

Bibliometric analysis of tourism and hospitality related articles published in Turkey

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This study aims to reveal the general development of tourism literature in Turkey between 2000 and 2010. To this end, 1217 articles that were published in Turkish refereed journals during this period were examined using bibliographic methods of analysis, within the scope of several parameters. The analysis revealed that *Anatolia: Journal of Tourism Research (Anatolia: Turizm Araştırmaları Dergisi)* is the leading tourism journal in Turkey and that tourism management and organization, tourism marketing, and tourism economics were the most popular subjects among the academic community in Turkey. The most prolific authors were assistant professors and research assistants, and the majority of the articles used empirical techniques.

Keywords: tourism articles; national refereed journals; bibliometrics; Turkey

Introduction

The Turkish tourism industry has been growing rapidly over the past two decades, and Turkey has become one of the most important destinations in the world tourism market. According to the World Travel & Tourism Council (2013), Turkey was ranked 12th in the world in 2012, in terms of tourism receipts. In parallel with the growth of the tourism industry in Turkey, the volume of international literature on the Turkish tourism industry has also increased (e.g., Akkemik, 2012; Duman & Kozak, 2010; Kozak & Rimmington, 1999). In this sense, there is knowledge of the Turkish tourism industry among the international academic tourism community. However, there is as yet no study in the international literature dedicated to examining Turkish tourism publications. Hence, due to the language barriers, it is hard for non-Turkish scholars to obtain knowledge of Turkish tourism publications. In this context, the results of the current study could be of value to the international academic tourism community. In addition, the Turkish tourism community (scholars, institutions, journals, etc.) could benefit from the results of this bibliometric study.

Bibliometrics is a quantitative method which involves examination of books, journals, conference proceedings, and other written communication media using mathematical and statistical techniques (Diodato, 1994; Pritchard, 1969). Awareness of the importance of bibliometric studies for authors, institutions, journals, and disciplines has increased gradually, and bibliometrics has become more popular in recent years, both in general terms and in the scholarship on tourism in particular. The rapid growth of the tourism and hospitality industry, and its increasing importance for national and local economies, has encouraged universities to develop new programmes on tourism and hire tourism

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specialists as academics. The increasing numbers of programmes and academics have also affected the number of tourism publications (Jogaratanam, Chon, McCleary, Mena, & Eun Yoo, 2005, p. 641). The growth of tourism and hospitality studies has aroused the general curiosity of scholars into bibliometric research, and the method has also become more prevalent in the literature on tourism (Hall, 2011). According to Hall (2011, p. 16), the main reasons for this increased interest are the need for “reflection on the growth of tourism and hospitality studies,” “interest in the contribution of individuals, publishing outlets and institutions to tourism literature,” and “evaluation of research performance.” Since the 1990s, tourism has become one of the largest industries in Turkey, and thus the number of tourism programmes and scholars has also increased (Güzel, 2006). This increase has affected the growth of Turkish tourism publications and the number of tourism journals. In this context, tourism related articles have also increased. However, bibliometric studies on tourism publications have attracted very little attention in Turkey. Only a few studies have examined tourism-related articles, and these have tended to analyse only one single journal’s articles (Kozak, 1994; Kozak & İçöz, 1999) or theses (Kozak, 2001), and have focused on the research published before 2000. To fill this gap, the current study examines articles recently published in all national refereed journals related to tourism and hospitality.

In summary, this study aims to reveal the development of the literature on tourism in Turkey by examining articles related to tourism and hospitality and published in refereed journals in Turkey between 2000 and 2010. The results will add value to the existing literature, both within Turkey and beyond, and tourism academics will benefit from the findings presented.

Literature review

A number of tourism and hospitality scholars have used bibliometric methods to analyse papers in tourism and hospitality journals (Hall, 2005; Jamal, Smith, & Watson, 2008; Jogaratnam, Chon, McCleary, Mena, & Eun Yoo, 2005; Jogaratnam, McCleary, Mena, & Eun Yoo, 2005; Ma & Law, 2009; McKercher, 2006, 2008; Yonghee, Savage, Howey, & Van Hoof, 2009), and in theses and dissertations (Bao, 2002; Hall, 1991; Jafari & Aaser, 1988; Meyer-Arendt, 2000; Meyer-Arendt & Justice, 2002). In Turkish context, bibliometric studies have been conducted by researchers on Turkish tourism and hospitality articles, and theses and dissertations (Kozak, 1994, 1995, 2000, 2001; Kozak & İçöz, 1999). Table 1 presents a summary of bibliometric studies that have examined tourism publications.

As presented in Table 1, Turkish tourism publications since 1972 have been analysed using bibliometric techniques in a research which was in large part published during the 1990s. These studies on Turkish tourism publications applied several parameters, such as the subject of the article, the title of the author(s), the methods used, and the institutional contribution. Kozak’s (1995) study revealed that 90% of tourism articles published between 1979 and 1994 were conceptual studies, and that the authors were mostly associate professors and lecturers with a Ph.D. The most common subjects of these studies were hospitality management, tourism economics, and tourism marketing. Hospitality management and tourism marketing were also found to be the most popular subjects between 1990 and 1994 (Kozak, 1994). During this period, the authors in *Journal of Anatolia (Anatolia Dergisi)* were mostly Assistant Professors, and most of the articles were conceptual (Kozak, 1994). Kozak and İçöz (1999) assessed the contribution of Turkey’s first academic tourism journal, the *Journal of Tourism Management (Turizm*

Table 1. Bibliometric studies on tourism publications.

	Author(s)	Time period	Type of publications examined	Parameters
Studies on Turkish tourism publications	Kozak (1995)	1979–1994	Articles (N = 491) published in all journals that published tourism-related articles in Turkey	Subjects, titles of authors, and methods
	Kozak (1994)	1990–1994	Articles (N = 249) published in <i>Journal of Anatolia (Anatolia Dergisi)</i>	Subjects, titles of authors, and institutional contribution
	Kozak (2001)	1972–1998	Tourism marketing related theses and dissertations (N = 131)	Subjects, tourism sector sections, and university
	Kozak and İçöz (1999)	1979–1983	Articles (N = 93) published in <i>Journal of Tourism Management (Turizm Yönetmecliği Dergisi)</i>	Subjects, titles of authors, and institutional contribution
Studies on other language-speaking tourism literature	Jogaratnam, McCleary, Mena, and Eun Yoo (2005)	1992–2001	Articles published in 11 leading journals (ATR, JTR, TM, JTTM, JHTR, JHTE, JHLM, JHM, JCHM, FIU, CHRAQ)	Institutional contribution, regional contribution, and repeat contribution to same journal
	Jogaratnam, Chon, McCleary, Mena, and Eun Yoo (2005)	1992–2001	Articles published in 3 leading travel and tourism journals (ATR, JTR, TM)	Institutional contribution, author contribution, and regional contribution
	McKercher (2006)	2000–2004	Articles (N = 3.153) published in 25 leading tourism and hospitality journals (ATR, JTR, TM etc.)	prolificacy of authors, regional contribution, and titles of authors
	Ryan (2005)	1990–2004	Articles published in 35 tourism and hospitality journals	Author productivity
	Park, Phillips, Canter, and Abbott (2011)	2000–2009	Articles (N = 2.834) published in 6 leading tourism and hospitality journals (JHTR, JHM, CHQ, ATR, JTR, TM)	Author contribution, regional contribution, and institutional contribution
	Huang and Hsu (2008)	2000–2005	Articles (N = 500) published in <i>Tourism Tribune</i>	Subjects, methods, institutional and regional contributions, and authors profile

(Continued)

Table 1 – continued

Author(s)	Time period	Type of publications examined	Parameters
Baloglu and Assante (1999)	1990–1996	Articles ($N = 1.073$) published in 5 hospitality management journals (CHRAQ, FIU, HRJ, IJHM, IJCHM)	Subjects and methods
Reid and Andereck (1989)	1978–1987	Articles ($N = 659$) published in 3 leading journals (ATR, JTR, TM)	Methods
Ma and Law (2009)	1973–2006	Articles ($N = 1.034$) published in <i>Annals of Tourism Research</i>	Subjects and popular regions
Meyer-Arendt (2000)	1951–1998	Tourism geography related master's theses and Ph.D. dissertations ($N = 88$) in North America	A list of publications, number of publications per year, and university names
Bao (2002)	1989–2000	Tourism geography related Ph.D. dissertations ($N = 20$) in China	A list of publications, number of publications per year, and university names
Affi (2009)	1975–2008	Tourism-related Ph.D. dissertations ($N = 55$) in Egypt	Number of publications per year and university, subjects, profile of authors, and international or domestic applications
Meyer-Arendt and Justice (2002)	1987–2000	Tourism-related Ph.D. dissertations ($N = 377$) of North America	Number of articles per year and discipline

Note: N, number of publications examined; ATR, *Annals of Tourism Research*; JTR, *Journal of Travel Research*; TM, *Tourism Management*; JHTR, *Journal of Hospitality & Tourism Research*; IJHM, *International Journal of Hospitality Management*; CHQ, *Cornell Hospitality Quarterly*; CHRAQ, the *Cornell Hotel and Restaurant Administration Quarterly*; IJCHM, *International Journal of Contemporary Hospitality Management*; FIU, *FIU Hospitality Review*; HRJ, *Hospitality Research Journal*; JTTM, *Journal of Travel and Tourism Marketing*; JHTE, *Journal of Hospitality and Tourism Education*; JHLM, *Journal of Hospitality and Leisure Marketing*.

İşletmeciliği Dergisi), and found that tourism economics, the social influence of tourism, and tourism marketing were the most popular topics between 1979 and 1983. The same study also revealed that the authors of studies published during this period were mostly assistant professors, lecturers with a Ph.D., or research assistants. In contrast to the previously mentioned studies, Kozak (2001) examined theses and dissertations, and assessed the development of a specific topic in the tourism literature, namely *tourism and hospitality marketing*. This study revealed that most of the theses and dissertations published between 1972 and 1998 on tourism marketing were related to advertising, public relations, and promotion. Examinations of tourism publications (Kozak, 1994, 1995, 2001; Kozak & İçöz, 1999) revealed that, since the 1970s, Turkish tourism scholars have mostly studied tourism marketing and management issues. The largest contribution to the Turkish tourism literature has been made through conceptual studies carried out by scholars with the title of assistant professor and lecturer with a Ph.D. The top three contributing universities were Anadolu University, Ege University, and Dokuz Eylül University.

There have also been a number of bibliometric studies in the English-speaking tourism literature, which have examined tourism and hospitality articles in terms of institutional contributions, regional contributions, author contributions, methods used, and popular subjects. For example, Jogaratnam, McCleary, Mena, and Eun Yoo (2005) examined papers published in 11 leading tourism journals, and found that Cornell University, Michigan State University, Virginia Tech, and Hong Kong Polytechnic University were the top four universities, in terms of contributions. This study also revealed that the greatest proportion of contributions to the literature come from North America (62.6%). McKercher (2006) examined tourism articles published in 25 leading tourism journals, and his study revealed that only 54 out of 6100 authors were prolific. These prolific authors were mostly professors from the USA, East Asia, Oceania, West Asia, and the UK, respectively. The prolificacy of authors has also been examined by other researchers (Park, Phillips, Canter, & Abbott, 2011; Ryan, 2005). In contrast to McKercher's (2006) study, Ryan (2005) and Park et al. (2011) examined prolific authors by name. Ryan (2005) measured prolificacy using the number of papers that each individual author had published in leading tourism journals between 1990 and 2004. According to the results, John L. Crompton, Chris Ryan, Joseph O'Leary, Muzaffer Uysal, and Alastair Morrison were the most prolific authors. A study by Park et al. (2011) revealed that SooCheong (Shawn) Jang, Anna S. Mattila, Rob Law, Bob McKercher, and Cathy A. Enz were the most prolific authors in terms of their contributions to six commonly cited tourism and hospitality journals.

The subject of publications has become another popular focus of bibliometric research. For example, Baloglu and Assante (1999) conducted a study that examined tourism and hospitality related articles, and subject area was one of their chosen research parameters. The study revealed that human resource issues was the most popular subject in articles published in five primary journals. Ma and Law (2009) also examined tourism and hospitality articles in terms of the popularity of subject areas, and according to their examination in *Annals of Tourism Research* the most popular category was sociology and cultural issues. Other popular topics at the time (1973–2006) included psychology and tourist behaviour, the economics of tourism, resort development and planning, and heritage and environmental issues. Ecotourism and sustainable tourism issues were also popular, in China. Other than sustainability, Chinese tourism scholars have focused principally on tourism attraction/resources/product development, management and protection, and tourism planning between 2000 and 2005 (Huang & Hsu, 2008).

The research method analysis of publications is also one of the most important research areas for bibliometrics. For example, a study by Baloglu and Assante (1999) examined published research papers from the point of view of research method. Their research revealed that most of the articles were conceptual, that the most popular method of collecting data in empirical studies was the mail survey, and that the technique of using descriptive statistics was the most frequently used. Reid and Andereck's (1989) study also revealed that descriptive statistics was the most frequently used technique in the research on tourism and hospitality researches. Other than descriptive statistics, regression, correlation, analysis of variance, and econometric models were also found to be popular techniques. Huang and Hsu (2008) also examined articles in terms of the research methods used, and their study indicated that most of the tourism and hospitality articles published in *Tourism Tribune* used qualitative methods.

The term "leading tourism/hospitality journals" is used in some bibliometric studies (Ma & Law, 2009; Park et al., 2011; Reid & Andereck, 1989; Ryan, 2005). In these studies, leading journals are defined according to parameters such as citations, experience, number of articles published, and being analysed in previous studies. In contrast, McKercher, Law, and Lam (2006) and Pechlaner, Zehrer, Matzler, and Abfalter (2004) used empirical techniques to determine the leading tourism journals. McKercher et al. (2006) applied expert judgments; experts evaluated 70 tourism journals by determining their awareness, quality, and aggregate importance scores. Pechlaner et al. (2004) used survey techniques to rank 22 tourism and hospitality journals by measuring their practical relevance, scientific relevance, overall reputation, readership frequency, and their importance for a scholar's career. In conclusion, in empirical and bibliometric studies, some journals were defined as leading tourism journals such as *Annals of Tourism Research*, the *Journal of Travel Research*, *Tourism Management*, *Journal of Sustainable Tourism*, and *Journal of Travel & Tourism Marketing*.

Methodology

The purpose of this study is to reveal the general development of the Turkish tourism and hospitality literature between 2000 and 2010. The reason beginning in 2000 is that previous studies (Kozak, 1994, 1995, 2001; Kozak, & İçöz, 1999) have already examined Turkish tourism and hospitality articles and theses, from the 1970s to the 1990s. In addition, the trend towards publishing articles in refereed journals has increased in Turkey since 2000, as evaluation criteria have changed, regulations (for associate professor examinations) have been introduced, and the number of articles published in refereed journals has become more important. In this sense, the number of articles published in refereed journals is considered to have increased since 2000. The reason for focusing on the period ending in 2010 is that the article collection process started in June 2011. In accordance with the purpose of this study, all the tourism and hospitality related articles, published in national refereed journals between 2000 and 2010, were examined within the scope of parameters such as leading journals, institutional contribution, titles of authors, methods used (empirical or conceptual), multiple authorship, number of references used, and popular subjects. The subject area of the articles were defined according to the following categories: tourism management and organization, tourism marketing, sociology of tourism, information technologies, tourism geography, tourism education, recreation, accounting and finance, environmental management, planning, tourism legislation, health, cultural heritage, bibliometrics, psychology, landscape architecture, anthropology, public administration, scientific research methods, transportation, labour economics, architecture, history of tourism, and general issues

The articles were collected between June and December 2011. Websites of Turkish online article databases Asossindex (asossindex.com), Google Academic (<http://scholar.google.com.tr/>), and Ulakbim (<http://www.ulakbim.gov.tr/>) were used to access the articles, by searching for keywords such as tourism, tourist, visitor, travel, vacation, hospitality, accommodation, hotel, resort, motel, hostel, recreation, destination, transportation, food and beverage, restaurant, gastronomy, and cultural heritage. In addition, a search of the indexes of journals of universities' departments and institutes, such as social science institutes and faculties of economics and administrative sciences was carried out, as well as a general Internet search. University libraries (Anadolu University, Bilkent University, Başkent University, and Gazi University) were also visited to obtain articles that could not be accessed through the Internet. The titles and keywords of the articles were helpful in defining them as tourism related, although some articles could not be defined on the basis of their titles and keywords. To define these articles as tourism related, their abstracts and the methods used were assessed.

The library and the Internet search yielded 1217 tourism-related articles in 155 different journals. The collected articles were examined to answer the following research questions:

- Which journals have published the most tourism articles in Turkey between 2000 and 2010?
- Which institutions have provided the largest contributions?
- Which subjects were the most popular?
- Which method (conceptual or empirical) was used most frequently?
- Which titles of scholars were most frequently used in the papers?
- How common were multiple authorships in Turkish tourism-related articles?
- How many references have most scholars used?

The research questions discussed above were answered by using statistical methods, including the calculation of frequencies and crosstabs. The study was conducted using bibliometric techniques. Bibliometric analysis is a quantitative method used to evaluate books, journals, and conference proceedings with mathematical and statistical techniques (Diodato, 1994). Bibliometrics is a kind of content analysis that includes a frequency analysis of papers within various parameters (e.g., subjects, methods, and references), a social network analysis and a citation analysis.

Results

Leading journals

The examination of the titles of journals revealed the leading tourism journals in Turkey. *Anatolia: Journal of Tourism Research*, *Journal of Travel and Hotel Management*, and the *Journal of Commerce and Tourism Education Faculty Gazi University* were found to be the top three leading tourism journals in Turkey. These three journals published 28.4% of the total number of tourism-related articles in Turkey between 2000 and 2010. The reasons for this may be that these three tourism and hospitality journals are solely tourism-focused and that they still continue to publish. *Anatolia* has been published since 1990, but became refereed journal only in 1997, and since then has published two volumes per year. The *Journal of Commerce and Tourism Education Faculty Gazi University* has been a refereed journal since 1998, and also publishes two volumes per year. This journal has published mostly tourism-related articles, particularly in its issues on tourism education, although it has also published commerce-related articles. *Journal of Travel and Hotel Management* is

one of the most recently established Turkish tourism journals in Turkey. It has published three or four volumes per year since 2004. Further, two more journals published tourism-based articles during the period studied. However, these journals (the Journal of Tourism Academic and Eastern Mediterranean University Journal of Tourism Research) are not currently publishing. The other journals are mostly university departmental publications. Besides these tourism-focused journals, 145 different journals from different disciplines also publish tourism-related articles between 2000 and 2010, including geography, business, marketing, and sociology journals (e.g., Journal of Standard, Economic and Technique and Balıkesir University the Journal of Social Sciences Institute). The nature of tourism as an interdisciplinary issue is reflected in the fact that almost 70% of tourism-related articles were published in journals of other disciplines.

Institutional contribution

In order to reveal the contribution made by institutions to the Turkish tourism literature between 2000 and 2010, the address information of article authors was examined. According to the results, Gazi University was the leading institution. Authors from this university published 12.6% of the tourism-related articles during the period studied. Other top contributor institutions were found to be Balıkesir University (7.6%), Muğla University (7.6%), Anadolu University (5%), Akdeniz University (5%), Dokuz Eylül University (4.7%), Çanakkale Onsekiz Mart University (3.7%), Sakarya University (3.2%), Mersin University (3.1%), and Selçuk University (2.5%). The top contributor institutions are mainly universities with a long history of tourism and hospitality education. For example, Gazi University began tourism and hospitality education in 1965, and Balıkesir University has been teaching in this area since 1975. In this sense, there may be a positive relation between experience and contribution. In addition, having more academics and graduate students may also be an important factor in explaining the significantly larger contribution of these institutions. Results showed that, other than the above-mentioned institutions, more than 109 different institutes contributed to the tourism and hospitality literature between 2000 and 2010. Researchers from other universities and the private sector also published papers in Turkey, as well as a few institutes from the public sector. The addresses from private and public sectors have not been analysed in this study beyond categorizing them as either private or public sector.

Subjects of papers

In order to reveal the most popular tourism subjects studied by Turkish authors between 2000 and 2010, the main subjects of their articles were examined and classified according to a range of specific categories. Due to the interdisciplinary nature of tourism, some articles covered more than one category. In this sense, it was difficult to label some articles as belonging to a specific category. However, the most prominent focus area was determined and each article was classified as belonging to a single category. The results reveal that the most popular category was tourism management and organization (Table 2). Turkish tourism researchers have mostly studied hotels and travel agents, within the scope of some management issues such as job satisfaction (e.g., Tarlan & Tütüncü, 2001; Tütüncü & Çiçek, 2000), performance evaluation (e.g., Agca & Tuncer, 2006; İplik, 2004), organizational commitment and culture (e.g., Rızaoğlu & Ayyıldız, 2008), and leadership (Akbaba & Erenler, 2008). As Table 2 shows, the number of articles published in tourism management and organization has increased over the years. However, there has

Table 2. Most popular research topics.

Subject	Publishing years																								Total	
	2000		2001		2002		2003		2004		2005		2006		2007		2008		2009		2010		n	%		
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%				
1. Tourism management and organization	23	33.3	25	30.1	18	22.8	27	27	31	27.9	34	31.8	25	22.2	42	37.5	48	32	57	34.3	49	38.6	379	31.1		
2. Tourism marketing	12	17.4	19	22.9	16	20.3	24	24	23	20.7	27	25.2	31	27.4	15	13.4	34	22.7	30	18.1	31	24.4	262	21.5		
3. Tourism economics	11	16	11	13.2	9	11.5	12	12	20	18.1	10	9.3	14	12.4	16	14.2	24	16	19	11.4	6	4.8	152	12.5		
4. Tourism education	2	2.9	5	6.1	8	10.2	5	5	4	3.6	5	4.7	7	6.2	6	5.3	8	5.4	4	2.4	6	4.8	60	4.9		
5. Geography of tourism	0	0	1	1.2	2	2.5	6	6	7	6.3	6	5.6	4	3.5	7	6.2	6	4	8	4.8	5	4	52	4.2		
6. Environmental management	1	1.4	5	6	4	5	4	4	0	0	5	4.7	3	2.6	6	6.2	4	2.6	7	4.2	0	0	39	3.2		
7. Recreation	1	1.4	1	1.2	5	6.3	3	3	5	4.5	2	1.9	11	9.7	1	0.9	0	0	6	3.6	3	2.3	38	3.1		
8. Sociology of tourism	5	7.2	0	0	4	5	2	2	8	7.2	2	1.9	3	2.6	4	3.5	1	0.7	3	1.8	3	2.3	35	2.8		
9. Accounting and finance	1	1.4	3	3.6	1	1.2	1	1	3	2.7	5	4.7	2	1.8	2	1.6	8	5.4	3	1.8	2	1.5	31	2.5		
10. Cultural heritage	1	1.4	1	1.2	0	0	2	2	0	0	4	3.7	2	1.8	3	2.7	3	2	7	4.2	5	4	28	2.3		
11. Health	0	0	4	4.8	5	6.3	2	2	4	3.6	2	1.9	1	0.9	2	1.6	4	2.6	1	0.6	1	0.8	26	2.1		
12. Information technologies	2	2.9	1	1.2	1	1.2	4	4	3	2.7	0	0	2	1.8	2	1.6	3	2	2	1.2	4	3.1	24	1.9		
13. Landscape architecture	1	1.4	1	1.2	0	0	2	2	1	0.9	1	0.9	2	1.8	0	0	1	0.7	10	6.1	4	3.1	23	1.8		
14. Tourism legislation	3	4.2	1	1.2	0	0	3	3	0	0	0	0	1	0.9	1	0.9	2	1.3	0	0	1	0.8	12	0.9		
15. Others	6	8.7	5	6.1	6	7.7	3	3	2	1.8	4	3.7	5	4.4	5	4.4	4	2.6	9	5.5	7	5.5	56	4.5		
Total	69	5.7	83	6.8	79	6.6	100	8.3	111	9.1	107	8.8	113	9.3	112	9.2	150	12.4	166	13.1	127	10.5	1217	100		

been no significant change in terms of percentages due to the increasing number of articles published in other subject categories as well. Our results reveal that tourism marketing was the second most popular subject category among Turkish tourism researchers between 2000 and 2010. Tourism marketing researchers in Turkey have been interested in some marketing issues, such as product differentiation and alternative tourism (e.g., Meriç, 2007; Uluşan & Batman, 2010), image and brand analyses of destinations or tourism enterprises (e.g., Ertuğrul & Demirkol, 2007; İlban, 2008), marketing communication, customer expectations, complains, and satisfactions (e.g., Çatı & Kocoğlu, 2008; Filiz & Çemrek, 2008). The third most popular subject category was found to be tourism economics. Tourism economics researchers in Turkey have been interested in some economic issues, such as the economic impacts of the tourism industry (e.g., Bahar, 2006; Bahar & Bozkurt, 2010) and relations between tourism and economic crises (e.g., Korkmaz, Uygurtürk, & Kılıç Darıcı, 2009). These three most popular subject areas were discussed in 65% of the articles. Besides these three areas, tourism education, the geography of tourism, and environmental management were also the subjects of the attention of some scholars.

Table 2 also shows a change in the total number of articles over the period studied. Although there is no continuous increase year-on-year, there has nevertheless been a significant increase in the total number of published articles over the period, particularly in 2003 and 2008.

Methods of articles

The research method used is an important indicator of research quality. In the present study, the research methods used were categorized as either empirical or conceptual. As presented in Table 3, most of the articles (60.6%) used empirical methods, and the others were conceptual assessments of tourism-related issues. There has been considerable development in the number of empirical studies over the years. For example, only 44.9% of all articles were empirical in 2000, but the figure reached 77.2% in 2010. The number of empirical studies increased more than threefold over an 11-year period. Whilst this

Table 3. Changes in research method 2000–2010.

Years	Methods					
	Empirical		Conceptual		Total	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
2000	31	44.9	38	55.1	69	100
2001	43	51.8	40	48.2	83	100
2002	43	54.4	36	45.6	79	100
2003	60	60	40	40	100	100
2004	67	60.4	44	39.6	111	100
2005	70	65.4	37	34.6	107	100
2006	62	54.9	51	45.1	113	100
2007	64	57.1	48	42.9	112	100
2008	94	62.7	56	37.3	150	100
2009	105	63.2	61	36.8	166	100
2010	98	77.2	29	22.8	127	100
Total	737	60.6	480	39.4	1217	100

increase in empirical studies is a positive development in Turkish tourism publications, it is necessary to evaluate the research methods used in these publications using qualitative techniques.

In order to present the methods used according to subject categories, a subject-based method of analysis was used. The results reveal that articles related to tourism economics, the geography of tourism, cultural heritage, and environmental management were mostly conceptual (Table 4). Secondary data analyses were defined as conceptual in tourism economics studies and most of the tourism economics studies in Turkey used secondary data analysis. This may be the reason why most of the tourism economics studies were found to be conceptual. In the area of the geography of tourism, research into the sources of regional tourism is very common, and these kinds of studies were defined as conceptual. This may be why the majority of tourism geography studies were conceptual. Similarly, cultural heritage studies were also focused on tourism sources and the development possibilities of regions, in terms of cultural heritage tourism. The environmental management related tourism articles were mostly focused on definitions of environmental sustainability, sustainable resources and the sustainability problems of a region, etc. Such articles were defined as conceptual.

Articles in tourism management and organization, information technologies, tourism marketing, tourism education, recreation, sociology of tourism, accounting and finance, and health were mostly empirical. The majority of empirical articles used survey techniques. Employees, customers, tourism students, tourism academics, and other stakeholders in the industry were surveyed in these areas.

Table 4. Empirical and conceptual studies per subjects.

Subjects	<i>n</i> and %	Empirical	Conceptual	Total
Tourism management and organization	<i>n</i>	308	71	379
	%	81.3	18.7	100
Tourism marketing	<i>n</i>	165	97	262
	%	63	37	100
Tourism economics	<i>n</i>	45	107	152
	%	29.6	70.4	100
Tourism education	<i>n</i>	46	14	60
	%	76.7	23.3	100
Geography of tourism	<i>n</i>	7	45	52
	%	13.5	86.5	100
Environmental management	<i>n</i>	15	24	39
	%	38.5	61.5	100
Recreation	<i>n</i>	26	12	38
	%	68.4	31.6	100
Sociology of tourism	<i>n</i>	23	12	35
	%	65.7	34.3	100
Accounting and finance	<i>n</i>	21	10	31
	%	67.7	32.3	100
Cultural heritage	<i>n</i>	6	22	28
	%	21.4	78.6	100
Health	<i>n</i>	15	11	26
	%	57.7	42.3	100
Information technologies	<i>n</i>	23	1	24
	%	95.8	4.2	100
Others	<i>n</i>	37	54	91
	%	40.6	59.4	100

Title of authors

In this study, the authors of 1217 papers were analysed by their titles (professor, associate professor, assistant professor, lecturer with a Ph.D., research assistant, and teaching assistant). As presented in [Table 5](#), assistant professors made the largest contribution, publishing 35.9% of the total number of papers. This result could be explained by the authors' desire for promotion. In addition, getting used to a study routine whilst researching for a doctorate and the desire to be known in the field could also explain why assistant professors publish more. The findings show that assistant professors have a tendency to work hard to become associate professors after completing a doctorate. The second most prolific authors were found to be research assistants. They were responsible for 272 publications between 2000 and 2010. Associate professors, lecturers with a Ph.D., teaching assistants, and professors come after research assistants. The category of "others" mainly consists of graduate students and authors from the private and public sector. [Table 5](#) also shows the author rankings in the articles, in terms of their titles. Associate professors, assistant professors, lecturers with a Ph.D. and professors are mainly the first authors on publications, whilst research assistants, teaching assistants and postgraduates are, in most cases, second authors. This finding could also be interpreted as an academic title-based author ranking. Apparently, academic title is more important than contribution in Turkish tourism publications.

Multiple authorships

The issue of multiple authorships is a very important matter for scientific publications. Before papers are sent to the referees, authors start their own refereeing process, and these include self-criticism and communication with co-authors (Al, 2005). [Table 6](#) shows that most tourism-related articles in Turkey are either dual or single-authored papers. However, the number of articles with two or more authors has increased in recent years. Only 14 articles (20.4%) were published by two authors in 2000, but in 2010, this had increased to 69 (54.3%).

References used

Citation is also a very important issue as regards the quality of scientific papers. To evaluate the articles in both qualitative and quantitative terms, the references that researchers applied were considered an important indicator. In this study, quantitative methods were chosen to analyse tourism-related articles, and the number of references given by the authors was examined. As shown in [Table 7](#), most of the articles contained

Table 5. Author titles.

Titles	First author	Second author	Third author	Fourth author	Fifth author	Sixth author	Total	
							<i>n</i>	%
Assistant professor	470	145	19	1	2	–	637	35.9
Research assistant	92	132	40	7	1	–	272	15.3
Associate professor	160	44	13	–	–	–	217	12.2
Lecturers Ph.D.	136	55	17	2	–	–	210	11.8
Teaching assistant	53	97	18	1	1	–	170	9.6
Others	47	60	25	5	1	1	139	7.8
Professor	78	36	11	1	–	–	126	7.1

Table 6. Multiple authorship changes 2000–2010.

Years	1		2		3		4		5		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
2000	51	73.9	14	20.4	2	2.9	2	2.9	0	0	69	100
2001	49	59.1	27	32.5	7	8.4	0	0	0	0	83	100
2002	37	46.8	34	43.1	7	8.9	0	0	1	1.2	79	100
2003	43	43	49	49	9	9	0	0	0	0	100	100
2004	50	45	45	40.6	14	12.6	2	1.8	0	0	111	100
2005	42	39.2	51	47.7	7	6.5	5	4.8	2	1.8	107	100
2006	56	49.5	42	37.2	14	12.4	1	0.9	0	0	113	100
2007	49	43.7	44	39.3	19	17	0	0	0	0	112	100
2008	49	32.6	75	50	25	16.7	1	0.7	0	0	150	100
2009	58	34.9	79	47.7	26	15.6	1	0.6	2	1.2	166	100
2010	34	26.7	69	54.3	21	16.6	2	1.6	1	0.8	127	100
Total	518	42.6	529	43.5	150	12.4	14	1.1	5	0.4	1217	100

either 11–20 or 21–30 references. The results also show a considerable increase in the number of citations provided by the authors in their articles over the given time period. For example, in 2000, only 2 articles (2.9%) were included in the category of 51 references and above, and this number increased to 34 articles (22.9%) in 2009. This increase demonstrates that Turkish tourism scholars have improved in recent years, in terms of the diversity of references used. This increase is assumed to be a positive development, because citing different publications provides different perspectives and greater potential for a deep analysis of a research subject. However, the quantity of references is not enough to measure the quality of publications. Qualitative examination is also needed to make a decision about research quality.

Conclusion and implications

Due to the increasing importance of the tourism industry for national and local economies, the number of tourism programmes and academics has also increased over the years. This situation is no different for Turkey. Since tourism has become one of the largest industries in Turkey over the past two decades, the number of Turkish tourism programmes and academics has also increased (Güzel, 2006). These increases have also affected the number of publications. There were only 491 tourism-related articles published between 1979 and 1994 (Kozak, 1995), but according to the current study, this number reached to 1217 from 2000 to 2010. However, there is no such comprehensive study in the English-speaking tourism literature which has examined Turkish tourism publications and presented findings about the scientific development of Turkish tourism. To fill this gap, the current study has examined tourism and hospitality related articles, published in national refereed journals in Turkey between 2000 and 2010.

One of the central research questions of this study concerned leading journals. The issue of leading tourism journals has been discussed in either bibliometric studies (Jogaratham, Chon, McCleary, Mena, & Eun Yoo, 2005; Park et al., 2011; Reid & Andereck, 1989) or empirical studies (McKercher et al., 2006; Pechlaner et al., 2004), and some journals have more commonly been defined as leading, such as *Annals of Tourism Research*, the *Journal of Travel Research*, *Tourism Management*, and *Cornell Hospitality Quarterly*. The results of the present study reveal that *Anatolia: Journal of Tourism*

Table 7. Reference usage changes 2000–2010.

Years	Numbers of references authors applied														Total	
	10 and under		11–20		21–30		31–40		41–50		51 and above		n	%		
	n	%	n	%	n	%	n	%	n	%	n	%				
2000	15	21.7	29	42	17	24.6	5	7.3	1	1.5	2	2.9	69	100		
2001	21	25.3	27	32.5	23	27.8	4	4.8	6	7.2	2	2.4	83	100		
2002	8	10.2	38	48.7	18	23.1	7	8.9	5	6.5	2	2.6	78	100		
2003	12	12.2	41	41.8	20	20.4	13	13.2	6	6.2	6	6.2	98	100		
2004	21	18.9	30	27.1	25	22.5	20	18	9	8.1	6	5.4	111	100		
2005	6	5.6	32	30.1	30	28.4	21	19.8	11	10.4	6	5.7	106	100		
2006	9	8	25	22.1	27	23.9	21	18.6	17	15.1	14	12.3	113	100		
2007	3	2.7	28	25.7	28	25.7	22	20.2	21	19.2	7	6.5	109	100		
2008	3	2	36	24.1	41	27.5	29	19.6	20	13.4	20	13.4	149	100		
2009	11	6.6	32	19.4	52	31.6	24	14.6	12	7.2	34	20.6	165	100		
2010	4	3.1	21	16.5	40	31.4	17	13.4	16	12.7	29	22.9	127	100		
Total	113	9.3	339	28.2	321	26.6	183	15.1	124	10.2	128	10.6	1208	100		

Research was the leading tourism journal in Turkey between 2000 and 2010. When we compare this finding with Kozak's (1995) results, it can be seen that *Anatolia* was an important journal, making the second-largest contribution to tourism literature even in 1995, when though it had only been in existence for four years. Other leading journals were found to be the *Journal of Travel and Hotel Management* and the *Journal of Commerce and Tourism Education Faculty Gazi University*. These three journals published 28.4% of all tourism articles in Turkey between 2000 and 2010. There is no other tourism-based journal currently being published. However, due to the interdisciplinary nature of tourism, journals in other disciplines publish tourism and hospitality studies as well. The results presented in the current study show that 155 different journals published tourism-related research from 2000 to 2010. A majority of these journals (i.e., about 150 of them) are not tourism-based journals but published 66.7% of all articles related to tourism.

The scientific performance of institutions is predominantly measured by their publications. The number and nature of the publications produced also show the institution's contribution to a discipline, and this includes its contribution to the intellectual development of the discipline (Jogaratanam, McCleary, Mena, & Eun Yoo, 2005, p. 367). Law and Chon (2007) pointed out that if a university has a high research performance, this provides some advantages such as funds from government and industry. In addition, the universities that have a high research performance are able to enhance their public image (Law & Cheung, 2008, p. 79). Therefore, institutional contribution has attracted the attention of tourism scholars (Huang & Hsu, 2008; Jogaratnam, Chon, McCleary, Mena, & Eun Yoo, 2005; Jogaratnam, McCleary, Mena, & Eun Yoo, 2005; Kozak, 1994; Kozak & İçöz, 1999; Park et al., 2011). The present study also examined institutional contribution in terms of Turkish tourism articles, and revealed the research performance of institutions. According to the results, there were 121 different contributing institutions. Gazi University made the largest contribution between 2000 and 2010, publishing 247 articles. Other substantial contributions came from Balikesir University, Mugla University, Anadolu University, and Akdeniz University. Authors from these five universities published 37% of all tourism-related articles. Kozak (1994) examined institutions' contribution to a specific tourism journal (*Anatolia*) and stated that Anadolu University was the leading institution in terms of its contribution. Kozak (2001) also examined theses and dissertations on tourism marketing produced between 1972 and 1998. His study revealed that most of these theses and dissertations were conducted in either Istanbul University or Gazi University. Results showed that universities that have more experience of tourism education have contributed more. In the present context, experience may be one of the explanations the findings presented. In addition, postgraduate tourism programmes may be another reason for these findings, since the universities that have postgraduate tourism programmes emerged at the top of the contributing institutions' list. Postgraduate students and their academic advisors conduct research and publish. Therefore, it is possible to say that postgraduate programmes have a positive effect on the research performances of universities.

Since analysing the subject-matter of research provides helpful information for the tourism community, as regards changing trends and gaps in the field, scholars have examined tourism- and hospitality-related publications in terms of their chosen research subject (Afifi, 2009; Baloglu & Assante, 1999; Huang & Hsu, 2008; Kozak, 1994, 1995, 2001; Kozak & İçöz, 1999; Ma & Law, 2009). The present study has also examined the popular research subjects in Turkish tourism literature. The results show that the most popular research subject was tourism management and organization. Tourism marketing

and tourism economics also gained a great deal of research attention from tourism scholars in Turkey. About 65.1% of tourism articles were related to these three subjects. Kozak's (1995) study also yielded similar findings. His results showed that hospitality management was the most popular topic and that tourism marketing and tourism economics were the next most popular topics. As the results showed, management, marketing and economics issues were very dominant in the Turkish tourism literature during the 1990's. Similar issues attracted most tourism scholars in other countries as well. For example, Baloglu and Assante's (1999) study revealed that human resources, marketing, and operations issues were the most popular subject areas between 1990 and 1996. Tourism academics in Turkey have, in general, followed the English-speaking tourism literature, and this may be one of the reasons why it has analysed similar subjects. In addition, the popularity of management and organization, marketing, and economic disciplines in social sciences could also have impacted tourism research, since this discipline is itself an area of social sciences. Huang and Hsu's (2008, p. 281) findings also support this statement. Their study revealed that similar subjects (management and protection, tourism marketing, tourism attraction/resources development, tourism planning) were also popular in China.

The research method used in articles is an important indicator of research quality. In this context, researchers (Baloglu & Assante, 1999; Huang & Hsu, 2008; Kozak, 1995; Reid & Andereck, 1989) have examined the research methods used in tourism publications, in order to reveal the trends in methods and statistical techniques. This study revealed that the majority of tourism scholars in Turkey applied empirical methods between 2000 and 2010. There has also been a considerable development in the use of empirical techniques over the years. This development can be seen both within the current study and in Kozak's (1995) study. Kozak (1995) found that between 1979 and 1994, almost 90% of all tourism articles were conceptual. The current study found that 60% of articles published between 2000 and 2010 were empirical. Baloglu and Assante (1999) stated that both conceptual and empirical studies can contribute to the advancement of knowledge if they are well designed and well articulated. Therefore, it is not true to say that empirical studies are better than conceptual ones. However, since empirical studies make it possible to develop and test theories, an increase in empirical studies could be considered an improvement (Baloglu & Assante, 1999). In brief, empirical studies have become more common in the Turkish tourism literature, and this could be interpreted as an improvement in Turkish tourism scholarship. This may be a result of the increasing number of young and curious scholars working in the area of Turkish tourism. There was a considerable increase in the number of tourism programmes in Turkey, especially after 1990. These programmes hired many tourism academicians and encouraged them to study and publish. Furthermore, until the 1990s, tourism was a new issue for Turkey, and it is not surprising that scholars analyse subjects arising in a new discipline in conceptual ways. Moreover, the tendency of journals to publish empirical studies could have also had an impact upon the increasing number of empirical studies. Another of the present study's findings, concerning method, was yielded by the subject-based method analysis. The results showed that most of the empirical studies were conducted in tourism management and organization, information technologies, tourism marketing, tourism education, recreation, sociology of tourism, accounting and finance, and health.

Citation and references have also been very important for both scientific development and scientific communication. Although reference counts differ among disciplines, using more references affects the quality of publications positively in any discipline (Al, 2008; Özen Uçak & Al, 2008), and using more references is an indicator that researchers have researched their chosen subjects in greater depth. According to the results of this study,

tourism researchers in Turkey have improved in terms of their reference usage over the years. The results revealed that in recent years, authors have used more references (i.e., articles, books, conference proceedings, etc.). Only 3% of the articles used more than 50 references in 2000, but this number rose to 23% in 2010. This increase may be interpreted as a result of technological developments that make it easier to access articles. For example, online access to articles in PDF format has been easier since 2000s.

Titles of contributor authors have also been another attractive subject for bibliometric studies examining tourism research (Kozak, 1994, 1995; Kozak & İçöz, 1999; McKercher, 2006). The current study also examined the titles of authors. The results indicated that assistant professors were the most prolific authors. Assistant professors published 35.9% of all tourism and hospitality related articles in Turkey between 2000 and 2010. This result could be interpreted in terms of concerns about promotion. This interpretation could also be supported by previous studies. According to Kozak (1995) and Kozak and İçöz (1999), this situation remained the same between 1979 and 1994. These studies also showed that authors who needed to be promoted were more prolific. But the desire for promotion may not be the only reason why assistant professors publish more. For instance, the desire to be known in the field may also explain these results. Since assistant professors gain tenure after their Ph.D., they may want to be known in the academic community through their publications. In addition, assistant professors get used to a routine of hard work during their doctorate. In this context, this familiarity with the routine may be another reason for publishing. Moreover, they may have enough time to work on projects they could not research during their doctorate study, due to a lack of time. According to the results of the present study, research assistants made the second-largest contribution to the Turkish tourism literature between 2000 and 2010. This result is not surprising, since the top priorities of research assistants are studying and publishing. Research assistants do not lecture, and they are hired by universities to contribute to its scientific performance.

The issue of multiple authorship is also an important matter as regards scientific research. One of the most important benefits of multiply-authored research is the opportunity for self-criticism. Whilst single-authored studies are structured and controlled only by one author and present only one author's perspective, multiply-authored studies could be structured by more than one author and the process of self-criticism begins before submission (Al, 2005). The current study revealed the situation, as regards multiple authorships, in the literature related to tourism and hospitality in Turkey. The multiple authorship analysis presented yields the finding that 73.9% of articles were published by single authors in 2000, but that there has been a considerable decrease in single-authored articles over the years, with only 26.7% of articles being single authored in 2010. When we compare these results with Kozak's (1994) findings, it is possible to state that there has been considerable development in multiple authorship over the years, since at the time of this earlier study, he found that 90% of articles published in *Anatolia* were single-authored studies.

This study was conducted to reveal the scientific development of Turkish tourism literature. The results of this study provide important information for both Turkish and international academic tourism community. Turkish tourism researchers could choose an area of expertise by using these results and relating them to trends and gaps in subject areas of study. For example, graduate students in the tourism field, especially those who have not yet chosen an area of expertise, might be interested in areas such as cultural heritage, sociology of tourism, and recreation etc., which have been studied to a lesser extent. Scholars in other countries could also benefit from the results, obtain knowledge about the

articles published recently in the Turkish language, and compare trends in the literature from different countries.

The purpose of this study was to investigate all the tourism-related articles published in Turkey between 2000 and 2010. It was not possible to be absolutely certain of counting the total number (population) of tourism articles published during this period. The authors believe that they were able to identify almost all of the relevant articles, but the uncertainty around this factor is one of the most important limitations of this study. Another important limitation relates to the period investigated. This study includes only the articles published between 2000 and 2010. Future research could therefore be extended to cover other periods. In addition, popular regions, prolific authors (by name), statistical techniques, and secondary topic categories could also be examined. Investigation into which issues are more popular within tourism management and organization, tourism marketing, and tourism economics could also form the basis for a useful follow-up research question.

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