

# Literary Tourism: A Critical Literature Review

Shu Juan Wan<sup>1</sup>, Jian Ming Luo<sup>2</sup>, Hong Chen<sup>3</sup>

<sup>1</sup>International School of Tourism and Management, City University of Macau, Macau, China

<sup>2</sup>School of Liberal Arts, Macau University of Science and Technology, Macau, China

<sup>3</sup>Corresponding Author,\* Institute of Portuguese-speaking Countries, City University of Macau, Macau, China

**E-mail:** T23092100310@cityu.edu.mo ORCID: 0000-0002-3931-3533

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## Abstract

After years of development, literary tourism has garnered significant attention from academia. This study adopts an interdisciplinary approach and a mixed review method, selecting 116 journal articles as the sample for review. By utilizing the bibliometric tool VOSviewer 1.6.20 software to conduct data and visual analysis on 112 articles, this study finds that: (1) Most papers employ qualitative research methods, with mixed and quantitative research methods being less frequently used. (2) Consistency theory is the most commonly used theory in the papers, followed by quasi-interaction theory. (3) The topics mainly fall into seven categories, with the hot topics being digital media, artificial intelligence, human geography, and literary trajectories.

**Keywords:** Literary Tourism; Bibliometric review; Mixed review; Systematic literature review; VOSviewer

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## 1. Introduction

The history of literary tourism can be traced back to the 17th century (Hebert, 1996); however, research on topics related to literary tourism, involving concepts, authenticity and cultural value relationships, began to appear in the 1990s (Añel et al., 2018). Literature has influenced travel patterns as early as Goethe's time (Uccella; 2008–2009). Arcos-Pumarola et al. (2020) pointed out that literary tourism research began in the 1980s, and its significance has gained prominence in the past decade. Thus, literary tourism has become a current trend. Since the emergence of tourism, the research on literary tourism has been relatively conservative and has a certain research foundation (Arcos-Pumarola et al., 2020). Literature has become a mainstay in attracting tourists to certain destinations (Otay Demir et al., 2022).

Arcos-Pumarola et al. (2020) conducted 88 systematic reviews from 1983 to 2019. They analysed four research main lines: tourism experience, tourism management, landscape and image and motivation. Çevik (2020) reviewed 132 journal documents from 1997 to 2016 and synthesised academic research results. The research flaws, scope and themes of literary tourism fields with high research potential were identified. Xue et al. (2023) used bibliometric analysis (CiteSpace) and content analysis methods to review 1,739 documents from 2003 to 2022. They showed that the academic community attaches great importance to this research category and that related research has a strong visual orientation towards international hot spots. This field

has many research results, but an organised, comprehensive bibliography review remains lacking (Xue et al., 2023).

The above discussion indicates that these important factors contribute to the need for and urgency of a comprehensive literature review. The present study aims to (1) overview, analyse, complement and expand the current trends in research findings and (2) clarify the dynamics of this academic field and trends to predict and discuss future research goals. In addition, future trends, theoretical contributions and practical implications of research in this subject area were proposed. A comprehensive discussion of the findings and limitations of relevant reviews in terms of practical contributions motivates literary tourism managers to optimise marketing and management strategies. The research framework by Hoang et al. (2023) was adopted. The following three research questions were proposed using the previous research methodology (Çevik, 2020; Xue et al., 2023):

RQ1: What are the overall trends in literary tourism scholarship in the hospitality tourism sector?

RQ2: What is the co-citation status presented by the top academic journals and authors in literary tourism research?

RQ3: What are the popular co-occurrence keyword trends and the hot thematic research areas in literary tourism research?

## 2. Retrospect

### 2.1 Definition

Literary tourism covers visits to places that are somehow associated with the writer (his birthplace, cemetery, place of residence) or activities related to the spectacle or context of the literary work (Hoppen et al., 2014, p. 37). And the scenic spots or destinations related to literary figures described in literary works are also considered a type of tourism' (Squire, 1994). The concept of literary tourism has been defined differently in different academic studies. Thus, this study summarises the relevant definitions, as detailed in Table 1.

This study summarised nearly 34 documents and defined the concept of literary tourism. The process mainly adopted the definition by Fawcett and Cormack (2001) and others.

**Table 1:** Conceptualisation of Literary tourism.

Scholar/Era	Definition
Johnson (1986)	A form of cultural communication in which visitors convey a range of cultural meanings and values through the interpretation and experience of literary sites.

Butler (1986)	'A certain type of tourism, whose interest in literature is a key desire for guests to set locations.'
Hewison (1987)	An important part of the so-called heritage industry, i.e. traveling to places associated with books or authors.
Ousby (1990)	See the status of the theme play and consider the many churches with the graves of famous writers to be tourist destinations.
MacCannell (1992) ; Urry, John (1990)	The niche tourism style tooted in the locations and events in novels believes that all tourism is a kind of literary understanding, with the consideration of the implicit culture and current information of the tourist destination in the novel.
Shelagh (1994)	A way of organising reading literary works by combining the locations and scenes described within opus with reality, with urbanisation as a visiting base.
Squire (1991,1993,1994)	Travel to research sites related to novelists and books. The subsequent redefinition emphasises the bidirectional communication of literature websites and the fact that they serve as ideal tools for disseminating past and contemporary ideas, practices, beliefs and traditions.
Herbert (1995, p. 33)	From a tourism perspective, literary tourism usually involves observing places that relate to a writer's actual lifestyle and those that provide the setting for his or her novels.
Fawcett and Cormack (2001); Herbert (2001); Tetley and Bramwell (2002)	Tourist inspiration comes from the creator or literary manuscript imagination, which may be autobiographical or imaginative. It is often created by society as tourists explore the author's hometown and entombment ground whilst searching for literary scenes and scenic spots that specifically convey literary themes.
Busby and Klug (2001, p.316)	As an individual of media-related tourism, it is defined as a trip to famous attractions related to books, writers, television programs and movies.
Robinson and Andresen (2002)	The origins, residences, cemeteries of novelists and the locations depicted in fabricated, nonvirtual texts, including celebratory works and the writer's hometown, are known as knowledge attractions. They all develop literary tourism.

Scholar/Era	Definition
Herbert (1995b,2001); Smith (2003)	The domain feature covers the connection between the real scene of the amusement park and the imagined space and the contact built between writers, content and tourists by literature type.

Watson (2009)	It is an action of accessing locations associated with writers and creations.
Dallen (2011)	Literary tourism usually refers to attractions related to the scenes of writers or characters in novels, short fiction, dramas, Children's folk songs and media scripts.
Connell (2012)	Individual cultural tourism models are concerned with the author's life. They also focus on fictional locations and events, including tracking the routes of imagined characters in the book, watching specific locations stated in the story or going to the author's favourite places.
Squidoo (2012)	A series from art knowledge travel to termination association incidents or fabricated features within a book. It includes visits to places related to the author's life.
Carson et al. (2013)	A certain cultural way of playing, paying close attention to places closely related to literary figures, man of letters or manuscripts.
Bell et al. (2014)	We aim to enhance the achievements and values of national cultural heritage by utilising the objects of 'cultural and economic influence' and 'literacy relations'.
Hoppen and Brown and Fyall (2014)	As a branch of civilisation and bequest tourism, it comprises sites related to literary creators, liber and allusions, literature festivals, innovative art and media production.
Brown et al. (2015)	A series of activities aimed at popularising literature and other art forms by linking them through a combination of presentation and discourse.
Jiang et al. (2016)	Experiential activities that combine literary works with tourism activities aim to deepen readers' understanding and appreciation of literary works by visiting and exploring locations related to literary works, thereby providing insights into the backgrounds and storylines of the literary works.
Baraw and Citation (2017, p.79)	Be audience reach a scene they have read,they cognition it by comparing the eyes of the person in literature in the script to the emotional state of the core personage.
Carson and Hawkes and Gislason and Cantrell (2017)	Consider cultural tourism as a subset involving the intersection of cultural heritage and popular culture.
MacLeod et al. (2018)	An experience that combines travel to read and travel to gain insight into authors and works.
Jiang et al. (2019)	Tourists can visit sites from literary masterpieces, birthplaces and former homes of famous writers and poets.
Escherevik (2020)	Contains book allocation, author's address,literary festival, library and reading club schedule.
Ingram et al. (2021)	Indicates that tourists choose destinations because of their love for literary works and authors, and make emotional connections to literary works and places.
Ju et al. (2021)	Associate specific places with specific literary works. Their literary works are presented as reflecting the cultural values or attitudinal cultural assets of a particular place.
Jiang et al. (2022)	As much about the shaping of space by capital and power as it is about its transformation through aesthetics.

Scholar/Era	Definition
Anderson and Smith (2022)	A way to get a full picture of the real or imagined places of literature.

Ommundsen  
(2022)

Opportunities to visit birthplaces, cemeteries, homes, estates, and tours of places  
where memorabilia and relics of literary figures are housed".

## ***2.2 Overview of Published Research Content***

This study analyzed 34 research papers and found that 29 utilized qualitative case studies and ethnographic methods, 2 employed a combination of qualitative and quantitative research, and 3 adopted mixed research methods. They include the top five authors of the most influential article (e.g., Banyai et al., 2010; Hoppen et al., 2014; O'Connor et al., 2014; Yu et al., 2016; Brown et al., 2016). These studies were analysed and summarised as shown in Table 2 by reviewing and summarizing the current research status, it found that the literature on literary tourism covers a wide range of topics, which can be specifically classified into seven themes:

(1) Cultural Geography and Tourism: Research on this theme analyzed the factors influencing the cultural significance and social value of literary works on tourist destinations. Squire (1992) established the foundational work in the field, highlighting the intersection of cultural geography, tourism, and society through the lens of Beatrix Potter's work. Building on this, Squire (1994) further explored the cultural significance and value of tourists visiting tourist destinations, as well as the reshaping power of cultural heritage on destinations. Through inductive text analysis and reinterpretation, Squire (1996) expanded on these ideas, elucidating the ways in which cultural heritage influences both tourist experiences and destination identities. In addition, Jiang et al. (2016) explored the manifestation of literary tourism in geographical consumption through observation and in-depth interviews, while Yu et al. (2018) proposed a conceptual framework for moral scrutiny of literary tourism through participatory observation, literature research, and semi-structured interviews.

(2) Cultural Heritage and Sustainable Tourism: This mainly elaborates on how literary tourism promotes the protection of cultural heritage and the progress of sustainable tourism. Squire (1996) suggested that cultural heritage reinterprets destinations and aligns with sustainable tourism development. Herbert (1996) discussed the cultural significance and tourism of small towns in 19th century France, while Yiannakis et al. (2012) combined literature research and Delphi method to study literary tourism in rural Western Australia and the enhancement of overall tourism experience. Wang et al. (2017) conducted a survey on the tourist satisfaction and new attraction of the former residences of Lu Xun and Lin Yutang, bridging real and fictional worlds.

(3) Literary Tourism and Destination Imagery: This kind of research focuses on how to shape the destination image and tourists' perception around literary tourism. Earl (2008) studied the cultural display of tourist destinations, Reijnders (2010) explored movie detective tourist destinations and tourists' imagination of destinations, and Anderson (2022) investigated the innovative role of literary tourism in creating literary geographic spaces. Banyai et al. (2010) focused specifically on the role of literature in shaping destination images, particularly in the context of Dracula tourism in Transylvania. They examined how Western tourists' perceptions are influenced by online blogs and the role of tour guides.

(4) Literary Tourism Typology and Marketing: This kind of theme is about different types of tourism and their application in tourism marketing. O'Connor et al. (2014) explored how stakeholders can use books and movies

to actively promote specific destinations and their tourism experiences (MacLeod, 2021). Hoppen et al. (2014) identified various forms of literary tourism and discussed the potential for using literary themes to brand and market destinations, connecting with tourists through literary characters. In addition, Macleod et al. (2015) studied the types and experiences of self-help literature trails in the UK.

(5) AI technology and Cross-Cultural tourism Interaction : This kind of research analyze how artificial intelligence technology can enhance cross-cultural tourism exchange and innovation in literary tourism experience. Cevik (2020) comprehensively explored the types and themes of literary tourism. Robertson et al. (2014) suggested that literary tourism can enhance cross-cultural competence and that AI technology may offer new opportunities for interaction between the public and literary figures.

(6) Self-Guided Literary Tourism Experiences: Research papers of this theme studied the characteristics of self-service literary tourism experience and the impact of tourist behavior. Maceleod et al. (2015) identified different types of literary tourism experiences in the UK, providing suggestions for designing effective literary trails that offer real, emotional, and spiritual experiences. Carson et al. (2013) studied the self-guided tourism trails in Brisbane and their ability to meet the emerging needs of tourists, Marques et al. (2013) explored the new literary tourism experience provided by non-profit organizations in northern Portugal, and Jiang et al. (2019) explored the literary tourism experience in Liangshan tourist area, the hometown of Water Margin. Yu Xiaojuan et al. (2023) investigated how reading can stimulate travel interest and motivation.

(7) Travel Trends and Literary Monuments: Research of this theme analyzed the trends of literary tourism and the impact of literary landmarks on tourism experience. Brown (2016) studied the motivation of tourists visiting the author's hometown cemetery, while Yu et al. (2016) discussed the richness of classical Chinese poetry in the Yangtze River gorge and surrounding areas on the tourism experience. Ingram et al. (2021) analyzed American tourists' visits to English literary monuments, revealing travel trends and preferences for independent and self-guided travel.

In summary, the review and analysis results have unveiled the complexity of assessing the outcomes of literary tourism through a singular benchmark or perspective. Transforming these outcomes necessitates a multifaceted approach, incorporating factors such as literary significance, geographical location, and destination appeal. Remarkably, in literary tourism research, various scales have been employed to evaluate visitor satisfaction and the authenticity of experiences. Notable studies include Banyai et al. (2010), who utilized bipolar scales, and Wang et al. (2017), who linked high satisfaction to authentic literary venues using a five-point Likert scale. Macleod et al. (2015) adopted a 0-5 numerical scale, while Ingram et al. (2021) used a five-point scale based on Preston and Colman (2002). Additionally, the audience-character interaction scale by Auter and Palmgreen (2000) was applied. Belarmino (2023) measured co-creation experience value using a scale developed by Busser and Shulga (2018). These studies reflect a continuous focus on assessing the multidimensional aspects of literary tourism experiences. Nevertheless, only five documents within the corpus employed relevant scales for measurement. This scarcity underscores the limited utilization of standardized measurement tools within the realm of literary tourism research. The analysis of 34 papers on literary tourism reveals a variety of theoretical frameworks employed by scholars. Key contributions include: Squire (1994) utilized interpretive, sociological, and humanistic theories. Marques et al. (2013) focused on stakeholder-related theory, while Carson et al. (2013) employed post-structuralist theory. Maceleod et al. (2015) applied

typological and experiential involvement theories. Yu et al. (2018) and Maceleod et al. (2018) drew on literary theory, whereas Yang et al. (2019) used embodied consumption theory. Canavan (2019) incorporated existential and literary theories, and Ingram et al. (2021) utilized linguistic theories. Anderson's (2020) study utilized sociological theory, while Otay and Demir (2022) applied sentiment analysis theory to literature research. Finally, Belarmino (2023) utilized quasi-social interaction and co-creation theories. This highlights the multifaceted nature of literary tourism research.

**Table 2. Overview of Literature Review.**

Authors	Measure	Contexts	outcomes
Squire (1992)	/	Beatrix Potter, English children's Writer, 1991.	Three key themes, cultural geography, elucidate the relevance of tourism, mainstream culture and society.
Squire (1994)	/	Beatrix Potter, British children's author, 1990.	Civilisation meanings and values.
Squire (1996)	/	In 1908, tourism industry in Prince Edward Island, Canada.	Cultural heritage has reshaped tourist destinations and the connections between the 'real' and fictional worlds.
Herbert (1996)	/	France: three small towns, 19th century. Proust works.	The mode of promotion influences visitor perception and expectations.
Herbert (2001)	/	Former residences of two literary figures, 1993 and 1994.	Behaviour characteristics and preferences focus on different types of travel experiences.
Earl (2008)	/	Literary places: the key Arthurian tourist sites (Tintagel and Cadbury castles)	Tourists' perception of the cultural value of the tourist destination and their poor families affect their experience.
Reijnders (2010)	/	Three literary works and literary places: Oxford.	Media narrative and the real world distinctively highlight the 'physical' character of the tourists' performances.
Banyai, et al. (2010)	Two bipolar scales developed by Canton and Santos (2008)	Novel written in the 19th century and Bram Stoker's novel.	Role-playing portrays destination images in Internet blogs related to Dracula tourism.
Yiannakis, and others (2012)	/	Literary tourism in rural Western Australia and cultural tourism activities.	Developing literary tourism can enhance the overall experience.
Carson, et al. (2013)	/	Domestic visitors in Brisbane and the State Library of Queensland;	Artistic trajectory, out-of-town tourism action, sustainability development means and satisfying desires.
Marques et al. (2013)	/	Case: a public welfare community headquartered in northern Portugal.	The priorities of institutions are defined; sustainable development and entrepreneurial integration are defined.
Hoppen et al. (2014)	/	UK: literary tourism sites and Thomas Hardy's cottage in Upper Bockhampton.	Various forms of literary tourism and destination marketing in the market.
Authors	Measure	Contexts	outcomes

O'Connor et al. (2014)	/	Literary places: Ireland and Indonesia, particularly Bali).	How stakeholders in literary tourism employ books and movies is investigated.
MacLeod et al. (2015)	numerical scale (0-5)	Self-guided literary trails in the UK and England and five identity groups.	Three types were found, and effective literary trajectory experience types were proposed.
Robertson et al. (2014)	/	Shanghai, China (2010) , Melbourne,Australia (21st century).	Traditional literary energy , between the public and author; artificial intelligence technology, literary festival consumption trends .
Brown (2016)	/	Tourists sightsee the tombs of Simone de Beauvoir.	Regarding research on secular pilgrimage, and unveil the four motivations .
Yu and others (2016)	/	China:Three Gorges and two of China's grandeur bard of the Tang dynasty.(701-770 A.D)	Time dimension enriches cultural experience. themes of gaze at the two dimensions of space and time.
Jiang and others (2016)	/	Sanmao Tea House , Liber,covering the old town of Zhouzhuang.	Geographical consumption is mainly embodied in three aspects: text, reality and imagination.
Wang and others (2017)	A five-point Likert scale	The former residence of Lu Xun from austral Sino- and the former Residence of LYT,and literary works.	High tourist satisfaction;Literary venues are attractive; The authenticity dimension is the most important;
Yu and others (2018)	/	Yueyang City,China (1880,1980), and FAN Zhongyan prose at Yueyang Tower.	The theoretical structure of the morality perspective and the attractiveness of a destination are proposed.
MacLeod And others (2018)	/	Seven Western Literary Venues and five Authors' works .	The interdependence of texts and reverie gives play to feelings and memories.
Jiang and others (2019)	/	Origin of the celebrated tale of Outlaws of the Marsh in Chinese traditional collection of poems (960–1279).	The essential dimensions of objective reality consume in literary tourism destinations include perceive,imaginary,comprehension, and feeling.
Canavan (2019)	/	19th century French fiction writer Guy De Maupassant.	The existentialism concept shapes the tourism experience.
Çevik (2020)	/	132 articles over the 1997–2016 period	This study investigated eight literary tourism types and methods, and nine literary tourism themes were summarised.
MacLeod (2021)	/	Four noted literary masters of England and America.	The concept of a genius track is an effective way to evaluate literary sites and the writers' house experiences.
Ingram and others (2021)	Five-point scale measurements developed by Preston and Colman (2000).	US tourists visiting historic sites from the English literature.	Travel tendencies, particles (Independent travel and self-help travel).



Authors	Measure	Contexts	outcomes
Anderson (2022)	/	English novels set in Wales.	Experience creates a new literary geographical space by integrating the social and spatial identity of visitors.
Otay Demir and others (2022)	/	Tourist destinations branding in contemporary Istanbul.	Computational literature techniques effectively explain specific experiences and enhance destination appeal.
Asadi et al . (2022)	/	Areas in Iran, including Tombs of Saadi Shirazi and Hafez-e Shirazi (The 13th century AD and the 14th century AD).	The unusual ‘measures’ of the original development of Iranian literary tourism and the efficient planning and implementation technique were identified.
Yu,Xiaojuan, and others (2023)	/	Two-class (freshmen) summit; 10 academies in Sino.	Literary reading induces travel behaviour and stimulates travel interest and motivation.
Jiang et al . (2023)	/	Chinese literary writer Mo Yan’s former residence.	The most prominent attribute of spatial form comprises the creative, the manuscript and the hometown, which is the spatiotemporal exposition of ‘household’ thinking.
Belarmino (2023)	Auter and Palmgreen (2000) designed an audience character collaboration scale. The measure was formulated by Busser/Shulga (2018).	US excursionists: professional fans and populace.	The antecedents of the quasi-social interaction principle have a prominent influence on the general public, and the precursor of collaboration creating logic has a remarkable impact on member associations.
Xuemei, and others (2023)	/	In the ScienceNet.cn data library (from 2003 to 2022).	The current situation of literary tourism research is described from multiple perspectives.
Solaklis and others (2023)	/	Crime story (creator, issuer and proxy)	Literary tourism stakeholders; opportunities and possibilities; crime fiction literary tourism.

(Source: Author's summary of literature review)

### 3. Method

Adopting a mixed-method literature review approach has become a common practice amongst researchers in tourism and hotel studies (Li et al., 2023; Khoo-Lattimore et al., 2019; Yang et al., 2017). This approach is also widely applied in economics and business (Rousseau & Rousseau, 2021). Therefore, the analysis by publication journal, co-citations analysis (Journals, articles and author) and co-occurrence analysis (keywords) through bibliometric and systematic literature review can show the evolution of co-occurring keywords and the degree of hotspot transformation (Zhang et al., 2022) to grasp the academic construction and exploration inclination of this category (Van et al., 2010; Chen, 2004). This study conducted a comprehensive and conceptual mixed review through a systematic literature review (Paul & Criado, 2020).

#### 3.1 Systematic Review Process

This study followed the industry-standard five-step phase for conducting review studies, drawing on recent systematic literature reviews in travel and hotel essays as references (Analogy, Hoang et al., 2021; Le et al., 2019).

### ***3.1.1 Data Sources***

Waltman (2016) focused on the most popular multidisciplinary databases: WOS and Scopus. These data libraries show the writers, states, affiliations, core words and articles from every published paper citation (Zhang et al., 2022). This information meets the needs of the data analysis necessary for this study.

### ***3.1.2 Start***

The search scope in the WOS database includes the articles searched from 2005 to 2023. In the Scopus database, the search scope encompasses the articles retrieved from 1991 to 2004. The selected list of literature is limited to journals.

### ***3.1.3 Identification***

For the search of keywords, this study selected ‘literary tourism’ (Xue et al., 2023). Single quotation marks were used to avoid potential results that included individual words. Arcos-Pumarola et al. (2020) proposed using terms with high frequency. The initial search yielded 135 articles.

### ***3.1.4 Screening***

After eliminating duplicates and applying other transparent inclusion and exclusion criteria, used a quick filter to exclude review articles, books, conference papers, reviews, comments, records and other types of literature. Literature titles, abstracts, and keywords were extracted (Xue et al., 2023; Hoang et al., 2023). A total of 115 articles were retained from the WOS collection.

### ***3.1.5 Eligibility***

Following indibara et al. (2023) assessed 115 papers on literary tourism based on bibliometrics. A comprehensive literature retrospect was also performed. The research must explore the literary tourism field within the tourism industry (Hoang et al., 2023).

### ***3.1.6 Consequent***

After evaluation, three documents were removed from the WOS database. Finally, 112 documents from the WOS database were retained in the final sample. Four documents from the **Scopus** database eligible for analysis were also included (Figure 1).

## **4. BIBLIOMETRIC REVIEW FINDINGS**

Running VOSviewer version 1.6.20 software involves core steps summarised as follows: (1) leading into articles and data format; (2) obtaining the origin of restrictive language, such as authors, citations and

keywords; (3) extracting the minimal quantity, which is the limit value (Zhang et al., 2022). The study sample comprised 112 articles selected from the WOS database, with a retrieval period from 2005 to 2023.

#### ***4.1 Overall Structure of Literary Tourism***

##### ***4.1.1 Global Trends in Literary Tourism***

In view of RQ1, we followed the work of Xue et al. (2023). They divided the research related to literary tourism into three phases. Table 3 shows the exploratory phase (2005 to 2012), the rapid development phase (2013 to 2017) and the fluctuating growth phase (2018 to 2023). The number of literature publications from 2005 to 2012 was low. Given the limitations of the research methodology at this stage, academic discussions in the field were in the early exploratory phase (Xue et al., 2023). Academia in this domain entered a rapidly developing stage from 2013 to 2017, with globalisation driving rapid economic development in the background of tourism resorts and a completely new modality of tour. A prominent surge in the frequency of published articles was observed in 2016. These articles became necessary at a critical juncture of literary travel. From 2018 to the present, the number of literary works and the growth rate down. However, an increase occurred in 2021. Henceforth, the focus of academia has weakened, and the number of literary publications has been reduced.

##### ***4.1.2 Literary Tourism Publications by Field***

In view of RQ1, a few articles within the scope of exploration were expressed in managed periodicals (17.86%). However, more than half of the articles appear in the THLS journal (100%) and the field of environmental studies (8.9%). It elaborated that the academic core point of literary tourism has begun to cross disciplinary fields. The journal Hotel Leisure Sports Tourism holds the highest influence within this research field.

##### ***4.1.3 Literary Tour Distinguishes Affiliations by Field***

In consideration of RQ1, the selection of records in this field (departmental affiliations) was filtered on the based numerical value and percentage value. Selected the mechanism in which the maximum number of appearances is three. The affiliated research institutions with the highest total amount include Bournemouth University, Sun Yat-sen University and Algarve University. These institutions are ranked first. These three academic institutions have an important influence on literary tourism, and their publication of the same number of articles confirms their central leadership position in this field. The perspective of the issuing establishment must be obeyed. The issuing countries are the United Kingdom, China and Portugal.

#### ***4.2 Co-citation analysis***

##### ***4.2.1 Co-citation of the Cited Journals***

In conjunction with research question RQ2, after analyzing the co-citation of reference documents, the study focusing on the co-cited links of journals on literary tourism, with a threshold of 20 ( $n \geq 20$ ) in the VOS software co-citation count source selection system default.

Figure 1 shows six clusters. Red clusters include five projects, green clusters include three projects and blue and yellow clusters have two items each. The purple-blue group and the purple group comprise a single item. On the basis of the perspectives of (Suba , 2023), compiled the top five journals based on citation counts and total connection intensity. The periodical Annals of Tourism Research ranked first in citation count, presenting itself as a magazine with core influence in research in this field. It has a total connection strength of 2889. The journal Tourism Management followed, with a total connection strength of 2264. The following five journals are influential resources in this field: Annals of Tourism Research, the periodical of Tourism Management, the magazine of Destination Marketing and Management, the Journal of Tourism and Cultural Change and the European periodical of Tourism, Hospitality, and Recreation. The first three journals are all outstanding in the ISSN area. In brief, literary tourism research focuses on humanities and social science disciplines.

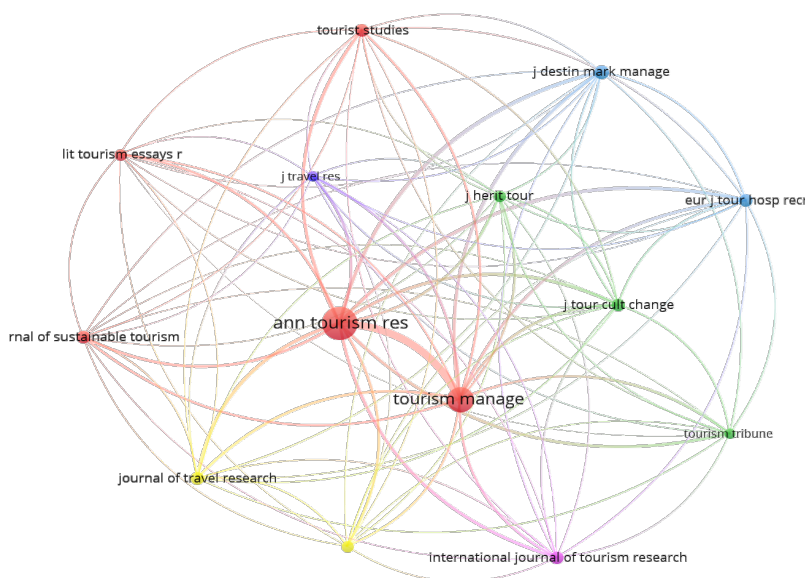


Figure 1 Citation analysis: Journal

(Source: Authors, based on WOS database; figure created using version 1.6.20 software)

(Note: Minimum number of citations of a cited reference: 15)

#### 4.2.2 Co-citation Analysis Articles

Considering RQ2, the minimal quantity of the cite threshold for a cited document is set to 15 ( $n \geq 15$ ) based on the criteria set by Mustafa et al. (2020). Figure 2 presents six categories of clusters, demonstrating a network of author relationships on similar study topics. The top four highly cited articles with a high total link strength are as follows:

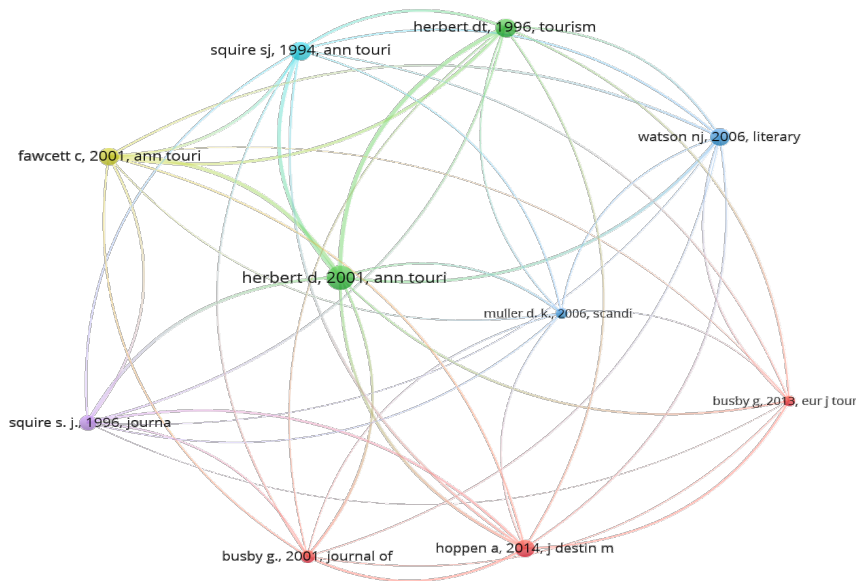
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Herbert (2001)—total link strength: 47; citations: 49 times; research title: ‘Literary Places, Tourism and the Heritage Experience’

Herbert (1996)—total link strength: 32; citations: 33 times; research title: ‘Literary Places as Tourist Destinations in France’

Squire(1994)—combined connection intensity: 31 times; citation count: approximately 33; research title: ‘The Cultural Value of Literary Tourism’

Faw(2001)—total link strength: 32; citations: 32 times; research title: ‘Protecting the Authenticity of Literary Tourist Attractions’



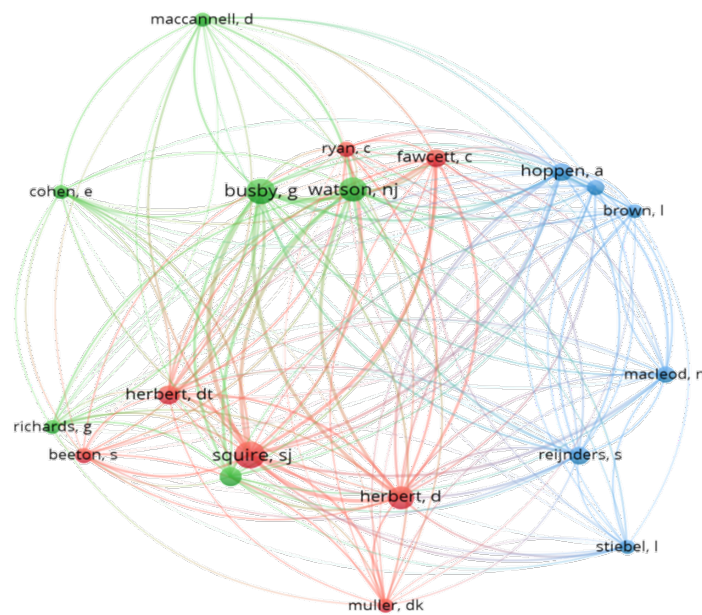
**Figure 2** Citation analysis: articles

(Source: Authors, based on WOS database; figure created using version 1.6.20 Software )

### 4.2.3 Co-citation Analysis Authors

In view of RQ2, summarised the bibliometric analyses (Halder et al., 2021; Lim et al., 2022; Donthu et al., 2021; Zhang et al., 2021). Co-citation elucidates how two authors co-referenced a single document (Goyal & Kumar & Rocha et al., 2020). The co-citation network in the VOS software has a threshold of 16 ( $n \geq 16$ ), as presented in Figure 3.

With 82 citations, Squire was positioned in the first cluster and emerged as the most cited amongst the 19 authors. This finding demonstrates Squire’s significant influence on scholarly identity. The second category of green clusters includes six items. The third category of blue clusters contains six items by scholars related to associative marketing. Macleod is at the top of the graph, indicating that this author has become a central linking point in the team of scholars in the field. Watson is associated with Fawcett. Brown is a prominent figure in the field, with significant productivity and a remarkable influence.



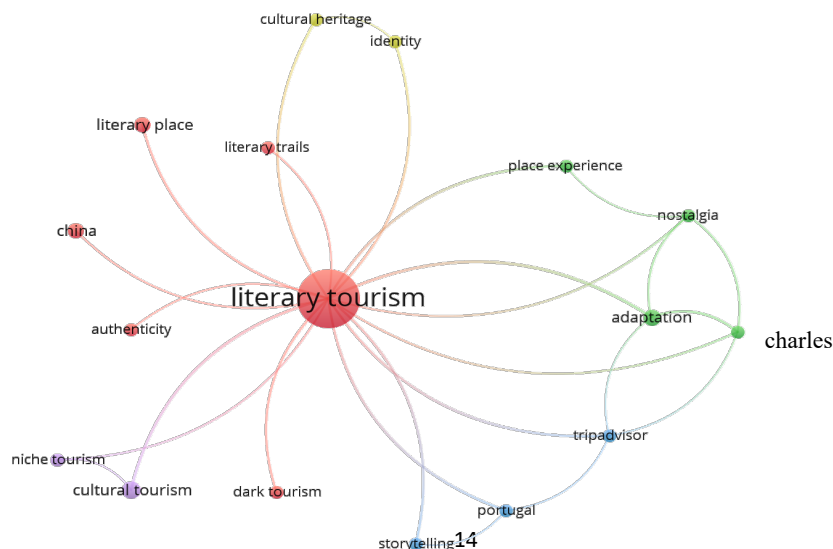
**Figure 3** Citation analysis:authors

(Source: Authors,based onWOS database; figure created using version 1.6.20 Software )

#### 4.3 Co-occurrence Analysis

In view of RQ3, scientific mapping (network analysis) was used in the study to test the co-occurrence of the authors' keywords. The main reference (Al Husaeni et al., 2023) constraints were set to three occurrences ( $n \geq 3$ ). The research findings obtained 17 items and five types of clusters. The core keyword is 'literary tourism ( $n = 74$ )' at the top. The total link strength is 75.9%. A network diagram of relationships resulting from the evolution of keyword hotspots in this research field was formed, as shown in Figure 4A.

The keywords include 'cultural tourism' ( $n = 6$ ), 'adaptation' ( $n = 5$ ) and 'nostalgia' ( $n = 3$ ). Recent research has focused on 'cultural tourism' and 'nostalgia'. 'Cultural tourism' appears in Brown and Lorraine's (2018) study. It is also a multi-production author. Wong et al. (2019) suggested that tourist attractions possess 18 indicators that elicit nostalgia and trigger revisit intentions, clarifying which types of cultural experiences trigger memories. Kim (2005) explained the relationship between nostalgia and heritage tourism.



**Figure 4A** Co-occurrence analysis:network map.

(Source: Authors,based on WOS database; figure created using version 1.6.20 Software)

#### 4.4 Research Topics Areas in Literary Tourism

RQ3 refers to the profiling of literary tourism study. The thematic category mainly depends on keywords. The frequency ranking of the 17 keywords utilised in the published literature is presented in Figures 4A and 4B. Figure 4B is a density plot. The light colour indicates that these words have appeared for a short period. These words also have a low frequency of citation. Finally, seven novel thematic keywords summarised. Three sets of research topic areas were also listed.

The first group of keywords, ‘authenticity’ and ‘dark tourism’, are prominent at the top of the Atlas, with an average publication year of 2012 and 2018. The second group includes two keywords: ‘storytelling’ and ‘Portugal’. The total number of studies on Portuguese keywords is 12 (2013 to 2023). The keyword ‘storytelling’ appears in four documents (2017 to 2023). The keyword ‘portugal’ appears in 12 documents (2013 to 2023). The third group keywords include ‘TripAdvisor’, ‘literary trails’ and ‘china’. These three keywords, which began to appear in 2020, are relatively novel thematic directions that deserve continued in-depth study by future scholars. The study has 14 publications on the keyword ‘China’ (2009 to 2023).

**Figure 4B** Co-occurrence analysis: density map

(Source: Authors, based on WOS database; figure created using version 1.6.20 Software)

## 5. Discussions

This article provides a systematic analysis and summary of 34 out of the 116 articles mentioned above, revealing the consistency of eight types of literary tourism overviews. Scholars who had cited various



conceptual definitions include Johnson (1986), Squire (1991, 1994, 1996) and Fawcett et al. (2001). This article summarizes seven research topic areas.

RQ1 asked about overall structural analysis shows that the peak period of literature publication occurred in 2016, and the number of publications rebounded in 2021. The journal *Hotel Leisure Sports Tourism* has published most of the literature on literary tourism research topics, demonstrating its significant influence. In terms of affiliation, Bournemouth University, Sun Ya sen University, and Algarve University have the highest total number of publications and dominate the core.

For RQ2, the bibliometric tool VOSview version 1.6.20 software was used. The citations and co-occurrences were analysed. The top five influential journals, the top four articles, authors with significant productivity and keyword hotspots with evolving relational network mapping in the field were summarised.

In view of RQ3, novel subject keywords in this research area were elaborate. The seven keywords accounted for the proportion of the total number of documents (70). The keywords 'authenticity' 'dark tourism' 'Portugal' 'TripAdvisor' 'literary trails' and 'China' accounted for 34%, 5.7%, 17.14%, 4.3%, 12.9% and 20%, respectively 'china' is in the second place. However, the attention for the keyword 'China' was high from 2019 on wards, appearing in most of literature. It has remained a hot topic of research until 2023. The keyword 'Portugal', as of 2023, was favored by scholars in this academic community due to its significant importance. 'Literary trails' ranks fourth, accounting for 12.9%. The keywords 'TripAdvisor' and 'dark tourism' appear relatively infrequently within 8 years of academic attention in the field. In 2023, relevant literature was published on the topic. This finding indicates the value of the topic for continued research.

Finally, we performed a mixed analysis to obtain an overview from two aspects: (1) The academic field of literary tourism indicates that the European region dominates the literature, with Middle England favour as a rallying point, followed by Spain. (2) Through research by analyzing the motivational factors of literary tourists, we can evaluate the connection between literary works and the author's hometown and destination and explore the potential for shaping literary tourism brand marketing. (3) This study highlights the significant role of AI technology in enhancing literary tourism experiences through cross-cultural interactions. By focusing on the popularity of Western literary figures in Asia, it bridges a gap in existing studies and offers a global perspective on literary tourism. Furthermore, the findings underscore how literature shapes travel patterns and boosts destination appeal, making the case for the integration of AI to expand audience reach and deepen engagement. (4) The results calculated by the VOSviewer version 1.6.20 software indicate that the three groups of research hotspots are highly sought after and recognised by the European academic community. In conclusion, this study not only contributes to the understanding of ethnic tourism but also highlights the potential of artificial intelligence to transform the literary tourism landscape.

## 6. Conclusion

This study has the following findings on literary tourism research: First, during the early stages (2005 to 2012), the phenomenon was mostly explored. Literary tourism and cultural heritage tourism are types of tourism. In the middle stage (2013 to 2017), the main focus was the cinema and literary tourism. The design from experiential genres of literary trajectories and the development of impacts and brand management are pertinent



to the structures and purposes of tourism. The later stages (2018 to 2023) centre on literary tourism stakeholders and destination marketing, indicates how the dynamics of literary tourism have generated a deeper understanding through the influence of various actors. In conclusion the findings proves that literary tourism involves a broad scope and needs to be evaluated based on multiple factors including literary significance, geographical background, and destination attractiveness. The above factors not only interact with each other but also provide key references for upcoming studies and real-world applications within this domain.

Secondly, this study was conducted using a mixed review methodology. The content analysis method was also used to review 34 documents published from 1992 to 2023 retrieved from Scoup and WOS databases (30 of them are included in 112 articles) to summarise the delimitation of the scope of the literary tourism point of view by relevant scholars during(1986-2023). The bibliometric tool VOSviewer version 1.6.20 software was used for co-citation analysis and co-occurring keywords of 112 journal articles (2005--2023) retrieved from the WOS database. This study summarizes several areas for future exploration, which may include conducting more longitudinal research and comparative analysis in different cultural contexts, along with investigating the role of digital media structure literary tourism experiences. In the meantime, there are also calls for additional studies regarding the actual impact of literary tourism, such as its potential impact on financial growth, preservation of social customs, and enhancing the sightseeing visit.

Once again, during the 19-year period outlined in this review, the growth of tourism research was elaborated by the Annals of Tourism Research and the periodical of Tourism Management. Moreover, tourism business development is already a worldwide occurrence that cannot be underestimated. The literature in this area focuses on 73 publications in environmental studies, hospitality, leisure, sports and tourism journals, accounting for 65.2% (WOS database, 2023). A total of 18 publications in literary theory journals follow with 16.1%. These two areas of journals cover 81.3% of the total published literature, occupying a position of supremacy in the field. This finding proves that the category of literary tourism studies integrates interdisciplinary fields, such as tourism studies and literary geography studies, as well as art, history and anthropology niche subfields, which will be the focus of the future development trend. In summary, This investigation delivers a detailed expound of literary tourism research, helping tourism managers improve destination marketing strategies and mechanisms, accurately utilize the power of literature to enhance tourism experiences, and contribute to sustainable tourism development. It not only summarizes existing research results, but also lays the foundation for future research, further integrating the constantly changing landscape from tourism and literature research, and addressing the gaps in previous research by building on existing research.

### **6.1 Theoretical implications**

Based on the tourism and hospitality industry, the five-step phase of review studies (Le et al., 2019; Hong et al., 2021) was applied to this research. Drawing on Hoang et al.'s (2023) research framework and previous research methods (Çevik, 2020; Xue et al., 2023), addressed the research gap and enriched the methodological innovation in the field. Moreover, the entire research idea and framework were analysed mainly with reference to Indibara et al.'s (2023) mixed review on consumer misanthropic literature using ADO-TCM architecture. Finally, the entire research integrated relevant research ideas from the fields of consumer research and tourism

geography. The results based on the integration of previous research results findings, which are rich and comprehensive, providing insights for future research and offering necessary guidance for subsequent research. In terms of research methodology and data collection, most of the studies in this field are qualitative case studies. The quantitative research approach was not frequently used. The data capture approach is highly popular but slightly innovative. With the foothold comparative analysis of the past literature review, this study applied bibliometric analysis to provide interesting insights into the research. Thus, this study reveals the evolutionary trends and prospects for advancement.

### ***6.2 Practical implications***

The study helped enhance industry operators ‘and policymakers’ comprehension of literary tourism. It also yielded numerous insights. The relationship mapping from its bibliometric analysis visualises the relevance of the research area, guides its reading of the relevant literature and fuels management decision-making. At the same time, it can also motivate literary tourism managers to optimize marketing and management strategies, leverage the power of literature to enhance tourist experiences, and contribute to sustainable tourism development.

### ***6.3 Limitations and Future research***

This study has some shortcomings. Firstly, the data analysis was divided into three parts. The data were gathered from the Scopus and WOS databases. The number of documents was insufficient. Secondly, the limitations of the databases may be involved in this study. When dealing with bibliographic material, Scopus and WOS use full counts. Thirdly, only 112 pieces of literature study in the WOS database were analysed using VOSviewer software. Thus, the understanding of the analysis results for the literature review in this field is limited. In addition, the keyword ‘literary tourism’ in this study is accurate in terms of the scope of the literature retrieved. However, the number of documents retrieved is limited compared with the number of documents retrieved by multiple keywords. As of December 2023, the sample characteristics of the total number of documents were insignificant. Despite these limitations, the findings still provide a comprehensive bibliometric review outlining the main research trends in literary tourism over the last 32 years.

In future research, It recommended that scholars in this field refer to the novel keywords proposed in previously published literature. For example, the keywords ‘spatial hinge’ ‘tourist guide’ ‘industrial tourism’ ‘symbiotic relationship of tourist forms’ ‘lifestyle entrepreneurship’ ‘sustainable development’ ‘creative tourism’ ‘niche tourism’ ‘writer’s house’ ‘genius loci’ ‘experiential design’ ‘typology’ ‘ethical gaze’, ‘Chinese culture’ ‘Confucianism’ ‘consummation’ ‘education’ ‘virtue’ ‘art’ ‘the concept of genius’ and ‘media tourism’ proposed by other scholars deserve to be given attention and applied widely within the category. Xue et al. (2023) suggested that future research must deepen the theoretical underpinnings and investigate the relevance of the literary tour and tourism industry, the composition pertaining to the tourist experience and the involvement mentality element. Significantly, in the review section of this article, seven themes were identified that deserve close attention. In addition, there is a need to strengthen the continuity of longitudinal research and track the evolution of tourism literature focusing on various time points and its

changing trends for green tourism. In addition, it is recommended to adopt an interdisciplinary approach and combine literary studies, tourism studies and other fields to conduct a more in-depth analysis of literary tourism.

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## **Declarations of interest:**

None.

## **Availability of data and material:**

References to the publicly available data are given in the paper.