




Cross-Border Tourism: What We Can Learn So Far from Eminent Scientific Publications Using Bibliometric Analysis



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ABSTRACT

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This paper aims to unravel and describe cross-border tourism research trends by examining databases of prestigious journals. Primary data on this paper were collected from Scopus' database related to cross-border tourism published between early 1993 and late 2021. There are 334 documents included in the analysis. Furthermore, the collected data were analyzed using bibliometric analysis. The findings suggest that the cross-border tourism research trend has increased significantly in the last five years since the first article on the subject was published in the Scopus database in 1993. Cross-border tourism issues are widely published in the *Annals of Tourism Research*, *Geojournal of Tourism and Geosites*, as well as the *Journal of Environmental Management and Tourism*. Meanwhile, collaboration, shopping, and medical are the most prominent keywords identified as a subject theme closely associated with cross-border tourism. Dallen J. Timothy's works have received the most considerable attention in the cross-border tourism discussion, evidenced by the highest citation rate. Additionally, European countries are the most prolific and influential in the publication of cross-border tourism.

1. INTRODUCTION

Border areas are an intriguing research topic for various scientific disciplines due to their continued growth on a global scale [1, 2]. There are numerous advantages and disadvantages of cross-border cooperation between countries for development [3]. The issue of border areas is also related to the geopolitical location of tourism, which reflects on its growing enrollment in international relations [4]. Cross-border tourism is undeniably a geopolitical practice that has become an interesting discourse for academic researchers [4]. Transboundary areas have drawn significant attention over a prolonged period [5]. However, studies on linking it to tourism started in recent decades [6].

Tourism, as one of the fastest-growing industries, could influence many sectors [7], including cross-border areas [6], highlighted the importance of integrated cross-border tourism management and the implementation of coordinated strategies between two countries. Cross-border tourism is an effective means of attracting foreign currency [8], especially in developing countries [9]. This is because tourism is considered as a significant support sector for border areas [10], with tourists increasingly motivated to visit other countries [11].

Although the definition of cross-border tourism is not yet clear among experts, there are some notes that describe cross-border tourism, for example, the studies of Timothy et al. [12, 13]. Timothy's research [12] views cross-border tourism as cross-border tourism oriented to land borders, on the other

hand [13] wrote that the sea border between Indonesia and Singapore is also part of cross-border tourism. However, in this study, the definition of cross-border tourism is considered as a tourism activity that crosses the border between two countries, both sea and land boundaries.

Meanwhile, on the other hand, the rapid growth of the internet and digital platforms has opened great data production and analysis opportunities, such as bibliometric analysis. According to Heersmink's research [14], bibliometrics is a field of science related to quantitative analysis that focuses on books, articles, and other written documents to produce a visual representation of the relationship between units of analysis. This technique produces visualization data to measure trends and patterns in the literature [15], which are useful for practitioners, academics, and policymakers in summarizing the complexity of an issue [16].

Several preliminary studies on bibliometric analyzes related to tourism have been published [16-24]. Some of these studies discussed specific topics and timeframes, such as eco-tourism [21], quality in tourism [16], and coastal [18] tourism. Every bibliometric research conducted provides new insight into the debates and discussions within tourism studies.

Despite the growing number of bibliometric studies on tourism-related topics, little bibliometric analysis focuses on the discussion of cross-border tourism. This statement arose from the preliminary findings of a literature search strategy conducted using publish or perish software and the Google Scholar database. As a result, the purpose of this research is to

fill that gap by conducting an analysis focusing on cross-border tourism using bibliometric analysis techniques and the Scopus database. To that end, this study aims to describe the evolution of cross-border tourism research using the bibliometric method.

2. MATERIALS AND METHODS

Bibliometric analysis is a statistical research technique capable of mapping the structure and patterns of knowledge developed by enhancing the data repository [25, 26]. It departs from the literature review work carried out using a systematic, clear, and repeatable method. The literature review plays an essential role in increasing knowledge capacity [27] by building understanding from preliminary research. Like a systematic literature review, this analysis uses rigorous procedures to produce quality information [28]. This process can be employed in various fields of science and focuses on the quantitative research of magazines, journals, books, and various other written documents.

In conducting bibliometric analysis of library sources, it is crucial to search for Scopus, Web of Science, and Google Scholar databases. These databases cover varieties of scientific knowledge and are the most widely used in research. Although integrating all databases in bibliometric research is ideal, this process is challenging to achieve due to the unique nature of each database. Scopus and WOS are widely recognized [29], while Google Scholar is still debated because it usually includes unreliable references. This research uses the Scopus database considering the scope of the field of science [30] and the ease of accessing the dataset [31].

Methodologically, it adopted the eight working steps to carry out the bibliometric analysis introduced by de Oliveira et al. [25] including:

- 1) Define field research
The tourism field was used to conduct this research.
 - 2) Define search platform
This research selected Scopus as a database platform with consideration on the scope of the field of science and the ease of accessing data.
 - 3) Mining bibliometric data
 - Define and execute search criteria
 - Keywords : Cross-border tourism
 - Document type : article
 - Language : English
 - Year : exclude 2022
 - Subject area : Social Sciences, Business, Management and Accounting, Environmental Science, Earth and Planetary Sciences, Economics, Econometrics and Finance, Arts and Humanities, Engineering, Agricultural and Biological Sciences, Psychology, Decision Sciences,
 - Review and save the result
- Furthermore, Table 1 shows comparison results before and after refining. It attempts to depict the differences in the number of initial and refined search results before and after the criteria.
- Export saved result
After the data that match the criteria are found, then it is stored in the form (CSV)
- 4) Import data
After the data is selected according to the criteria, it is exported to the VOS Viewers application.
 - 5) Bibliometric analysis

- 6) Mapping and grouping gaps and trend
- 7) Conclusion

Subsequently, the VOSviewer software was operated to visualize the bibliometric data. According to the article [32], this software is a valuable computer program for constructing and displaying bibliometric maps. The Mendeley application is also used for data compilation and virtual file cabinets [33].

Table 1. Comparison result before and after refining

Search Keywords	Number of results Before refinement	Number of results after refinement
“tourism” and “Cross border”	785	334

Source: Authors, based on Scopus database 2022

3. RESULTS AND DISCUSSION

To address the research questions, the analysis was carried out using the five stages of analysis bibliometric analysis. These include analysis on publication evolution, the number of paper citations, journal publications, co-occurrence of author keywords and analyzing co-authorship networks of countries. Overall, this research analyzed 334 documents written by 739 authors from 620 institutions in 71 countries. The entire article was written in 202 source titles, citing 15,852 references with an average of 47.5 citations per document (Table 2).

Table 2. Overview of criteria and amount of analysis data

Criteria	Quantity
Documents	334
Author	739
Source title	202
Countries	71
Institutions	620
Cited references	15,852
Average citation per article	47.5

Source: The authors — based on Scopus database, 2022

3.1 Research progress on keyword

Bibliometric analysis that displays the content and number of publications per year can be used as an indicator of scientific research productivity [34]. The first document published on Scopus relating to cross-border tourism was an article written by Robinson and Mogendorff [35]. Subsequent articles have also been written yearly, with 50% published in the last five years (2017-2021), culminating in 176. Although the number of articles published tends to fluctuate yearly, there has been an increasing growth trend since 2012. Figure 1 shows the annual trend of publications since 1993.

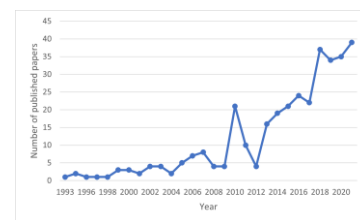


Figure 1. Number of documents published annually on the Scopus database

Source: The authors — based on Scopus database, 2022

Figure 1 indicates that researchers' attention to cross-border tourism is getting higher. The discourse on cross-border tourism in the last three years (2019, 2020, 2021) has become increasingly intense regarding three important issues, namely Covid-19 (8 articles), sustainable development (9 articles) and political issues (18 articles).

3.2 Most cited articles

The article with the most citations indicates its strong relevance as a reference [18]. However, it does not necessarily mean it is the most critical article [36]. Generally, older articles are more cited than recently published ones. For instance, Table 3 shows the ten most cited articles, with the first written by Sheppard et al. [37] consisting of 453 citations. This article discusses the damage to marine habitats and bay resources due to various factors, such as tourism. Intra-country collaboration is considered necessary in controlling the effects of the damage that occurs. The second is the article written by Timothy and Butler [38] with 198 citations. This article examines cross-border shopping in the context of tourism between Canada and the United States and the associated implications. The third is an article written by Glinos et al. [39] with 142 citations, which discusses patients traveling to other countries to seek health care. The article written by Hjalager [40] is in the fourth position with 126 citations and related to globalization in the tourism industry. In the fifth position, Timothy [41] wrote the article, which examined the tendency of various types of international borders in attracting tourist visits with 119 citations. The article in the sixth position was written by Sparke et al. [42] and discussed cross-border regionalization between Malaysia, Singapore, and Indonesia with 115 citations. In the seventh is an article by Whittaker and

Speier [43] which discusses cross-border travel in patients undergoing reproductive care with 105 citations.

In the eighth, ninth, and tenth positions, each article was cited less than 100 times. The article written by Weidenfeld [44] on knowledge transfer and tourism innovation in the cross-border context of Europe is in the eighth position. Meanwhile, the article written by Timothy [45] regarding cross-border partnerships in three international parks along the US-Canada border is in the ninth position with 81 citations. In the tenth position is article with 70 citations on the Indonesian medical tourists seeking treatment in Malaysia [46]. In general, the ten articles in Table 3 demonstrated three main themes related to cross-border tourism, namely collaboration, shopping, and medical.

In Table 3, Timothy D.J contributed 3 articles in the top 10 most cited articles, this can indicate Timothy as an influential author on the terminology of cross-border tourism.

3.3 Analysis of journals with the most paper publications on cross-border-tourism terminology

Of the 334 articles analyzed in this research, only 202 sources were obtained. Table 4 describes the 15 journals with the most publications. The journals in the first to fourth place contain the same number of 9 articles. In the top 15, the Social Science and Medicine Journal has the highest hi-index of 249, followed by Tourism Management with 199. The journal Annals of Tourism Research is third, with an h-index of 171. Publications on cross-border tourism terminology are mostly published in Q1 journals, as well as the most productive publisher, namely Taylor and Francis.

Table 3. Top 10 most cited articles

Rank	Journal	Article	Total Citation	Author	Year
1	Marine Pollution Bulletin	The Gulf: A young sea in decline	453	Sheppard et al.	2010
2	Annals of Tourism Research	Cross-border shopping. A North American perspective	198	Timothy D.J., Butler R.W.	1995
3	Health and Place	A typology of cross-border patient mobility	142	Glinos I.A., Baeten R., Helble M., Maarse H.	2010
4	Annals of Tourism Research	Stages in the economic globalization of tourism	126	Hjalager A.-M.	2007
5	Tourism Management	Political boundaries and tourism: borders as tourist attractions	119	Timothy D.J.	1995
6	Transactions of the Institute of British Geographers	Triangulating the borderless world: Geographies of power in the Indonesia-Malaysia-Singapore Growth Triangle	115	Sparke M., Sidaway J.D., Bunnell T., Grundy-Warr C.	2004
7	Medical Anthropology: Cross-Cultural Studies in Health and Illness	"Cycling overseas": Care, commodification, and stratification in cross-border reproductive travel	105	Whittaker A., Speier A.	2010
8	Annals of Tourism Research	Tourism and cross border regional innovation systems	86	Weidenfeld A.	2013
9	Journal of Sustainable Tourism	Cross-border partnership in tourism resource management: International parks along the US-Canada border	81	Timothy D.J.	1999
10	Current Issues in Tourism	More than medical tourism: lessons from Indonesia and Malaysia on South-South intra-regional medical travel	70	Ormond M., Sulianti D.	2017

Source: The results of the author's elaboration based on the Scopus database, 2022

Table 4. Journals with the most publications related to cross-border tourism

Rank	Journal	Total articles	H-index	Quartile	Journal Administration/ Publisher
1	Annals of Tourism Research	9	171	Q1	Elsevier
2	Geojournal of Tourism and Geosites	9	12	Q2	Department of Geography, Tourism and Territorial Planning, University of Oradea
3	Journal of Environmental Management and Tourism	9	14	Q3	Users Publishing
4	Tourism Geographies	9	61	Q1	Taylor and Francis
5	Current Issues in Tourism	8	74	Q1	Taylor and Francis
6	Tourism Management	7	199	Q1	Elsevier
7	European Planning Studies	6	81	Q1	Taylor and Francis
8	Scandinavian Journal of Hospitality and Tourism	6	43	Q1	Taylor and Francis
9	Journal of Destination Marketing and Management	5	39	Q1	Elsevier
10	Anfiteatro Economic	4	20	Q2	Faculty of Business and Tourism, Bucharest University of Economic Studies
11	Baltic Region	4	4	Q1	IKBFU Press
12	Geographia Polonica	4	18	Q2	Institute of Geography and Spatial Organisation of the Polish Academy of Sciences
13	GeoJournal	4	67	Q2	Springer
14	Journal of Sustainable Tourism	4	103	Q1	Taylor and Francis
15	Social Science and Medicine	4	243	Q1	Elsevier

Source: Author's elaboration based on the Scopus and Scimagojr database, 2022

The distance between journals shows the intensity of citations, while the nodes indicate the number of published articles. The first (red), second (green), and third (light blue) clusters consist of 36, 30, and 19 journals. The first cluster is dominated by journals that focus on tourism and hospitality. Journals in the second cluster focus on medical and environmental studies, while geographical studies dominate the third cluster. This network visualization (Figure 2) below shows three clusters of journals related to cross-border tourism.



Figure 2. Journal citation analysis in the field of cross-border tourism. Of the 202 journals, 85 are interconnected and form 3 clusters

Source: Author's elaboration based on the Scopus database, 2022

Based on Table 4 and Figure 2, it is clear that the topic of cross-border tourism is closely related to the study of tourism, medical studies and geography.

3.4 Co-occurrence of author keywords in cross-border tourism

Co-occurrence of author keywords analysis was used to

measure the most commonly used keywords in articles [36]. The goal is to display state of the art on research topics [16] because keywords can reveal the exact content of the article [36, 47, 48]. This research focused on author keywords in 334 articles to determine the most important ones related to cross-border tourism.

In general, the occurrence of the keyword Poland in the top 10 most used keywords can describe the importance of Poland in the discussion of cross-border tourism. In addition, the keywords medical tourism and cross-border shopping that appear in the top 10 illustrate that the study of cross-border tourism is closely related to medical tourism and shopping.

Therefore, according to Table 5, the co-occurrence of author keywords based on full counting on VOS Viewers can be illustrated in Figure 3 below.

Table 5. Co-occurrence of author keywords

Rank	Keyword	Occurrences	Total link strength
1	Tourism	51	216
2	Cross-border cooperation	33	138
3	Cross-border tourism	19	72
4	Borders	18	89
5	Medical Tourism	15	80
6	Cross-border shopping	12	35
7	Cross-border region	10	44
8	Tourism development	10	41
9	Poland	9	48
10	Cooperation	8	45

*The minimum number of occurrences of a keyword is 1. Of the 1,259 keywords, 1,259 fulfills the threshold.

Source: Author's elaboration based on the Scopus database, 2022.

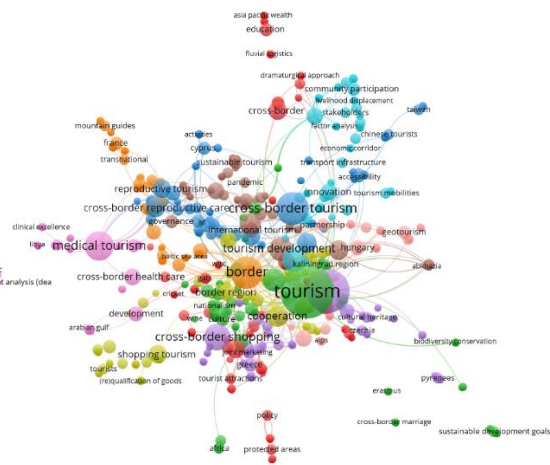


Figure 3. Co-occurrence of author keyword related to cross-border tourism. The figure considers a threshold of 1 occurrence, which shows the 1,256 keywords
Source: Author's elaboration based on the Scopus 2022 database

3.5 Co-authorship networks of countries

The bibliometric analysis also emphasizes co-authorship, which focuses on research collaborations between countries and teams [49]. It is essential to analyze the collaboration between researchers from different countries to determine the level of research development on cross-border tourism terminology.

Based on the number of documents, citations, and total link strength, the top 10 countries are the United States, United Kingdom, Russian Federation, Poland, Finland, Australia, Spain, China, Netherlands, and Germany.

Table 6. Countries' co-authorship

Rank	Country	Documents	Citations	Total Link Strength
1	United States	39	1,316	21
2	United Kingdom	35	1,033	23
3	Russian Federation	30	154	11
4	Poland	24	188	14
5	Finland	22	454	13
6	Australia	20	344	15
7	Spain	18	600	11
8	China	17	134	16
9	Netherlands	14	793	15
10	Germany	14	89	11

Source: Author's elaboration based on the Scopus 2022 database

In Table 6, United States and United Kingdom are the most productive countries in the publication of cross-border tourism and can be categorized as the most influential countries because of the number of citations generated.

In comparison, the 10 countries that have the most borders are in Table 7, only 3 countries that contribute to the top 10 countries' co-authorship (Table 6), namely China, the Russian Federation and Germany. This indicates that some countries that have a large number of international borders have not been productive in conducting studies related to cross-border tourism.

Table 7. Top 10 countries with the most international land borders[50]

Rank	Country/Continent	Number of bordering countries
1	China (Asia)	14
2	Russia (Europe & Asia)	14
3	Brazil (America)	10
4	Democratic Republic of the Congo (Africa)	9
5	Germany (Europe)	9
6	France (Europe)	8
7	Austria (Europe)	8
8	Zambia (Africa)	8
9	Turkey (Europe & Asia)	8
10	Tanzania (Africa)	8

In Table 7, there are three countries originating from the African continent with a total of 27 borders, however, in Table 6 none of the countries from the African continent produce articles in the context of cross-border tourism. This is an opportunity for researchers from the African continent to conduct research on cross-border tourism, on the other hand, this indicates the issue of cross-border tourism has not yet become an important discussion for researchers from the African continent. Figure 4 shows the geographical distribution of publications regarding cross-border tourism.

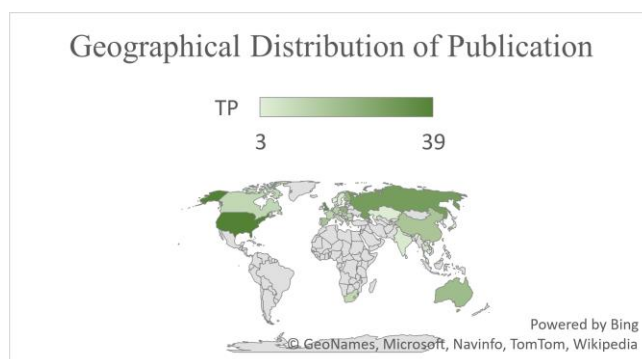


Figure 4. Geographical distribution of publication
Source: Author's elaboration based on the Scopus database, 2022

4. CONCLUSION

This research offers a structured analysis of the terminology of cross-border tourism from a multidisciplinary point of view. It also provides an overview of publication trends, most cited articles, journals with the highest documents, author keywords and countries with the highest number of active publications in cross-border tourism field using bibliometric techniques based on the Scopus database.

In the last five years, publications on cross-border tourism have continued to increase. Based on an analysis of publication trends shown in Figure 1, there was a significant decrease in the number of publications in 2012, with an increase in subsequent years. This indicates that despite the fluctuation experienced in cross-border tourism, it continues to grow yearly. However, despite this growth, there is still limited literature that analyzes these development trends; hence, this research is a pioneer in such analysis.

Analysis of the most cited articles shows that there are significant differences in the number of citations. This also proves that older articles are not necessarily cited more or have

more influence. The most cited articles were used to analyze the three important issues in the terminology of cross-border tourism, namely collaboration, shopping, and medical. The term cross-border tourism is increasingly important, as indicated in the large number of published 160 journals associated with this term. This finding has implications for the direction and development of discussions on cross-border tourism, which tends to prioritize the theme of collaboration as a substance, in addition to the study on shopping and medical as empirical activities.

Furthermore, in terms of co-occurrence keywords, such as Tourism, Cross-border cooperation, Cross-border tourism, Borders, Medical Tourism, Cross-border shopping, Cross-border region, Tourism development, Poland, and Cooperation were most frequently used. This illustrates that the important factors in cross-border tourism are cooperation, medical, and development. Table 6 shows the occurrence of a keyword related to a country known as Poland by eight times. This illustrates that Poland has become an important topic of discussion in cross-border tourism.

According to analysis on the co-authorship network of countries illustrates that geographically, research on cross-border tourism still focuses on European countries, such as the United Kingdom, Poland, Finland, the Netherlands, Germany, Russia, and the United States of America. Several countries in Asia also discuss cross-border tourism, including China, Japan, Macau, and India.

The limitations of this research are: first, it only uses one database, namely Scopus. Therefore, the data collected is not complex. Second, the type of document selected is only scientific publication, thereby excluding the analysis of other documents, such as conference articles. Last but not least, the limitation on the use of only English provides restricted analysis and prevents the maximum contribution from researchers who use other languages. These can be supplemented in further research.

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