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ANALYSIS OF THE RESEARCH STATUS AND DEVELOPMENT TRENDS OF DIGITAL TOURISM VALUE COCREATION USING SCIENTIFIC KNOWLEDGE GRAPHS

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Abstract

This study aims to sort out the literature on value co-creation in digital tourism through bibliometric analyses, to present an overall scientific structure and sets the future research agenda. Based on an analysis of SCI and SSCI-indexed articles found in the Web of Science from 2009 to 2023, utilized Histcite, CiteSpace, and SciMAT tools to investigate citation dynamics, research hotspots, and emerging trends in digital tourism value cocreation. The results suggest the following: (1) Scholarly research in wealthy countries leads the field, with Neuhofer and Buhalis being the most influential researchers. However, developing countries, led by China, are rapidly making significant contributions. (2) Research in the field of digital tourism value cocreation can be divided into three stages—germination, booming, and stable growth—with each phase increasing the total number of major keywords and the second phase culminating in a high number of citations in the literature and the highest level of research activity. (3) As technology advances, research themes in each stage of the field evolve, and emerging themes include consumer-oriented value creation, digital enterprise management, and sustainable development. Information and communication technology (ICT) and online tourism communities are emerging as potential focal points. The research helps scholars and policymakers grasp the current issues and trends of value co-creation in digital tourism, and provides guidance for improving tourism performance and sustainable development.

Key words: CiteSpace, digital tourism, knowledge graph, value cocreation

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