

## DESTINATION BRAND EXPERIENCE AND THEIR IMPACT TO WORD-OF-MOUTH LITERATURE: A BIBLIOGRAPHY ANALYSIS

<sup>1</sup>ANITA MAULINA, <sup>2</sup>IWAN SUKOCO, <sup>3</sup>BAMBANG HERMANTO, <sup>4</sup>NENDEN KOSTINI

<sup>1</sup>Department of Social and Political Science, Universitas Padjajaran, Jl. Bukit Dago Utara No.25,  
Dago, Kecamatan Coblong, Kota Bandung, Jawa Barat 40135, Indonesia  
STIAMI Institute, Jl. Pangkalan Asem Raya No. 55, Jakarta Pusat  
Email: anita19006@mail.unpad.ac.id  
anita@stiami.ac.id

Orcid: <https://orcid.org/0000-0002-0539-5086>

<sup>2</sup>Department of Social and Political Science, Universitas Padjajaran, Jl. Bukit Dago Utara No.25,  
Dago, Kecamatan Coblong, Kota Bandung, Jawa Barat 40135, Indonesia  
Email: iwan.sukoco@unpad.ac.id

Orcid: <https://orcid.org/0000-0003-0633-3765>

<sup>3</sup>Department of Social and Political Science, Universitas Padjajaran, Jl. Bukit Dago Utara No.25,  
Dago, Kecamatan Coblong, Kota Bandung, Jawa Barat 40135, Indonesia  
Email: b.hermanto@unpad.ac.id

Orcid: <https://orcid.org/0000-0003-1432-5757>

<sup>4</sup>Department of Social and Political Science, Universitas Padjajaran, Jl. Bukit Dago Utara No.25,  
Dago, Kecamatan Coblong, Kota Bandung, Jawa Barat 40135, Indonesia  
Email: kostini@yahoo.co.id

Orcid: <https://orcid.org/0000-0001-5660-3327>

\* Corresponding Author

anita19006@mail.unpad.ac.id, anita@stiami.ac.id\*, iwan.sukoco@unpad.ac.id

### Abstract:

*Destination Brand experiences is quite different to brand attitudes, brand personality, brand involvement and brand attachment. Researchers use Bibliometrics in R and VOSviewer for the creation of topic dendrogram, conceptual map and trend topic figure. The data provided suggests that the analysis is looking at the topic of Destination Brand Experience and Word of Mouth over a time span of 2001 to 2022. A total of 274 sources were used which include 926 documents were included in the analysis. The annual growth rate of the data is 28.19%. The most important year of publication is 2020, in which a total of 144 articles were published. These findings also underscore the importance of understanding consumer behavior and emotions in order to create a positive brand experience and promote word of mouth.*

*Keywords: Bibliometrics, Destination Brand Experience, Word-of-Mouth*

### INTRODUCTION

Destination brand experience plays a crucial role in shaping the overall travel experience of tourists. It encompasses the sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment (Brakus et al., 2009). It is distinct from other concepts such as brand attitudes, brand personality, brand involvement, and brand attachment (Barnes et al., 2014a). Unlike brand attitudes which are general evaluations, brand experiences are specific reactions to specific brand stimuli (Brakus et al., 2009). This concept of destination brand experience is closely linked to the idea of word-of-mouth, which refers to the informal communication between individuals about a product, service, or brand. It is considered to be one of the most powerful forms of marketing as it is based on personal recommendations and trust.

Consumer trust in word-of-mouth recommendations is often higher than trust in traditional advertising, as it is perceived as being less biased and more credible. This is why destination brand experience is an important aspect to focus on in the travel and tourism industry (Barnes et al.,



2014a), as it plays a crucial role in shaping the perceptions and recommendations of visitors (Rasoolimanesh et al., 2021). Positive word-of-mouth can lead to increased return visits (Jiang & Chen, 2019) and recommendations to others (Almohaimmeed, 2020), ultimately leading to increased revenue and growth for the destination.

The rise of social media has greatly influenced the way tourist source and assess information about tourist products and destinations (Tsai & Bui, 2021). Now, tourists can easily share their travel experiences through text-based posts, photographs, and real-time videos on social media. This has led to an increased focus on the importance of destination brand experience and word of mouth in the tourism industry. As the millennial and Gen Z generations become an increasingly important segment of the travel market market (Ek Styvén & Foster, 2018), understanding their behavior and expectations has become important for tourism managers (Tsai & Bui, 2021). These generations are known to be more influenced by online reviews and personal recommendations when making travel decisions.

To effectively engage with these generations, researcher must have a thorough understanding of the role that destination brand experience and word-of-mouth play in shaping their perceptions and intentions. By designing strategies that align with these factors, this paper used bibliometric analysis to gain this understanding. This research method uses bibliometric analysis to examine the patterns and trends in scholarly literature. Researcher found, bibliometric analysis significantly improves the quality of the literature review by introducing a transparent, systematic, and reproducible review process (Donthu et al., 2021). It provides means for mapping the research fields and influential work without subjective bias that is imperative for holistic aid to the literature process (Ellegaard & Wallin, 2015).

Bibliometrics it is possible to identify the essential quantitative variables of a particular research stream. To conduct the analysis, this paper used the bibliometrics (*biblioshiny*) in R (Aria et al., 2020) and VOSviewer visualize data (van Eck & Waltman, 2010). Bibliometrix (*biblioshiny*) a shiny app providing a web-interface for bibliometrics was used for the creation of topic dendrogram, conceptual map and trend topic figure (Performance analysis). Moreover, to make it possible to analyse the most active topics areas, researcher picked out the main significant “Destination Brand Experience and Word-of-Mouth” using a conceptual chart to identify more specific research fields and to identify and read the most cited papers.

## LITERATURE REVIEW

### ***Destination Brand Experience***

Destination brand experience refers to the overall feelings, impressions, and emotions that a person has when visiting a particular destination. Experiences has three major factors, internal person, interpersonal and external environmental (M Jackson, 2019). It is a holistic concept that encompasses all the various touchpoints and interactions that a person has with the destination, including the physical environment (Wang, 2022), local culture (Ergun et al., 2022) and customs, facilities and amenities, and the people who live and work there. A destination's brand experience can be shaped by many different factors, including the destination's history (Asseraf & Shoham, 2017), culture, natural surroundings (Dedeoğlu et al., 2019), and the level of hospitality (S Sahin & Baloglu, 2014) and service provided to visitors.

Creating a strong destination brand experience is important for a number of reasons. For one, it can help to attract and retain tourists (Barnes et al., 2014a), as people are more likely to visit and return to a destination if they have a positive experience there. A strong destination brand experience can also be an important factor in building a positive reputation for the destination (Ghafari et al., 2017), which can help to boost its attractiveness to both tourists and potential investors (Bose et al., 2022). In order to create a strong destination brand experience, it is important for destinations to have a clear understanding of their target audience and to develop a brand identity that resonates with this audience (Girish & Lee, 2019). This may involve designing marketing campaigns (Shafaei & Mohamed, 2015) and developing initiatives that showcase the unique attributes of the destination and highlight the experiences that are available there. It may also involve working with local businesses (Amani,



2022) and organizations to ensure that the destination's brand experience is consistently delivered across all touchpoints. This may involve training local staff in customer service and hospitality, as well as ensuring that facilities and amenities are well-maintained and meet the needs of visitors (Pitt et al., 2020). Ultimately, the goal of destination brand experience is to create a positive, memorable, and enjoyable experience for all who visit.

#### ***Word of Mouth***

Word of mouth refers to the communication of information and opinions about a product (Jalilvand & Samiei, 2012), service (Hudson et al., 2015), or experience through personal recommendations (Tham et al., 2013) and conversations between individuals (S Sahin & Baloglu, 2014). Word of mouth can be a powerful marketing tool (Zenker et al., 2017), as people often trust the recommendations of friends, family, and other people they know more than they trust formal marketing messages (Simin Zhou et al., 2020). Word of mouth can be generated by a variety of different sources, including personal experience (Kaushal & Yadav, 2021) with a product or service, media coverage, and online reviews and ratings. It can also be influenced by the overall customer experience with a company (L. Chen et al., 2019), including the quality of the product or service, the level of customer service, and the overall brand image (S Sahin & Baloglu, 2014) and reputation (Ghafari et al., 2017).

There are several ways in which businesses and organizations can encourage word of mouth and leverage it as a marketing tool. One way is to focus on providing high-quality services, as well as excellent customer service, which can lead to positive word of mouth from satisfied customers (N. Chen & Dwyer, 2018). Another way is to actively seek out opportunities for media coverage and online reviews, as these can help to spread word of mouth about the company's products or services. Businesses and organizations can also use social media and other online platforms to encourage and facilitate word of mouth. For example, they can create social media accounts and engage with their followers, respond to online reviews and ratings, and use hashtags and other tactics to encourage people to share their experiences with the company's products and services online. Word of mouth can be a valuable asset for businesses and organizations, as it can help to build trust, drive sales, and create a positive reputation for the company. By focusing on providing high-quality products and services and fostering a positive customer experience, businesses and organizations can help to generate positive word of mouth and use it to their advantage.

### **METHODS**

We employed bibliometric mapping to carry out this study, with the goal of identifying relevant articles. The systematic mapping review began by outlining the main aim and scope. Bibliometric mapping was chosen as the research method because it is well-regarded for its ability to review and condense large amounts of data, and it can be analyzed through both quantitative and qualitative approaches (Donthu et al., 2021).

#### ***Study Design (Define the aims and scope of the bibliometric study)***

The concept of brand experience has gained significant attention in the field of marketing in recent years. It is widely recognized that understanding how consumers interact and engage with brands is essential for developing effective marketing strategies for products and services (Brakus et al., 2009). To gain a deeper understanding of the current state and future research directions of the brand experience field, we propose using a bibliometric mapping approach. By utilizing a bibliometric mapping approach, we can gain a deeper understanding of the current state and future research directions of these concepts, and ultimately use this knowledge (Aria & Cuccurullo, 2017; Donthu et al., 2021). The bibliometric scheme proposed in Figure 1, can assist in conducting systematic mapping of the study. With this approach, we can gain a comprehensive understanding of the key trends and themes within the brand experience field, and identify potential areas for future research.

This research delves deep into the overall field of study and its specific areas of focus, identifying the leading scholars and academic publications while also analyzing their connections and disconnections. To fully understand the state of the literature in this field where the natural sciences intersect with the social sciences, this paper aims to address a number of questions that will shed light on the current trends and provide guidance for future research. For these reasons, the following



multiple research questions were used (Zupic & Čater, 2015), this study addresses the following questions:

**RQ1:** What are the influential aspects of Destination Brand Experience and Word-of-Mouth literature in the field of Tourism Destinations through bibliometrics performance analysis?

**RQ2:** Using mapping and network analysis, what are the main trends and key themes in Destination Brand Experience and Word-of-Mouth literature in the field of social sciences?

**RQ3:** To prepare for the future, what comprehensive lessons can we take from the past literature, and what future

agendas can be set through a bibliometrics analysis of Destination Brand Experience and Word-of-Mouth in the field of Tourism Destinations?

#### **Data Analysis**

This paper discusses the use of bibliometric analysis techniques, which are divided into two categories: performance analysis and science mapping (Aria & Cuccurullo, 2017; Donthu et al., 2021). Performance analysis examines the contributions of research components, while science mapping looks at the connections between them. The paper suggests that different techniques should be chosen based on the goals, scope, and research questions of the study. When examining the history, current state, and future of a research field, a combination of co-citation analysis for the past, bibliographic coupling for the present, and co-word analysis for notable words in future research directions of full texts can be used (Donthu et al., 2021).

This study employed data analysis techniques using 'biblioshiny' and vosviewer to identify key patterns and trends in the existing literature on Destination Brad. The 'biblioshiny' tool, provided by the R-program, was used to conduct a bibliometric analysis of the literature, including the creation of a matrix that included and classified all of the documents (Aria & Cuccurullo, 2017; Campa et al., 2021). The vosviewer software was then utilized to visualize the data and create visual representations, such as a topic dendrogram and a conceptual map, to better understand the relationships and connections between different research streams (van Eck & Waltman, 2010). These data analysis techniques allowed the researcher to identify gaps in the existing literature and provide valuable insights into the current state of research in the field of infectious diseases.

#### **Data Collection**

Data was gathered from Scopus, one of the most comprehensive sources of indexed academic work. We adopted several criteria such as the relevance to our study objective, subject area, language, and time period. An initial cursory reading of abstracts was used to identify peer reviewed articles that were directly related to the objective of the study. The paper adopts essential keywords that identify a large research field and their relationship at the micro-level. Table 1 show representation of the research.

#### **Performance Bibliometrics Result**

The research focuses on identifying key sources, journals, authors, institutions/affiliations, and countries in the literature on destination brand experience and word-of-mouth by analyzing their performance (**RQ1**). To streamline the analysis, the researcher only included journal articles and articles written in English in their search query. The use of a single language in the analysis is beneficial as it allows for more efficient bibliometric analysis, which includes comparing keywords, article sources, and affiliations. Table 2. shows the main information of the number of articles per year, average citation per year and reveals a markedly exponential trend.

The data provided suggests that the analysis is looking at the topic of Destination Brand Experience and Word Of Mouth over a time span of 2001 to 2022. A total of 274 sources were used which include journals, books, and other, and 926 documents were included in the analysis. The annual growth rate of the data is 28.19%. The average age of the papers is 4.19 years, and the average number of citations per document is 31.16. A total of 63219 references were used in the analysis, indicating a thorough examination of the topic. The authors used 2653 keywords in their analysis, and there were 2197 authors involved in the research, 73 of them being single-authored documents. The co-authors per document are 2.93 and 33.48% of the authorships are international. This data suggests that the analysis is comprehensive, and the high annual growth rate and international co-authorships show



the popularity and relevance of the topic in the research community. Figure 2. shows the evolution of the number of articles per year, and average citation per year and reveals a markedly exponential trend.

The data provided suggests that the most important year of publication is 2020, in which a total of 144 articles were published. The mean number of citations per article in that year is 18.17. This is followed closely by the year 2021, with 169 articles published and a mean number of citations per article of 8.5. It's clear that the amount of publications has increased significantly over the years, with a steady increase in number of articles published in each year. However, when we look at the mean number of citations per article, the highest is in 2005, in which 3 articles were published with a mean of 106.33 citations per article. This is followed by 2007, in which 3 articles were published with a mean of 241.67 citations per article. The mean number of citations per article decreases in the following years, indicating that articles published in more recent years are receiving fewer citations on average. It appears that 2020 and 2021 are the most important years in terms of the number of articles published, but 2005 and 2007 are the most important years in terms of the mean number of citations per article.

### **1. Publication and Citations aspect of Destination Brand Experience and Word-of-Mouth Literature**

An initial overview of the journals with the highest number of publications and citations is shown. Figure 2 lists the fifteen journals that have published the highest number of articles on the collection, Figure 3 list the fifteen journals that have Most Frequently Cited Source, and Figure 3 H index Publications of Destination Brand Experience and Word-of-Mouth Literature.

The data provided highlights the journals within the tourism field that have the most publications, citations, and impact on the topic of Destination Brand Experience and Word of Mouth. The journal Sustainability has the highest number of articles published, with 56 articles. However, when it comes to citations, Tourism Management has the most with 4376 citations. Journal of Travel Research is also highly cited with 2818 citations and has the highest H-index value with 25. Other journals that have a high number of publications, citations, and H-index values include Journal of Destination Marketing and Management, Journal of travel and Tourism Marketing, and Journal of business Research. The data suggests that journals within the tourism and hospitality field have a high level of impact and influence on the topic of Destination Brand Experience and Word of Mouth.

### **2. Most Influential Authors, Affiliations and Countries of Destination Brand Experience and Word-of-Mouth Literature**

The field of Destination Brand Experience and Word-of-Mouth literature is a rapidly growing area of research, with a diverse range of authors, affiliations, and countries represented. Among the most influential authors in this field are those who have made significant contributions to our understanding of how destination branding and word-of-mouth impact. These authors come from a wide range of academic backgrounds and institutions, including universities, research centers, and consulting firms. The Article are also based in countries all over the world, with a significant representation. As the field continues to evolve, it is important to acknowledge and recognize the contributions of these leading scholars, as their work helps to shape our understanding of the key issues and challenges facing tourism.

### **3. Most Influential Authors of Destination Brand Experience and Word-of-Mouth Literature**

This section identifies the most cited authors regarding Destination Brand Experience and Word-of-Mouth literature. Table 3 identifies the authors and their publications in the 25 top rankings based on H, M, G index, total citation (TC), and net production (NP) and publication starting year (PY start). The table provided lists various authors and their respective H-index, G-index, M-index, total citations (TC), number of papers (NP), and publication year (PY) values. The H-index is a measure of an author's productivity and impact in their field, with a higher value indicating a greater number of highly cited papers. The G-index, on the other hand, is a measure of an author's overall scientific output, taking into account both the number of papers and their citations. The M-index, which is the ratio of citations to the number of papers, can indicate the average level of the impact of an author's work. From the table, it appears that the authors with the highest H-index values are *Ahn J, Khan I,*



*Law R*, *Li X*, and *Wang Y*, all of whom have a value of 6. However, when considering the G-index, *Law R* stands out with a value of 9, indicating a higher overall scientific output compared to the other authors with an H-index of 6. Additionally, the M-index values for *Li X* and *Wang Y* are relatively similar, both at 0.462, indicating that both authors have a similar average level of impact for their work.

When examining the total citations and number of papers, it can be seen that some authors have a higher number of papers but lower total citations, such as *Baloglu S* and *Chung N*, while others have fewer papers but higher total citations, such as *Kaushik AK* and *Lee S*. This could indicate that the latter group of authors has a higher impact per paper compared to the former group. Looking at the publication year, it can be observed that the authors in the table have published papers in a range of years, from 2007 to 2019. This suggests that the research on Destination Brand Experience and Word of Mouth literature has been ongoing for a number of years and continues to be an active area of study. The table provides valuable insights into the productivity and impact of the authors in the Destination Brand Experience and Word of Mouth literature.

#### **4. Most Influential Affiliations and Countries of Destination Brand Experience and Word-of-Mouth Literature**

In the field of brand experience and word-of-mouth literature, there are a number of influential affiliations and countries that have made significant contributions to the understanding of these topics. These include academic institutions, and there are certain countries that have a reputation for being at the forefront of this field that have conducted extensive research on the impact of Destination brand experience and Influential Literature. Most Influential affiliations are reported in Figure 6, most influential countries are reported in figure 7, and most cited countries of Destination Brand Experience and Word of Mouth literature reported in Figure 8.

The data provided presents a list of the most influential affiliations in the field of destination brand experience and word of mouth literature. The Hong Kong Polytechnic University leads the pack with 24 articles published in this field, followed closely by Griffith University with 17 articles. Kyung Hee University and University of Central Florida also have a strong presence in this literature with 16 and 14 articles respectively. Other notable institutions include University of Johannesburg, Sun Yat-Sen University, and University of Valencia, each with 13, 12, and 11 articles respectively. The remaining institutions on the list, City University of Macau, Indian Institute of Management, Istanbul University, Macau University of Science and Technology, Sejong University, Temple University, Universiti Teknologi Mara, and Yonsei University, all have 9 articles in this field. This data suggests that there is a significant body of research being conducted in this field, particularly by institutions in Asia, with a strong presence from universities in Hong Kong and South Korea.

The data provided in this table illustrates the production of certain countries within a specific region. The country with the highest production frequency is China, with 305 recorded instances. This is followed by the USA with 227, the UK with 138, and India with 130. Spain and Australia also have significant production numbers, with 119 and 106 respectively. South Korea and Portugal also appear to have a notable presence in production, with 102 and 85 instances recorded. Other countries such as Indonesia, Malaysia, Italy, Turkey, Canada, New Zealand, and South Africa also have production numbers, but they are significantly lower compared to the previously mentioned countries. These statistics suggest that China, the USA, the UK, India, Spain, and Australia are the major players in this specific region's production industry, while the other countries mentioned have a smaller presence in the market.

Figure 8. present most cited countries in the literature on destination brand experience and word-of-mouth are led by the United States, with a total of 5425 articles. China follows closely behind with 3007 articles, and the United Kingdom comes in third with 2521 articles. Other notable countries include Australia, Turkey, Spain, Denmark, India, Korea, Portugal, Germany, Finland, New Zealand, Hong Kong, and Italy. These countries have all made significant contributions to the body of literature on destination brand experience and word-of-mouth, and their research provides valuable insights into the field. It is interesting to note that, the USA and China are leading in this field, which shows how important this topic is for these countries, and how much research has been done in this area.



Also, it is worth mentioning that, countries like Turkey, India, and Hong Kong have relatively smaller number of articles but they still have made significant contributions to the field.

##### **5. Document with most cited articles on the capture of Destination Brand Experience and Word-of-Mouth Literature**

In the field of Destination Brand Experience and Word-of-Mouth Literature, there are a number of influential documents that have been widely cited by researchers and practitioners alike. These documents have made significant contributions to the understanding of destination brands can effectively capture the experience and opinions of their customers, and how this information can be used to improve the overall brand experience and drive word-of-mouth promotion. This part of the study presents the 25 articles that have generated the greatest impact in terms of the total number of citations. The list is shown in Table 4, which also provides information on the title of the paper, the name(s) of the author(s), name of the journal, year of publication and the citations received per year.

The top article, Yuksel et al., (2010) has the highest number of citations with 804. This article examines the relationship between destination attachment and customer loyalty, with a focus on the cognitive, affective, and conative dimensions of loyalty. The study found that destination attachment has a positive impact on customer satisfaction and all three dimensions of loyalty and emphasizes the importance of creating a strong emotional connection with customers. The second most cited article, Qu et al., (2011) has 608 citations. This article presents a model of destination branding that integrates the concepts of branding and destination image. The model suggests that a destination's brand image is a combination of its physical attributes, as well as its perceived image, which is formed by the perceptions of the target market. The study emphasizes the importance of creating a positive destination image in order to attract and retain tourists.

The third most cited article, Munar & Jacobsen, (2014) has 596 citations. This article examines the motivations behind why tourists share their experiences on social media. The study found that the main motivators for sharing tourism experiences on social media are to share personal experiences, to provide information to others, and to gain recognition. The article highlights the importance of understanding the motivations behind social media sharing in order to effectively market to tourists. The fourth most cited article, Pan et al., (2007) has 517 citations. This article explores the implications of travel blogs for destination marketing. The study found that travel blogs have a significant impact on destination image and the decision-making process of potential tourists. The article suggests that destination marketers should pay attention to travel blogs as a source of information and a tool for promoting destinations. The fifth most cited article, Gensler et al., (2013) has 480 citations. This article examines the challenges and opportunities of managing brands in the social media environment. The study found that social media can have a significant impact on brand image and customer engagement, and that social media marketing strategies should be tailored to the specific characteristics of the brand and target audience.

Other highly cited articles in the data also focus on topics such as customer loyalty, emotional experiences, and social media. These articles stress the importance of creating a strong emotional connection with customers, understanding the motivations behind social media sharing, and effectively managing brand image in the digital age.

##### **Exploring Conceptual Framework and Mapping results**

Investigating the literature on Destination Brand Experience and Word-of-Mouth within the social sciences, the main trends and central topics are analyzed. By utilizing a combination of co-citation analysis to examine past research, bibliographic coupling to investigate current studies, and co-word analysis to identify significant words in future research directions, the current state and future direction of the field is examined (RQ2). The VOS viewer software (van Eck & Waltman, 2010) and *Biblioshiny* package in R (Aria et al., 2020) is used to graphically display the co-citation of authors and journals, bibliographic coupling of countries and institutions, and combine word analysis, co-occurrence and then put these networks of words to analyze to Thematic Evolution of Destination Brand Experience and Word-of-Mouth Literature. This analysis proposes a network that allows us to evaluate multiple topics.



### 1. Co-Citations analysis of Destination Brand Experience and Word-of-Mouth Literature

In this analysis, the impact of a publication is determined by the number of citations that it receives. The analysis enables the most influential publications and authors in a research field to be ascertained. Fig. 9 shows the co-citation of authors in the field of this study with a minimum number of citation authors is 100 and meeting the 141 thresholds with the most representative co-citation connection. Fig. 10 shows the co-citation of Journals in the field of this study with a minimum number of citation journals is 100 and meeting 89 thresholds with the most representative co-citation connection. Fig. 11 shows the Bibliometrics coupling of Journals in the field of this study with a minimum number of citation journals is 100 and meeting 89 thresholds with the most representative co-citation connection.

### 2. Bibliography Coupling Analysis of Destination Brand Experience and Word of Mouth Literature

Bibliographic coupling is a technique for science mapping that operates on the assumption that two publications sharing common references are also similar in their content (Kessler, 1963; Weinberg, 1974). The analysis concentrates on the division of publications into thematic clusters based on shared references and is best used within a specific timeframe (Zupic & ˇCater, 2015). Figure 11 shows Bibliographic Coupling of Journals, and Figure 12 show Bibliographic Coupling of Countries.

### 3. Co-Occurrence Network

The Co-Occurrence network of Authors keywords is showing that Destination Brand Experience and Word-of-Mouth can be divided into four streams. Green cluster is the central cluster with high centrality, blue, and red clusters are linked together in terms of themes, meanwhile purple cluster stand-alone. Tourist Destination has the highest centrality. Each group divine the Destination Brand Experience and Word-of-Mouth literature in various research streams.

Figure 13 Show, red cluster appears to focus on topics related to branding and consumer behavior in the context of destination marketing and service quality. Green cluster seems to focus on topics such as co-creation, destination branding, and the psychological aspects of tourism experiences. Blue cluster appears to focus on issues related to authenticity, loyalty to a destination, and tourist behavior and satisfaction. Yellow cluster appears to focus on topics such as ecotourism, the impact of social media on tourism, and sustainable tourism management.

### 4. Word Analysis

Table 6 provides the most frequent words used in Destination Brand Experience and Word of Mouth literature in the field. The table is divided into four parts of Keywords Plus, Authors Keywords, Abstract, and Title.

Based on the data provided, it appears that the topic of *brand experience* is a prevalent one among the authors, with it being the most frequent word in the Authors Keyword and Abstract sections, and the second most frequent in the Titles section. *Social media* also appears to be a popular topic, being the second most frequent word in the Authors Keyword and Titles sections. Other frequent topics include *destination branding*, *satisfaction*, *destination image*, *tourism*, *brand loyalty*, and *tourist experience*. There seems to be a focus on *customer satisfaction*, *user-generated content*, *loyalty*, *co-creation*, *branding*, and *word-of-mouth*. The Keywords Plus section also includes words related to *tourism* and *marketing*, as well as *perception*, *social media*, and *tourism management*. Some new trends or topics like COVID-19 and *hotel industry* are also reported in the data. It appears that the authors have a focus on understanding how customers interact with and perceive brands in the context of tourism, including the use of social media. Terms used in abstract and title are more generic that are less likely to produce any theme or research stream (Nasir et al., 2020). Figure 9 shows word cloud made from abstract.

### 5. Thematic Evolution

We used Abstract to the thematic evolution depicts the history of themes and how these themes evolved (Aria et al., 2020). The thematic evolution is made using *biblioshiny* in R and with three segments of time. This time segmentation is based on the subjective judgement of the authors keeping in view the better representation of thematic evolution. Researcher use the cutting points (in year) 2017, 2020, 2021. The first segment is from 2001 to 2017, the second segment is from 2018





to 2020, third is from 2021 to 2022. The characteristic Destination Brand Experience and Word-of-Mouth literature always change over time. Figure 16 show 3 Slice Thematic Evolution.

## DISCUSSION AND FUTURE RESEARCH

### 1. *Development of Destination Brand Experience and Word of Mouth Literature*

The research focuses on identifying key sources, journals, authors, institutions/affiliations, and countries in the literature on destination brand experience and word-of-mouth by analyzing their performance (RQ1). The data provided suggests that the analysis is looking at the topic of Destination Brand Experience and Word of Mouth over a time span of 2001 to 2022. A total of 274 sources were used which include 926 documents were included in the analysis. The annual growth rate of the data is 28.19%. The average age of the papers is 4.19 years, and the average number of citations per document is 31.16. A total of 63219 references were used in the analysis, indicating a thorough examination of the topic. The authors used 2653 keywords in their analysis, and there were 2197 authors involved in the research, 73 of them being single-authored documents. The co-authors per document are 2.93 and 33.48% of the authorships are international. This data suggests that the analysis is comprehensive, and the high annual growth rate and international co-authorships show the popularity and relevance of the topic in the research community. Figure 2. shows the evolution of the number of articles per year, and average citation per year and reveals a markedly exponential trend.

The most important year of publication is 2020, in which a total of 144 articles were published. The mean number of citations per article in that year is 18.17. This is followed closely by the year 2021, with 169 articles published and a mean number of citations per article of 8.5. It's clear that the number of publications has increased significantly over the years, with a steady increase in number of articles published in each year. However, when we look at the mean number of citations per article, the highest is in 2005, in which 3 articles were published with a mean of 106.33 citations per article. This is followed by 2007, in which 3 articles were published with a mean of 241.67 citations per article. The mean number of citations per article decreases in the following years, indicating that articles published in more recent years are receiving fewer citations on average. It appears that 2020 and 2021 are the most important years in terms of the number of articles published, but 2005 and 2007 are the most important years in terms of the mean number of citations per article.

Figure 3 provided highlights the journals within the tourism field that have the most publications, citations, and impact on the topic of Destination Brand Experience and Word of Mouth. The journal Sustainability has the highest number of articles published, with 56 articles. However, when it comes to citations, Tourism Management has the most with 4376 citations. Journal of Travel Research is also highly cited with 2818 citations and has the highest H-index value with 25. Other journals that have a high number of publications, citations, and H-index values include Journal of Destination Marketing Tourism.

As time goes by the tourism market is growing and changing, tourism management must be alert to this evolution to generate trust and loyalty from visitors. Business actors must take advantage of innovation and customer information to improve the quality of existing services. Visitor experience is one of the important things that must be considered in the era of social media. The trend shows in the segment is from 2016 to 2018, Destination Brand Experience and Word-of-Mouth literature always in touch with social media and the internet. Social media and the internet are closely related to visual and verbal communication. The provision of memorable experiences is particularly important to the tourism industry as its core business is to provide experiences. Brand experience scale is composed of four aspects: sensory, affective, intellectual and behavioral brand experience (Brakus et al., 2009).

The main trends and key themes in Destination Brand Experience and Word-of-Mouth literature in the field of social sciences have been investigated by using mapping and network analysis (RQ2). By utilizing a combination of co-citation analysis to examine past research, bibliographic coupling to investigate current studies, and co-word analysis to identify significant words in future research directions, the current state and future direction of the field is examined. The VOS viewer software



(van Eck & Waltman, 2010) and *Biblioshiny* package in R (Aria et al., 2020) were used to graphically display the co-citation of authors and journals, bibliographic coupling of countries and institutions, and combine word analysis, co-occurrence and then put these networks of words to analyze to Thematic Evolution of Destination Brand Experience and Word-of-Mouth Literature. The co-citations analysis of Destination Brand Experience and Word-of-Mouth Literature was used to determine the impact of a publication by the number of citations it receives. The analysis enabled the most influential publications and authors in the research field to be ascertained. Figures 9, 10 and 11 show the co-citation of authors, journals and bibliometrics coupling of journals in the field of this study with a minimum number of citation authors is 100 and meeting the 141 thresholds with the most representative co-citation connection.

The Co-Occurrence network of Authors keywords analysis shows that Destination Brand Experience and Word-of-Mouth can be divided into four streams. Green cluster is the central cluster with high centrality, blue, and red clusters are linked together in terms of themes, meanwhile purple cluster stand-alone. Tourist Destination has the highest centrality. Each group divine the Destination Brand Experience and Word-of-Mouth literature in various research streams. Figures 13 and 14 show the Co-Occurrence Network Analysis and Overlay Visualization Network Analysis respectively.

The red cluster appears to focus on topics related to branding and consumer behavior in the context of destination marketing and service quality. Green cluster seems to focus on topics such as co-creation, destination branding, and the psychological aspects of tourism experiences. Blue cluster appears to focus on issues related to authenticity, loyalty to a destination, and tourist behavior and satisfaction. Yellow cluster appears to focus on topics such as ecotourism, the impact of social media on tourism, and sustainable tourism management. Table 6 provides the most frequent words used in Destination Brand Experience and Word of Mouth literature in the field. The table is divided into four parts of Keywords Plus, Authors Keywords, Abstract, and Title. The literature on Destination Brand Experience and Word-of-Mouth within the social sciences reveals that the main trends and central topics include branding and consumer behavior, co-creation and destination branding, authenticity and loyalty, and ecotourism and sustainable tourism management. The use of mapping and network analysis tools allows for a comprehensive understanding of the field and can aid in identifying future research directions.

## **2. Future Research**

Exploring Destination Brand Experience and Word of Mouth Literature for future research fields (RQ3) is the aim in this paper. Many studies have been conducted in the past 40 years to understand the quality of tourist destinations at the level of tourist spots, by using different theoretical models. This framework plays a significant role in creating a positive brand experience for tourists and promoting word of mouth. Three considerations for destination management organizations are creating opportunities for past visitors to narrate memorable tourism experiences (R. Chen et al., 2020; Kuhzady et al., 2020a; Lee et al., 2020; Mohammad Shafiee et al., 2021), involving industry partners to build relevant destination images, and greater engagement with social media (Ek Styvén & Foster, 2018; Kuhzady et al., 2020b). This approach is crucial for creating a positive brand experience for tourists and promoting word of mouth (Mohammad Shafiee et al., 2021). By giving tourists the opportunity to share their experiences (Alabau-Montoya & Ruiz-Molina, 2020; Tsai & Bui, 2021; S Zhou et al., 2020), organizations can gain valuable feedback (Tan & Yeo, 2020) and insights that can be used to improve the destination's offerings and overall experience (So et al., 2018). Involving industry partners in building a relevant image also helps to create a consistent brand image that aligns with the destination's unique characteristics (Joshi & Garg, 2022; Kemp et al., 2012).

Greater engagement with social media can help organizations to reach a wider audience and increase brand awareness. Social media are increasingly relevant as part of tourism practices affecting destinations and businesses (Brochado et al., 2020; So et al., 2018; Tsai & Bui, 2021). Social media platforms like Facebook, Twitter, and Instagram, have become powerful tools for promoting destinations and engaging with potential tourists. By leveraging these platforms, organizations can create a strong brand presence and increase word-of-mouth promotion. Technologies that are perceived as interesting and valuable instruments are likely to evoke feelings of delight or joy and



encourage increased usage (Tsai & Bui, 2021). The emotional model assumes that feelings are an important component of experience because goals are thought to include, for example, sensory pleasures, daydreams and enjoyment (S J Barnes et al., 2014).

Affective evaluations together determine to a great extent the intention to visit destination (Safak Sahin & Baloglu, 2014). Affective brand experience refers to feelings, sentiments and emotions (Barnes et al., 2014). In the past Yan et al., (2018) consider, emotions and behavior while travelling, most studies only pay attention to the influence of emotions on people's behavioral intentions. While, Behavioral brand experience refers to physical actions, bodily experiences and behaviors (Barnes et al., 2014). Impact of negative word of mouth commentaries and future avoidance behaviours to destinations associated with negative tourist experiences (Mervyn Jackson, 2019). Since tourists with positive affect tends to comment on social media, managers of social media platforms should take more measures to stimulate consumers to publish positive e-Word-of-Mouth (Brochado et al., 2020; C. Chen et al., 2021; Y. F. Chen et al., 2022). This signifies, Intellectual brand experience refers to thought, stimulation of curiosity and problem solving.

Extant studies on management response have developed a fundamental understanding of the dimension and approach of organizational response as well as its message characteristics. These studies have shown that effective organizational response can help to mitigate negative word-of-mouth and enhance positive word-of-mouth. Understanding the dimension and approach of organizational response and its message characteristics is crucial for destination management organizations to create a positive brand experience and promote word-of-mouth.

The uniqueness of their travel experience will make them not only feel more unique as individuals, but the more unique they feel based on their experiences, the more likely they are willing to share their experience on social media (Ek Styvén & Foster, 2018). Sharing practices through social media appear as valuable articulations of sociability and emotional support, while having lesser relevance as information sources for holiday decision-making (Munar & Jacobsen, 2014). There is a strong bias towards attributing negative tourist incidents to oneself, regardless of the tourist's gender, cultural background, or the severity of the situation. This is because people tend to pay more attention to their emotional responses to the activities and the environment they are in (Mcneely et al., 2020).

Businesses must take advantage of innovation and customer insights to improve the quality of existing services. Visitor experience is one of the important things that must be considered in the era of social media. Destinations are considered as a defined geographical region which is understood by its visitors as a unique entity, with a political and legislative framework for tourism marketing and planning (S J Barnes et al., 2014a). Taking the above into that, advances in information and communication technology are enabling residents to play an increasingly important role in tourism marketing and in attracting potential tourists to a destination. (N. C. Chen et al., 2014). Business actors, Government and all those involved in the tourism business can develop elements on social media or the internet that can help promote and improve the tourist experience.

Co-occurrence analysis has revealed that brand love, consumption behavior, and ecotourism have emerged as significant factors in the development of destination brand experience and word of mouth literature. This suggests that these elements play a crucial role in shaping the overall perception and reputation of a destination and should be taken into account when developing new research in the future. These findings also underscore the importance of understanding consumer behavior and ecotourism, as they can greatly impact the success of destination branding and marketing efforts. Future research can further explore the impact of brand coolness on emotional and behavioral outcomes by including more data collection, covering several international markets where the brand operates. The study could include other outcomes such as brand loyalty, purchase intentions, brand commitment, and brand trust, which are identified as brand love outcomes in the marketing literature, also investigate the conceptual model by separating products from services, and by using a longitudinal design with proper time intervals to see how the predictors of this model translate to distant outcomes.

Future research can explore the relationships between introduced variables (e.g., memorable experience, destination attractiveness, tourist- destination identification, destination love, and



tourist behaviors) in other tourism cities and compare the results. These limitations, however, can open new avenues for future researchers, such as considering a pragmatic approach and gender differences in understanding the issue. Future studies should analyze the effects of consumption values on more specific categories and with more subdivided consumer groups. Experiential consumption values should also be examined through experimental design to determine which elements are more effective.

Destination Brand Experience and Word of Mouth Literature is a rich and dynamic field of study, with many opportunities for future research. By exploring the different theoretical models, considerations for destination management organizations, and management response, researchers can gain a deeper understanding of how to create a positive brand experience and promote word-of-mouth. This knowledge can be used by destination management organizations to improve their offerings and attract more tourists to their destinations. In recent years, advancements in technology have allowed for the efficient analysis of large amounts of data collected from social networks and e-commerce, leading to the development of new analytical models for understanding tourists' perceptions of quality. This has made it crucial for businesses and marketing strategies to identify and analyze the factors that influence a tourist's intention to return to a destination, their intention to return as land tourists, and their likelihood of recommending the destination to others.

The conceptual framework has cleared some themes for research directions. These directions can be explored by using the following point.

1. Destination Brand Experience literature needs to be developed and more focused on their emotional responses.
2. The tendency of people, especially millennials and Gen Z, to always share their experiences through social media. Then, people who see it decide to travel.
3. Tourists travel by considering their attitudes and behavior towards the tourist destinations they are going to; they will consider the words of others and see the experiences of people they find on social media.

Therefore, businesspeople and governments who manage tourist destinations must consider and develop their market on the internet, especially social media which is often used by the public, especially millennials and Gen-Z. This is to develop a positive word-of-mouth among tourists and hope that their experience when traveling will be developed again and spread to friends or those who are seen.

## CONCLUSION

This study, given the exponential growth in the number of publications on social media, has proposed a narrower focus only on publications that have considered data management within digital marketing and social media. A total of 947 publications were extracted and subsequently analyzed from the Scopus Core Collection, covering a period of twenty-two years from 2000 to 2022. The bibliometric analysis also reveals an exponential increase in the number of publications and citations in this area during the period analyzed. The research focuses on identifying key sources, journals, authors, institutions/affiliations, and countries in the literature on destination brand experience and word-of-mouth by analyzing their performance. An initial overview of the journals with the highest number of publications and citations is shown. The data provided highlights the journals within the tourism field that have the most publications, citations, and impact on the topic of Destination Brand Experience and Word of Mouth. Certain journals have a high number of publications, citations, and H-index values.

The main trends and key themes in Destination Brand Experience and Word-of-Mouth literature in the field of social sciences have been investigated by using mapping and network analysis. The VOS viewer software and Biblioshiny package in R were used to graphically display the co-citation of authors and journals, bibliographic coupling of countries and institutions, and combine word analysis, co-occurrence and then put these networks of words to analyze to Thematic Evolution of Destination Brand Experience and Word-of-Mouth Literature.

Many studies have been conducted in the past 23 years to understand the quality of tourist destinations at the level of tourist spots, by using different theoretical models. This framework plays a significant role in creating a positive brand experience for tourists and promoting word of mouth. Co-occurrence analysis has shown that brand love, consumption behavior, and ecotourism are key themes in recent years in the literature on destination brand experience and word of mouth. This suggests that these elements play a crucial role in shaping the overall perception and reputation of a destination and should be considered when developing new research in the future. These findings also underscore the importance of understanding consumer behavior and emotions to create a positive brand experience and promote word of mouth. The emotional model assumes that feelings are an important component of experience because goals are thought to include, for example, sensory pleasures, daydreams, and enjoyment.


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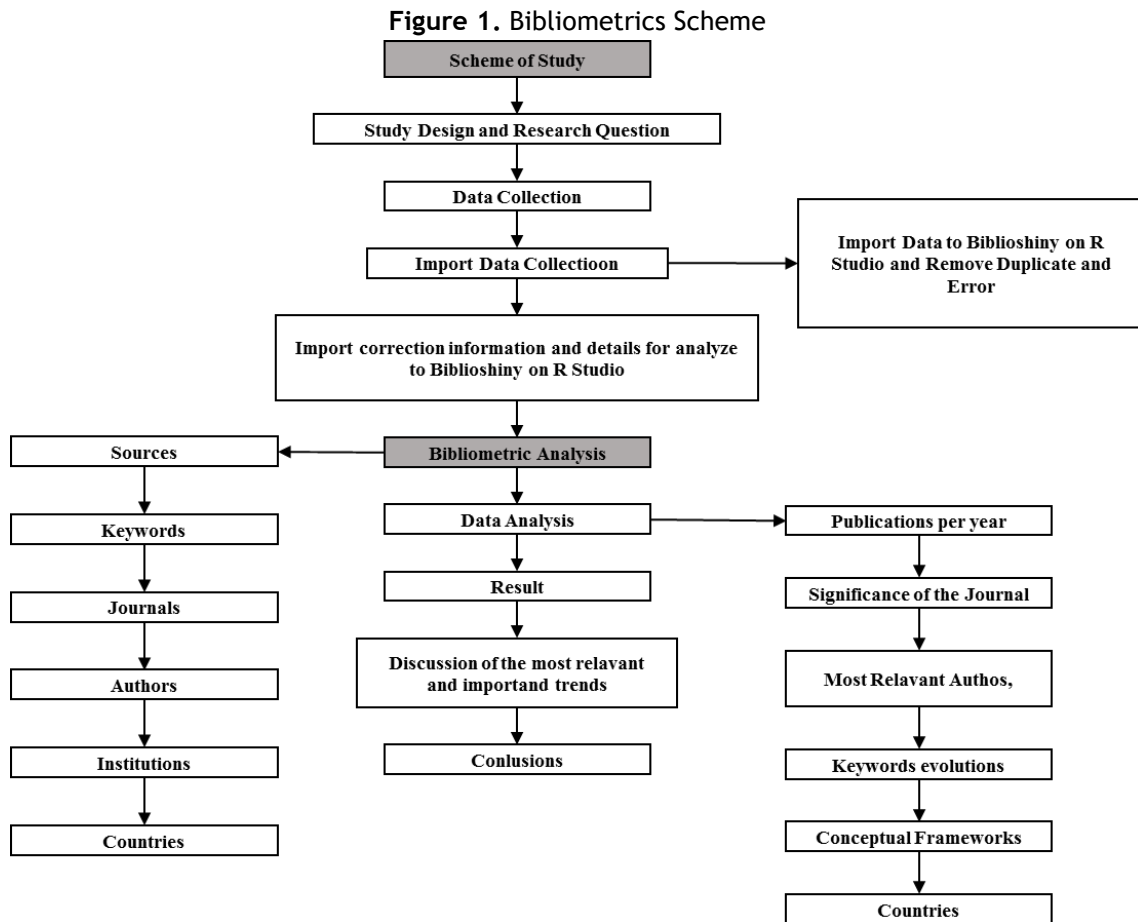
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**Table 1. Data Collection**

Source	Keyword	Result
Scopus	"Destination Brand" OR "Destination Branding" OR "Destination Experience" OR "Holiday Experience" OR "Tourism Brand" OR "Tourism Experience" OR "Tourist Experience" OR "Travel Experience" OR "Destination Brand Experience" OR "Brand Experience"	8.580
	"Word-of-Mouth" OR "word-of-mouth intention" OR "electronic word-of-mouth" OR "positive word-of-mouth" OR wom OR e-wom OR ewom	1.225
<b>Filtering</b>		
Language	English	1.207
Document Type	Article/ Journal	1.026
Publication Stage	Final	947





Abbreviations : Results of initial bibliometric analysis of the extensive scientific field of Destination Brand Experience and Word-of-Mouth.

Table 2. Main Information

Description	Results
Timespan	2001 - 2022
Journal	274
Article	926
Article Growth Rate	28.19
Article Average Age	4.19
Average citations per Article	31.16
Author's Keywords	2653
Authors	2197
Single Authored docs	73
Co-Authorship	2.93

Source : Bibliometrix output

Figure 2. Annual Scientific and Average Citation Per Year

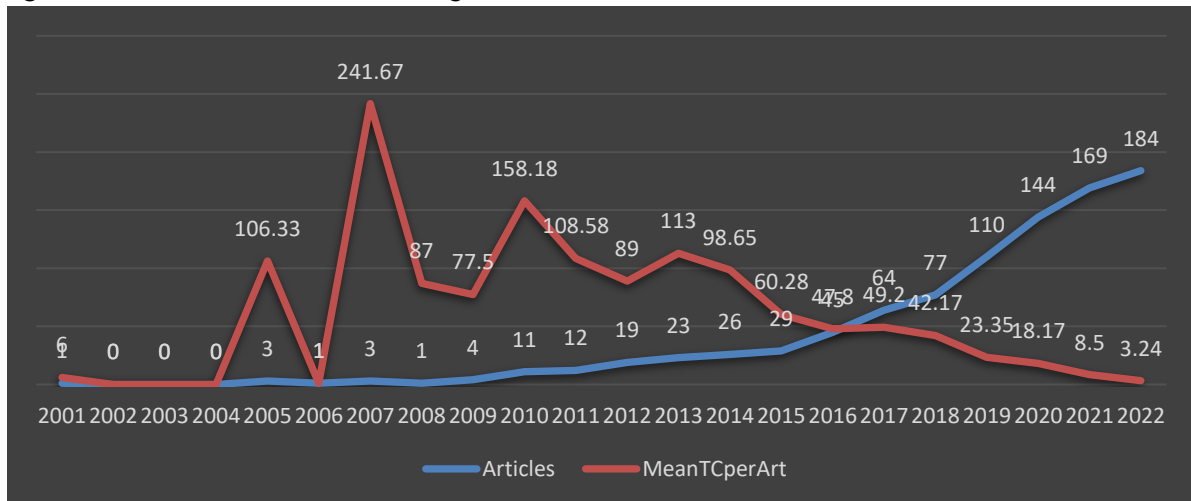
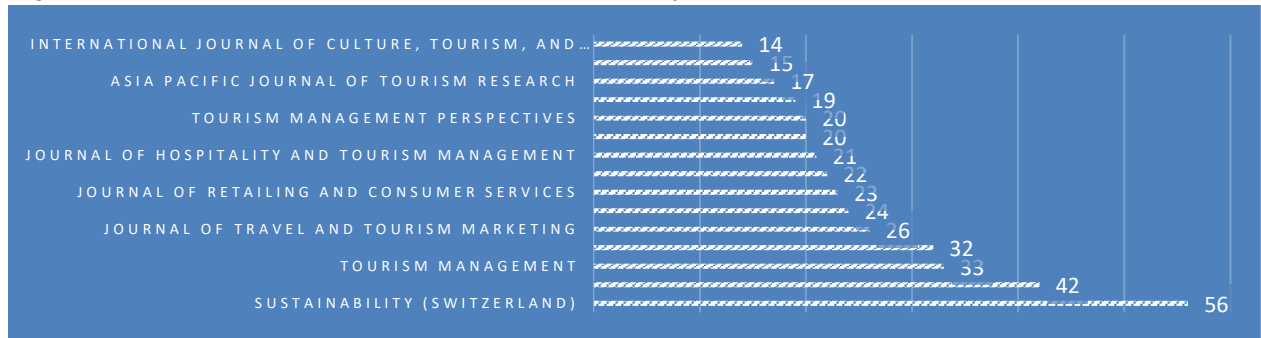


Figure 3. Most Relevant Source of Destination Brand Experience and Word-of-Mouth Literature



Abbreviations : Most Influential Source



**Figure 4. Most Frequently Cited Source of Destination Brand Experience and Word-of-Mouth Literature**



Abbreviations : Most Frequently Cited Source

**Figure 5. H index Publications of Destination Brand Experience and Word-of-Mouth Literature**



Abbreviations : H Index Publications

**Table 3. Top 25 leading authors**

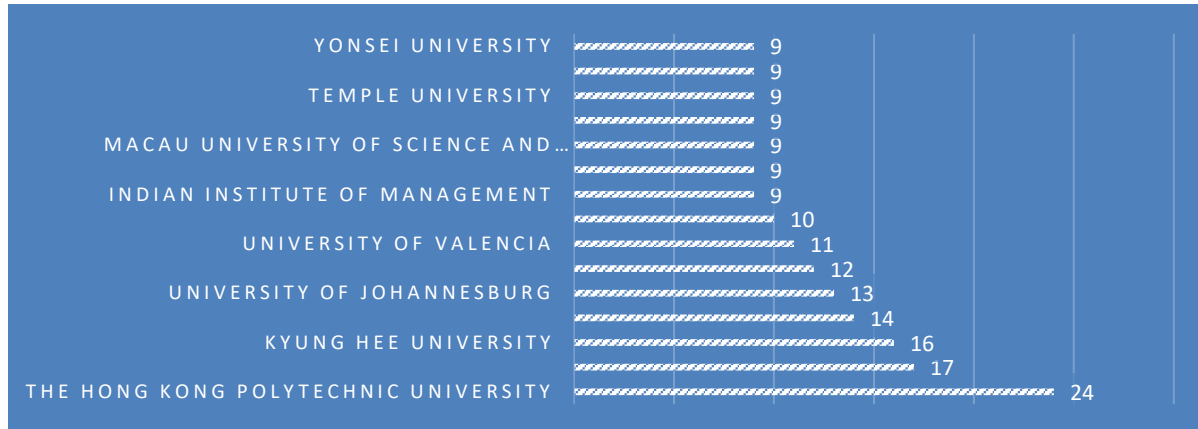
R	Authors	H	G	M	TC	NP	PY
1	Ahn J	6	6	0.857	176	6	2017
2	Khan I	6	6	0.75	306	6	2016
3	Law R	6	9	0.429	300	9	2010
4	Li X	6	6	0.462	391	6	2011
5	Wang Y	6	8	0.462	560	8	2011
6	Han H	5	6	0.417	167	6	2012
7	Huertas A	5	6	0.625	128	6	2016
8	Kumar V	5	5	0.455	346	5	2013
9	Lai IKW	5	5	1	101	5	2019
10	Liu Y	5	7	0.556	287	7	2015
11	Back Kj	4	5	0.667	158	5	2018
12	Baloglu S	4	4	0.235	249	4	2007
13	Buzova D	4	4	0.5	87	4	2016
14	Cetin G	4	5	0.4	272	5	2014
15	Chen Y	4	5	0.5	65	5	2016
16	Chung N	4	4	0.571	123	4	2017
17	Dwyer L	4	4	0.4	257	4	2014
18	Hosany S	4	4	0.286	925	4	2010
19	Kaushik AK	4	4	0.571	153	4	2017



R	Authors	H	G	M	TC	NP	PY
20	Lee H	4	4	0.333	261	4	2012
21	Lee S	4	4	0.8	76	4	2019
22	Li YQ	4	4	0.571	85	4	2017
23	Liu CH	4	4	0.571	85	4	2017
24	Marine-Roig E	4	4	0.5	118	4	2016
25	Paul J	4	4	0.8	117	4	2019

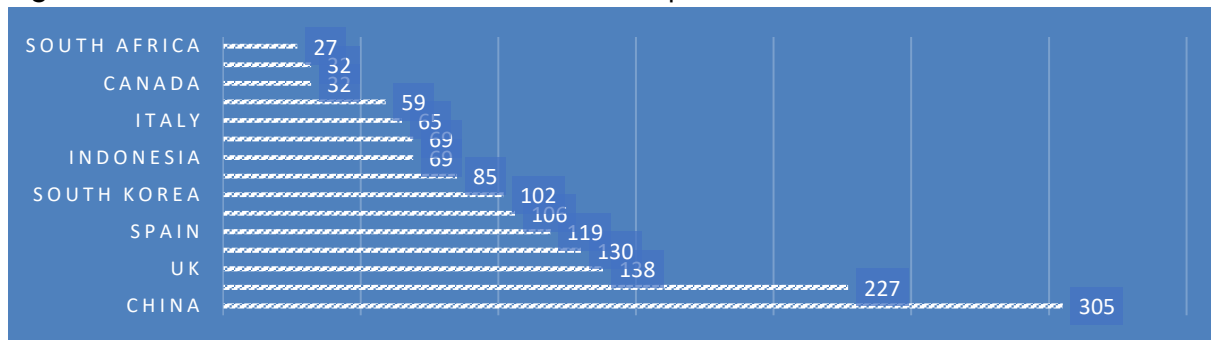
Abbreviations : H = h-index; G = G-index; M = M-index; TC = total citations; Np = Number of Papers; PY = Publication Year/ Start

**Figure 6.** Influential Affiliations of Destination Brand Experience and Word-of-Mouth Literature



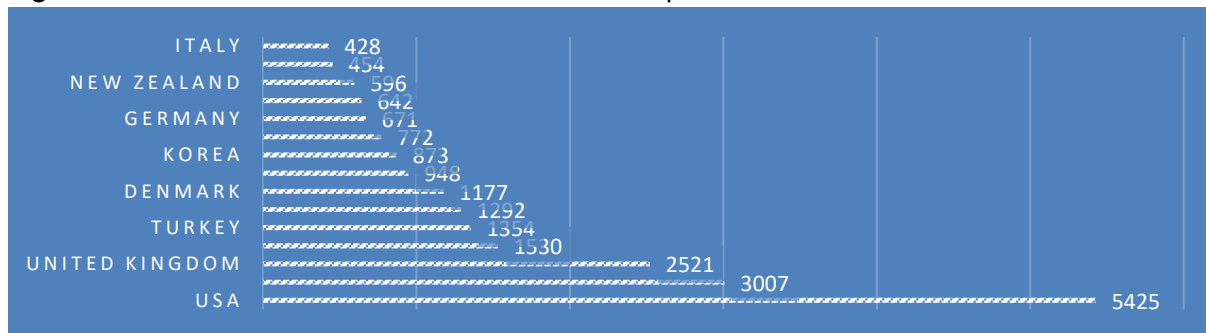
Abbreviations : Influential Affiliations

**Figure 7.** Countries Production of Destination Brand Experience and Word-of-Mouth Literature



Abbreviations : Countries Production

**Figure 8.** Most Cited Countries of Destination Brand Experience and Word-of-Mouth Literature



Abbreviations : Most Cited Countries



Table 4. Top 25 Journal Ranking Cited

R	Title	Author/s	Year	Journal	TC	TC/ Year
1	Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty	Atila Yuksel; Fisun Yuksel; Yasin Bilim	2010	Tourism Management	804	57.43
2	A model of destination branding: Integrating the concepts of the branding and destination image	Hailin Qu a; Lisa Hyunjung Kim; Holly Hyunjung Im	2011	Tourism Management	608	46.77
3	Motivations for sharing tourism experiences through social media	Ana María Munar; Jens Kr. Steen Jacobsen	2014	Tourism Management	596	59.6
4	Travel Blogs and the Implications for Destination Marketing	Bing Pan; Tanya Maclaurin; John C. Crotts	2007	Journal of Travel Research	517	30.41
5	Managing Brands in the Social Media Environment	Sonja Gensler; Franziska Völckner; Yuping Liu-Thompkins; Caroline Wiertz	2013	Journal of Interactive Marketing	480	43.64
6	Drivers of consumer-brand identification	Nicola Stokburger-Sauer; S. Ratneshwar; Sankar Sen	2012	Int Journal Research Marketing	441	36.75
7	Measuring Tourists' Emotional Experiences toward Hedonic Holiday Destinations	Sameer Hosany; David Gilbert	2010	Journal of Travel Research	436	31.14
8	Customer Engagement with Tourism Social Media Brands	Paul Harrigan; Uwana Evers; Morgan Miles; Timothy Daly	2017	Tourism Management	374	53.43
9	Customer Engagement with Tourism Brands: Scale Development and Validation	Kevin Kam Fung So; Ceridwyn King; Beverley Sparks	2014	Journal of Hospitality & Tourism Research	334	33.4
10	The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands	Kevin Kam Fung So; Ceridwyn King; Beverley A. Sparks; Ying Wang	2016	Empirical Research Articles	330	41.25
11	The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions	Girish Prayag; Sameer Hosany; Khaled Odeh	2013	Journal of Destination Marketing & Management	319	29



R	Title	Author/s	Year	Journal	TC	TC/ Year
12	The impact of electronic word of mouth on a tourism destination choice Testing the theory of planned behavior (TPB)	Mohammad Reza Jalilvand; Neda Samiei	2012	Internet Research	310	25.83
13	Customer Loyalty: a Review and Future Directions with a Special Focus on the Hospitality Industry	Jay Kandampully; Tingting (Christina) Zhang; Anil Bilgihan	2015	International Journal of Contemporary Hospitality Management	289	32.11
14	The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees	Simon Hudson; Martin S. Roth; Thomas J. Madden; Rupert Hudson	2015	Tourism Management	285	31.67
15	Visual destination images of Peru: Comparative content analysis of DMO and user-generated photography	Svetlana Stepchenkova; Fangzi Zhan	2013	Tourism Management	272	24.73
16	A model of perceived image, memorable tourism experiences and revisit intention	Hongmei Zhanga; Yan Wub; Dimitrios Buhalisc	2018	Journal of Destination Marketing & Management	270	45
17	The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction	Jong-Hyeong Kim	2018	Journal of Travel Research	236	39.33
18	Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent	Paul Harrigan; Uwana Evers; Morgan P; Miles; Tim Daly	2018	Journal of Business Research	222	37
19	Smart Tourism Technologies in Travel Planning: The Role of Exploration and Exploitation	C. Derrick Huang; Jahyun Goo; Kichan Nam; Chul Woo Yoo	2017	Information and Management	212	30.29
20	Authenticity, involvement, and image: Evaluating tourist	Lu Lu; Christina G. Chi; Yi Liu	2015	Tourism Management	204	22.67



R	Title	Author/s	Year	Journal	TC	TC/Year
	experiences at historic districts					
21	Why do travelers use Airbnb again? An integrative approach to understanding travelers' repurchase intention	Zhenxing Mao; Jiaying Lyu	2017	International Journal of Contemporary Hospitality Management	200	28.57
22	Technology in tourism- from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article	Dimitrios Buhalis	2020	Tourism Review	198	49.5
23	Towards a strategic place brandmanagement model	Sonya Hanna; Jennifer Rowley	2011	Journal of Marketing Management	194	14.92
24	Practice Prize Winner– Creating a Measurable Social Media Marketing Strategy: Increasing the Value and ROI of Intangibles and Tangibles for Hokey Pokey	V. Kumar; Vikram Bhaskaran; Rohan Mirchandani; Milap Shah,	2013	Marketing Science	193	17.55
25	Determinants of Sharing Travel Experiences in Social Media	Myunghwa Kang; Michael A. Schuett	2013	Journal of Travel & Tourism Marketing	192	17.45

Figure 9. Co-Citations of Authors

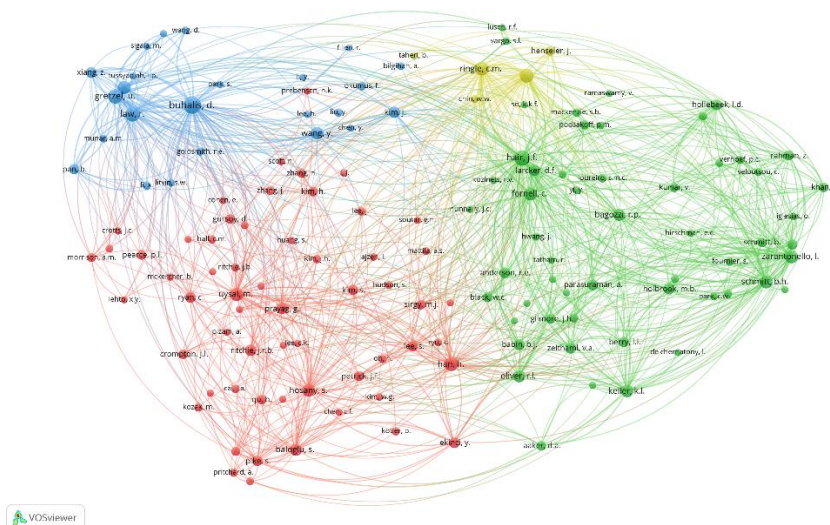




Figure 10. Co-Citations of Journals

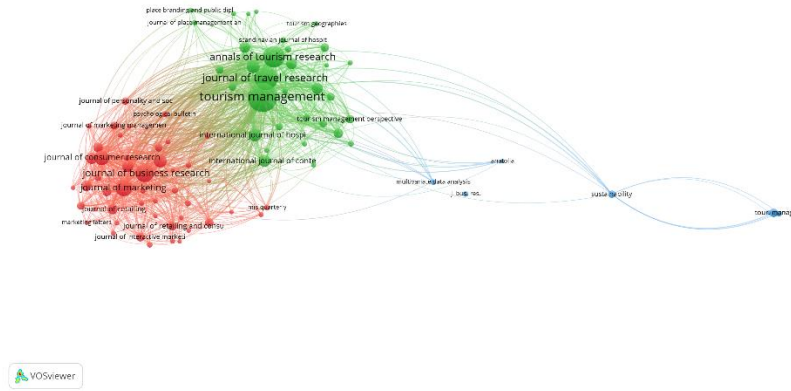


Figure 11. Bibliographic Coupling of Journals

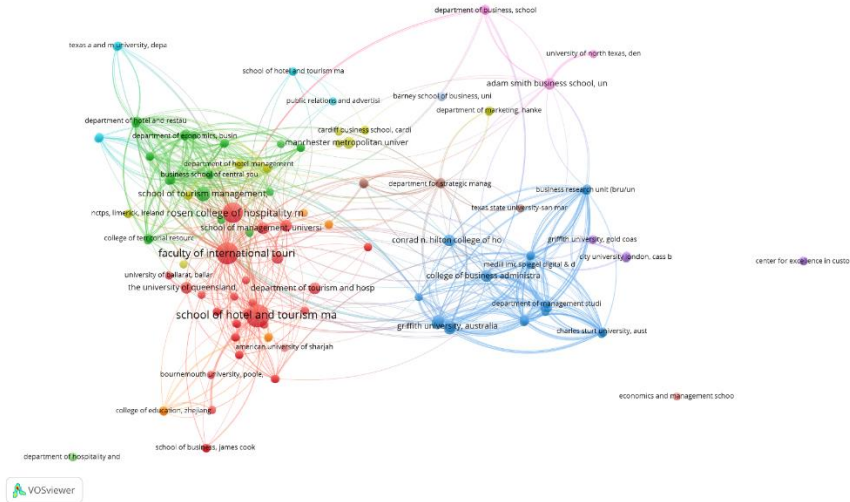


Figure 12. Bibliographic Coupling of Countries

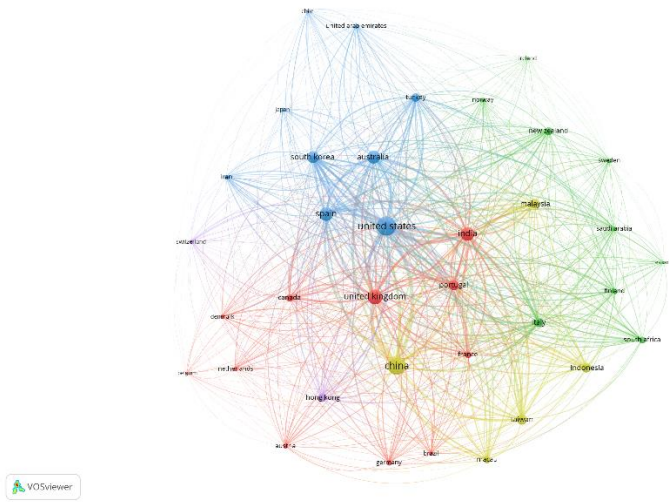




Figure 13. Co-Occurrence Network Analysis

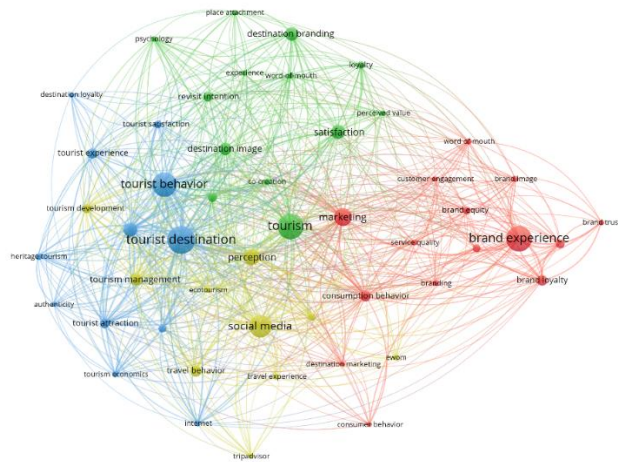


Figure 14. Overlay Visualization Network Analysis

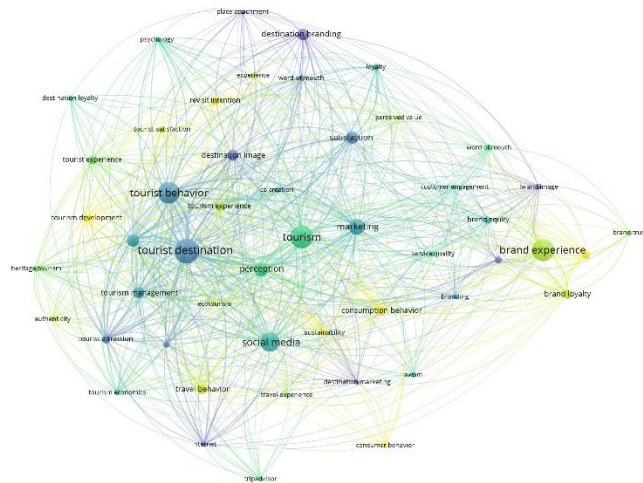


Table 5 Co-Occurrence Network Cluster

Keyword	Cluster
Brand Equity, Brand Experience, Brand Image, Brand Love, Brand Loyalty, Brand Trust, Branding, Consumer Behavior, Consumption Behavior, Customer Engagement, Customer Satisfaction, Destination Marketing, Marketing, Service Quality, Word of Mouth	Red
Co-Creation, Destination Branding, Destination Image, Experience, Loyalty, Perceived Value, Place Attachment, Psychology, Revisit Intention, Satisfaction, Tourism, Tourism Experience, Word-Of-Mouth	Green
Authenticity, Destination Loyalty, Heritage Tourism, Internet, Tourism Economics, Tourism Market, Tourist Attraction, Tourist Behavior, Tourist Destination, Tourist	Blue





Experience, Tourist Satisfaction, User-Generated Content,  
 Ecotourism, Ewom, Perception, Social Media, Sustainability, Tourism Development, Tourism Management, Travel Behavior, Travel Experience, Tripadvisor,

Yellow

**Table 6.** Occurrence Keyword

Authors Keyword		Keywords Plus	
Words	Occurrences	Words	Occurrences
Brand Experience	120	Tourist Destination	129
Social Media	78	Tourist Behavior	110
Destination Branding	53	Tourism	85
Satisfaction	52	Marketing	68
Destination Image	47	Perception	66
Tourism	44	Tourism Market	54
Brand Loyalty	40	Social Media	49
Tourist Experience	35	Tourism Management	41
Revisit Intention	33	Travel Behavior	41
Brand Love	31	Consumption Behavior	38
Tourism Experience	31	Tourist Attraction	34
Brand Equity	27	Tourism Development	31
Customer Satisfaction	25	Tourism Economics	20
User-Generated Content	25	Sustainability	18
Loyalty	24	Psychology	17
Tourist Satisfaction	24	Internet	16
Co-Creation	21	Ecotourism	15
Branding	20	Heritage Tourism	15
Content Analysis	20	Theoretical Study	15
Word-Of-Mouth	20	Travel	14
Brand Image	18	Decision Making	13
Destination Loyalty	18	Strategic Approach	11
Ewom	18	Covid-19	10
Word of Mouth	18	Hotel Industry	10
Brand Trust	16	Service Quality	10
Abstract		Titles	
Words	Occurrences	Words	Occurrences



Brand Experience	540	Brand Experience	94
Social Media	339	Social Media	71
Destination Brand	219	Destination Brand	50
Structural Equation	181	Brand Equity	42
Brand Equity	166	Tourism Experience	33
Tourism Experience	158	Tourism Experiences	33
Publishing Limited	152	Brand Love	26
Brand Loyalty	148	Destination Image	26
Brand Love	139	Brand Loyalty	21
Travel Experience	139	Destination Branding	21
Destination Image	134	Revisit Intention	20
Tourism Experiences	129	Memorable Tourism	19
Equation Modeling	114	Brand Engagement	17
Tourist Experience	112	Mediating Role	17
Revisit Intention	99	Tourism Destination	17
Destination Branding	93	Behavioral Intentions	16
Travel Experiences	91	Tourist Destination	16
Brand Image	77	Tourist Experience	16
Tourism Destination	76	Smart Tourism	14
Brand Experiences	74	Travel Experience	14
Behavioral Intentions	73	Destination Loyalty	13
Customer Satisfaction	69	Customer Engagement	12
Brand Engagement	68	Service Quality	12
Tourism Destinations	65	Tourist Experiences	12
Memorable Tourism	63	Tourism Destinations	10



Figure 15. Word Cloud Occurrence



Figure 16. 3 Slice Thematic Evolution

