

Malaysia's Tourism Destination Competitiveness: A Bibliometric Analysis

*Wu Tong, Shida Irwana Omar

Universiti Sains Malaysia, School of Housing, Building and Planning, Malaysia

Email: *wutong411@student.usm.my, irwanizar@usm.my

Corresponding Author: Wu Tong

Abstract: Over the past three decades, tourism has grown rapidly worldwide, gradually increasing the competition among tourism destinations. Coupled with the impact of COVID-19, Malaysia, as one of the countries in the Asia-Pacific region most affected by the epidemic, is in urgent need to adjust policies and measures to cope with fierce competition and quickly restore tourism. The aim of this article is thus to analyze the existing related research and to conclude the research trend and limitations. The articles collected from Scopus and Google Scholar were analyzed using a dual-software approach: Excel facilitated data organization, while VOSviewer enabled statistical and co-keyword analysis through its visualization capabilities. 33 articles meet the inclusion criteria used to conduct a bibliometric review of existing articles researched on the tourism destination competitiveness of Malaysia in the last decade, since 2012. The results show that previous studies focus on the destination competitiveness of rural tourism and eco-tourism, but few studies have focused on the comparison of tourism competition between Malaysia and other countries, which is insufficient in the comparison of international tourism competition. Furthermore, discussion and recommendations for future studies are made in the discussion and recommendations. This article, on the one hand, provides knowledge support for filling the gap in the literature review of the competitiveness of tourism destinations in Malaysia. On the other hand, it offers a practical background for helping the Malaysian government to adjust the implementation of policies and gain the advantages of tourism competition, to cope with the complexity and uncertainties in the future.

Keywords: *Malaysia, Tourism destination competitiveness, Bibliometric analysis*

1. Introduction and Background

Over the past three decades, tourism has grown rapidly worldwide, gradually increasing the competition among tourism destinations (Goffi, Cucculelli and Del Chiappa, 2023). Destination competitiveness has become a popular topic for research after the outbreak of COVID-19 (Aguiar-Barbosa, Chim-Miki and Kozak, 2020). Destination competitiveness constitutes a critical determinant of sustainable growth and economic vitality in tourism locales (Cronjé and du Plessis, 2020b). Competitiveness is still essential for a company to succeed, regardless of industry (Porter, 1980). Melville et al. (2014) echoed that this principle is applicable in the tourism industry especially for tourism destinations. Since the 1990s, competitiveness has been a central topic in tourism research (Pérez Romero et al., 2021).

Numerous scholars have conducted extensive research, ranging from definitions to theories and models, which has resulted in a series of remarkable findings and endeavors to place their countries at the forefront of the global tourism competition (Amanda de Paula Aguiar-Barbosa, 2022; Aguiar-Barbosa, Chim-Miki and Kozak, 2020b). In the context of the current tourism crisis and economic recovery, emphasizing the study of tourism destination competitiveness is crucial for Malaysia and the tourism industry. One of the key contributors to the expansion of Malaysia's economy is the tourism and hospitality industry (Balasubramanian and Hanafiah, 2022). In 2018, there were 25.8 million tourists in Malaysia, and the industry made up 13.3% of the country's GDP. The world's alarming coronavirus infection (COVID-19) outbreak has been particularly devastating to the tourism and hospitality sectors (Khan and Hashim, 2020). In 2020, the tourist sector will have lost \$2.7 trillion around the world. The Asia-Pacific area, with 63.4 million people unemployed, is the region most severely affected (Salinas Fernández et al., 2022). What is worse, one of the nations most impacted by the outbreak in the Asia-Pacific area was Malaysia, which saw 4.33 million foreign visitor arrivals in 2020—a decrease of 83.4% from 26 million in 2019 (Tourism Malaysia, 2021).

Considering the current tourism crisis and ensuing recovery, it is crucial to intensify research into tourism destination competitiveness. To achieve a speedy recovery of the tourism industry and meet the upcoming challenges, Malaysia must obtain a competitive advantage in the Southeast Asian tourism market. It is

important to note that competitiveness is the tourism crisis's antidote. The future of tourism is unknown, and the true long-term impact of the epidemic has yet to be assessed. We must target ongoing research on tourism destinations' competitiveness and comprehend the current state of existing research to generate valuable knowledge to drive reforms to strengthen and make the tourism industry more competitive (Lew, 2020; Sigala, 2020). Otherwise, tourism will experience a series of crises. In comparison to other nations, research on tourism competitiveness in Malaysia remains relatively fragmented. In the past, no articles have analyzed and summarized Malaysia's tourism competitiveness using bibliometric techniques. Then, it is impossible to determine which areas of research must be bolstered to inform the government's policy formulation, swiftly addressing the challenges posed by increased tourism competition. Therefore, this study's bibliometric compilation of the literature about Malaysia's tourism destination competitiveness from the past decade fills the knowledge gap and has a practical contribution to the tourism industry..

2. Literature Review

The term competitiveness derives from the Latin word "competer" and refers to the rivalry between businesses (Zeng et al, 2021). Porter (1980) was the first researcher to look at the concept from the perspective of the firm and research on tourism competitiveness did not commence until 1993. Identifying four essential principles for competitive success, including environment first, quality first, breakthrough innovations, and strengthening competitors' strategic position, Pan (1993) was the first researcher to reexamine the competitiveness of the tourism industry. Since the 1990s, tourism expansion and intensifying market rivalry have positioned competitive advantage as a dominant paradigm in the tourism field (Dwyer and Kim, 2003; Cronjé and du Plessis, 2020a; Enright and Newton, 2004). Models, theoretical frameworks, empirical research, and conceptual definitions are the four primary areas in which this body of knowledge has been examined.

Despite the diversity of definitions of tourism competitiveness in the tourism field, the definition from Crouch and Ritchie (1999) has been recognized and adapted by other authors. According to Dupeyras and Maccallum (2013), tourism competitiveness is the capacity to raise tourism spending, draw more visitors while giving them a satisfying and memorable experience, and do so profitably while improving the quality of life for locals and protecting the destination's natural capital for future generations. Although the debate over the definition of tourism competitiveness has never ended, there remain some commonalities. Tourism competitiveness initially focused on attractiveness, quality of performance, and market perspectives. Subsequently the terms like sustainability and quality of life are used more frequently, and the research is increasingly concerned with the welfare of the residents, including the creation of new jobs and an improvement of residents' life (de Paula Aguiar-Barbosa and Chim-Miki, 2022).

Given competitiveness's multidimensional intricate and multifaceted nature, researchers continue developing varied assessment protocols to capture this elusive phenomenon. Among them, the Ritchie and Crouch (2003) Destination Competitiveness Model has been most recognized out of all the models that have been put out. Due to the model's extensiveness and comprehensiveness, it is frequently recognized as the foundational work in the field of destination competitiveness. It provides the basis for subsequent conceptual models. This framework holds significant value not only because it facilitates the examination of numerous factors driving tourism destination competitiveness. Moreover, it effectively elucidates the diverse elements that define the competitive landscape within this sector (Cronjé and du Plessis, 2020b). A defining feature of each integrated model is its presentation of an exhaustive array of determinants that represent the core forces and factors underpinning destination competitiveness (Andrades-Caldito et al., 2014; Aboali et al., 2015). However, there has always been disagreement over the model. In the later stage, scholars also questioned whether these indicators are equally important and whether these indicators need to be weighed, and also proposed that there is not a single set of competitiveness indicators can be measured and assessed for different types of destinations, destinations in different life cycle stages, or destinations in different market segments (Abreu-Novais, Ruhanen and Arcodia, 2016).

Considering that competitiveness is essential to the success of a tourism destination, measuring tourism competitiveness becomes important. When measuring the tourist destinations' competitiveness, a particular country or region is frequently utilized as a case study, with the majority of studies focusing on European nations such as Spain, France, Serbia, and Slovenia and others (Cronjé and du Plessis, 2020b). It is important to

note that when referring to the methodologies employed to measure, most of the existing studies are limited to developing simple or composite indicators, which can lead to either confusion or inapplicability in the case study. As a result, the research results are inflated and unreliable, such as missing data, not non-significant correlation among variables. In other words, most of the measurement approach is abstract and imprecise (Crouch, 2011). Effective measurement of most destination competitiveness indicators requires a combination of quantitative and qualitative measures. Apart from that, as there are few socially pertinent variables in the monitoring of tourism competitiveness, most surveys were conducted from a supply or demand perspective, ignoring the opinions of residents. Future metrics for destination competitiveness must originate from tourism-affected communities' perspectives. This necessitates a paradigm shift: replacing productivity-centered frameworks with sociocultural dimension-based assessment systems. To date, there have already been some literature reviews in this research field that focus on definitions, indicators, and models (Cronjé & du Plessis, 2020a; Kubickova & Lee, 2018; Croes et al., 2022). Very limited researchers have combed Malaysia's tourism destination competitiveness. This aspect is particularly critical because it will help to clarify the current research situation on Malaysia's tourism destination competitiveness, identify the previous research limitations, and propose what aspects should be explored further.

3. Research Methodology

Bibliometrics Analysis

Based on the published documents searched in specific academic fields, bibliometrics analysis refers to an application made using mathematical and statistical methods (Seguí-Amortegui et al., 2019) (Sampaio et al., 2023), with the output of a series of categorized graphs. Bibliometrics analysis not only contributes to understanding the core knowledge of the field and how this topic has been approached (Su, Li and Kang, 2019) so that it concludes potential research trends (Fahimnia, Sarkis and Davarzani, 2015), but also assesses the research performance and influence, characterizing the institutions, researchers, and countries fully (Sampaio et al., 2023). Having applied in several subfields of the tourism industry (Sampaio et al., 2023; Cavalcante et al., 2021; Jiménez-García et al., 2020; Bastidas-Manzano et al., 2021). Bibliometrics could be applied in this article.

Search Sources

Since the outcomes of the bibliometric analyses rely on the data of the selected articles Scopus Database as one of the comprehensive, multidisciplinary, trusted databases including articles, was used as the primary database in this article and Google Scholar as the secondary platform. And the data retrieval process was explained in Figure 1.

Procedures

Two searches are being conducted. Firstly, the author searched through the Scopus Database, on the terms of TITLE-ABS-KEY (Malaysia) and TITLE-ABS-KEY (tourism destination competitiveness) yielding 109 results. Then, considering the article document type and publication time from 2013 to 2022, we narrowed the Scopus Database down from 109 documents to 63 documents. The search process and results are shown in Figure 1.

Figure 1: Searching process in Scopus Database (Source: Authors)



The second research process was employed on Google Scholar. To further expand the search scope and find more potentially relevant articles, the researcher used Google Scholar. In Google Scholar, by applying different keywords and adding the author's name (which has been found that the author has already published several related articles in the Scopus Database), there are more than 46 articles have been found. Excel was used to compile the titles of the resulting articles. Subsequent deduplication yielded a set of unique titles, which were then subjected to eligibility screening. (Table 1).

Table 1: Searching results (Source: Authors)

Databases	Document results
Scopus Database	63
Google Scholar	46
Total	109

Inclusion and exclusion criteria

For the meta-review, pertinent data from eligible papers—specifically title, authorship, year of publication, geographic focus, research methods, and principal findings—were systematically entered into Microsoft Excel. To ensure alignment with the introductory objectives and to reduce bias risks, inclusion and exclusion criteria were subsequently defined. This process refined the selected documents before data collection and analysis. The selected paper contained data on: (1) was directly relevant to Tourism Destination Competitiveness; (2) the case study was only in Malaysia; (3) only an Article journal (excluding conference paper/book/chapter/note); (4) published in English; (5) The publication year is in 2013-2022. Thus, the papers were selected, and two reviewers confirmed their relevance. There is a total of 33 articles that were used for bibliometric analysis.

Statistical analysis

After article selection, the statistical analysis was carried out with Microsoft Excel and VOSviewer software. Microsoft Excel is a useful tool for organizing, analyzing, visualizing, sharing, and managing data to reach decisions or conclusions that are more solidly supported by data (Niglas, 2007). In this article, the author uses Excel to achieve the review analysis according to publication by year, articles distribution of publications in journals, articles published by author's affiliation or institution, the Methodological approaches catalog, and the Top 5 most cited papers in Google Scholar in the selected articles (the results were shown from section 4.1 to section 4.3). Based on any type of network data, VOSviewer enables to presentation of the data in a visual

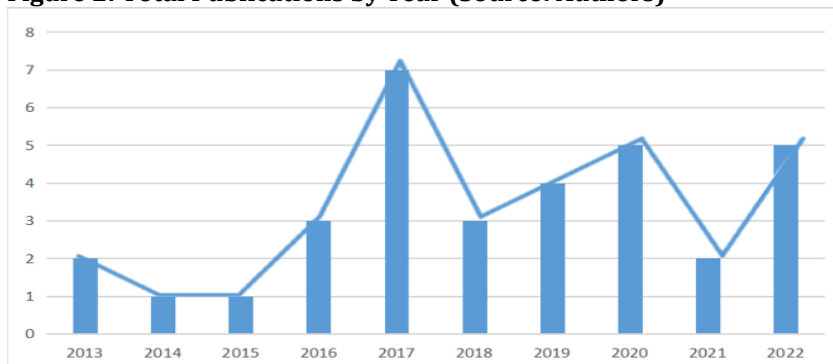
way, by exploring the co-relationship and creating the map (Arruda et al., 2022). The results reveal the main research trends and the development situation, which help academics and professionals systematically and deeply understand the field of Malaysia tourism destination competitiveness (Cavalcante, Coelho and Bairrada, 2021). Therefore, the Co-occurrence of the keywords provided by the paper's authors was analyzed using the VOSviewer Software (shown in section 4).

4. Results

Publication Overview

The chosen 33 papers published on Malaysia's tourism destination over time are illustrated in Figure 2. During the ten years, an average of three papers per year were published. In 2017, the largest number of papers was published, totaling 7, which also shows the interest of scholars in this research topic during this period. In 2014, the papers published in 2015 were the fewest and gradually increased in the later period. The increase in publications enables researchers to observe the prevalence and growth pattern of research topics.

Figure 2: Total Publications by Year (Source: Authors)



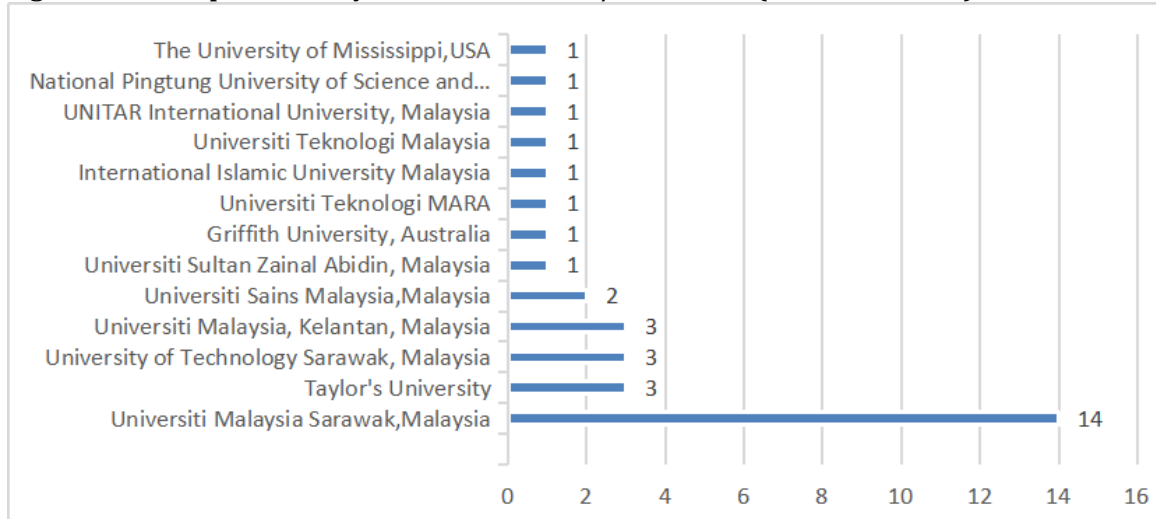
The selected articles originated from 27 different journals. Notably, 16 articles came from 16 journals that held a Q1 to Q4 ranking in the 2022 Scimago Journal & Country Rank (SJCR) (Table 2). There are only nine high-quality articles in Q1, indicating that high-quality articles are limited at present.

Table 2: Distribution of publications in the journal

Journal	Number of publications	JSR 2022
Asia Pacific Journal of Tourism Research	2	Q1
Current issues in tourism	2	
Journal of Destination Marketing & Management	1	
Tourism and Hospitality Research	1	
Tourism Management Perspectives	1	
Tourism Planning & Development	1	
Tourism Review	1	
Anatolia	1	Q2
Asian Journal of Business Research	1	
Economics and Sociology	1	
Asian Academy of Management Journal	2	Q3
Geojournal of Tourism and Geosites	1	
International Journal of Business & Society	2	
Iranian Journal of Public Health	1	
Tourism Analysis	1	Q4
Enlightening Tourism	1	

4 affiliations had at least 3 papers published. The largest institution studying Malaysia's tourism destination competitiveness is Universiti Malaysia Sarawak, Malaysia, with 14 articles total reflecting the research advantage of East Malaysia in this field. At Universiti Malaysia Sarawak, there are two authors contributing substantial research results, named Chee-Hua Chin and May-Chiun Lo, from the Faculty of Economics and Business. Then it was followed by Taylor's University (3 papers), University of Technology Sarawak, Malaysia (3 papers), and University Malaysia, Kelantan (3 papers).

Figure 3: Article published by author's affiliation/institution (Source: Authors)



Research methodology design

In terms of research methodology, the quantitative approach (n=29) was applied to the research domain most frequently. A total of 4 papers used secondary data, coming from The World Bank, The Travel & Tourism Competitiveness Report, World Travel and Tourism Council, etc. However, most of the researchers preferred to collect data through questionnaires. Respondents include tourists who have visited the selected case study area and the local communities. Other than that, mixed method designs (n=3) were found to be less prevalent. And only one study used qualitative methodology, conducting semi-structured interviews with stakeholders (Shariffuddin et al., 2020).

Table 3: Methodological approaches (Source : Authors)

Research design	Count	Percentage (%)
Quantitative method	29	87.8
Mixed mode	3	9.2%
Qualitative method	1	3%
Total	33	100

Citation numbers ranking

Among 33 study sample papers, the top 5 articles cited in Google Scholar are indicated in Table 4. The paper entitled "Rural tourism destination competitiveness: a study on Annah Rais Longhouse Homestay, Sarawak," authored by Chee-Hua Chin and others, published in Procedia - Social and Behavioral Sciences, received the most attention among scholars with 140 cited times (Chin et al., 2014). Followed by the paper of Leung, Xi Yu; Baloglu, Seyhmus, entitled "Tourism Competitiveness of Asia Pacific Destinations", with 99 citations (Sarwar et al., 2013).

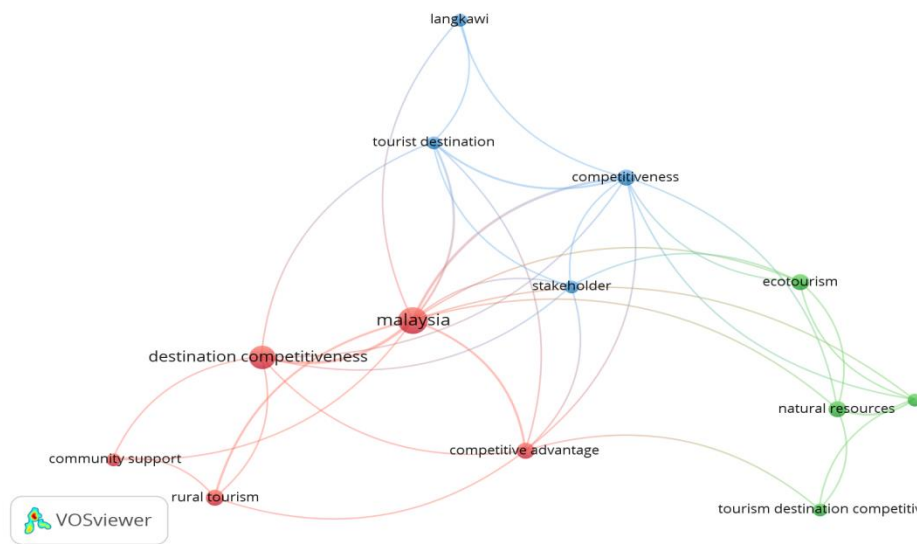
Table 4: Top 5 most cited papers in Google Scholar in the sample

Title	Number of Citations on Google Scholar	Author/Year
Rural tourism destination competitiveness: a study on Annah Rais Longhouse Homestay, Sarawak	140	(Chin et al., 2014)
Tourism Competitiveness of Asia Pacific Destinations	99	(Sarwar et al., 2013)
The influence of destination competitiveness on customer-based brand equity	87	(Wong and Teoh, 2015)
Medical tourism in Malaysia: Prospects and challenges	70	(Sarwar, 2013)
Tourists' perspectives on hard and soft services toward rural tourism destination competitiveness: Community support as a moderator	66	(Lo, Chin and Law, 2019)

Keyword Co-occurrence Analysis

The researcher carefully selected the keywords that would best represent the research's central topic and content. Therefore, keyword co-occurrence can reveal trends in research and the most significant topics within a particular research field. In this section, the Keywords provided by the authors of the paper appeared together. In this way, the Occurrences attribute provides information about the frequency with which a keyword appears in a set of documents (Eck and Waltman, 2019). Figure 4 demonstrates how VOSviewer visualizes this information by employing the keywords present in the 33 filtered papers.

Figure 4: Bibliometric analysis of the keywords co-occurrence (Source: Authors)



Through the network visualization map, there are three main clusters, as indicated by three colors: destination competitiveness (red cluster), ecotourism (green cluster), and competitiveness (blue cluster). The size of the nodes indicates the frequency of each keyword. Besides, the distance represents the number of co-occurrences of the two keywords in one paper, whereas the thickness of the curve indicates the linkage of the two keywords (Yu et al., 2020). The results indicate that the topic of “rural tourism” frequently involves “community support” indicators and “competitiveness advantages”, and that ecotourism is linked to natural resources for research. Besides, the keyword “destination competitiveness” was utilized frequently and Langkawi, as the most popular tourism destination in Malaysia, was the focus of most researchers.

5. Discussion

Overall, there isn't much research on Malaysia's competitiveness as a tourist destination, either in terms of the number or quality. There were only 16 articles published in journals ranked from Q1 to Q4. Most published articles addressed Sarawak and Langkawi as a case study, studying the tourism competitiveness of rural tourism. Current literature exhibits significant lacunae regarding the competitive dynamics of Malaysian tourism, demanding systematic investigation. Regarding the research methodology, the result from the bibliometric analysis reveals that the quantitative method is more frequent ($n=29$, 87.8%). The authors propose that future research prioritize qualitative and mixed-method approaches. Expanded research on Malaysia's destination competitiveness is necessary due to the increased focus on the country's tourist development. The following recommendations for the future are founded on the remaining issues: Firstly, focusing on the demand perspective is important, as the supply of tourism goods and services is important to meet the tourism needs of tourists (Saiman, 2013). However, most of the current research in Malaysia is conducted from the perspective of the supply side. More researches considering diverse perspectives contribute to a better understanding of tourism destination competitiveness (Cronjé and du Plessis, 2020a). For instance, according to Tourism Malaysia, the top 3 tourist arrivals by country to Malaysia in 2019 were Singapore, Indonesia, and China, so understanding their needs will make Malaysia's tourism more competitive. Secondly, the tourism competitiveness model adopted by Malaysian scholars pays less attention to the indicators of sustainability.

In the existing international tourism journals, more and more scholars propose the influence of the well-being of residents, employment opportunities, and the ability of local professionals on the competitiveness of tourist destinations (Kubickova & Li, 2017; Kubickova & Lee, 2018). It is anticipated that Malaysian scholars will prioritize the welfare of residents. The tourist destination competitiveness model is mainly studied empirically in developed countries. Combined with the literature review mentioned, no set of indicators can be fully applicable to all countries, as different types of tourism destinations (Abreu-Novais, Ruhanen and Arcodia, 2016). This means that it is necessary to develop a model to investigate and measure the tourist destination competition in Malaysia. Last but not least, research about how to strengthen government decision-making should be considered (Airey and Chong, 2010). Issues such as visa, the Malaysia My Second Home policy, and accessibility should be of concern. The research findings will do a lot for the government by providing effective information.

Acknowledgement: We thank all authors cited in this article for their theoretical and practical contributions which helped complete this article.

Conflict of interest: The authors disclose no known competing financial interests. Furthermore, no personal relationships exist that could have unduly influenced the findings presented in this work.

References

- Abooali, G., Omar, S. I. and Mohamed, B. (2015). The Importance and Performance of a Destination's Attributes on Senior Tourists? Satisfaction. *International Journal of Asian Social Science*, 5(6), 355–368. doi: 10.18488/journal 1/2015.5.6/1.6.355.368.
- Abreu-Novais, M., Ruhanen, L. and Arcodia, C. (2016). Destination competitiveness: what we know, what we know but shouldn't and what we don't know but should', *Current Issues in Tourism*, 19(6), 492–512. doi: 10.1080/13683500.2015.1091443.
- Aguiar-Barbosa, A. de P., Chim-Miki, A. F., and Kozak, M. (2020). Two decades of evolution in tourism competitiveness: a co-word analysis. *International Journal of Tourism Cities*, 7(2), 435–462. doi: 10.1108/IJTC-10-2020-0224.
- Airey, D. and Chong, K. (2010). National policy-makers for tourism in China', *Annals of Tourism Research*, 37(2), 295–314. doi: 10.1016/j.annals.2009.09.004.
- Amanda de Paula Aguiar-Barbosa, A. F. C.-M. (2022). Indicators for Tourism Competitiveness from the Society's Perspective: A Delphi Study', *Tourism Planning and Development*, (May), 1–22. doi: 10.1080/21568316.2022.2069850.
- Andrades-Caldito, L., Sánchez-Rivero, M. and Pulido-Fernández, J. I. (2014). Tourism destination

- competitiveness from a demand point of view: An empirical analysis for Andalusia, *Tourism Analysis*, 19(4), 425–440. doi: 10.3727/108354214X14090817031035.
- Arruda, H., Silva, E. R., Lessa, M., Proença, D Jr, Bartholo, R. (2022). VOSviewer and Bibliometrix. *J Med Libr Assoc.* 2022 Jul 1;110(3):392-395. doi: 10.5195/jmla.2022.1434. PMID: 36589296; PMCID: PMC9782747.
- Balasubramanian, K. and Hanafiah, M. H. (2022). What innovations would enable the tourism and hospitality industry in Malaysia to rebuild?, *Worldwide Hospitality and Tourism Themes*, 14(6), 596–603. doi: 10.1108/WHATT-05-2022-0057.
- Bastidas-Manzano, A. B., Sánchez-Fernández, J. and Casado-Aranda, L. A. (2021) 'The Past, Present, and Future of Smart Tourism Destinations: A Bibliometric Analysis', *Journal of Hospitality and Tourism Research*, 45(3), 529–552. Doi: 10.1177/1096348020967062.
- Cavalcante, WQdF., Coelho, A. & Baira da, C.M. (2021). Sustainability and Tourism Marketing: A Bibliometric Analysis of Publications between 1997 and 2020 Using VOSviewer Software. *Sustainability*. 13(9), 4987. <https://doi.org/10.3390/su13094987>
- Chin, C. H., Lo, M. C., Songan, P., & Nair, V. (2014). Rural tourism destination competitiveness: a study on Annah Rais Longhouse Homestay, Sarawak. *Procedia-Social and Behavioral Sciences*, 144, 35-44. <https://doi.org/10.1016/j.sbspro.2014.07.271>.
- Croes, R., Kubickova, M. and Ridderstaat, J. (2022). Destination Competitiveness and Human Development: The Compelling Critical Force of Human Agency. *Journal of Hospitality and Tourism Research*. Doi: 10.1177/10963480221140022.
- Cronjé, D. F. and du Plessis, E. (2020a). A review on tourism destination competitiveness, *Journal of Hospitality and Tourism Management*, 45(September 2019), pp. 256–265. doi: 10.1016/j.jhtm.2020.06.012.
- Cronjé, D. F. and du Plessis, E. (2020b). 'file:///C:/Users/HP/Documents/WeChat Files/wxid_40373ks93wrb22/FileStorage/Temp/Copy/An index to quantify an individual's scientific research output.pdf', *Journal of Hospitality and Tourism Management*, 45(June), pp. 256–265. doi: 10.1016/j.jhtm.2020.06.012.
- Crouch, G. I. (2011). Destination competitiveness: An analysis of determinant attributes', *Journal of Travel Research*, 50(1), 27–45. doi: 10.1177/0047287510362776.
- Crouch, G. I. and Ritchie, J. R. B. (1999). Tourism, competitiveness, and societal prosperity, *Journal of Business Research*, 44(3), 137–152. doi: 10.1016/S0148-2963(97)00196-3.
- De Paula Aguiar-Barbosa, A. and Chim-Miki, A. F. (2022). 'file:///C:/Users/HP/Documents/WeChat Files/wxid_40373ks93wrb22/FileStorage/Temp/Copy/Aguiar-Barbosa, et al. (2021). Two decades of evolution in tourism competitiveness- a co-word analysis..pdf', *Tourism Planning and Development*, (May), 1–22. doi: 10.1080/21568316.2022.2069850.
- Dupeyras, A. and MacCallum, N. (2013). Indicators for Measuring Competitiveness in Tourism A Guidance Document, *OECD Tourism Papers*, 2013/02, pp. 1–62.
- Dwyer, L. and Kim, C. (2003). Destination competitiveness: Determinants and indicators', *Current Issues in Tourism*, 6(5), 369–414. doi: 10.1080/13683500308667962.
- Enright, M. J. and Newton, J. (2004). Tourism destination competitiveness: A quantitative approach, *Tourism Management*, 25(6), 777–788. doi: 10.1016/j.tourman.2004.06.008.
- Fahimnia, B., Sarkis, J., and Davarzani, H. (2015). Green supply chain management: A review and bibliometric analysis, *International Journal of Production Economics*, 162, 101–114. doi: 10.1016/j.ijpe.2015.01.003.
- Goffi, G., Cucculelli, M. and Del Chiappa, G. (2023). Tourism Destination Competitiveness in Italy: A Stakeholders' Perspective', *Tourism Planning and Development*, 20(4), 721–745. doi: 10.1080/21568316.2022.2160805.
- Jiménez-García, M., Ruiz-Chico, J., Peña-Sánchez, A. R., & López-Sánchez, J. A. (2020). A Bibliometric Analysis of Sports Tourism and Sustainability (2002–2019). *Sustainability*, 12(7), 2840. <https://doi.org/10.3390/su12072840>
- Khan, M. A. A. and Hashim, H. (2020). The Effect of Covid-19 on Tourism and Hospitality Industry in Malaysia, Resurgence in the Post-Pandemic Era: a Conceptual Criterion, *International Journal of Tourism & Hospitality Reviews*, 7(2), 54–62. doi: 10.18510/ijthr.2020.726.
- Kubickova, M. and Lee, S. H. (2018). Cuba Today: An Overview of Tourism Competitiveness, *Tourism Planning and Development*, 15(3), 239–259. doi: 10.1080/21568316.2017.1410496.

- Kubickova, M. and Li, H. (2017). Tourism Competitiveness, Government and Tourism Area Life Cycle (TALC) Model: The Evaluation of Costa Rica, Guatemala and Honduras, *International Journal of Tourism Research*, 19(2), 223–234. doi: 10.1002/jtr.2105.
- Lew, A., (2020, October 21). How to Create a Better Post-COVID-19 World. Retrieved from: <https://medium.com/@alanalew/creating-a-better-post-covid-19-world-36b2b3e8a7ae>
- Leung, X. Y., & Baloglu, S. (2013). Tourism competitiveness of Asia Pacific destinations. *Tourism Analysis*, 18(4), 371–384.
- Lo, M. C., Chin, C. H. and Law, F. Y. (2019). Tourists' perspectives on hard and soft services toward rural tourism destination competitiveness: Community support as a moderator, *Tourism and Hospitality Research*, 19(2), 139–157. doi: 10.1177/1467358417715677.
- Melville, S., Engelina, P. and Annari, M. (2014). What makes South African Tourism competitive?. *African Journal of Hospitality, Tourism and Leisure*, 4(2), 1–14. Available at: <https://doaj.org/article/f47353129d7046d3bb772d0535eada2e>.
- Niglas, K. (2007). Media Review: Spreadsheet Software Can Facilitate Mixed Methods Research—Using Old Tools in a New Context!, *Journal of Mixed Methods Research*, 1(3), 297–299. doi: 10.1177/1558689807301250.
- Pérez Romero, M. E., Flores-Romero, M. B., Alfaro-García, V. G., & Merigó, J. M. (2021). Tourism competitiveness: bibliometric analysis of global scientific production from 1991 to 2018. *Inquietud Empresarial*, 21(1), 55–73. <https://doi.org/10.19053/01211048.11476>
- Porter, M. E. (1980). Industry Structure and Competitive Strategy', *Financial Analysts Journal*, 36(4), 30–41. Available at: www.jstor.org.
- Poon, A. (1993). *Tourism, technology and competitive strategies*. CAB International.
- Salinas Fernández, J. A., Guaita Martínez, J. M. & Martín, J. M. (2022). An analysis of the competitiveness of the tourism industry in a context of economic recovery following the COVID-19 pandemic, *Technological Forecasting and Social Change*, 174, 121301. doi: 10.1016/j.TECHFORE.2021.121301.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.
- Seguí-Amortegui, L., Clemente-Almendros, J. A., Medina, R., & Grueso Gala, M. (2019). Sustainability and Competitiveness in the Tourism Industry and Tourist Destinations: A Bibliometric Study. *Sustainability*, 11(22), 6351. <https://doi.org/10.3390/su11226351>
- Sampaio, C., Farinha, L., Sebastião, J.R. y Fernandes, A. (2023). Tourism industry at times of crisis: a bibliometric approach and research agenda, *Journal of Hospitality and Tourism Insights*, 6(4), 1464–1484. <https://doi.org/10.1108/JHTI-08-2021-0223>
- Sarwar, A. (2013). Medical tourism in Malaysia: Prospects and challenges', *Iranian Journal of Public Health*, 42(8), 795–805. Available at: <http://ijph.tums.ac.ir> (Accessed: 27 May 2023).
- Shariffuddin, N. S. M., Zain, W. M. A. W. M., and Azinuddin, M. (2020). Collaborative challenges among stakeholders on tourism destination competitiveness, *International Journal of Innovation, Creativity and Change*, 13(1), 454–466. Available at: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85085193656&partnerID=40&md5=8ffc6588a9ef053954a377ca99cd9eb4>.
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research, *Journal of Business Research*, 117, 312–321. doi: 10.1016/j.jbusres.2020.06.015.
- Su, X., Li, X. and Kang, Y. (2019). A Bibliometric Analysis of Research on Intangible Cultural Heritage Using CiteSpace', *SAGE Open*, 9(2). doi: 10.1177/2158244019840119.
- Tourism Malaysia (2021, March 10). International Tourist Arrivals to Malaysia Plunge 83.4% in 2020. Retrieved from <https://www.tourism.gov.my/media/view/international-tourist-arrivals-to-malaysia-plunge-83-4-in-2020>
- Van Eck, N. J., & Waltman, L. (2019). *VOSviewer Manual*. University of Leiden. https://www.vosviewer.com/documentation/Manual_VOSviewer_1.6.13.pdf
- Wong, P. P. W. and Teoh, K. (2015). The influence of destination competitiveness on customer-based brand equity', *Journal of Destination Marketing and Management*, 4(4), 206–212. doi: 10.1016/j.jdmm.2015.05.001.
- Yu, Y., Li, Y., Zhang, Z., Gu, Z., Zhong, H., Zha, Q., ... Chen, E. (2020). A bibliometric analysis using VOSviewer of publications on COVID-19. *Annals of translational medicine*, 8(13), 816. doi: 10.21037/atm-20-4235.
- Zeng, L., Li, R. Y. M., & Huang, X. (2021). Sustainable Mountain-Based Health and Wellness Tourist Destinations: The Interrelationships between Tourists' Satisfaction, Behavioral Intentions, and Competitiveness. *Sustainability*, 13(23), 13314. <https://doi.org/10.3390/su132313314>