

## MAPPING THE RESEARCH LANDSCAPE OF TOURISM VILLAGES BRANDING: A BIBLIOMETRIC ANALYSIS

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### ABSTRACT

Tourism village integrate natural beauty, cultural heritage, and local traditions, requiring strategic and distinctive branding to enhance their appeal to both domestic and international tourists. This study aims to map the research landscape of tourism village branding through a bibliometric analysis of scientific publications indexed in Scopus from 1995 to 2024. A total of 300 documents were initially identified, which were reduced to 208 after data cleaning. The final dataset was analysed and visualised using Bibliometrix-Biblioshiny and VOSviewer to examine research performance and science mapping. This study explores trends in publication and citation growth, most influential journals and authors, citation metrics, and distribution patterns based on Bradford's and Lotka's Laws. Science mapping includes three-field plot visualisation, thematic evolution, conceptual structure networks, research positioning, overlay visualisation, and density mapping. The results reveal a steady increase in scholarly attention, particularly in areas concerning sustainability, destination image, and digital branding approaches. However, gaps remain in topics such as marketing communication and tourism village branding integration, indicating the need for further exploration. This study concludes that the field holds significant research potential, especially in strengthening global collaboration and integrating digital strategies into tourism village branding. The findings offer practical insights for academics and practitioners in developing more impactful and sustainable branding initiatives.

**Keywords:** *Bibliometric Analysis; Branding; Co-occurrence; Tourism Village.*

### INTRODUCTION

Tourism Village in Indonesia has emerged as a model of sustainable tourism development that integrates local communities and preserves cultural heritage (Pickel-Chevalier et al., 2021). These villages face challenges such as carbon footprint management (Susilorini et al., 2022) and socio-cultural impacts (Kusumawati et al., 2022), but also offer opportunities for economic growth and community empowerment (Wijaya, 2021). Successful implementation depends on a community-based approach (Arintoko et al., 2020; Manaf et al., 2018) and collaboration between stakeholders, including local youth, government, and educational institutions (Yasir et al., 2021). Sustainable development in these villages requires balancing economic benefits with environmental and cultural preservation (Wirahayu et al., 2022). The integrated tourism village model promoted by the Indonesian government aims to achieve this goal by adapting to local characteristics and encouraging community-based management (Pickel-Chevalier et al., 2021).

Tourism village branding is an important strategy for developing rural destinations and strengthening their image. This process involves creating a unique identity based on local cultural and natural assets (Itok Dwi Kurniawan et al., 2022; Karta et al., 2021). Tourism destination branding has emerged as an important strategy in tourism marketing, with numerous studies exploring its applicability and effectiveness. Several studies have examined the integration of film-influenced tourism and destination branding (O'Connor et al., 2008), and

proposed a framework for strategically branding a destination, in this case a tourist village (Stephens Balakrishnan, 2009). The branding process can accommodate local values and cultural systems, as demonstrated in an ecotourism village in Bali (Mastika & Nimran, 2020). Although Destination Management Organisations (DMOs) generally understood the concepts of branding, in the Indonesian context, this role is often carried out by community-based groups such as *Kelompok Sadar Wisata* (Pokdarwis). However, the implementation of branding at this level tends to focus more on visual identity, such as logo design and development, rather than on comprehensive strategic planning. (Blain et al., 2005). Various studies have also examined the use of brand personality to differentiate regional tourism destinations, with the finding that travellers can describe a distinctive personality for each region (Murphy et al., 2007).

Tourism villages that combine aspects of nature, culture, and local traditions require effective and efficient branding to increase their appeal to tourists (Bahlamar, 2024). However, there were still few studies that comprehensively examined research trends in this field. Therefore, it is important to elaborate on the research performance of various scientific publications on the topic of tourism village branding as well as the mapping of science on this topic. This research uses the bibliometrix toolbox (Donthu et al., 2021) with content analysis added to limit the research position in more detail. Research performance in an academic context generally refers to the productivity and effectiveness of researchers in producing quality and impactful scientific work. Factors that influenced research performance included individual motivation, collaboration skills, and institutional support. Intrinsic motivations such as scientific curiosity and satisfaction from scientific achievement were often positively correlated with research productivity. In contrast, extrinsic motivations such as publication pressure or financial incentives could negatively affect the quality and originality of research. In addition, cooperation among researchers and institutional support such as access to adequate resources and infrastructure were also considered essential in enhancing research performance. (Lee, M., & Thomas, 2019; Svartefoss et al., 2024).

Science mapping is a method used to illustrate the structure and dynamics of scientific knowledge through visual representation. It involves analysing the connections between scientific articles, research topics, and scientists, using bibliometric techniques such as citation analysis and word correlation. It was originally developed to provide a better understanding of how different scientific fields relate to each other and how they evolve over time. Science mapping helps in assessing and managing research policies as well as supporting library management by providing a more comprehensive view of scientific trends and the evolution of disciplines (Chen, 2017; Pessin et al., 2022). Network analysis is a methodological framework used to examine the structure of relationships between interacting units, often represented as nodes (individuals or entities) and edges (connections between them). This approach is particularly important in various fields, including the social sciences, where it helps in understanding how social structures emerge, develop, and influence behaviour and outcomes. By mapping and analysing these networks, researchers can uncover patterns of connections, identify central or influential entities, and assess the flow of information or resources through the network. This technique is not limited to social interactions alone but is also applicable in analysing biological, technological, and information networks, making it a versatile tool in both theoretical and applied research (Nie et al., 2023).

This study aimed to map the research landscape of tourism village branding using bibliometric analysis. It sought to provide an overview of the existing knowledge, identify research gaps, and explore emerging trends within this field. For researchers, the findings served as a reference to focus on underexplored areas and to develop more effective branding strategies. For practitioners, especially tourism village managers, the study offered insights to align branding approaches with current trends and best practices. By employing bibliometric analysis, this research not only revealed the state of existing literature but also highlighted opportunities for future collaboration and scholarly advancement. The study ultimately

contributed to a deeper understanding of branding’s role in tourism village development and its implications for sustainable tourism.

## METHOD

This study utilized international publication data on branding within the rural tourism sector, which were sourced from the Scopus database. Scopus was chosen as the reference database because it was recognized as a leading global indexing platform and provided comprehensive metadata for all indexed articles (Wahid et al., 2022). For the topic of "Tourism Village Branding," the selection of keywords for metadata retrieval was based on the PICO/PICOS/SPIDER framework. These frameworks were employed to generate keyword lists and to design search queries for the indexing process (Methley et al., 2014). The topic breakdown using the PICO framework resulted in two main keywords: "Tourism Village" and "Branding." These keywords were refined and adjusted to align with the researcher’s intent. Following a synonym analysis, a query design was developed to serve as a standardized retrieval method across various indexers, with specific limitations applied. The search formula combined elements from the PICO framework, adjusted keywords, and selected search syntaxes, including Boolean operators (AND, OR, NOT), truncation (\*), wildcards (?), and exact phrases ("..." symbols). The simplified version of the formula was as follows:

Query Design= (P) AND (I)

Query Design = ("Tourism Village" OR Ecotourism OR "Urban Tourism") AND (Brand\* OR "Marketing Communication" OR "Image Formation")

After the formula and limitations were applied, the following query was used to retrieve the data:

( TITLE-ABS-KEY ( "Tourism Village" OR ecotourism OR "Urban Tourism" ) AND TITLE-ABS-KEY ( brand\* OR "Marketing Communication" OR "Image Formation" ) AND NOT TITLE-ABS-KEY ( bibliometric\* OR scientometric\* OR infometric\* OR webometric\* OR alt?metric\* OR "systematic literature review\*" OR "systematic review\*" OR "scorba" OR "scoping review\*" OR "umbrella review\*" OR slr OR slna OR balr OR meta-analysis ) ) AND ( LIMIT-TO ( LANGUAGE , "English" ) ) AND ( LIMIT-TO ( SRCTYPE , "j" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ).

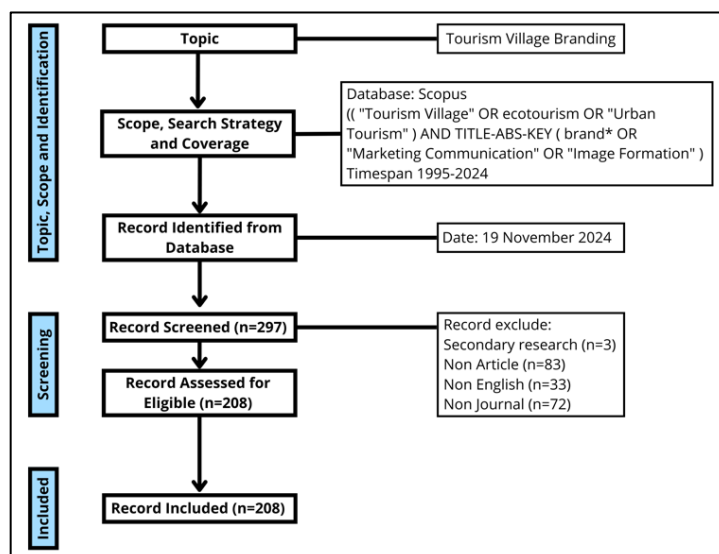


Figure 1. Prism Diagram

The data were collected on 19 November 2024 at 21:13 WIB. Using the specified keywords and limitations, a total of 208 relevant documents were identified. The data were stored in CSV format and subsequently imported into the Bibliometrix-Biblioshiny application, which was selected due to its widespread use in bibliometric studies published in international journals (García-Orozco et al., 2020; Tamala et al., 2022; Tarragona et al., 2020). The dataset was then examined using Bibliometrix-Biblioshiny, and it was found that seven documents lacked complete author keywords. These incomplete entries were excluded during the data cleaning process, which was performed using OpenRefine software. The overall results from the initial search through to the cleaning stage were summarised using a PRISMA diagram (see Figure 1). The final dataset was then processed and visualised using both Bibliometrix-Biblioshiny and VOSviewer software.

## RESULTS AND DISCUSSION

To provide an overview of the research landscape on tourism village branding, this study began by examining the general characteristics of the dataset. The descriptive statistics of the documents retrieved were summarised in Figure 2.



Figure 2. Main Information

The research on tourism village branding covered a wide time span, from 1995 to 2024, as illustrated in Figure 5. Within this period, a total of 208 documents were published. This growth reflected a steadily increasing academic interest in the topic, especially regarding the development, identity, and promotion of tourism villages within the context of the global tourism industry. The analysis showed that the number of related publications grew at an average annual rate of 10.48%, indicating its rising relevance over time. These documents were sourced from 101 different journals or publication outlets, demonstrating the diversity and inclusiveness of scholarly contributions in this field.

A total of 573 authors were involved in producing the 208 analysed documents, with a mean of 2.87 authors per document. International collaboration was evident, as 25.96% of the documents featured cross-national co-authorship, reflecting the global relevance of the topic. Nevertheless, individual authors also contributed meaningfully, with 48 single-authored publications recorded. In terms of keyword distribution, 833 unique keywords were identified, illustrating the thematic complexity and broad scope of research, ranging from branding strategies to tourism village development. The documents had a mean publication age of 5.88 years, indicating that the analysed literature was relatively recent while still referencing a mix of both foundational and contemporary sources. In total, 12,026 references were cited across the dataset. Furthermore, the average number of citations per document was 21.63, demonstrating that this topic held a notable level of academic impact. Taken together, these figures confirmed that research on tourism village branding had not only grown significantly over time but had also achieved widespread recognition among both scholars and practitioners.

Research Performance

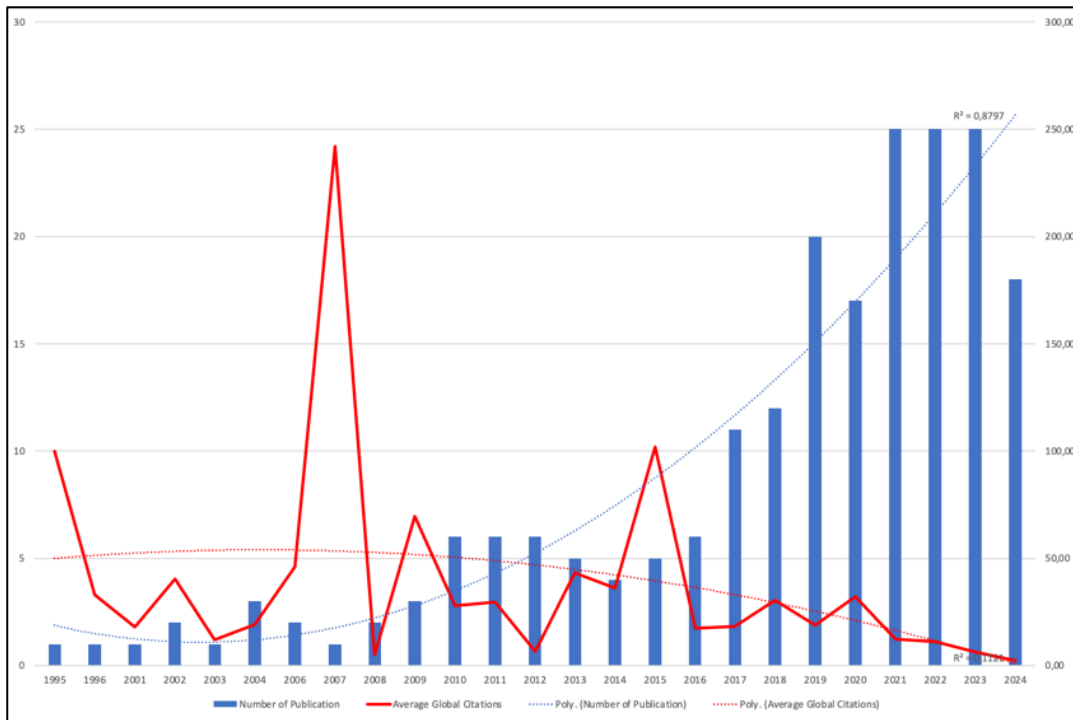


Figure 3. Trends for Number of Publications and Citations

The graph in Figure 3 shows the trend in the number of publications (blue bars) and the global average citations (red line) for the topic ‘Branding of Tourism Villages’ from 1995 to 2024. In general, the number of publications has increased significantly from the beginning of the period to the present. At the beginning of the period, the number of publications was very low, with almost no publications seen in some years, but started to show a consistent increase after 2010. The biggest spike was seen in 2020 and above, where the number of publications increased exponentially, as shown by the polynomial regression line with a coefficient of determination of  $R^2=0.8797$ , reflecting that this topic has potential to be researched. In contrast, the global average citations for each publication show a more fluctuating pattern. The highest peak occurred in 2007, indicating an article or publication that received exceptional attention at the global level. However, after that year, the global average citations showed a gradual downward trend, although there were some small fluctuations throughout the year. This decline may reflect a growing number of new publications that have not had time to receive many citations or a research focus that has begun to spread to other subtopics.

The sharp increase in the number of publications in recent years indicated that tourism village branding had become an increasingly popular topic among researchers, possibly fueled by its relevance to issues of sustainable development and local tourism promotion. However, the downward trend in global average citations suggests that more attention needs to be paid to the quality or impact of the research produced. This provides an opportunity to strengthen the relevance and attractiveness of research in this context.

Table 1. Top-10 Highly Cited Papers

No.	Title	Author	Year	Total Citations	DOI
1	Using Brand Personality to Differentiate Regional Tourism Destination	Laurie Murphy, Gianna Moscardo, Pierre Benckendorff	2007	242	10.1177/0047287507302371
2	Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism	Dimitra Papadimitriou, Artemisia Apostolopoulou, Kyriaki (Kiki) Kaplanidou	2015	198	10.1177/0047287513516389
3	Sustainable Tourism Indicators: Selection Criteria for Policy Implementation and Scientific Recognition	Georges Antoni Tanguay, Juste Rajaonson, Marie-Christine Therrien	2013	173	10.1080/09669582.2012.742531
4	Rural Tourism and The Craft Beer Experience: Factor Influencing Brand Loyalty in Rural North Carolina, USA	Alison Murray, Carol Kline	2015	141	10.1080/09669582.2014.987146
5	Deficit Irrigation and Emerging Fruit Crops as A Strategy to Save Water in Mediterranean Semiarid Agrosystems	A.Galindo, J.Collado-Gonzalez, I.Grinan, M.Corell, A.Centeno, M.J.Martin-Palomo, I.F.Giron, P.Rodriguez, Z.N.Cruz, H.Memmi, A.A.Carbonell-Barachina, F.Hernandez, A.Torrecillas, A.Moriana, D.Perez-Lopez	2018	141	10.1016/j.agwat.2017.08.015

6	A Model of Destination Loyalty: Integrating Destination Image and Sustainable Tourism	Say Wah Lee, Ke Xue	2020	124	10.1080/10941665.2020.1713185
7	Designing for More Environmentally Friendly Tourism	Sara Dolnicar	2020	120	10.1016/j.annals.2020.102933
8	Travel Motivation of Tourism to Kruger and Tsitsikamma National Parks: A Comparative Study	Martinette Kruger, Melville Saayman	2010	119	10.3957/056.040.0106
9	Storytelling Research of Consumers' Self-reports of Urban Tourism Experiences in China	Shih-Yun Hsu, Ning Dehuang, Arch G. Woodside	2009	106	10.1016/j.jbusres.2008.11.006
10	Promoting Tourism in US Cities	Dennis R Judd	1995	100	10.1016/0261-5177(94)00018-6

Source: Processed Primary Data, 2024

Table 1 displays the 10 most highly cited articles related to the research on 'Tourism Villages Branding', reflecting significant contributions to the academic literature. The highest-cited article, which received 242 citations, was titled *"Using Brand Personality to Differentiate Regional Tourism Destinations"* by Laurie Murphy et al., and was published in 2007. It demonstrated a significant impact on destination marketing studies through the application of the brand personality approach. Other studies published in 2015 with the titles 'Destination Personality, Affective Image, and Behavioural Intentions in Domestic Urban Tourism' and 'Sustainable Tourism Indicators' in 2013 also reinforced the relevance of the theme of sustainability and destination loyalty with 198 and 173 citations respectively. This trend shows the dominance of studies that integrate destination personality, travel motivation, and sustainability in building traveller loyalty. In general, these articles serve as an important pillar for researchers to explore branding strategies for tourism villages based on image, experience, and environmental impact.

Table 2 shows the 10 journals with the highest impact based on the number of publications related to Tourism Village Branding. Journal of Sustainable Tourism was ranked first with 23 publications, 978 total citations, and the highest h-index of 18, which reflected the journal's significant influence and consistency in scholarly contributions since 2004. Sustainability (Switzerland) has the highest number of publications at 30 and the highest m-index of 1.5 indicating high productivity in a short period of time since 2017. Journals such as Current Issues In Tourism with g-index 9 and Journal of Ecotourism with g-index 6 stand out with moderate impact. In contrast, other journals such as Journal of Travel Research and Urban

Forestry and Urban Greening have a smaller number of publications at 3 each but remain relevant. The dominance of journals based in various developed countries showed that although Indonesia's contribution was not explicitly mentioned, the participation of Indonesian researchers in these journals had the potential to increase global competitiveness.

Table 2. Top-10 Journal Impact for Number of Publications

No.	Journal	NP	TC	h_index	g_index	m_index	PY_start
1	Journal of Sustainable Tourism	23	978	18	23	0.857	2004
2	Sustainability (Switzerland)	30	386	12	18	1.5	2017
3	Current Issues in Tourism	9	204	7	9	0.333	2004
4	International Journal of Tourism Cities	6	135	5	6	0.556	2016
5	International Journal of Culture, Tourism, and Hospitality Research	4	33	4	4	0.5	2017
6	Anatolia	3	58	3	3	0.333	2016
7	Ekoloji	5	36	3	5	0.5	2019
8	Journal of Ecotourism	6	97	3	6	0.13	2002
9	Journal of Travel Research	3	464	3	3	0.167	2007
10	Urban Forestry and Urban Greening	3	62	3	3	0.375	2017

Source: Processed Primary Data, 2024

Based on Bradford's Law as presented in Table 3, journals related to the topic of tourism village branding were grouped into three zones to illustrate the distribution of publication contributions. Journals in Zone 1 were identified as the most productive and influential sources, and were often the primary reference points for researchers seeking the most current and relevant studies. Journals in Zone 2 remained relevant, although they had a lower publication frequency compared to those in Zone 1. This zone included journals that focused more on regional applications or specialised case studies, which contributed additional diversity to the existing body of literature. Meanwhile, journals in Zone 3 typically explored sub-topics or less frequently addressed perspectives, offering further richness and depth to the broader academic discourse.

Table 3 showed that the distribution of publications across the three zones reflected the concentration of literature on the topic of tourism village branding. Zone 1, which comprised the top five publication sources, accounted for 74 publications, demonstrating the dominance of a few key journals in producing relevant literature. Zone 2, with 28 publication sources, produced 66 publications. Meanwhile, Zone 3, which included 68 publication sources, produced 68 publications, indicating a more even distribution among a broader range of sources. This pattern was consistent with Bradford's Law, which described the concentration of literature within a small number of core sources.

Table 3. Bradford Law Journal's List of This Topic

Zone	Ranking	Total of Publication Source	Total Publication
Zone 1	1-5	5	74
Zone 2	6-33	28	66
Zone 3	34-101	68	68

Source: Processed Primary Data, 2024

On the topic of tourism village branding, Zone 1 represented the core of the literature, consisting of five journals that produced 74 articles, or 67% of the total 110 publications. Sustainability (Switzerland) ranked first with 30 publications demonstrating its role as a key platform in research related to Tourism Village Branding. Journal of Sustainable Tourism followed with 23 publications that reinforced its focus on sustainable tourism with significant citation impact. Current Issues in Tourism (9 publications), International Journal of Tourism Cities (6 publications), and Journal of Ecotourism (6 publications) complete zone 1 with a focus on tourism destination, culture, and sustainability issues. Regarding the contribution of Indonesian researchers, it has not been seen dominant in journals in zone 1. Indonesian researchers urgently need to strengthen global collaborations, improve methodological quality, and focus on local tourism issues that have international relevance to increase the representation and impact of research in zone 1 journals.

### Science Mapping

In bibliometric research on Tourism Village Branding, science mapping is key to understanding the spread of knowledge and the evolution of concepts over time. This subsection will examine how publications, citations and co-operation between researchers and institutions create complex and changing knowledge networks. Through analysis of geographical distribution, interdisciplinary connections, and trends in citations, we can determine centres of excellence, pathways of intellectual influence, and changes in research paradigms and priorities. This mapping not only reveals the current state of Tourism Village Branding research but also supports predictions about future research trends, highlighting critical relationships and potential areas for further study.

Figure 4 depicted a Three-Field Plot analysis that visualised the relationship between countries, keywords, and sources within the context of a bibliometric study on tourism village branding. The graph highlighted how certain countries—such as China, Indonesia, Spain, and the USA—positioned on the left axis, were closely linked to keywords like ‘ecotourism’, ‘sustainable tourism’, ‘urban tourism’, and ‘destination branding’ in the centre. This relationship indicated a significant research focus on tourism village branding in those countries. Furthermore, the connections between keywords and sources on the right axis—such as Sustainability (Switzerland), Journal of Sustainable Tourism, Current Issues in Tourism, International Journal of Tourism Cities, and Branding—showed that topics like ecotourism, urban tourism, and destination branding were frequently addressed in those journals. The linkage between Sustainability (Switzerland) and countries such as China and Indonesia suggested that research from these regions had been central to discussions on tourism village branding. Overall, this visualisation provided a comprehensive understanding of the global research landscape on the topic, identifying the most active countries, the most relevant keywords, and the key journals that disseminated findings in this field. The graph also reflected the close alignment between academic institutions in leading countries and specialised journals that supported and distributed research related to tourism village branding.



'ecotourism' develops into several major themes such as 'marketing' and 'marketing communication', and research related to 'destination image' develops towards "sustainable tourism", then research on 'sustainability' develops towards the theme of 'brand loyalty', and research related to 'sustainable tourism' develops towards the theme of 'cultural heritage'. Overall, this visualisation illustrates how the topic of tourism has evolved from a broad focus to more specific analyses related to tourism village branding. This development reflects a response to changing social, political and economic dynamics and the need to brand tourism villages with more effective and efficient tactics.

The visual analyses presented in figures 4 and 5 provide an in-depth understanding of knowledge dissemination and concept evolution in bibliometric studies related to tourism village branding. Figure 4 reveals how countries, keywords, and specific sources interact to form a rich and dynamic knowledge base, highlighting the role of specific journals and countries in advancing the discussion related to tourism village branding. Meanwhile, figure 5 illustrates thematic shifts over time, showing adaptations and evolving foci in research related to tourism village branding. These two visualisations collectively illustrate the evolving knowledge base, identify key research centres, and highlight research influencing tourism village development. This depth of analysis not only adds value to the academic community but also provides insights that can assist policy makers in designing more effective and efficient interventions in the context of tourism village branding.

Next, the author will discuss the trends and directions of science. The author will explore science mapping to understand trends and directions of scholarship in bibliometric studies related to tourism village branding. Science mapping was an analytical technique that allowed authors to visualise and analyse patterns and relationships within the scientific literature, including research topics, collaborations among researchers, and the evolution of concepts over time. Through this sub-section, key themes, intellectual connections, and shifts in focus within tourism village branding research were identified, providing valuable insights into how research in this area had evolved and adapted to emerging challenges and societal needs. This analysis not only helped researchers to recognise centres of excellence in the field, but also guided readers in understanding how research findings could be applied to formulate effective and efficient branding strategies for tourism villages.

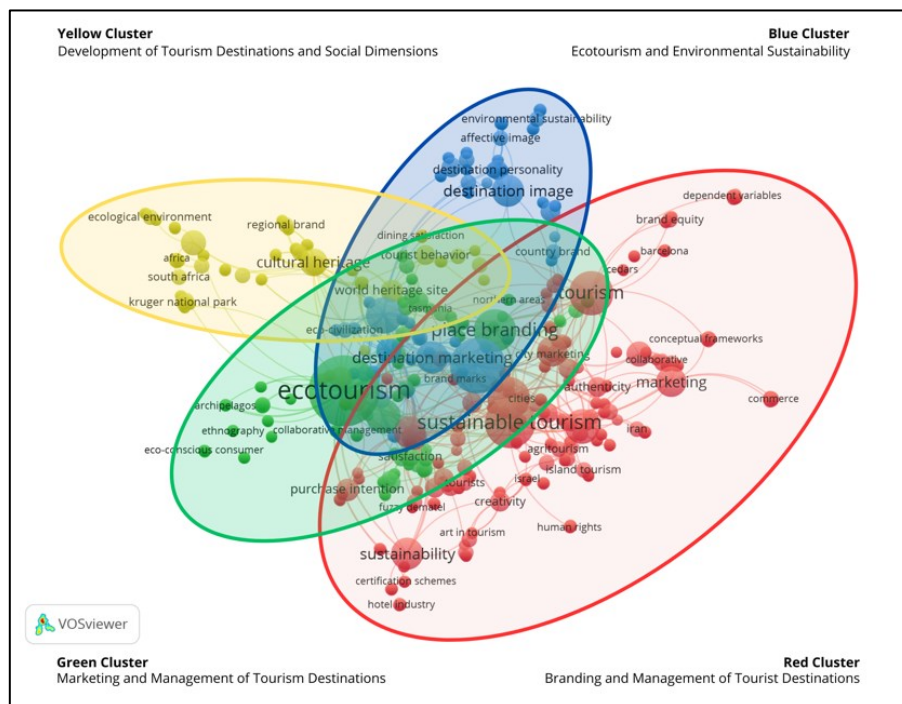


Figure 6. The Dynamics of Conceptual Structure's Network

In the process of examining research trends on this topic, the division of clusters in the diagram was considered essential for their identification. Each cluster represents a group of related terms or concepts, and by analysing these clusters, researchers can gain insight into the main themes and trends of a particular topic (Mazov et al., 2020). In the network visualisation, each keyword was represented by a cluster of circles. The size of each keyword's cluster and circle was determined by its respective weight. The greater the weight of the item, the larger the label and circle appeared. The distance between two keywords in the visualisation shows the relationship between keywords in the document (van Eck et al., 2013).

In the discussion of research position and potential novelty, the authors will explore science mapping to identify the current research position and potential novelty in bibliometric studies related to Tourism Village Branding. Science mapping allows researchers to visualise and analyse relationships and trends in the scientific literature, identify the main focus of current research, and uncover gaps and opportunities for innovation. Through this analysis, the researcher will assess how research topics have evolved and intertwined, and how new discoveries may foster deeper understanding or different approaches in studies related to Tourism Village Branding. This sub-section aims to show how research in this field can influence policy and practice around the world. Using VOSviewer to observe nodes in bibliometric studies can be very effective for identifying research positions and exploring potential novelty. Un-networked nodes often indicate under-explored topics or sub-topics, offering opportunities for innovative research and filling gaps in the literature. Nodes from the most recent year reveal recent trends and developments, important for knowing the current dynamics in the field of study. Meanwhile, low-density nodes can signify areas where little research has been conducted, showing potential for further exploration and innovation. This kind of analysis through VOSviewer allows researchers to identify and prioritise research areas that have great potential for significant contributions and growth of new knowledge (van Eck et al., 2013; van Eck & Waltman, 2010). In accordance with the topic and title of this article, five main keywords were selected for analysis: tourism village, ecotourism, urban tourism, branding, and marketing communication. Then, the analysis examined whether the five keywords had already formed connections with one another, as well as the novelty reflected through the colour and type of publications, and the density patterns that indicated how frequently those topics had been published.

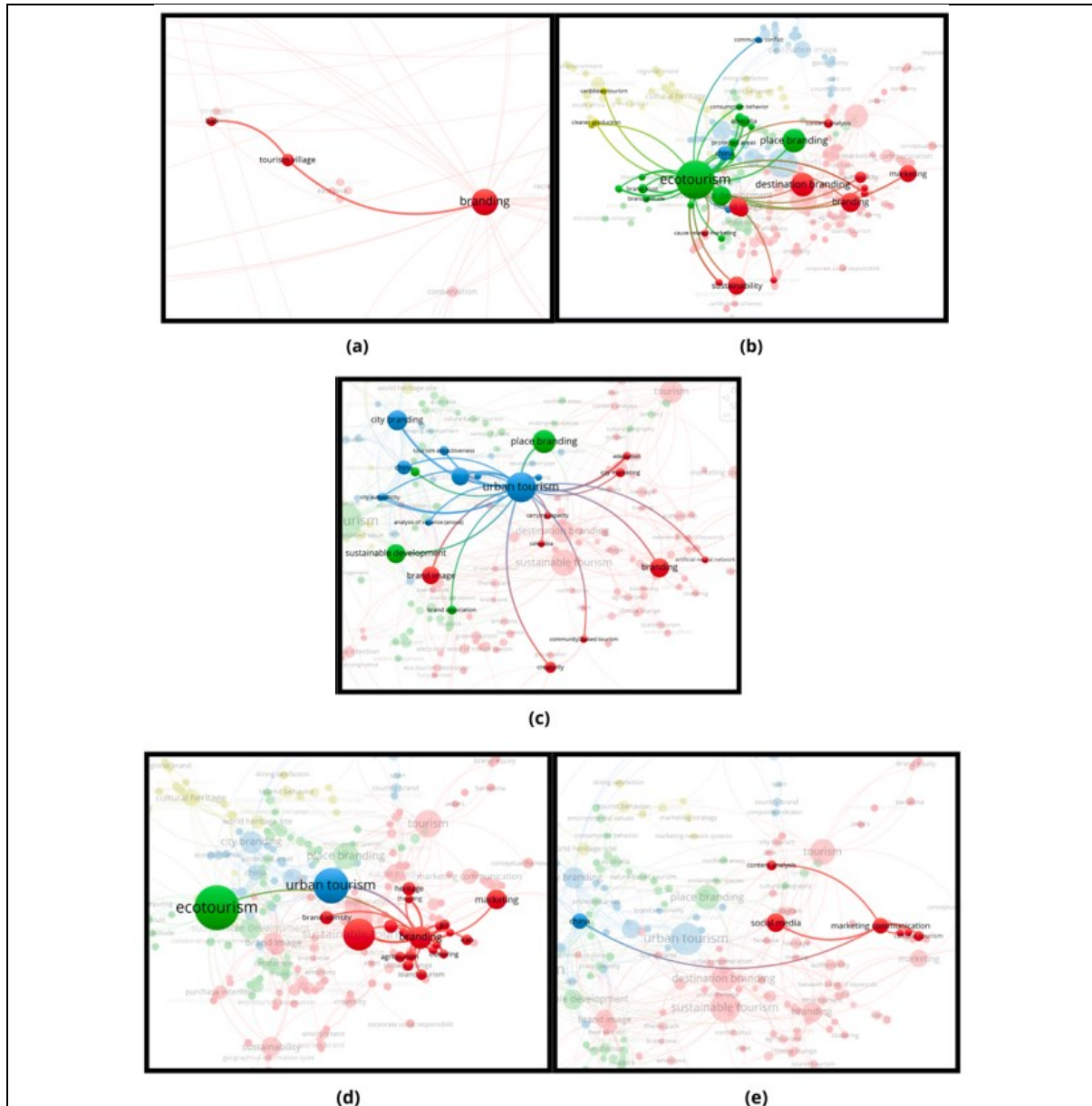


Figure 7. Network Research Positioning of This Topic

In the network visualisation presented in Figure 7, it was evident that in sub-figure (a), there was a direct link between the terms branding and tourism village, which illustrated the research focus on managing and developing the image of tourism villages. Meanwhile, sub-figures (b) and (c) show a more complex relationship between the main topic and sub-themes such as ecotourism, destination branding, urban tourism, and sustainability. This network reflects the diversification of research into sustainability, environment, and destination development. Sub-figures (d) and (e) provide a more specific perspective on the interactions between main themes such as urban tourism and branding with additional concepts such as social media and marketing. This indicates that recent research has begun to integrate digital technology and social media in building the image of tourism villages. The inter-topic connections shown in different colours highlight the different thematic clusters, reinforcing that tourism village branding addresses not only destination promotion, but also sustainability strategies, marketing innovation and community engagement.

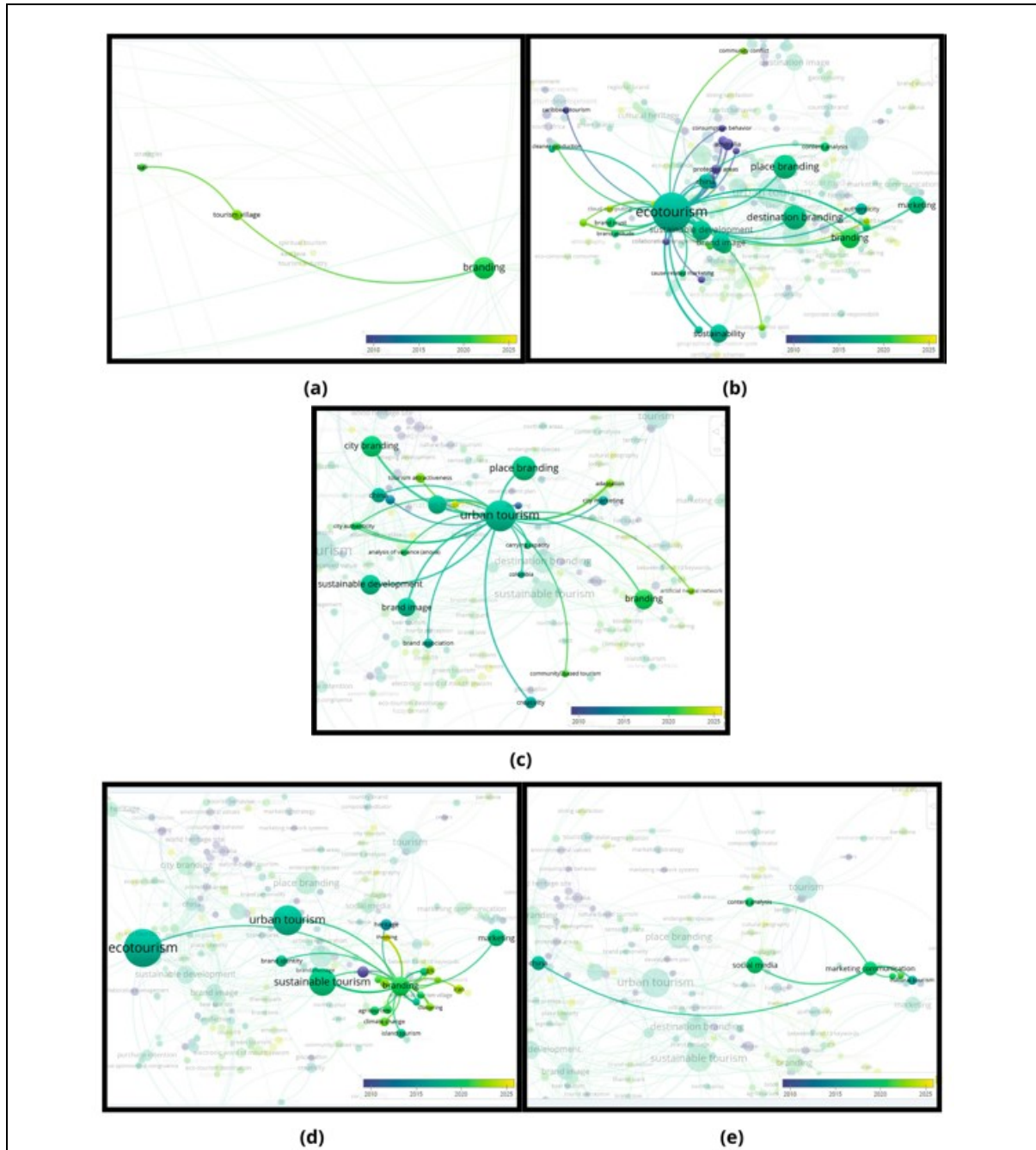


Figure 8. Overlay Visualization

Figure 8 showed a colour-based visualisation map that illustrated the development of research topics related to the branding of tourist villages from a bibliometric perspective. This overlay was used to assess the novelty and evolution of the topic in the scientific literature by combining the publication time of articles and the frequency of keyword usage. The dots in the figure represented the keywords used in the articles, while colour variations indicated the publication period of the corresponding research, with lighter colours reflecting more recent articles. This visualisation helped to identify emerging research trends as well as the evolution of key concepts within the field. In this way, the overlay visualisation facilitated the observation of temporal progressions in the formation of research topics. Newer, brighter-coloured keywords indicated areas that were more innovative and possibly still evolving. Conversely, older, darker keywords represented topics that were already well-established or had been more extensively researched in earlier studies. This approach enabled researchers to

determine the extent to which a topic remained relevant and recurrent in the literature, as well as to evaluate the novelty of particular areas of research within a broader scientific context.

From the overlay visualisation presented in figure 8, it can be seen that although ecotourism, urban tourism, branding and marketing communication have different publication years in the available literature, these time gaps actually offer unique opportunities for research. Tourism village as a keyword appeared with the most recent data in the review, indicating that it was an emerging area or had received recent attention within the research context. This allows the opportunity to refresh the discussion on ecotourism, urban tourism, branding and marketing communication by bringing in new perspectives or recent data from tourism villages.

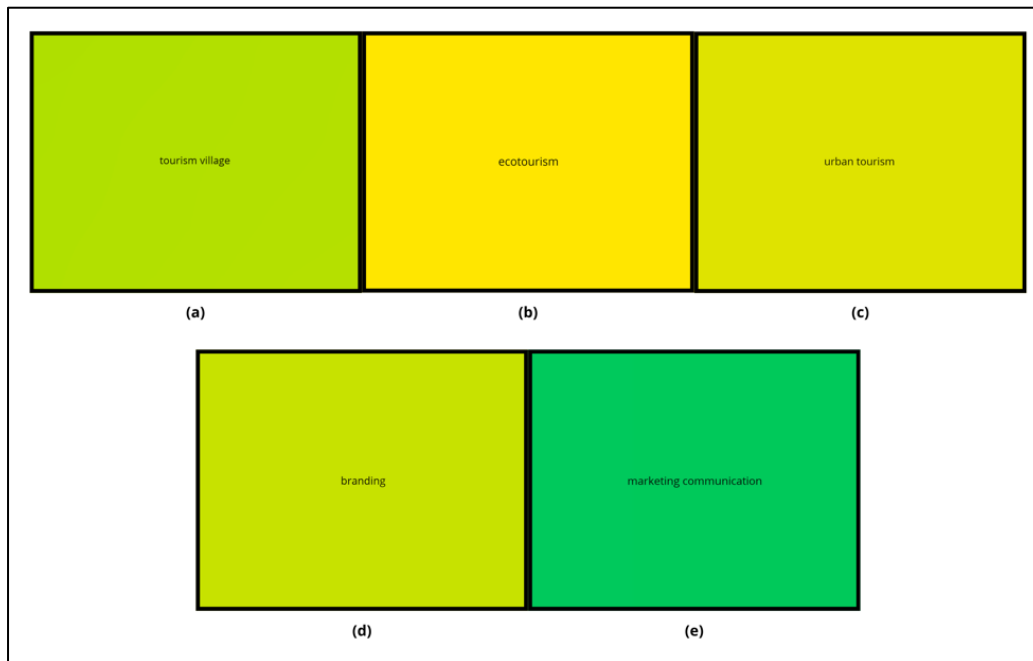


Figure 9. Density Visualization

The density visualisation presented in Figure 9 illustrated the frequency of keyword appearances in the literature based on colour intensity. In this visualisation, brighter colours such as yellow indicated higher publication density, meaning that these topics had been more frequently discussed and analysed in academic studies. Conversely, darker colours such as green reflected lower levels of publication frequency, suggesting that these topics had received relatively less scholarly attention. From the figure, it was evident that the keywords ecotourism, urban tourism, and branding appeared in bright yellow or yellow-green shades, indicating their dominant position in the field and their consistent relevance in research on tourism village branding. In contrast, marketing communication was visualised in green, and tourism village in yellow-green, suggesting that while these topics had emerged in the literature, they had not been as intensively explored or published compared to the others. This discrepancy in colour intensity and publication density pointed to a research gap and opened opportunities for further exploration particularly in connecting tourism villages with marketing communication strategies. Bridging these two relatively underexplored areas within the broader scope of branding could generate meaningful insights. Such initiatives would not only enrich the academic discourse on tourism branding but also support the development of more targeted and innovative branding strategies for tourism villages.

From the visual analyses represented by figure 7, figure 8, figure 9, we can see important opportunities for further research that integrates tourism village and branding in one comprehensive research framework. These three visualisations highlight various aspects of inter-topic interactions (ranging from disconnections, to differences in publication intensity, to

recent trends) that all underline significant room for novelty and knowledge expansion in bibliometric studies. This interdisciplinary and multi-dimensional approach will not only enhance our understanding of the dynamics of research on tourism village branding but will also highlight how other variables may influence it more broadly. Research in this area was expected to assist policymakers, academics, and communication practitioners in designing innovative branding strategies for tourism villages more effectively and efficiently.

## CONCLUSION and RECOMMENDATION

This article maps the research landscape on tourism village branding through bibliometric analysis, covering publications from 1995 to 2024. The research shows that the topic of branding tourism villages has increased in relevance, especially in the context of digitalisation and sustainability. With 208 documents identified, the research reveals publication trends, author contributions, and mapping of key themes such as ecotourism, sustainable tourism, and the use of digital technology in promotion. The results emphasise the importance of cross-country collaboration, as well as strengthening methodologies to increase research impact. From the data visualisation using Bibliometrix and VOSviewer, it was found that the main focus of the research includes sustainability, brand identity, and local community involvement in tourism village branding. These findings not only enrich the academic literature but also provide practical insights for the development of more effective branding strategies. This article recommends strengthening international collaboration, improving the quality of local research, as well as further exploration of the integration of digital technology to promote tourism villages globally.

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