

Luxury Tourism and Its Potential in the World A Bibliometric Analysis

Rasya Agnela Sumadji¹; Shahla Carissa Liani²; Anisa Putri Kusumaningrum³

Gagih Pradini⁴; Fitri Agustiani⁵

National University, Jakarta^{1,2,3,4,5}

Email: anisaputrikusumangrum@civitas.unas.ac.id

Citations: Sumadji, R.A., Liani, S.C., Kusumaningrum, A.P., Pradini, G., & Agustiani, F. (2023). Luxury Tourism and Its Potential in the World A Bibliometric Analysis. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 3(2), 661–674.

<https://cvodis.com/ijembis/index.php/ijembis/article/view/261>

Abstract

Luxury tourism research flourished in a few years. However, there are still few who provide a global picture of the concept. The purpose of this study is to identify the notion of luxury tourism and its potential in the world, such as source, author, and type of document. Bibliometric analysis was used to analyze 200 articles from Google Scholar published in 2023. Luxury tourism is the main keyword used in article titles, abstracts, and keywords to get metadata retrieved from the Google Scholar bibliographic database, on Saturday, September 24, 2023. The tools used in bibliometric analysis are Microsoft Excel which is used to perform frequency analysis, VoS viewer for data visualization, and Harzing's Publish or Perish used for citation and analysis metrics. This study's results show that most related articles are published in scientific journals, compared to others. Related articles published in scientific journals have obtained the highest citations compared to others. Articles are also found in English. Based on network visualization the most dominant terms (often appearing) are "Luxury tourism" and "worldwide tourism". When viewed from the Overlay Visualization, the topic of "luxury tourism" shows the latest trends in research related to "luxury".

Keywords: Bibliometric analysis; Scientometrics; luxury tourism; VoS Viewer

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1. Introduction

Luxury tourism is a type of travel that provides facilities, services, and high-end experiences for those willing to pay premium prices. Luxury travelers are typically looking for high-end accommodation, dining, and leisure experiences and are willing to spend more money than the average traveler for a high level of comfort and attention to detail. Luxury tourism includes activities such as shopping, dining, spa treatments, and high-end accommodations in destinations such as five-star hotels, cruises, and high-end resorts.

We use both Publish or Perish and VoS viewer as our vehicles to collect related sources and visualize the collected data, respectively. The findings indicate the domains of tourism and hospitality, journals and publishers, and topics that can be taken into consideration in sentiment analysis in tourism and hospitality future research. (Pradini, et al 2022)

The ultimate goal of luxury tourism is to provide a luxurious and pampering experience to tourists and to meet their specific needs and preferences. Luxury tourism is often associated with exclusivity, and excellent service, making it a popular choice for people looking for a luxury vacation. The goal of luxury travel is to provide an immersive and luxurious experience that exceeds customer expectations, resulting in customer satisfaction and loyalty.

Luxury tourism is in demand by the profile of luxury tourists referring to people between 30 and 40 years old, with high purchasing power, an annual income of more than 150,000 euros, and travel at least four times a year. They are repeat travelers to their destinations and accommodations, with an emphasis on quality, privacy, and exclusivity, and usually travel in August and December. Studies on luxury tourism have been examined by researchers before, examining (1) Luxury tourism-a review of the literature according to Iloranta, R. 2022, (2) Luxury tourism, developing destinations: Research review and trajectories according to Thirumaran, K., & Raghav, M. 2017, (3) Luxury tourism service provision-Lessons from the industry according to Iloranta, R. 2019, (4)The role of social media in the luxury tourism business: A research review trajectory assessment according to Thirumaran, K., Jang, H., Pourabedin, Z., & Wood, J. 2021, (5)Luxury tourism: Characteristics and trends of the behavior of purchase according to Popescu, I. V., & Olteanu, V. 2014.

The results of research on luxury tourism have been made by many other researchers, The novelty of this work is unlike previous works. This work focuses on exploring VoS as a tool to present the bibliometric from existing works from Google Scholar using 200 samples that will be selected to 156 in 2023. For this reason, this work presents a bibliometric analysis of luxury tourism. In short, this work aims to contribute by presenting a bibliometric analysis of luxury tourism models, describing matrix comparisons, presenting publication year implementation data, describing document types, describing source types, formulating and sorting the best 5 article citation data, formulating and sorting the top five publisher ranking data, formulating and sorting the top five data of dissertation topics, present visualization of topics through the use of VoS Viewer, and formulate research location data that has been presented.

This article is structured as follows. In part 2, we introduced the concept of luxury tourism, bibliometric analysis, and Google Scholar as a provider of research data. Part 3 describes our proposed research method. Part 4 presents our results and is followed by a full discussion. Lastly, we conclude our work and highlight future work in Part 5.

This section describes basic theories about tourism-based, luxury tourism issues, bibliometric analysis, Google Scholar, and VoS Viewer software used in this study.

1.1. Luxury Tourism – 1 page

Although there is no generally agreed theory and definition of luxury among researchers, experts agree that luxury is a multidimensional concept that is relative, subjective, and contextual. (Iloranta, R. (2022). Luxury tourism-a review of the literature. *European Journal of Tourism Research*, 30, 3007-3007.).

In summary, the definition of a luxury experience in the Finnish context arises from

aspects that are a natural yet valuable part of Finnish culture. (Iloranta, R. (2019). Luxury tourism service provision- Lessons from the industry. *Tourism Management Perspectives*, 32, 100568.).

Luxury tourism is an activity that is continuously carried out by societies with large material resources, although their number may decrease or increase depending on the economic impact of the crisis period on the field of activity in which they operate. (POPESCU, I. V., & Olteanu, V. (2014). LUXURY TOURISM: CHARACTERISTICS AND TRENDS OF THE BEHAVIOR OF PURCHASE. *Sea: Practical Application of Science*, 2(2).

In the 2016 Global Blue Consultancy report, Spain ranked seventh in the ranking of major luxury travel destinations, preceded by France, Italy, the United Kingdom, Germany, and Singapore. 54% of this type of travelers spend between 5,000 and 10,000 euros on each trip, although their budget can reach up to 50,000 euros on special occasions. (https://www.weartribeglobal.com.translate.google/Blog/What-Do-We-Mean-By-Luxury-TravelToday?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc).

1.2. Bibliometric Analysis - 1 page

Bibliometric analysis is a model carried out by digging research data published online about the number of publications and authors of scientific publications and articles accompanied by citations. This analysis is intended to measure the research output of individuals and/or research groups. In addition, the analysis can be used to identify networks of authors, nationally and internationally, as well as map developments in new multidisciplinary fields of science and technology. In addition, the analysis helps identify current research topics and trends that have rarely been studied before (Pradini, et al 2022).

Bibliometric analysis is a model carried out by exploiting research data that has been published online about the number of publications and authors of scientific publications as well as the following articles with citations. The analysis aims to measure the research outcomes of individuals and/or research teams. Furthermore, the analysis can be used to identify networks of authors, nationally and internationally, and map the development of new multidisciplinary fields of science and technology. In addition, the analysis also helps in determining the latest research topics and trends that have rarely been studied before. Lubis, G. H., Hanisah, N., & Zikra, S. A. (2023). (Lubis, G. H., Hanisah, N., & Zikra, S. A. (2023). Bibliometric analysis of zakat accounting research mapping (PSAK 109) using VOSviewer. *Al-Istimrar: Journal of Sharia Economics*, 2(1), 100-108.).

Bibliometric analysis has a role in evaluating the results of scientific research mapping the field of science, and tracking/tracing the development of new knowledge in a particular field. (Effendy, F., Gaffar, V., Hurriyati, R., & Hendrayati, H. (2021). Bibliometric analysis of research developments in the use of mobile payments with Vosviewer. *Journal of Intercom: Journal of Scientific Publications in Information and Communication Technology*, 16(1), 10-17.).

Bibliometric research in luxury travel includes (1)Lopes, J. M., Gomes, S., Durão, M., & Pacheco, R. (2022). The Holy Grail of luxury tourism: A holistic bibliometric overview. *Journal of Quality Assurance in Hospitality & Tourism*, 1-24. (2) Rathi, R., Garg, R., Kataria, A., & Chhikara, R. (2022). Evolution of luxury marketing landscape: a bibliometric analysis and future directions. *Journal of Brand Management*, 29(3), 241-257. (3) Husain, R., Samad, T. A., & Qamar, Y. (2022). Past, present and future of luxury brands: a review and bibliometric

analysis. *Journal of Fashion Marketing and Management: An International Journal*, 26(4), 582-602.

There is also bibliometric research in the academic field that has been researched by (1) Yusuf, R. B. (2023, September). Bibliometric analysis of students' academic procrastination for 2019-2023. In *Proceedings of the National Seminar on Guidance and Counseling Universitas Ahmad Dahlan* (Vol. 3). (2) Ramadhona, I. D., & Kumara, A. R. (2023, September). Bibliometric analysis: A study of academic procrastination in Indonesia 2022-2023. In *Proceedings of the National Seminar on Guidance and Counseling Universitas Ahmad Dahlan* (Vol. 3). (3) Calsum, U., Fanggidae, H. C., Risakotta, K. A., & Maponso, F. (2023). Impact of Current Monetary Policy and Regulation on Financial Accounting Research: A Bibliometric Study of the Effect of Economic Policy in the Academic Literature. *Sanskara Accounting and Finance*, 2(01), 55-65.

1.3. Google Scholar as a Research Data Provider

Google Scholar is a service that allows users to search for scientific articles or journals in the form of text in various publication formats, one of which is PDF, which aims to make it easier for users to get ideas or ideas for making scientific work. quality scientific work.

Google Scholar is a service created by the giant IT company Google that allows researchers around the world to search for topics in text form in various publication formats. Google Scholar was published in 2004, the Google Scholar index includes scientific journals published online. (Pradini, et al 2022) (<https://www.neliti.com/publications/299501/analisis-mesin-pencarian-google-scholarsebagai-sumber-baru-untuk-kutipan>).

Google Scholar provides profiling tools for every researcher, expert, and lecturer. The number of publications from academic institutions along with detailed data on the publication of scientific articles can be accessed through Google Scholar. (Rahmatullah, A., & Gunawan, R. (2020). Web scraping with HTML dom method for data collection of scientific articles from Google Scholar. *IJIS*, 2(2).).

1.4. VOS Viewer as a Research Tool

VoS Viewer is an application for building bibliometric maps. The purpose of VOS is to place items in low dimensions so that the distance between two items accurately reflects the uniformity or association of the data. VOS is to minimize the weighted sum of squared distances between all pairs of items. The square of the distance between pairs of items is weighed by the equation between those items. To avoid worthless solutions, where all items have the same location, limits are imposed so that the average distance between two items must be equal to one. Two computer programs have applied VOS mapping techniques. Both are available for free. A simple open-source program is available at www.neesjanvaneck.nl/vos/, and a more advanced program called VOSviewer (Van Eck and Waltman, 2010) are available on www.vosviewer.com. Both programs use the aforementioned variant of the SMACOF algorithm to minimize Equation 1 to Equation 2.

This study used paper publication data sourced from various journals with luxury tourism-themed research. The data was collected through tracing paper in the last 1 year, precisely in 2023. From the search results, 155 published articles were obtained. Data in the form of the number of papers published on community-based tourism. The methodological approach and the top countries that are the object of research are analyzed using Microsoft

Excel 2010.

VOS viewer can display maps created using appropriate mapping techniques. Therefore, the program can be used not only to display maps built using VOS mapping techniques but also to display maps built using techniques such as multidimensional scaling. VOS viewer runs on a large number of hardware and operating system platforms and can be started directly from the internet. The VOS viewer functionality is very useful for displaying large bibliometric maps in an easily interpreted way. Two types of distinguishable maps that are commonly used in bibliometric research are called distance-based maps and graph-based maps. A distance-based map is a map in which the distance between two items reflects the strength of the relationship between the items. A smaller distance generally indicates a stronger relationship. In many cases, items are distributed unevenly across distance-based maps. On the one hand, this makes it easy to identify groups of related items, but on the other hand, it sometimes makes it difficult to label all items on the map without having overlapping labels. A graph-based map is a map in which the distance between two items does not necessarily reflect the strength of the relationship between the items. Instead, lines are drawn between items to indicate relationships.

The use of VoS Viewer in tourism research has been widely carried out according to the examples listed in bibliometric studies that use keywords in the field of tourism such as tourism, urban tourism, rural tourism, agrotourism, and others.

2. Research Method

2.1. Research Objects

This paper adopts the method of analysis Bibliometrics consists of five stages, namely: Determination of keywords searched, initial search results, improvement of search results, compilation of initial data statistics, and data analysis. In this paper, we adopt a bibliometric analysis method consisting of five stages, namely: Determination of keywords searched, initial search results, improvement of search results, compilation of initial data statistics, and data analysis.

3. Results and Discussion

Section 4 describes the results of this paper review, which includes publications and citations, visualizations, authors, and networks.

3.1. Publications and citations

Data search results using The PoP before the fix was 200 articles from the Google Scholar database. Then after improvement by reviewing the 60 articles carefully, 60 articles were obtained that were appropriate. A comparison of the data matrix in the initial search results and the search results after improvement can be seen in Table 1

Table 1. Matrix Comparison		
Data	Initial Search Results	Repair Search Results
Database	Google Scholar	Google Scholar
Year of Issue	2023	2023
Year of Citation	1	1
Number of Articles	200	155
Number of Citations	239	237
Citation Year per Year	239.00	237.00
Number of Authors per Year	2.30	2.48
H Index	8	8

G index	11	11
hI Normal	5	5
hI Annual	5.00	5.00

From Table 1 above, we found that within 1 year, namely since 2023 there are 200 articles with 239 citations and the average number of authors per year is 2.30 people. Furthermore, we improve or re-select the results by observing one by one articles related to Luxury Tourism. The articles obtained were 155 with the number of citations obtained 237 citations or an average of 237 per year and an average number of authors of 2.48 people each year. The index of measurement of productivity or impact of works that have been published by scientists or academics (Hirsch's h-Index) is 8. Furthermore, based on the distribution of citations received by publications or researchers' articles (Egghe's g-Index) as many as 11.

Table 2 below presents a more detailed description of Table 1 above.

Table 2. Year of Publication

Year	TP	h	g
2023	155	8	11

From table 2 on the number of publications cited we find 155 articles with a citation count of 237, with an index h count of 8 and a g index count of 11.

Table 3. Document Type

Type	Sum	Percentage
<i>Article</i>	66	42,5%
<i>Journal</i>	61	39,3%
<i>Book</i>	18	11,6%
<i>Conference Paper</i>	7	4,5%
<i>None</i>	3	1,9%
TOTAL	155	100%

From Table 3 above, the types of documents we present are original documents derived from articles, journals, books, and proceedings. From the search results, there are some articles that we can't access. We summarize in the description of Table 3 above that 42.5% of the total publications are articles totaling 66 articles. Followed by 61 journals (39.3%), 18 books (11.6%), and 7 proceedings (4.5%).

Table 4: Source Types

Type	Sum	Percentage
<i>Article</i>	66	42,5%
<i>Journal</i>	61	39,3%
<i>Book</i>	18	11,6%
<i>Conference Paper</i>	7	4,5%
<i>None</i>	3	1,9%
TOTAL	155	100%

From Table 4 above, it can be observed that a Journal is a document that gets a value of 76.47% or a total of 65 journals, in the repository, there are 8 articles with a percentage of 9.42%. followed by conference books with several books equivalent to 8.23%, followed by a classification of proceedings as many as 4 proceedings equivalent to 5.88% only in the last position. Furthermore, to see the most significant contributions in related fields, 3 articles with the highest citation values were taken. The results can be seen in Table 5.

Table 5. Top 3 cited articles

No	Cites	Authors	Title	Year	Journal Name	Publisher
1	31	V Chang, L Liu, Q Xu, T Li, CH Hsu	An improved model for sentiment analysis on luxury hotel review	2023	Expert Systems	Wiley Online Library
2	20	U Stankov, V Filimonau	Here and now—the role of mindfulness in post-pandemic tourism	2023	Tourism Geographies	Taylor & Francis
3	12	D Escandon-Barbosa	Tourism Amidst COVID-19: consumer experience in luxury hotels booked through digital platforms	2023	Tourism Recreation	Taylor & Francis
4	12	DG Gupta, H Shin, V Jain	Luxury experience and consumer behavior: a literature review	2023	Marketing Intelligence & Planning	emerald.com
5	9	G Roy	Travelers' online review on hotel performance—Analyzing facts with the Theory of Lodging and sentiment analysis	2023	International Journal of Hospitality Management	Elsevier

From Table 5 above, if we look at the top 5 articles that have the most citations (1)An improved model for sentiment analysis on luxury hotel review, written by V Chang, L Liu, Q Xu, T Li, CH Hsu with publisher Wiley Online Library as many as 31 citations. (2) Here and Now–The Role of Mindfulness in post-pandemic Tourism, written by U Stankov, V Filimonau with publisher Taylor & Francis as many as 20 citations. (3) Tourism Amidst COVID-19: Consumer Experience in Luxury Hotels Booked through Digital Platforms, written by D Escandon-Barbosa with publisher Taylor & Francis with 12 citations. (4) Luxury experience and consumer behavior: a literature review, written by DG Gupta, H Shin, V Jain with publisher emerald.com 12 citations. (5) Travelers' online review on hotel performance–Analyzing facts with the Theory of Lodging and sentiment analysis, written by G Roy with publisher Elsevier as many as 9 citations.

Table 6. Journals ranked five years related to your dissertation topic

No	Nama Journal	Jumlah Artikel	Persentase
1	Expert Systems	1	20%
2	Tourism Geographies	1	20%
3	Tourism Recreation	1	20%
4	Marketing Intelligence & Planning	1	20%
5	International Journal of Hospitality Management	1	20%
Total		5	100%

Based on Table 6, it can be seen that the Journal of Expert Systems, Tourism Geographies, Tourism Recreation, Marketing Intelligence & Planning, and International Journal of Hospitality Management with a percentage of 20% each. We took the topic of "luxury tourism" because there are still few other writers taking this theme. The authors then display the data according to the ranking of the relevant top publishers as presented in Table 7 below.

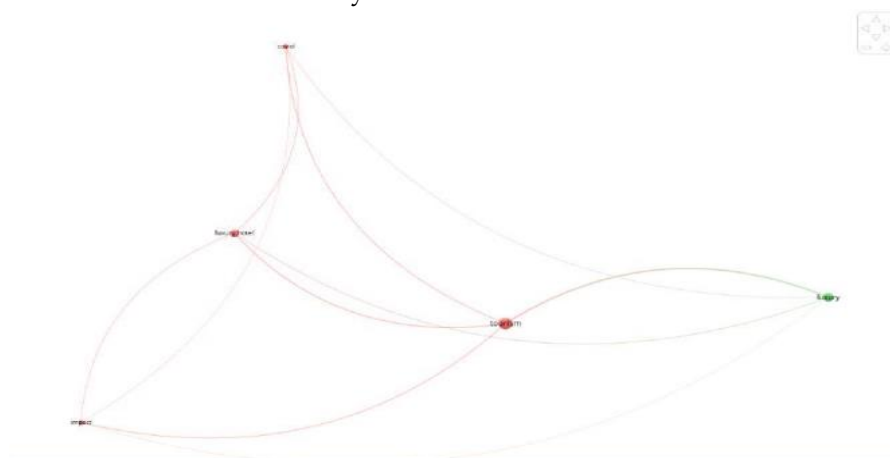
Table 7. Top five ranked publishers who publish articles related to your dissertation topic

No	Penerbit	Jumlah Artikel	Persentase
1	Wiley Online Library	1	20%
2	Taylor & Francis	2	40%
3	emerald.com	1	20%
4	Elsevier	1	20%
Total		5	100%

Based on Table 7, Wiley Online Library publishers as many as 1 articles (20%), Taylor & Francis as many as 2 articles (40%), emerald.com as many as 1 articles (20%), and Elsevier as many as 1 articles (20%)

3.2. Visualization of topics using VOS Viewer

Figure 2 below shows the results of the plot with VOS Viewer for visualization of the topic of research area related to "luxury tourism".



Gambar 3. Visualisasi topik area menggunakan network visualization

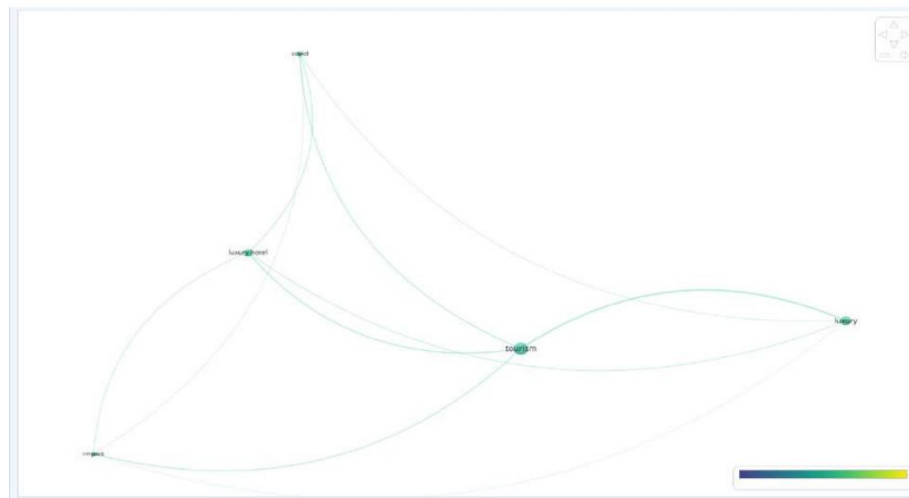
From Figure 3 above, it can be seen that the topic of "luxury tourism" is related to "tourism", "luxury", "luxury hotel", "impact", and "covid"

Table 8 presents keywords that represent each cluster in VOS Viewer

Tabel 8. Kata kunci yang mewakili setiap *cluster*

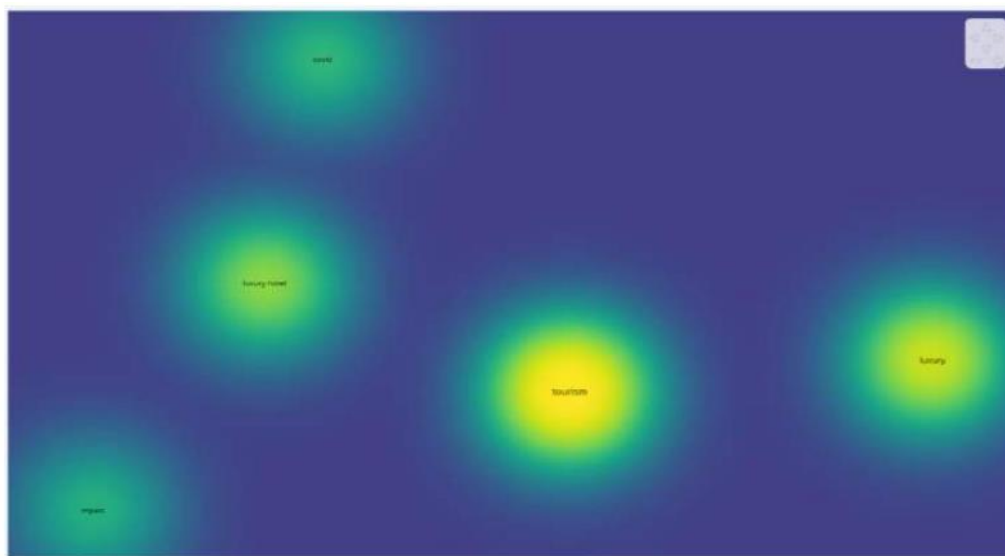
Cluster	Items	Elemen
1	4 Item	1) Tourism 2) Luxury hotel 3) Covid 4) Impact
2	1 Item	1) Luxury

From Table 8 above, the number of clusters formed is 5 with each term including tourism, luxury hotel, COVID, impact, and luxury. Next, Figure 4 below presents a visualization of the topic area based on overlay visualization



Gambar 4. Visualisai topik area menggunakan overlay visualization

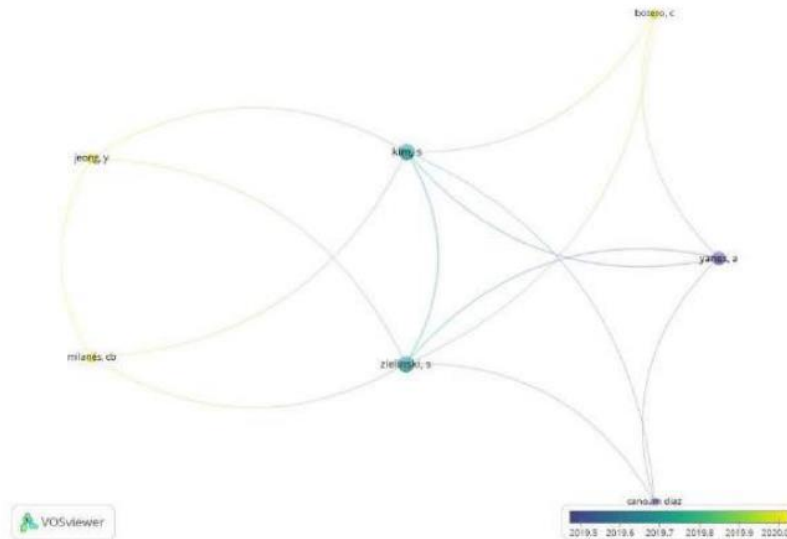
From Figure 4 above, it can be seen that the topic of "luxury tourism" is related to "tourism", "luxury", "luxury hotel", "impact", and "covid". Next Figure 5 shows the density (density) related to the topic under study, presented in the following figure 5:



Gambar 5. Visualisasi topik area menggunakan *density visualization*

When viewed from the density (density) of research on topics related to "luxury tourism" marked in yellow. Based on this, the density with yellow indicates Figure 5 above, and the density (density) with yellow indicates "luxury". Meanwhile, other topics such as "luxury hotel", "covid" and "impact" are still rarely studied related to "luxury tourism".

3.3. Authors and Relationships Between Authors



Gambar 6. Visualisasi overlay penulis dan co-author

From Figure 6 above, the most prominent involvement between authors is Yane, A with his coauthorship is Kim, S, Zielnski, Botero, Cdan Cano, M Diaz. The results of this research from Yane, A received 84 citations. This indicates that the research has become a reference journal for other authors.

3.4. Research Locations and Research Domains

To find out the distribution of countries, the number of articles and research domains on the topic of luxury tourism, are presented in Table 9 below:

Table 9. Country of research location and research domain

No	Negara	Jumlah Artikel	Domain penelitian
1	Africa	1	Law
2	Australia	6	Tourism
3	Brazil	1	Sustainability
4	Bulgaria	1	LT
5	Canada	3	LT
6	China	14	Tourism
7	Dutch	1	LT
8	Europe	1	LT

9	Fiji Island	1	LT
10	Finland	2	LT
11	France	1	LT
12	German	3	LT
13	Greece	4	LT
14	Hungaria	2	LT
15	India	9	LT
16	Indonesia	7	LT
17	Italy	7	LT
18	Jamaica	1	LT
19	Japan	1	LT
20	Jordan	1	LT
21	Kazakhstan	1	LT
22	Korea	6	LT
23	Macau	1	LT
24	Morocco	1	LT
25	New Delhi	2	LT
26	New York	1	LT
27	New Zealand	1	Environment
28	Norway	1	Journal
29	Portugal	2	Hospitality
30	Romania	1	Advanced Journal
31	Russia	2	International Journal
32	Serbia	1	Hospitality
33	Singapore	3	Economic

34	Spain	4	Tourism Geographies
35	Sri Lanka	1	Global Tourism
36	Sweden	2	Tourism
37	Switzerland	2	Global Tourism
38	Tionggok	2	Tourism
39	Turkey	3	Tourism
40	UAE	2	Hospitality Tourism
41	UK	16	International Tourism
42	Ukraine	2	Tourism Journal
43	USA	2	Journal of Tourism
44	Uzbekistan	17	Transportation
45	Vietnam	1	Tax
46	-	1	-
TOTAL		155	

Based on Table 9 above, luxury tourism research locations are mostly in the country of Uzbekistan with the research domain Transportation. The next research locations ranked 2nd and 3rd are in the UK and China with the research domain International Tourism and Tourism.

4. Conclusion

Luxury tourism has been studied before. This paper has succeeded in presenting a bibliometric analysis related to luxury tourism. We found that the majority of related articles were published in scientific journals, compared to others. Related articles published in scientific journals have obtained the highest citations compared to others. Articles are also widely found in English. Based on network visualization the most dominant terms (often appear) are "luxury tourism" and "sustainable tourism". When viewed from the Overlay Visualization, the topic of "luxury tourism" shows the latest trends in research related to "luxury".

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