

BIBLIOMETRIC ANALYSIS OF DIASPORA TOURISM STUDIES

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Abstract

The aim of this study is to review the studies of diaspora tourism, which is getting more and more attention by tourism scholars. To achieve this goal, bibliometric and visualization analyzes were used. “The most productive journals”, “the most cited studies”, “the most productive authors”, “the annual number of publications”, “the most contributing organizations”, and “the most contributing countries” parameters based on WoS database were examined. VOSviewer software was used to reveal the leading trends in the diaspora tourism literature. Thirty-seven studies were found with the help of the WoS database, over the period from 2000 – December 2021. Especially in the last two years (2020-21), the literature on diaspora tourism has grown remarkably. China was by far the leading country in diaspora tourism, and there was a lack of research on diasporic travel from countries such as India, Turkey and Israel. The organization that contributed the most to the literature was Hong Kong Polytech University with 10 studies. According to the keyword analysis, the most popular words are ‘diaspora tourism’, and ‘diaspora’.

Keywords: diaspora tourism, diaspora tourist, bibliometric analysis, WoS database, VOSviewer

INTRODUCTION

The term diaspora is actually associated with the dispersal of the Jews by leaving their lands, but over time it has also begun to be used to express immigrants who left their homeland and started to live in other countries (Pande, 2018). Migrants' visits to the homeland were not very frequent in the past (Basch et al., 1994). However, this situation has disappeared thanks to the developments in transportation technologies (Li, 2020). Migrants who are financially eligible and have no obstacle to travel to the homeland have gained momentum in their travels to the homeland. At the same time, thanks to the developments in communication technologies, the attachments between the migrants and their relatives were strengthened, and this was one of the factors that triggered their travels to the homeland (Cıkı & Kızanlıklı, 2021).

These touristic trips of migrants to their homeland have been studied by researchers under various titles, especially diaspora tourism (Huang et al., 2016): homeland tourism, visiting friends and relatives tourism, ancestral tourism, roots-tourism, ethnic tourism, homesick tourism, genealogy tourism etc. Diaspora tourism can be shown as the most popular among the studies on the touristic homeland travels of migrants and diaspora tourism studies are

examined in this study. Diaspora tourism can be briefly defined as tourism movements produced, consumed and experienced by immigrants, and these travels can have various purposes (Coles & Timothy, 2004). As summarized by Huang et al. (2018), previous studies revealed that immigrants visit their homeland for various reasons such as leisure time, genealogy-roots seeking, sharing family traditions with their children, visiting relatives and friends, religion, pilgrimage, language learning, business and cultural events.

It is possible to say that diaspora tourism has various advantages. Although there is a lack of work, it is known that diaspora tourism is not as seasonal as other types of tourism, so tourism spreads throughout the year and can create employment opportunities (Pelliccia, 2016). Diaspora tourism provides an alternative source of income for countries and diaspora members are assumed to promote their homeland in host countries (Newland, 2011). Diaspora tourists do not spend as much money as foreign tourists, but they make significant economic contributions to local businesses and can help new unknown destinations enter the international tourism market (Vong et al., 2017). Countries get foreign exchange flow thanks to diaspora tourism and moreover, thanks to these travels, migrants can be motivated to invest directly in their homeland (Newland & Taylor, 2010). Also, travels to the homeland of migrants can help to preserve their cultural identity and these travels can improve the attachment between their homeland and immigrants (Huang et al., 2013).

Considering that approximately 281 million people are international migrants in 2020, it can be said that diaspora tourism is an important tourism market (IOM, 2021). While the number of immigrants around the world is increasing day by day, the travels of diaspora communities to the homeland are also gaining momentum (Alexander et al., 2017). Researchers' interest in these movements also increases directly proportionally. Studies on the homeland travels of diaspora communities have begun to attract the attention of researchers, especially since the 2000s, and many studies have been conducted on diaspora tourism.

There are many studies on diaspora tourism, but no bibliometric study has been found. In this context, the current study aims to examine the diaspora tourism studies in the WoS database from 2000 to 2021. Bibliometric analysis is used in various research fields because it is an effective way to analyze a particular subject, a particular journal (Shang et al., 2015). Many bibliometric studies have been carried out within the scope of tourism studies (Mavric et al., 2020). Researchers publish studies through bibliometric analysis to facilitate assessment and monitoring of subject development using advanced software programs when their interests reach a certain level of saturation (Koseoglu, 2016). Bibliometric analysis has a combination of statistics, information science and philology in a particular field and provides

a better explanation of the development of a particular research direction using bibliometric indicators (Mulet-Forteza et al., 2019).

The research consists of four sections, apart from the introduction. The introduction section is followed by literature review and methodological procedures and results sections. And finally, the conclusions are presented.

THEORETICAL BACKGROUND

Diaspora tourism includes travel to places where migrants were born, raised or where their ancestors lived or continue to live. These travels are based on reasons such as satisfying the longing for relatives, friends and homeland, seeking roots, family gatherings, and protecting their identity (Bandyopadhyay, 2008; Kaftanoglu & Timothy, 2013; Huang et al., 2018). The above can be shown among the main travel motivations of diasporic tourists. However, it has been revealed in some studies that diasporas consume tourism activities that diasporic tourists consume during their homeland travels, combined with leisure time activities (Cıki & Kızanlıklı, 2021; Newland & Taylor, 2010).

Each diaspora community has a different migration history (civil war, terrorism, religious oppression, education, better income, geographical difficulties, etc.) and has its own unique cultural identity. In addition, the travels of diaspora communities to the homeland can be affected by generational and origin differences, economic and other conditions of the homeland, geographical location and various similar reasons (Huang & Chen, 2020). It can be said that migrants generally need to visit their homeland, but due to the reasons mentioned above and similar reasons, these travel experiences may also result in negative results (Weaver et al., 2017).

There is increasing interest in the literature on how the generation gap of immigrants affects their attachment to their homeland, their motivation to travel and their intention to revisit. Diaspora members are not always expected to be committed to their homeland and have a high motivation to travel, and the level of attachment may weaken as generations pass (Otoo et al., 2021). Huang and Chen (2020), in a study carried out to examine the travel behaviors of the Chinese diaspora (5 generations) living in North America, found that the intention to travel to the homeland differs among the Chinese migrant generations. In addition, according to the results of the study, the first generation migrants were determined as the group with the highest travel motivation, while the second generation migrants were the lowest group.

According to Li et al. (2019), the diversification of travel patterns of a diaspora community is related to the consistency of that community within itself. The level of acculturation and whether one identifies as part of the ethnic community can also affect the travel patterns of diaspora tourists. In addition, sense of place and place attachment are factors that deeply affect the travels of diaspora tourists.

According to Coles et al. (2005) five modes of travel can occur as a result of migration. First, individuals living as a diaspora in the host country can travel to their homeland. Second, people in the diaspora can visit where their relatives live. Third, diasporas can travel to any destination other than their homeland. Fourth, transition places in the migration process can be preferred. Fifth, they can travel to destinations where they can meet people of the same ethnicity or with whom they feel close.

Categorizations are important to understand the needs of diaspora tourists. While Coles et al. (2005) categorize the travel patterns of diaspora tourists, Li & McKercher (2016) divided diaspora tourists into five different groups in order to segment the market: 're-affirmative', 'quest', 'reconnected', 'distanced', and 'detached' dir. Similarly, Weaver et al. (2017) also grouped diaspora tourists: 'shallow', 'hybrid', 'extrinsic' and 'intrinsic'. According to Li et al. (2019), efforts to develop typologies of diaspora tourists show that the popularity of these travels is increasing, but this effort is not entirely sufficient. However, most of the diaspora tourism studies focus on the demand dimension and tourist needs (Huang et al., 2018; Scheyvens, 2007), and less studies have been done on the supply dimension (Roberts, 2022).

One of these studies belongs to Li et al. (2019). Li et al. (2019) proposed a conceptual framework that deals with the supply and demand dimensions of diaspora tourism in a holistic way. In connection with this study, another study dealing with the supply dimension of diaspora tourism belongs to Roberts (2022). Based on the conceptual framework proposed by Li et al., Roberts (2022) discussed the supply side along with the demand for diaspora tourism in Guyana.

It is known that some tourism products are prepared and marketed for diaspora communities around the world (Collins et al, 2004). However, considering the travel trends of diaspora tourists to the homeland, it is seen that the diaspora tourism market is underestimated by many tourism stakeholders and governments (Scheyvens, 2007). Even when the national statistics for the trips of individuals living outside their homeland are examined, it shows that this market should not be underestimated.

To give a few examples, when the statistics of international tourist arrivals of India before the Covid-19 pandemic are examined, it is seen that 6.9 million of the 17.9 million tourists

who came to the country in 2019 were non-resident Indians in India (Indiastat, 2021). As another example, when Turkey's 2019 international tourist arrival statistics are analyzed, it is seen that 15.9 million of the 51.7 million tourists coming to the country are Turks non-resident in Turkey (Turkish Statistical Institute, 2021). While these promising sample statistics can be diversified, the diaspora population and structure of countries are different from each other. However, even countries with a low diaspora population can make economic gains from this market, and as can be understood from previous studies, these individuals have a high tendency to travel to the homeland and this market should not be ignored (Hughes & Allen, 2008; Nurse, 2011; Scheyvens, 2007, Vong et al., 2017).

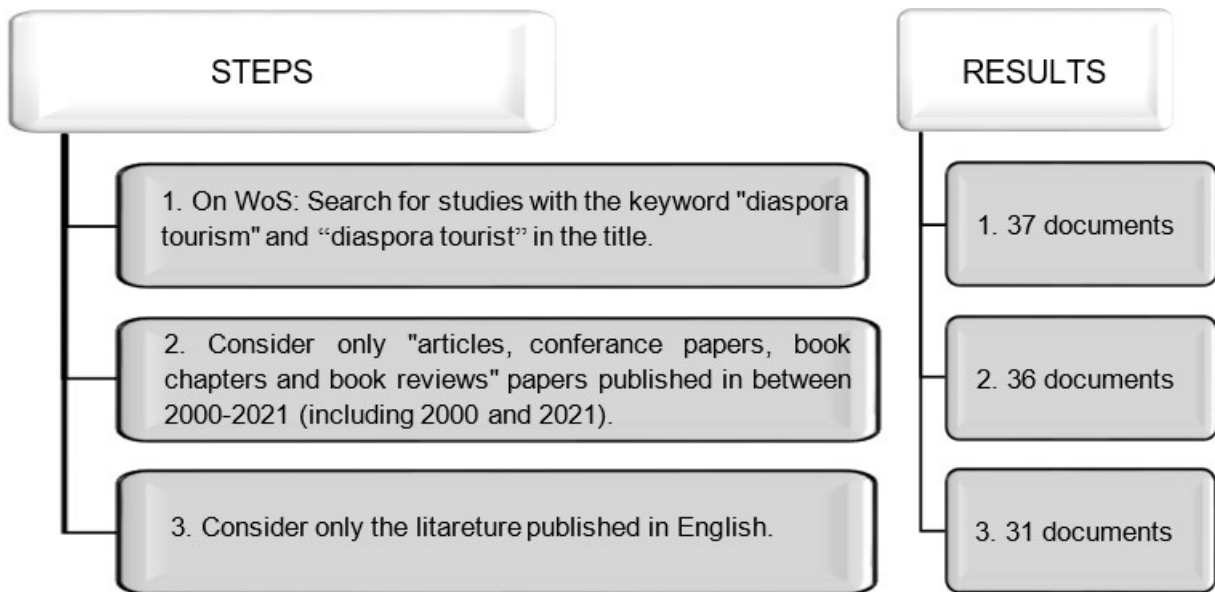
Diaspora tourism generally encourages independently planned trips with individual (free independent traveller - FIT) or a certain number of immediate surroundings rather than organized tours (Butler, 2003). Among the most important contributors to this situation, the migrants' hometowns may be unknown and non-touristic destinations. In addition, most of the diaspora tourists know the destination and its surroundings well (Zhu & Airey, 2021). As a result, it becomes difficult to develop and present touristic products that can meet the specific demands of diaspora tourists. The heterogeneity of diaspora tourists' travel motivations and perceived low foreign exchange are some of the reasons that make product development difficult (Roberts, 2022). However, in order to overcome the problems related to this market, which has many advantages, it is necessary for most of the stakeholders to cooperate, to understand the market better and to develop effective marketing strategies in this context. However, in order to overcome some of the problems related to this market, which has many advantages, it is necessary for most of the stakeholders to cooperate, to understand the market better and to develop effective marketing strategies (Collins-Kreiner & Olsen, 2004; Li et al., 2019).

DATA AND METHODS

The current study aims to review diaspora tourism literature using a bibliometric analysis. Studies using bibliometric analysis are guiding future studies. It informs interested researchers about the current state of the literature and draws attention to unexplored issues (Mavric, et al., 2021). For this bibliometric study, author collected data in January 2022 from the WOS database. This study has been carried out taking into consideration the studies scanned in only WOS. WOS is known as one of the world's leading databases containing thousands of quality and high-impact journals (Yu et al., 2019).

To define the sample, the keywords “diaspora tourism” and “diaspora tourist” was used. The search was done in the “title” field. When searching, quotation marks were used to exclude unrelated studies from the analysis. At the end of this process (step 1), 37 documents such as articles, conference proceedings, book chapters and book reviews were found in the WoS database (See Fig. 1). The number of documents obtained as a result of the second and third steps is 31. Obtained data were analyzed with VOSviewer software.

Figure 1 Flowchart of the studies



The VOSviewer software originated by Jan van Eck and Ludo Waltman in order to construct and view bibliometric visual maps (Van Eck & Waltman, 2010). VOSviewer software is used in many disciplines as well as tourism studies (Mulet-Forteza et al., 2018). Moreover, VOSviewer can analyze data obtained by Web of Science, Scopus, Dimensions, and PubMed (VOSviewer, 2020). In this study, “the most productive journals”, “the most cited studies”, “the most productive authors”, “the annual number of publications”, “the most contributing organizations”, and “the most contributing countries” were examined.

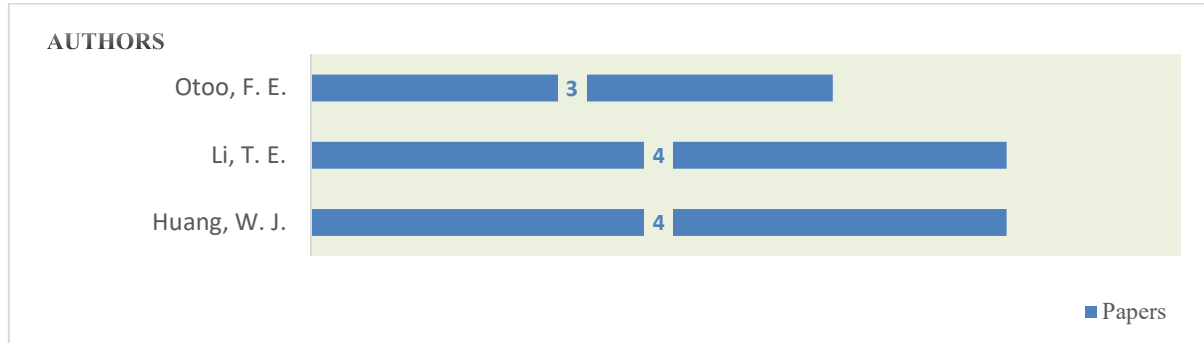
RESULTS

Most Productive Authors

Fig. 1 indicates the most productive authors about diaspora tourism in WOS. According to the publishing count, the most productive authors are Huang, Wei-Jue and Li, Tingting Elle (with

four papers each), followed by Otoo, Felix Elvis with three papers. Authors other than these three authors published two and one study each.

Figure 2 Most Productive Authors



Huang, Wei-Jue (h-index = 12), one of the most prolific writers on diaspora tourism in WoS, published her studies on the subject in 2013, 2016, 2018 and 2021. One of the most cited studies of the author, who has 20 publications in WoS, is “Holiday recovery experiences, tourism satisfaction and life satisfaction - Is there a relationship?” (69). In addition, the total number of citations of his 4 publications on diaspora tourism is 94 (WoS, 2022).

Li, Tingting Elle is one of the most prolific authors (4 papers) on diaspora tourism in WoS along with Huang Wei Jue and has published a total of 10 studies in WoS (h-index = 7). The author's most productive years are 2016, 2020 and 2021, with two publications each. Li, Tingting Elle's most cited study is the article "Developing a typology of diaspora tourists: Return travel by Chinese immigrants in North America", which was published in 2016 and received 32 citations (WoS, 2022).

The second most prolific author, Otoo, Felix Elvis (h-index = 10) has 22 publications on WOS. Otoo's most cited work is "Understanding culinary tourist motivation experience, satisfaction, and loyalty using a structural" (49). Otoo's 3 studies on diaspora tourism were also published in 2021, and the total number of citations of these 3 studies is 16. Although Otoo is not the most prolific author on diaspora tourism, he draws attention with 8 studies published only in 2021 (WoS, 2022).

The Most Cited Studies in WoS

Table 1 shows the most cited studies published in the WoS database between 2000 and 2021. While preparing the table, the top ten most cited studies were taken into consideration. The most cited study (with 38 times) until December 2021 was “Homecoming or tourism? Diaspora tourism experience of second-generation immigrants”. This article, published in

2016, has 38 citations. It is noteworthy that the articles in the top 3 of the list focus on the homeland travels of the Chinese diaspora.

Table 1 Most Cited Studies During The Period of 2000 to 2021 (WOS)

Author(s)	Title	Journals / Books	Citation (WoS)	Method	Type
Huang, Ramshaw and Norman (2016)	Homecoming or tourism? Diaspora tourism experience of second-generation immigrants	Tourism Geographies	38	Qualitative	Article
Li and McKercher (2016)	Developing a typology of diaspora tourists: Return travel by Chinese immigrants in North America	Tourism Management	32	Qualitative	Article
Huang, Hung and Chen (2018)	Attachment to the home country or hometown? Examining diaspora tourism across migrant generations	Tourism Management	26	Quantitative	Article
Huang, Haller and Ramshaw (2013)	Diaspora tourism and homeland attachment: an exploratory analysis	Tourism Analysis	26	Quantitative	Article
Sim and Leith (2013)	Diaspora tourists and the Scottish Homecoming 2009	Journal of Heritage Tourism	23	Both qualitative and quantitative	Article
Etemaddar, Duncan and Tucker (2016)	Experiencing "moments of home" through diaspora tourism and travel	Tourism Geographies	20	Qualitative	Article
Li, McKercher and Chan (2019)	Towards a conceptual framework for diaspora tourism	Annals of Tourism Research	15	<i>Conceptual</i>	Article
Li and Chan (2020)	Diaspora tourism and well-being over life-courses	Annals of Tourism Research	9	Qualitative	Article
Li (2020)	Guanxi or weak ties? Exploring Chinese diaspora tourists' engagements in social capital building	Current Issues in Tourism	9	Qualitative	Article
Otoo, Kim and Choi (2021)	Developing a Multidimensional Measurement Scale for Diaspora Tourists' Motivation	Journal of Travel Research	9	Quantitative	Article

Huang et al. (2016) argue in their research that diaspora tourists travel to their homeland with 3 types of trips: sightseeing tours with family, independent family trips to visit relatives or attend family events, and travel study programs. In addition, four themes related to the homeland travels of diaspora tourists were identified in this article: language and appearance, search for authenticity, family history, and sense of home.

The second most cited work is “Developing a typology of diaspora tourists: Return travel by Chinese immigrants in North America” with 32 citations. It was published by Li and McKercher in ‘Tourism Management’ journal in 2016. Five different types of diaspora tourists were identified in the article: ‘re-affirmative’, ‘quest diaspora tourist’, ‘reconnected diaspora tourist’, ‘distanced diaspora tourist’ and ‘detached diaspora tourist’.

The paper conducted by Huang, et al. (2018), “Attachment to the home country or hometown? Examining diaspora tourism across migrant generations” may be noticed in the third place of Table 1 with 26 citations. The article gives ideas about the impact of diaspora tourism on regional development. The findings provide important implications for developing marketing strategies for many countries. In addition, this article argues that diaspora tourists usually travel across the country and these trips can take a long time.

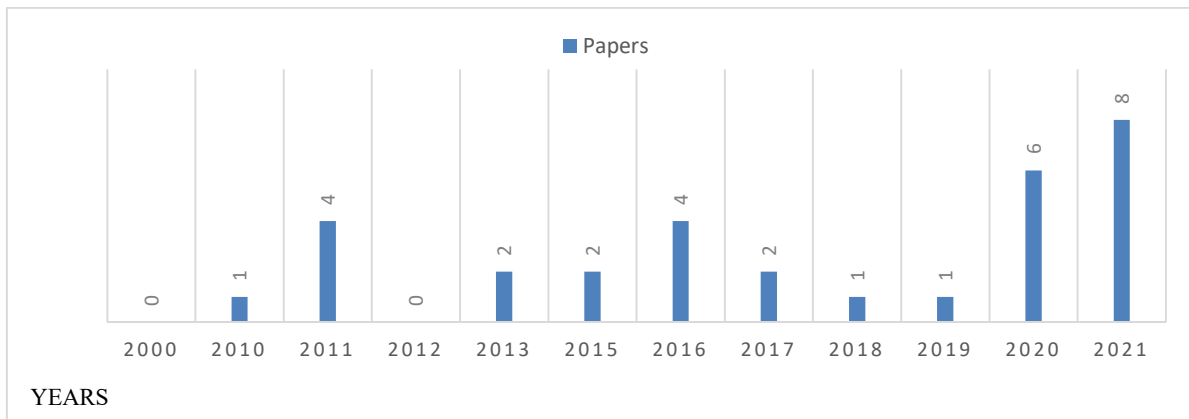
Another study with 26 citations is "Diaspora tourism and homeland attachment: an exploratory analysis". The article was published in 2013 by Huang et al. published in journal of Tourism Analysis. Huang et al. argue that factors such as the frequency and duration of the second generation diaspora tourists' trips and the number of destinations traveled may affect their attachment to the homeland. The article identified three themes related to the homeland travel experience of second-generation diasporic individuals: Alienation vs. sense of belonging, Twofold and complex experiences, and Collective and relative identity (Huang et al., 2013).

The following most cited study is “Diaspora tourists and the Scottish Homecoming 2009” with 23 citations, published in 2013, in Journal of Heritage Tourism (Sim & Leith, 2013). This followed by, “Experiencing 'moments of home' through diaspora tourism and travel” with 20 citations published in 2016 in Tourism Geographies (Etemaddar et al., 2016). Li, et al.'s (2020) conceptual article "Towards a conceptual framework for diaspora tourism" published in Annals of Tourism Research, has 15 citations. These studies are followed by three studies with nine citations each.

The Annual Number of WoS Publications by Year

Fig. 3 shows the diaspora tourism studies published between 2000-2021. The first study on diaspora tourism in WoS was published in 2010. Diaspora tourism studies, which have been drawing a graph with ups and downs since 2010, have gained momentum in the last two years (2020-21). Moreover, no study was published in 2012 and the highest number of publications was reached in 2021.

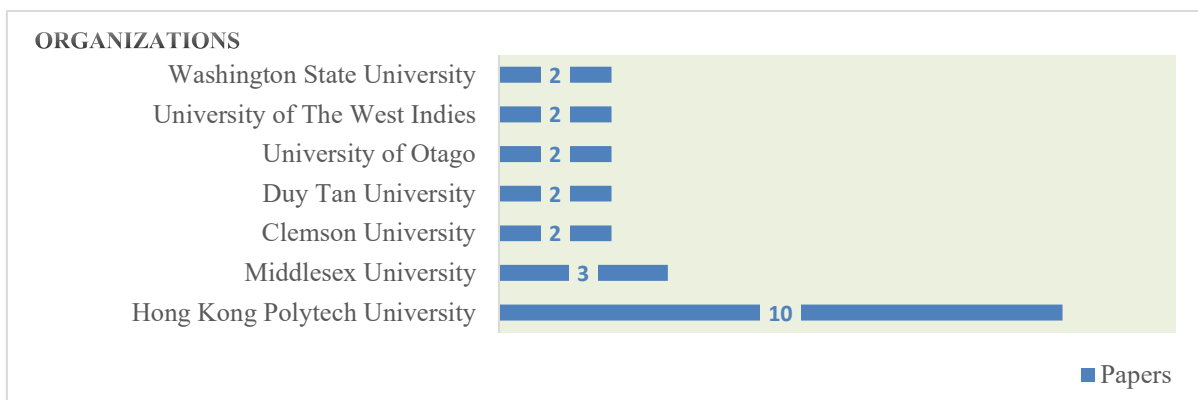
Figure 3 Annual Number of Publications



The Most Contributing Institutions

Fig. 4 demonstrates the universities that have published the most studies in the WoS database. In the WoS database, Hong Kong Polytechnic University is the most productive university between 2000-2021 (with 10 studies). The second most productive university is Middlesex University (with 3 articles). Six universities follow the top two universities with two publications each (see Fig. 4).

Figure 4 Most Contributing Organizations



The university that contributed the most to diaspora tourism publications is Hong Kong Polytech University. This university appeared in ten studies on diaspora tourism, the first of

which was in 2013. Huang, Wei-Jue contributed to four studies and Otoo, Felix Elvis contributed to three studies. Between 2000-2021, Hong Kong Polytech University had 60,901 publications in WoS. Considering the period before 2000, this figure reaches 70,183 in total, and more than 86% of all studies were published in and after 2000. Between 2000-2021, 2061 publications focused on tourism-related issues and drew attention to hospitality, leisure, and sport tourism. The least productive year of university is 2000 (WoS, 2022).

The second productive university in diaspora tourism was Middlesex University. All of the studies of the university, which contributed to the literature with three studies, were published in the last two years (2020-21). Li, Tingting Elle contributed to two of the three studies. Middlesex University took part in a total of 8508 publications in WoS between 2000-2021. 202 studies were published in the category of Hospitality, leisure, and sport tourism. Middlesex University's most productive year was 2017 (with 756 studies), and its most unproductive year was 2003 (with 162 studies) (WoS, 2022).

Clemson University contributes to diaspora tourism with 2 publications in WoS. Also, Clemson University appeared in 29,495 publications in WoS from 2000-2021. 367 of these publications were in the category of Hospitality, leisure, and sport tourism. The least productive year in terms of number of publications between 2000-2021 was 2000 (with 819 studies). The most productive year of the university was 2020. Other universities contributing to the diaspora tourism literature with two studies in WoS are Duy Tan University, University of Otago, University of Oxford, University of The West Indies and Washington State University (WoS, 2022).

Duy Tan University, a research university located in Vietnam, has two studies on diaspora tourism and these studies were published in 2021. In the period from 2000 to December 2021, Duy Tan University appeared in 7032 publications on WoS. The most productive year of the university is 2020 with 2982 publications and it has 32 publications in the category of Hospitality, leisure, and sport tourism (WoS, 2022).

Founded in 1869, the University of Otago contributed to 40,336 publications in WoS between 2000 and 2021. The most productive year of the University of Otago is 2020 (with 3815 studies), and the most unproductive year is 2001 (with 1086 studies). The institution has 658 publications in the category of Hospitality, leisure, and sport tourism. The first study on diaspora tourism was published in 2016, and the other study was published in 2021 (WoS, 2022).

Washington State University, which has been teaching for over 100 years, appeared in 41,172 publications on WoS between 2000-2021. Washington State University's most

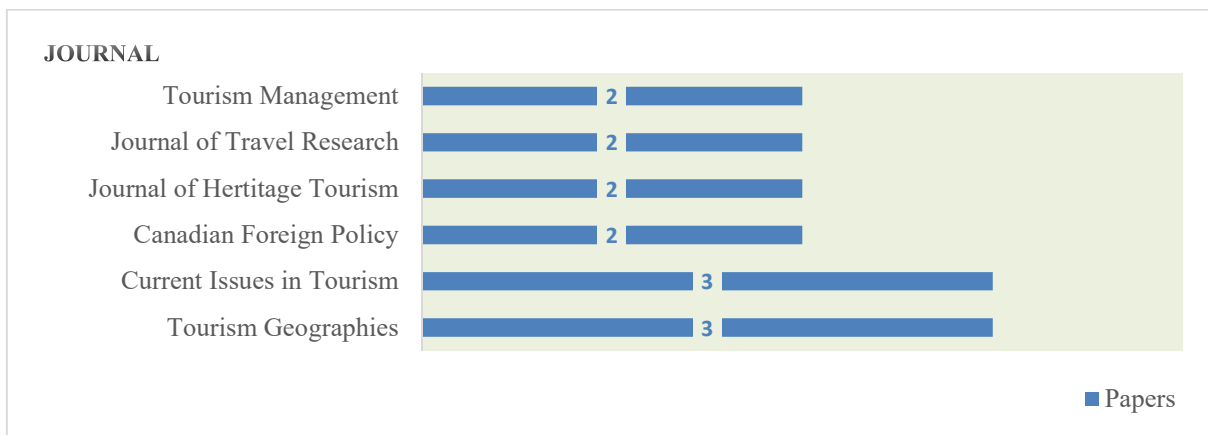
productive year is 2019 with 3648 studies. The year 2000 was the most unproductive year with 1335 studies. 438 studies were published in the category of Hospitality, leisure, and sport tourism. Chen, Chun-Chu has contributed to two publications on diaspora tourism, and one of these publications is one of the most cited (26) diaspora tourism studies in WoS (bkz tablo 1) (WoS, 2022).

University of The West Indies, one of the institutions that contributed to the diaspora tourism literature with two publications (Mortley Natasha Kay), is the institution that contributed the least in WoS with 4319 studies between 2000-2021. With 167 publications, the most inefficient year was 2000 and the most productive year was 2010 (with 323 studies). The institution has 35 publications in the hospitality, leisure, and sport tourism category (WoS, 2022).

The Most Productive Journals

Fig. 5 shows the most productive journals in diaspora tourism from 2000 to 2021. Tourism Geographies and Current Issues in Tourism (each with a total of 3 articles) are the most productive journals in WoS. Canadian Foreign Policy, Journal of Heritage Tourism, Journal of Travel Research and Tourism Management have two publications each.

Figure 5 Most Productive Journals



Tourism Geographies is an international research journal established for the presentation and discussion of geographical perspectives in the fields of tourism and tourism-related recreation and leisure studies (Tourism Geographies, 2022). The journal has a total of 836 publications in the period from 2000 to December 2021. The most productive year of the journal, which publishes studies in the category of Hospitality, leisure, and sport tourism, is 2019 (with 121 studies). The categories with the most publications in WoS are articles (598) and book reviews (148). Just over half (51%) of the journal's total of 836 studies were published between 2016 and 2021 (WoS, 2022).

Another journal that has 3 publications on diaspora tourism together with *Tourism Geographies* in WoS is *Current Issues in Tourism*. The journal, which publishes studies in the category of hospitality, leisure, and sport tourism, has a total of 1660 publications from 2000 to December 2021. The most productive year for the journal was 2020 with 336 studies. The category with the most publications is articles (1464) (WoS, 2022).

Canadian Foreign Policy, one of the second most productive journals, has a total of 476 publications in WoS. Founded in 1992, the journal is published by the Norman Paterson School of International Affairs (NPSIA) at Carleton University in Ottawa, Canada. The most productive year of the journal, which publishes studies in the International Relations category in WoS, is 2019 (with 45 studies). Looking at the WoS database, the categories with the most publications are articles (337) and book reviews (69). The year with the least number of publications was 2009 (WoS, 2022).

The *Journal of Heritage Tourism* has a total of 476 publications in WoS between the years 2000-2021. The category with the most publications is articles (449). In addition, when the WoS database is examined, it is seen that the most productive year is 2019 (with 94 studies). The year with the least number of publications was 2006, and there was a more than 50% decrease in the number of publications in 2021 compared to the previous two years (WoS, 2022).

Journal of Travel Research is the premier research journal focusing on travel and tourism behavior, management and development. *Journal of Travel Research* has a total of 1064 publications from 2000 to December 2021. Most of these publications are in the category of articles (1005). The most productive year of the journal, which publishes studies in the category of Hospitality, leisure, and sport tourism, is 2020 with 177 publications (WoS, 2022).

Tourism Management is an international journal focusing on the management of travel and tourism, including planning and policy (Elsevier, 2022). *Tourism Management* journal publishes studies in 3 different categories in the WoS database: Environmental studies, hospitality, leisure, and sport tourism and management. *Tourism Management*, one of the most productive journals in WoS about diaspora tourism, has a total of 3629 publications between the years 2000-2021. The most productive year of the journal was 2019 with 254 studies, and the most unproductive year was 2000 with 79 studies. In addition, the categories that the journal publishes the most in WoS are articles (2813) and book reviews (691) (WoS, 2022).

The Most Productive Countries/Regions

Fig. 6 shows the countries that contribute the most to diaspora tourism in WoS. In terms of continents, Asia ranks first with 14 studies. The continent of Asia is followed by America (11 documents), Europe (6 documents), Oceania (4 documents) and Africa (2 documents) respectively. While preparing the map, countries that contributed more than 2 times were taken into account. China is the country that has the most publications on diaspora tourism in WoS. (12 documents). In terms of productivity, China is followed by the USA (9), England (6), Jamaica (2), Ghana (2), New Zealand (2), Vietnam (2), Australia (2).

Figure 6 List of Top Contributing Countries



It is normal for two countries with large populations to be at the top of the list. China has a large diaspora population with 60 million citizens living abroad (Zhou, 2017). The USA is home to millions of diasporic individuals from various countries. However, the lack of India, which has another large diaspora population on the list, draws attention. In addition, it is seen that Israel and Turkey do not contribute to the list prepared according to WoS publications.

To describe the collaboration relationship of publications in WoS from 2000 to 2021, author made a co-authorship analysis by VOS viewer at the level of country/region. The countries with at least 2 studies were included in the analysis. For each of the 8 countries, the total strength of the co-authorship links with other countries were calculated. The countries with the greatest total link strength were selected (see Fig. 7).

Figure 7 Co-authorship Network of Countries

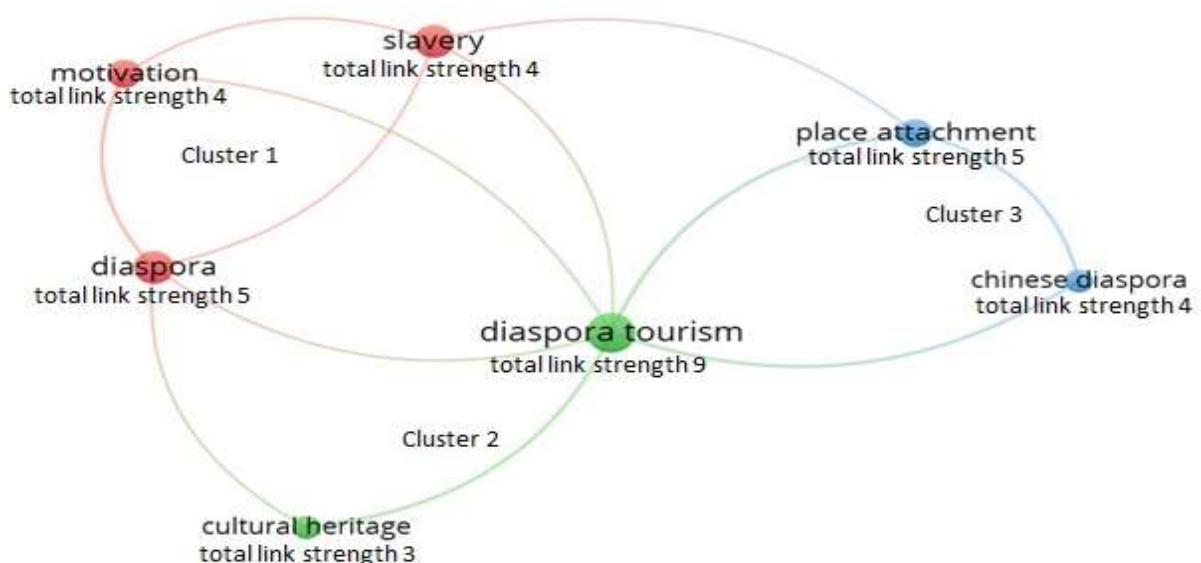


The Most Popular Keywords in Papers

In this part of the research, a science mapping analysis of diaspora tourism studies in WoS was made via VOSviewer. VOSviewer can be used to construct a map based on a co-occurrence matrix (Van Eck & Waltman, 2010). A node represents a keyword. The bigger the node, the more citations the keyword has, and each color represents a cluster. (Wang et al., 2020). Between 2000-2021, 103 different keywords were used in studies published in WoS on diaspora tourism. While the minimum number of repeats of a keyword is determined as 3, 7 keywords meet this threshold. In addition, Fig. 8 shows the total link strengths.

Keywords that meet the threshold to be used 3 times or more in WoS studies are diaspora tourism (16), diaspora (7), motivation (3), place attachment (3), slavery (3), cultural heritage (3), Chinese diaspora (3) can be listed as. Three clusters emerged as a result of the analysis. In the red cluster (1), 'diaspora', 'motivation', 'slavery', are highlighted. The keywords 'diaspora tourism', and 'cultural heritage', are in the green cluster (2). Blue cluster (3) occurs 'place attachment', 'Chinese diaspora'.

Figure 8 Co-occurrence of Author Keywords of Studies published in WoS



CONCLUSIONS

This article presents a bibliometric analysis of the topic of diaspora tourism between 2000-2021 based on WoS. Although the current paper considers the post-2000 period, it was seen that the first study on diaspora tourism in the WoS database was made in 2010 and it has started to attract the attention of researchers since this year. According to the research findings, the most productive years of studies on diaspora tourism are 2020 and 2021. In the current research, many authors, institutions and journals that contribute the most to diaspora tourism have been identified. In addition, despite the increasing interest, there is no study in which diaspora tourism publications are examined by bibliometric analysis. Therefore, the originality of this study is that it is one of the first studies to focus on diaspora tourism using bibliometric analysis. In addition, studies with bibliometric analysis are important in revealing the hot topics of a research topic and understanding the literature (Wang, et al., 2020).

Contributing to the diaspora tourism literature with 12 documents, China is the most productive country, followed by the USA and the UK. In terms of the most productive organisations, Hong Kong Polytechnic University is by far the first. It is not surprising, with the contribution of Hong Kong Polytechnic University, that Asia ranks among the most productive continents with 14 studies. The continent of Asia is followed by the continent of America and Europe. The most cited paper was " Homecoming or tourism? Diaspora tourism experience of second-generation immigrants" which explored the diasporic travels of second-generation Chinese immigrants and was cited 38 times by December 2021. In addition, studies focusing on the Chinese diaspora are in the top three of the list of the most cited articles (see table 1). The most productive journals are *Tourism Geographies* and *Current Issues in Tourism* with three articles each, while the most productive authors are Huang, Wei-Jue and Li, Tingting Elle with four articles each.

In the current research, a visual analysis of keywords was created using VOSviewer (see Fig. 8). When keywords are analyzed, it is not surprising that the most common keywords are 'diaspora tourism' and 'diaspora'. In addition, as a result of the visual analysis of the keywords, it was seen that three clusters were formed. The keywords that appear in the clusters are related to each other: 1) diaspora, motivation and slavery; 2) diaspora tourism and cultural heritage; 3) place attachment and Chinese diaspora.

The data obtained from bibliometric analysis provide important clues for future studies and researchers should consider these studies before examining a subject. Current article enables researchers to recognize gaps in the literature and new research agendas. In addition, it offers

clues to tourism practitioners in revealing the deficiencies in the practice of diaspora tourism. It has been mentioned above that the Chinese diaspora is the most studied community in the context of touristic trips to the homeland. This is not surprising given that it has a large diaspora population. However, it is clear that there is a lack of research on diasporic travels in other countries with large diaspora populations such as India, Israel and Turkey. In addition, it can be said that future generations should not be ignored in order to obtain long-term benefits from diaspora tourism. Being aware of this situation, scientists are increasingly interested in the travels of second and next generation immigrants to their homeland.

Limitations and Future Research Lines

This study has some limitations. First, the results of the current study considered articles published in journals indexed in WoS. This sampling preference does not represent the entire field of diaspora tourism. Therefore, future studies can take into account different databases and compare them with current study results. In addition, bibliometric studies are not only applied to articles published in leading journals (Koseoglu et al., 2016). Future bibliometric studies on the subject may also focus on other publications (conference proceedings, book chapter, book, thesis, etc.). Homeland travels of immigrants are examined under various headings. Secondly, this study focuses on studies that examine immigrants' homeland travels under the title of diaspora tourism. Therefore, future researches can focus on studies that examine immigrants' homeland travels under various headings such as visiting friends and relatives, roots tourism, ethnic tourism. Finally, while VOSviewer software is preferred in the current article, different software programs can be used in future research (CiteSpace etc.).

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