Wellness turizmi: Web of Science veri tabanında bibliyometrik bir analiz

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ÖZET

Bibliyometrik analiz, büyük miktardaki veriyi araştırmak ve analiz etmek için kullanılan bir yöntemdir. Bu çalışma, wellness turizmi alanındaki akademik literatürün bibliyometrik bir analizini sunmaktadır. Çalışmanın amacı, 2013-2023 yılları arasında wellness turizmine ilişkin literatürü incelemek, yapılan araştırmaların yeni trendlerini, yayınların dağılımlarını inceleyerek mevcut durumu belirlemektir. Konu Web of Science (WoS) veri tabanında taranmıştır. Araştırmada sadece SSCI ve SCI-Expanded indeksli article ve review kategorisi ele alınmıştır. Yapılan ilk aramada toplam 2082 çalışmaya ulaşılmıştır, Araştırma kısıtları uygulandığında R-Studio programında 1017 çalışma incelemeye alınmıştır. Kaynak sayısı 242'dir. Araştırma sonuçlarına göre en çok atıf alan yazarlar Uysal, Sirgy ve Kim'dir. SSCI ve SCI-Expanded dergilerde konu ile ilgili en fazla yayını olan ilk üç yazarlar Han, H., Uysal M. ve Chen, C.C.'dir. Yapılan çalışmalar pandemi döneminde 2021 yılı itibari ile kırılma yaşamıştır. Anahtar kelimelerde de yeni trendler ve ortak ağlar oluşmuştur. Bu konu ile ilgili alandaki çalışmaların büyüme oranı %19,41'dir. Bu konu ile ilgili en fazla çalışma yapan ülkeler Çin, Birleşik Devletler ve Avustralya'dır. Konu ile ilgili en fazla yayın yapan üniversite Avustralya'daki Griffith University'dir.

Anahtar Kelime: *Wellness turizm, Well-being, Bibliometrik Analiz, Web of Science*
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Wellness tourism: A bibliometric analysis on the Web of Science database

ABSTRACT

Bibliometric analysis is a method used to explore and analyze large amounts of data. This study presents a bibliometric analysis of the academic literature in the field of wellness tourism. The aim of the study is to examine the literature on wellness tourism between 2013 and 2023, to determine the current situation by examining the new trends of research, the distribution of publications. The subject was searched in the Web of Science (WoS) database. Only SSCI and SCI-Expanded indexed article and review categories were considered in the research. In the first search, a total of 2082 studies were reached, and when the research constraints were applied, 1017 studies were examined in the R-Studio program. The number of sources is 242. According to the research results, the most cited authors are Uysal, Sirgy and Kim. The top three authors with the most publications in SSCI and SCI-Expanded journals are Han, H., Uysal M. and Chen, C.C. The studies have experienced a break in the pandemic period as of 2021. New trends and common networks have also emerged in keywords. The growth rate of studies on this topic is 19.41%. The countries with the highest number of studies on this topic are China, the United States and Australia. The university with the highest number of publications on this topic is Griffith University in Australia.

Keywords: *Wellness tourism, Well-being, Web of Science, Bibliometric Analysis*
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Introduction

Recent research highlights people seeking a healthy balance between body, mind, and spirit when traveling (Chen et al., 2013a, p. 1093). Wellness and the philosophy of wellness were developed by the American physician Halbert Dunn in 1959 when he first wrote about a special state of health consisting of a general sense of well-being that views the human being as a whole, composed of body, soul and mind, and

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dependent on his or her environment (Mueller and Lanz-Kaufmann, 2001, p. 6). Wellness tourism is a rapidly growing niche product that becomes popular when combined with traditional tourist methods (Kulczycki and Lück, 2009, as cited in Suban, 2022b, p. 251). Goodrich, a management scientist, defined wellness tourism as an attempt to attract tourists in tourist hotels or destinations in 1987 in his article "health tourism, an exploratory study". Examinations by qualified doctors and nurses in hotels, special dietary practices, acupuncture, multivitamin therapy, yoga, herbal cures, and special treatments for diseases such as arthritis were examined within wellness tourism. In later studies, it is seen that academics and professional organization employees have created different research branches related to wellness tourism (Wang et al., 2021). The main purpose of wellness tourism is to provide whole-body well-being (Chen et al., 2013a, p. 1093).

Wellness tourism is a broad term that includes the treatment and prevention of diseases (Becková and Kantorová, 2021, as cited in Suban, 2022b, p. 250). According to Chen et al. (2013), wellness has evolved into a form of self-discovery lifestyle in a time of increasing stress and is recognized as a comprehensive philosophy that provides both long-term enjoyment and temporary happiness (Chen et al., 2013b, p. 123).

Wellness tourism is gaining popularity both nationally and globally with consumers from around the world seeking to improve their lives. International travel for medical treatment is expected to increase by 5-10% each year due to increased public awareness of health issues as it combines tourism and prosperity (Rodrigues, Brochado and Troilo, 2020, as cited in Suban, 2022b, p. 251). Global Wellness Institute (GWI) mentioned the value of the worldwide wellness economy reached 4.4 trillion dollars in 2020. Wellness tourism grew by 8% annually from 2017 to 2019, reaching $720 billion. Then, in 2020, the sector suffered a major blow with the Covid-19 pandemic. While the market shrank by 39.5% to $436 billion, wellness trips decreased from 936 million to 601 million. An impressive annual growth rate of 21% is predicted for wellness tourism until 2025, taking into account tourists' new search for nature, sustainability, mental health, etc. (Global Wellness Economy: Looking Beyond COVID, 2021). According to The Global Wellness Economy 2022 data with Country Rankings, the US wellness market has the largest market with 1.2 trillion dollars, followed by China with 683 billion dollars. The US has 28% of the global wellness market (The Global Wellness Economy: Country Rankings, 2022).

Despite the increasing popularity of wellness tourism in recent times, existing research in this field is insufficient. Wellness tourism has been less studied in the literature compared to health tourism. Therefore, future research could focus on the factors that influence the growth of wellness tourism (Suban, 2022b, p. 251). Although there are studies on medical or health aspects, little attention has been paid to wellness travel or wellness tourism (Zhong et al., 2021). Research on wellness and wellbeing tourism is not widely published. However, some important journals cover a wide range of topics. As wellness and well-being tourism is a relatively young field of study, new journals and publications are expected to publish more studies in the coming years (Mohanan and Shekhar, 2022, p. 76). These data suggest that the relatively new concept of wellness tourism needs further research.

This study aims to examine the international literature using a bibliometric approach. Focusing on English articles and review articles published in SSCI and SCI-Expanded indexed in the Web of Science database between 2013 and September 17, 2023, this analysis is designed to guide academics and experts

interested in wellness tourism and to contribute to the literature. This study reveals the most cited articles, leading researchers and pioneering sources contributing to the field, the most productive countries and collaborations, co-author networks, popular keywords, and emerging trends.

Literature Review

Wellness may be a modern word, but the application of the concept actually dates back thousands of years. Although the wellness economy is most developed in North America, the origins of the concept can be traced back to the ancient civilizations of Rome, Greece and Asia. Much of the wisdom from these ancient civilizations can be seen in today's modern wellness traditions. In many parts of Asia, healing practices and ancient spiritual traditions, such as the Ayurvedic healing system, which is more than 5000 years old and originated in India, and Traditional Chinese Medicine, which began in 2697 BC and views the human body as a whole and part of nature, have become ingrained in the culture and part of everyday life (Panchal, 2012). The "Asclepion Temple and Treatment Center" in Bergama (Pergamon) in Turkey, which has existed for thousands of years for physical, mental and spiritual health, is a treatment center established in the IV century BC in the name of Asclepius, the god of health. With its advanced architecture and treatment methods, it was the most important treatment center in Western Anatolia at that time (Bergama Asklepion Örenyeri, n.d.). Asclepion has a temple and sacred road, an ancient theater for 3500 people, banquet and banquet halls and a treatment building. The remarkable aspect of the Asclepion is its use as a health center in that period and its treatment methods. In Asclepion, methods such as therapy in sleeping rooms, hot spring pools, water sound therapy, mud cure, hunger and satiety cures, cupping, music therapy, healing water application, sunbathing treatment were applied. In the sleeping rooms, the method of suggestion was used to treat mental illnesses. The dreams of the patients were interpreted by asclepiads, who were priest physicians, and treatment methods were determined. For physical diseases, patients were treated with hot or cold mud baths, herbs, massages, diet cures, cupping (bloodletting), bowel evacuation and sunbathing therapies. Information about the treatment methods applied in the Asclepion has survived to our day from Aelius Aristides' "Hieroi Logoi". Physician Galenos, who made important discoveries in the field of pharmacology in Pergamon, one of the most important health cities of the ancient Roman period and known as the father of pharmacy, used to take care of Roman kings and gladiators in this health center (Sarıoğlu and Ustura, n.d.). This treatment center was visited by people from miles away for healing. Therefore, it is possible to say that there are health tourism and wellness practices dating back to the IV century BC and that some of today's wellness practices bear the traces of past periods. The elements on the wellness wheel can be analyzed in terms of physical, mental and spiritual treatment methods in Asclepion. Accordingly, the presence of temples and sacred paths where people turn to their inner self and the faith rituals, meditations, symbols of spirituality in the center of the wheel; leisure activities, love and friendship elements can be examined with a feast courtyard, ancient theater, a large banquet hall, where communication and entertainment are reflected; the element of self-direction was realized through stress management with water sound therapies and suggestion methods, humor with theatrical activities, nutrition with hunger and satiety cures, mud cures, massages, exercises and self-care. Therefore, Asklepion can be considered as an important wellness tourism center in the past.

In Anatolia, there are healhouses called "Darushshifa" for mental and spiritual well-being dating back to the Anatolian Seljuk and Ottoman periods. Some of these hospitals are now open to tourism as health museums in Turkey. One of the most important healing hospitals, the Sultan Bayezid II Complex Healing

Hospital in Edirne, dates back to the 15th century. Evliya Çelebi mentioned it in his famous Seyahatname. Turkish-Islamic synthesis was used in these healing hospitals. The architecture of the buildings was planned so that the music acoustics could spread evenly throughout the building. The musical maqams played here varied according to the mood or illness of the person. In addition, the water fountains in the pools of these health centers were designed for therapeutic purposes. In addition to music and the sound of water, fragrances and drawing pictures on the walls of the healing centers were used for spiritual and mental healing. These domed architectural structures were later modeled after many health centers in Europe. This museum in Edirne is an important health museum that received the Council of Europe European Museum Award in 2004 (Sultan Bayezid II Complex Health Museum, n.d.). These methods used in healhouses are the techniques used in wellness tourism services today. Mystical and relaxing scents, incense, meditation music, water sound therapy are some examples.

In addition, although tourism for physical, mental and spiritual health has been around for millennia, the Romans, Greeks and other elite Europeans visiting health-giving waters and spas for rejuvenation, and medieval pilgrims traveling to seaside spas and hot springs in search of spiritual enlightenment (Smith and Kelly, 2006) are evidence of the historical trace of wellness and health tourism concepts (Steiner and Reisinger, 2006).

When we look from the past, from 1000 years ago to the present day, it is seen that people are in search of returning to the essence, self, health and healthy life philosophy. Intense work tempo, neglected personal time, insufficient time spent with family and friends push people to research wellness tourism and services.

In recent years, the number and diversity of the literature on "wellness tourism" has been increasing. Looking at the bibliometric studies in the literature on this subject, in one study, memorable experiences in wellness tourism (MTE) were examined in WOS and Google Scholar database with VOSviewer software, and it was seen that wellness tourism was not included in the keywords formed as a result. However, the study is a preliminary study on the future construction of the MTE scale (Dahanayake et al., 2023). Another study is the analysis of 381 sources accessed in the Scopus database with VOSviewer software in order to categorize the topics studied on wellness tourism between 1998-2021 (Suban, 2022c). In another study on wellness tourism, the theme of "wellness tourism" was searched in the Scopus database, and the citation index of 381 studies with the restrictions created by the researcher was analyzed with VOSviewer software. The most cited studies, important authors, co-citation of references and sources were analyzed. According to the Scopus database, Napier et al. receive 36.5% of citations every year. There are a total of 804 authors who published about wellness tourism between 1998 and 2021. Smith, M; Voigt, C. and Puczko, L. are the most cited reference authors on the subject. Han H. has the highest h-index (56) among all authors, followed by Lehto, X. (35) and Hudson, S. (30) (Suban, 2022a). In their bibliometric analysis, Gulyas and Molnar (2023) examined wellness tourism and Scopus and WoS databases between 2012 and 2022. In their research, they examined which article, author or journal pair was taken together as the source of 10 years of past articles that form the basis of the wellness tourism topic related to destination, marketing, and management. In addition, their keyword analysis revealed competitiveness, wellness tourism philosophy, quality, sustainability, digitalization, motivation, marketing and management, loyalty and customer satisfaction (Gulyas and Molnar, 2023). Mohanan and Shekhar (2022) used the WoS database in their article published

between 2006 and 2021; their research revealed which journals, authors, countries, links, and most frequently used keywords, but they did not create clusters for them in their research. In addition, in their research, they determined that medical tourism, which has been trending in keywords since 2020, has increased. They stated that consumer experiences and perceptions along with the pandemic were also effective in this (Mohanan and Shekhar, 2022). Zhong et al. (2021) conducted a literature review on medical-health-wellness tourism between 1970-2020. As a result of his research, he revealed three research themes on the subject: Markets (demand and behavior), destinations (development and promotion), and development environments (policies and impacts). They also noted that medical-health-wellness tourism will integrate with different sectors and become more involved in quality-of-life initiatives and sustainable development policy-making (Zhong et al., 2021).

Bibliometric analysis methods have become solid foundations of scientific fields and research evaluation methodology and play an important role in the international ranking of institutions, journals, and universities. Bibliometric research facilitates the study of the type of research literature as well as the mapping of academic fields and areas of a subject. As a result, bibliometric analysis is an overview of the current state of the academic field in question; it can shed light on weaknesses and point to new goals and paths (Ellegaard and Wallin, 2015; Dalpé, 2002; White and McCain, 1998 as cited in Gulyas and Molnar, 2023, p. 175).

Bibliometric studies are divided into three groups: (1) review studies, (2) evaluation studies and (3) relational studies. Relational techniques investigate relationships between research areas, the emergence of new research themes and methods, or patterns of co-citation and co-authorship. Relational techniques can be divided into four categories: co-citation analysis, co-word analysis, co-authorship analysis, and bibliographic matching (Zupic and Cater, 2015 as cited in Koseoglu et al., 2016, p.182).
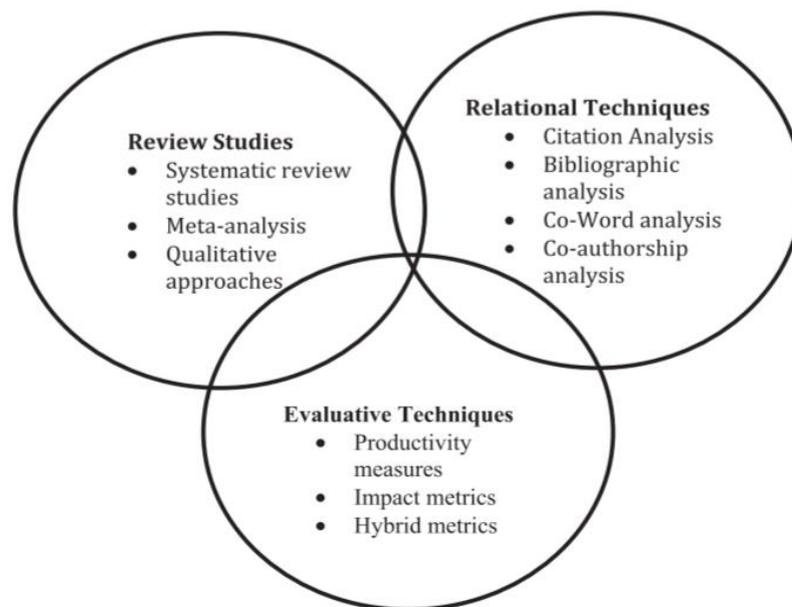
Figure 1. Bibliometric methods (Zupic and Cater, 2015 as cited in Koseoglu et al., 2016, p.182).

Research Method

The document analysis method was used to collect data in the study. Performance Analysis and Science Mapping were applied in the document analysis method. For this, the data obtained from Web of Science were analyzed with the R-Studio program, which provides visual outputs.

Performance Analysis and Science Mapping

This study involves science mapping and performance analysis. Performance analysis is a descriptive technique commonly used in reviews to identify different characteristics of the work. Descriptive analysis includes citation analysis, publication by year, author, country, and organization. Keyword analysis under science mapping is part of the research (Donthu, Kumar, Mukherjee, et al., 2021; Suban, 2022b). Visualization software such as Visualization of Similarity Viewer is often used in combination with bibliometric analysis (Donthu, Kumar, Mukherjee, et al., 2021). The frequency with which authors' keywords appear together indicates which authors' keywords are most popular (Leong et al., 2021, pp. 804, 805).

Defining Keywords

To find articles that included wellness tourism in their titles, keywords, or abstracts, the following sequence was used in the initial search: "wellness" AND "tourism" OR "well-being" AND "tourism". These keywords were used as a search item in the topic section of the articles to find more relevant articles to achieve the research objectives.

Initial Search

On September 17, 2023, Web of Science database was searched for bibliographic data on wellness tourism. In the first search, 2082 studies were found. These articles were then narrowed down using inclusion and exclusion criteria.

Inclusion and exclusion

Out of 2082 documents, article (1713) and review article (119) were included in the study. Thus, a total of 1832 articles were initially reached. In the years these articles were published, the restriction is made for the last 10 years. In other words, a total of 1557 articles and 109 review articles between 2013 and 2023 were included in the study. None of the studies written in Spanish, Portuguese, Russian, German, Italian, Czech, Chinese, Malay, French, Lithuanian, Polish, Slovak and Ukrainian were included in the initial results. Only studies written in English were included in the review. A total of 1582 documents were reached when the English restriction was applied between 2013-2023.

We searched the WoS database for articles published in English with SCI and SCI-Expanded indexes. Although the Scopus database is one of the largest and widely used in quantitative studies (Carey et al., 2023; Donthu, Kumar, Pattnaik, et al., 2021), when the SCI and SCI-Expanded index categories were selected, which is one of the research limitations, a total of 1074 studies, 993 articles and 81 review articles, were included in the study. Accordingly, English articles and review articles published in SSCI and SCI-expanded indexed journals in the last 10 years were included in the study. In R-Studio program, the analysis was performed with 1017 documents (articles and review articles) when those other than articles and review articles were extracted.

Results and discussion

Main Information About Data

Looking at the main framework of the collected dataset in Table 1, it is seen that there are 1017 different documents from 242 different journals from 2013 to 2023. These documents consist of 940 articles and 77 reviews. Their annual growth rate is 19,41%. There are 81 authors working alone from a total of 3053 authors. While international co-author collaboration is 40,71%, the rate of co-authors per document is 3,62%. While the number of keywords (DE) identified by the authors is 3518, the total number of references in these documents (article and review) is 57888. While the average publication age of these documents is 3,17; the average number of citations per document is 22,55.

Table 1. Main information about data

Description	Results
Timespan	2013:2023
Sources (Journals, Books, etc)	242
Documents	1017
Annual Growth Rate %	19,41
Document Average Age	3,17
Average citations per doc	22,55
References	57888
Document Contents	
Keywords Plus (ID)	2197
Author's Keywords (DE)	3518
Authors	
Authors	3053
Authors of single-authored docs	81
Authors Collaboration	
Single-authored docs	84
Co-Authors per Doc	3,62
International co-authorships %	40,71
Document Types	
Article	940
Review	77

Publication by year

As seen in Figure 2, the annual number of publications on the subject has been increasing from 2013 to 2023. Especially after the pandemic period, the number of publications on wellness tourism and well-being tourism has increased significantly. However, when the publications until September 2023 are considered, a partial decrease is observed. The number of publications can be checked again in January 2024 and the number of publications can be obtained clearly. 28 publications in 2013, 25 publications in 2014, 38 publications in 2015, 52 publications in 2016, 74 publications in 2017, 74 publications in 2018, 90 publications in 2019, 114 publications in 2020, 175 publications in 2021, 182 publications in 2022. Until September 17, 2023, 165 publications were made during the year. Therefore, it is seen that a total of 1017 articles and reviews have been published in WoS database, SSCI and SCI-Expanded indexed journals in English in the last 10 years.
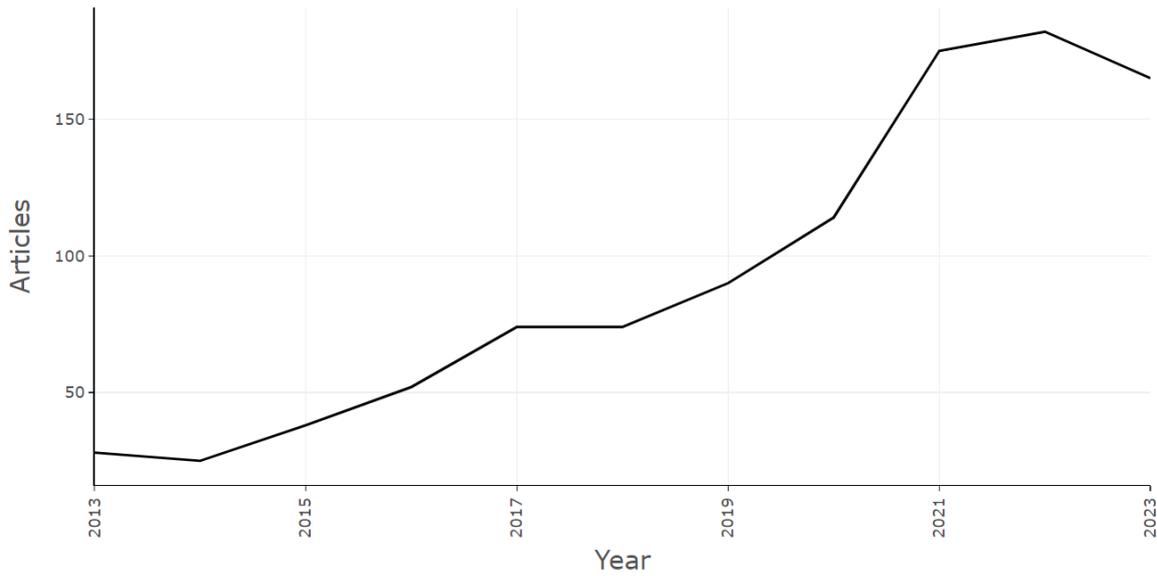
Figure 2. *Annual number of publications trend*

Citation Analysis

Figure 3 shows in which journals the leading researchers in this field have published the most on this topic according to the WoS database and which keywords they have used the most. Accordingly, the representation of the five leading researchers and two different variables in the triple space graph can be interpreted as follows. Han, H. prefers the journal "Sustainability" and four keywords "well-being, wellness tourism, subjective well-being, covid-19". Uysal, M., who is one of the pioneering researchers on this subject, preferred "Journal of Tourism Research" and "Tourism Management" journals and three keywords as "well-being, subjective well-being, tourism". Filep, S., prefers "Journal of Tourism Research" and "Tourism Management" journals and two keywords "well-being, tourism". Chen, C.C., prefers "Journal of Tourism Research" and "Tourism Management" journals and two keywords "well-being, wellness tourism" in his publications on the subject. Finally, Lee, T. J. prefers "Journal of Tourism Research" and "Sustainability" journals and three keywords as "well-being, wellness tourism, subjective well-being". Accordingly, when a general evaluation is made, the most preferred keywords by the leading authors are "well-being", "wellness tourism" and "subjective well-being", followed by "tourism" and "Covid-19".
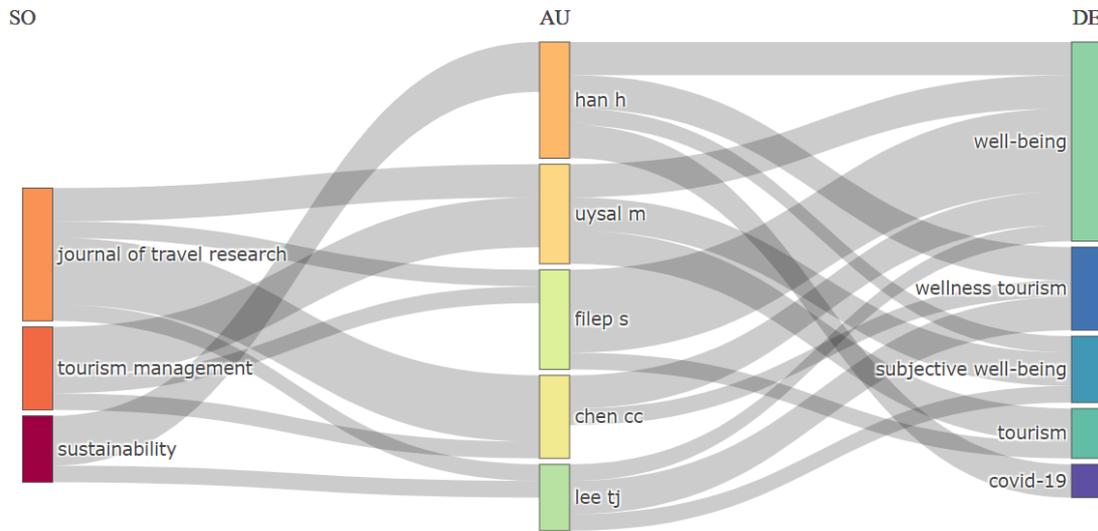
Figure 3. Three-field plot (SO: Source, AU: Authors, DE: Keywords Authors)

Looking at the citations made by 3053 authors in SSCI and SCI-Expanded indexed journals on wellness tourism and well-being tourism between 2013-2023, the top three most cited authors and the number of citations they received are as follows: Uysal, M. 245 citations; Sirgy, M. J. 211 citations; Kim, H. 153 citations. The list of the 10 most cited authors and the number of citations they received are also shown in Figure 3.
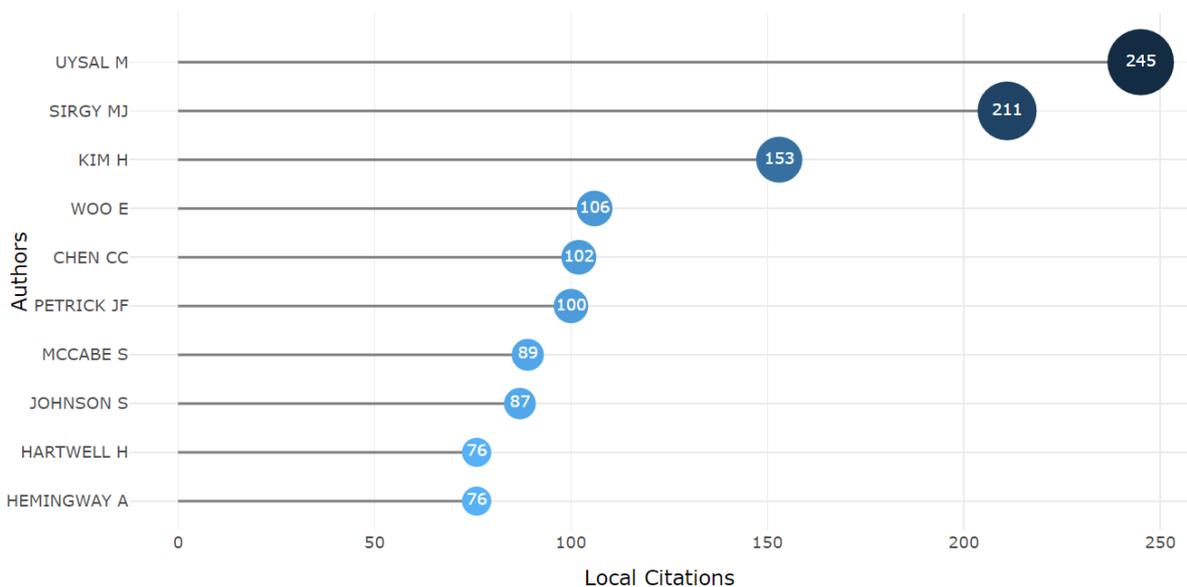
Figure 4. Most local cited authors

When we look at the analysis of the authors related to this field, the authors with the most publications and the number of publications on the subject are shown in the list below. The 10 most influential authors are shown in Table 2 when the contribution of the articles of 3053 authors publishing in SSCI and SCI-Expanded journals on this subject and the number of articles are analyzed. According to the

table, the top three authors with the most publications in SSCI and SCI-Expanded journals on wellness tourism or well-being tourism are Han, H. (13 publications), Uysal M. (12 publications) and Chen, C.C. (9 publications). Considering the contributions of 3053 authors to the publications, the top three authors with the highest contribution are Uysal, M. (4.13), Han, H. (3.54) and Filep, S. (3.07).

Table 2. Most relevant authors

Rank	Authors	Articles	Articles Fractionalized
1	Han, H.	13	3,54
2	Uysal, M.	12	4,13
3	Chen, C. C.	9	2,95
4	Filep, S.	8	3,07
5	Lee, T. J.	8	2,67
6	Alrawadieh, Z.	7	2,08
7	Kim, M. J.	7	2,50
8	Lehto, X.	7	2,42
9	Petrick, J. F.	7	2,50
10	Sirgy, M. J.	7	2,82

Author's Production Over Time

When the citation numbers of the publications of the authors between 2013-2023 are compared separately for each year, the most cited author in a year is Uysal, M. and Sirgy, M. J. The year in which the authors received the most citations on average is 2016. Uysal received an average citation value of 104,625 from three separate articles he published in this year. From his work in 2016 to date, he has received a total of 837 citations. Again, Uysal, M.'s one of the article (which Kim is the first author) with Kim and Sirgy in 2013, "How Does Tourism in a Community Impact the Quality of Life of Community Residents?" has received a total of 474 citations until today.

Published in 2013 in Tourism Management, this article has the highest citation value among all documents with 474 citations. In this article, the authors sought to answer the questions of whether the economic, social, cultural and environmental impacts of tourism are perceived by residents; if so, whether tourism perceptions affect their sense of well-being in various life domains (material life, social life, emotional life, health and safety); and if so, whether they affect residents' life satisfaction (overall sense of well-being). The study sought to answer whether these perceptions of tourism differ depending on the stage of tourism development of the community, which affects residents' sense of well-being in various life domains and overall life. As a result, it was concluded that community residents have perceptions of the impact of tourism in terms of four dimensions (economic, social, cultural and environmental) and that these perceptions of impact affect their sense of well-being in the relevant life domains (Kim et al., 2013).

The average annual citation value of the article "Quality of Life (QOL) and Well-Being Research in Tourism" published in the journal Tourism Management, which has a total number of 452 citations to date, is 56.5. In addition, the article "Quality of Life (QOL) and Well-Being Research in Tourism", which is a study of Uysal, M. et. al. is the article with the highest average citation value in the citations made on this subject between 2013-2023. This article is a study on quality of life and well-being. Two areas of investigation were selected in the study: Residents of host communities and tourists. The literature review found that tourist experiences and activities have an impact on both the overall life satisfaction of tourists and the well-being of residents. In addition, the study revealed that tourist experiences and activities have a positive impact on

various areas such as family life, social life, recreational life, cultural life (Uysal et al., 2016). The total number of citations in Uysal, M.'s studies on this subject between 2013 and 2023 is 1632 and the average citation value is 204,255.

After Uysal, M., Sirgy, M. J., who reached the highest citation value within the year, has a total number of 1226 citations and an average citation value of 148,749. Sirgy, M. J. is a co-author in the two articles mentioned above. The third article with the highest citation value is "The Effect of Co-Creation Experience on Outcome Variable". The article was published in 2016 by Uysal, M.; Sirgy, M. J. and Prebensen, N. K. and has received 225 citations so far. The annual average citation value is 28,125. Table 3 shows the total number of citations and average citation values of the authors and articles according to publication dates and years. Table 3 shows the 20 most cited articles and their authors.

Table 3. Most cited authors

Year	Author	Title	Source	TC	C/Y
2013	Kim, K. Uysal,M., Sirgy, M. J.	How Does Tourism in a Community Impact the Quality of Life of Community Residents?	Tourism Management	474	43,091
2016	Uysal,M., Sirgy, M. J., Woo, E., Kim, H. L.	Quality of Life (QOL) and Well-Being Research In Tourism	Tourism Management	452	56,500
2016	Mathis, E.F., Kim, H. L.,Uysal, M.,Sirgy, J. M., Prebensen, N. K.	The Effect of Co-Creation Experience on Outcome Variable	Annals of Tourism Research	225	28,125
2013	Chen, C. C. and Petrick, J. F.	Health and Wellness Benefits of Travel Experiences: A Literature Review	Journal of Travel Research	174	15,818
2016	Yolal, M., Gursoy, D., Uysal, M., Kim, H. L., Karacaoglu, S.	Impacts of Festivals and Events on Residents' Well-Being	Annals of Tourism Research	160	20,000
2019	Kim, M. J. and Hall, C. M.	A Hedonic Motivation Model in Virtual Reality Tourism: Comparing Visitors and Non-Visitors	International Journal of Information Management	157	31,400
2016	Chen, C. C., Petrick, J. F., Shahvali, M.	Tourism Experiences as a Stress Reliever: Examining The Effects of Tourism Recovery Experiences on Life Satisfaction	Journal of Travel Research	129	16,125
2015	Kim, J., Kim, H., Lee, S., Uysal, M., Ahn, K.	Nature-Based Tourism: Motivation and Subjective Well-Being	Journal of Travel & Tourism Marketing	113	12,556
2016	Chen, C. C Huang, W.J., Petrick, J. F.	Holiday Recovery Experiences, Tourism Satisfaction and Life Satisfaction – Is There a Relationship?	Tourism Management	111	13,875
2013	Durko, A.M. and Petrick, J.F.	Family and Relationship Benefits of Travel Experiences: A Literature Review	Journal of Travel Research	99	9,000
2014	Filep, S.	Moving Beyond Subjective Well-Being a Tourism Critique	Journal of Hospitality & Tourism Research	88	8,800
2019	Filep, S. and Laing, J.	Trends and Directions in Tourism and Positive Psychology	Journal of Travel Research	87	17,400
2020	Kim, M. J., Lee, C. K., Preis, M. W.	The Impact of Innovation and Gratification on Authentic Experience, Subjective Well-Being, And Behavioral Intention In Tourism Virtual Reality: The Moderating Role of Technology Readiness	Telematics and Informatics	85	21,250

2018	Woo, E., Uysal, M., Sirgy, M. J.	Tourism Impact and Stakeholders' Quality of Life	Journal of Hospitality & Tourism Research	83	13,833
2019	Sirgy, M. J.	Promoting Quality-of-Life and Well-Being Research in Hospitality and Tourism	Journal of Travel & Tourism Marketing	79	15,800
2020	Radic, A., Arjona-Fuentes, J. M., Ariza-Montes, A., Han, H., Law, R.	Job Demands-Job Resources (JD-R) Model, Work Engagement, and Well-Being of Cruise Ship Employees	International Journal of Hospitality Management	69	17,250
2017	Kim, M. J., Lee, C. K., Bonn, M.	Obtaining A Better Understanding About Travel-Related Purchase Intentions Among Senior Users of Mobile Social Network Sites	International Journal of Information Management	61	8,714
2018	Tseng, M. L., Wu, H. J., Lee, C. H., Chen, C. C., Lim, M. K., Bui, T. D.	Assessing Sustainable Tourism in Vietnam: A Hierarchical Structure Approach	Journal of Cleaner Production	59	9,833
2016	Bosnjak, M., Brown, C. A., Lee, D.J., Yu, G. B., & Sirgy, M.J.	Self-Expressiveness in Sport Tourism: Determinants and Consequences	Journal of Travel Research	57	7,125
2017	Han, H., Kiatkawsin, K., Kim, W., Lee, S.	Investigating Customer Loyalty Formation for Wellness Spa: Individualism vs. Collectivism	International Journal of Hospitality Management	53	7,571

Documet by author

When the number of authors and the number of articles they have written are compared, it is seen that 2688 of 3053 authors have produced 1 article, 244 authors have produced 2 articles, 65 authors have produced 3 articles, 21 authors have produced 4 articles, 13 authors have produced 5 articles, 12 authors have produced 6 articles, 5 authors have produced 7 articles, 2 authors have produced 8 articles, 1 author has produced 9 articles, 1 author has produced 12 articles and 1 author has produced 13 articles in SSCI and SCI-Expanded indexed journals. Table 2. Most Relevant Authors shows that Han, H. produced 13 articles, Uysal, M. produced 12 articles and Chen, C.C. produced 9 articles. The table also lists the authors who produced 8 articles and 7 articles.

Table 4. Documents by author

Documents written	Number of Authors
1	2688
2	244
3	65
4	21
5	13
6	12
7	5
8	2
9	1
12	1
13	1

Table 5, which lists the authors according to their H-index, shows the 10 authors with the highest H-index. Basically, the H-index score is a standard scientific measure that relates the number of published articles to the number of citations to their authors. The formula is based on the number of cited articles (H) compared to those that are not cited (or not cited very much) (Elsevier, 2023). The H-index was developed

by J. E. Hirsch and published in the Proceedings of the National Academy of Sciences of the United States of America 102 (46): 16569-16572 published on November 15, 2005. The H-index reflects the productivity of authors based on their publication and citation records. The H-index is based on a list of publications ranked in descending order according to Times Cited. The value of H is equal to the number of articles in the list with N or more citations (N) (Clarivate, 2023).

The author with the highest H index and total citations is Uysal, M. Uysal, M. has 12 publications with a total of 1632 citations between 2013-2023. His H-index is 10. Chen, C. C. and Han, H. have an h-index of 8. Chen has 9 publications and 563 citations on this topic between 2013 and 2023. Between these years, Chen's total average citation value is 81,734. Han, H. has a total of 307 citations. Han. H.'s total average citation value is 188,167. Although Han, H. started working on the subject in 2017, he is the author who has done the most studies on the subject. He is involved in a total of 13 articles.

Table 5. Authors' local impact

Rank	Element	h_index	g_index	m_index	TC	NP	PY_start
1	Uysal, M.	10	12	0,909	1632	12	2013
2	Chen, C. C.	8	9	0,727	563	9	2013
3	Han, H.	8	13	1,143	307	13	2017
4	Sirgy, M. J.	7	7	0,636	1226	7	2013
5	Filep, S.	6	8	0,6	252	8	2014
6	Kim, M. J.	6	7	0,857	338	7	2017
7	Lee, T. J.	6	8	0,667	176	8	2015
8	Lehto, X.	6	7	0,6	157	7	2014
9	Nawijn, J.	6	6	0,545	372	6	2013
10	Petrick, J. F.	6	7	0,545	548	7	2013

(TC: Total Citation, NP: Number of Publications, PY_start: Publication Year_Start)

Global Citation (GC) is the total number of citations a publication obtains from all publications indexed in a database (WoS, Scopus, etc.); Local Citation (LC) refers to the total number of citations received by the same publication from specific publications examined within these constraints in a specific search when research constraints are applied (year, publication type, etc.). This distinction allows to reveal the true impact of a work or author in the field under investigation. It allows knowing which document or author represents the intellectual foundation (Beliaeva, Ferasso, Kraus and Mahto, 2022, as cited in Batista-Canino et. al., 2023, p. 2). Therefore, this article reveals some additional key elements that have been overlooked in previous studies in literature analysis and bibliometric analysis under different research constraints.

When the distribution of the journals in which the articles were published in the last 10 years is analyzed, the top 10 journals and the number of articles published are shown in Figure 4. Accordingly, a total of 98 articles were published in Sustainability, 45 articles in Journal of Sustainable Tourism, 42 articles in International Journal of Environmental Research And Public Health, 40 articles in Tourism Management, 34 articles in Journal of Travel Research, 31 articles in Current Issues in Tourism, 30 articles in International Journal of Contemporary Hospitality Management, 29 articles each in Annals of Tourism Research and International Journal of Hospitality Management, and finally 28 articles in Tourism Management Perspectives. According to this, it is seen that the journal where the articles are accepted and published the most is Sustainability with a difference of approximately twice.

Figure 5. *Most relevant sources*

When we look at which journals are effective in the 57888 references in the data set, the top five ranking of the journals with the highest number of references in the bibliographies of the published articles is as follows: Tourism Management with 3263 references; Annals of Tourism Research with 2751 references; Jounal of Travel Research with 1353 references; International Journal of Hospitality Management with 971 references and finally Journal of Sustainable Tourism with 963 references. Accordingly, it can be inferred that the articles in the Tourism Management journal are cited the most in the published articles.

Table 6. *Most Local Cited Sources*

Rank	Sources	Articles
1	Tourism Management	3263
2	Annals of Tourism Research	2751
3	Journal of Travel Research	1353
4	International Journal of Hospitality Management	971
5	Journal of Sustainable Tourism	963

The journal with the highest total citations (3230) and h-index (27) on wellness tourism is Tourism Management. The number of publications is 40. As shown in Figure 4, Sustainability, the journal with the highest number of documents on this topic, has 636 citations, an h-index of 14 and 98 publications.

Table 7. *Source impact*

Rank	Element	h_index	g_index	m_index	TC	NP	PY_start
1	Tourism Management	27	40	2,455	3230	40	2013
2	Annals of Tourism Research	21	29	1,909	2182	29	2013
3	Journal of Sustainable Tourism	21	37	1,909	1463	45	2013
4	Journal of Travel Research	21	34	1,909	1494	34	2013

5	Journal of Travel & Tourism Marketing	18	26	1,8	849	26	2014
6	International Journal of Hospitality Management	15	27	1,364	742	29	2013
7	Asia Pacific Journal of Tourism Research	14	20	1,273	453	26	2013
8	International Journal of Contemporary Hospitality Management	14	23	1,273	567	30	2013
9	Sustainability	14	19	1,273	636	98	2013
10	Tourism Management Perspectives	13	28	1,444	912	28	2015

(TC: Total Citation, NP: Number of Production, PY_start: Production Year Start)

Document by University

The State University System of Florida (28 articles) and the University of Central Florida (26 articles) in the state of Florida are the universities that published the most on this topic after Griffith University. The universities with the highest number of publications outside Australia (30) and the United States (135) are the University of Johannesburg in the Republic of South Africa (17), Sun Yat Sen University in the People's Republic of China (17) and Hong Kong Polytechnic University (16). In addition, as a result of the analysis, it is seen that the authors at Griffith University started to publish these articles as of 2019. The first publication date is 4 articles in 2019.

Table 8. Document by university

Rank	Affiliation	Country	Articles
1	Griffith University	Australia	30
2	State University System of Florida	FL-United States	28
3	University of Central Florida	FL-United States	26
4	Purdue University	IN-United States	21
5	Purdue University West Lafayette Campus	IN-United States	21
6	Texas A&M University College Station	TX-United States	21
7	Pennsylvania State University	PA-United States	18
8	University of Johannesburg	South African Republic	17
9	Sun Yat-Sen University	Republic of China	17
10	Hong Kong Polytechnic University	Çin Cumhuriyeti	16

Document by Country

When we look at the countries of the responsible authors who can be contacted about the articles, the responsible author country that published the most articles is China with 210 articles. While 132 of these 210 articles were prepared by researchers in their own country, 78 of them were prepared in collaboration with authors from other countries. Of the 147 articles published in the United States, 94 were prepared by researchers in the United States, while 53 were prepared in collaboration with researchers in other countries. Likewise, 36 of the 72 articles published by the authors in the UK, the country with the third highest number of publications, were published in collaboration with authors in the UK, while 36 were published in collaboration with authors in other countries. Other countries and their distribution are also shown in the table.

Table 9. Corresponding author's countries

Country	Articles	SCP	MCP	Freq	MCP_Ratio
China	210	132	78	0,206	0,371
USA	147	94	53	0,145	0,361

United Kingdom	72	36	36	0,071	0,5
Australia	67	38	29	0,066	0,433
Spain	56	39	17	0,055	0,304
Korea	50	18	32	0,049	0,64
Italy	32	22	10	0,031	0,313
Canada	21	17	4	0,021	0,19
Japan	19	12	7	0,019	0,368
South Africa	19	12	7	0,019	0,368

Looking at the scientific production of countries, the country with the highest number of publications on this subject is China with 532, followed by the USA (462), Australia (197), the UK (189) and Spain (161). Countries shown in dark blue (navy blue) are China and North America. Countries shown in blue are Australia (197 publications), UK (189 publications) and Spain (161 publications). Countries in light blue (turquoise) are South Korea (105 publications), Italy (84 publications), Canada (84 publications), South Africa (64 publications) and Germany (57 publications). In the countries shown in gray on the map, there are no publications within the limits set for this topic.
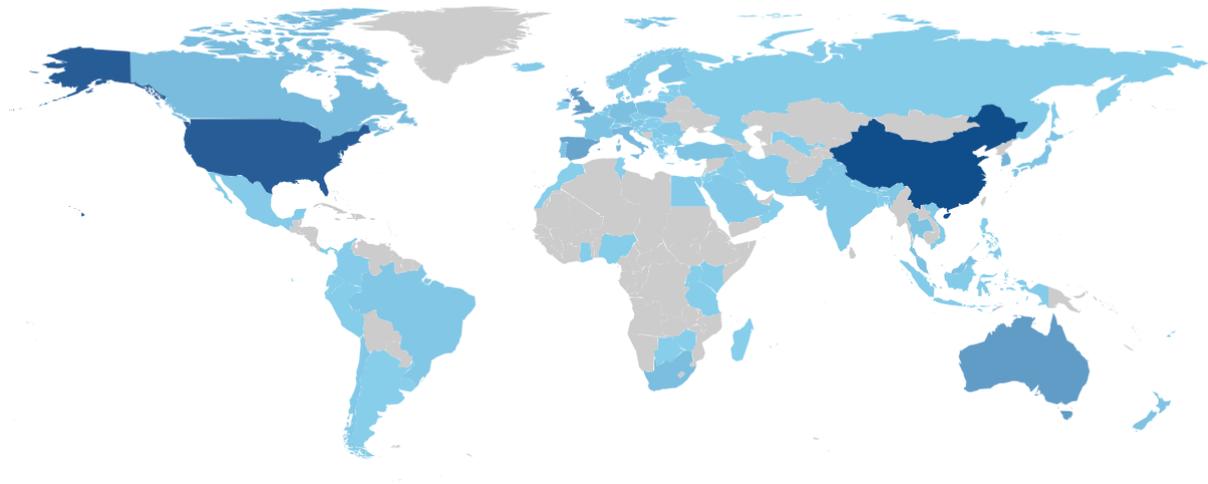
Figure 6. *Distribution of scientific production of countries*

Although China produces the most publications, the United States is the most cited country. While the United States received 5705 citations, China received 2869 citations. This is followed by the UK with 2356 citations, Australia (1746) and Korea (1100). The total number of citations and average article citations of other countries can be seen in Table 10.

***Table 10.*** *Citation numbers of countries*

Country	TC	Average Article Citations
USA	5705	38,80
China	2869	13,70
United Kıngdom	2356	32,70
Australia	1746	26,10

Korea	1100	22,00
Spain	1007	18,00
Germany	841	46,70
India	661	50,80
New Zealand	606	43,30
Turkiye	568	37,90

Trends of Keyword

When the frequency analysis of the keywords used by the authors in the studies on wellness tourism and well-being tourism is analyzed, it is seen that the most frequently used keyword is "well-being". While the word "well-being" was used 163 times, the word "tourism" was used 79 times, "subjective well-being" 67 times, "wellness tourism" 57 times, "covid-19" and "sustainability" 40 times each, "ecosystem services" 36 times, "China" 31 times, "quality of life" 31 times and finally "health tourism" 27 times.

Figure 7. Word cloud of author's keywords

Looking at the trending topics, the trending topics in 2023 were "eudaimonic well-being", "subjective well-being" and "social exchange theory". In 2022, "covid-19" and "mental health" were among the trending topics, while the most trending topic in 2021 was "well-being" with 163 repetitions. This was followed by "subjective well-being" and "sustainability". In 2020, the most trending topics were "tourism", "china" and "wellness tourism". In 2019, "quality-of-life", "wellness" and "medical tourism" were trending, in 2018 "happiness", "health tourism" and "culture", in 2017 "tourism impacts", and in 2016 "community well-being" and "valuation".

Keyword Co-occurrence/Co-word Network

Through co-occurrence/co-word analysis, the strength and clusters of the keywords in the articles written in the field of "wellness and well-being tourism" are determined according to their co-occurrence. In this analysis, which shows how often the keywords used in the studies on wellness tourism and well-being tourism are used and clustered together, "well-being" is the keyword that has a common network with other words and has a very strong edge with the word "tourism" and then with the word "health". The keyword

"well-being" is clustered with the words "tourism, health, sustainability, quality-of-life, sustainable tourism, tourism development, covid-19, cultural ecosystem services, experience, china, mental health". In other words, it can be said that the cluster with the keywords most frequently selected by the authors has the strongest network. Again, the words "subjective well-being, happiness and life satisfaction" form a separate cluster of three and form a network with the words "tourism, quality-of-life" in the well-being cluster. A cluster is formed between the words "medical tourism, health tourism, wellness, wellness tourism and satisfaction". Similarly, the words ecotourism, sustainable development, ecosystem services and conservation form a separate cluster among themselves.

In the network, elements of the same color represent clusters, and the size of the nodes indicates the frequency of the terms. In addition, when the nodes in the same cluster get closer to each other, it is an indication that the frequency of use increases (Atabay, 2019, p. 1134). Accordingly, four different clusters were formed. The keywords with the highest total link strength within the clusters are Well-being (66), Subjective Well-being (18) and Tourism (16).
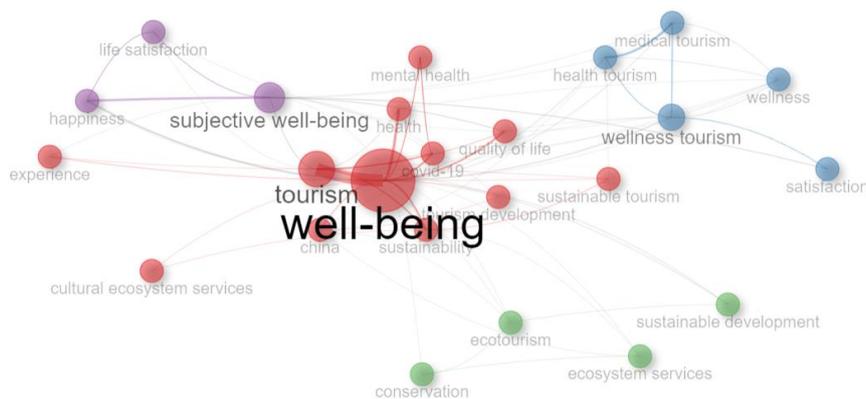
Figure 8. *Co-occurrence/Co-word network*

When looking at the thematic map, Walktrap was selected as the clustering algorithm while determining the parameters. The number of words was set as 250, min cluster frequency (per thousand docs) 5, number of labels 3, label size 0.3. Thematic evaluation was made from 2013 to 2021 and from 2022 to 2023, taking into account the break in the "motor themes" section of the thematic map, which includes the concepts of "quality-of-life, satisfaction and health" and occurred in 2021 (Overview-Annual scientific production). Accordingly, the word well-being, which was used until 2021, was replaced by "china, marketing, wellness tourism, social exchange theory, rural tourism, aging and wellness" after 2022.
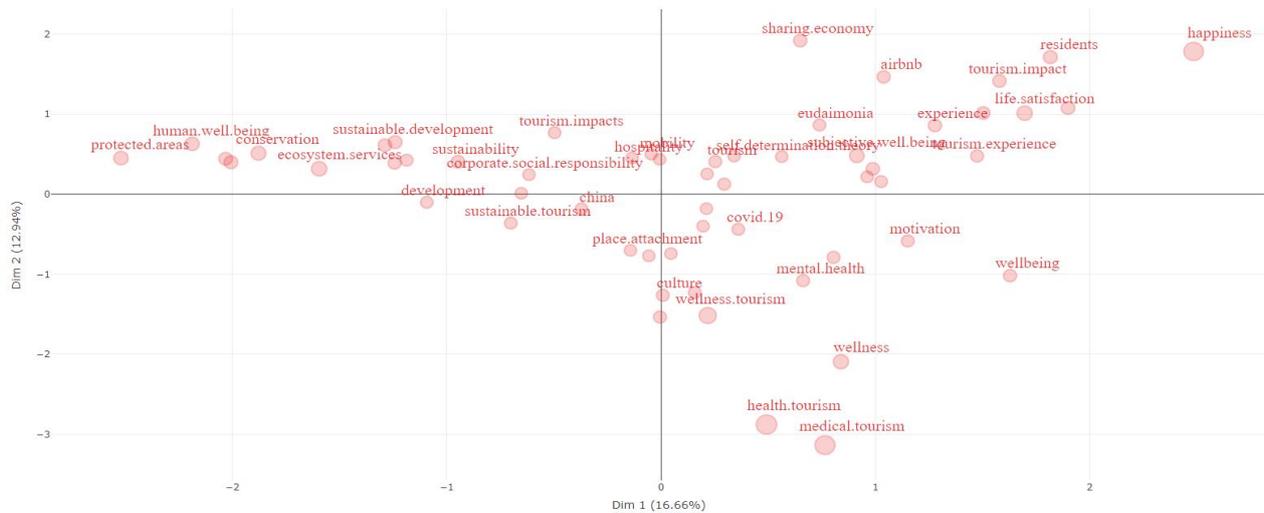
***Figure 9.** Factorial analysis-word map*

When no dimension was identified in the factor analysis, it is seen that the word map emerged in three different dimensions. In the center and commonly used words "subjective well-being, tourism impact, experience, self-determination theory, tourism, eudaimonia, airbnb, sharing economy, life satisfaction, residents, happiness, loyalty, stress, quality-of-life, emotions" are included as a dimension that includes more tourist experiences and emotions. The second dimension includes the words "sustainability, corporate social responsibility, sustainable development, mobility, hospitality, ecotourism, ecosystem services, protected areas, conservation, human wellbeing". In this dimension, it is seen that studies are more interested in the sustainability dimension. The third dimension includes "covid-19, wellness tourism, mental health, motivation, wellbeing, wellness, health tourism, medical tourism, psychological well being".

Co-citation Network

When creating co-citation networks, the co-occurrence of two documents (articles, etc.) in other documents is examined. The more often these documents are mentioned in other documents, the larger and closer their nodes in the co-citation network will be (Atabay, 2019, p. 1135). The co-citation networks of articles and reviews in SSCI and SCI-Expanded indexed journals in the WoS database, where the concept of Wellness and Well-being Tourism is mentioned, are visualized in Figure 9. It is seen that authors with important positions on the network are clustered in blue, red, green and purple colors. Authors represented by nodes of the same color and close to each other appear together more frequently in the bibliographies of other documents.

Figure 10. *Author Co-Citation network*

Historiograph

Historiograph shows how much the authors used each other's sources and which authors' sources were used the most. Accordingly, the most cited article is "Quality of Life (QOL) and Well-being Research in Tourism". The total global citation is 452; the citation between the authors in the data set is 97. The ranking was based on the frequency of references given by the authors in the data set.

Table 11. *Historiograph of references*

Paper	Title	Author_Keywords	Year	LCS*	GCS	CL
Uysal, M.	Quality of Life (QOL) And Well-being Research in Tourism	Quality of Life; Well-being; Tourism; Tourists' Quality-of-Life; Quality of Life of Community Residents	2016	97	452	1
Mccabe, S.	The Happiness Factor in Tourism: Subjective Well-being and Social Tourism	Subjective Well-being; Quality of Life; Happiness; Holidays; Social Tourism	2013	87	304	1
Smith, M.K.	Tourism And Wellbeing	Wellbeing; Happiness; Hedonic; Eudaimonic; Self; Tourist Experience	2017	69	243	1
Kim, K.	How Does Tourism in A Communıty Impact The Quality of Life of Communıty Residents?	Tourism Impact; Quality of Life; Community Residents; Life Satisfaction; Tourism Development Life Cycle	2013	52	474	1
Chen, C. C.	Health and Wellness Benefits of Travel Experıences: A Literature Review	Benefits of Travel; Health Benefits; Wellness Benefits; Travel Experiences	2013	47	174	1
Pyke, S.	Exploring Well-being as A Tourism Product Resource	Well-being; Tourism Product Resource; Stakeholders; Tourism Strategy	2016	44	117	1
Chen, Y.	Vacation and Well-being: A Study of Chinese Tourists	Chinese Leisure Tourists; Destination Management; Subjective Well-being; Vacation Behavior; Vacation Effect	2013	34	107	1
Filep, S.	Moving Beyond Subjectıve Well-being A Tourism Critique	Psychology; Tourism Behavior; Marketing; Tourism Emotions	2014	34	88	1

Morgan, N.	Social Tourism and Well-being in Later Life	Ageing;Bereavement;Health; Anxiety; Poverty; Social Inclusion	2015	31	111	1
Knobloch, U.	Experience, Emotion, and Eudaimonia: A Consideration of Tourist Experiences and Well-being	Tourism Experience; Memorable Experience; Experiential Marketing; Emotions;Well-being	2017	27	171	1

(LCS: Local Citation Source; GCS: Global Citation Source; CL: Cluster)

Collaboration Network

When the collaboration network between the authors is analyzed, the first 10 authors who formed more collaborative networks with other authors in the studies are Han, H. (degree 1), Uysal M. (degree 0.745), Chen, C. C. (degree 0.532), Kim, M. J. (degree 0.489), Filep, S. (degree 0.447), Petrick, J.F. (degree 0.447), Sirgy, M.J. (degree 0.426), Ariza-Montes, A. (degree 0.426), Kiatkawsin, K. (degree 0.426), Kim, J. (degree 0.404). When the authors' collaboration network between countries is analyzed, it is seen that China and the United States have the highest number of joint collaborations (42). The top 10 collaborations between countries are China and Australia (28); the United States and Korea (18); Australia and the United Kingdom (17); China and the United Kingdom (17); the United States and the United Kingdom (17); the United States and Australia (16); China and Korea (14); the United Kingdom and South Africa (11); China and Malaysia (10).
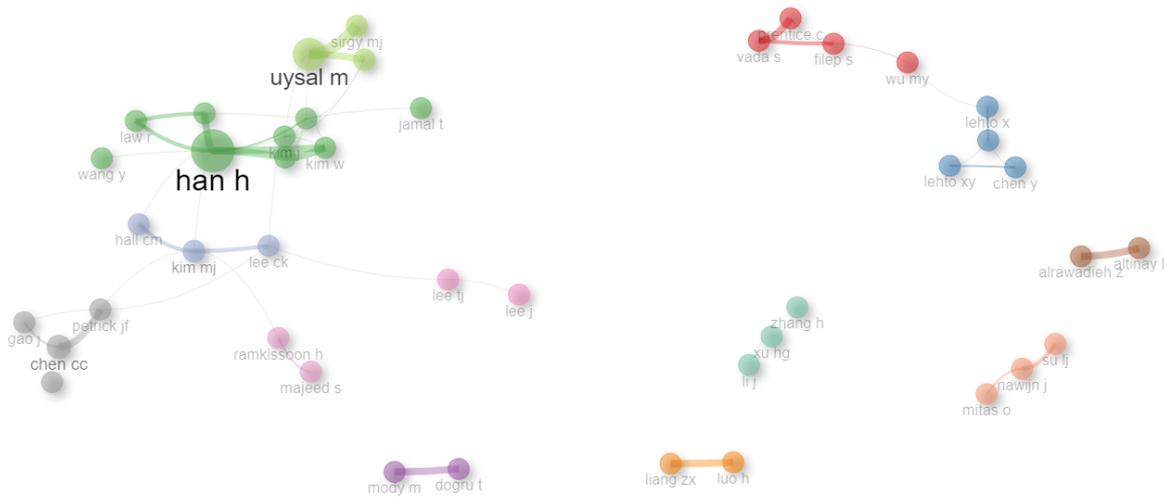
Figure 11. Collaboration network of authors

Conclusion and Discussion

This study provides a bibliometric and visualization analysis of the literature on wellness and well-being tourism until 2023. This research was conducted for 10 years (from 2013 to September 17, 2023), covering the period between 2013 and 2023, which allows for a review in this field. Since bibliometric studies on wellness and well-being tourism research have only been conducted for SSCI and SCI-Expanded indexed journals, this article makes an important contribution to the field. This study is unique in terms of learning the topics of the articles in this field accepted in SSCI and SCI-Expanded indexed journals, leading

authors and sources that make an intellectually important contribution to the field, keyword analysis, organizations and countries that publish the most, common references, and new trends in this field, especially during and after the Covid-19 pandemic period.

In this study, publications in the Web of Science database were searched. Then 2082 documents were reached. Using the Web of Science database, searching publications between 2013-2023, analyzing only articles and reviews, selecting only SSCI and SCI-indexed journals, and selecting only English-language publications were determined as "research limitations". When the research restrictions were applied, 1074 studies were reached and the studies were reduced to 1017 within the framework of the same restrictions by filtering again in the R-Studio program. Bibliometric analysis was performed in R-Studio with a total of 1017 documents (940 articles and 77 reviews), 242 journals, 57888 references, 3053 authors, and 3518 keywords selected by the authors. The average citation rate of each document is 22.55. The number of co-authors per document is 3.62. The international co-author collaboration rate is 40.71%.

According to the results obtained from the bibliometric analysis, the annual growth rate of the number of studies in SSCI and SCI-Expanded journals in this field is 19.41%. While only 28 publications were made in 2013, 114 publications were made in 2020, 175 publications in 2021, and 182 publications in 2022 during the pandemic period. In 2023, the total number of accepted articles and reviews until September 17 is 165. The most preferred keywords by leading authors such as Uysal, Han, Filep, Chen, and Lee are "well-being", "wellness tourism" and "subjective well-being", followed by "tourism" and "Covid-19". Among 3053 authors, the most cited authors are Uysal, Sirgy, and Kim. The top three authors with the most publications in SSCI and SCI-Expanded journals are Han, H. (13 publications), Uysal M. (12 publications), and Chen, C.C. (9 publications). Looking at the contributions of 3053 authors to publications, the top three authors with the highest contribution are Uysal, M. (4.13), Han, H. (3.54), and Filep, S. (3.07). When the number of citations of the authors' publications between 2013 and 2023 is compared for each year separately, Uysal, M. and Sirgy, M. J. are the most cited authors in each year. The year in which the authors received the most citations on average is 2016. Looking at the list of intellectual resources that develop the field of wellness tourism, the most cited publications are the articles "How Does Tourism in a Community Impact the Quality of Life of Community Residents?" published in 2013 and "Quality of Life (QOL) and Well-Being Research in Tourism" published in 2016 and Uysal, M. has the highest citation value (1632) in this field. The author with the highest H index and total citations is Uysal, M. Uysal, M. has 12 works with a total of 1632 citations between 2013-2023. His H-index is 10. Although Han, H. started working on the subject in 2017, he is the author with the highest number of studies on the subject. It is included in a total of 13 articles. Looking at the number of publications of the journals on this subject, 98 articles were published in Sustainability, 45 in Journal of Sustainable Tourism, 42 in International Journal of Environmental Research And Public Health and 40 in Tourism Management. Looking at the number of references received by the journals in the studies on this subject, Tourism Management journal has the highest number of citations with 3263 references; Annals of Tourism Research with 2751 citations; Jounal of Travel Research with 1353 citations; International Journal of Hospitality Management with 971 citations and finally Journal of Sustainable Tourism with 963 citations. The journal with the highest total citations (3230) and h-index (27) on wellness tourism is Tourism Management.

The number of publications is 40. The journal Sustainability, which has the highest number of publications on this topic, has 636 citations, an h-index of 14 and 98 publications. The university with the highest number of studies on this topic is Griffith University in Australia (30 articles). Then, a total of 135 publications were made in universities in the United States (State University System of Florida, 28 articles and University of Central Florida, 26 articles), but in different states. Looking at the countries of the corresponding authors, the country of the corresponding author that published the most articles is China with 210 articles. The number of publication collaborations between researchers in China and other countries is 78. The United States ranks second after China. It has published a total of 147 articles. The number of collaborations of researchers with different countries is 53. Looking at the scientific production of the countries, the country with the highest number of publications on this topic is China with 532 publications, followed by USA (462), Australia (197), UK (189) and Spain (161). Although China produces the most publications, the country with the highest number of citations is the United States. While the United States received 5705 citations, China received 2869 citations. When we look at the collaboration network of the authors between countries, it is seen that there is the highest number of joint collaborations between China and the United States (42).

Frequency analysis of the keywords shows that the most frequently used keyword is "well-being". While the word "well-being" was used 163 times, the word "tourism" was used 79 times, "subjective well-being" was used 67 times and "wellness tourism" was used 57 times. Looking at the trending topics, the trending topics in 2023 were "eudaimonic well-being", "subjective well-being¬" and "social exchange theory". In 2022, "covid-19" and "mental health" were among the trending topics, while the most trending topic in 2021 was "well-being" with 163 repetitions. This was followed by "subjective well-being" and "sustainability". "well-being" is a keyword that has a common network with other words, and its edge is very strong, first with the word "tourism" and then with the word "health". The keyword Well-being clustered with the words "tourism, health, sustainability, quality-of-life, sustainable tourism, tourism development, covid-19, cultural ecosystem services, experience, china, mental health". Apart from this, 3 more clusters emerged. The keywords with the highest total link strength within the clusters are Well-being (66), Subjective Well-being (18), and Tourism (16). Looking at the thematic map, there was a break in the words used in the studies in 2021. The keyword "well-being", which was used more frequently before the break point, was replaced by "china, marketing, wellness tourism, social exchange theory, rural tourism, aging and wellness" after 2022. When no dimension was identified in the factor analysis, it is seen that the word map emerged in three different dimensions. Looking at the citation networks created together, four different clusters were observed. Looking at how much the authors utilized each other's sources and which authors' sources were utilized the most, it was seen that the article titled "Quality of Life (QOL) And Well-being Research in Tourism" was utilized the most. The total global citation is 452; the citation between the authors in the data set is 97. When the collaboration network between the authors is examined, the first 10 authors Han, H. (degree 1), Uysal M. (degree 0.745), Chen, C. C. (degree 0.532) form an important collaboration network.

Since the sources used to access the intellectual capital related to this field, the years covered, and the keywords are different in the works of different authors, global and local citations will also be shaped. The bibliometric analyses (Dahanayake et.al., 2023; Gulyas and Molnar, 2023; Mohanan and Shekhar, 2022; Suban, 2022a; Suban, 2022b; Wang, et.al., 2021) conducted to access intellectual knowledge in this field will

also shape global and local citations as the sources used, years covered and keywords may differ. Therefore, there are differences between the results of previous analyses in this field and this study. These differences vary according to research constraints. Therefore, this study has important findings both because it covers the pandemic period and because it reveals the break in the pandemic period (2021). It is thought that this study will fill some gaps in the literature and guide future researchers in terms of seeing the trends of keywords. This research will provide academics and sector practitioners who will work on wellness tourism with a wide range of information on the structure of the subject, new trends, leading authors and documents, potential study topics, and the countries where this subject is most researched. A limitation of the research is that the data set does not include all the information about 2023, as data up to September 2023 is taken in the data set. Authors may provide a research agenda for future research, considering the findings of the research.

Considering the theoretical implications of this research, it provides new researchers with information about the bibliometric analysis process in terms of its contribution to the literature. This study can enable researchers to direct their own studies by learning the new trends, terminology used, and pioneering publications on wellness, well-being and tourism. It can contribute to the selection of topics by researchers and give ideas to tourism practitioners who follow new trends in diversifying and directing their services. With bibliometric analysis, both new researchers can be guided about the field of study and can be used with quantitative data obtained in literature evaluations. In addition, it creates a fast transition process for researchers to select specific journals and articles and to access the right studies. As a result, tourism researchers can use the current findings in this study in their own studies and at the beginning of future studies.

Limitations and Future Research

It is important to conduct the research in a single database and to consider SSCI and SCI-Expanded journals, which are the indexes that include especially qualified research, as sources. The most cited studies, leading figures, most used keywords, trending topics in journals that do not have these indexes may yield very different results when the research restriction is removed and the study is renewed. In addition, book chapters and conference papers were not included. The study was analyzed in terms of articles and reviews. Conference proceedings and book chapters can be included in future studies. In addition, the language used in the study was determined as English only. In addition, R-Studio program was used in the study. Future researchers can reach different results visually by using the VOSviewer program. In addition to bibliometric analysis, researchers may also prefer methods such as Hybrid Metric, Systematic Review, Meta Analysis.

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