

Night Tourism in Indonesia 2023

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Abstract

Tourism research on night tourism has developed in recent years. However, few still provide a global picture of the concept. This study aims to identify trends in tourism at night as well as other scientific products over time, such as source, author, and type of document. Bibliometric analysis was used to analyze a sample of 156 articles from Google Scholar published in 2023. Night tourism is the main keyword used in article titles, abstracts, and keywords to get metadata retrieved from the Google Scholar bibliographic database, on Friday, October 20, 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. The results of this study show that the majority of 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 "" and "sustainable tourism". When viewed from the Overlay Visualization, the topic of "communities-based tourism" shows the latest trends in research related to "rural communities".

Keywords: Night Tourism; VoS Viewer ; Tourism

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1. Introduction

The available literature shows that night tourism is a growing global phenomenon and is an important financial and cultural contributor to the night economy. It is widely known to have a better recreational atmosphere than the activity of daytime travel experiences. Especially in China, the central government is urging megacities to accelerate the establishment of a "dual circulation" development pattern that aims to prioritize domestic

consumption while remaining open to international investment and trade. Night tourism is regarded as a "driver" for expanding domestic demand, increasing consumption, and creating jobs, which is very important for deepening supply-side structural reforms, cultivating new driving forces in urban development, and promoting high-quality national development. economics. Night tourism has recently had a breakthrough in generating the domestic consumer market and boosting the economy of the tourism industry. Local governments have introduced relevant policies and measures, such as supporting night markets, extending retailers' operating hours, and investing in landscape lighting to stimulate night consumption. However, there were still some problems at the beginning of the development of night tourism ranging from the use of inadequate lighting, space and traffic congestion, poor service quality, and homogeneity of products, which caused little negative impact on the tourist experience. More importantly, the continued development of night tourism in Chinese cities is constrained by increasingly severe safety concerns. According to travel agency liability insurance data from China's Ministry of Culture and Tourism, 28,800-night tourism safety accidents occurred in tourist cities across the country from 2010 to 2019, and the number of tourist casualties reached 41,200. Safety after dark is the main concern of tourists and may make tourists avoid risks because tourism accidents have a major impact on the image of a city's tourism industry, which has an impact on the selection of tourist destinations by potential tourists.

The results of research on night 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 night tourism. In short, this work aims to contribute by presenting a bibliometric analysis of night tourism, 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, presenting visualizations topic through the use of VoS Viewer, and formulate research location data that has been presented.

This paper is structured as follows: In Part 2, we introduced the definition of night tourism, bibliometric analysis, and Google Scholar as a provider of research data. Part 3 describes our proposed research method. Part 4 presents the results we obtained and is followed by a full discussion. Finally, we conclude our work and highlight future work in Part 5.

This section explains the basic theory of night tourism, issues regarding night tourism marketing strategies in hospitality, bibliometric analysis, Google Scholar, and VoS Viewer software used in this study.

1.1. Night Tourism

Identification of key and potential stakeholders such as members of the local community, travel operators, hotels, restaurants, organizations regulating night tourism in the local area, community development organizations, NGOs/Non-Governmental Organizations, Tourism development organizations of State and Local Governments, local municipalities is essential in the case of night tourism promotion. Each member of the community and organization will have a different role to play when promoting the development of evening tourism among the community Key stakeholders of night tourism are identified, the working group should

engage different stakeholders based on their level of input and potential role in the development of sustainable evening tourism in the future.

For example, night tourism activities that are currently running are night tourism in Bali where the role of the community in tourism activities in the destination has been very active and symbolic but has begun to lead to the concept of night tourism which is expected to be by research from night tourism.

The tourism sector is the sector most affected by this pandemic. Currently, it is estimated that 75 million jobs in the tourism sector are experiencing shocks and the tourism industry is at risk of losing its turnover of more than 2.1 trillion US \$ (WTTC, 2020). In Indonesia, pressure on the tourism sector can be seen from the decrease in the number of foreign tourist visits, namely the total foreign tourist visits in January-May 2020 of 2.9 million, a decrease of 53.36 percent from the previous year of 6.3 million visits (BPS, 2020). The decline also occurred in domestic tourist arrivals according to [10]. This means that tourism activities at night are also affected by the *Covid-19 pandemic*.

1.2. Bibliometric Analysis - 1 page

Bibliometric analysis methods can help researchers and practitioners to have a holistic viewpoint and move forward to the next step to provide much better products and services for customers. (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.

Understanding bibliometrics is a science that studies the use of statistics to quantitatively and qualitatively measure the development of a study, document, book, or document in a particular field (Hakim, 2020). Bibliometric analysis is well known and has become a basic education that helps clarify bibliographies. quantitative material. The advantage of a bibliography is that it provides an overview of the research field, which is useful for identifying the most influential research and identifying key trends over time (Hardiansyah et al., 2023).

1.3. Google Scholar as a Research Data Provider

Google Scholar is a service that allows users to search for subject matter in the form of text in various publication formats. The Google Scholar index includes online journals of scholarly publications. Google Scholar provides an easy way to search academic literature broadly. One can search across fields of science and references from one place: peer-reviewed papers, theses, books, abstracts, and articles, from academic publishers, professional communities, preprint data centers, universities, and other academic organizations. Google Scholar will help someone identify the most relevant research from all academic research according to Makmur, M., Rukmini, R., Setyaningsih, A., Novyanti, A. A. and Fauziah, GN (2018). In the use of Google Scholar to support the preparation of an online learning system at the Makassar Marine Science Polytechnic. *Journal of Venus*, 6(12), 110-129.

1.4. VOS Viewer as a Research Tool

This research uses paper publication data sourced from various journals with community-based tourism-themed research. The data was collected through tracing paper in the last 5 years, precisely in 2018-2022. From the search results, 85 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

Determination of *keywords* searched, initial search results, refinement of search results, compilation of preliminary data statistics, and data analysis.

2.2. Keyword determination

This paper adopts a bibliometric analysis method consisting of five stages: Determination of keywords searched, initial search results, improvement of search results, compilation of initial data statistics, and data analysis. The keyword used in this study is *Night Tourism* and was carried out in September 2022. This keyword is restricted to articles published by academics from Indonesia. By using *Publish or Perish* (PoP) software with the *Google Scholar* (GS) database. *Publish or Perish software* was chosen because it is currently proven to be a fast, precise, accurate, and robust tool for finding articles that match keywords. In addition, *Google Scholar* was chosen because it is currently the largest scientific database in the world and can be accessed easily.

2.3. Initial search results

Initial search results are limited from 2023, the number of articles with that keyword is limited to 200 articles which include scientific journals, conference articles, and chapters in books. Search results from *Publish or Perish* software are stored in the form of a *Research Information System* (RIS) format to enter all important article information such as author, article

title, year of publication, publishing name, publisher, citations, average citation per year, and rating.

2.4. Improved search results

The 200 articles obtained on the initial search from the *Google Scholar* database were then filtered to obtain articles from scientific journals, conference proceedings, books, magazines, *technical reports*, and chapters in the corresponding books. Finally, 156 corresponding journal articles were obtained. Then the results of the data improvement are stored in the form of RIS files.

2.5. Compilation of preliminary data statistics

Data that has been updated and filtered above, then checked again for completeness of journal article components which include publication year, volume, number/issue, and page.

2.6. Data analysis

Bibliography data collection in this study used *Publish or Perish software*. However, for analysis and visualization of bibliometric tissue, *Vos Viewer software* is used. *VoS viewer software* is used because of its ability to effectively use data sets from *Google Scholar* and can provide fast, precise analysis results and attractive two-dimensional visualizations. *ViosViewer* can also create publication maps, author maps and journal maps based on co-citation networks or build keyword maps based on networks.

3. Results and Discussion

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

3.1. Publications and citations

The data search results using PoP before the improvement were 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	156
Number of Citations	432	407
Citation Year per Year	432.00	407.00
Number of Authors per Year	2.69	2.85
H Index	9	8
G index	16	16
hI Normal	7	7
hI Annual	7.00	7.00

From Table 1 above, we found that within 1 year, namely since 2023 there are 156 articles with 407 citations and the average number of authors per year is 3 people. Furthermore, we improve or re-select the results by observing one by one article related to *Night Tourism*. The articles obtained were 156 with the number of citations obtained 407 citations or an average of 407.0 per year and an average number of authors of 3 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 30. Furthermore, based on the distribution of citations received by publications or research articles (Egghe's g-Index) obtained as many as 50.

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

Table 2. Year of Publication

Year	TP	h	g
2023	156	8	16

From table 2 on the number of publications cited we find 156 articles with a citation count of 407, with an index h count of 8 and a g index count of 16.

Table 3. Document Type

Type	Sum	Percentage
<i>Article</i>	34	21.79%
<i>Conference Paper</i>	0	0
<i>Book Chapter</i>	0	0
<i>Book</i>	122	78.20%
<i>Note</i>	0	0
<i>Editorial</i>	0	0
<i>Erratum / corrigendum</i>	0	0
<i>Survey</i>	0	0
	156	100%

From Table 3 above, we present original documents derived from articles, scientific conference papers, and chapter sections in books and books. From the search results, we did not find articles in the form of conference papers, book chapters, notes, editorials, erratum, and surveys. We summarize in the description of Table 3 above that 21.79% of the total publications are articles totaling 34 journal articles. Followed by the chapter section in the book with a percentage of 78.20% of the total publication of 122 Books. and some data cannot be accessed.

Table 4: Source Types

Type	Sum	Percentage
<i>Journal</i>	34	21.79%
<i>Book</i>	122	78.20%
<i>Conference Proceedings</i>	0	0
<i>Repository</i>	0	0
<i>Series</i>	0	0
	156	100%

From Table 4 above, it can be observed that a Journal is a document that gets a value of 21.79% or a total of 34 journals, in the repository, there are 122 articles with a percentage of 78.20% followed by Books with 16 books equivalent to 13.4%, and there are some data that cannot be accessed. Furthermore, to see the most significant contributions in related fields, 10 articles with the highest citation values were taken. The results can be seen in Table 5.

Table 5. Top 10 cited articles

No	Cites	Authors	Title	Year	Journal Name	Publisher
1	47	E Salim, L Ravanel	Last chance to see the ice: Visitor motivation at Montenvers-Merde-Glace, French Alps	2023	Tourism geographies	Taylor & Francis

No	Cites	Authors	Title	Year	Journal Name	Publisher
2	45	Y JIANG F HONG	Examining the relationship between customer-perceived value of nighttime tourism and destination attachment among Generation Z tourists in China	2023	Tourism Recreation	Taylor and Francis
3	44	B Kuqi, E Elezaj, B Millaku, A Dreshaj, ...	RETRACTED ARTICLE: The impact of COVID-19 (SARS-CoV-2) in tourism industry: evidence of Kosovo during Q1, Q2 and Q3 period of 2020	2023	Journal of Sustainable ...	Taylor & Francis
4	28	M Koščak, M Knežević, D Binder, ...	Exploring the neglected voices of children in sustainable tourism development: A comparative study in six European tourist destinations	2023	... Sustainable Tourism	Taylor & Francis
5	14	FF Adedoyin, N Seetaram, ...	The effect of tourism taxation on international arrivals to a small tourism-dependent economy	2023	Journal of Travel...	journals.sagepub.com
6	12	S Ciarlantini, M Madaleno, M Robaina, ...	Air pollution and tourism growth relationship: Exploring regional dynamics in five European countries through an EKC model	2023	... Science and Pollution...	Springer
7	9	AH Lee	What does color tell about tourist experiences?	2023	Tourism geographies	Taylor & Francis
8	7	I Yrigoy	Strengthening the political economy of tourism: Profits, rents and finance	2023	Tourism Geographies	Taylor & Francis
9	2	S Mukherjee, M Singh, ...	Showcasing New Tourism Destination by Using Gis: a Study of Sikkim	2023	International Journal of ...	openaccesssojs.com
10	1	J.M. Billings, C.C. Haddock, S.A. Jahnke	Intra-Tour Variation of Firefighter Sleep Duration and Sleep-Wake Cycle within the 24/48 and 48/96 Shift Schedules	2023	Behavioral Sleep Medicine	Taylor & Francis

From Table 5 above, if we look at the top 5 articles that have the most citations, we will see an article written by E Salim, L Ravanel with the title *Last chance to see the Ice Visitor motivation at Monterevers-Merde-Glace, French Alps* and published by Taylor & Francis in 2023 has the most citations of 47, followed by an article written by Y Jiang F Hong with the title *Examining the relationship between customers, perceived value of night time, tourism and destination attachment among Generation Z tourist in China*, in the journal *Tourism Recreation* and published by Taylor & Francis in 2023, has citations of 45 citations. Furthermore, an article written by B.Kuqi, E Elezaj, B. Millaku, and A Dreshaj entitled *The impact of COVID-19 (SARS-CoV-2) in tourism industry: evidence of Kosovo during Q1, Q2 and Q3 period of 2020* in 2023 published by Taylor & Francis became the 3rd position with a total of 44 citations. Next in fourth position with authors M Koščak, M Knežević, D Binder with the title of the article *Exploring the Neglected Voices of Children in Sustainable Tourism Development: A Comparative Study in Six European Tourist Destinations* in the Journal *Sustainable Tourism* and published by Taylor & Francis in 2023 with a total of 28 citations. And in last place, there is FF Adedoyin, N Seetaram with several citations of 14 in the journal *The Effect of Tourism Taxation on International Arrivals to a Small Tourism-dependent Economy* published in journals.sagepub.com.

Table 6. Top five ranked journals related to your dissertation topic

No	Journal Name	Number of Articles	Percentage
1	Tourism geographics	4	40%
2	Tourism Recreation	3	30%
3	Journal Sustainable	1	10%
4	Sustainable Tourism	1	10%
5	Journal Of Travel	1	10%
Total		10	100%

Based on Table 6, it can be seen that the *Journal of Tourismgeographics* and the *Journal of Tourism Recreation* are the journals that most actively publish journals related to the field of tourism, especially the theme "Night tourism" with percentage values of 40% and 30%. followed by *Journal Sustainable* 10%. We took the topic of "Night Tourism" because there are still a 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	Publisher	Number of Articles	Percentage
1	Taylor & Francis	7	37.21%
2	Journal.sagepub.com	1	27.91%
3	Springer	1	23.26%
4	Openaccesojs.com	1	9.30%
5	Cut	1	2.33%
Total		43	100

Based on Table 7, we found 37.21% or a total of 7 articles published by Taylor & Francis publishers. Furthermore, it was found that the publisher Journal.sagepub.com is in the 2nd position of 1 at 27.91%, followed by the Springer publisher at 23.26% or several 1 articles. Next is the publisher of Openaccesojs.com and Cut in positions 4 and 5 at 9.30% and 2.33%.

3.2. Visualization of topics using VOS Viewer

Figure 2 below shows the results of a plot with *VOS Viewer* to visualize the topic of a research area related to "communities-based tourism". The result is network visualization with the most dominant term (often appearing) being "community" strongly related to "rural community", as well as "part", "research" and "Indonesia".

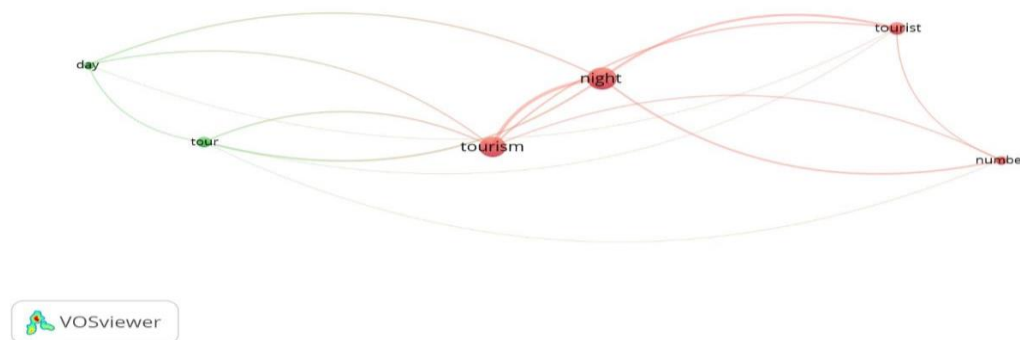


Figure 3. Visualization of area topics using network visualization

From Figure 3 above, it can be seen that the topic of "Night Tourism" related to resilience, crisis, aspect, and research shows the latest trends in research related to "Night Tourism". Meanwhile, research related to "tourist" is strongly associated with "Tour", as well as "Tourism", "Number" and "Night".

Table 8 presents keywords that represent each cluster in VOS Viewer

Table 8. Keywords that represent each *cluster*

Cluster	Items	Element
1	4 items	1) Night 2) Tourism 3) Tourist 4) Number
2	2 Items	1) Day 2) Tour

From Table 8 above, the number of clusters formed is 2 with each term in it *Night, Tourist, Tourism, Number, Day, Tour*. Next, Figure 4 below presents a visualization of the topic area based on *overlay visualization*

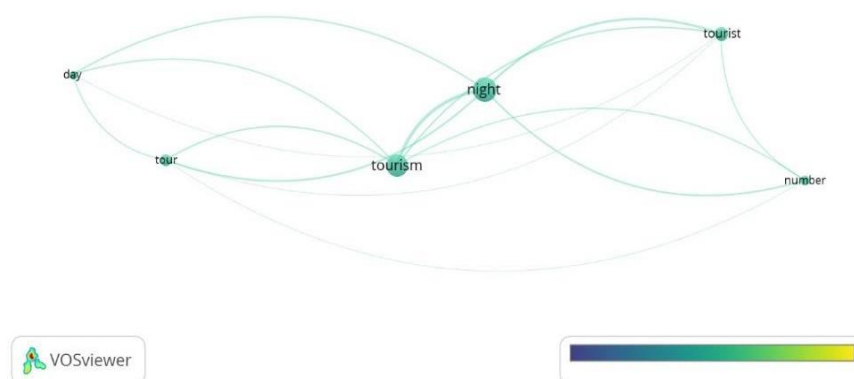


Figure 4. Visualize topic areas using overlay visualization

From Figure 4 above, it can be seen that the related "Night Tourism" topic shows recent trends in research related to "tourist". Meanwhile, related research is strongly associated with "night", "number" and "tour". Next Figure 5 shows the density (density) related to the topic under study, presented in the following figure 5:

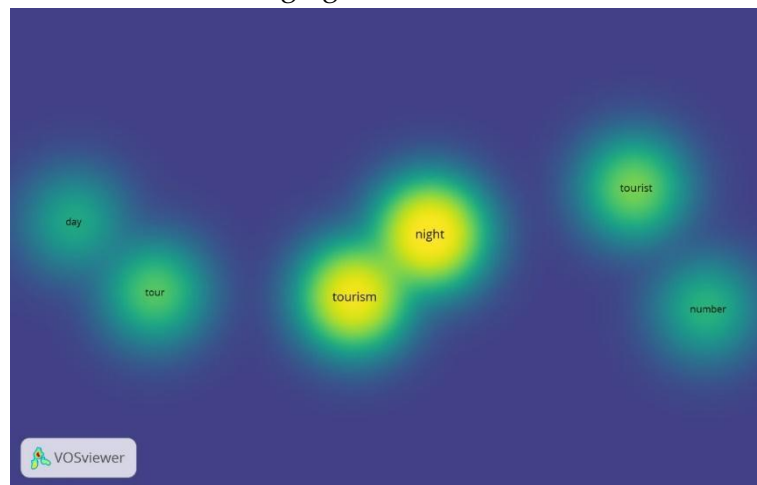


Figure 5. Visualization of topic areas using *density visualization*

When viewed from the density (density) of research on topics related to "Night tourism" marked in yellow. Based on this, the density with yellow indicates "Night". Meanwhile, other topics such as "Tourism", "Tourist" and others are still rarely studied related to "Tour".

3.3. Authors and Relationships Between Authors

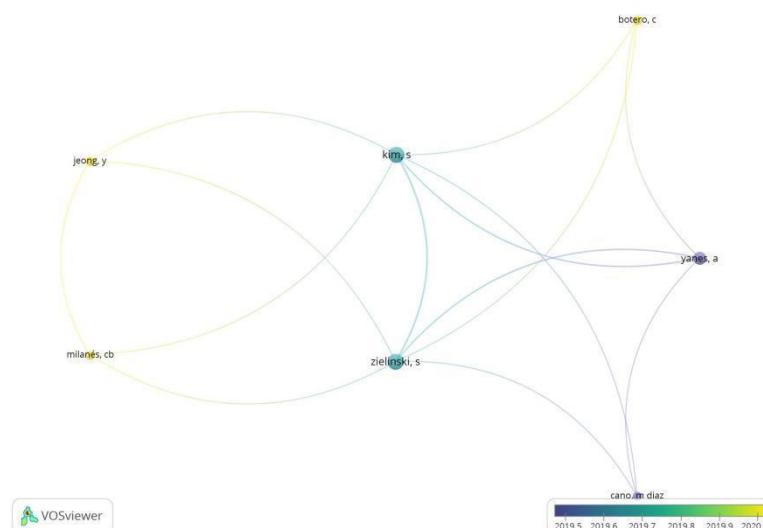


Figure 6. Author and co-author overlay visualizations

From Figure 6 above, the most prominent involvement between authors is Yane, A with his *co-authorship* is Kim, S, Zielski, 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 *community-based tourism*, are presented in Table 9 below:

Table 9. Country of research location and research domain

No	Country	Number of Articles	Research domain
1	Indonesian	10	CBT
2	China	7	CBT
Total		17	

Based on Table 9 above, most *Night Tourism* research locations in Indonesia are in the domain of community-based tourism (CBT) research. The next research location tied 2 is in China with the research domain of communities based tourism (CBT),.

4. Conclusion and Suggestions

Night Tourism has been widely studied before. This paper has succeeded in presenting a bibliometric analysis related to night tourism. We found that most 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 "night tourism" and "sustainable night tourism". When viewed from the *Overlay Visualization*, the topic of "night tourism" shows the latest trends in research related to "rural communities". The suggestion conveyed is: that in future research, it needs to be studied more widely and more samples or using data that is not from *Google Scholar*.

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