Research Article

Mapping The Landscape Of Heritage Management Research: A Bibliometric Analysis

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ARTICLE INFO	ABSTRACT
	Heritage management involves the implementation of management strategies to preserve and enhance cultural resources, ensuring their continued existence as a valuable and beneficial aspect of cultural heritage for the wider public. The objective of the work is to conduct a bibliometric analysis to examine the research patterns, growth, and effect of authors, references, and nations in the field of Heritage Management. The study employed the Scopus database to gather comprehensive datasets and utilized science mapping analysis to visually depict the organization and connections among authors, journals, and nations in the domain of Heritage Management. **Keywords:** Heritage Management, Sustainable development, bibliographic analysis, Journal, Citations.

1. Introduction

Heritage management pertains to the act of conserving and advancing the cultural, natural, and historical legacy of a certain location or community. This include the preservation and upkeep of historical edifices, landmarks, archeological locations, and cultural environments, as well as the safeguarding of intangible cultural assets including customs, languages, and folklore.

Heritage management encompasses the formulation of plans and policies aimed at guaranteeing the sustainable utilization and appreciation of heritage resources for future generations. This include the creation of heritage sites, museums, and interpretive centers, along with the execution of educational programs and public outreach campaigns to enhance understanding of the significance of heritage and the imperative to save it.

Furthermore, heritage management involves the process of identifying and documenting heritage assets, as well as evaluating their state and importance. This is the gathering of data and the execution of research to gain a deeper comprehension of the historical, cultural, and environmental circumstances surrounding legacy treasures, and to provide guidance for decision-making and planning procedures.

In addition, legacy management necessitates cooperation and alliances with other stakeholders, such as governmental bodies, non-governmental organizations, local communities, and commercial sector enterprises. It is crucial to mobilize resources, coordinate activities, and engage varied perspectives and expertise in order to effectively manage and conserve heritage.

In general, the management of heritage is extremely important in safeguarding and advancing the distinct identity and nature of a location, as well as in cultivating a feeling of pride, belonging, and continuity among its residents. Additionally, it plays a role in promoting cultural tourism, economic growth, and sustainable

development, as well as in cultivating mutual understanding and respect amongst diverse cultures and societies.

The present study employs a bibliometric approach to examine the literature on heritage management within this framework. Bibliometrics is a means of evaluating and monitoring the progress of a specific field by organizing data from scientific publications that utilize statistical methods. This data includes keywords, citations, affiliations, subjects covered, and procedures employed (McBurney and Novak, 2002). Data from databases such as WoS, Scopus, and Google Scholar can be readily gathered for the purpose of conducting a bibliometric analysis (Bartol and Mackiewicz, 2015). The bibliometric approach is essential in the tourism business (Hall, 2011). Many scholars in the field of tourism now favor the bibliometric method.

2. Bibliometric Analysis and Methods

Bibliometric research seeks to analyze the available empirical literature in order to determine the limits of knowledge and identify any areas where knowledge may be lacking (Fahimnia et al., 2015). Bibliometric analysis is widely acknowledged as a valuable approach for examining the attributes of research themes, authors, journals, organizations, and other entities. The data is categorized using quantitative methods and generates representative summaries (Li et al., 2020). Hence, the objective of the proposed study is to ascertain the many research patterns identified in the literature on "Heritage Management," as well as the progress, growth, and impact of authors, references, and countries in the context of "Heritage Management." The data was sourced from the publications listed in the Scopus database from 2005 to 2023. Minimizing the repetition of inaccurate data is crucial in order to mitigate errors that may arise throughout the process of collecting data for bibliometric analysis. In order to prevent the inclusion of redundant information, data retrieval was exclusively conducted using Scopus as the sole source. The terms "Heritage Management" and "Tourism" were inputted into the document search area. We utilized the Scopus database, renowned in the academic community, to compile extensive datasets and provide bibliometric indicator-based statistics. The search was performed within the category of "topic, title, abstract, keywords". A total of 453 items were identified in the Scopus database during the initial search, including articles, reviews, and editorial content. The initial pool of 734 papers was reduced to 249 documents by using the search criteria of the keywords "Heritage Tourism" OR "Heritage Management" OR "Cultural Heritage" OR "Tourism" OR "Tourism Management". Further enhancements to the text involved completing the last stage of publication, exclusively utilizing the English language, and eliminating any documents that did not qualify as articles. A total of 184 papers underwent evaluation using the VOS viewer program following the filtering procedure. Four parameters were examined in connection to the retrieved data:

I. Yearly expansion of the publications.
II. Countries with the highest contributions.
III. Articles with the highest number of citations.
IV. Journals with the highest contributions.

The project aimed to use data visualization to apply science mapping analysis for the purpose of creating data maps. The study aimed to utilize bibliometric maps to visually represent the structure and relationships between Authors, Journals, and Countries. The study examined the concurrent occurrence of author keywords, co-citation analysis, and bibliographic coupling. Author keywords are specific keywords that are located below the extract. Co-citation analysis entails the act of referencing the same article in two distinct sources. Bibliographic coupling refers to the situation where two publications both cite the same third article. The selection of these analyses was based on their significant prevalence in bibliometric research.

2.1 Inclusion-Exclusion criteria:

A preliminary search was undertaken in the Scopus database from 2005 to 2023 for this analysis. A grand total of 433 publications that particularly pertain to Heritage Management were located and obtained. Papers that did not pertain to the fields of Business Management, Accounting, and Social Science were eliminated throughout the refining process. There were a total of 90 documents that were rejected, resulting in a final selection of 343 documents. Following further refinement, only articles were selected, while Book Chapters, conferences, review articles, and books were omitted, resulting in a total of 107 exclusions. As a result, we acquired a grand total of 236 articles. In addition, we retained the articles written in English and excluded pieces written in other languages, resulting in a total of 217 articles, excluding the 19 articles in other languages. After additional filtering, only journal articles were kept, and any items from book series with a numerical value of 1 were removed. As a result, we have acquired 216 refined articles. In the end, the researcher acquired a total of 208 papers by extracting the articles from the final publication stage and removing the 8 publications that were still awaiting publication, as illustrated in Figure A. Applying additional keyword-based filtering resulted in a total of 184 documents.
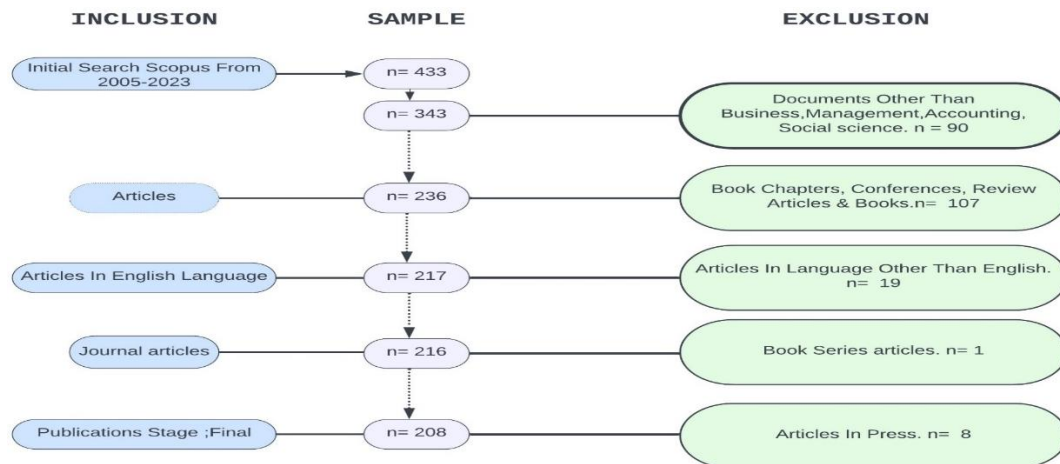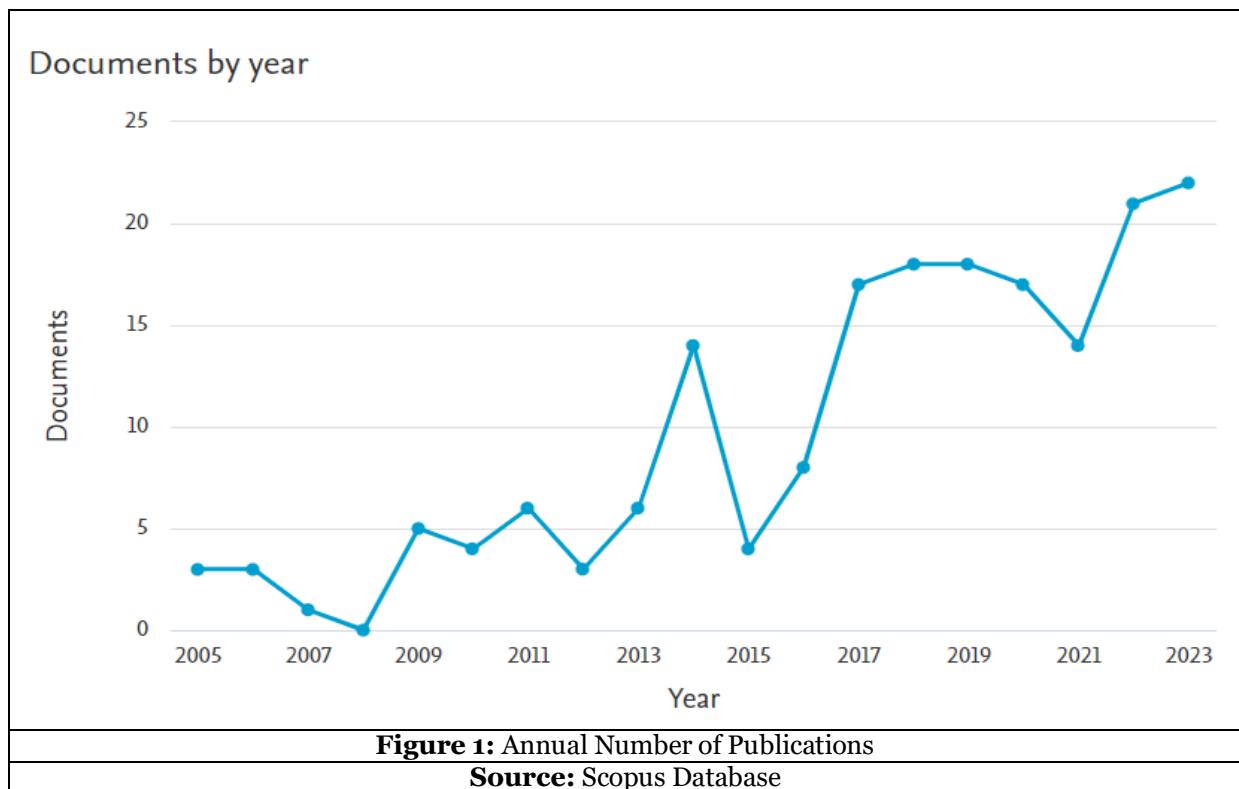
Figure A: Refinement of search results via Inclusion-Exclusion criteria
Source: Own Elaboration

3. Data Analysis and Results
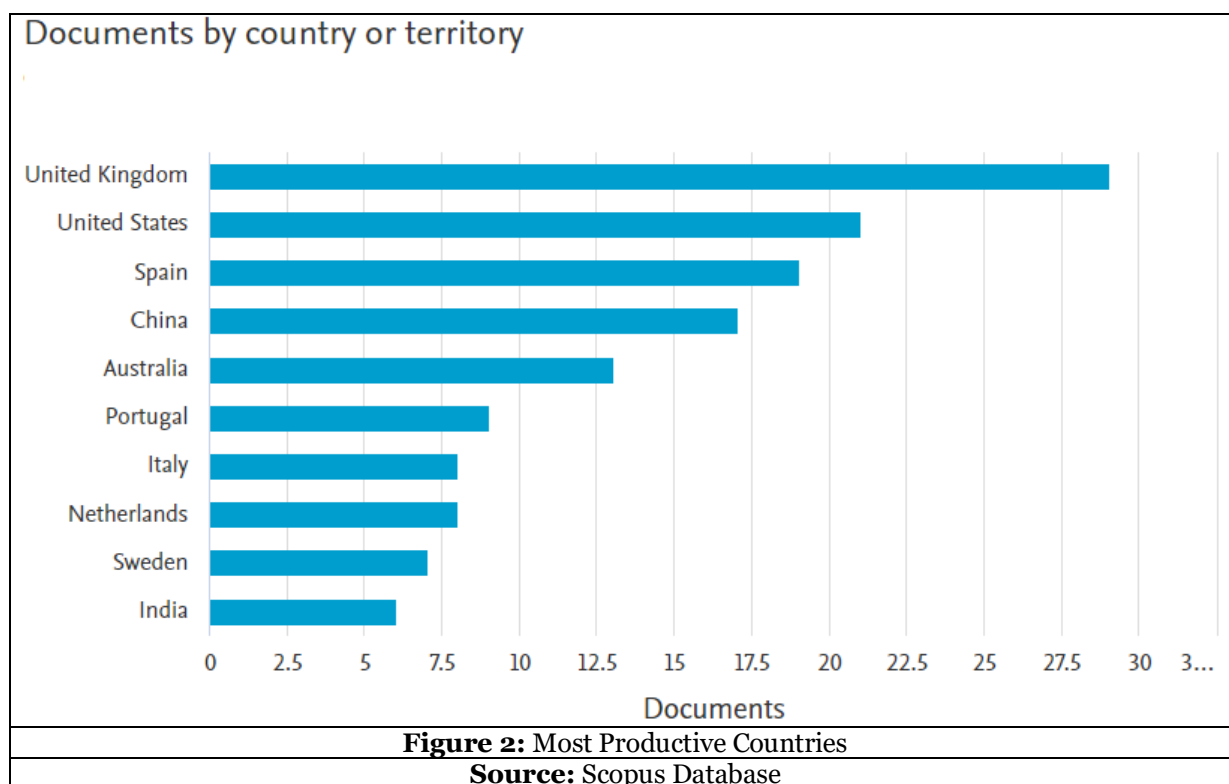### 3.1. Descriptive Analysis
3.1.1. Annual number of publications

From 2005 to 2008, only a few publications have been written on the topic of "Heritage Management." Figure 1 demonstrates that the number of publications had a progressive increase from 2012 to 2014, followed by a decline in 2015. However, starting from 2015, there was a significant surge in the number of publications upto 2019. However from 2019 again there was a slight decrease upto 2021 and then again a steep rise of publication upto 2023 and the year 2023 saw the highest number of publications, which was 22.

Figure 1: Annual Number of Publications
Source: Scopus Database

3.1.2. Most Contributing Countries (Top 10)

Figure 2 displays the nations that have a minimum of six articles. United Kingdom is the leading nation in terms of contributions, with 29 articles, followed by the United States (21), Spain (19), China (17), Australia (13), Portugal (9), Italy (8), Netherlands (8), Sweden (7), and India (6). United Kingdom's prominent position in terms of publication quantity is expected, considering that its heritage management regulations have been established for a considerable period of time.

Figure 2: Most Productive Countries
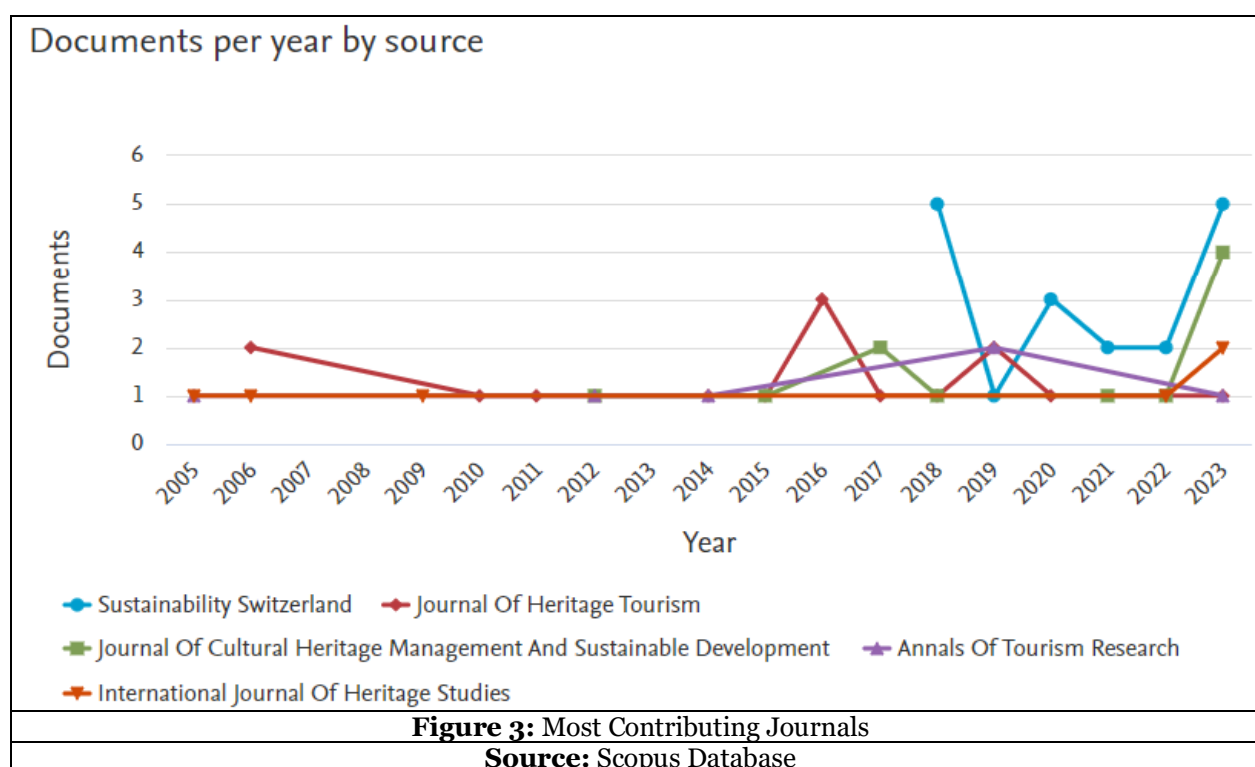**Source:** Scopus Database

3.1.3 Top 5 Cited Articles

The papers with the highest number of citations through 2023 are listed in Table 1. Aas et. (2005) published the most cited paper, with 542 citations, titled "Stakeholder collaboration and heritage management" by the "Annals of Tourism Research". This article investigates the collaboration of stakeholders and the responsibilities they play in managing the link between heritage management and tourism development in Luang Prabang, Laos. The text discusses a project initiated by UNESCO and the Norwegian government with the objective of fostering cooperation between heritage conservation and tourism by including many stakeholders. The study examines various factors including communication methods, revenue production, community engagement, and the effectiveness of collaboration. The second-most cited article, MC Kercher et al. (2005), with 200 citations, this study analyses the correlation between tourism and the management of cultural assets in Hong Kong. It suggests a continuum framework to comprehend the various stages of development in this relationship. The authors suggest seven potential partnerships that are influenced by five mitigating variables, emphasising the importance of going beyond a conflict paradigm and examining other relationship types between these two sectors. Taheri et al. (2014) with 179 citations, the author of third most cited article, the study presents a novel visitor engagement scale and shows a correlation between the factors influencing engagement and its level, offering managers a systematic method to evaluate engagement. Engaging with museums is crucial for enhancing visitors' experience, and this study helps by creating a novel scale to assess the degree of engagement and finding a correlation between the factors that promote engagement and its level.

Table 1: Most Cited Articles				
Year	Author(s)	Citations	Journals	Title
2005	Aas et al.	542	Annals of Tourism Research	Stakeholder collaboration and heritage management
2005	McKercher et.al.	200	Tourism Management	Relationship between tourism and cultural heritage management: evidence from Hong Kong
2014	Taheri et al.	179	Tourism Management	Keeping your audience: Presenting a visitor engagement scale
2022	Osman El-Said and Heba Aziz	145	Journal of Travel Research	Virtual Tours a Means to an End: An Analysis of Virtual Tours' Role in Tourism Recovery Post COVID-19
2019	Eva Parga Dansa and Pablo Alonso González	78	Annals of Tourism Research	Sustainable tourism and social value at World Heritage Sites: Towards a conservation plan for Altamira, Spain

3.1.4. Top 5 Contributing Journals

Figure 3 displays the five most prominent publications that published articles on the heritage management from 2005 to 2023. The publication "Sustainability Switzerland" has released a total of 18 articles, making it the most prolific. It is followed by "Journal of Heritage Tourism" with 15 articles, "Journal of Cultural

Management and Sustainable Development" with 11 articles, "Annals of Tourism Research" with 6 pieces, and "International Journal of Heritage Studies" with 6 articles.

Figure 3: Most Contributing Journals
Source: Scopus Database

3.2. Heritage Management Science Mapping Analysis
3.2.1. Most Often Used Keywords In Articles

The Co-occurrence feature of VOSviewer was used to analyze each term that met the minimum criteria of appearing at least three times as author keywords.

The research analyzed a collection of academic articles, which had a total of 697 author keywords. However, Figure 4 demonstrates that only 38 of these keywords were repeated at least three times. According to the data, the most commonly used keywords were "Heritage Management" (59 occurrences), "Tourism" (29 occurrences), "Heritage Tourism" (25 occurrences), "Cultural Heritage" (21 occurrences), "Cultural Tourism" (16 occurrences), "Heritage" (16 occurrences), "Cultural Heritage Management" (15 occurrences), "Sustainable Tourism" (13 occurrences), "Sustainable Development" (11 occurrences), "Sustainability" (10 occurrences), "World Heritage Sites" (10 occurrences), "Conservation" (9 occurrences), "World Heritage" (8 occurrences), "Heritage Conservation" (6 occurrences),. The remaining keywords were used less than 6 times. Figure 4 illustrates the temporal distribution of these keywords.
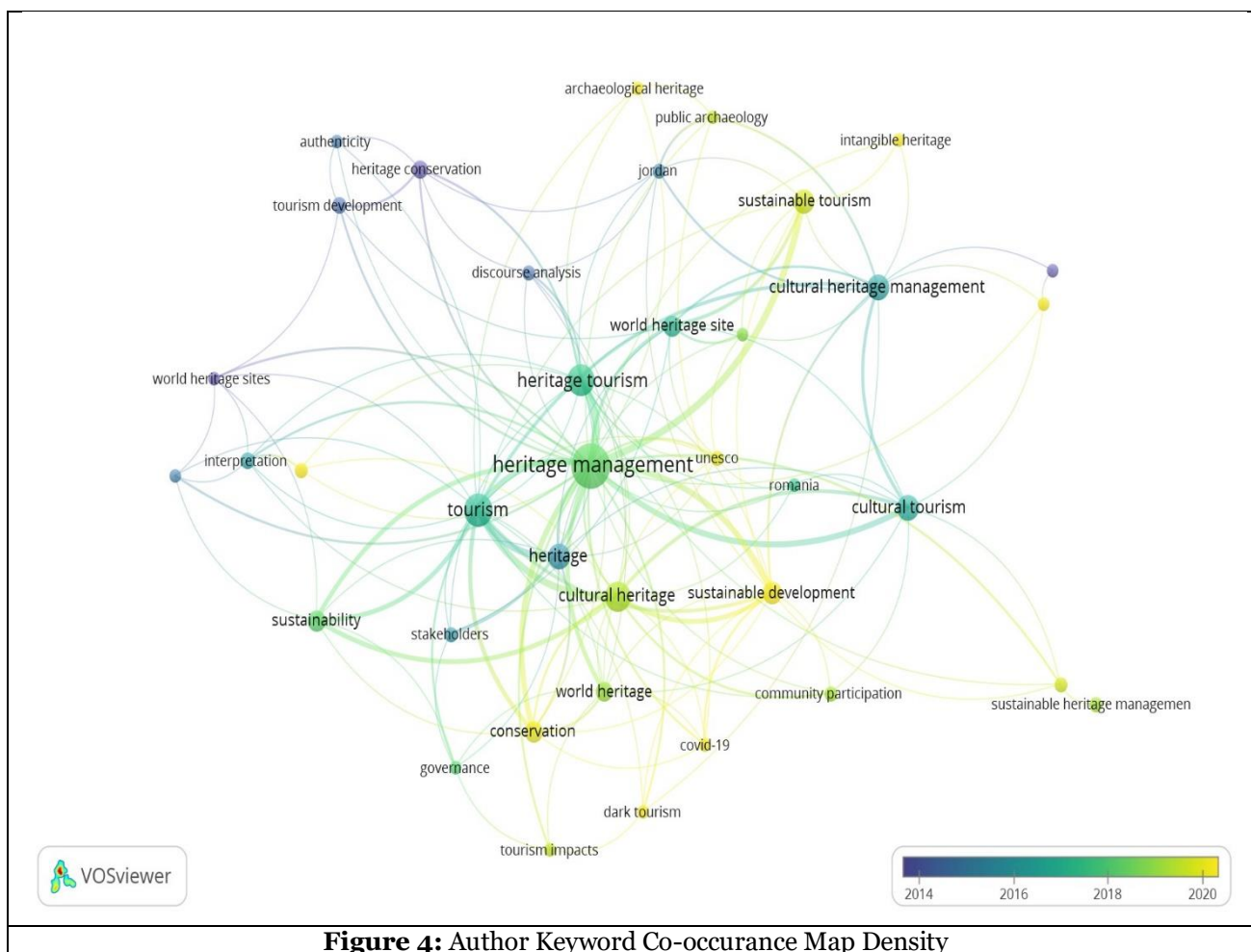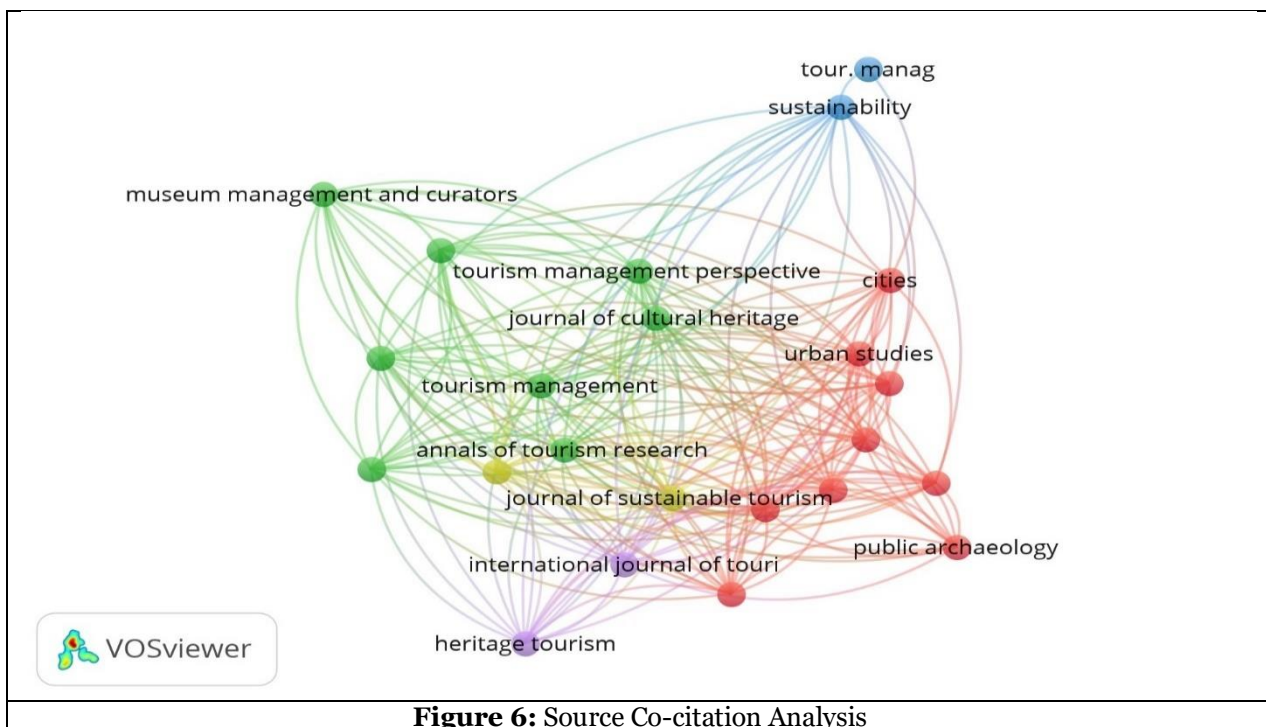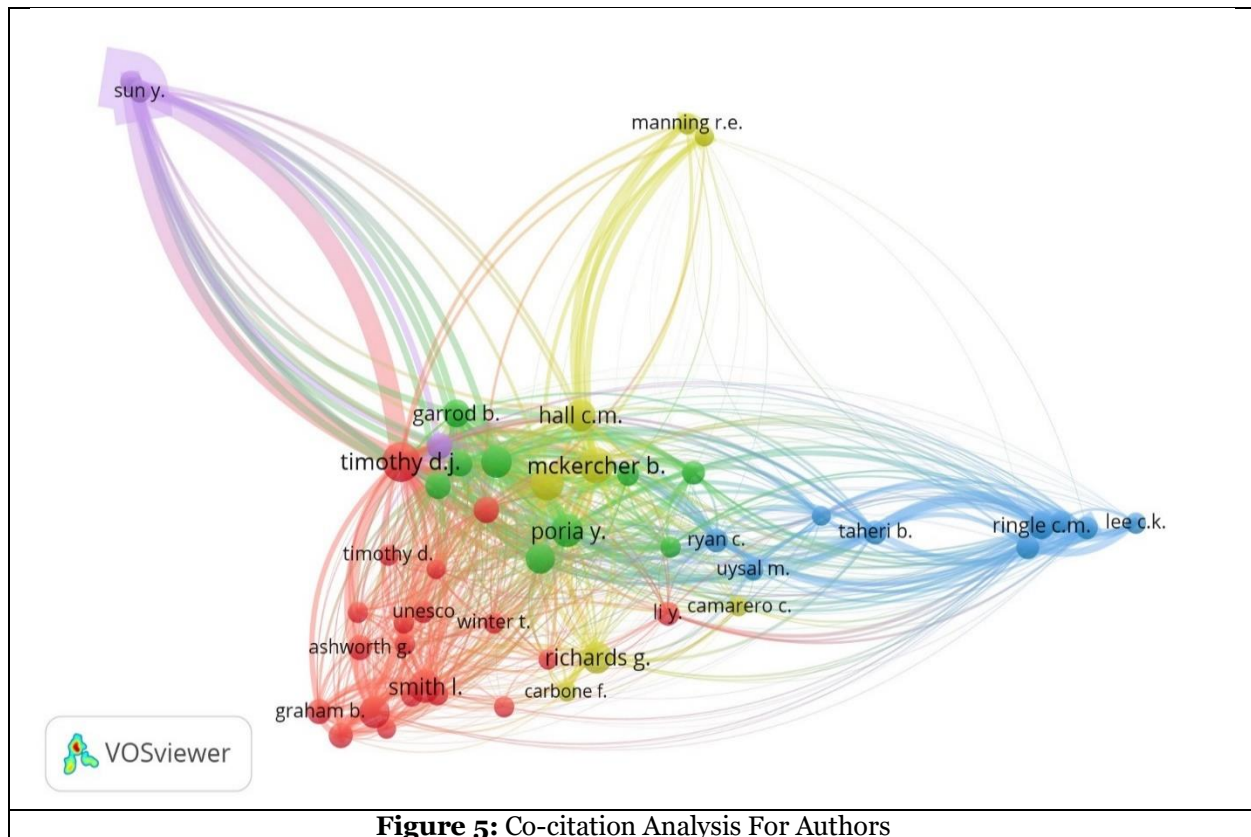
Figure 4: Author Keyword Co-occurance Map Density

3.2.2. Co-citation Analysis

Utilizing co-citation analysis simplifies the process of identifying the journals and scholars who have had the most impact on the development of the relevant subject. Figure 5 depicts the results of the co-citation analysis for writers who have obtained a minimum of 14 citations. It forms 5 clusters with 49 items. Out of the total of 10829 authors, only 50 meet the minimum requirement of having at least 14 citations. The analysis yielded five distinct clusters, each corresponding to a certain colour: red, green, blue, yellow and purple. The writers with the highest recognition were identified as Timothy, who had a total of 77 citations and belonged to the red cluster. McKercher had 60 citations in the yellow cluster, while Poria had 47 citations and fell in the green cluster. Ringle had 30 citations in the blue cluster. wall had 27 citations in the purple cluster.

Figure 6 presents the journal co-citation map, which is constructed using 4808 sources. This map focuses on sources that co-cite each other, and only 23 sources meet the criterion of having at least 20 citations. There were 5 clusters identified as the result of this study. The red cluster consists of nine journals, with "International Journal of Heritage Studies" having 149 citations and a link strength of 1935. The "Annals of Tourism Research" journal was ranked among the top eight journals in the green cluster, with a total of 385 citations and a link strength of 5946. The blue cluster consisted of 2 journals, one of which was "Sustainability" with 70 citations and a link strength of 369. Cluster five or purple cluster consists of two items, out of which "International Journal of Tourism Research has 40 citations and link strength of 794 Based on these data, it can be inferred that the journals "Annals of Tourism Research" and "tourism Management" have exerted a significant influence on the literature pertaining to Heritage Management.

Figure 5: Co-citation Analysis For Authors

Figure 6: Source Co-citation Analysis

3.2.3 Bibliographic Coupling

Bibliographic coupling is employed as a complement to the co-citation analysis. It conveys a clear and unmistakable perception of a topic or the connection between writers. Figure 7 depicts the author-bibliographic coupling for Heritage Management, focusing on authors who have published a minimum of two works and received a minimum of 4 citations. Out of the total of 428 authors, only 16 fulfilled the threshold. Carbone, fabio stands at the top of the list with 3 documents, each with link strength of 34.
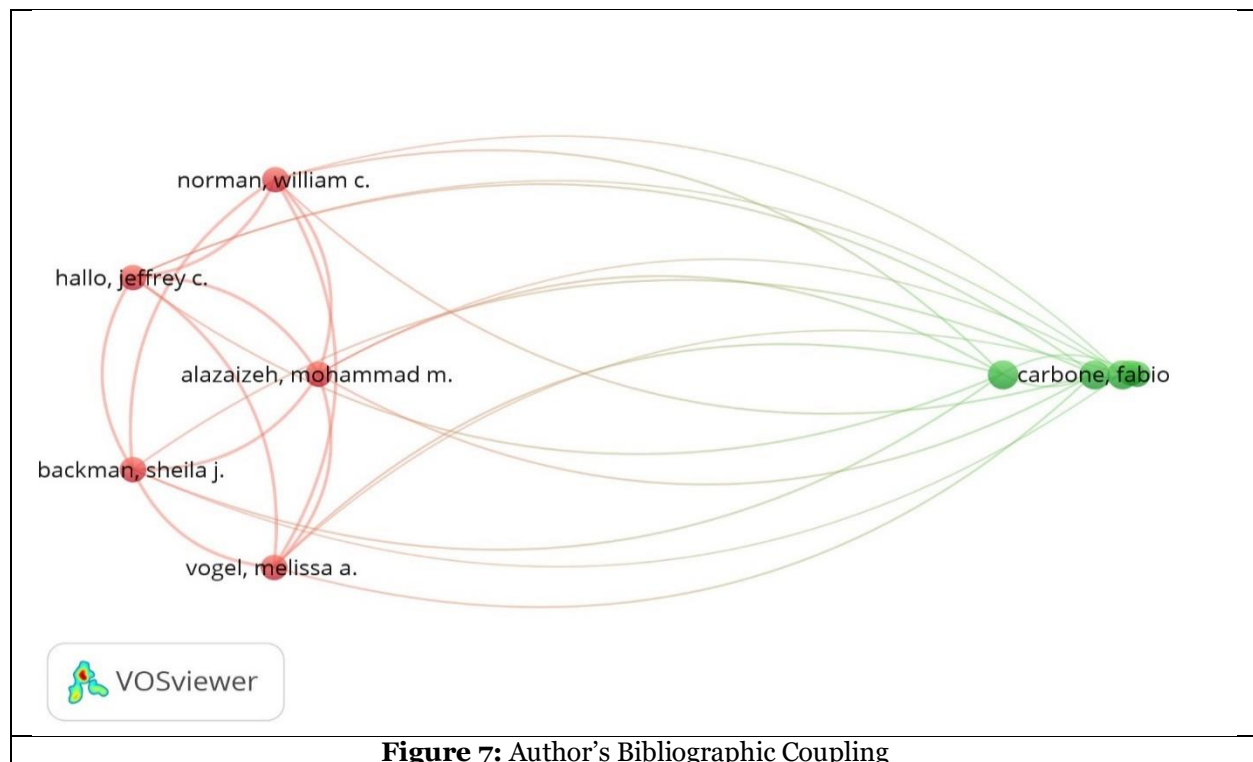
Figure 7: Author's Bibliographic Coupling

Figure 8 illustrates the bibliographic coupling among nations that have made contributions to the literature on heritage management, using a threshold of 2 publications and a minimum of 60 citations. Out of the 60 countries, only 20 were able to meet the criterion. United Kingdom has the largest network seen on the map, consisting of 29 items with a link strength of 1436. Based on the literature on heritage management, it is deemed the most efficient nation. United States and Spain are prominently featured in the literature on heritage management, with 21 pieces and 19 articles respectively. Therefore, the results also correspond to those depicted in Figure 2.
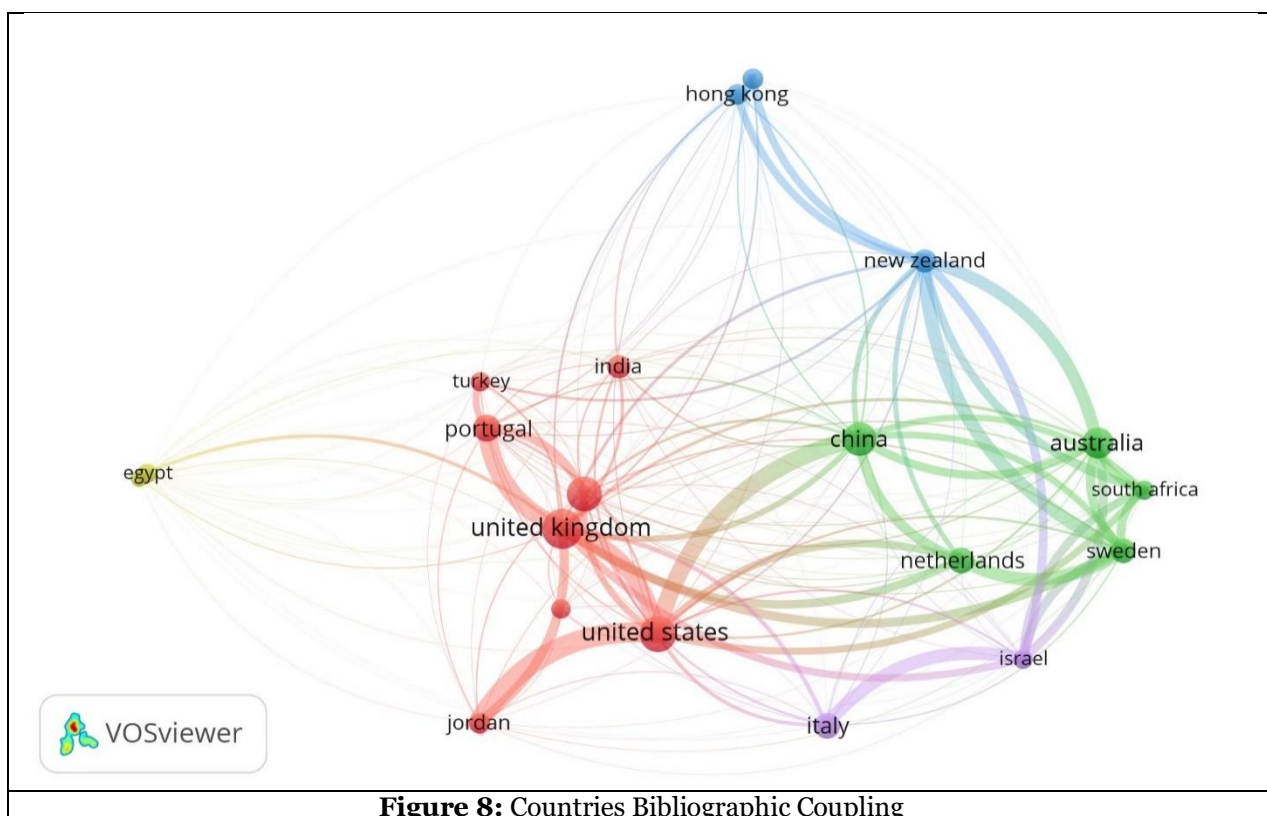

Figure 8: Countries Bibliographic Coupling

Conclusion

This study utilized bibliometric analysis to provide a methodical examination and assessment of the research articles on "Heritage Management" and "Tourism" published in the Scopus database between 2005 and 2023. This study employed the VOSviewer program to analyze and evaluate a total of 433 articles. Our bibliometric analysis of the intersection of "Heritage Management" and "Tourism" indicated a significant increase in scholarly attention towards this subject, particularly from 2015 onwards. Notably, the year 2023 witnessed the highest volume of publications on this issue. United Kingdom has the highest number of publications, with 29, while United States and Spain come in second and third place with 21 and 19 publications, respectively.

The study work authored by Aas et al. (2011) in the journal "Annals of Tourism Research" has garnered the most number of citations, amounting to 542 as of 2023. This article investigates the collaboration of stakeholders and the responsibilities they play in managing the link between heritage management and tourism development in Luang Prabang, Laos. The text discusses a project initiated by UNESCO and the Norwegian government with the objective of fostering cooperation between heritage conservation and tourism by including many stakeholders. The study examines various factors including communication methods, revenue production, community engagement, and the effectiveness of collaboration.

The goal of the keyword analysis is to determine the most commonly used terms in the research description. Based on the data, the most frequently utilized keywords were "Heritage Management" (59 instances), "Tourism" (29 instances), "Heritage Tourism" (25 instances), "Cultural Heritage" (21 instances), "Cultural Tourism" (16 instances), "Heritage" (16 instances), "Cultural Heritage Management" (15 instances), "Sustainable Tourism" (13 instances), "Sustainable Development" (11instances), "Sustainabilty" (10 instances), "World Heritage Sites" (10 instances), "Conservation" (9 instances), "World Heritage " (8 instances), and "Heritage Conservation" (6 instances). The remaining keywords were utilized fewer than 6 instances.

The mapping process was advantageous in discerning the writers and periodicals that exerted the most substantial influence on Heritage Management the co-citation examination of the documents and sources. The co-citation analysis identified a notable correlation between the "most frequently referenced articles" and the "leading contributing journals," which are two crucial attributes of the study.

The article also analyzed the bibliographic correlation between writers and countries. Bibliographic coupling offers researchers the advantage of identifying previous studies that are connected to their own work. The study examines the author-bibliographic coupling in the field of Heritage Management, specifically focusing on writers who have published at least two works and have acquired a minimum of 60 citations. Among the 428 authors, only 16 met the required criteria. Carbone, fabio are ranked at the highest position on the list, having 3 documents. The link strengths of these documents are 34, and they have received 38 citations.

The study employed bibliometric analysis to evaluate research publications on "Heritage Management" AND "Tourism" that were published from 2005 to 2023. The investigation unveiled a noteworthy surge in scholarly focus on this topic, namely starting from 2015. In 2023, there was a significant increase in the number of publications on this matter. United Kingdom ranked first in terms of the number of publications, with United States and Spain following closely behind. The research conducted by Aas et al. (2005) in the academic journal "Annals of Tourism Research" has garnered the most number of citations, amounting to 542 as of 2023. This article investigates the collaboration of stakeholders and the responsibilities they play in managing the link between heritage management and tourism development in Luang Prabang, Laos. The text discusses a project initiated by UNESCO and the Norwegian government with the objective of fostering cooperation between heritage conservation and tourism by including many stakeholders. The study examines various factors including communication methods, revenue production, community engagement, and the effectiveness of collaboration.

The paper's conclusion emphasizes the growing focus on heritage management and tourism in research, with United Kingdom taking the lead as the main contributor. The research conducted by Aas et al. (2005) in the journal "Annals of Tourism Research" garnered the highest number of citations.

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