

EXTENDED ABSTRACT

EVOLUTION AND BIBLIOMETRIC ANALYSIS OF THE JOURNAL CUADERNOS DE TURISMO (1998-2019)

José-Antonio Corral-Marfil

Universidad de Vic-Universidad Central de Cataluña. Barcelona

joseantonio.corral@uvic.cat

<https://orcid.org/0000-0003-0782-3109>

Cayetano Espejo-Marín

Universidad de Murcia. Murcia

cespejo@um.es

<https://orcid.org/0000-0001-6614-1365>

In memoriam José Luis Andrés Sarasa

1. INTRODUCTION

In recent years, bibliometric studies that analyse scientific production in the field of tourism have proliferated. Koseoglu *et al.* (2016) identified 190 articles based on bibliometric analyses, published in nine of the main tourism and hospitality journals, between 1988 and 2015. They detected a significant increase in the number of bibliometric studies from 2008.

The most frequent bibliometric studies in tourism are review studies. Koseoglu *et al.* (2016) divide them into six types, depending on whether they focus on the discipline, themes, methodologies, samples, contributors or journals, although there is inevitably some overlap among them. Those focused on the discipline evaluate research in the field of tourism as a whole, emphasizing one or more dimensions. For example, Park *et al.* (2016) explored the frequency distribution of the subject areas researched in tourism, through the analysis of articles published in 31 tourism journals, in the period 2002-2011.

Theme-focused review studies analyse the evolution of a certain topic in the tourism discipline as a whole; such as community tourism (Álvarez-García *et al.*, 2018) or oenological tourism (Durán-Sánchez *et al.*, 2017). Methodology-focused review studies study the evolution of research methods applied or statistical procedures used in the tourism literature. For example, Xiao and Smith (2006) examined the use of the case study as a research strategy in 76 articles published between 2000 and 2004 in *Annals of Tourism Research*, *Journal of Travel Research*, *Tourism Analysis*, and *Tourism Management*.

Review studies focused on selected samples of articles tend to concentrate on certain industries, types of people or places. In industries, such as restaurants (Rodríguez-López *et al.*, 2020); in typologies of people, such as children (Poría and Timothy, 2014); or in places, such as Spain (Corral-Marfil and Cànoves, 2016). Contributor-focused review studies often seek to identify the leading authors in tourism research. For instance, López-Bonilla *et al.* (2017) identified the first generation of authors with international diffusion in Spanish tourism research.

Journal-focused review studies examine the evolution of specific journals, often on the occasion of a journal anniversary. For example, “Tourism” (Tokić and Tokić, 2015), “Estudios y Perspectivas en Turismo” (Osorio, 2016), “Journal of Sustainable Tourism” (Mauleón-Méndez *et al.*, 2018), “Journal of Travel & Tourism Marketing” (Mulet-Forteza *et al.*, 2018), “Asia Pacific Journal of Tourism Research” (Güzeller and Çeliker, 2019), “Tourism Geographies” (Merigó *et al.*, 2019), “Tourism Management” (Qian *et al.*, 2019) and “Anatolia” (Mokhtari *et al.*, 2020).

However, no specific bibliometric study of the journal *Cuadernos de Turismo* has been published. This omission represents a notable gap in tourism research, as it is the first Spanish university journal on tourism. Indeed, the journal was pioneering in several ways. On the one hand, chronologically, *Cuadernos de Turismo* was the first journal published by a Spanish university. On the other hand, until 2018, *Cuadernos de Turismo* was the only tourism journal in Spain and Latin America indexed in Scopus, in the Tourism, Leisure and Hospitality Management category of the Scimago Journal & Country Rank index (SJR) (Ramón-Cardona, 2017). In the Visibility and Impact Ranking of Spanish Scientific Journals of Humanities and Social Sciences with the FECYT (Spanish Foundation for Science and Technology) Quality Seal, in 2019 *Cuadernos de Turismo* is in the first quartile in Economics (position 3 out of 24) and in the first quartile in Geography (position 3 of 20) (<https://calidadrevistas.fecyt.es/ranking>).

2. OBJETIVE

The aim of this paper is to quantitatively analyse the articles published in *Cuadernos de Turismo* and qualitatively assess the journal’s evolution. Specifically, it is intended to answer the following questions:

1. What were the historical milestones in the evolution of *Cuadernos de Turismo*?
2. How was the frequency distribution of the journal’s papers and contributors?
3. What was the institutional and geographical origin of the authors?
4. What were the subject and geographical areas of the papers?
5. What territories were researched and what scales of analysis were adopted?
6. What was the scientific impact of *Cuadernos de Turismo*? What were the journal’s most cited papers? What were the main citing journals?
7. Which were the most cited authors and journals in the papers of *Cuadernos de Turismo*?

3. METHODS

The study consists of four parts: a bibliometric analysis of authorship and origin of the papers published during the first 22 years of the journal (1998-2019); a classification of keywords, to explore the subject areas covered, the territories researched and the methodologies applied; a review of the databases, indexes and rankings that include the journal; and an examination of the scientific impact of *Cuadernos de Turismo* and the citations received and issued.

The original papers were downloaded in PDF format from the website <https://revistas.um.es/turismo/issue/archive>. The information on the bibliographic databases was obtained from the print copies of the journal volumes and the respective databases' websites. In total, 609 papers were selected for analysis from the 44 issues. The following attributes were coded for each paper: issue, year of publication, number of authors, authors' names, authors' affiliation (institution, country, autonomous community of Spain), and keywords.

When counting the number of papers by authors, institutions, countries and autonomous communities, the *instance counting* method was applied, according to which an article signed by two authors gives "one point" (authorship) to each author (or institution or country or autonomous community), instead of half a point to each author (*fractional counting*), in line with other bibliometric studies (Severt *et al.*, 2009; Corral-Marfil, 2013).

Subject areas studied, methods applied and territories researched were analysed through the keywords of the papers. The keywords were classified following the Park *et al.* (2016) tourism system research categorization framework, based on Mill and Morrison (2006), consisting of six main categories –destination, marketing, demand, travel, generic terms and geographical areas– and 61 subcategories. Each keyword was only classified into one sub-category. Keywords that alluded to place names were classified in the geographical areas' category. Once all the attributes of the papers were classified, they were analysed by means of a univariate descriptive statistical study.

On the other hand, the information on the scientific impact of the journal was consulted at the SCImago Journal & Country Rank ranking (www.scimagojr.com) and was referred to the period 2014-2018. The SJR indicator, quartile and h index were obtained. Finally, the Scopus database (www.scopus.com) was consulted to specifically analyse the citations of and by *Cuadernos de Turismo*.

4. RESULTS

4.1. Authorship and origin of the papers

Altogether, 609 papers have been published in the 44 issues of the journal, that is, an average of 13.8 articles per issue. In the first 26 issues, around 10 articles were published per issue. In issue 27, 50 articles were published, in a special issue in tribute to the Professor of Human Geography at the University of Murcia and founder of *Cuadernos de Turismo*, Dr José Luis Andrés Sarasa. From then on, the number of papers per issue increased gradually, stabilizing at 20 articles in the latest issues.

There were 863 different authors, of which 78.7% published a single paper in the journal, 11.9% published two articles, 5.2% published three articles, 1.9% published four articles and 2.3% published between five and ten articles. The latter are the 20 authors shown in Table 1.

Table 1
AUTHORS WITH MORE THAN 4 CONTRIBUTIONS IN CUADERNOS DE TURISMO

Author	Institution	Authorships
Andrés Sarasa, José Luis	Universidad de Murcia	10
Sánchez Crispín, Álvaro	Universidad Nacional Autónoma de México	9
Millán Escriche, Mercedes	Universidad de Murcia	9
Cànoves Valiente, Gemma	Universitat Autònoma de Barcelona	9
Ponce Sánchez, María Dolores	Universidad de Murcia	8
CebriánAbellán, Aurelio	Universidad de Murcia	7
Propín Frejomil, Enrique	Universidad Nacional Autónoma de México	6
Espejo Marín, Cayetano	Universidad de Murcia	6
Such Devesa, María Jesús	Universidad de Alcalá	5
Serrano Martínez, José María	Universidad de Murcia	5
Royo Vela, Marcelo	Universitat de València	5
Pulido Fernández, Juan Ignacio	Universidad de Jaén	5
Ortega Martínez, Enrique	Universidad Complutense de Madrid	5
López-Guzmán Guzmán, Tomás Jesús	Universidad de Córdoba	5
López Olivares, Diego	Universitat Jaume I	5
Hortelano Mínguez, Luis Alfonso	Universidad de Salamanca	5
García Hernández, María	Universidad Complutense de Madrid	5
Feo Parrondo, Francisco	Universidad Autónoma de Madrid	5
Belmonte Serrato, Francisco	Universidad de Murcia	5
Araque Jiménez, Eduardo	Universidad de Jaén	5

Source: The authors, based on the archive of Cuadernos de Turismo: <https://revistas.um.es/turismo/issue/archive>

There were 1,208 authors, the clear majority (97.1%) affiliated with universities; the rest were by authors affiliated with governmental institutions (1.7%) or companies (1.2%). In total, there were authors from 184 institutions, of which 15 concentrated half of the contributors (49.9%). Universities of Murcia, Alicante, Sevilla and Castilla-La Mancha were the most prolific in the journal, with almost a quarter of the total authorships (24.0%).

The authors of the papers were affiliated with institutions in 25 countries. The main country was Spain, which contributed 981 of the 1,208 authors (81.2%); the second was Mexico, with 83 (6.9%). Only four other countries contributed more than 10 authors:

Argentina (27, 2.2%), Brazil (20, 1.7%), Ecuador (11, 0.9%) and France (11, 0.9%). The rest of the countries contributed less than 10 .

In the case of Spain, there were authors from the 17 autonomous communities. Most contributors were those located in the Peninsular Mediterranean Arc; which, together with the Community of Madrid, accounted for 72.3% of the total.

4.2. Subjects, methods, and territories

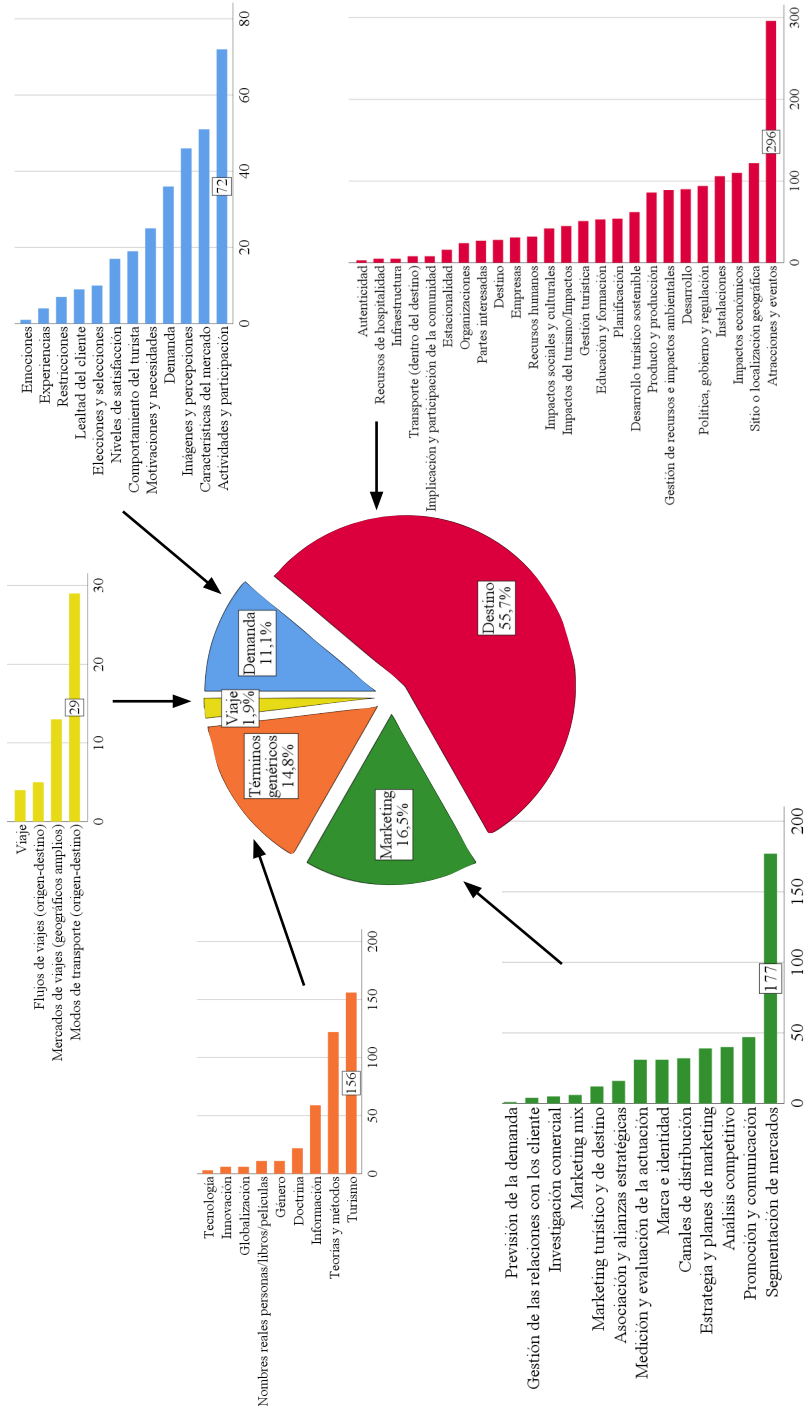
A total of 2,993 keywords were counted in the 609 papers, which represents an average of five keywords per article. Of the 2,993 keywords, 1,758 were different keywords, due to the presence of repeated keywords in multiple papers. Figure 1 shows the distribution of the 2,672 keywords among the five subject categories and the 63 subcategories (Park *et al.*, 2016). The destination category, with the highest number of subcategories (25), was the one with the highest number of keywords (1,487; 55.7%). The following most frequent categories were: marketing (441, 16.5%), generic terms (396; 14.8%), demand (297; 11.1%), and travel (51; 1.9%).

The 10 most frequent subject subcategories were (from highest to lowest): attractions and events; market segmentation; tourism; place or geographic location; theories and methods; economic impacts; facilities; policy and government; development; and resource management and environmental impacts. The 10 most frequent subcategories concentrated 51% of all keywords (1,362 out of 2,672). The 10 least frequent subject subcategories were (from lowest to highest): emotions, demand forecasting, technology, authenticity, travel, experiences, customer relationship management, travel flows (origin-destination), market and marketing research, and infrastructure.

Of the 2,996 keywords, 321 (10.7%) corresponded to place names. The most widely used place names were: Spain (23), Mexico (14), Andalusia (8), Galicia (8), Murcia (7), Region of Murcia (7), Morocco (6), Argentina (5), Barcelona (5), Catalonia (5), Canary Islands (5), Asturias (4), Brazil (3), Balearic Islands (3), Mediterranean (3) and Navarre (3).

The place names were classified according to geographical location: those outside of Spain, according to continents and countries, and those from Spain, according to autonomous communities and provinces. 61.1% of the place names correspond to Spain and 38.9% are from outside Spain. Spain's place names were classified according to the territorial level of administration : municipal (36.2%), supra-municipal (19.4%), provincial (5.6%), supra-provincial (8.7%), autonomous (19.9%), state (7.1%) or supra-state (3.1%).

Figure 1
SUBJECT CATEGORIES AND SUBCATEGORIES DISTRIBUTION



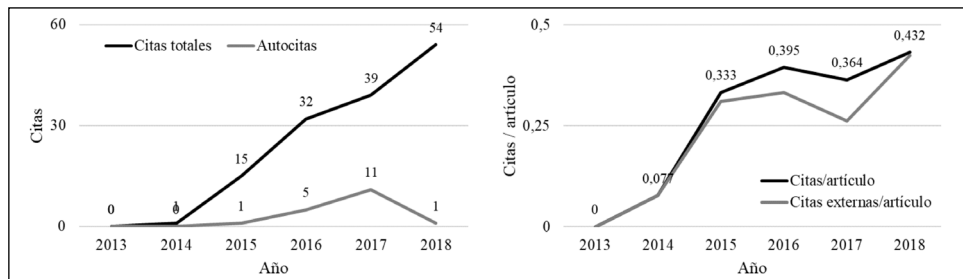
Source: The authors, based on Park et al. (2016)

4.3. Citation analysis

In 2018, according to the SCImago Journal & Country Rank (SJR) classification, based on data from Scopus, *Cuadernos de Turismo* ranked 87th out of 102 journals in the Tourism, Leisure and Hospitality Management category (fourth quartile). The value of the SJR indicator was 0.162, and the value of the h index was 5.

The chart on the left of Figure 2 shows the evolution of the total number of citations and self-citations received by the journal during the previous three years. The chart on the right shows the evolution of the number of total and external citations per article received by articles published during the previous three years. There is a marked increase in the total number of citations received and a slight increase in the number of citations received per article.

Figure 2
EVOLUTION OF CITATIONS RECEIVED IN SCOPUS (2013-2018)



Source: The authors, based on SCImago Journal & Country Rank

There are 261 papers from *Cuadernos de Turismo* indexed in Scopus published in the period 2013-2019. As of May 1, 2020, globally, the 261 papers had received 309 citations from documents indexed in Scopus, 1.2 citations per paper on average. Of the 261 papers, 43.7% had been cited, while 56.3% had not received any citation. The 10 journals that had cited the articles from *Cuadernos de Turismo* indexed most often in Scopus were: *Cuadernos de Turismo* (25), “Sustainability” (16), “Boletín de la Asociación de Geógrafos Españoles” (14), “Espacios” (10), “Cuadernos Geográficos” (8), “Documents d’Anàlisi Geogràfica” (7), “Tourism Economics” (5), “Anales de Geografía de la Universidad Complutense” (4), “European Journal of Tourism Research” (4), “Geojournal of Tourism and Geosites” (4). Among the citations received by the papers in *Cuadernos de Turismo*, those of papers published in geography, tourism and business management journals predominate; to some extent, this fact reflects the discipline direction of the journal’s influence.

On the other hand, there were 7,797 references cited by the 261 papers from *Cuadernos de Turismo* indexed in Scopus. The 10 most cited journals were: “Annals of Tourism Research” (231), “Tourism Management” (221), “Cuadernos de Turismo” (149), “Journal of Travel Research” (104), “Boletín de la Asociación de Geógrafos Españoles” (65), “International Journal of Hospitality Management” (59), “Estudios Turísticos” (51),

“Journal of Sustainable Tourism” (42), “International Journal of Tourism Research” (39), “International Journal of Contemporary Hospitality Management” (37). In some way, the cited references inform about the sources used by the researchers that have published in the journal, as well as the discipline areas that have influenced them. These were international and Spanish prestigious journals, especially from the fields of tourism and geography.

Finally, Table 2 shows the 20 most cited authors in the *Cuadernos de Turismo* papers indexed in Scopus. As can be seen, they are well-known authors with extensive experience in the field of tourism research.

Table 2
MOST CITED AUTHORS IN CUADERNOS DE TURISMO

Author	Affiliation	Country	Citations
C. Michael Hall	University of Canterbury	New Zealand	27
Dimitrios Buhalis	Bournemouth University	United Kingdom	22
Greg Richards	Breda University of Applied Sciences	Netherlands	22
Donald Getz	Haskayne School of Business	Canada	21
J.R. Brent Ritchie	University of Calgary	Canada	20
Ulrike Gretzel	University of Southern California	United States	18
David Harvey	City University of New York	United States	18
José Luis Andrés	Universidad de Murcia	Spain	17
Alejandro Mantecón	Universitat d'Alacant	Spain	15
Rob Law	Hong Kong Polytechnic University	Hong Kong	14
Erik Cohen	Hebrew University of Jerusalem	Israel	13
Daniel Hiernaux	Universidad Autónoma de Querétaro	Mexico	13
Raquel Huete	Universitat d'Alacant	Spain	13
Daniel J. Scott	University of Waterloo	Canada	13
José F. Vera	Universitat d'Alacant	Spain	13
Rodolfo Baggio	Università Bocconi	Italy	12
Xavier Font	University of Surrey	United Kingdom	12
Bob McKercher	Hong Kong Polytechnic University	Hong Kong	12
Juan Ramón Oreja-Rodríguez	Universidad de la Laguna	Spain	12
Miguel Ángel Troitiño	Universidad Complutense de Madrid	Spain	12

Source: The authors, based on Scopus

5. CONCLUSIONS

The evolution of the journal *Cuadernos de Turismo* has been analysed from various angles: the historical milestones, the frequency distribution of papers and authors, their geographical and institutional origin, the subjects and territories researched, the scientific impact, the origin of citations received and the destination of citations issued. During 22 years, 44 issues were published, totalling 609 papers by 863 authors. Despite the presence

of a small group of authors who published frequently, the fact that more than 90% of the authors published one or two articles shows that the journal constituted an attractive publication channel for a multitude of researchers from different scientific fields. On the other hand, the fact that 81.2% of the contributors came from Spain shows a concentration in the geographical origin of the articles. However, over time, the institutional and geographical origin have been spreading, from Murcia to Andalusia, to the Spanish Mediterranean Arc, to the rest of Spain, and to Ibero-America.

Regarding the subjects researched in the papers of *Cuadernos de Turismo*, globally, they were in line with the results obtained by Park *et al.* (2016) on 31 international journals. This result is consistent with the broad and multidisciplinary approach declared by the journal. In both studies, the destination category is the predominant one, although in the case of *Cuadernos de Turismo* it had even more presence; to the detriment of the demand category. Concerning specific subcategories, *Cuadernos de Turismo* was in tune with international tourism research in the great attention paid to subjects such as attractions and events, market segmentation, economic impacts, facilities, development, resource management and environmental impacts, education and training, market characteristics, and tourism management. On the other hand, some preferred subjects of *Cuadernos de Turismo* did not stand out relatively as much in international tourism research: place or geographical location, theories and methods, and policy, government and regulation. And vice versa, some topics that aroused great interest in international research were not as relevant in *Cuadernos de Turismo*: tourist behaviour, human resources, enterprises, motivations and needs, services and service quality, distribution channels, and hospitality resources. On the other hand, in both cases, little attention was paid to topics such as demand forecasting, authenticity, infrastructure, market research, travel flows, constraints and customer loyalty. And some specific thematic deficiencies of *Cuadernos de Turismo* were: emotions, technology, customer relationship management, experiences, and travel.

The scientific impact of the journal, compared to the rest of the journals indexed in Scopus, was stable, but relatively low. For this reason, it is considered that the journal should persist in the effort to improve its position. However, compared to the rest of tourism journals published in Spanish language, the influence was very high, because it was the only one present in Scopus until 2018, and because it is one of the only three currently indexed. Probably, the influence of the journal is greater than what the SJR index reflects, especially in the Spanish-speaking sphere. On the other hand, it was observed that the most cited articles are usually reviews, which provide the scientific community with useful frameworks for analysis, on current topics of interest.

During the last two decades, there have been profound changes in the journal's environment: tourism has entered the Spanish university, with the creation of degrees, masters and doctorates; the assessment of the teaching staff has been implemented, through research accreditations; tourism and tourism research have continuously increased, in Spain and the world; the Internet was born and has become widespread; open access has grown; the use of English has spread...

The positive evolution of the journal demonstrates the success of its creation, and that the management has been able to adapt to the demands of the environment. A sign that, after 22 years, the journal is more attractive than ever, is the note published on the

web, at the end of March 2020, in the face of the flood of articles received: “Submission of new articles, only from December”. Among the causes of success are: the broad and multidisciplinary approach; compliance with periodicity; professional edition, thanks to the support of the publications service of the University of Murcia; the effort to meet the quality criteria established by the maximum number of databases; free availability on the Internet from the outset; the inclusion of an extended abstract of the papers in English; the editorial board, small, stable and expert; and the fabric of a network of trust among editors, managing editors, associate editors, authors, referees, reviewers, readers, students, librarians...

At the same time, the future presents difficult challenges. Perhaps the main one is the way to maintain influence in the Spanish-speaking world and, at the same time, increase the international appeal in a scholar environment in which English has become the *lingua franca*. Other challenges are entry into the JCR index, financing and the business model, increased competition, full implementation of metadata, visibility in new digital media (ResearchGate, Mendeley, Academia...), social media presence (Twitter, blogs ...), scores in altmetrics, and the achievement of high social value from published research.