

Academic Weekly Digest

School of Hospitality & Tourism Management



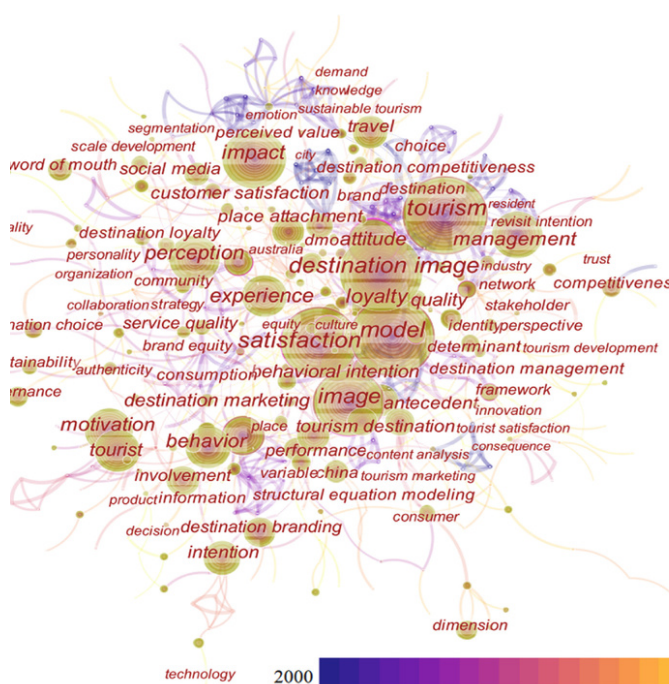
How has tourism destination research changed in the past 20 years?

Literature reviews serve as cornerstones for advancing the corpus of existing knowledge. Prior destination research reviews often provide a fragmented overview as they use a singular literature review technique. In this article, [Dr Marion Karl](#) and colleagues use qualitative and quantitative review techniques to analyse the evolution of destination studies from 2000 to 2020.

Tourism destination research from 2000 to 2020: A systematic narrative review in conjunction with bibliographic mapping analysis

Dr Marion Karl

After nearly five decades of investigation, destination research has accumulated a wealth of research findings and formed a range of unique research themes. Destination research has expanded from tourism research into neighbouring disciplines, such as economics, management, geography, sociology, and psychology. This interdisciplinary convergence has given rise to a range of new research topics, such as destination image, governance, destination competitiveness or branding. The unprecedented growth of the tourism industry before the COVID-19 pandemic has fostered many sub-fields of destination scholarship leading to a rather fragmented research area, creating in-depth, profound, and complex destination knowledge that is not connected on a higher level of understanding destinations.



“Macro level challenges to destination management need to be at the centre of future destination studies”

In our study, we apply a qualitative and quantitative literature review approach in order to provide a more coherent picture of the overall knowledge discerned from destination studies. Bibliometric algorithms are used to determine authorships, popular topics, thematic clusters, and structural variations in 1393 destination studies between 2000 and 2020. We also introduce SVA techniques to visualize details in how studies bridge thematical clusters and advance existing literature networks. Based on our analysis, we develop a framework that illustrates the major topics of interest at the macro, meso, and micro levels in destination studies.

Further Reading:

Huang, G. I., Karl, M., Wong, I. A., and Law, R. (2023). Tourism destination research from 2000 to 2020: A systematic narrative review in conjunction with bibliographic mapping analysis. *Tourism Management*

Link: bit.ly/3O7uQEA