

A BIBLIOMETRIC OVERVIEW OF DESTINATION MANAGEMENT IN ASIA BETWEEN 1998-2021 WITHIN THE SCOPE OF STAKEHOLDER PERSPECTIVE

Uma Síntese Bibliométrica da Gestão de Destinos na Ásia entre 1998-2021, na Perspectiva dos Stakeholders

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ABSTRACT

The aim of this study is to use scientometrics and bibliometrics to merge two terms important for tourism which are destination management and Asia from 1998 to 2021. A total of 973 publications were found that were linked to destination management and Asia. During the analysis, descriptive information, annual scientific production, Bradford's law, Lodka's Law, top cited documents, trend topics, word dynamics, country scientific production, collaboration of institutions and countries were applied within the scope of scientometric. As a result, four basic results are drawn and additional scholarly collaborations may be able to improve the depth of this research. These results were presented within the scope of Stakeholders Theory with the contributions of the authors. As authors adapted 5 elements to the theory, this is believed to fill a gap in the literature.

KEYWORDS

Tourism; Destination Management; Asia; Bibliometric ; Scientometric.

RESUMO

O objetivo deste estudo é utilizar a cientometria e a bibliometria para fundir dois termos importantes para o turismo, quais sejam, a <gestão de destinos> e a <Ásia>, entre 1998 e 2021. Foram encontradas 973 publicações vinculadas aos dois termos. Durante a análise, foram aplicadas informações descritivas, produção científica anual, lei de Bradford, Lei de Lodka, documentos mais citados, trend topics, dinâmica de palavras, produção científica do país, colaboração de instituições e países no âmbito da cientometria. Como resultado, quatro encaminhamentos básicos são traçados e colaborações acadêmicas adicionais podem melhorar a profundidade desta pesquisa. Esses resultados foram apresentados no âmbito da Teoria dos Stakeholders com as contribuições dos autores. Como os autores adaptaram 5 elementos à teoria, acredita-se que isso preencha uma lacuna na literatura.

PALAVRAS-CHAVE

Turismo; Gestão de Destinos; Ásia; Análise Bibliométrica; Cientometria.

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INTRODUCTION

Although destination management is crucial to a location's success and essential for the completion of a destination's entire lifecycle, it is better to avoid a destination's decline (Kozak & Martin, 2012). There is a lot of information out there on destination management. This theme, which is limited in contrast to its Western equivalent when it is compared with the stakeholder perception, tackles development, involvement, and sustainability in an Asian setting - the same topics that have been explored in destination planning literature. There has been a rising focus on Asian destinations in academic research, keynote speeches, conference tracks, and corporate events in parallel to the rising interests of academics in Asian tourism (Wang, Shakeela, Kwek, & Khoo-Lattimore, 2018).

As many places remained closed to non-essential travel during the pandemic, percentage of the arrivals in Asia and the Pacific was still 65 percent below the 2020 level and 94 percent below pre-pandemic levels (UNWTO, 2022). As Asia's tourism industry grows, so does the quantity of research articles about Asian destinations. Experts in the field of tourism are aware of the conceptual distinctions that exist between the East and the West. Also, they say that it is incorrect to assume that cultural values and tourist practices are consistent across Asian marketplaces and localities. However, existing academic expertise on managing Asian tourism destinations are becoming increasingly fragmented as a result of the rapid development of scholarly literature with the increase of tourism destinations in Asia. Academics are eager for further contributions to the theories and tourism practices in Asia (Tolkach, Chon & Xiao, 2016; Wang et al., 2018).

When both <destination management> and <Asia> are searched and studied together simultaneously, a bibliographic and visualization analyses of the literature linked to these terms constitute the major purpose of this study. The goal is to see what the primary aspects that authors and practitioners should think about while dealing with destination management challenges in Asia's tourism industry. This study illustrates the relevance of using bibliometrics to examine destination management studies in order to achieve this goal. Network analysis, according to a number of academics, is one of the methods for studying connections and interactions in the management, governance, and growth of tourism destinations (for example, Dredge, 2006; Baggio, Scott & Cooper, 2010; Del Chiappa & Baggio, 2015; Liu, Huang & Fu, 2017; Hristov, Minocha, & Ramkissoon, 2018; Nguyen et al., 2019). Although many bibliometric studies

about tourism were found in the literature (Della Corte et al., 2019; Palácios et al., 2021; Campra et al., 2021; Sharma et al., 2021; Singh et al., 2022), not finding a bibliometric study about these two terms motivated researchers to examine “destination management” and “Asia” together. In addition, it is aimed to examine destination management in Asia within the scope of the Stakeholder Theory in this study.

LITERATURE REVIEW

Not only in academy but also in practice, destination management has been a hot topic. A number of academics have contributed to this body of knowledge by addressing difficulties in destination management from various disciplinary viewpoints, mostly from managerial and marketing (Laesser & Beritelli, 2013). Few researchers have examined at global advancements in destination management research (Laesser & Beritelli, 2013; Amposta, 2015; Capone, 2015). Most of the review papers on destination management research, including such Wang (2011) and Morrison (2013) have been limited to books and reports (Avila-Robinson & Wakabayashi, 2018). These studies glanced at tourism destinations from a variety of perspectives, including branding (Blain, Levy & Ritchie, 2005; Chen & Šegota, 2015; Dioko, 2016), image and perception (White, 2004; Tasci & Kozak, 2006; Tasci & Gartner, 2007; Li, Ali & Kim, 2015), sustainability (Schianetz, Kavanagh & Lockington, 2007; Borges, Eusébio & Carvalho, 2014; Njoroge, 2015), competitiveness and benchmarking (Kozak, 2004; Tsai, Song & Wong, 2009; Capone, 2015), collaboration and networks (Meriläinen & Lemmetyinen, 2011; Van der Zee & Vanneste, 2015), image (Chaves et al., 2021).

The rapid accumulation of knowledge in the social sciences, particularly in developing domains like destination management, necessitates the development of ways to assist researchers in overcoming the pervasive ‘flood of information’ (Shibata et al., 2011). Bibliometrics – the quantitative analysis of bibliographic data – is a beneficial method in this setting. Due to increased processing power, faster and easier-to-use analytical tools, the discipline of bibliometrics has grown rapidly during the previous decade (Cobo et al., 2011). In recent years, bibliometric mapping, or the display of interrelationships between scientific works using network techniques, has gotten a lot of attention. The use of bibliometric mapping allows researchers to identify key study areas and estimate their size and degrees of interaction (Van Eck & Waltman, 2011).

The Stakeholder Theory indicates that all persons who are affected or may be affected by tourism and destination management advances should be considered (Paunovi'c & Jovanovi'c, 2017; Stylidis, 2020). "Any group or individual who can affect or is affected by the achievement of the organization's objectives" is referred to as a stakeholder (Freeman,1984). The stakeholder theory (Beritelli, 2011; Merinero-Rodriguez & Pulido-Fernández, 2016) tackles the premise that destinations and places are motivated by the desire to create value. However, their vision must be holistic and go far beyond the pursuit of profit for investors (Freeman,1984), directing efforts to other interested parties, such as residents and tourists (Black & Veloutsou, 2017; Su & Swanson, 2017), and sharing value with them (Upward & Jones, 2016; Lüdeke-Freund & Dembek, 2017; Cavalcante, Coelho & Bairrada, 2021). Many studies have been found about Stakeholders' and the Stakeholders' Theory in the tourism literature (Byrd, 2007; Fletcher, 2009; Duarte Alonso & Nyanjom, 2017; Karakuş & Çoban, 2018). Though, the Stakeholder Theory, which has been used in research in this field of investigation, makes another major theoretical addition to a better understanding of destination management in tourism in Asia.

The Stakeholders Theory consists of many stakeholders such as tourists, residents, government and so on originally. In the literature, some studies have been found about Stakeholders Theory where authors adapted their models from Freeman such as the one belonging to the Sinh et al. (2016) which is shown below.

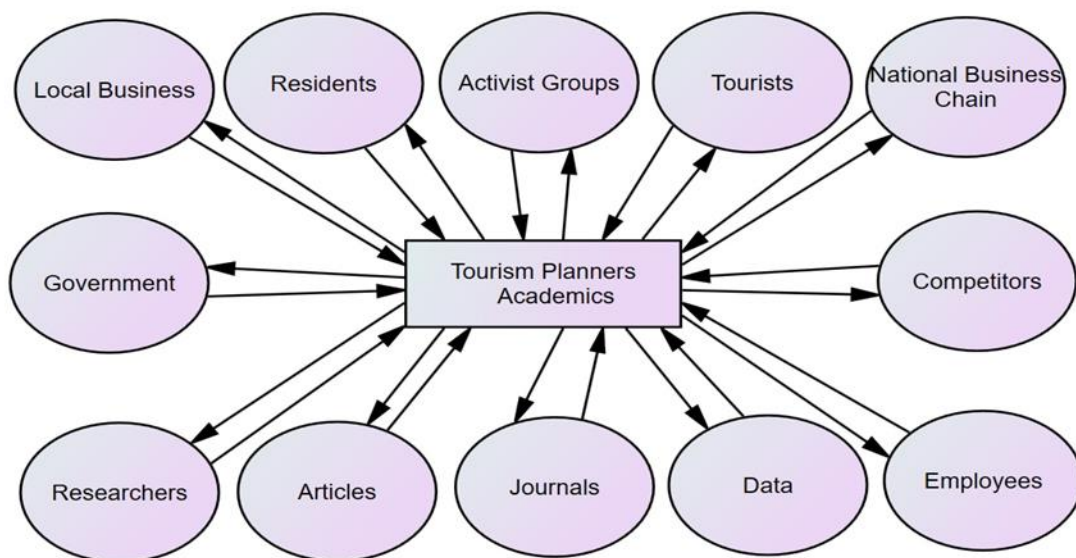
Figure 1. Adapted Tourism Stakeholder Map



Source: Adapted from Sinh et al. (2016).

It can be clearly seen in the figure, there are differences in the theory contributed by the authors. This study, takes this one step further and accepts academics as a tourism planners theoretically. Sofyan et al. (2022) stated in their study that results of their study about Halal tourism should be considered by both tourism planners and academics where those two groups can be categorized into one. Also, this study states that it provides knowledge to the academics. As providing knowledge to the academics and scholars is one of the main objective of bibliometrics (Aria & Cuccurullo, 2017) and academics can be considered as tourism planners, authors of this study make contribution to the Stakeholders Theory which is shown below in the figure.

Figure 2. Tourism Stakeholder Map



Source: Adapted from Sinh et al. (2016).

According to this theory, academics are categorized as tourism planners as well. But researchers are considered as another element as they can work independently and provide insight to the tourism planners and academics by other methods such as reports, consultancy and so forth. As the main source of academics are journals, articles, and data, these 3 elements were added to the theory. These 3 elements which are categorized as scientific works are also the main sources for bibliometrics (Aria & Cuccurullo, 2017). From this point of view, this study will fill a gap in the literature by not only contributing to the Stakeholders Theory, but also by using the results of added elements in this study.

METHODOLOGY

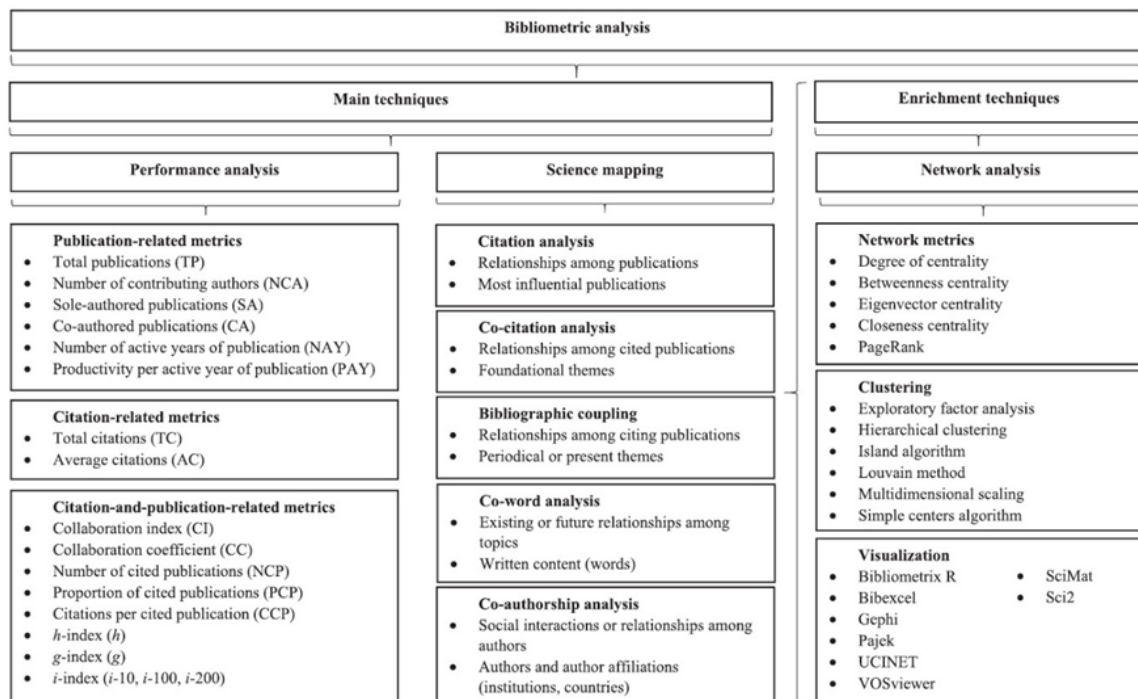
Broadus (1987) defines bibliometric as “the quantitative study of physical published units, or of bibliographic units, or of the surrogates for either” (p. 376). According to Koseoglu et al., (2016) bibliometrics may require wide range of calculations from the basic to the advanced mathematic and statistical calculations and applications of them. Due to that reason, it is divided into two categories which are basic bibliometric technique and advances a variety of methods using co-citation analysis, co-authorship analysis, and co-word analysis. As this research contains methods in the second category, this study can be categorized as an advanced bibliometric study.

With the modern technology, there are many software tools for bibliometric analysis such as Citespace (Chen, 2006), VOSviewer (Van Eck & Waltman, 2010), Bibliometrix (Aria & Cuccurullo, 2017), and so on. But many of these software tools may not be sufficient enough for researchers and academicians in a complete recommended workflow (Aria et al., 2020a). In this study, an R package ‘Bibliometrix’ was used since it enables researchers’ variety of statistical calculations, and it contains a much more extensive set of techniques for researchers who uses them through Biblioshiny (Moral-Muñoz et al., 2020).

Bibliometrix can use many databases as the source of bibliographic information, such as Clarivate Analytics Web of Science ([WoS](http://www.wos.org)), Scopus (<http://www.scopus.com>), Google Scholar (<http://scholar.google.com>), and Science Direct (<http://www.sciencedirect.com/>) (Cobo et al., 2011). WoS is commonly considered the source with the highest quality of information (Aria, Misuraca & Spano, 2020b: 807). Data were collected in February 2022. The information was retrieved from articles by WoS in plain text format. The year 2022 was not included in the dataset. 973 documents were found from 1998 to 2021, after searching with the terms <destination management> and <Asia>. Then, the dataset was calculated in Bibliometrix. During the processing, those analyzing techniques which are general descriptive information, annual scientific production, Bradford’s Law, Lotka’s Law, Top Cited Documents, Trend Topics (Method Parameters: Author’s Keywords), Word Dynamics (Parameters: Author’s keywords, cumulative), Country Collaboration Rate, Country Scientific Production, Collaboration Network (Countries & Institutions) were used. A bibliometric analysis toolbox was given below to illustrate the process in this study.

Şimşek, E. K., & Kalipçi, M. B. (2022). A bibliometric overview of destination management in Asia between 1998-2021 within the scope of stakeholder perspective. *Rosa dos Ventos - Turismo e Hospitalidade*, 14(3), 961-984.
<http://dx.doi.org/10.18226/21789061.v14i3p984>

Figure 3. The bibliometric analysis toolbox



Source: Adapted from Donthu et al. (2021, p. 288).

967

By proceeding the calculation process, researchers tried to find the answers to the research questions below:

- 1. What are the descriptive data of studies about <destination management> and <Asia> in tourism?**
 - 1.1. What are the findings regarding the number of studies and authors?
 - 1.2. What are the findings regarding the annual scientific production?
- 2. What are the findings regarding the sources and authors?**
 - 2.1. What are the findings regarding the source clustering by Bradford's law?
 - 2.2. What are the findings regarding the author productivity through Lotka's Law?
- 3. What are the findings regarding the documents?**
 - 3.1. What are the top cited documents in this field of study?
 - 3.2. How have the trend topics progressed over time?
 - 3.3. How have the word dynamics progressed over time?
- 4. What is the structure of country and university collaboration networks?**

Şimşek, E. K., & Kalipçi, M. B. (2022). A bibliometric overview of destination management in Asia between 1998-2021 within the scope of stakeholder perspective. *Rosa dos Ventos - Turismo e Hospitalidade*, 14(3), 961-984.
<http://dx.doi.org/10.18226/21789061.v14i3p984>

FINDINGS

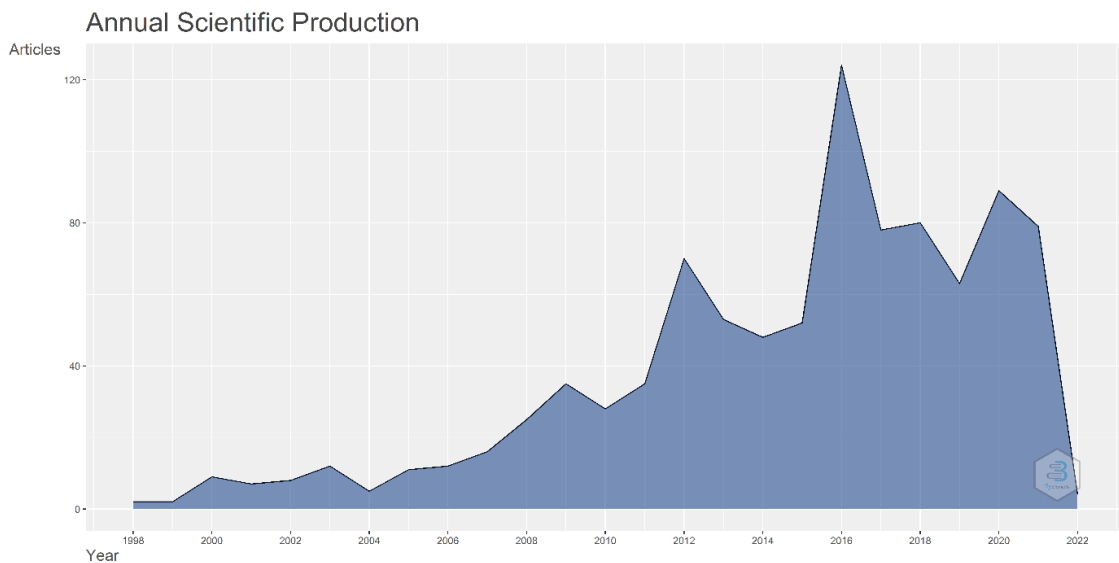
Table 1. General Descriptive Information

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	1998:2021
Sources (Journals, Books, etc)	404
Documents	973
Average years from publication	7,27
Average citations per documents	11,5
Average citations per year per doc	1,528
References	35135
DOCUMENT TYPES	
Article	581
article; book chapter	26
article; early Access	23
article; proceedings paper	10
Book	1
book review	1
editorial material	7
Letter	2
proceedings paper	290
Review	28
review; book chapter	1
review; early Access	3
DOCUMENT CONTENTS	
Keywords Plus (ID)	1569
Author's Keywords (DE)	3362
AUTHORS	
Authors	2332
Author Appearances	2847
Authors of single-authored documents	148
Authors of multi-authored documents	2184
AUTHORS COLLABORATION	
Single-authored documents	160
Documents per Author	0,417
Authors per Document	2,4
Co-Authors per Documents	2,93
Collaboration Index	2,69

Source: By authors.

According to the search results 973 documents were found in 404 different sources such as journals, books, and so on from 1998 to 2021. It can be clearly seen in the table that 2332 authors contributed, and their names were mentioned 2847 times in the studies. Most of the documents have more than 1 author (n=2184). The number of the single-authored documents was found 160. 3362 authors' keywords were found.

Figure 4. Annual Scientific Production



Source: By authors

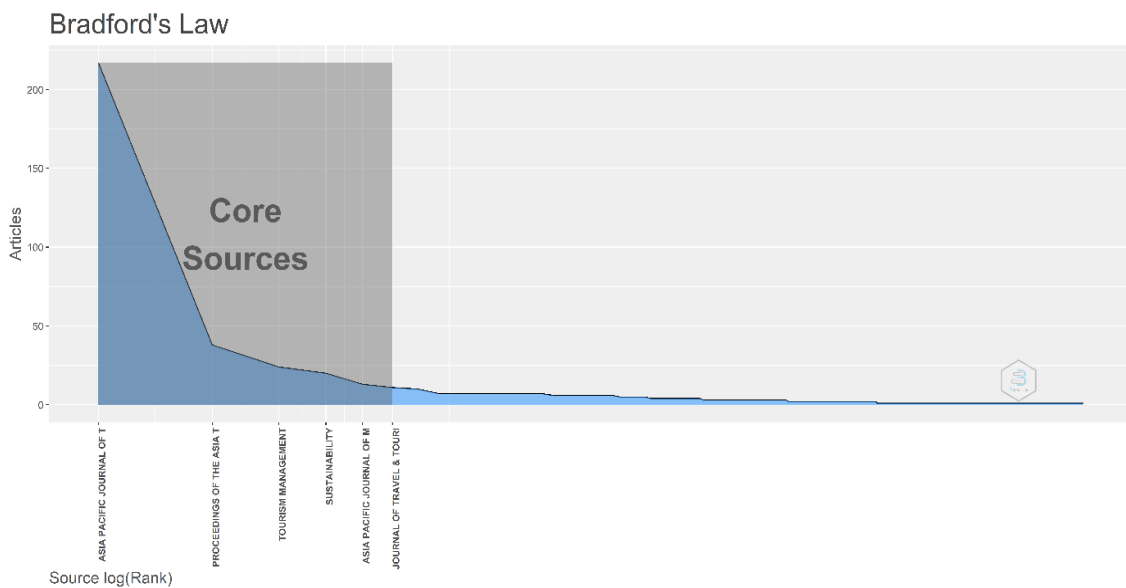
When the figure is examined 2 important facts were found which are the annual growth rate and the year when most of the documents were published. Annual growth rate was found as 2.93%. 124 documents about "destination management" and "Asia" were published in 2016, which is the peak point in the figure.

Findings about the sources and authors - There are 2 important bibliometric laws used frequently in the bibliometric analysis which are Bradford's law and Lotka's law. Bradford's law is about scattering of subjects in information sources. Bradford's law explains that the distribution or scattering of the documents on a specific "subject" can be shown according to a specific formula which shows the growth of papers such as journals on a subject. The numbers of the groups of journals to produce almost equal numbers of articles is approximately in proportion to 1: n: n² ..., where n is entitled as the Bradford multiplier¹. Bradford claimed that n should be constant in the different

zones ($n_1=n_2=n$). Put differently, Bradford's law explained that a small core of, for instance, journals have as many papers on a specific subject as a much larger number of journals, n , which again has as many papers on the subject as n^2 journals (Hjørland & Nicolaisen, 2005).

According to the Figure 5 the journals which are Asia Pacific Journal of Tourism Research ranked 1st ($f=217$, $cumfreq=217$), Proceedings of The Asia Tourism Forum 2016 - The 12th Biennial Conference of Hospitality and Tourism Industry in Asia ranked 2nd ($f=38$, $cumfreq=255$), Tourism Management ranked 3rd ($f=24$, $cumfreq=279$), Sustainability ranked 4th ($f=20$, $cumfreq=299$), Asia Pacific Journal of Marketing and Logistics ranked 5th ($f=13$, $cumfreq=312$), Journal of Travel & Tourism Marketing ranked 6th ($f=11$, $cumfreq=323$). These journals were scattered in the Zone 1 as it can be seen in the Figure 5.

Figure 5. Source clustering by Bradford's Law

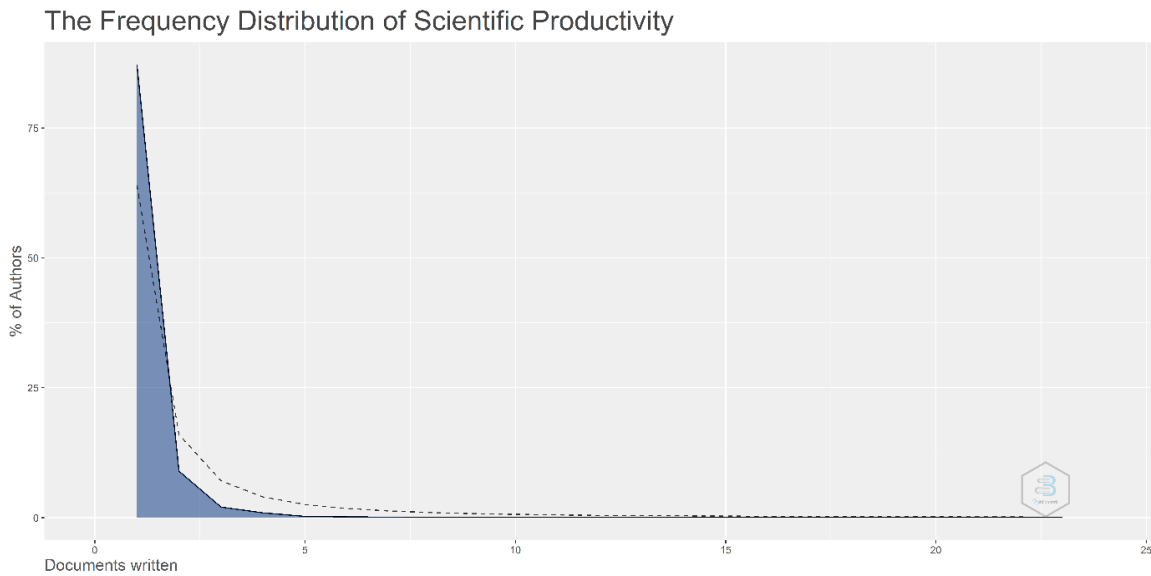


Source: By authors

On the other hand, Lotka's law is about distribution of authors' productivity (Hjørland & Nicolaisen, 2005). According to this law, 60% of the authors contribute to the literature with 1 document (Egghe & Rousseau, 1990: 293 as cited in Özel & Kozak, 2012). Rowlands (2005: 7) added that 15% of the authors contribute to the literature with 2 documents and 7% of the authors contribute to the literature with 3 documents. According to that law, 2033 authors (proportion of authors=0,872) contributed to the literature with 1 document. 209 authors

(proportion of authors=0,090) contributed to the literature with 2 documents. 48 authors (proportion of authors=0,021) contributed to the literature with 3 documents.

Figure 6. Author Productivity through Lotka's Law



Source: By authors

971

Findings about the documents - In Table 2, top 10 documents which attracted most were listed. The documents were listed according to total citations. It can be understood from the Table 2 that the document which attracted most in literature belongs to Connell (2006) titled as “Medical tourism: Sea, sun, sand and ... surgery” with 455 total citations. Papers from other disciplines take place in list as well which were shown in the Table 2.

Table 2. Top Cited Documents

Author, Year, Paper, Journal	Total Citations
Connell, J. (2006). Medical Tourism: Sea, Sun, Sand and Surgery. <i>Tourism Management</i> , 27(6), 1093-1100.	455
Ap, J., & Wong, K. K. F. (2001). Case study on tour guiding: professionalism, issues and problems. <i>Tourism Management</i> , 22(5), 551-563.	204
Prior, T., Giurco, D., Mudd, G. M., Mason, L., & Behrisch, J. (2012). Resource depletion, peak minerals and the implications for sustainable resource management. <i>Global Environmental Change</i> , 22(3), 577 - 587.	196
Kuo, H-I., Chen, C-C., Tseng, W-C., Ju, L-F., & Huang, B-W. (2008). Assessing impacts of SARS and Avian Flu on international tourism demand to Asia. <i>Tourism Management</i> , 29 (5), 917-928.	184

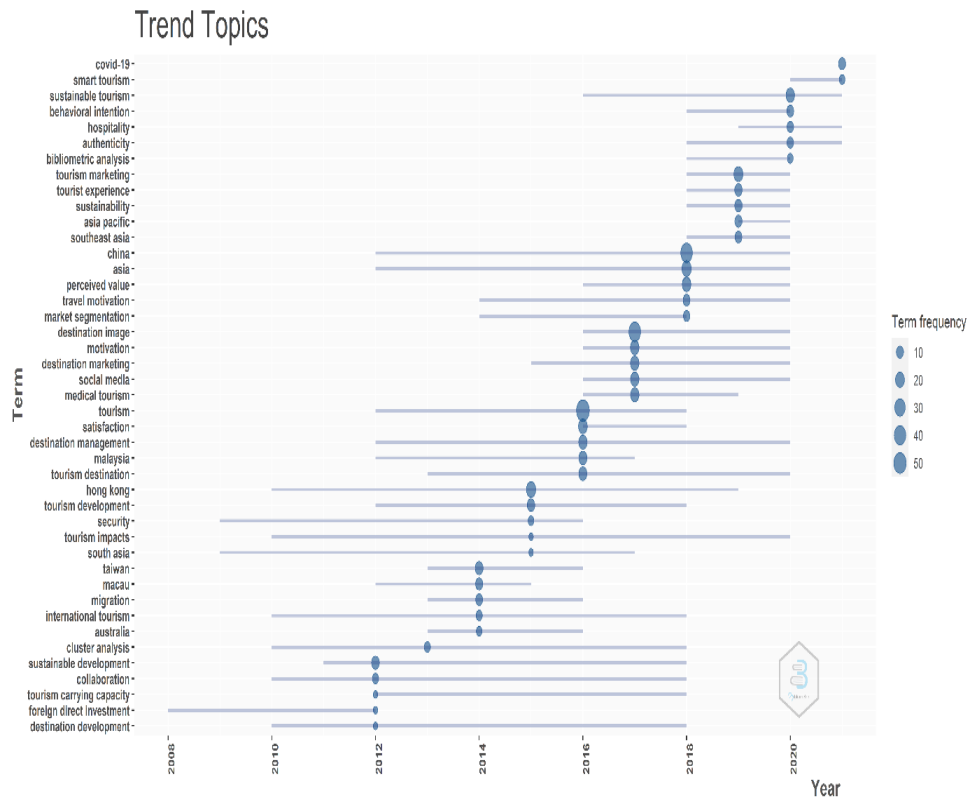
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Steffen R., Hill D. R., & DuPont, H. L. (2015). Traveler's Diarrhea: A Clinical Review. <i>JAMA</i> , 313(1), 71–80.	175
Huang, Y. C., Backman, K. F., Backman, S. J., & Chang, L. L. (2016). Exploring the Implications of Virtual Reality Technology in Tourism Marketing: An Integrated Research Framework. <i>International Journal of Tourism Research</i> , 18, 116– 128.	158
Nyaupane, G. P., Morais, D. B., & Dowler, L. (2006). The role of community involvement and number/type of visitors on tourism impacts: A controlled comparison of Annapurna, Nepal and Northwest Yunann, Nepal. <i>Tourism Management</i> , 27, 1373–1385.	155
Li, H., Ye, Q., & Law, R. (2013). Determinants of Customer Satisfaction in the Hotel Industry: An Application of Online Review Analysis, <i>Asia Pacific Journal of Tourism Research</i> , 18(7), 784-802.	144
Kinkel, S. (2012). Trends in production relocation and backshoring activities: Changing patterns in the course of the global economic crisis. <i>International Journal of Operations & Production Management</i> , 32(6), 696-720.	144
Kang, E. J., Scott, N., Lee, T. J., & Ballantyne, R. (2012). Benefits of visiting a 'dark tourism' site: The case of the Jeju April 3rd Peace Park, Korea. <i>Tourism Management</i> , 33(2), 257-265.	121

Source: By authors

Researchers can use trend themes analysis to see how keywords, titles, and abstracts have changed over time, which is the driving force behind the expansion of study in a particular field.

Figure 7. Trend Topics (Method Parameters: Author's Keywords)



Source: By authors

When the cumulative occurrences of the word growth are examined not surprisingly the terms tourism ranked 1st, China ranked 2nd, destination image ranked 3rd, Hong Kong ranked 4th, and Asia ranked 5th. The other terms were listed year by year in the Table 3 below.

Table 3. Word Dynamics (Parameters: Author's keywords, cumulative)

Year	Tourism	China	Destination Image	Hong Kong	Asia	Tourism Marketing	Satisfaction	Destination Marketing	Motivation	Destination Management
2021	55	41	38	22	20	20	18	17	17	16
2020	49	36	32	20	17	17	16	16	13	15
2019	44	27	28	19	14	12	15	12	12	11
2018	42	23	25	16	13	6	14	12	11	9
2017	35	20	22	14	10	4	12	9	9	9
2016	32	15	16	13	9	3	9	8	5	8
2015	25	15	9	12	9	2	4	6	3	7
2014	22	14	6	9	7	2	3	4	2	6
2013	19	14	5	7	7	2	3	4	2	5
2012	16	11	2	7	7	2	3	2	2	5
2011	12	6	2	7	5	2	1	2	2	2
2010	11	6	1	7	5	2	1	1	2	1
2009	9	4	1	5	4	2	1	1	1	1
2008	7	2	1	5	2	0	0	1	0	1
2007	5	2	0	5	2	0	0	1	0	1
2006	4	1	0	5	1	0	0	1	0	1
2005	3	1	0	5	0	0	0	0	0	0
2004	1	1	0	5	0	0	0	0	0	0
2003	1	1	0	4	0	0	0	0	0	0
2002	0	0	0	4	0	0	0	0	0	0

Source: By authors

Not only scholars do not work in isolation, but also countries and institutions collaborate to close the gaps in the literature in the global world. Country Collaboration Rate is calculated as the ratio between multiple countries publications (MCP) and the total number of authors (TP) (Aria *et al.*, 2020b). In the Figure 8, the details about the international collaboration of countries were provided. Clusters in Figure 8 were represented with colors. From the Figure 8, it is possible to conclude that China was the most collaborative country. Figure 8 shows that "Australia" in the red zone (Cluster 1), "Korea" in the blue zone (Cluster 2), "China" in the green zone (Cluster 3), and "New Zealand" in the purple zone (Cluster 4) come to the fore in the context of the collaboration of countries. This also proves the Country Scientific Production, where China ranked 1st (f=730) in the Table 4.

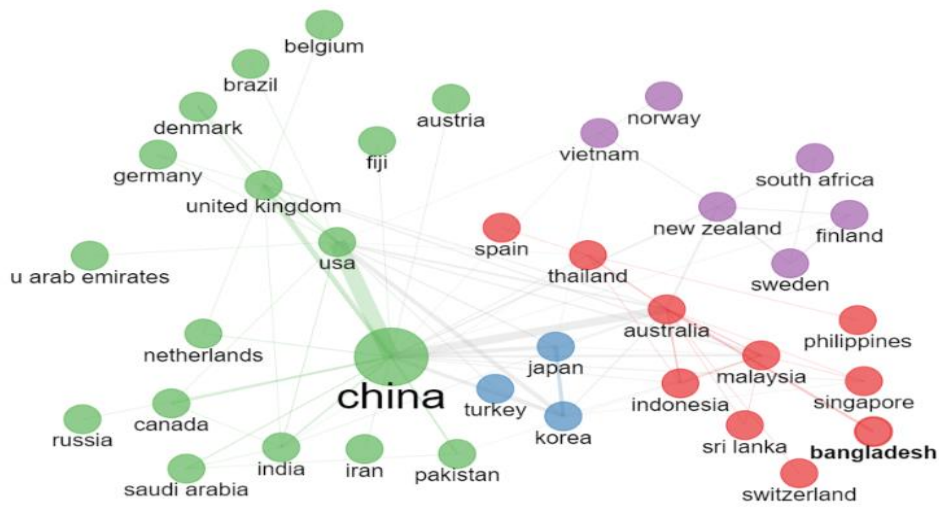
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Table 4. Country Scientific Production

Region	Freq
China	730
USA	224
Australia	137
South Korea	109
Malaysia	106

Source: By authors

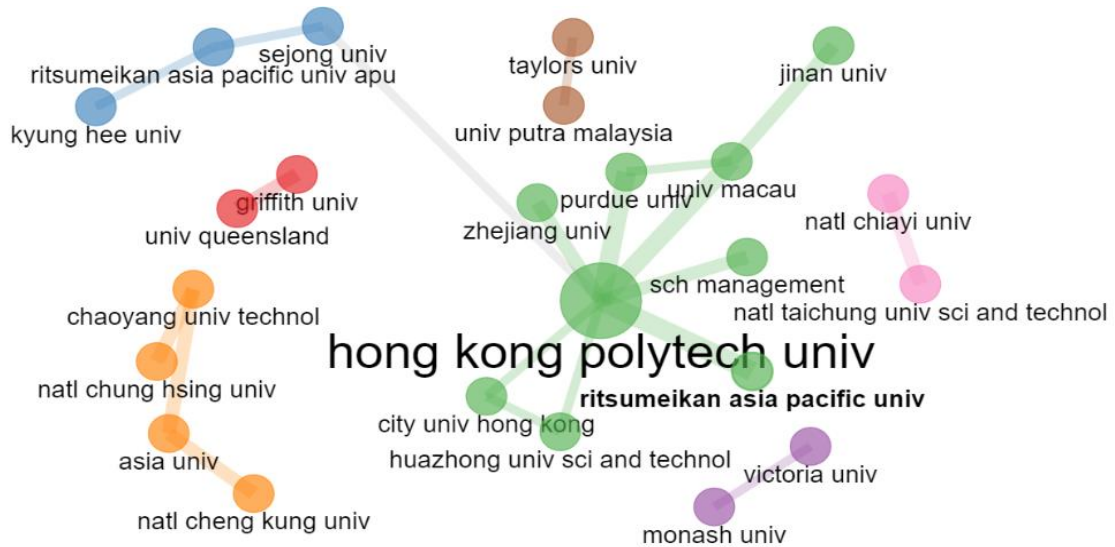
Figure 8. Collaboration Network (Countries)



Source: By authors

As the collaboration network for universities were investigated, university x university adjacency matrix determined for co-publication frequency was used in this analysis (Atabay & Güzeller, 2021). It can be seen that China is the most collaborative country and Chinese universities are the most collaborative institutions. In the Figure 9, the details about the international collaboration of institutions and countries - were provided. Clusters in Figure 9 were represented with colors. From the Figure 9, it is possible to conclude that Chinese universities was the most collaborative institutions, too. Figure 8 shows that Sejong University in the blue zone (Cluster 2), Hong Kong Polytech in the green zone (Cluster 3), and Chaoyang University Technology in the orange zone (Cluster 5) come to the fore in the context of the collaboration of countries.

Figure 9. Collaboration Network (Institutions)



Source: By authors

CONCLUSION, DISCUSSION, FUTHER RESEARCH AND LIMITATIONS

The 973 publications in this study were analyzed with R package Bibliometrix. During the analysis, descriptive information, annual scientific production, Bradford's law, Lodka's Law, top cited documents, trend topics, word dynamics, country scientific production, collaboration of institutions and countries were applied within the scope of scientometric. The aim of this study is to close the gap in the literature by using bibliometrics.

Based on the analysis approach, four basic results are drawn. First, 973 documents were found in 404 different sources with the contribution of 2332 authors. Annual growth rate was found as 2.93%. Most of the documents were published in 2016. Second, Asia Pacific Journal of Tourism Research is the most important journal for the articles about <destination management> and <Asia>. "Medical tourism: Sea, sun, sand and ... surgery" is the most influential document. Third, "Covid-19" was the most trend topic in 2021. Tourism, China, Destination image, Hong Kong, and Asia were listed in the first five ranks in the word dynamics category. Fourth, China was scientifically the most productive country. Also, China was the most collaborative country and Chinese universities are the most collaborative institutions depending on the results.

The fact that China is both the world's largest source market and a popular tourism destination supports the geographic focus on China in current Asian tourism literature (Unwto, 2017). On the other hand, other Asian nations in the area differ significantly from China and well-known Western tourist sites, providing potential for theory development and information sharing. India and Thailand are two of the instances, both of which represent a sizable tourism sector while contrasting significantly in history, culture, political, and religion status. However, review of the literature indicated that these two countries receive significantly less attention than they deserve. A better knowledge of Asian hosts' cultural values and impressions of other Asian tourists would help Asian destination planners, managers, and marketers make more informed and appropriate decisions (Wang et al., 2018).

From the standpoint of destination management, managers must comprehend 'the complexity between the several basic components of smartness and how they are interconnected'. 'What business models can and should be employed in this setting remains a mystery?'. Similarly, managers can use the notion of smart tourist destinations to analyze management scenarios. According to a resource-based approach, a destination is made up of a variety of resources, including territorial (natural, historical-artistic, cultural, and artificial), supply chain core competences skills, systemic activity vision, coordination and networking competencies (including any pivotal subject on the territory), and supply chain core competences skills (Della Corte et al., 2021). In the context of a tourist destination, capabilities refer to the government's ability to manage and organize these resources, as well as its ability to respond to market changes and make the destination competitive in comparison to others (Della Corte, 2020).

The Stakeholder Theory, which has been used in research in this field of investigation, makes another major theoretical addition to a better understanding of destination management in tourism in Asia. Stakeholders were described by Yuksel, Bramwell & Yuksel (1999) as central and local government officials, managers of local hotels or pensions, adjacent citizens, and other important institutions. For the tourism industry to focus on the destination's competitive advantage and generate a win-win situation for all stakeholders, a macro business perspective is essential. Given the importance that individual firms place on their own interests, managerial responsibility must fall on the shoulders of organizations that can represent all of the destination's stakeholders. Also, it is understood from this study that, it is possible to increase the number of the stakeholders and add them to the original theory.

As stakeholders' theory means relationship of the organization with other groups and individuals such as employees, customers, suppliers so forth (Freeman, 2010), within the scope of the bibliometric studies, stakeholders are the individuals such as academics, researchers, and so on who contributes to the data about <destination management> and <Asia>. So, academics play a crucial role in the development of tourism as a discipline. This crucial role has been implemented with the stakeholder's theory in this study. At this point, authors, whom are academics and acted as tourism planners have used those three elements which are articles, journals and data in this study, according to the modified Stakeholders Theory. As a result, 5 more elements which are academics, researchers, articles, journals, and data were added to the original theory according to the concept and findings of this study. This modification of the theory is hoped to fill a gap in the literature.

The destination management strategies are influenced by the specific characteristics [regional, political, corporate climate, etc.] of each destination. Previous research has identified and stressed the importance of destination management organizations in destination management (Dwyer & Kim, 2003; Bregoli & Del Chiappa, 2013). New technical developments, such as the 'sharing' economy, have the potential to revolutionize the industry dramatically. The future of tourism in Asia is bright in terms of visitor numbers and income; yet, there are variances within the region, since visitors' socioeconomic, demographic, and psychological profiles have evolved over time, there appears to be a gap in comprehending their aspirations and ambitions. Attracting people to the industry is another difficult task. Hospitality and tourism may be unable to maintain their expansion, if they are unable to compete for human resources with other businesses. Besides, de Ávila (2021) suggested that relationships can also be narrowed, provoking a reflection on new expectations and new experiences with a hospitable and loving perspective that engages local residents and tourists in city life.

Overall, after reviewing the literature on destination management, this study can contribute a few points to that, particularly in terms of destination management planning. In this context, the findings are consistent with past research and, in general, provide crucial information about how destination management should or should not be done. As a result, from a theoretical standpoint, the current study has made numerous additions to the literature. The most important contributions are the elements added to the Stakeholders Theory. A new and modified Stakeholders Theory was claimed in this study. However, more empirical studies are

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needed about those elements added by the authors of this study for further researchs within the scope of the Stakeholders Theory.

Like all studies, this one has its own set of limitations. To begin with, the paper's sample consisted solely of papers that were indexed in the WOS database. Other databases, such as Scopus and others, should be used in future study because it is likely that new studies about <destination management> and <Asia> will be published in other databases.

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