A PEEP INTO THE FUTURE THROUGH THE PAST: A BIBLIOMETRIC ANALYSIS ON WOMEN TRAVELERS

Soni, Gagandeep.* Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, India.

Hussain, Sarah. Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi, India

Shekhar. Faculty of Management Studies, University of Delhi, New Delhi, India.

Chandan, Rachna. Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, India.

*** Corresponding author**

ABSTRACT

The research investigates the advancements made in the area of women travelers by examining publication trends, top contributors, collaborations, and thematic areas. It also explores ways to make travel more convenient for women. The study analyzes data from articles published in 41 journals from 1982 to 2023, using bibliometric analysis, descriptive analysis, science mapping, citation metrics, prestige analysis, keyword co-occurrence metrics, and network analysis. The research reveals the top ten authors, organizations, and countries in women traveler-related literature. The study identifies five major themes, including Women Travelers and Solo Travel, Women Travelers and Travel Motivation, Women Travelers and Purchase Intention, Women Travelers and Girlfriend Getaways, and Women Travelers and Sexual Behavior. A Focus Group Discussion with eleven participants confirmed the thematic analysis findings, revealing that women have a positive attitude towards solo travel and that technology eases their travel. The study identifies research gaps in women's travel and solo travel and suggests managerial implications for making women's travel safer and more convenient. The study enhances the understanding of women traveler research, raises awareness of research frontiers, and guides future directions in business travel niche market segments.

RESUMEN

El estudio investiga los avances realizados en el ámbito de las mujeres viajeras examinando las tendencias de publicación, los principales colaboradores, las colaboraciones y las áreas temáticas. También explora formas de hacer que los viajes sean más convenientes para las mujeres. El estudio analiza datos de artículos publicados en 41 revistas desde 1982 hasta 2023, utilizando análisis bibliométrico, análisis descriptivo, cartografía científica, métrica de citas, análisis de prestigio, métrica de co-ocurrencia de palabras clave y análisis de redes. La investigación revela los diez principales autores, organizaciones y países en la literatura relacionada con las mujeres viajeras. El estudio identifica cinco temas principales: las mujeres viajeras y los viajes en solitario, las mujeres viajeras y la motivación para viajar, las mujeres viajeras y la intención de compra, las mujeres viajeras y las escapadas con amigas, y las mujeres viajeras y el comportamiento sexual. Un grupo de discusión con once participantes confirmó los resultados del análisis temático, revelando que las mujeres tienen una actitud positiva hacia los viajes en solitario y que la tecnología facilita sus viajes. El estudio identifica lagunas en la investigación sobre los viajes de las mujeres y los viajes en solitario y sugiere implicaciones de gestión para hacer que los viajes de las mujeres sean más seguros y más convenientes. El estudio mejora la comprensión de la investigación sobre las mujeres viajeras, sensibiliza sobre las fronteras de la investigación y orienta futuras direcciones en segmentos de mercado especializados en viajes de negocios.

KEYWORDS

Bibliometric Analysis; Women Travelers; Travel Motivation; Purchase Intention; Girlfriend Getaways; Sexual Behavior.

PALABRAS CLAVE

Análisis bibliométrico; mujeres viajeras; motivación para viajar; intención de compra; escapadas con la novia; comportamiento sexual.

1. INTRODUCTION

There has been a notable increase in interest in research directly related to women and female travelers (Ghadban et al., 2023; Osman et al., 2020; Schmalz et al., 2021; Yang et al., 2017). Women have meaningfully contributed to the rise in mobility in recent years (Tilley & Houston, 2016). The female traveler statistics reveal the significance of women travelers to the travel economy of the world. Women are recognized as the most important and fastest-growing market segment (Gomes & Montenegro, 2016). Women are documented as key spenders and major travel decision-makers (Radic et al., 2021). They possess extensive fiscal strength and control a spending power of 20 trillion dollars (Kent, 2010) whilst making 80 percent of purchase decisions related to travel and tourism (Bond, 2005). Women travelers create an impact on all echelons of this industry.

Women are more educated than their male counterparts (Anon, 1996 as cited in Hao & Har, 2014) and earn as much as or greater than men. An upsurge in the number of women entering the world of entrepreneurship, business, professionals, and, managers depicts that this trend is on the rise (Lutz & Ryan, 1993). A remarkable change in the role of women in the household and an increase in the number of women workforces are the key reasons underlying the fact that women travel more frequently, and over great distances as well (Kalter et al., 2009). Unsurprisingly, extant travel and tourism research is steered towards making attempts to understand the women traveler market in a better manner. Researchers and scholars have made continuous efforts to understand the niche market segments of women

business travelers (Narula et al., 2022; Narula et al., 2022a); solo female travelers (Hosseini et al., 2022; Yang et al., 2018), the girlfriend getaway market (Khoo-Lattimore & Gibson, 2018); senior women travelers (Alen et al., 2017); educated women travelers (Hritz et al., 2014); women cruisers (Radic et al., 2021) and the adventure seekers (Clarke et al., 2022).

The literature available on female travelers is intensifying, therefore, making it essential to encompass the wealth of knowledge based on this arena. Despite the upward quest, women-focused research is disparate and fragmented, since studies in this arena have been intertwined with gender-based perspectives (Otegui-Carles et al., 2022). Therefore, the main objective of this research is to investigate the advancement and progress in studies emphasizing women travelers by addressing the following research questions:

RQ.1. What are the publication trends and top contributors focused on women travelers from year to year and through academic journals?

RQ.2. What is the number of authors collaborating to publish research articles on the theme of women travelers?

RQ.3. What are the major thematic areas that have been covered over the years related to women travelers?

For the achievement of these research questions, a bibliometric analysis has been conducted using data from the articles published in 41 journals dating from 1982 to 2023. Bibliometrics research is an informetric (Egghe

& Rousseau, 1990; Wolfram, 2003), reliable and cost-effective analysis, measuring and monitoring the scientific outputs (Campbell et al., 2010), and establishing quantitative analysis (Ellegaard & Wallin, 2015) of the study.

The research gaps highlight that there is a geographical concentration of authors and study areas are limited. This lack of spread among the researchers has led to a lack of evaluation of women's solo travels components from different cultural lenses. More investigation is required to understand the issues surrounding female solo travel from the perspective of native women, who had limited access to social inclusion. Specifically, the literature is concentrated on a few Asian, European, and Caribbean nations as hosts of women travelers. Researchers could also focus on the potential of developing female solo travel sites in other nations. Consequently, more diversity in the sample and study regions is needed. Additionally, more cross-disciplinary research is needed on operational issues, promotion and advertising, image building, ethical and legal issues, and the psychological impact of mislabeling and branding. Furthermore, digital transformation in travel and its impact on women travelers, including the role of social media, online communities, and digital platforms, has great potential to be studied.

This study enables scholars and imminent researchers to identify the prolific and major contributors to the research alliance. Researchers from countries where the study of women travelers is in a nascent stage can also benefit from the constructs already established in progressive countries. After this brief introduction, the next section presents the research methodology. The findings and results of the study are discussed. The last and final section highlights the conclusion and suggestions for future scope of research.

2. METHODOLOGY

This research work was based on the literature review of previous research work related to the topic. The literature review helps in providing summarized and background information about the topic. A practical, detailed, relevant literature review (Boote & Baile, 2005) is a coherent need for explaining the continuance of knowledge and establishing the starting point of further investigation (Kothari, 2004). To categorize and analyze the scientific literature related to this topic bibliometric analysis was performed on the data collected. It will help to identify and analyze the author's profiles, sources, most cited sources, and countries in the literature on women travelers (Sahni & Kaurav, 2023) along with the concept and social structure of the literature on the subject (Rojas-Sánchez et al., 2023)

For the present research work, publications from Scopus-indexed journals were selected. For bibliometric analysis, collected data was analyzed with descriptive analysis, science mapping as bibliographic coupling, citation metrics, prestige analysis, keyword co-occurrence metrics; and network analysis as co-author analysis and co-citation analysis. For achieving RQ1, network analysis was observed to calculate the top contributors for the publication count; and study the relationships between publications based on citation metrics, which can be identified by applying citation analysis (CA), bibliographic coupling, and keyword analysis. PageRank metrics calculate the prestige of the research field derived from the cited article received from highly-cited publications (Donthu

et al., 2021). It helps in measuring the impact of publications (Ding et al., 2009) and, establishes the authorship and publication pattern in terms of the country and region from where it is published. Co-author network analysis helps in analyzing the authorship metrics for the publication and accomplishing RQ2.

Bibliographic coupling (BC analysis) and keywords co-occurrence analysis help to identify the major thematic areas that have been covered over the years related to women travelers (RQ3). Themes are identified with the help of keywords and co-citation and then form the collected data set; patterns are established with the help of scientific mapping. Bibliometric analysis is extensively acknowledged for generating an all-inclusive summary of a research topic of interest with clearly defined boundaries whilst also recommending the scope of future research without much subjective bias (Fahimnia et al., 2015). The extant literature related to a topic concerning key authors, their organizations, and countries can be documented using this methodology (Xu et al., 2018). Bibliometric analysis has been used across multiple domains for summarizing and mapping research trends like marketing citations, finance citations, psychology, business and management, and several domains of social sciences humanities, and science.

Document properties comprise authors and their affiliations (university and country) publication period, citations, sources, sponsorship, research area, keywords or research topic, and the scale and influence of the documents. Understanding and analyzing the above aspects provides a basis for bibliometric studies, to present a detailed overview of the existing landscape of scientific production in a

given field or area of study, including tourism. (Rauniyar et al., 2021).

Analyzing citations from documents published in a particular field study helps understand the evolution of a specific topic and its impact on a specific discipline (Ronda-Pupo & Guerras-Martín, 2012).

2.1)   TECHNIQUES ADOPTED

For Bibliometric analysis, a combination of techniques has been used as recommended by previous studies. It involves BC analysis. In BC analysis, the number of references shared by two documents is considered to gauge the similarity between them (Kessler, 1963). The limitation of the method is that it can only be used for a limited period (Weinberg, 1974). As the focus is not on citation, establishing whether the mapped publications are of importance is difficult (Zupic & Čater, 2015). To overcome the limitation, CA is used as another measure of productivity. CA analyzes the impact of a researcher or publication by calculating the frequency of citations by others (Suban, 2023). A major drawback of CA is that it is limited to academic community works and ignores society or popular interest, the other shortcomings are citation bias, manipulation possibility, not considering author sequence, and citations getting published only in "indexed" journals (Worrall & Cohn, 2023). Another important analysis that is recommended by the authors is Prestige analysis, which ranks the publications based on their PageRank statistics. Page Rank helps in establishing the importance of a publication in the sample (Asthana, 2022), though it tends to favor an older page (Coppola et al., 2019). In the end, keyword co-occurrence analysis has been carried out on

author-given keywords and indexed keywords which examines the real subject matter of the publications in terms of words that usually hail from the keywords used by authors, making groups of words based on thematic similarities (Donthu et al., 2021). For the above-mentioned analysis MS Excel, Gephi, VOSviewer, Science of Science tool (Sci 2), and Inkscape. OpenRefine software has been used to refine the data and check for inconsistencies. Prestige analysis was carried out in Sci2 and visualized in Gephi. All the other analyses have been carried out in VOSviewer.

For the network analysis, we have used co-authorship analysis, an important analysis to determine the collaboration pattern between the researchers. These collaboration networks of co-authorship display the influence of co-authorship, research teams, and collaboration output. Co-citation analysis and dynamic co-citation analysis have been used to identify the different thematic patterns in the studied topic, their evolution, identification of emerging themes, and scope for future directions in research. Both these analyses have been carried out in Gephi and Sci2. For RQ1, the study uses Descriptive analysis, BC analysis, Citation-count analysis, and Prestige analysis. For RQ2, co-authorship network analysis, and For RQ3, keyword Co-occurrence analysis and co-citation analysis with dynamic co-citation have been used in the study.

A focus group discussion (FGD) was conducted to validate the findings of the bibliometric analysis (Kanta et al., 2021) whilst revealing insights from the perspective of solo women travelers. Based on the literature recommendation, a sample of eleven respondents consisting of women who have

traveled solo to national and international destinations shared their solo travel experiences in a discussion moderated by the lead author, and notes were prepared by the co-author. The discussion lasted for three hours and was conducted at the institute of one of the lead authors. The respondents were briefly explained the purpose of data collection and a written consent to record and use their responses for academic work was obtained. The respondents were questioned about the emotions experienced during travel, challenges faced, and how they addressed them, the impact of the culture of the host country on their experiences, and the role of technology in making their travel convenient. They were further enquired about their shopping behavior and other activities which shared their overall experience. Any clarification, if required, was sought through personal communication with the concerned respondent. The transcripts were shared with the respondents. The data was collected from women travelers from Sri Lanka, Afghanistan, China, Australia, England, the United States of America, and India. Four respondents were from India and one from each of the countries.

2.2) SELECTION OF LITERATURE

2.2.1) Data Sources and Search Strategies

As per the adopted protocol for conducting bibliometric analysis, the selection of literature was achieved in three distinct phases- scanning the documents, curating the search results, and finally profiling the documents (Khanra et al., 2020). The literature published in Scopus Indexed journals was accessed for scanning

articles based on women travelers because previous reviews highlight that Scopus has more coverage of articles than its peer Web of Science database citations. Also, unlike Google Scholar and similar databases, Scopus-indexed studies are more stringently peer-reviewed, reducing the quality uncertainty from the sample citations.

2.2.2)   Scanning Phase

The search string used Title-Abs-Keywords ("women travel*" OR "women tourist" OR "female travel*" OR "female tourist" OR ("Solo Travel" AND (WOMEN OR FEMALE) AND Title-Abs-Keywords ("hospitality" OR "hotel" OR "accommodation"). A total of 197 articles were the outcome of a database search (as on November 20, 2023), published between 1982-2023. The initial dataset was collected in November 2023 using the above search string which was further curated in the successive months.

2.2.3)   Curating Phase

These 197 articles were further refined based on their "subject area", "document type", "source type", and "language" in the Scopus database. The subject area was limited to "Business and Management", "Social Sciences", "Tourism and Hospitality", and "Women-based Studies". The source type and document type were limited to "Journal" and "Articles", respectively, since the journal articles undergo a thorough peer-review, thus guaranteeing the research quality. Lastly, the language was limited to "English" to overcome semantic and translation-related issues. 86 articles were removed in the filtration, resulting in 111 articles for analysis. Before proceeding to the descriptive analysis, the data was cleaned using OpenRefine to merge and cluster similar author names, and institutions, and remove any discrepancy in publication titles. Table 1 offers a glimpse of the search and filtration strategy. Figure 1 depicts the different phases of the systematic literature review conducted.

Period	1982 to 2023				No. of Articles
Database	Scopus				
Keywords	"hospitality" OR "hotel" OR "accommodation"				197
Filers used	**Subject area:** Business and Management, Social Sciences, Tourism and Hospitality, Women-based Studies	**Document type:** Articles	**Source type:** Journals	**Language:** English	111
Articles for Analysis					111

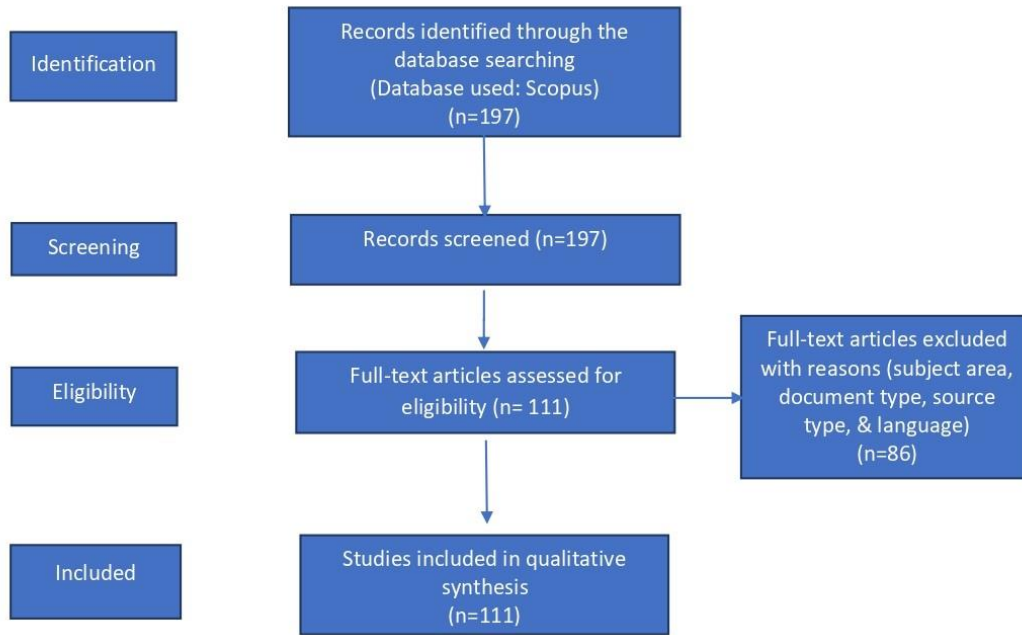Table 1. Search and filtration strategy (Source: Author's Own Presentation)

Figure 1. Phases of the SLR process

2.2.4)   Analyzing Phase

The final dataset of 111 articles was analyzed using MS Excel and relevant bibliometric software. The first study 'Women and travel' by Rena Bartos was published in 1982, and since then it has attracted the attention of academicians frequently. However, a constant variability has been identified till 2015, but in later years there has been a substantial increase in the related publications (Figure 2). The descriptive results in Table 2 show that the United States and Australia are the active countries in publishing the related research. Based on the total publications (TP), the list of top active organizations for women traveler-related literature was dominated by Griffith University and the University of Florida. In addition, Tourism Management, Current Issues in Tourism, and Annals of Tourism Research are the most preferred publication titles in the field. Among the authors, the most prominent author is Khoo-Lattimore C., who is followed by Prayag G. and Gibson H. J. However, the author count for total publications is low, which directs the need for comprehensive research on the related topic.
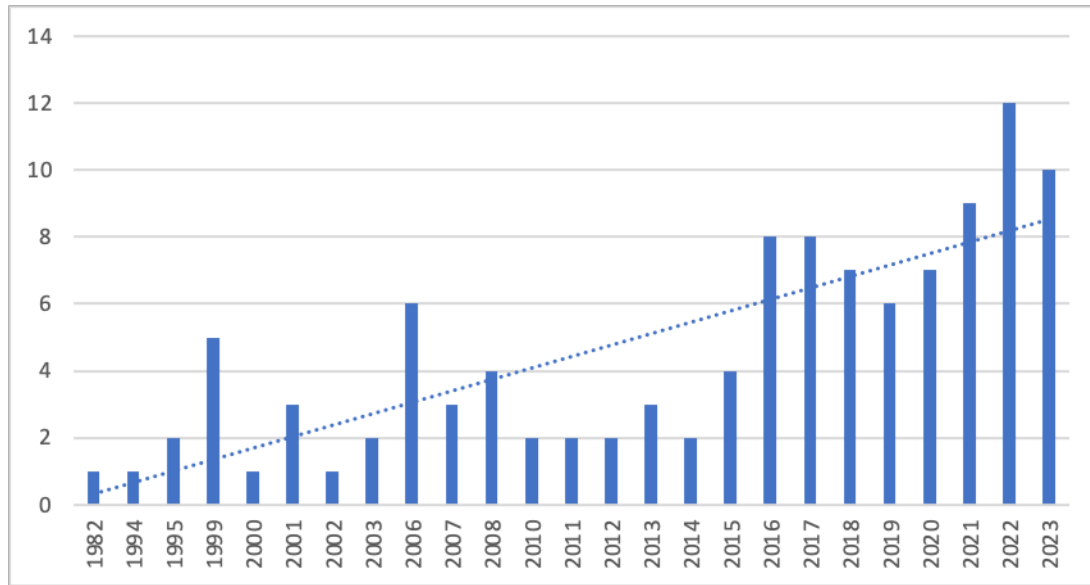
Figure 2. Publication trends in women's travel

Author	TP	Organization	TP	Country	TP	Publication Title	TP
Khoo-Lattimore C.	12	Griffith University	12	United States	25	Tourism Management	10
Prayag G.	6	University of Florida	6	Australia	21	Current Issues in Tourism	9
Gibson H.J.	6	University of Canterbury	4	United Kingdom	13	Annals of Tourism Research	8
Wang X.	5	Purdue University	4	China	10	Journal of Travel Research	6
Berdychevsky L.	5	University of Illinois	4	New Zealand	9	Tourist Studies	4
Yang E.C.L.	4	Ben-Gurion University of the Negev	3	Canada	7	Tourism	3
Arcodia C.,	3	The Hong Kong Polytechnic University	3	Taiwan	5	Gender, Place and Culture	3
Lai I.K.W.	3	Bournemouth University	3	Malaysia	5	Tourism Management Perspectives	3
Poria Y.	3	University of Waikato	3	Spain	5	Journal of Vacation Marketing	3
Falconer E.	2	Universiti Putra Malaysia	2	Israel	4	Leisure Studies	3

Table 2. Top authors, organizations, countries, and most-preferred publication title based on publication count
(Source: Author's Compilation)

3. RESULTS

3.1) *BIBLIOGRAPHIC COUPLING (BC ANALYSIS)*

Several metrics reflect the quality of the publication. The first such metric adopted in the study is BC. The results of BC are obtained for the top ten authors, organizations, and countries (Table 3). The ranking list of authors is based on their Total Link Strength (TLS) score. Among the most influential authors is Khoo-Lattimore C. with a TLS score of 69.43 followed by Yang E.C.L (TLS: 48.6), and Arcodia C. (TLS: 34.6). For the institutions, it is observed that the University of Illinois is on the top with a TLS score of 136.33 followed by the University of the West of England (TLS: 118) and the University of Bedfordshire (TLS: 118). For the countries, Australia ranks at the top of the list with a TLS score of 728.57 followed by New Zealand (TLS: 550.76) and United States (TLS: 398.96). The lists highlight one major concern that none of the African nations or universities feature in this list. It might be because of the security concerns for solo female travel in such nations. Another highlight is the variation in ranking based on the total publications (Table 2) which reflects that publication influence goes beyond the number of publications.

Author	TLS	Organization	TLS	Country	TLS
Khoo-Lattimore C.	69.43	University of Illinois	136.33	Australia	728.57
Yang E.C.L.	48.6	University of the West of England	118	New Zealand	550.76
Arcodia C.	34.6	University of Bedfordshire	118	United States	398.69
Berdychevsky L.	29	University of Florida	112	China	310.23
Brown L.	22	Montclair State University	111	Malaysia	233
Osman H.	22	The Pennsylvania State University	111	Taiwan	206.59
Prayag G.	20.83	Bournemouth University	98	United Kingdom	192.76
Zhang L.	20	University Of Canterbury Business School	98	Israel	150.33
Dogru T.	20	Griffith University	98	Canada	83
Karagöz D.	20	University Of Canterbury	94	Spain	57.33

Table 3. Top authors, organizations, and countries based on Bibliographic Coupling

(Source: Author's Own Computation)

BC analysis was then carried out to identify the influential articles ranked and sorted based on TLS score (Table 4). The study by Hosseini et al. (2022) tops the list with a TLS score of 45.

It is closely followed by a study by Berdychevsky et al. (2013a); Berdychevsky et al. (2015); Yang et al. (2018); and with a TLS score of 41. The key highlight is that all these studies are published within a decade (2013-2022). This shows that the topic is gaining the attention of academia in the present times. Another highlight is that two studies are by the same author groups while two studies have one common author. Most of these studies are undertaken by the authors who are among the influential authors listed as per the BC analysis.

S. No	Authors	Paper Title	TLS
1	Hosseini S.; Macias R.C.; Garcia F.A. (2022)	The exploration of Iranian solo female travellers' experiences	45
2	Berdychevsky L.; Gibson H.J. (2015)	Sex and risk in young women's tourist experiences: Context, likelihood, and consequences	41
3	Yang E.C.L.; Khoo-Lattimore C.; Arcodia C. (2018)	Power and empowerment: How Asian solo female travellers perceive and negotiate risks	41
4	Berdychevsky L.; Poria Y.; Uriely N. (2013)	Sexual behavior in women's tourist experiences: Motivations, behaviors, and meanings	41
5	Yang E.C.L.; Khoo-Lattimore C.; Arcodia C. (2018)	Constructing Space and Self through Risk Taking: A Case of Asian Solo Female Travelers	37

Table 4. Top publications based on BC (Source: Author's Own Computation)

3.2) CITATION ANALYSIS

The second metric for determining the influential publications is CA. Similar to BC analysis, CA is carried out for authors, organizations, countries, and documents (Table 5 and Table 6) and ranking is based on total citation (TC) count. Among the influential authors is Khoo-Lattimore, C. with a TC count of 357 followed by Pruitt, D. (TC: 279) and Lafont, S. (TC: 279). For the institutions, the University of California tops the list with a TC count of 279 followed by the Autonomous University of Santo Domingo (TC:179) and the University of Guelph (TC:179). United States tops the list of CA with 1074 citations followed by Australia (TC: 869) and United Kingdom (TC: 533). The ranks of authors, institutions, and countries differ from those of TP and BC (Table 1 and Table 2) which shows that none of these metrics can act as standalone measures and we need to consider diverse metrics sources to gauge influence.

Author	TC	Organization	TC	Country	TC
Khoo-Lattimore C.	357	University of California	279	United States	1074
Pruitt D.	279	Autonomous University of Santo Domingo	179	Australia	869
Lafont S.	279	University of Guelph	179	United Kingdom	533
Yang E.C.L.	243	University of Warwick	169	New Zealand	330
Littrell M.A.	237	The University of Waikato	157	Canada	321

Kim S.	237		157	Taiwan	118
		Southern Cross University			
Arcodia C.	196	University of Georgia	153	China	111
Garcia R.	179	University of the West of England	134	Israel	99
Herold E.	179		134	Malaysia	92
		University of Bedfordshire			
Sánchez Taylor J.	169	Tilburg University	130	Spain	38

Table 5. Top authors, organizations, and countries based on Citation Analysis
(Source: Author's Own Computation)

Similarly, the articles are ranked based on Local Citation Count (LCC) from the Scopus database and Global Citation Count (GCC) from Google Scholar to identify the most influential articles. The analysis makes two key observations. First, none of the study features in the list of influential papers as per BC analysis. Second, the studies are older than the studies in Table 2. It is due to the limitation of CA that the old studies have a chance of higher citations. However, the analysis still helps in finding valuable contributions. As per the results, a study by Kim and Littrell (2001) has the highest GCC of 438 followed by Herold et al. (2001) (GCC: 437) and Taylor (2001) (GCC: 361). The list is similar as per local citation count with minor changes in ranking of the articles.

S. No	Paper Title	Year	LCC	GCC
1	Female tourists and beach boys, romance or sex tourism?	2001	179	437
2	Dollars are a girl's best friend? Female tourists' sexual behaviour in the Caribbean	2001	169	361
3	The solo female travel experience: Exploring the 'geography of women's fear'	2008	157	321
4	Souvenir buying intentions for self-versus others	2001	153	438
5	Tourism and the sexualisation of the gaze: Solo female tourists' experiences of gendered power, surveillance and embodiment	2008	134	256

Table 6. Top Articles based on Citation Analysis
(Source: Author's Own Computation and Compilation)

3.3) *PRESTIGE ANALYSIS*

Overcoming the limitations of CA, Prestige analysis helps in ranking publications based on the PageRank statistics. The results rank the publications based on PageRank (Table 7) and illustrate a mix of new and old studies in the list. It adds the contribution of this analysis which does not rank articles based solely on the shared reference lists or number of times cited. The study by Karagöz et al. (2021) is the most influential study with a PageRank of 0.027838 followed by the study by Khoo-Lattimore & Gibson (2018) (PageRank: 0.027207). Only the study by Jordan & Aitchison (2008) is common from the top cited articles list and Yang et al. (2018) is common from the list of studies as per BC analysis. Thus, through this analysis, the study recommends using other metrics along

with the citations to identify the influential articles as the results differ for all three analyses.

S. No	Paper Title	Year	PageRank
1	Solo female travel risks, anxiety and travel intentions: examining the moderating role of online psychological-social support	2021	0.027838
2	Understanding women's accommodation experiences on girlfriend getaways: a pragmatic action research approach	2018	0.027207
3	Power and empowerment: How Asian solo female travellers perceive and negotiate risks	2018	0.02521
4	The exploration of Iranian solo female travellers' experiences	2022	0.023917
5	Tourism and the sexualisation of the gaze: Solo female tourists' experiences of gendered power, surveillance and embodiment	2008	0.022978

Table 7. Top Articles based on Prestige Analysis (Source: Author's Own Computation)

3.4) KEYWORD CO-OCCURRENCE ANALYSIS

To begin with the thematic analysis, major keywords were identified based on their occurring frequency. The Scopus database has two types of keywords; author-provided and indexed keywords. The keyword co-occurrence analysis was carried out in VOSviewer for both types of keywords and in the process, a co-occurrence map was prepared. The identified keywords were further classified into clusters and each cluster in the map represents a single cluster. Each keyword is denoted by a node and greater frequency means a bigger node. The third figure depicts author-given keywords (Figure 3). The keywords are categorized into eight different thematic clusters. The first cluster has major keywords such as solo female travel, independent travel, travel constraints, and visit intention. The second cluster has keywords such as girlfriend getaway, sex tourism, Caribbean Island, and intimacy. The third cluster has keywords motivation, segmentation, hotel attributes, and accommodation needs of female solo travelers. The fourth cluster revolves around the motivation and well-being of solo female travelers of the Middle East region. The fifth cluster is on mobility issues, sexual harassment, and safety concerns among female travelers. The sixth cluster has keywords on romance tourism, adventure aspects of female travel, and travel needs of older women. The seventh cluster has keywords on the role of female travel in exploring sexuality and feminism. The eighth cluster has major keywords such as feminist geography, and associated risk, and studies focus on the role of female solo travel in understanding such behavior.
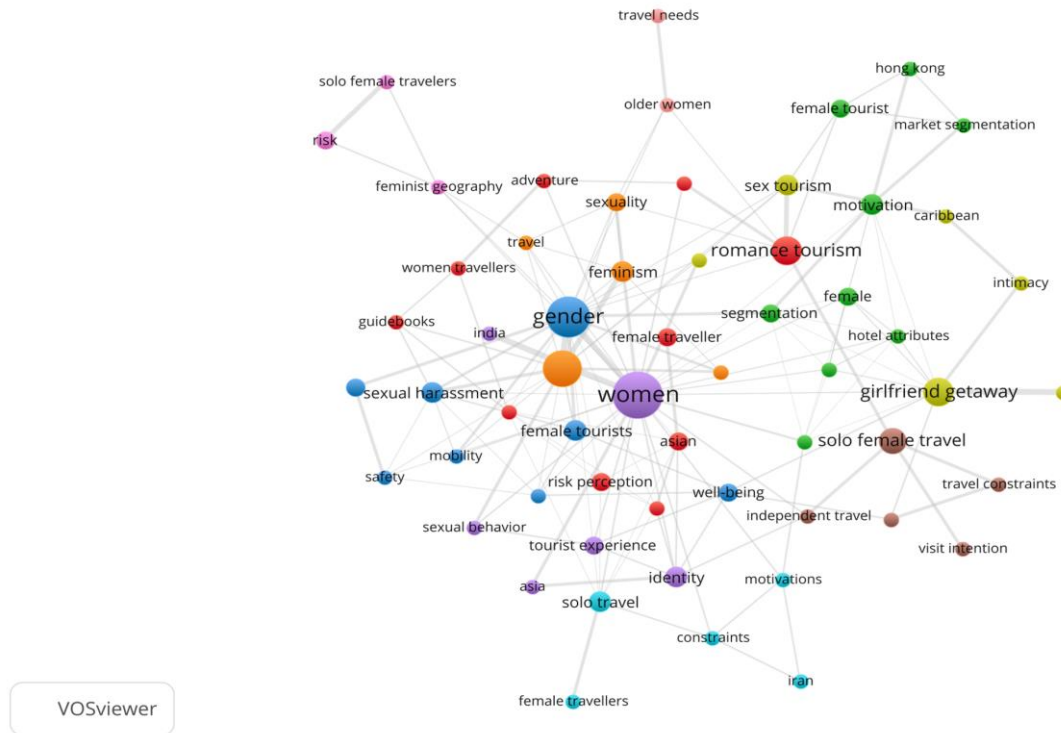
Figure 3. Co-occurrence network of author-provided keywords

Figure 4 represents the map of the co-occurrence of indexed keywords. The advantage of this analysis is that while author-given keywords provide a very minute detail of the themes and concepts, indexed keywords are more structured and organized and establish well-defined thematic clusters. Here, the keywords are organized into five thematic clusters. In the first cluster, major keywords are tourism management, consumption behavior, exploration, lifestyle, sexual behavior, stereotype, Asia, and India. Thus, it means that studies in this cluster focus on consumer-related aspects of female solo travel in the Asian region. In the second cluster, the studies focus on the theoretical studies of female travel in the Middle-Eastern region with a focus on risk assessment in tourist destinations, identifying major attractions, and the influence of Islamism on female solo travel. In the third cluster, studies have focused on gender roles, gender disparity, women's status, patriarchy, perception, and its impact on women's travel. The fourth cluster has studies on racism, gender relations, power relations, and empowerment through female travel. The fifth and biggest cluster has studies covering aspects such as health education, pregnancy, sexuality, decision-making, psychology of female travel, sexual health, and risk-taking behavior. In this cluster, most of the studies involve human experiments and uncover participant's behavior as they move from age groups like adolescents, children, and adults.
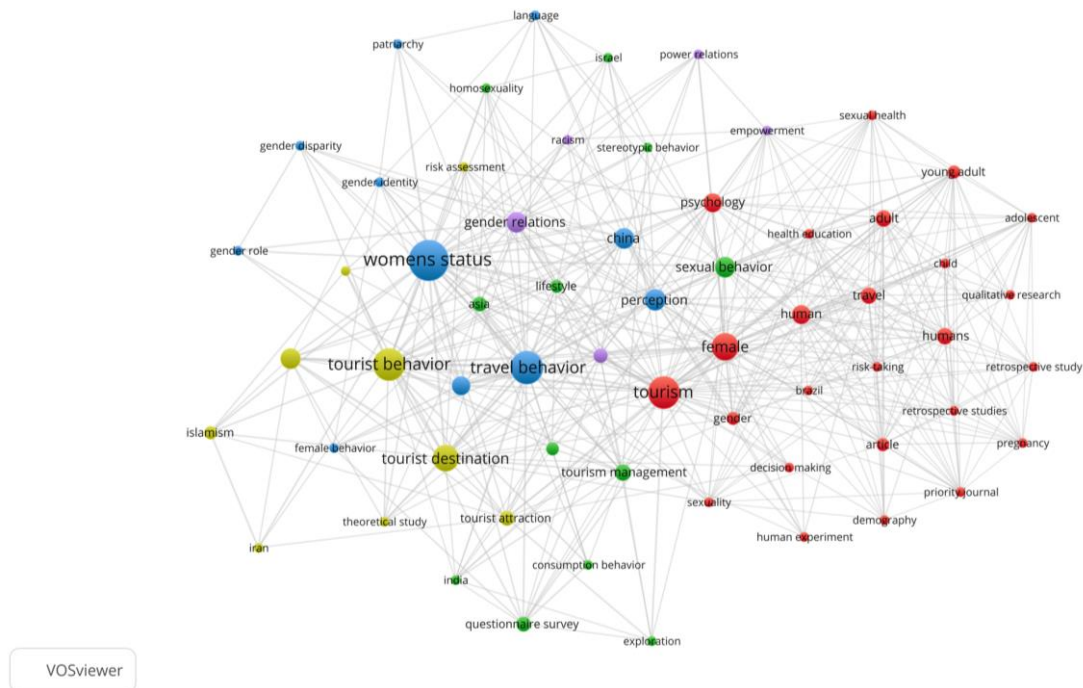
Figure 4. Co-occurrence network of indexed keywords

3.5) *NETWORK ANALYSIS*

3.5.1) Co-authorship analysis

Based on the study's objectives, the analysis then moves on to identifying the pattern of collaboration that exists between the authors. A network map is created based on the co-authorship data (Figure 5) that highlights a negligible collaboration between authors. It has two major implications, first, limited collaboration indicates limited cross-country exchange of knowledge. This would support the argument that there is a low level of research in many countries and that research is geographically concentrated, which could serve as an agenda for future research. Second, limited collaboration also means the possibility that the topics have not yet fully matured. It indicates the possibility of further engagement on the topics, which would be supported by conducting a temporal analysis of the themes. Nevertheless,

Khoo-Lattimore, C. and Prayag, G. have the greatest number of article collaborations between them, who are among the influential authors listed as per BC, TP, and CA in the study. Their studies focus on segmenting the hotel accommodation needs of solo female travelers, understanding the motivational differences of Western and Asian female travelers on girlfriend getaways and their accommodation needs, and the impact of image and loyalty on the accommodation preferences of Asian female travelers. Another collaboration exists between Khoo-Lattimore, C. with Yang, E.C.L. and Arcodia, C. where the studies focus on the perception and negotiation of risks by female solo travelers. In a nutshell, the lack of collaboration opens up research avenues for scholars who may contribute by extending to the existing themes of collaboration or collaborating to contribute to new topics and themes.
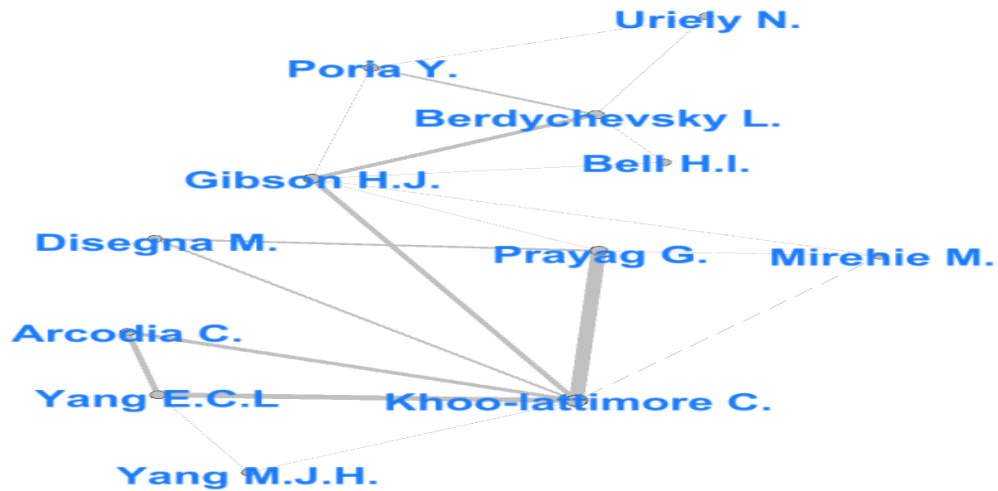
Figure 5. Co-authorship network

3.5.2)   Co-citation analysis

The study then identifies the major themes in the existing literature through co-citation analysis and establishes whether the existing themes have been exhausted or there is scope for extending the research. It is done through a content analysis carried out in the latter section of the study. Through co-citation analysis in Gephi, the study identifies that there exist five major thematic clusters. In Figure 6, these thematic clusters are represented with different shades. The node represents the number of studies in each cluster. The size of the node is based on PageRank, which means that the more prestigious articles under each theme, the bigger the node size. The five identified themes are, women travelers and girlfriend getaways, women travelers and sexual behavior, women travelers and purchase intention, women travelers and solo travel, and women travelers and travel motivation.

The temporal analysis of these themes shows their evolution, Table 8 shows the evolution of different thematic clusters based on the co-citation analysis. Of the total sample, the co-citation cluster of 94 studies is divided into five thematic clusters. While, Theme 5 (T5), focusing on women travelers and sexual behavior, has the highest publication count followed by T4 (women travelers and girlfriend getaways) and T1, Theme 3 (T3) and Theme 2 (T2) (women travelers and travel motivation) have the least publication count. Studies in theme 5 are the oldest followed by the studies in T3 and T4. T1 is the emerging theme in the studied topic with studies focusing on women travelers and solo travel. Of all the themes, Theme 3, focusing on women travelers and purchase intention, does not have any new studies published in the last few years, indicating that this theme has become obsolete due to the passage of time or no new findings were observed to continue the research.
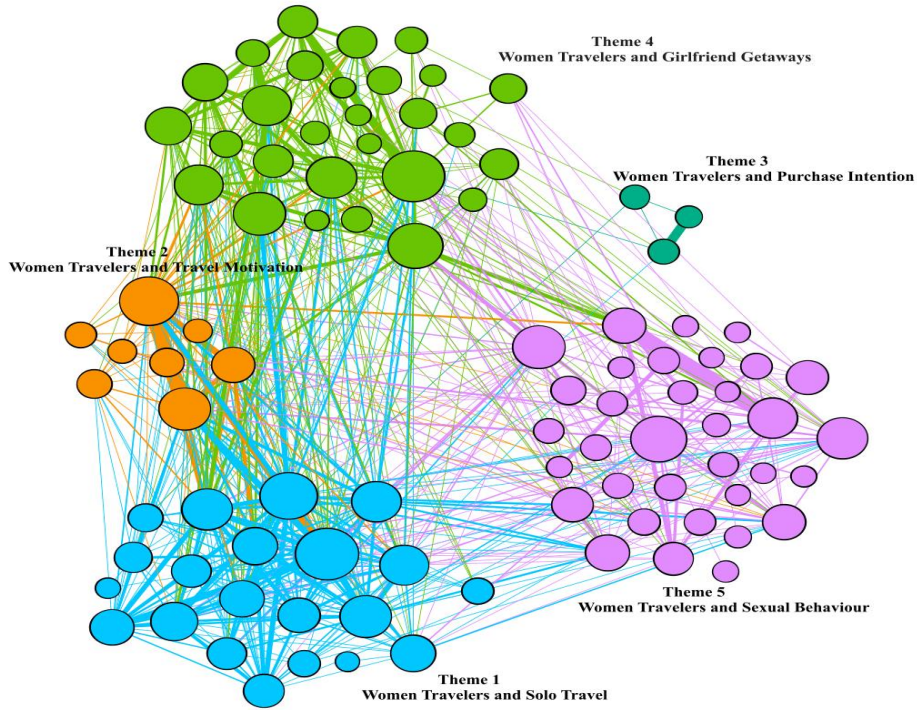
Figure 6. Thematic clusters in women travel research

Year	T1	T2	T3	T4	T5	Grand Total
1995					1	1
1999			2		2	4
2001			1		2	3
2003				1	1	2
2006	1			2	3	6
2007				1	1	2
2008					3	3
2010		1			1	2
2011				1	1	2
2012					2	2
2013					3	3
2014					1	1
2015				1	2	3
2016	2			3	3	8
2017		1		4	3	8
2018		2		3	1	6
2019	2			1		3
2020	2			2	2	6
2021	3	1		3	1	8
2022	5	1		4	1	11
2023	6	2		2		10
Grand Total	**21**	**8**	**3**	**28**	**34**	**94**

Table 8. Temporal evolution of thematic clusters (Source: Author's Own Computation)

4. DISCUSSION

4.1) IDENTIFIED THEMES IN LITERATURE

4.1.1) Women Travelers and Solo Travel

The solo female travelers trend is constantly gaining popularity and has been on the rise. Solo female travel motivation has been found to explore, break away, unwind, engage socially, enhance self-esteem (Chiang & Jogaratnam, 2006), independence and solitude (Jin & Zhang, 2023; Yang et al., 2019), freedom, self-development, and social interaction, fostering cultural exchange and friendships (Osman et al., 2020). Even in highly patriarchal societies, women have taken up solo travels. Solo female travel motivations in Iran, despite religious-patriarchal restrictions, have increased women's visibility in the public sphere (Hosseini et al., 2022). Virtual tourism has been bliss for women wanting to feel the excitement of traveling solo. Virtual tourism helped Iranian women to overcome constraints (Kiani et al., 2024). As navigating to unknown cultures causes anxiety among female solo travelers, virtual tours help them familiarise themselves with the destinations. Similarly, such tours help them plan their travel better and identify what other issues travelers may encounter in their journey. On probing further, solo female travelers have different sets of challenges and coping mechanisms as per their ethnicities. For example, solo journeys for Asian women challenge societal expectations, revealing their struggle to define their identity and navigate the intersection of personal and societal identities (Yang et al., 2019). The research revealed that not only young and middle-aged women travel solo but older age women also embraced solo travel and faced different sets of challenges. Older Chinese women faced constraints related to pleasure travel, with limited knowledge of the destination, its culture, health concerns, lack of companionship, poor services, and inadequate information. (Gao & Kerstetter, 2016). Proper counseling enabled these women capable of taking risks. Solo female travel risks, including gender, destination, and socio-psychological issues, negatively impact travel intentions and anxiety levels, but online psychological and social support can mitigate this effect (Karagöz et al., 2021).

4.1.2) Women Travelers and Travel Motivation

Women travelers, like any other demographic group, are motivated to travel for a variety of reasons. Travel motivations can be diverse and influenced by personal interests, goals, and circumstances. Yang et al. (2017) recognized women's travel behavior inclined toward cultural and gender-based customary identities. Seeking relaxation and wellness is a significant motivation for travel among women (Lee et al., 2019). This may involve vacations to spa resorts, wellness retreats, or destinations known for their natural beauty. Health benefits act as the moderating factor by inducing positive emotions and their behavioral approach toward tourism (Radic et al., 2021). The desire to

explore new places, discover unfamiliar cultures, and travel to escape daily stressors is another common motivation. Exploring adventure activities creates personal performance realization, which empowers women's narratives to retell their experiences and achievements (Myers, 2010). The desire for independence and self-discovery motivates many women to embark on solo travel adventures. Solo travel allows for personal growth, empowerment, and a sense of accomplishment. Women's solo tourism helps in negotiating self-identity risks and gaining self-transformations from a personal level to a social level (Yang et al., 2018). Recognizing and respecting these motivations contributes to creating more inclusive and tailored travel experiences for women.

4.1.3) Women Travelers and Purchase Intention

Understanding the purchase intention of women travelers is essential for businesses in the travel industry to effectively target and cater to their needs (Khan et al., 2017). Purchase intention refers to the willingness of consumers to buy a product or service and is influenced by various factors. Kim & Littrell (1999) identified personal desires and manifesting individual values; souvenir uniqueness, aesthetic qualities, and portability create the intention to purchase. Past travel experiences and the impact of buying souvenirs, whether for themselves or others, also lead to a significant variation in their purchasing intentions. (Kim & Littrell, 2001). Safety-security and accommodation preferences play a significant role in their purchase intention, followed by social responsibility, promotions and discounts, accessibility, and cultural

sensitivity. Recognizing and addressing the factors that influence women's purchase intentions is crucial for businesses in the travel industry to attract and retain female customers. By addressing their specific needs, preferences, and values, businesses can craft more tailored and inclusive travel experiences that resonate with women travelers.

4.1.4) Women Travelers and Girlfriend Getaways

Girlfriend getaways (GGA) significantly impact the quality of the tourist experience (Khoo-Lattimore & Gibson, 2018). When a group of female friends embarks on a trip together, it often leads to unique dynamics and shared experiences that contribute positively to the overall journey. Enhancing social interaction, creating a support system, and providing a sense of freedom, wellness, and relaxation are some of the influencing factors for GGAs (Chen et al., 2022). Women travelers can plan trips that allow for quality time and shared experiences. The dimensions of GGA for women travelers can vary greatly depending on the preferences and dynamics of the group. Few identified dimensions are mental well-being and escapism (Wang et al., 2023); different gender dynamics (Berdychevsky et al. 2013b); existential authenticity (Chen et al., 2022); and empowerment (Durko & Stone, 2017). Wang et al. (2022) identified happiness as the most important intention of GGA to revisit the destinations, while in another study, Wang et al. (2023) identified the connection between girlfriends as an important influence on their travel satisfaction. GGAs are often centered around strengthening bonds and enjoying the camaraderie of female friendships. Kong, et al. (2022) explained GGA based on the concept of

intimacy, with its certain limitations and togetherness extending it to the sisterhood.

4.1.5) Women Travelers and Sexual Behavior

In terms of tourism, the inversion of women's sexual behavior is considered self-exploratory and self-transformative. The sexual individuality of women travelers can be identified as the complex expression of mind, language, and body (Berdychevsky et al., 2015). The baby-boomer generation is considered the first generation to perceive the sexual freedom concept (Stončikaitė, 2020). Women, like all individuals, have the right to make decisions about their bodies and personal lives. Respect for personal autonomy is fundamental when discussing sexual behavior among women travelers. Although relaxation is constructed as the ultimate context for sex with a steady partner, group tours are considered the optimal context for casual sex. Solo women travelers find sex tourism an empowering, and rewarding experience (Berdychevsky & Gibson, 2015). Specifically, sexual behavior offers a boldness perceived as resistance to traditional sexual roles, serving as a source of empowerment and maturity (Berdychevsky et al., 2013b). Women travelers should be aware of and respect the cultural context of the places they visit. In terms of tourism, risk can be elaborated with the framework including traveling context, travelers' likelihood, and its consequences (Ryan, 2003). However, with its subjective impact, sexual risk-taking can also lead to detrimental impacts on women travelers (Berdychevsky & Gibson, 2015).

4.2) Findings of FGD

FGD was conducted to validate the findings of the thematic analysis conducted in the study, as indeed these are the most prominent issues and elements in solo female travel. The majority of respondents thought that traveling alone was thrilling, but they were also scared and apprehensive about seeing other countries. The FGD results are consistent with theme 1, which states that female travelers' confidence was boosted and their visibility in society increased as a result of traveling alone.

"Solo travel is really exciting for me. There are numerous emotions, such as when I was thinking about exploring a new place on my own and meeting individuals from other countries, which seemed exciting, pleasant, and a little scary." (R11)

Virtual tourism and the use of technical aid resources such as translators, navigation, and weather forecasting help many women travel, making it more convenient and motivating them to go. The discussion reconfirms that technology helped women overcome obstacles when traveling alone.

"Google Translator can help you overcome language barriers by instantaneously translating conversations, signs, and written content into familiar languages. Additionally, maps, such as Google Maps, provide navigation assistance, allowing lone travelers to quickly explore unfamiliar territory, find sites of interest, and plan efficient itineraries." (R2, as accepted by R7 and R10)

"As there was no internet available at certain places, I downloaded the offline maps and booked Airbnb in prior which made my stay comfortable and Ferry reservations helped me in booking the boat and saved time from waiting in long queues." (R1)

In theme 2, women's travel motivation, breaking cultural identities, relaxation, wellness, avoiding daily routines and tensions, and a sense of strength and accomplishment were identified as motivators. The findings of FGD corroborate as most of the respondents stated they desired independence and found their true potential as the main motivators.

"For me, being independent means learning more about myself and pushing myself by being out of my comfort zone. I may go alone again in the future simply to fulfill my restlessness." (R3 and R8)

"I have traveled to various places for their unique specialties and to get myself a sense of refreshment from my mundane life. I experienced the fall season in New Hampshire from the highest peak, Artist Bluff Point of the Bald Mountains. I was fascinated by the architectural buildings of New York City; the Empire State Building is the first 100-story building in the town. The mesmerizing view of Brooklyn Bridge and the Statue of Liberty." (R1, agreed by R6)

Confirming the findings, respondents also pointed to personal reasons such as education, immersing in diverse cultures, and shaping up

their unique specialties as strong motivators for solo female travel.

"The primary reason for my solo travels has been to pursue higher education and to immerse myself in diverse cultures, climates, and experiences." (R2, agreed by R9)

Regarding the challenges, women travelers responded that navigating through unknown countries is a problem they experience, stemming from differences in culture and language. As female travelers have to be more cautious about their safety, they cannot indulge in any fights with locals if they experience any discomfort.

"I once traveled to a conservative country governed by religious principles. I found males gazing at us as we were wearing liberal dresses." (R6 and R10)

"It is very inconvenient when I have to explain things in my language. I once got into a heated argument with a local shopkeeper, as I thought he was making obscene signs, whereas he was calling some other local shopkeeper. Thankfully, the police were nearby, and they intervened." (R11)

The literature suggests that female travelers often exhibit purchasing behavior that helps local businesses. This consumerism by female travelers often results in a positive economic contribution to rural regions. Souvenirs include collecting postage stamps and tickets, writing a diary for remembrance, and buying fridge magnets and other collectibles.

"Buying souvenirs is fun and satisfying too, as for me it was my first international solo

trip. We took pictures, wrote in a daily diary, and collected things like tickets and postcards." (R1 and R4)

"Yes, I believe souvenirs play an important part in preserving the memories of the trip. Other than that, having pictures and videos from the trip and small tokens from every place visited can also help in preserving memories." (R7 and R8)

Several religions and countries are conservative regarding female sexual pleasures. Women born and brought up in these cultures often have to resist their desires, and it is considered taboo in their society. Such female travelers often engage in sexual experiences to explore themselves, better understand their needs, and break away from patriarchal norms.

"I was often amazed by the sexual freedom my friends had, just because they were born in other countries. I had several fantasies, but resisting them affected my confidence. When I went to pursue higher studies, I decided to travel to different countries to be better aware of my physical needs and satisfy my fantasies. I can say that yes, I have become more confident about myself and my appearance. (R1)

While the discussion was smooth on the other questions, respondents were shy about reporting their sexual experiences on solo travel as it is still considered a private affair in several countries and religions.

5. RESEARCH GAPS AND FUTURE DIRECTIONS

The content analysis of the literature uncovers a diverse array of themes and offers valuable insights into the intricate dynamics of the travel industry and the factors shaping travelers' choices and experiences. However, there still exist certain gaps in the literature that need to be addressed to make women's travel more convenient. These gaps are firstly identified related to the methodologies adopted, geographical concentration of authors, study areas, and study design. Primarily, the gap lies in the fact that the themes have not been thoroughly and comprehensively researched. The second gap lies in the similarity of the methodologies adopted. The data was collected through semi-structured interviews or quantitative interviews to understand the aspects related to women's travel. There is a need to adopt more statistical or qualitative rigor, for instance, to better determine the motives of woman's travel and their impact on psychology and well-being. The study also observed a lack of geographical dispersion in the authors and case study regions. Much of the literature is concentrated on a few Asian, European, and Caribbean nations as hosts of women travelers. Similarly, the literature is focused more on taking Asian and Middle Eastern women as samples. There needs to be more diversity in the sample and study regions. At last, there needs to be more cross-disciplinary research on the theme. For instance, negligible research exists on the operational issues in women's travel, promotion and advertising for women's travel, making women more comfortable in taking such trips without being negatively labeled or branded, image building for destinations negatively branded for women's travel, ethical and legal issues in commercializing sexual behavior, the

psychological impact of mislabeling and branding on local communities, and strategizing woman travel to make it more convenient.

Another way to identify the gaps is to dig deep into the identified research themes. Since these themes are still being explored, therefore, some topics need to be covered to make women's travel more convenient. In the first theme of women and solo travel, it is observed that limited knowledge about destination and lack of social support often act as hindrances for women in older age. The lack of digital expertise among these women further worsens the issue. There is a possibility that such women can easily become victims of cyber fraud and crimes. There should be research on making solo women friendlier for older age women who are not very tech-savvy. Furthermore, digital transformation in travel and its impact on women travelers, including the role of social media, online communities, and digital platforms have a great potential to be studied. Challenges of solo travel need not be generalized and cultural aspects should also be studied while understanding these challenges. In the second theme of travel motivation, the focus is limited to understanding psychological and personal motives as the only source of motives. Scholars need to find out if other push or pull motivational factors exist for such travels. For instance, diasporic tourism by old age women who have earlier visited such destinations with their lovers can act as a strong motivation that needs to be examined by future studies. Women travelers often engage in purchasing souvenirs from these destinations. Research could focus on the role of souvenirs as a tool for destination recall and as a medium for destination promotion. Future studies could focus on identifying the factors influencing purchase intention and promotional

campaigns could be tailored around these factors to boost souvenir buying behavior. Women travel for sexual behavior is risky as it exposes women to possible crimes and impacts their safety. Engaging in such activities also has a psychological impact on women. Also, at destinations, stakeholders often engage in irresponsible and unethical practices that may jeopardize women's travel satisfaction. Future studies could look into ways to reduce the risks associated with the women's travel industries that do not compromise the economy of the hosts. Scholars could also target developing activities at such destinations. Lastly, future research may also focus on sustainable travel practices among women travelers and the intersectionality of gender with other identities, such as race, class, and sexuality, to enhance inclusivity and diversity in travel research.

6. IMPLICATIONS

6.1) *THEORETICAL IMPLICATIONS*

The study contributes to the growing body of knowledge in relation to women and gender studies. It identifies existing themes on women's travels such as travel motivation and challenges which would enhance the literature on understanding aspects of women's behavior. FGDs were conducted to validate the thematic analysis conducted in the study. The identified gaps in the existing literature aim to make women's travel more convenient which could further extend studies of women. The study contributes to tourism literature by focusing on women travelers as the subject, a gap that persisted in the tourism literature. The study also

identifies thematic gaps and the need for more diverse and multi-disciplinary research in women's travels. Extending the scope to operations management, branding and marketing, and strategic management will further enrich the knowledge in these domains.

6.2) MANAGERIAL IMPLICATIONS

The study also provides implications for managers to make women's travel more convenient and safer. Issues related to women's safety are identified in the literature, with physical threats and health risks being major concerns. Tourism managers should focus on making destinations safer for women. A rigorous background check and monitoring of males engaged in women's travel must be carried out. Proper training and counseling should be given to such male staff to avoid any misbehavior incidents. Furthermore, promotional campaigns must be launched to attract more women into solo travel and remove any taboos surrounding them. For instance, tie-ups could be arranged with large organizations to send their female employees to travel to reduce stress and anxiety and get a break from routine life. Women-friendly infrastructure must be developed at destinations keeping in mind all age groups. Destinations could have special assistance booths at airports, railway stations, and other public transport places. A separate phone number for foreign women assistance in all languages should be made available upon arrival in the destination country. Similarly, female travelers must be made aware of the cultural aspects of destinations, which would further reduce the chances of any unwanted accidents.

In continuation, stakeholders must be made aware of the different cultures. It is to ensure that when a woman visits these nations, stakeholders are aware of the behavior in these cultures and do not consider it as disrespect to theirs. Technology misuse may be common at such destinations which may jeopardize women's safety back home. Their behavior at such destinations may be hidden and not commercialized without consent to the market. There is also a need to develop more activities at such destinations to enrich the tourist experience. Managers must carry out continuous monitoring of the health of male and female staff at woman travel destinations as it could negatively impact the health of woman travelers engaging in sexual behaviors at such destinations. Developing safe, inclusive, and empowering travel experiences for women, leveraging technology and community engagement to enhance their travel experiences is essential.

7. CONCLUSION AND LIMITATIONS

The study examined the advancement and progress in research on women travelers by analyzing publication trends and identifying leading contributors in this field. It aimed to learn about the number of authors collaborating along with major thematic areas covered over the years and investigate the factors of improving women's travel experiences. Using bibliometric indicators with descriptive analysis, science mapping as BC, citation metrics, prestige analysis, keyword co-occurrence metrics, and network analysis (co-author and co-citation analysis), the study employed computational tools for big-data analytics. These analyses

provided unbiased comprehension of the current state of women's research. The study identified research gaps related to study design, methodologies adopted, and context for future exploration. However, the study faces certain limitations due to the scope of bibliometric analysis, dataset completeness, and Scopus database information. Extending the sample and database scope could provide additional insights for future studies.

ACKNOWLEDGEMENTS

REFERENCES

Alén, E., Losada, N., & de Carlos, P. (2017). Profiling the segments of senior tourists throughout motivation and travel characteristics. *Current Issues in Tourism*, 20(14), 1454-1469. https://doi.org/10.1080/13683500.2015.1007927

Anon (1996). Wyndham appoints women's panel. Hotel & Motel Management, 211(15), 79. Retrieved on May 11, 2008. Emerald.

Asthana, S. (2022). Twenty-five years of SMEs in tourism and hospitality research: A bibliometric analysis. *Journal of Tourism, Heritage & Services Marketing (JTHSM)*, 8(2), 35-47. https://doi.org/10.5281/zenodo.7358571

Bartos, R. (1982). Women and Travel. *Journal of Travel Research*, 20(4), 3-9. https://doi.org/10.1177/004728758202000402

Bond, M. (2005). Women Travellers, 17.06.2011, Available from http://gutsytraveler.com/2010/12/31/women-travel-statistics-the-latest/

Boote, D. N. & Beile, P. (2005). Scholars before Researchers: On the Centrality of the Dissertation Literature. *Review in Research Preparation*. Educational Researcher, *34*, 3-15. https://doi.org/10.3102/0013189X034006003

Berdychevsky, L. & Gibson, J. H. (2015). Sex and risk in young women's tourist experiences: Context, likelihood, and consequences. *Tourism Management*, *51*, 78-90, https://doi.org/10.1016/j.tourman.2015.04.009

Berdychevsky, L., Gibson, J. H. & Bell Heather (2013a). Girlfriend Getaways and Women's Well-Being. *Journal of Leisure Research*, *45(5)*, 602-623, http://dx.doi.org/10.18666/JLR-2013-V45-I5-4365

Berdychevsky, L., Gibson, H., & Poria, Y. (2013b). Women's sexual behavior in tourism: loosening the bridle. *Annals of Tourism Research, 42*, 65-85, https://doi.org/10.1016/j.annals.2013.01.006

Berdychevsky, L.; Gibson, J. G. & Poria, Y. (2015). Inversions of sexual roles in women's tourist experiences: Mind, body, and language in sexual behaviour. *Leisure Studies 34(5)*, 513-528. https://doi.org/10.1080/02614367.2014.938770

Berdychevsky, L., Poria, Y., & Uriely, N. (2013). Sexual behavior in women's tourist experiences: Motivations, behaviors, and meanings. *Tourism Management*, 35, 144-155. https://doi.org/10.1016/j.tourman.2012.06.011

Campbell, D., Picard-Aitken, M., Côté, G., Caruso, J., Valentim, R., Edmonds, S., & Archambault, É. (2010). Bibliometrics as a performance measurement tool for research evaluation: The case of research funded by the National Cancer Institute of Canada. *American Journal of Evaluation*, 31(1), 66-83. https://doi.org/10.1177/1098214009354774

Chen, H., Jiao, Y., Li, X., & Zhang, K. (2022). Family tourism: Interpersonal interaction, existential authenticity and quality of tourist experience. *Journal of Vacation Marketing*, 28(1), 82-

94. https://doi.org/10.1177/13567667211022407

Chiang, C. Y., & Jogaratnam, G. (2006). Why do women travel solo for purposes of leisure? *Journal of Vacation Marketing*, *12*(1), 59-70. https://doi.org/10.1177/135676670605904

Clarke, J. F., Previte, J., & Chien, P. M. (2022). Adventurous femininities: The value of adventure for women travelers. *Journal of Vacation Marketing*, *28*(2), 171-187. https://doi.org/10.1177/13567667211038952

Coppola, M., Guo, J., & Gill, E. 2019. The PageRank algorithm is a method to optimize swarm behavior through local analysis. *Swarm Intelligence 13*, 277–319. https://doi.org/10.1007/s11721-019-00172-z

Ding, Y., Yan, E., Frazho, A., & Caverlee, J. (2009). PageRank for ranking authors in co-citation networks. *Journal of the American Society for Information Science and Technology*, *60*(11), 2229-2243. https://doi.org/10.1002/asi.21171

Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, *133*, 285–296. https://doi.org/10.1016/j.jbusres.2021.04.070

Durko, A. & Stone, M. (2017*).* Even lovers need a holiday: Women's reflections of travel without their partners. *Tourism Management Perspectives, 21,* 18-23, https://doi.org/10.1016/j.tmp.2016.11.001

Egghe, L., & Rousseau, R. (1990). *Introduction to informetric: Quantitative methods in library, documentation, and information science*. New York: Elsevier Science Publishers.

Ellegaard, O., Wallin, J.A. (2015). The bibliometric analysis of scholarly production: How great is the impact? *Scientometrics 105*, 1809–1831. https://doi.org/10.1007/s11192-015-1645-z

Fahimnia, B., Sarkis, J., & Davarzani, H. (2015). Green supply chain management: A review and bibliometric analysis. *International Journal of Production Economics*, *162*, 101-114. https://doi.org/10.1016/j.ijpe.2015.01.003

Gao, J., & Kerstetter, D. L. (2016). Using an intersectionality perspective to uncover older Chinese females' perceived travel constraints and negotiation

strategies. *Tourism Management*, *57*, 128-138. https://doi.org/10.1016/j.tourman.2016.06.001

Ghadban, S., Kamar, R., & Haidar, R. (2023). Decoding international Solo women travelers' experience: A qualitative analysis of user-generated videos. *Journal of Outdoor Recreation and Tourism 44*, 100648 https://doi.org/10.1016/j.jort.2023.100648

Gomes, J., & Montenegro, M. (2016). Profile of female tourists visiting Porto and North of Portugal. *Worldwide Hospitality and Tourism Themes*, *8*(6), 677-690. https://doi.org/10.1108/WHATT-09-2016-0056

Hao, J. S., & Har, C. O. (2014). A Study of the Preferences of Business Female Travelers on the Selection of Accommodation. *Procedia-Social and Behavioral Sciences 144*, 176-186.

Herold, E., Garcia, R., & DeMoya, T. (2001). Female tourists and beach boys: romance or sex tourism? *Annals of tourism Research*, *28*(4), 978-997. https://doi.org/10.1016/S0160-7383(01)00003-2

Hosseini, S., Macias, R. C., & Garcia, F. A. (2022). The exploration of Iranian solo female travelers' experiences. *International Journal of Tourism Research*, *24*(2), 256-269. https://doi.org/10.1002/jtr.2498

Hritz, N. M., Sidman, C. L., & D'Abundo, M. (2014). Segmenting the college educated generation Y health and wellness traveler. *Journal of Travel & Tourism Marketing*, *31*(1), 132-145. https://doi.org/10.1080/10548408.2014.861727

Jin, W., & Zhang, W. (2023). Solo female visitors in museum tourism: an exploration based on social practice theory. *Current Issues in Tourism*, *26*(12), 1941-1955. https://doi.org/10.1080/13683500.2022.2072274

Jordan, F., & Aitchison, C. (2008). Tourism and the sexualisation of the gaze: Solo female tourists' experiences of gendered power, surveillance and embodiment. *Leisure Studies*, *27*(3), 329-349. https://doi.org/10.1080/02614360802125080

Kalter, M. J. O., Harms, L., & Jorritsma, P. (2009). Changing travel patterns of women in the Netherlands. In *Conference on*

Research on Women's Issues in Transportation (pp. 179-190).

Kanta, K. N. M., Kaurav, R. P. S., Allam, U. S., & Srivalli, P. (2021). Wildlife tourism: A synthesis of past, present, and future research agenda. *Enlightening Tourism. A Pathmaking Journal*, *11*(2), 390-427.

Karagöz, D., Işık, C., Dogru, T., & Zhang, L. (2021). Solo female travel risks, anxiety and travel intentions: Examining the moderating role of online psychological-social support. *Current Issues in Tourism, 24*(11), 1595-1612. https://doi.org/10.1080/13683500.2020.18 16929

Kent, M. (2010), "Women control over $20 trillion in world-wide spending", available at: www. coca-colacompany.com/topics/business (accessed 15 July 2016).

Kessler, M. M. (1963). Bibliographic coupling between scientific articles. *American Documentation, 14*(1), 123-131.

Khan, M. J., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*, *22*(11), 1139-1155.

Khanra, S., Dhir, A., Islam, A. N., & Mäntymäki, M. (2020). Big data analytics in healthcare: a systematic literature review. *Enterprise Information Systems*, *14*(7), 878-912. https://doi.org/10.1080/17517575.2020.18 12005

Khoo-Lattimore, C., & Gibson, H. J. (2018). Understanding women's accommodation experiences on girlfriend getaways: a pragmatic action research approach. *Current Issues in Tourism*, *21*(2), 191-209. https://doi.org/10.1080/13683500.2015.10 68745

Kiani, M., Tavakoli, R., & Mura, P. (2024). Iranian Women Traveling in Time: A Cyberfeminist Approach. *Journal of Travel Research*, *63*(1), 27-43. https://doi.org/10.1177/004728752211492 02

Kim, S., & Littrell, M. A. (1999). *Predicting Souvenir Purchase Intentions.* Journal of Travel Research, *38*(2), 153–162. https://doi.org/10.1177/004728759903800 208

Kim, S., & Littrell, M. A. (2001). Souvenir buying intentions for self-versus others.

Annals of Tourism Research, 28(3), 638-657. https://doi.org/10.1016/S0160-7383(00)00064-5

Kong S., Guo J., Huang D. (2022). The Girlfriend Getaway as An Intimacy. *Annals Of Tourism Research*, *92,* 103337. https://doi.org/10.1016/j.annals.2021.1033 37

Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Age International Limited Publishers. New Delhi.

Lee, P. C., Lee, M. J., & Cheng, T. T. (2019). Importance of wellness concepts in the hotel industry: Perspectives from the millennials. *Journal of Quality Assurance in Hospitality and Tourism, 20*(6), 729-752. https://doi.org/10.1080/1528008X.2019.1 616041

Lutz, J., & Ryan, C. (1993). Hotels and the Businesswoman: An Analysis of Businesswomen's Perceptions of Hotel Services. *Tourism Management 14*(5), 349-356. https://doi.org/10.1016/0261-5177(93)90003-4

Myers, L. (2010). Women travellers' adventure tourism experiences in New Zealand. *Annals of Leisure Research, 13*(1-2), 116-142. https://doi.org/10.1080/11745398.2010.96 86841

Narula, G., Kaushik, T., Hussain, S. & Demicco, F. (2022). Expectations of Domestic Women Business Travelers from Hotel Accommodation: A Perspective of Hotel Managers. *Advances in Hospitality and Tourism Research (AHTR), 10*(3), 337-360. https://doi.org/10.30519/ahtr.969226

Narula, G., Kaushik, T., & Hussain, S. (2022a). A Value-Based Segmentation Approach for Domestic Women Business Travelers. *Prabandhan: Indian Journal of Management*, *15*(2), 40-54.

Osman, H., Brown, L., & Phung, T. M. T. (2020). The travel motivations and experiences of female Vietnamese solo travellers. *Tourist Studies*, *20*(2), 248-267. https://doi.org/10.1177/14687976198 78307

Otegui-Carles, A., Araújo-Vila, N., & Fraiz-Brea, J. A. (2022). Solo Travel Research and Its Gender Perspective: A Critical Bibliometric Review. *Tourism and Hospitality*, *3*(3), 733-751. https://doi.org/10.3390/tourhosp3030045

Radic, A., Lück, M., Al-Ansi, A., Chua, B. L., Seeler, S., & Han, H. (2021). Cruise ship

dining experience scape: The perspective of female cruise travelers in the midst of the COVID-19 pandemic. *International Journal of Hospitality Management*, *95*, 102923. https://doi.org/10.1016/j.ijhm.2021.102923

Rauniyar, S., Awasthi, M. K., Kapoor, S., & Mishra, A. K. (2021). Agritourism: Structured literature review and bibliometric analysis. *Tourism Recreation Research,* 46(1), 52–70. https://doi.org/10.1080/02508281.2020.1753913

Rojas-Sánchez, M. A., Palos-Sánchez, P. R., & Folgado-Fernández, J. A. (2023). Systematic literature review and bibliometric analysis on virtual reality and education. *Education and Information Technologies*, *28*(1), 155-192. https://doi.org/10.1007/s10639-022-11167-5

Ronda-Pupo, G. A. y Guerras-Martin, L. Á. (2012). Dynamics of the evolution of the strategy concept 1962-2008: a co-word analysis. *Strategic Management Journal*, 33(2), 162-188. https://doi.org/10.1002/smj.948

Ryan, C. (2003). Risk Acceptance in Adventure Tourism-Paradox and Context, Ed. (s): Jeff Wilks, Stephen J. Page, in Advances in Tourism Research, Managing Tourist Health and Safety in the New Millennium, Pergamon, Chapter 4, 55-65, https://doi.org/10.1016/B978-0-08-044000-2.50009-2

Sahni, S. and Singh Kaurav, R.P. (2023), "What? Why? When? How? Where? of Technology-Based Bibliometric Review", Rana, S., Singh, J. and Kathuria, S. (Ed.) *Advancing Methodologies of Conducting Literature Review in Management Domain* (*Review of Management Literature, Vol. 2*), Emerald Publishing Limited, Leeds, pp. 79-101. https://doi.org/10.1108/S2754-586520230000002005

Schmalz, U., Paul, A., & Gissibl, V. (2021). An explorative study of corporate travellers' perception at a German airport. *Journal of Air Transport Management*, *92*, 102040. https://doi.org/10.1016/j.jairtraman.2021.102040

Stončikaitė, I. (2020). On the Hunt for Noble Savages: Romance Tourism and Ageing Femininities. *Societies* 2020, *10*, 47. https://doi.org/10.3390/soc10030047

Suban, S.A. (2023). Bibliometric analysis on wellness tourism – citation and co-citation analysis. *International Hospitality Review, 37* (2), 359-383. https://doi.org/10.1108/IHR-11-2021-0072

Tilley, S., & Houston, D. (2016). The gender turnaround: Young women now travelling more than young men. *Journal of transport geography*, *54*, 349-358. https://doi.org/10.1016/j.jtrangeo.2016.06.022

Wang X., Lai I. K. W. & Wang X. (2023). The Influence of Girlfriend Getaway Luxury Travel Experiences on Women's Subjective well-being through Travel Satisfaction: A Case Study in Macau. *Journal of Hospitality and Tourism Management, 55*, 91-100.

Wang, X., Lai, I. K. W., & Wang, X. (2022). Investigating how girlfriend getaway travel experiences influence female travellers to come back. *Asia Pacific Journal of Tourism Research*, *27*(11), 1179-1192. https://doi.org/10.1080/10941665.2023.2166422

Weinberg, B. H. (1974). Bibliographic coupling: A review. *Information Storage and Retrieval, 10*(5–6), 189-196.

Wolfram, D. (2003). *Applied informetrics for information retrieval research*. New Direction in Information Management no. 36. Westport, CT: Greenwood Publishing Group.

Worrall, J. L., & Cohn, E. G. (2023). Citation data and analysis: Limitations and shortcomings. *Journal of Contemporary Criminal Justice*, *39*(3), 327-340. https://doi.org/10.1177/10439862231170972

Xu, X., Chen, X., Jia, F., Brown, S., Gong, Y., & Xu, Y. (2018). Supply chain finance: A systematic literature review and bibliometric analysis. *International Journal of Production Economics*, *204*, 160-173. https://doi.org/10.1016/j.ijpe.2018.08.003

Yang, E. C. L., Khoo-Lattimore, C., & Arcodia, C. (2018). Power and empowerment: How Asian solo female travellers perceive and negotiate risks. *Tourism Management*, *68*, 32-45.

Yang, E. C. L., Khoo-Lattimore, C., & Arcodia, C. (2017). A narrative review of Asian female travellers: Looking into the future through the past. *Current Issues in Tourism*, *20*(10), 1008-1027.

https://doi.org/10.1080/13683500.2016.1208741

Yang, E. C. L., Yang, M. J. H., & Khoo-Lattimore, C. (2019). The meanings of solo travel for Asian women. *Tourism Review, 74*(5), 1047-1057. https://doi.org/10.1108/TR-10-2018-0150

Zupic, I., & Čater, T. (2015). Bibliometric methods in management and organization. *Organizational research methods, 18*(3), 429-472.