Tourist Shopping Trends: A Bibliometric Study of Influential Literature and Leading Scholars (1957-2024)

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Abstract

This research employed bibliometric analysis to explore the evolving interest in tourist shopping and its influence on tourist behaviour. It utilized Publish or Perish software to examine publication, author, and journal communication patterns within the Scopus database. An initial keyword search for "tourist shopping" documents yielded 744 entries, refined to 664 after removing erratum, retracted items, authorless entries, and duplicates from 1957 to 2024. The findings revealed significant trends in research output, notably a gradual increase in publications from 1979 onward, culminating in a peak of 56 papers in 2021, coinciding with studies on the impacts of COVID-19 on tourism shopping. The analysis highlighted influential works, including Friedberg's book, which received 591 citations, and identified vital journals and authors in the field, with Tourism Management leading in productivity. Eight distinct research clusters were revealed, emphasizing community connections, consumer motivations, and international shopping behaviours. Overall, the study illustrates a rich tapestry of scholarly work dedicated to understanding the complexities of tourist shopping, consumer behaviour, and marketing strategies, providing valuable insights for future research directions.

Keywords: Tourist Shopping, Scopus, Bibliometric Analysis, Tourism Experience, Local Economy

Introduction

Tourist shopping significantly enhances the travel experience and impacts the global economy (Mujanah et al., 2022; Tömöri & Staniscia, 2023). A June 2023 survey revealed that Singapore leads, with 36 percent of respondents citing shopping as their main reason for travel, followed closely by Malaysia and Indonesia, each with nearly 30 percent. Other notable destinations include the Philippines (26 percent), Saudi Arabia (25 percent), and Japan (24 percent). Countries like Thailand, India, and the UAE each attract about 23 percent of shopping

tourists, while China (20 percent) and Egypt (19 percent) offer authentic experiences. Norway and Australia have 14 percent, with Canada, South Korea, and the U.S. at 13 percent. European nations like Finland (12 percent), Sweden (12 percent), and Spain (10 percent) further highlight shopping's global appeal, demonstrating its vital role in attracting tourists and supporting local economies (Statista Research Department, 2024).
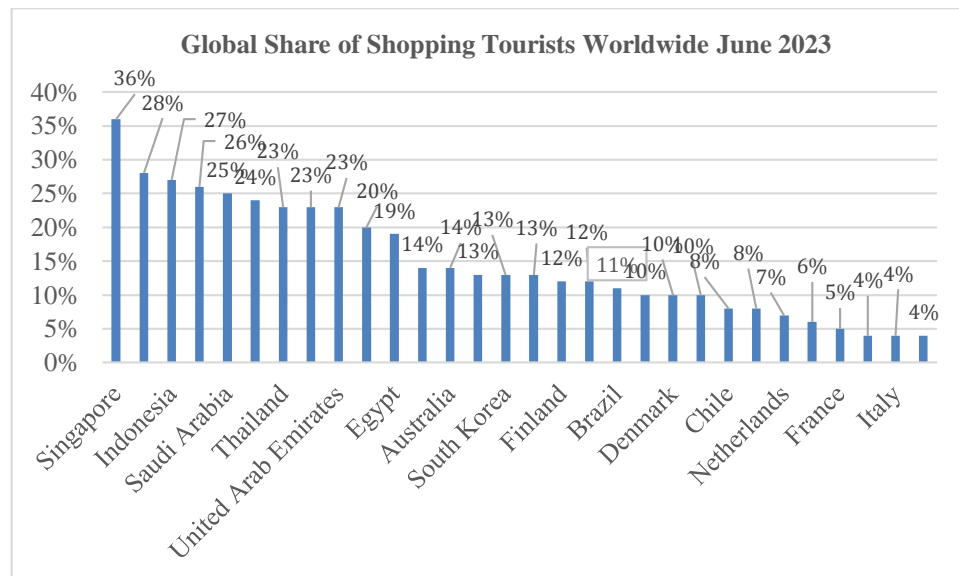

Figure 1. Global Share of Shopping Tourists Worldwide June 2023
Source: (Statista Research Department, 2024)

As a result of the growth in this phenomenon, there has been a surge in research on the topic, with scholars investigating various aspects of tourist shopping (Wong et al., 2024). Bibliometric analysis has emerged as a valuable tool in examining the development and impact of research on tourist shopping (Bastidas-Manzano et al., 2021; Bernardo et al., 2023). Indeed, bibliometric analysis is as essential to studying tourist shopping as tourism itself, as it enables researchers to identify the most influential publications and authors in the field and assess their work's impact on the broader research community (Michael Hall, 2011; Sulistyowati, 2024).

Through the analysis, the research aims to identify research gaps and highlight areas that require further investigation. The findings will provide insights into the current state of tourist shopping research, fundamental research topics, and the areas that require more attention. Ultimately, this research will guide future research on tourist shopping and contribute to the field's development. The study will employ a quantitative method to study the communication patterns of publications, authors, and journals through bibliometric analysis.

The research aims to answer the following research questions:

RQ1: What are the trends in academic research on tourist shopping?

RQ2: What are the most cited papers on tourist shopping?

RQ3: What are the most productive journals in tourist shopping research?

RQ4: Who are the most productive authors in tourist shopping research?

RQ5: How are network utilization, overlay visualization, and density visualization applied in academic research on tourist shopping?

Literature Review

Bibliometric Analysis

Bibliometric analysis is a quantitative method to assess and analyze published literature within a specific field or topic (Passas, 2024). Using statistical techniques, bibliometric analysis helps researchers evaluate patterns, trends, and impacts of scholarly work over time (Farooq, 2024). This method typically involves examining various metrics, such as publication frequency, citation counts, and authorship patterns, to identify influential papers, key researchers, and emerging trends in research areas (Hassan & Duarte, 2024). Additionally, bibliometric analysis can visualize relationships among authors, institutions, and topics, providing insights into collaboration networks and thematic developments (Skute et al., 2019). Overall, it is a valuable tool for understanding the landscape of academic literature, guiding future research directions, and informing policy decisions within scientific and academic communities.

Tourist Shopping

Tourist shopping refers to travelers purchasing goods and souvenirs during their trips, influenced by a destination's local culture, traditions, and unique offerings (Sthapit et al., 2024; Timothy, 2005). This experience encompasses many products, including local handicrafts, fashion, art, food items, and luxury goods, which serve as mementoes or gifts. Factors influencing tourist shopping include the uniqueness of the products, cultural significance, pricing, and the overall shopping environment, with motivations varying from supporting local economies and artisans to seeking authentic experiences and memories (Cave et al., 2013). Tourism is a vital aspect that significantly contributes to the local economy (Saarinen et al., 2022), allowing travelers to explore local culture and traditions while bringing home tangible memories. Furthermore, tourist shopping supports local businesses and creates employment opportunities, highlighting its importance in developing tourism destinations (Murphy et al., 2011). Understanding these dynamics is essential for businesses and destinations aiming to enhance visitor experiences and drive economic growth through tourism.

The Role of Tourist Shopping in Tourism

Tourist shopping is recognized as a critical component of the overall tourism experience, allowing travelers to engage with local culture and bring home tangible memories (Sthapit et al., 2024). It encompasses a variety of products, including local handicrafts, fashion, and food items, which serve as souvenirs or gifts (Amaro et al., 2020). The motivations for tourist shopping often include supporting local economies, exploring cultural traditions, and seeking unique or authentic experiences (Smith et al., 2022). Researchers have highlighted that understanding these motivations is essential for enhancing visitor experiences and promoting sustainable economic growth in tourism destinations.

Influential Factors in Tourist Shopping Behavior

Numerous studies have identified key factors influencing tourist shopping behaviour, highlighting the complex interplay of various elements (Jin et al., 2017). Product uniqueness, cultural significance, pricing, and the overall shopping environment are crucial in shaping tourists' purchasing decisions and satisfaction levels (Suhartanto & Triyuni, 2016). For instance, unique and locally crafted products often attract tourists seeking authentic experiences, while competitive pricing can enhance perceived value (Deb et al., 2022; Halik & Nugroho, 2022; Zhang et al., 2019). Additionally, scholars have examined how retail environments contribute to the overall tourist shopping experience, emphasizing that a positive shopping atmosphere can significantly enhance consumer engagement and loyalty (Mohd-Ramly & Omar, 2017). Elements such as store layout, ambience, and customer service are vital in creating an inviting environment that encourages tourists to spend more time—and money—within the retail space (Sulaiman & Ahmed, 2017). By understanding these dynamics, businesses can better cater to the needs and preferences of tourists, ultimately driving sales and fostering repeat visits (Marques & Pinho, 2021).

Economic Impact of Tourist Shopping

The economic implications of tourist shopping are substantial and crucial in bolstering local economies (Enzenbacher, 2019). Numerous studies have documented the positive effects of tourist spending in retail, highlighting how it contributes to job creation and supports a wide array of local businesses (Meyer & Meyer, 2015). This economic impact is especially pronounced in destinations that heavily rely on tourism, where shopping transcends being merely a leisure activity; it becomes a vital economic driver that sustains livelihoods and enhances community well-being (Wondirad et al., 2022). For instance, tourist shopping often leads to increased demand for local products, which can stimulate growth in artisan markets and craft industries (Makhitha, 2017). Additionally, the revenue generated from tourist spending supports retail operations and contributes to local taxes, which can be reinvested in community services and infrastructure (Garsous et al., 2017). As such, understanding the dynamics of tourist shopping is essential for stakeholders aiming to maximize economic benefits while fostering sustainable tourism practices (Roxas et al., 2020).

Research Method

This research employed bibliometric analysis; bibliometric analysis is a reliable method for examining large volumes of scientific data, focusing on journal citation relationships to provide an overview of the current state of a research topic (Kuzior & Sira, 2022). This quantitative method examined publication, author, and journal communication patterns using Publish or Perish software, focusing on the growing interest in tourist shopping to understand the factors influencing tourist behaviour. The authors selected the Scopus database as the source and searched for documents related to "tourist shopping" and its synonyms, including "shopping tourism," "tourism shopping," "travel shopping," "holiday shopping," "souvenir shopping," "local shopping," "sightseeing shopping," "tourist retail," "destination shopping," "cultural shopping," "adventure shopping," "tourist consumerism," and "tourist merchandise,"

yielding an initial 744 documents, which were refined to 664 after eliminating erratum, retracted, authorless, and duplicate entries; these works were published between 1957 and 2024 and included various scholarly formats. Data management and analysis were conducted using Microsoft Excel, while VOSviewer was utilized to create bibliometric maps. The final phase involved a bibliometric analysis of performance and intellectual structure, examining frequently cited documents and keyword co-occurrence networks.

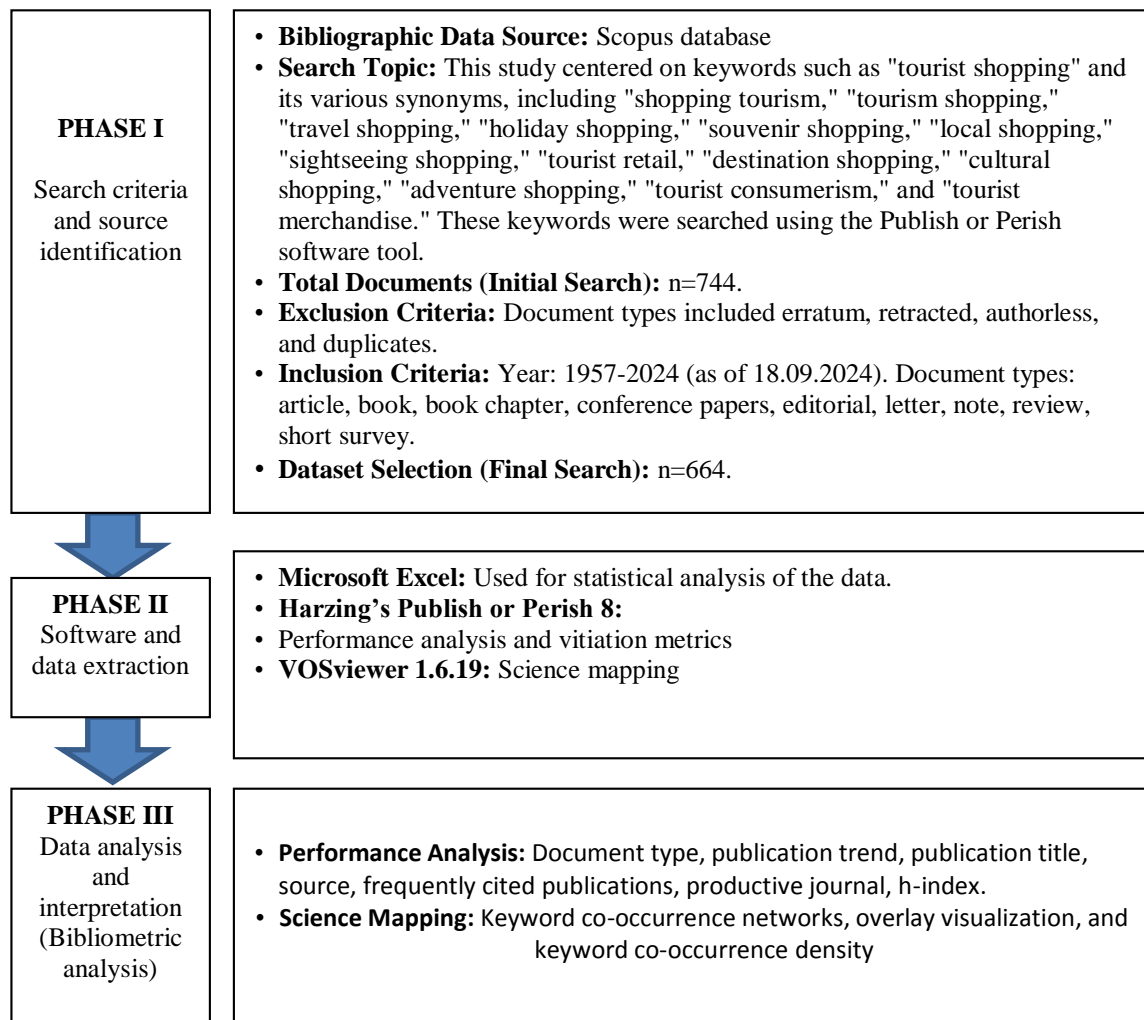| **PHASE I** Search criteria and source identification	• **Bibliographic Data Source:** Scopus database • **Search Topic:** This study centered on keywords such as "tourist shopping" and its various synonyms, including "shopping tourism," "tourism shopping," "travel shopping," "holiday shopping," "souvenir shopping," "local shopping," "sightseeing shopping," "tourist retail," "destination shopping," "cultural shopping," "adventure shopping," "tourist consumerism," and "tourist merchandise." These keywords were searched using the Publish or Perish software tool. • **Total Documents (Initial Search):** n=744. • **Exclusion Criteria:** Document types included erratum, retracted, authorless, and duplicates. • **Inclusion Criteria:** Year: 1957-2024 (as of 18.09.2024). Document types: article, book, book chapter, conference papers, editorial, letter, note, review, short survey. • **Dataset Selection (Final Search):** n=664.
PHASE II Software and data extraction	• **Microsoft Excel:** Used for statistical analysis of the data. • **Harzing's Publish or Perish 8:** • Performance analysis and vitiation metrics • **VOSviewer 1.6.19:** Science mapping
PHASE III Data analysis and interpretation (Bibliometric analysis)	• **Performance Analysis:** Document type, publication trend, publication title, source, frequently cited publications, productive journal, h-index. • **Science Mapping:** Keyword co-occurrence networks, overlay visualization, and keyword co-occurrence density

Figure 1. Methodology design of the research.

Result and Discussion

RQ1: What are the trends in academic research on tourist shopping?

Table 2 presents the number of academic papers published annually from 1957 to 2024, revealing significant trends in research output. From 1957 to 1978, there were very few publications, with only one paper in 1957 and none for the next two decades until a slight increase in 1979. This period marks the beginning of growing interest in the subject, evidenced by a gradual rise in publications throughout the 1980s and 1990s, culminating in 7 papers in 1999. A substantial surge occurred in the early 2000s, peaking at 34 papers in 2012, indicating

heightened recognition of the topic's relevance. From 2013 to 2023, the number of papers remained relatively high, with notable peaks of 43 in 2016 and 56 in 2021, suggesting intensified scholarly interest during these years. The highest number of papers, 56, was published in 2021, following the COVID-19 pandemic era, with studies investigating the impact of the pandemic on tourism shopping consumption (García-Milon et al., 2021; Syed & Haq, 2021). Recent trends show some fluctuations, with 37 papers published in 2023 and an anticipated 33 in 2024, reflecting a sustained but slightly declining interest compared to peak years.
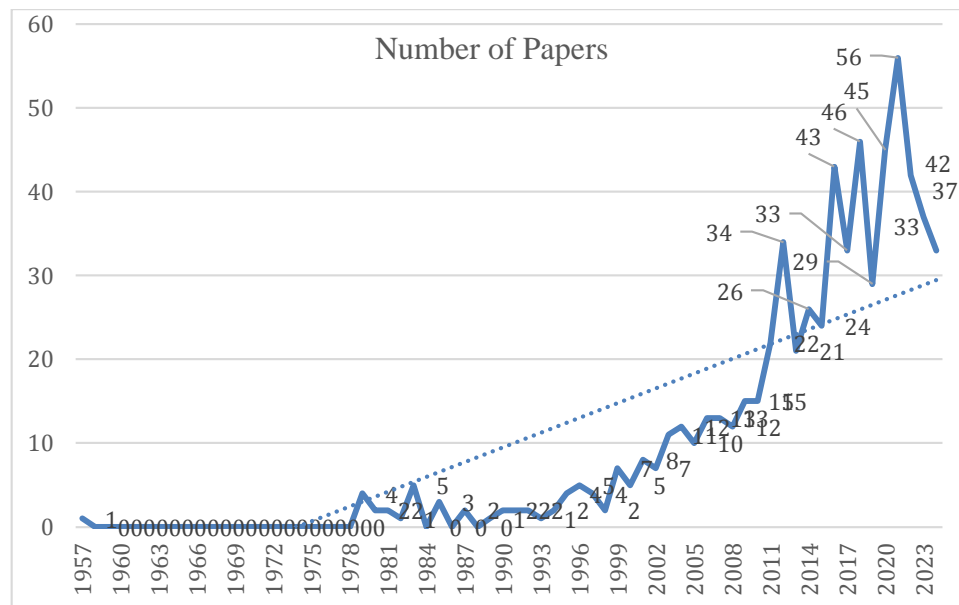
Figure 2. Annual Publication Trends for Tourist Shopping Research
Source: Data processed from the Scopus database on September 18, 2024

RQ2: What are the most cited papers on tourist shopping?

Table 2 presents influential publications on tourist shopping and consumer behaviour, showcasing various sources and their citation impact. The most cited work, "Window Shopping: Cinema and the Postmodern" by Friedberg (2023), is a book with an impressive 591 citations, indicating its significant influence in the field. Following closely, (Amaro & Duarte's (2015) article on online travel purchasing intentions has garnered 411 citations, highlighting the importance of understanding consumer behaviour in the digital age. Other notable articles include (Lal & Sarvary, 1999) exploration of internet price competition, which received 373 citations, and (Yüksel & Yüksel, 2007) study on shopping risk perceptions that has been cited 345 times. The table also features a mix of research spanning various aspects of tourism and consumer behaviour, from participatory planning in tourism (Timothy, 1999) to local shopping strategies that reduce automobile travel (Handy & Clifton, 2001). Overall, these publications reflect a rich tapestry of research that contributes to our understanding of tourist shopping, consumer satisfaction, and the broader implications of shopping behaviours in diverse contexts. The prominence of articles from reputable journals emphasizes the relevance and interconnectedness of these studies in shaping current knowledge and future research directions in the field.

Table 1. Ten Most Cited Papers on Tourist Shopping Research

No	Authors	Title	Source	Cites	Type
1	(Friedberg, 2023)	Window Shopping: Cinema and the Postmodern	Window Shopping: Cinema and the Postmodern	591	Book
2	(Amaro & Duarte, 2015)	An integrative model of consumers' intentions to purchase travel online	Tourism Management	411	Article
3	(Lal & Sarvary, 1999b)	When and how is the Internet likely to decrease price competition?	Marketing Science	373	Article
4	(Yüksel & Yüksel, 2007)	Shopping risk perceptions: Effects on tourists' emotions, satisfaction, and expressed loyalty intentions	Tourism Management	345	Article
5	(Timothy, 1999)	Participatory planning: A view of tourism in Indonesia	Annals of Tourism Research	335	Article
6	(Cervero & Radisch, 1996)	Travel choices in pedestrian versus automobile-oriented neighborhoods	Transport Policy	308	Article
7	(Lee et al., 2013)	You taste what you see: Do organic labels bias taste perceptions?	Food Quality and Preference	284	Article
8	(Michael et al., 2006)	Neighbourhood design and active ageing	Health and Place	279	Article
9	(Handy & Clifton, 2001)	Local shopping as a strategy for reducing automobile travel	Transportation	277	Article
10	(Turner & Reisinger, 2001)	Shopping satisfaction for domestic tourists	Journal of Retailing and Consumer Services	260	Article

Source: Data processed from the Scopus database on September 18, 2024.

RQ3: What are the most productive journals in tourist shopping research?

Table 3 lists the ten most productive journals in tourist shopping research based on the number of papers published. Leading the table is *Tourism Management*, with 26 articles and an impressive H-index of 255, indicating its significant influence and extensive citations within the academic community. The Journal of Travel Research has published 18 articles with an H-index of 172, further solidifying its status as a critical resource in tourism studies. The *Journal of Vacation Marketing* and *Travel and Tourism Marketing* are also prominently featured, with 17 and 16 articles showcasing their roles in addressing marketing perspectives in tourism. The inclusion of *Sustainability* highlights the growing relevance of sustainable practices in tourist shopping, with 12 articles and an H-index of 169. Other notable journals include *Current Issues in Tourism*, *International Journal of Tourism Research*, and *Journal of Retailing and Consumer Services*, all contributing valuable insights into the interplay between tourism and consumer behaviour. These journals, primarily based in the United Kingdom, reflect the region's leadership in tourism research. Overall, this table underscores the rich landscape of scholarly work dedicated to understanding the complexities of tourist shopping, consumer behaviour, and related marketing strategies.

Tourist Shopping Research: A Bibliometric Analysis of the Most Influential Publications and Authors

Table 2. Top Ten Productive Journals on Tourist Shopping Research

No.	Journal	Number of articles	% of Total	Publisher	Country	H-Index
1	Tourism Management	26	5.24%	Elsevier Ltd	United Kingdom	255
2	Journal of Travel Research	18	3.63%	SAGE Publications Ltd	United Kingdom	172
3	Journal of Vacation Marketing	17	3.43%	SAGE Publications Ltd	United Kingdom	78
4	Journal of Travel and Tourism Marketing	16	3.23%	Routledge	United States	104
5	Sustainability (Switzerland)	12	2.42%	Multidisciplinary Digital Publishing Institute (MDPI)	Switzerland	169
6	Current Issues in Tourism	9	1.81%	Taylor and Francis Ltd.	United Kingdom	108
7	International Journal of Tourism Research	7	1.41%	John Wiley and Sons Ltd	United Kingdom	81
8	Journal of China Tourism Research	7	1.41%	Taylor and Francis Ltd.	United Kingdom	28
9	Journal of Retailing and Consumer Services	6	1.21%	Elsevier Ltd	United Kingdom	143
10	Tourism Economics	6	1.21%	SAGE Publications Inc.	United States	73

Source: Data processed from the Scopus database on September 18, 2024

RQ 4: Who are the most productive authors in tourist shopping research?

Table 3 presents the top authors in tourist shopping research, ranked by their publication output among 581 authors contributing to 664 papers. A. García-Milon, H. Jin, and I. Egresi lead with five papers each, representing 0.75% of the total output. They are followed by D.J. Timothy, E. Sthapit, I.K.A. Wong, and L. Murphy, each with four papers, accounting for 0.60%. Additionally, a notable group of authors, including A. Correia, A. Yüksel, C. Guy, C. McIntyre, H. Yu, M. Choi, S. Amaro, and T. Albayrak Rosenbaum, has published three papers each, contributing 0.45% to the overall research. This table underscores these scholars' significant role in enhancing the academic dialogue surrounding tourist shopping, reflecting individual contributions and collaborative efforts within the field.

Table 3. Top 12 Most Productive Authors in Tourist Shopping Research Indexed in Scopus from 1957 to 2024

Authors	Number of Papers	% of Total
A. García-Milon	5	0.75 %
H. Jin	5	0.75 %
I. Egresi	5	0.75%
D.J. Timothy	4	0.60 %
E. Sthapit	4	0.60 %

I.K.A. Wong	4	0.60 %
L. Murphy	4	0.60 %
A. Correia	3	0.45 %
A. Yüksel	3	0.45 %
C. Guy	3	0.45 %
C. McIntyre	3	0.45 %
H. Yu	3	0.45 %
M. Choi	3	0.45 %
M. Rosenbaum	3	0.45 %
S. Amaro	3	0.45 %
T. Albayrak	3	0.45 %

Source: Data processed from the Scopus database on September 18, 2024

RQ5: How are network utilization, overlay visualization, and density visualization applied in academic research on tourist shopping?

Network Utilization
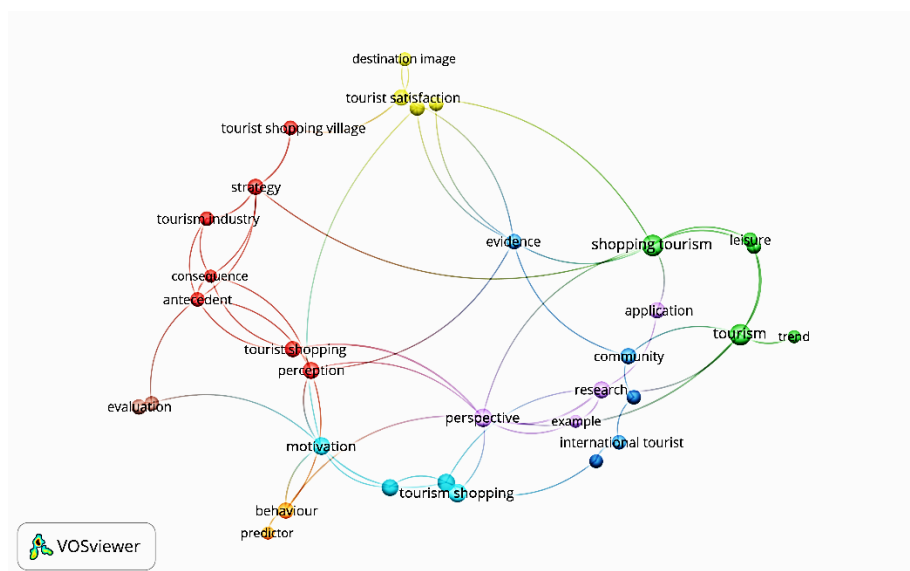
Figure 3. Network Visualization
(Source: VOSviewer)

Figure 3 presents the VOSviewer analysis on tourist shopping, revealing eight distinct clusters encapsulating various research aspects in this field. The first cluster, marked in red, focuses on community, destination image, domestic tourists, evidence, place, souvenir shopping, and tourist satisfaction, highlighting the emotional connections tourists form with destinations through shopping. The second cluster, in green, delves into the antecedents and consequences of tourist shopping, examining perceptions, strategies, and tourist shopping villages, thereby illustrating the factors influencing tourist behaviours. The third cluster, shown in blue, addresses leisure, retailing, shopping tourism, and trends, emphasizing the integration of shopping as a leisure activity within the broader tourism experience. The fourth cluster, in yellow, investigates consumer motivations and preferences, shedding light on what drives tourists to shop. The fifth cluster, depicted in purple, focuses on applications, examples, and theoretical perspectives that guide future studies. In light blue, the sixth cluster explores comparisons and international tourists' shopping behaviour, indicating a growing interest in

cultural influences. The seventh cluster, in orange, examines behaviour and predictors, while the eighth cluster, in brown, emphasizes empirical studies and evaluations, reflecting a trend toward data-driven insights. Overall, this analysis illustrates the multifaceted nature of tourist shopping research and its relevance across various dimensions of tourism and consumer behaviour.

Overlay Visualization

VOSviewer provides an overlay visualization feature similar to its network visualization but differentiates items through distinct colour coding, which reflects their scores. In this overlay visualization, colours range from blue, indicating the lowest scores, to green and yellow, representing progressively higher scores (Jan et al., 2018; van Eck & Waltman, 2010). This approach allows users to quickly assess the relative importance or impact of different items in the dataset, enhancing their ability to interpret complex relationships and trends within the research landscape. Using colour in this manner not only aids in visual clarity but also facilitates a more nuanced understanding of the underlying data, making it an essential tool for researchers analyzing bibliometric data.
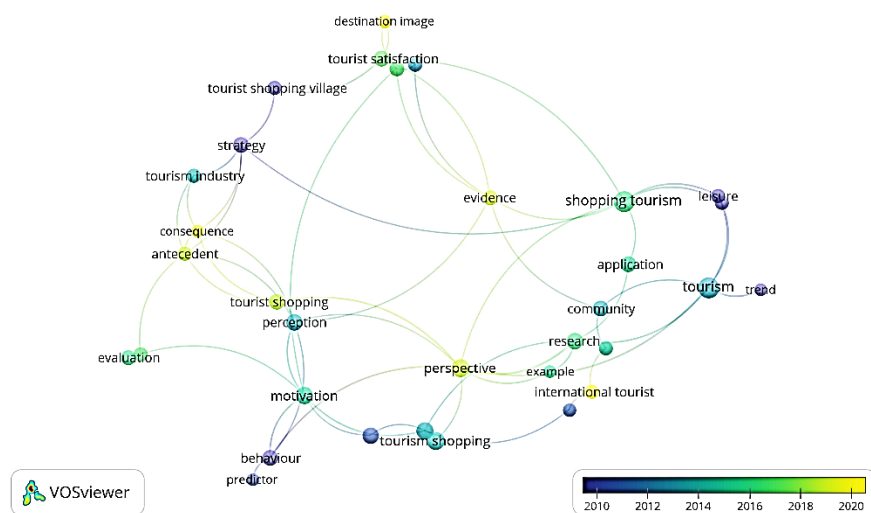

Figure 4. Overlay Visualization
(Source: VOSviewer)

Figure 4 highlights two variables represented in yellow, indicating their significant relevance within the context of the analysis. The first yellow variable, "international tourist," demonstrates a strong connection to other variables, such as "place" and "shopping behaviour," as illustrated in Figure 5. This relationship suggests that the behaviours and experiences of international tourists are intricately linked to their perceptions of and engagement with shopping environments. International tourists often seek unique and culturally significant products that reflect their travel experiences, making the "place" aspect critical in shaping their shopping choices. How tourists compare their shopping experiences across different locations can also influence their preferences and satisfaction levels. For instance, a tourist might evaluate the quality, variety, and pricing of souvenirs in one destination against those in another, which can significantly impact their purchasing decisions.

Figure 5. Overlay Visualization of International Tourists
(Source: VOSviewer)

The second yellow variable, "destination image," is closely linked to "souvenir shopping" and "tourist satisfaction," as illustrated in Figure 6, highlighting the significant impact a destination's image has on tourists' shopping experiences. This relationship emphasizes how a positive destination image—formed by cultural significance, aesthetics, and reputation—can profoundly influence tourists' perceptions and overall experiences. When travelers view a destination favourably, they are more inclined to engage in shopping activities, especially for souvenirs that encapsulate their experiences and serve as tangible reminders of their visit. Souvenirs that align with the destination's image enhance tourist satisfaction and reinforce the positive emotions associated with that location. Tourists who believe their purchases reflect the culture and uniqueness of the destination are likely to experience higher satisfaction levels, which can lead to repeat visits and positive word-of-mouth recommendations. Consequently, a well-crafted destination image is essential, as it attracts tourists while also shaping their shopping behaviours and overall satisfaction, underscoring the critical role of perception in effective tourism marketing strategies. By prioritising the development of a compelling destination image, marketers can enhance both the shopping experience and the likelihood of favourable tourist outcomes.

Figure 6. Overlay Visualization of Destination Image
(Source: VOSviewer)
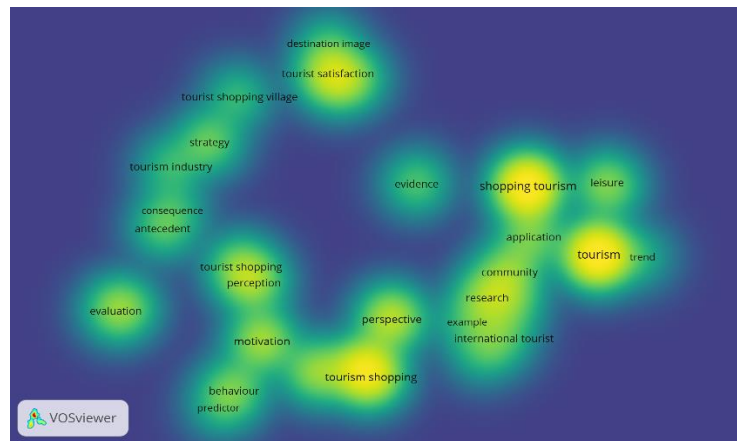
Density Visualization

Figure 7. Density Visualization
(Source: VOSviewer)

In the item density visualization, items are represented by their labels in a manner akin to network and overlay visualizations, allowing for an intuitive understanding of item density across the dataset. Each point within this visualization is colour-coded to indicate density, with a spectrum ranging from blue, which signifies lower density, to green and yellow, indicating higher density levels. Specifically, a more significant number of nearby items and higher weights associated with those neighbouring items will shift the colour of a point closer to yellow, indicating a rich concentration of related elements. Conversely, fewer items and lower weights will cause the point's colour to lean toward blue, reflecting a more sparse area (van Eck & Waltman, 2010). Figure 7 illustrates that the density of keywords such as "tourism," "tourism shopping," and "tourist satisfaction" is notably high, as represented by the yellow colour, highlighting the significant interconnections and importance of these concepts within the research landscape. This high density suggests that these themes are central to current discussions and analyses in the field, underscoring their relevance and the potential for further exploration.

Conclusion

In conclusion, the analysis of academic publications on tourist shopping from 1957 to 2024 reveals a significant evolution in research trends, marked by an initial scarcity of studies followed by a notable surge, particularly in the early 2000s and post-COVID-19 era, with 2021 as the peak publication year reflecting heightened interest in pandemic-related consumer behaviour. This study underscores the importance of understanding tourist shopping behaviour for developing effective marketing strategies and enhancing consumer satisfaction, as influential articles and journals have shaped the discourse on the interplay between consumer behaviour and tourism experiences. The VOSviewer analysis further highlights distinct clusters focusing on emotional connections, consumer motivations, and the impact of the destination image. However, the research acknowledges limitations such as reliance on specific databases, which may exclude relevant works, and the need for updated insights amid rapidly evolving consumer trends. Future research should address these gaps by exploring the long-term effects

of the pandemic, investigating the influence of digital advancements on shopping experiences, and incorporating qualitative methodologies for a deeper understanding of the emotional factors driving tourist shopping decisions. Overall, this study contributes to a rich landscape of scholarly work on the complexities of tourist shopping, emphasizing the need for continued exploration in this dynamic field.

Declaration of conflicting interest

The authors declare that there are no conflicts of interest related to the publication of this manuscript.

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