role in shaping the tourism landscape through regulatory frameworks, funding for infrastructure and marketing campaigns, and initiatives aimed at sustainable tourism development. Policies can influence various aspects of tourism marketing, including branding, market segmentation, and the adoption of innovative technologies (Maksanova et al., 2023). Therefore, a comprehensive understanding of the trends and innovations in tourism marketing requires an analysis of the interplay between marketing strategies and government policies (Musa, 2024).

This study is significant for several reasons. First, it provides a comprehensive overview of the trends and innovations in tourism marketing over the past two decades, offering valuable insights for researchers, practitioners, and policymakers. Second, by focusing on the role of government policy, the study highlights the importance of a supportive policy environment for fostering innovation and competitiveness in the tourism sector. Third, the bibliometric approach allows for a systematic and objective analysis of the academic literature, contributing to the methodological rigor of tourism research.

This bibliometric study aims to achieve several objectives: identifying and analyzing key trends in tourism marketing from 2000 to 2023, exploring innovations in tourism marketing strategies, examining the impact of government policies on

tourism marketing, and assessing the academic contribution to the field. By examining the literature, this study will highlight the major shifts and emerging trends in how tourism is marketed, with a particular focus on the role of digital marketing, experiential marketing, and sustainable tourism marketing. Additionally, it will investigate how innovations such as artificial intelligence (AI), virtual reality (VR), and personalized marketing have been integrated into tourism marketing practices (Musa et al., 2024). Furthermore, it will analyze how different policies have supported or hindered marketing efforts and how governments have leveraged marketing to achieve broader policy objectives. Finally, by using bibliometric analysis, the study will evaluate the volume, impact, and geographical distribution of academic research on tourism marketing and government policy (Soh et al., 2023).

The study seeks to answer critical questions about the evolution of tourism marketing, the role of innovations, the influence of government actions, and the academic contributions to this dynamic field:

1. What are the key trends in tourism marketing from 2000 to 2023, and how have they evolved over this period?
2. What innovations in tourism marketing strategies have been most influential from 2000 to 2023, and how have they impacted the industry?
3. How have government policies influenced tourism marketing strategies during the period 2000 to 2023, and what roles have they played in promoting or hindering these strategies?
4. What are the geographic and thematic distributions of academic research on tourism marketing and government policy from 2000 to 2023, and what gaps or areas for future research can be identified?

The field of tourism marketing has witnessed substantial changes over the last two decades, driven by technological innovations, evolving consumer preferences, and government interventions (Dewi et al., 2022). This literature review examines the key trends, innovations, and the role of government policies in shaping tourism marketing from 2000 to 2023. It also highlights significant contributions from previous research that have advanced our understanding of these dynamics.

Key Trends in Tourism Marketing

The transition from traditional to digital marketing has been one of the most significant trends in tourism marketing (Trip et al., 2021). Buhalis and Law (2008) highlighted the emergence of e-tourism, emphasizing the transformative impact of the Internet on tourism marketing strategies (Buhalis & Law, 2008). They noted that digital platforms enabled destinations to reach a global audience more efficiently and cost-effectively. Subsequent studies, such as those by Xiang and Gretzel (2010), further

explored the role of social media in tourism marketing, demonstrating how user-generated content influences travel decisions and destination image (Xiang & Gretzel, 2010).

Experiential marketing has also gained prominence, focusing on creating memorable and immersive experiences for tourists. Pine and Gilmore's (1999) concept of the "experience economy" laid the groundwork for understanding how experiences, rather than products or services, drive consumer satisfaction. In the context of tourism, research by Tussyadiah and Zach (2013) examined how destinations curate unique experiences to differentiate themselves in a competitive market (Pine & Gilmore, 1998).

Sustainable tourism marketing has become increasingly important as awareness of environmental and social issues grows. Weaver and Lawton (2007) discussed the principles of sustainable tourism and the challenges of balancing economic, environmental, and social goals (Weaver & Lawton, 2007). Their work underscored the need for marketing strategies that promote sustainability while meeting consumer demands. More recent studies, such as those by Font and McCabe (2017), have explored how sustainability certifications and eco-labels can influence tourist behavior and preferences (Font & McCabe, 2017).

Innovations in Tourism Marketing

Technological advancements have spurred numerous innovations in tourism marketing. The integration of artificial intelligence (AI) has revolutionized personalized marketing. Buhalis and Leung (2018) discussed the potential of AI to provide tailored recommendations and enhance customer experiences through chatbots and virtual assistants. They highlighted how AI-driven analytics can offer deep insights into consumer behavior, enabling more effective targeting and segmentation.

Virtual reality (VR) and augmented reality (AR) have also emerged as powerful tools in tourism marketing. Studies by Guttentag (2010) and Beck et al. (2019) explored how VR can offer immersive previews of destinations, helping tourists make informed decisions and enhancing their anticipation of the travel experience (Guttentag, 2010). These technologies have been particularly useful in marketing heritage sites and adventure tourism, where virtual tours can showcase unique attractions and activities.

Big data analytics has become integral to understanding and predicting tourism trends. Gretzel, Sigala, Xiang, and Koo (2015) examined the role of big data in tourism, emphasizing its potential to transform marketing strategies through real-

time data analysis and predictive modeling. Their research demonstrated how data-driven insights can optimize marketing campaigns and improve destination management (Gretzel et al., 2015).

Impact of Government Policies

Government policies play a crucial role in shaping tourism marketing strategies. Governments often invest in national branding campaigns to promote tourism and attract international visitors. Dinnie (2008) discussed the concept of nation branding and its significance for tourism marketing. His work highlighted how countries leverage their cultural and natural assets to create a compelling brand image. Policies aimed at promoting sustainable tourism have also influenced marketing practices. Research by Bramwell and Lane (2011) reviewed various policy initiatives designed to encourage sustainable tourism development. They noted that government support for eco-friendly practices and community-based tourism projects can enhance a destination's appeal to environmentally conscious travelers.

Regulatory frameworks can either facilitate or hinder tourism marketing efforts. Hall (2005) explored the impact of tourism policies on marketing strategies, highlighting cases where regulatory restrictions limited promotional activities. Conversely, policies that support innovation, such as grants for digital marketing initiatives, can significantly boost a destination's visibility and competitiveness. The academic community has made substantial contributions to our understanding of tourism marketing and government policy. Bibliometric studies, such as those by Law, Leung, and Buhalis (2009), have mapped the evolution of tourism research, identifying key trends and influential works. Their analysis provided insights into the growing importance of digital marketing and the increasing focus on sustainability (Law et al., 2009).

Recent bibliometric analyses, like those conducted by Li, Ma, and Qu (2017), have examined the impact of social media on tourism marketing research. Their work identified significant research clusters and highlighted the most influential studies in this area. These bibliometric approaches help to delineate the intellectual structure of the field and identify emerging research directions. In conclusion, the literature on tourism marketing from 2000 to 2023 reveals a landscape marked by rapid technological advancements, evolving consumer preferences, and significant government interventions (Ma et al., 2017). Key trends such as digital marketing, experiential marketing, and sustainable tourism have reshaped how destinations are promoted. Innovations like AI, VR, and big data analytics have further revolutionized marketing strategies. Government policies continue to play a pivotal role in shaping

marketing practices, with varying impacts based on the regulatory and support frameworks in place. The academic community's contributions have been instrumental in advancing our understanding of these dynamics, providing a foundation for future research and practical applications in tourism marketing.

Method

Figure 1 shows that this study employs a bibliometric approach to analyze the trends and innovations in tourism marketing within the context of government policy from 2000 to 2023. The methodology consists of several key steps, starting with defining research objectives (Trip et al., 2021) (Musa et al., 2023). The primary research objectives are to identify and analyze key trends in tourism marketing, explore significant innovations, examine the impact of government policies, and assess the academic contributions to the field (Troian et al., 2023). These objectives guide the subsequent steps in the methodology. Sources for the bibliometric analysis are identified from the Scopus database, one of the largest and most comprehensive repositories of academic literature (Vong et al., 2021). The selection of Scopus ensures access to a wide range of high-quality research articles, conference papers, and reviews relevant to the study. To capture the relevant literature, a set of keywords is chosen: "Tourism," "Marketing," "Government," and "Policy." These keywords are combined using Boolean operators (AND) to refine the search and ensure that the collected data is pertinent to the research objectives (Vong et al., 2021).

Data collection involves searching the Scopus database using the selected keywords. The initial search yields a total of 1,134 documents (DN: 1134). These documents include various types of publications such as journal articles, conference papers, and reviews (Musa et al., 2024). The preliminary screening process involves reviewing the 1,134 documents to ensure they meet the inclusion criteria based on relevance and quality. This step reduces the dataset to 350 documents (DN: 350) that are most pertinent to the research questions. The screening criteria include the relevance of the title and abstract, publication type, and the presence of keywords in the content (Maksanova et al., 2023). The selected 350 documents undergo further analysis using Scopus tools to extract detailed bibliometric data such as citation counts, publication trends, and author affiliations. This analysis helps identify influential studies, prolific authors, and key journals in the field of tourism marketing and government policy. After the preliminary screening and Scopus analysis, the final corpus consists of 300 documents (DN: 300). These documents form the basis for the detailed bibliometric analysis.

VOSviewer software is used to conduct the bibliometric analysis on the final corpus. VOSviewer helps visualize and interpret complex bibliometric networks, including co-authorship networks, citation networks, and keyword co-occurrence maps (Yan & Zhiping, 2023). The software facilitates the identification of research clusters, key themes, and emerging trends. The final step involves synthesizing the results from the VOSviewer and Scopus analyses to identify key trends, innovations, and findings in tourism marketing within government policy. This synthesis provides insights into the evolution of the field, the impact of technological advancements, and the role of government interventions (Guerrero-Moreno & Oliveira-Junior, 2024). By systematically following these steps, the study aims to provide a comprehensive and objective analysis of the trends and innovations in tourism marketing from 2000 to 2023. The bibliometric approach ensures methodological rigor and allows for the identification of significant research contributions and gaps in the literature.

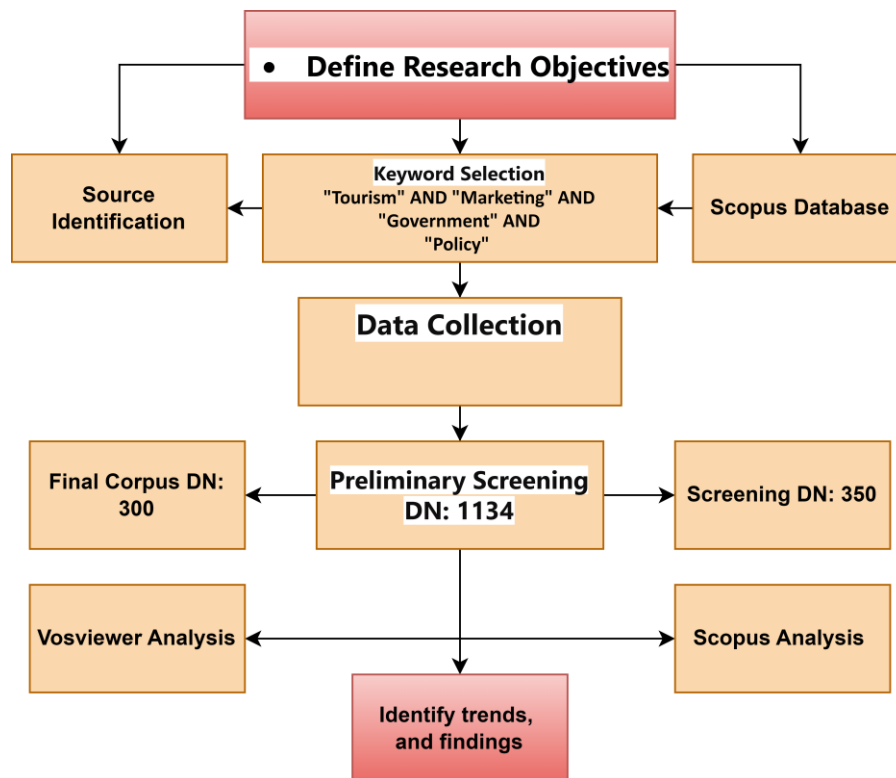


Figure 1 Methodology flowchart

Source: Author 2024

Results And Discussion

The results of this bibliometric study provide a comprehensive overview of the trends, innovations, and the role of government policy in tourism marketing from 2000 to 2023. The analysis revealed several key findings:

Documents vs Year

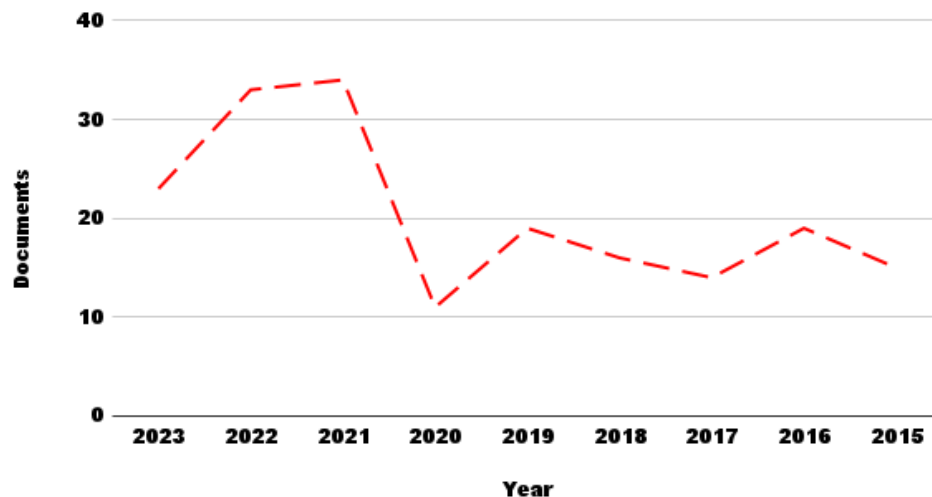


Figure 2 the annual distribution of documents

Source: authors 2024

Figure 2 illustrates the annual distribution of documents related to tourism marketing within the context of government policy from 2015 to 2023. The data reveals notable trends and fluctuations in the volume of research output over this period. From 2015 to 2018, the number of documents remains relatively stable, fluctuating around an average of 20 documents per year. This consistency indicates a steady interest in the topic among researchers. However, a slight decline in 2019 is observed, which might suggest a temporary dip in research activities or shifting priorities within the academic community.

The most significant observation in the data is the sharp increase in the number of documents from 2020 to 2022. In 2020, there is a noticeable spike, with the number of documents rising sharply to a peak of approximately 35 in 2021. This surge could be attributed to several factors:

1. Increased Digital Marketing Research: The COVID-19 pandemic, starting in early 2020, forced many industries, including tourism, to pivot towards digital platforms. The necessity for innovative digital marketing strategies likely

spurred a substantial increase in academic interest and publications during this period.

2. **Government Interventions:** During the pandemic, governments worldwide introduced various policies and measures to support the tourism industry. These interventions might have generated increased research into how such policies influenced tourism marketing strategies and the overall resilience of the sector.
3. **Technological Advancements:** The rapid adoption of technologies such as artificial intelligence, virtual reality, and big data analytics in tourism marketing may have driven significant scholarly attention, contributing to the spike in publications. Post-2021, the data indicates a decline in the number of documents, dropping to around 20 by 2023. This decline could be interpreted in several ways:
 4. **Saturation Point:** The peak in 2021 might represent a saturation point where the most urgent research topics related to the pandemic's impact on tourism marketing were addressed, leading to a subsequent decrease in new publications.
 5. **Shift in Research Focus:** Researchers might have shifted their focus to other emerging areas or topics as the immediate impacts of the pandemic were studied extensively. This shift could result in a reduced number of publications in the specific intersection of tourism marketing and government policy.
 6. **Policy and Industry Stabilization:** As the tourism industry began to stabilize post-pandemic, there might have been fewer new developments necessitating immediate research, resulting in a gradual decline in related academic output.

In conclusion, the trends depicted in Figure 2 reflect the dynamic nature of research in tourism marketing within the context of government policy. The significant increase in publications from 2020 to 2022 underscores the heightened academic interest driven by the pandemic and technological advancements. The subsequent decline suggests a natural progression as the urgent research needs were met and the industry began to stabilize. These findings highlight the responsiveness of academic research to global events and technological changes, providing valuable insights for future studies and policy-making in tourism marketing.

Documents vs Source

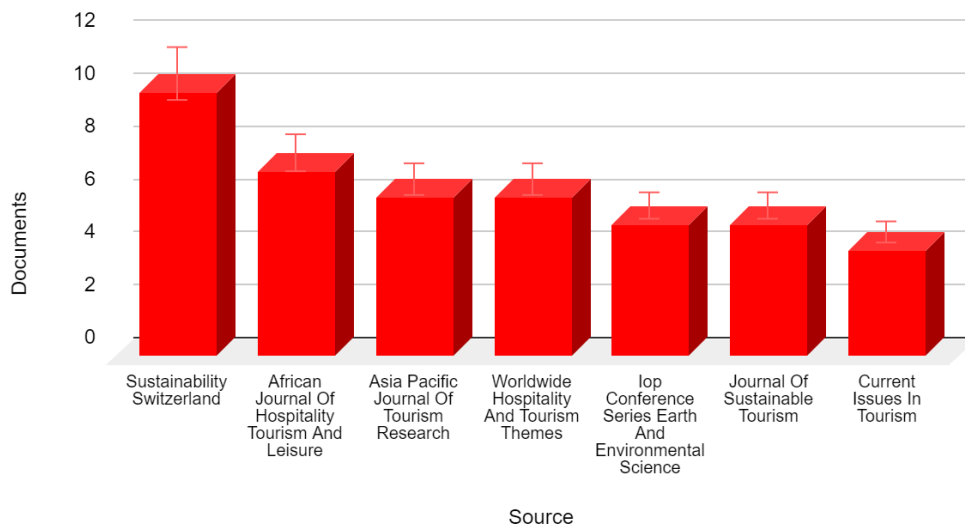


Figure 3 distribution of documents published across various sources

Source: authors 2024

Figure 3 provides a distribution of documents published across various sources related to tourism marketing within the context of government policy. The data highlights the leading journals and conferences contributing to this field, offering insights into the dissemination of research findings and the prominence of specific publications. The figure shows that Sustainability (Switzerland) is the most prolific source, with around 10 documents published. This prominence reflects the increasing emphasis on sustainability in tourism research. The journal's focus on sustainable practices aligns well with the evolving priorities in tourism marketing and government policy, particularly in promoting environmentally and socially responsible tourism. The African Journal of Hospitality, Tourism, and Leisure follows, with approximately 6 documents. This indicates a significant interest in tourism marketing within the African context, where tourism is a critical driver of economic development. The research in this journal likely addresses unique challenges and opportunities in the region, influenced by local government policies and marketing strategies aimed at boosting tourism.

The Asia Pacific Journal of Tourism Research and Worldwide Hospitality and Tourism Themes also contribute substantially, each with around 6 documents. The Asia Pacific region is a major hub for tourism, and the research published in this journal probably explores diverse marketing strategies and government policies implemented in various countries within this region. Similarly, Worldwide

Hospitality and Tourism Themes likely covers a broad spectrum of topics, reflecting global trends and innovations in tourism marketing.

The IOP Conference Series: Earth and Environmental Science and the Journal of Sustainable Tourism both publish approximately 5 documents each. The inclusion of the IOP Conference Series indicates the interdisciplinary nature of tourism research, connecting environmental science with tourism marketing and policy. The Journal of Sustainable Tourism's focus on sustainability further underscores the critical importance of sustainable practices in tourism marketing. Lastly, Current Issues in Tourism features around 4 documents, highlighting ongoing debates and emerging issues in the field. This journal's contributions likely address contemporary challenges and innovations in tourism marketing, influenced by current government policies.

The distribution of documents across these sources illustrates the diverse and interdisciplinary nature of research in tourism marketing and government policy. It emphasizes the critical role of sustainability, regional studies, and contemporary issues in shaping the discourse. The prominence of certain journals and conferences also highlights the importance of specific regions and themes within the broader context of tourism research. In conclusion, Figure 3 underscores the leading roles played by journals like Sustainability (Switzerland) and regional publications in disseminating research on tourism marketing and government policy. The emphasis on sustainability and regional studies reflects the evolving priorities and challenges in the tourism sector. This distribution provides valuable insights for researchers, practitioners, and policymakers aiming to stay abreast of the latest trends and innovations in tourism marketing.

Table 1 Top 5 Cited Articles

Title	Authors	Year	Citation Numbers	Affiliation
The determinants of hotels' marketing managers' green marketing behaviour	El Dief M.; Font X.	2010	181	Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt; International Centre for Responsible Tourism, Leeds Metropolitan University, Leeds, Headingley Campus, United Kingdom
The early impact of the Covid-19 pandemic on the global and Turkish economy	Açikgöz Ö.; Günay A.	2020	139	Department of Economics, Faculty of Political Sciences, Social Sciences University of Ankara, Ankara, Turkey
Cannabis policy reforms in the Americas: A comparative analysis of Colorado, Washington, and Uruguay	Pardo B.	2014	132	Organization of American States (OAS), Washington, DC 20006, 1889 F St. NW, United States

Climate change, tourist air travel and radical emissions reduction	Higham J.; Cohen S.A.; Cavaliere C.T.; Reis A.; Finkler W.	2016	128	Department of Tourism, School of Business, University of Otago, Dunedin, New Zealand; University of Surrey, United Kingdom; Stockton University, United States; Southern Cross University, Australia; University of Stavanger, Norway
Storytelling about places: Tourism marketing in the digital age	Bassano C.; Barile S.; Piciocchi P.; Spohrer J.C.; Iandolo F.; Fisk R.	2019	120	Department of Management and Quantitative Methods (DISAQ), University of Naples, Italy. Department of Marketing, Texas State University, McCoy Hall 424, 601 University Drive, San Marcos, 78666, TX, United States

Source: authors 2024

Table 1 lists the top five cited articles in the field of tourism marketing and government policy, highlighting their significant contributions to the academic discourse. The table provides insights into the most influential research topics, authors, and institutions that have shaped the field over the years.

- *"The determinants of hotels' marketing managers' green marketing behaviour"* by El Dief and Font (2010)

With 181 citations, this article is the most cited among the top five, indicating its substantial impact on the field. The study focuses on the factors influencing hotel marketing managers' adoption of green marketing practices. The high citation count reflects the growing importance of sustainability in tourism marketing. The authors' affiliations with institutions in Egypt and the United Kingdom suggest a collaborative international effort in advancing green marketing research.

- *"The early impact of the Covid-19 pandemic on the global and Turkish economy"* by Açıkgöz and Günay (2020)

This article, cited 139 times, examines the initial effects of the Covid-19 pandemic on the economy, with a specific focus on Turkey. Its high citation count within a short period highlights the urgency and relevance of pandemic-related research in the tourism sector. The affiliations with the University of Ankara emphasize the contribution of Turkish researchers to understanding the pandemic's economic impact.

- *"Cannabis policy reforms in the Americas: A comparative analysis of Colorado, Washington, and Uruguay"* by Pardo (2014)

With 132 citations, this article explores the implications of cannabis policy reforms on tourism. The study's comparative approach across different regions in the Americas underscores the intersection of tourism marketing with broader social policies. The

affiliation with the Organization of American States (OAS) reflects the involvement of international organizations in policy research.

- *"Climate change, tourist air travel and radical emissions reduction"* by Higham et al. (2016)

Cited 128 times, this article addresses the critical issue of climate change and its impact on tourist air travel. The study's focus on emissions reduction aligns with global sustainability goals, highlighting the tourism industry's role in climate action. The authors' affiliations with multiple international universities demonstrate the collaborative nature of research in addressing global environmental challenges.

- *"Storytelling about places: Tourism marketing in the digital age"* by Bassano et al. (2019)

With 120 citations, this article explores the use of storytelling in digital tourism marketing. The study highlights the shift towards digital strategies and the importance of narrative in engaging tourists. The diverse affiliations, including institutions in Italy and the United States, indicate a broad interest in digital marketing innovations across different cultural contexts.

The high citation counts of these articles reflect their influence and the relevance of their topics to current issues in tourism marketing and policy. Sustainability, the impact of the Covid-19 pandemic, policy reforms, climate change, and digital marketing emerge as critical areas of research. The international affiliations of the authors suggest a global collaborative effort in addressing these challenges. These influential articles have contributed to shaping the discourse in tourism marketing, providing valuable insights for researchers, practitioners, and policymakers. The emphasis on sustainability and digital innovation underscores the evolving priorities in the tourism sector. The findings from these studies have practical implications for developing effective marketing strategies and informed policy-making, aiming to enhance the resilience and sustainability of the tourism industry.

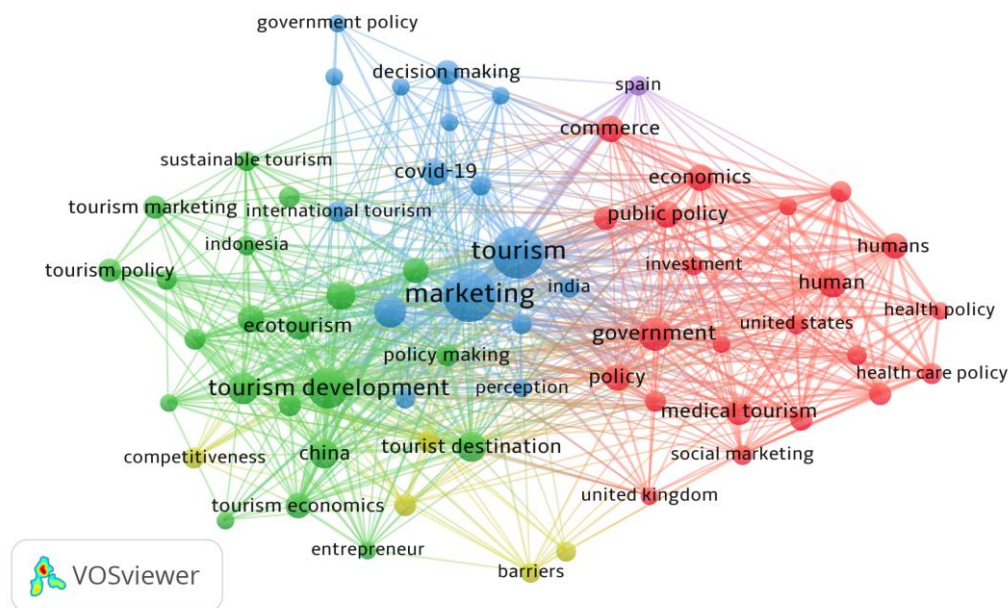


Figure 4 the co-occurrence network of keywords

Source: authors 2024

Figure 4, generated using VOSviewer, visualizes the co-occurrence network of keywords related to tourism marketing and government policy. This network map highlights the relationships and clustering of various research themes, providing insights into the predominant topics and their interconnections within the academic literature. The central node in the network is "tourism marketing," indicating its position as the core focus of the analyzed research. Surrounding this central theme are several significant clusters, each representing a different aspect of tourism marketing and government policy.

I. Blue Cluster: Government Policy and Decision Making

This cluster includes keywords such as "government policy," "decision making," "public policy," and "covid-19." The prominence of "government policy" and "decision making" suggests a strong focus on how government interventions shape tourism marketing strategies. The inclusion of "covid-19" reflects the substantial impact of the pandemic on tourism and the necessity for responsive policy-making during crises. This cluster underscores the role of government actions in guiding and regulating tourism marketing efforts, especially during unprecedented events like the pandemic.

II. Green Cluster: Sustainable Tourism and Development

Keywords such as "sustainable tourism," "ecotourism," "tourism development," and "tourism policy" dominate this cluster. The interconnectedness of these terms

highlights the growing importance of sustainability in tourism marketing. Research in this area likely focuses on promoting sustainable practices and policies that support long-term tourism development. The presence of "international tourism" and "Indonesia" suggests a geographical and contextual analysis within sustainable tourism practices. This cluster indicates a robust academic interest in aligning tourism marketing with sustainable development goals.

III. Red Cluster: Economics, Public Policy, and Health Tourism

This cluster features keywords like "economics," "public policy," "medical tourism," "health care policy," and "social marketing." The presence of "medical tourism" and related health policy terms points to an emerging research interest in the intersection of health and tourism. This area examines how public health policies and economic considerations influence tourism marketing strategies. The connection to "social marketing" suggests an emphasis on using marketing techniques to promote public health and wellness within the tourism sector.

IV. Yellow Cluster: Tourism Competitiveness and Economics

This smaller cluster includes terms like "competitiveness," "tourism economics," and "entrepreneur." The focus here is on the economic aspects of tourism marketing, such as enhancing competitiveness and understanding the economic impacts of tourism activities. This cluster likely explores how economic policies and entrepreneurial activities contribute to a destination's attractiveness and marketing effectiveness. In conclusion, Figure 4 highlights the complex and interrelated nature of research topics in tourism marketing and government policy. The central role of "tourism marketing" and the diverse clusters emphasize the multifaceted aspects of this field, including sustainability, government interventions, economic factors, and health tourism. This visualization provides a comprehensive overview of the current academic landscape, guiding future research directions and informing policy-making and marketing strategies in the tourism sector.

Figure 6 presents a pie chart showing the top authors in tourism marketing and government policy, indicating their percentage contributions to the field. Henderson, J.C. is the most prolific author, contributing 17.4% of the total publications. His work spans destination management, marketing strategies, and the impact of government policies on tourism, making him a significant figure in advancing academic discourse in the field. Hall, C.M., with a 13.0% contribution, is known for his research on tourism policy and planning, focusing on sustainability and environmental management. His studies provide critical insights into the policy frameworks that shape tourism development and marketing.

McAleer, M. also contributes 13.0%, specializing in econometric modelling and the economic impacts of tourism. His research aids in understanding quantitative aspects, such as forecasting tourist arrivals and assessing economic benefits, essential for data-driven decision-making. Shareef, R., with another 13.0% share, explores digital marketing and consumer behavior, examining how digital innovations enhance destination competitiveness. His work is vital for understanding the evolving landscape of tourism marketing. Black, L., contributing 8.7%, focuses on tourism management, destination branding, and social impacts. Her research offers insights into effective marketing practices and engaging tourists.

Brescancin, F., also at 8.7%, emphasizes sustainable tourism and community-based tourism. His work advocates for involving local stakeholders in tourism planning and marketing, ensuring benefits for all. Chikobvu, D. (8.7%) specializes in statistical modeling, providing tools to predict tourism trends and evaluate marketing strategies. His research supports the development of robust analytical frameworks in tourism. De Meo, I. (8.7%) focuses on environmental impacts and sustainable tourism practices, promoting eco-friendly tourism. His studies help develop policies and marketing campaigns aligned with sustainability goals. Dobšinská, Z. (8.7%) researches cultural and heritage tourism, highlighting how cultural assets can be marketed to enhance tourist experiences and preserve heritage. Her contributions are valuable for destinations leveraging cultural assets for tourism development. These authors are pivotal in shaping the discourse on tourism marketing and government policy, contributing diverse perspectives and valuable insights that inform both theory and practice in the field.

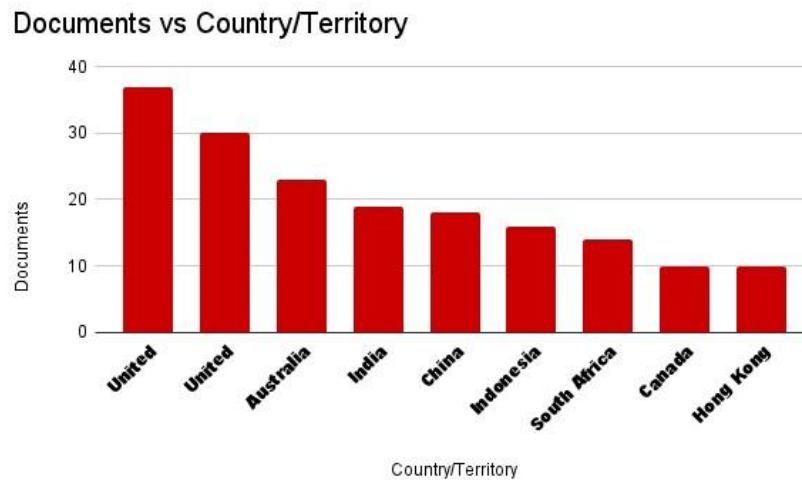


Figure 7 distribution of academic documents related to tourism marketing and government policy

Source: authors 2024

Figure 7 shows the distribution of academic documents related to tourism marketing and government policy across various countries and territories. The United States leads with the highest number of documents, reflecting its strong academic infrastructure and significant tourism industry. The United Kingdom follows, emphasizing sustainability, destination management, and policy impacts. Australia's active engagement in tourism research, particularly sustainable and eco-tourism, places it third. India and China also show substantial contributions, focusing on market dynamics and government interventions amid rapid tourism growth. Indonesia and South Africa highlight tourism's role in emerging markets, with research on sustainability, community involvement, and social equity.

Canada and Hong Kong contribute notable research, with Canada focusing on sustainable practices and indigenous perspectives, and Hong Kong on urban tourism and regional policies. Overall, the geographical spread underscores the global nature of tourism marketing research, highlighting both developed and emerging markets' contributions and the importance of international collaboration.

Conclusion

This comprehensive bibliometric study of tourism marketing and government policy from 2000 to 2023 provides valuable insights into the evolving landscape of the field. Key findings highlight significant trends such as the digital transformation of marketing strategies, the rise of experiential and sustainable tourism marketing, and the crucial impact of government policies on shaping tourism practices. Technological innovations, including artificial intelligence, virtual reality, and big data analytics, have revolutionized tourism marketing, enhancing personalization and engagement. The COVID-19 pandemic further accelerated the shift towards digital platforms and necessitated responsive policy-making to support the tourism industry.

The analysis of top-cited articles underscores the prominence of sustainability, economic impacts, and health tourism as critical areas of research. Influential authors like Henderson, Hall, and McAleer have significantly contributed to advancing knowledge in these domains, shaping both academic discourse and practical applications. Geographical analysis reveals that the United States, United Kingdom, and Australia are leading contributors to the field, emphasizing diverse themes such as sustainable tourism, policy impacts, and destination management. Emerging markets like India, China, Indonesia, and South Africa also play vital roles, focusing on rapid tourism growth, market dynamics, and social equity.

In conclusion, the study highlights the dynamic and interdisciplinary nature of tourism marketing and government policy research. The interplay between marketing strategies and government interventions is crucial for fostering sustainable and competitive tourism. The findings provide a robust foundation for future research and inform effective policy-making and marketing strategies to navigate the complexities of the global tourism landscape.

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