Book of Full Paper Conference Proceeding

Ibn Khaldun International Conference on Applied and Social Sciences (IICASS-2022)

Theme:
Challenges and Opportunities in Achieving SDG's Targets to Fulfill the Basic Needs of the People

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FOREWORD

Ibn Khaldun International Conference on Applied and Social Sciences (IICASS-2022) is an annual event organized by Bogor Ibn Khaldun University. The aim of this activity is to provide a forum for scholars, intellectuals, and professionals to share ideas in contributing to the achievement of the SDGs Targets. The theme carried out at this year's conference is "*Challenges and Opportunities in Achieving the SDGs Targets for Meeting the Basic Needs of the People"*. IICASS-2022 presented the Mayor of Bogor as the Keynote Speaker and invited six Guest Speakers from five countries, namely India, Yemen, Malaysia, Gambia, and Indonesia.

IICASS-2022 collaborates with various institutions as co-hosts, both domestically and from abroad such as Ibn Haldun University-Turkey, the Institute of Objectives Study-India, Universiti Kebangsaan Malaysia, National Human Rights Commission of The Gambia, National Research and Innovation Agency-BRIN, Djuanda University and so on.

IICASS-2022 discusses various scientific fields in supporting sustainable development which are its sub-themes, including social environmental sciences, environmental economics, green business & entrepreneurship, system engineering, health and sanitation, engineering and science, law and regulation, education for sustainable development, as well as Islamic values and sustainability. We hope that this conference activity will run smoothly and can produce great works of thought for the prosperity and welfare of the wider community at the local, regional and international levels.

On behalf of the Bogor Ibn Khaldun University, we would like to thank all parties who have actively contributed and played a role in the success of IICASS-2022 activities.

All the Best
Prof. Dr. H.E Mujahidin, M.Si
Rector of Bogor Ibn Khaldun University

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BIBLIOMETRIC ANALYSIS THE SOCIOLOGY OF TOURISM RESEARCH

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ABSTRACT

Research in the tourism area has promising prospects in Indonesia. Tourism development is one of the main agendas of the National Medium-Term Development Plan 2020-2024. Sociological research in tourism began in the 1960s. Therefore, it was a limited literature review on the sociology of tourism research. This study elaborated on the sociology of tourism research to find the suggested agenda for future research. A literature review with bibliometric analysis was the research method. The data was processed by VOSViewer analysis software 1.6.18 edition. The data sources were 6.311 research articles on the ScienceDirect website from 1999-2023. Researchers perform density, overlays, and network visualization mapping to find the most recent topic and new research opportunities. The search keyword for the article was "sociology of tourism," with co-occurrence thresholds of five keywords. The data processing found that the twenty keywords with the highest co-occurrence score did not include sociology. Sociology was not a research topic mainstream specifically. The five topics with the highest total strength of linkage were tourism, hospitality, China, authenticity, and rural tourism. The newest issues were Air BNB, evolution, bibliometric analysis, systematic literature review, covid-19, nature-based

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tourism, emotional solidarity, well-being, nostalgia, systematic review, and Instagram. Airbnb, travel, and nostalgia were the minor issues. The results of the bibliometric analysis suggested the focus of sociological research as an analytical approach. The newest and minor issues suggested being a choice for further study.

Keywords : bibliometric; literature review; sociology; tourism.

INTRODUCTION

Tourism research has promising prospects in Indonesia. Tourism development is one of the main agendas of the 2020-2024 National Medium-Term Development Plan in strengthening economic resilience for quality economic growth in Indonesia (1). Tourism is predicted to be the primary supporting sector for increasing service exports in 2020-2024. The tourism sector's contribution to foreign exchange reserves is expected to be the second largest after the manufacturing exports share to total exports in 2024 (1). The critical position of the tourism sector in Indonesia's development requires research support in the tourism sector.

One of the disciplines that contribute to tourism research is sociology (2,3). Definition of sociology found in old literature. Sociology is the science of the organization and reciprocal interactions of individual evolution (4) Sociology focuses on social processes in society which include history (time), power (structure), focus, and context of individuals or groups (actors) (5). Discussions about the different realms of sociological studies often distinguish between two theoretical views, conflict theory, and structural functionalism. Ritzer (1975) proposes classifying according to three theoretical paradigms: social fact, social definition, and behaviorism. Although according to him, there is no single paradigm that can explain any social phenomenon.

The latest sociology theory focused on specific issues such as the sociology of religion, education, clinical, digital, economy, and tourism (6–11). These studies denoted that sociology developed as a theoretical perspective or used as the approach to analyze the case.

The sociology of tourism is the study of touristic relationships, roles, institutions, motivations, and the impact of tourism on tourists and societies who receive them (12). The study of the sociology of tourism has developed since the 1960s (13). The sociology of tourism research trend was marked by applying specific novel theories, the new faces of touristic phenomena examination, and tourism as an intellectual or cultural project status as an intensified inquiry (2). Tourism was an interdisciplinary study, and the sociology of tourism was invited to contribute to specific countries and regional problems (3). The proposed issues were community empowerment practice, planning, and joint efforts between sociology and other disciplines (3). The sociological approach in tourism research explains the role of tourism in empowering women (14,15), tourism development and urbanization (16), equitable and sustainable tourism (17–19). Social changes in the form of changes in authenticity in tourism have also been investigated (20).

Studies on tourism research reviews have invited the role of sociology (21–23). The literature review used bibliometric analysis to map the specific issues of tourism research. The issues were religious tourism, design, heritage, and sustainable development (24–27). There is still limited bibliometric analysis for the sociology of tourism. The previous literature review of the sociology of tourism uses literature analysis (2,3,28). The bibliometric analysis summarizes large quantities of bibliometric data. The software presents the intellectual structure state and

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research topic trends (29). Bibliometrics is a quantitative analysis to describe a map of the development of publications in a particular field of literature (30). Synthesis and analysis of various articles can be done using bibliometric analysis (31) The advantage of bibliometric analysis from other literature reviews is that it can analyze big data (29,32).

Based on the background, this study aims to examine the research topic map of the sociology of tourism. The research focused on finding the most and the least elaborated topic, the research trend by time and issues, and the link between cases. This study provided straight issues and analysis that provide adequate consideration for further research.

METHODOLOGY

This study used a literature review method. Researchers conducted a bibliometric analysis to discover the development of research on the sociology of tourism in more than 20 years. Data sources were articles published on the ScienceDirect website. The researcher chose the ScienceDirect website because it presents articles from publisher Elsevier, the oldest publisher in the world. Data collection used the keyword "sociology of tourism" in "research articles ."The website presents the 1999-2023 and 6,311 research articles. The researcher has not chosen literature review articles, parts of books, and short communications to focus on research articles. The researcher downloaded the 1000 most relevant articles because the ScienceDirect website only provides downloads of that number.

The downloaded articles were analyzed by the software VOSViewer edition 1.6.18 or the latest version. VOSviewer is a program for creating and visualizing bibliometric maps (33). The researchers did co-occurrence between keywords. The researcher chose five-word co-words, or there were five mentions

of "sociology of tourism" in the title, keyword, abstract, and content. This step generates 3,508 keywords, and 123 meet the threshold. The researcher should have selected items that possibly get an overview of the sociology of tourism in all articles. The final step is to create a density, overlay, and network visualization map. Data interpretation is based on that visualization map.

RESULT AND ANALYSIS
The Sociology of Tourism Research Topic

The sociology of tourism's research articles in 1999-2023 found 3,508 keywords, and 123 met the threshold. The keyword with the highest frequency of occurrence and total relationship strength is tourism. Five keywords with the highest frequency of occurrence and total relationship strength offer tourism studies except for China. The following three keywords indicated general studies that can be the focus of studies other than tourism (power, motivation, and sustainability). In addition, the keywords sustainable tourism, tourist experience, and destination image, the following keywords can be the focus of the study of sociology, business, marketing, and psychology. The finding indicated that only seven of the 20 keywords with the highest frequency of occurrence and total relationship strength denoted tourism studies. The result indicated the interdisciplinary tourism research (2,3). There was no sociology keyword in the 20 keywords with the highest frequency of occurrence and total relationship strength. Sociology is the social science that focuses on specific countries and regional problems, empowerment, and development (3,14,17–19). The absence of sociology in the 20 highest frequency of occurrence and total relationship strength has not meant the absence of sociological research. However, particular studies on the topic of sociology still require the attention of researchers.

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Table 1. *Keywords, Occurrences, and Total Relationship Strength for the Period 1999-2023*

Selected	Keyword	Occurrences	Total link strength ⌄
☑	tourism	103	114
☑	hospitality	20	36
☑	china	33	28
☑	authenticity	23	27
☑	rural tourism	23	25
☑	power	14	24
☑	motivation	18	23
☑	sustainability	20	21
☑	identity	14	20
☑	sustainable tourism	23	20
☑	tourist experience	24	20
☑	destination image	13	17
☑	pilgrimage	11	16
☑	social exchange theory	9	16
☑	marketing	7	15
☑	residents	8	15
☑	business	5	14
☑	co-citation analysis	6	14
☑	emotions	7	14
☑	quality of life	9	14

Source: Processed from the website ScienceDirect, 2022

The network visualization of the sociology of tourism article research is divided into 11 clusters. Each cluster is different in color. Each of the same colors indicates one cluster. Cluster one is red; cluster two is green; cluster three is dark blue, and so on. The cluster depicted the group with the most robust total occurrence and link strength between subjects (29).

Figure one demonstrates that the cluster with the most items is cluster one. Cluster one consisted of 21 subjects. The subjects were adventure tourism, authenticity, case study, China, content analysis, dark tourism, embodiment, emotions, gender, nature-based tourism, place attachment, protected areas, research, risk, rural tourism, spiritual tourism, systematic review, tourism research, tourist experience, and well-being. This result means that these 21 subjects have a high correlation.

Referring to Table 1, the center of cluster one is the Chinese keyword because it has the highest frequency of occurrence and total relationship strength.

Cluster two has 15 subjects. Development, globalization, neoliberalism, network, perceptions, political economy, power, social exchange theory, social tourism, stakeholders, students, sustainable development, sustainable tourism, theory, and trust were the subjects in cluster two. Referring to Table 1, the center of cluster two is the keyword for sustainable tourism because it has the highest frequency of occurrence and total relationship strength.

Cluster three has 13 subjects. Bourdieu, Chinese Outbound Tourist, Covid-19, emotional solidarity, entrepreneurship, governance, heritage tourism, networks, resident attitudes, resilience, Thailand, tourism development, and volunteer tourism were the subjects in cluster three. None of the keywords in cluster three were in Table 1.

Cluster four has 13 subjects. The subjects were Airbnb, Australia, bibliometrics, big data, co-citation analysis, destination management, evolution, literature review, network analysis, sharing economy, social media, and systematic literature review. Referring to Table 1, the center of cluster four is the keyword co-citation analysis because it has the highest frequency of occurrence and total relationship strength.

Cluster five has eleven subjects. The subjects in cluster five were actor-network theory, culture, epistemology, events, involvement, marketing, motivation, nostalgia, scale development, sports tourism, and tourism development. Referring to Table 1, the center of cluster five is the motivation keyword because it has the highest frequency of occurrence and total relationship strength.

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Cluster six consisted of eleven subjects. The subjects were bibliometric analysis, co-creation, experience, impacts, innovations, knowledge, quality of life, residents, social capital, visiting friends and relations, and wine tourism. Referring to Table 1, the center of cluster six is the resident keyword because it has the highest frequency of occurrence and total relationship strength.

Cluster seven consists of ten subjects. The subjects in cluster seven were branding, destination image, destination marketing, Greece, representations, social network analysis, Spain, tourism education, tourism industry, and Turkey. Referring to Table 1, the center of cluster seven is the destination image keyword because it has the highest frequency of occurrence and total relationship strength.
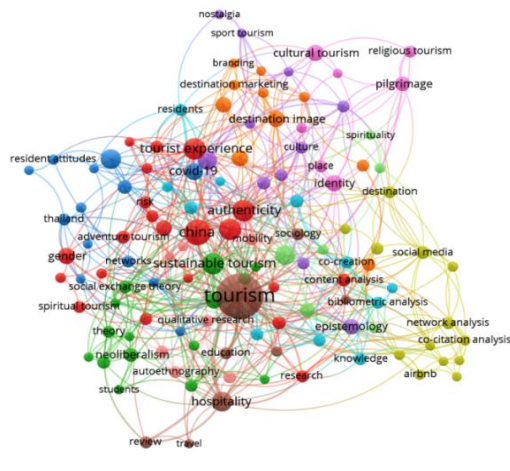

Figure 1. *Network Visualization Map*
Source: Processed from the website ScienceDirect, 2022

Cluster eight consists of eight subjects. The subjects were business, education, hospitality, review, sociology, tourism, management, and travel. Referring to Table 1, the center of cluster eight is the tourism keyword because it has the highest

frequency of occurrence and total relationship strength. The sociology keyword was in cluster eight.

Cluster nine consists of seven subjects. The subjects in cluster nine were cultural heritage, cultural tourism, identity, performativity, pilgrimage, place, and religious tourism. Referring to Table 1, the center of cluster nine is the identity keyword because it has the highest frequency of occurrence and total relationship strength.

Cluster ten consists of seven subjects. The subjects were autoethnography, ecotourism, employment, ethnography, mobility, qualitative research, and reflexivity. None of the keywords in cluster ten are in Table 1. Cluster eleven consists of six subjects. The subjects in cluster eleven were adaptation, climate change, Instagram, spirituality, sustainability, and urban tourism. Referring to Table 1, the center of cluster eleven is the sustainability keyword because it has the highest frequency of occurrence and total relationship strength.

The subjects in the cluster denoted that the sociology of tourism was interdisciplinary research. The touristic phenomena (the type of tourism and tourist experience) in cluster one are linked with the other social issues (gender, emotions, and well-being). The topics were also linked with the methods (content analysis, systematic review, and case study). This finding indicated tourism as an intellectual or cultural project status as an intensified inquiry (2).

The Opportunity of Sociology of Tourism Publication Research Novelty

VOSViewer presents an overlay visualization map to illustrate the frequency of keywords that appear yearly. The results of the mapping can be seen in Figure 2. The frequency of keywords

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that most appear and correlate with other studies occurred in 2016 – 2018.
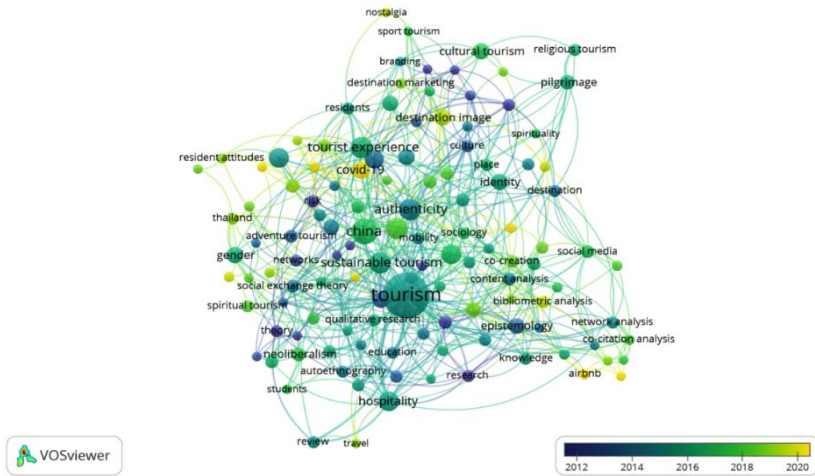
Figure 2. *Overlay Visualization Map*
Source: Processed from the website ScienceDirect, 2022

The further novelty sociology of tourism research can be done on topics that are still rarely studied recently and other topics outside the cluster (29). Figure 2 demonstrated keywords with lighter colors that were newer topics. Keywords in yellow are Airbnb, evolution, bibliometric analysis, systematic literature review, covid-19, nature-based tourism, emotional, solidarity, well-being, nostalgia, systematic review, and Instagram. Novelty can also be observed by analyzing the relationship between one keyword and another. Of the twelve keywords, four topics are least associated with other topics. The topics are nostalgia, Airbnb, evolution, and well-being. The Airbnb keywords are linked to entrepreneurship, bibliometric analysis Australia, evolution, network analysis, and co-citation analysis. Meanwhile, the keyword evolution was studied related to the topic of Airbnb. Nostalgia has just been studied concerning sports tourism and residents.
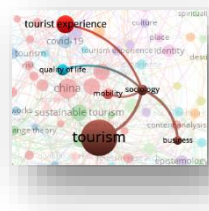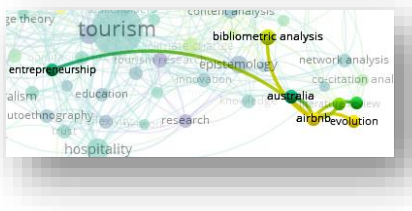
Figure 3: *The Newest Topic Overlay Visualization*
Source: Processed from the website ScienceDirect, 2022

Figure 3 and 4 denoted that the topic of sociology has received little attention. This result indicated that the study of the sociology of tourism still requires more discussion. In cluster eight, sociology is linked with business, education, hospitality, review, tourism, tourism management, and travel. The finding denoted that sociology was developed as the theoretical approach in tourism, business, and education (7,9,11).
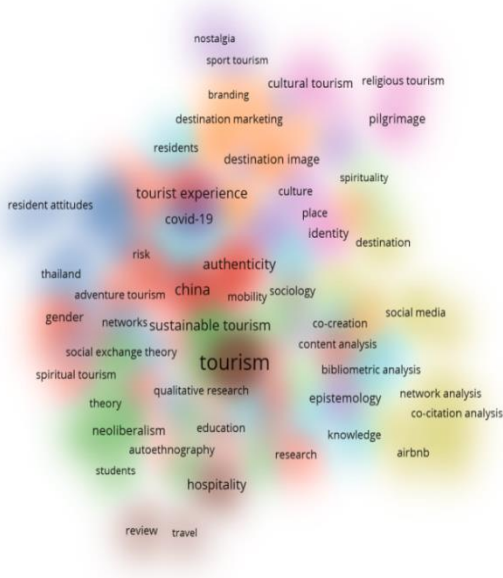
Figure 4. *Density Visualization Map*
Source: Processed from the website ScienceDirect, 2022

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Figure 4 indicates the density visualization of research on specific topics. The darker the color and the larger the letters, the more often they are studied. The same color indicates clusters. One cluster was the topics that most often appear together. The novelty of the research can be obtained by linking topics that have not been studied concerning previous research.

Figures 2 and 4 demonstrated that tourism as a keyword with the frequency of occurrence, total relationship strength, and density is still the highest and has the opportunity to be studied with other topics that have not been studied previously. Tourism has yet to be studied concerning other topics (Figure 5).

Figure 5. *Linkage of Tourism with the Other Topics*
Source: Processed from the website ScienceDirect, 2022

CONCLUSION

A literature review using bibliometric analysis found only seven of the 20 keywords with the highest frequency of occurrence and total relationship strength that offered tourism studies. This

finding indicated that the study of the sociology of tourism has a variety of topics that are only sometimes directly related to tourism.
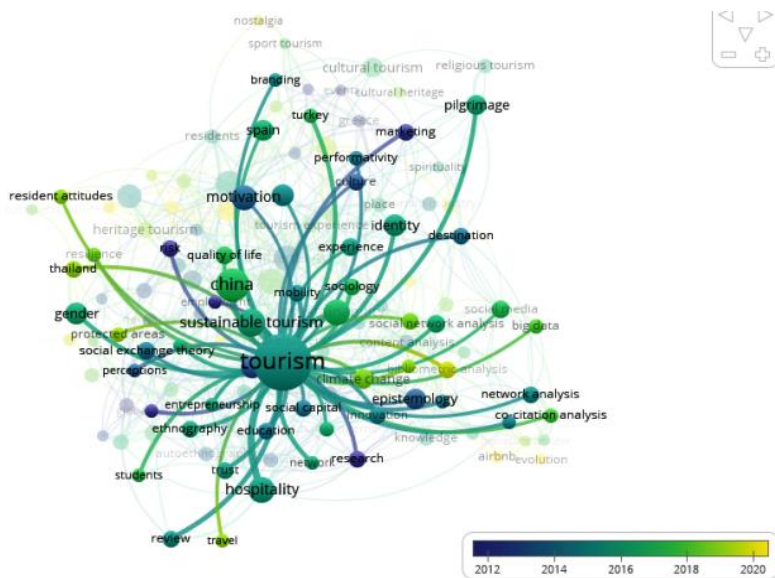
The further novelty sociology of tourism research can be done on topics that are still rarely studied, recent, and with other topics outside the cluster. The five topics with the highest total strength of linkage were tourism, hospitality, China, authenticity, and rural tourism. Eleven research clusters indicated that research topics can still be studied concerning other topics outside the same cluster. Therefore, the newest issues were Air BNB, evolution, bibliometric analysis, systematic literature review, covid-19, nature-based tourism, emotional solidarity, well-being, nostalgia, systematic review, and Instagram. The limited linkage issues with the other topics were BNB air, travel, and nostalgia. The new article reviewed Airbnb keywords related to entrepreneurship, bibliometric analysis Australia, evolution, network analysis, and co-citation analysis. The keyword evolution was studied related to the topic of Airbnb. Nostalgia has just been studied concerning sports tourism and residents. These four topics or their relationship with the others topic can be a choice for further research. The twenty keywords with the highest co-occurrence score did not include the sociology topic. The results indicated that sociology was not an analytical approach. Further sociological research as an analytical approach was needed.

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