

Geçmişten Günümüze Turist Rehberliği: Bibliyometrik Bir Analiz***Tourist Guiding From Past to Present: A Bibliometric Analysis***

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Etik Beyan / Ethical Statement: Bu çalışmanın hazırlanma sürecinde bilimsel ve etik ilkelere uyulduğu ve yararlanılan tüm çalışmaların kaynakçada belirtildiği beyan olunur (Dilara BAHTİYAR SARI). It is declared that scientific and ethical principles have been followed while carrying out and writing this study and that all the sources used have been properly cited.

* Bu çalışma, etik kurul izni gerektirmeyen nitelikte olup kullanılan veriler literatür taraması/yayınlanmış kaynaklar üzerinden elde edilmiştir. / This study did not require ethics committee approval, as the data were derived from literature review and publicly available published sources.

Öz

Bu çalışmanın amacı, 1975-2025 yıllarını kapsayan yarım asırlık dönemde Web of Science (WoS) indeksli dergilerde yayımlanmış turist rehberliği araştırmalarının bibliyometrik analizini yapmaktır. Bu amaç doğrultusunda 3 Mart 2025 tarihinde Web of Science veri tabanından bilimsel dâhil etme ve hariç tutma ölçütleri kullanılarak erişim sağlanan 2574 adet makale nitel araştırma yöntemleri içerisinde yer alan doküman inceleme tekniği kullanılmıştır. “Turist rehberliği” konu alanı ve anahtar kelime olarak taratılarak ulaşılan veriler, VOSviewer programı ile analiz edilmiştir. Bulgulara göre; turist rehberliği ile ilgili turizm alanındaki çalışmaların son yıllarda arttığı, araştırmacılar tarafından konunun sıklıkla kaleme alındığı, yüksek etkiye sahip dergilerde yayımlandığı tespit edilmiştir. En fazla katkı sağlayan araştırmacılar; Carvache-Franco M., Carvache-Franco W., Carvache-Franco O., Pearce PL., Zhang Y.’dir. Ayrıca turist rehberliği alanına destek sağlayan 120 ülke arasında; en fazla katkı sağlayanlar listesinde; Çin 354 çalışma ile birinciliği, ABD 347 çalışma ile ikinciliği, İspanya 321 çalışma ile üçüncülüğü almıştır. Finansman bakımından en çok katkı sağlayan kuruluşlardan Çin Ulusal Doğa Bilimleri Vakfı büyük bir farklı ön sırada gelmektedir (104). Çalışma, turist rehberliği ile ilgili uluslararası turizm çalışmalarını ağ analizi ile kapsamlı bir şekilde inceleyen ve görsel olarak haritalandıran ilk girişimlerden biridir. Çalışmanın sonunda teorik ve pratik olarak öneriler sunulmaktadır.

Anahtar Kelimeler: Turist rehberliği, bibliyometrik analiz, Web of Science, VOSviewer.

Abstract

The aim of this study is to conduct a bibliometric analysis of tourist guiding studies published in Web of Science (WoS) indexed journals in the half-century period covering the years 1975-2025. For this purpose, 2574 articles accessed from the Web of Science database on March 3, 2025 using scientific inclusion and exclusion criteria were used in the document review technique included in qualitative research methods. The data obtained by scanning the subject area and keywords of “tourist guiding” were analyzed with the VOSviewer program. According to the findings; it has been determined that the number of studies on tourist guiding in the field of tourism has increased in recent years, the subject is frequently written by researchers, and is published in high-impact journals. The researchers who contributed the most are; Carvache-Franco M., Carvache-Franco W., Carvache-Franco O., Pearce PL., Zhang Y. In addition, among the 120 countries that provide support to the field of tourist guiding; China ranked first with 354 studies, the USA ranked second with 347 studies, and Spain ranked third with 321 studies. Among the organizations that contributed the most in terms of funding, the National Natural Science Foundation of China ranks first by a large margin (104). The study is one of the first attempts to comprehensively examine and visually map international tourism studies related to tourist guiding with network analysis. At the end of the study, theoretical and practical suggestions are presented.

Keywords: Tourist guiding, bibliometric analysis, Web of Science, VOSviewer

Introduction

According to the literature, it is possible to say that there are many statuses attributed to the tourist guide profession. According to Holloway (1981), these roles include courier, companion, missionary, ambassador, leader, guardian angel, and disciplinarian-supervisor; according to Pond (1993), they are tour manager, tour companion, tour leader, tour guide, and city guide. Hacıoğlu (1989) describes the tourist guide as the first person responsible for the tour, Usta (1992) describes the person who acts as an aide during the journey, Çimrin (1995) describes the person who provides connections, and İçöz (1996) describes the person who solves any problem. On the other hand, Dahles (2002) describes the tourist guide as a hospitable ambassador, and Poria et al. (2006) describe the tourist guide as a fountain of knowledge.

Tourist guiding, although recognized late in our country and previously performed by minorities, is a profession that plays a crucial role in our country's tourism scene and is one of its leading actors. Professional tourist guides, who have adopted every corner of the country as their hometown, are in the position of peace and culture ambassadors who welcome tourists with their professional qualifications, ensure that they have a pleasant time, act as aides throughout the program. They also take on the role of mentor, guide, leader and mediator. Halicarnassus Fisherman, who took on such a role and tried to ensure its continuation, provided tourist guide services to foreign politicians, writers and scientists who came to the country during the period, contributed to the Blue Anatolianism philosophy of introducing Anatolia and to the tourist guide profession, in addition to his literary personality, he also worked as an instructor in tourist guide trainings and wrote books on tourist guiding. Prof. Dr. Şadan Gökovalı, known as his adopted son, described the Fisherman of Halicarnassus as the Herodotus of the last century and clearly emphasized the importance of professional tourist guides with the words, '... He who goes without a guide sees the world in a blur; he who goes ahead of him loses his way...' (Güzel et al., 2017, p. 11-12).

Bibliometrics is a widely used statistical approach to organize research fields (Van Eck and Waltman, 2010). Using bibliometric analysis, the current status of the field, its scope, recent developments, and future research directions can be investigated (Tunger and Eulerich, 2018). This study aims to present the connections between structural elements such as article, author, journal, word by examining tourist guide articles published from past to present, covering a half-century period from 1975 to March 3, 2025. It serves as a guide for both readers and policy developers.

1. Literature Review

1.1. Tourist Guiding from a Conceptual Framework

From a conceptual perspective, it is seen that the professional tourist guide profession is used synonymously with many terms in the literature (tourist guide, tourist interpreter guide, interpreter, interpreter guide, tour leader, tour manager). The reason for this is that there are differences in the translation of words with the same meaning in foreign languages into Turkish, where different meanings are attributed to each in Turkish. Hacıoğlu (1989) describes the tourist guide as the first person responsible for the tour, Usta (1992) describes the person who acts as an aide during the journey, Çimrin (1995) describes the person who provides connections, İçöz (1996) describes the tourist guide as a person who solves any problem. On the other hand, Dahles (2002) describes the tourist guide as a hospitable ambassador, and Poria et al. (2006) describe the tourist guide as a fountain of knowledge. When both tables are examined in general, it is revealed that the terms leadership, leading, guiding, mediator, and interpreter are repeated more in the definitions related to tour guides. As a matter of fact, these expressions are some keywords that remind us of the tourist guide profession. When tourist guides are examined within the framework of these keywords, the tour that the guide organizes is actually a group; the members of this group consist of tourists participating in the tour, the group dynamism occurs during the tour, it also shows the characteristics of a formal group in some ways, and it can also be defined as a temporary organization formed by people to achieve a goal at a certain time, like a placeless organization.

Cohen (1985) mentioned that there are two starting points in modern tourist guiding and stated that these starting points are wayfinding/showing and mentoring. According to him, there are four main components in the leadership and mediation role of tourist guiding and these are; instrumental,

social, interactional and communication factors respectively. In addition, Cohen (1985) stated that the guide role is different and stated that the function of the guide is to produce touristic places in the marginal areas of the ecological tourism system and in this context, they are geographical guides who lead tourists in places they have not previously discovered and experienced. Tourist guides in this group provide services in hard-to-reach areas such as valleys and mountains in natural areas rather than city centers.

1.2. Working Areas and Types of Tourist Guides

First of all, professional tourist guides are examined in two groups according to their working conditions.

- Active tourist guide means tourist guides who have a work card and have the right and authority to provide tourist guide services in practice,

- Inactive tourist guides are those who hold a license but do not possess a work card (Türsab, 2025). Inactive tourist guides pay one-fifth of the fee charged to active tourist guides. They are not eligible to vote in elections for professional organizations and cannot serve in these bodies. Individuals who remain inactive for eight consecutive years must take an exam conducted by the Ministry of Culture and Tourism and pass it to regain active status as tourist guides. The varying areas of expertise for professional tourist guides have resulted in the classification of different types of guides. Ahipaşaoğlu (2006) categorized professional tourist guides into three classes: general culture guides, conference guides, and expert guides. Tetik (2012), in his doctoral thesis on tourist guiding and ecotourism, classified the types of professional tourist guides according to foreign literature as follows: destination (local) guides, city guides, expert guides, step-on guides, and ship guides.

Çolakoglu (2010) divided tourist guides into three groups as cultural guides, expert guides and point guides. Tekin et al. (2017) classified them into two groups as guides and mobile guides according to their areas of expertise.

1.3. Tools and Equipment Used by Tourist Guides in Their Profession

The tools and equipment used by professional tour guides in their professional activities vary. When the technological applications preferred by professional tour guides are examined, it is seen that two different distinctions are made in the relevant literature. Degirmencioglu and Ahipasaoglu (2003) examined tour guides from two different perspectives: tour guides in their fields and static guides.

Microphone systems (headset), smartphone applications, and mobile guides are examples of technological tools used by tourist guides based on their areas of expertise. In museums, which can function as both open and closed spaces, applications such as 26 interactive examination systems, layered hologram applications, e-catalogs, virtual assistants, virtual objects, kiosks, augmented reality, and video mapping support tourist guide narration. In their joint study on smart tourist guides, Yüzbasioğlu et al. (2018) aimed to implement a smart tourist guide application by utilizing technologies like global positioning systems (GPS) and near field communication (NFC) for the Antalya destination and demonstrated how the system can operate. In museums, which can function as both open and closed spaces, applications such as 26 interactive examination systems, layered hologram applications, e-catalogs, virtual assistants, virtual objects, kiosks, augmented reality, and video mapping support tourist guide narration. In their joint study on smart tourist guides, Yüzbasioğlu et al. (2018) aimed to implement a smart tourist guide application by utilizing technologies like global positioning systems (GPS) and near field communication (NFC) for the Antalya destination and demonstrated how the system can operate.

1.4. Professional Problems in Tourist Guiding

There are many problems in the professional tourist guiding profession, which plays a key role in the promotion of the country. On the other hand, students who graduate from the tourist/tourism guiding departments of universities cannot directly obtain a guiding certificate. Because only two percent of graduates can pass the foreign language threshold score required to be considered

successful (Batman et al., 2001). The main problems regarding the professional problems of professional tourist guides in the literature are as follows;

a) Status of Guiding Courses: It has been revealed that the guiding courses organized by the Ministry are not sufficient in terms of both duration and course curriculum. It is observed that guides do not participate sufficiently in educational activities (courses, seminars) where participation is provided optionally and do not follow professional publications.

b) Problems with Travel Agencies: The problems that guides encounter with agencies can be summarized as follows; working below the base wage, not paying the money on time or in full, the profession not being taken seriously by the agencies decreases the motivation of the guide. Forcing the guides to make sales or to act as brokers due to low wages disturbs the guides and causes them to lose their self-esteem. In a study conducted by Yazıcıoğlu et al. (2008), it was emphasized that the insurance premiums of the guides were not paid at all, were paid incompletely or were not paid on time and there was no guarantee of continuous work. In a study conducted by Zengin et al. (2004) on the relations of travel agencies with tourist guides, it was determined that the problems experienced between the agency and the guide were mostly due to the amount of the wage.

c) Problems with Tourist Groups: The biggest problem is that the tour program is not fully implemented. Another problem is that shopkeepers or vendors disturb tourists.

d) Problems Encountered in Accommodation Facilities: The lack of quality and quantity of hotel staff, the lack or absence of the promised qualities in the visual materials that present the hotel's concept, the lack of attention and respect shown to guides, and the opposite behavior can be given as examples of problems encountered in hotels.

e) Problems Arising from the Characteristics of the Profession: Each profession has its own advantages and disadvantages. Tangüler (2002, p. 41) stated that guiding requires long, irregular and variable working hours during the day. Guiding is a profession based on physical strength, especially on days when demand is high, and this causes it to be a tiring and exhausting profession (Güzel, 2007, p. 36; Ahıpaşaoğlu, 2006, p. 145; Tangüler, 2002, p. 41; Genç, 1992, p. 216). In addition, working for hours in the hot weather under the sun in archaeological sites causes them to encounter many health problems ranging from blood pressure problems to heart attacks or brain hemorrhages (Güzel and Köroğlu, 2015). The most important disadvantages of the tourism guiding profession; The limitations of private life due to the long-term travel required by the profession and the negative impact it has on family relationships, the lack of permanent job guarantee, the lack of social rights, the fact that it is tiring, and the risk of accidents due to travel are high (Batman, 2003).

1.5. Tourist Guide Ethics Principles

It is undoubtedly the professional tour guides, who spend significant time interacting with tourists, that set out on a journey to help visitors experience different cultures. The literature review reveals that the global ethical principles of the professional tour guide profession are established by institutions and organizations. The guiding principles determined by the World Federation of Tourist Guide Associations (WFTGA) and the European Tourist Guides Federation (FEG) are as follows: a) Tour guides should care for tourists, show interest, and provide professional service; they must remain free from bias and impartial while doing so. b) The narratives and presentations of tour guides should reflect the truth. c) Tour guides should treat their colleagues in the tourism sector fairly and reasonably. d) Tour guides must respect nature, wildlife, living and non-living entities, local people, local culture, and values to protect the tourism reputation of their country and should make efforts to ensure that respect is maintained. e) A tourist guide serves as a representative-ambassador of his country and should introduce destinations to tourists in a manner that contributes positively to his country.

According to Tourist Guide Profession Regulation in our country, the principles of the tourist guide profession are as follows;

- Must have awareness of culture, history and tourism,
- Must know the legal rules and provide service standards,

- Must be fair, honest, impartial, respectful, polite,
- Must be reliable and responsible,
- Must protect tangible values (environment, natural, historical and cultural assets),
- Must not make statements other than the truth and outside of their duties and authority,
- Must avoid attitudes and behaviors that will damage the profession,
- Must not share political, political, economic views as general opinions,
- Those who have been subject to a penalty such as dismissal from the profession, etc. must submit their work card within the specified period (Öter, 2017, p. 110-117).

2. Method

Bibliometrics is a technique that examines the titles, keywords, authors, and citations of scientific publications. With this technique, prominent topics in the field and areas that can be focused on for future research can be identified. Tang is an analysis technique based on the examination and visualization of scientific studies (Gupta, 2021). Bibliometric studies are those conducted by considering the data from books, articles, research, theses, and similar studies prepared in a specific branch of science (Kozak, 2001). The studies analyzed in bibliometric reviews are accessed from indexes and databases such as Web of Science, Scopus, Dimensions, Google Scholar, Lens, and PubMed (Moral Munoz et al., 2020). It is important that the database from which the data used in such bibliometric analyses is obtained includes literature that adequately represents the subject. At this point, one of the crucial data sources in the context of the relevant literature is the Web of Science database (Aghaei Chadegani et al., 2013). VOSviewer is a freely available tool for analyzing and visualizing bibliometric data from the Web of Science database (Van Eck and Waltman, 2010).

Table 1.

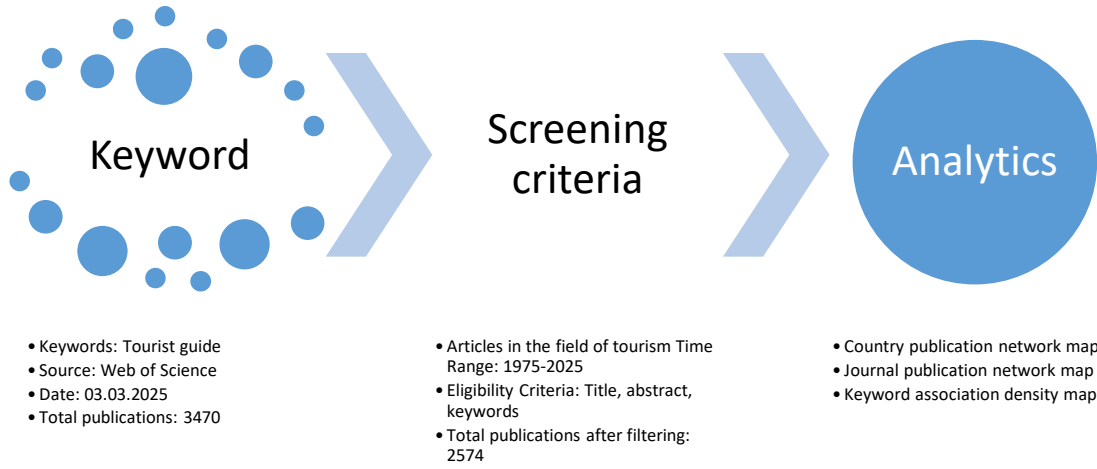
VOSviewer Program Analysis Types and Units

Analysis Type	Analysis Unit
Co-Authorship	Authors, Institutions, Countries
Common Citation	Cited References, Sources, Authors
Bibliographic Matching	Document, Source, Author, Institution, Country
Concept Unity	Keywords, Abstract
Citation Network	Document, Source, Author, Institution, Country

Source: Ogun, 2023

This study accessed data from the Web of Science database. Web of Science is one of the world-renowned databases that allow researchers to access documents from various disciplines (Çuhadar et al., 2021). The aim of this study is to conduct a bibliometric analysis of tourist guiding research published in journals indexed by Web of Science (WoS) over the fifty-year period from 1975 to March 3, 2025. Bibliometric analysis was performed using science mapping on 2574 research articles obtained from the Web of Science (WoS) database, focusing on the subject area and keyword "tourist guiding." The flow diagram of the study is presented in Figure 1, referencing the study by Singhania et al. (2022) regarding the analytical processes employed in this research.

Figure 1.
Flowchart of the Study



Research Problems

This technique reveals influential authors, publications, journals and countries, as well as the status of collaboration, related research trends and future research scope. This study seeks answers to the research questions listed below:

- How is the distribution of the literature on tourist guiding over time through publications and citations?
- Which articles, countries, authors, institutions and journals have had the greatest impact on tourist guiding research in the past half-century?
- What is the social structure of countries, authors, institutions or organizations that collaborate, contribute to and fund research on tourist guiding?
- What are the distinct thematic clusters that have emerged in the field of tourist guiding research?
- Which distinct concepts and topics are becoming increasingly prominent in the field of tourist guiding research?

The data in this study were obtained as a result of searches conducted in the Web of Science database on March 3, 2025. First, the Web of Science Core Collection database was searched for tourist guiding topics and keywords in all fields.

3. Findings

The distribution of the keywords of rural tourism and rural development in the academic/scientific database of Web of Science examined within the scope of the study and the number of citations they have received by the studies written in the field of tourism by year are given in Table 2.

Table 2.
Distribution of publications by year*

Publication Years	Record Count	% of 2.574
2025*	31	1.204
2024	263	10.218
2023	224	8.702
2022	230	8.936
2021	240	9.324
2020	199	7.731
2019	180	6.993
2018	142	5.517
2017	145	5.633
2016	109	4.235
2015	93	3.607%
2014	93	3.607%
2013	81	3.142%
2012	86	3.336%
2011	79	3.064%
2010	72	2.793%
2009	53	2.056%
2008	44	1.707%
2007	36	1.396%
2006	38	1.474%
2005	32	1.241%
2004	15	0.582%
2003	13	0.504%
2002	8	0.310%
2001	13	0.504%
2004	15	0.582%
2003	13	0.504%
2002	8	0.310%
2001	13	0.504%

*Showing 10 out of 41 entries as of 03 March 2025

When Table 2 and Figure 1 are examined, it is seen that the first study in the field of tourism with the keyword tourist guiding was published in 1975. Three-digit numbers are seen in the number of studies since 2016. First, a continuous increase was observed in the number of both studies and citations on the subject. The year in which the most studies (263) were carried out was determined as 2024. Since 2025 is ongoing, the number of studies seems low. It is predicted that the rate of increase will continue at the end of 2025.

Figure 2.
Distribution of publications and citation quantities by year

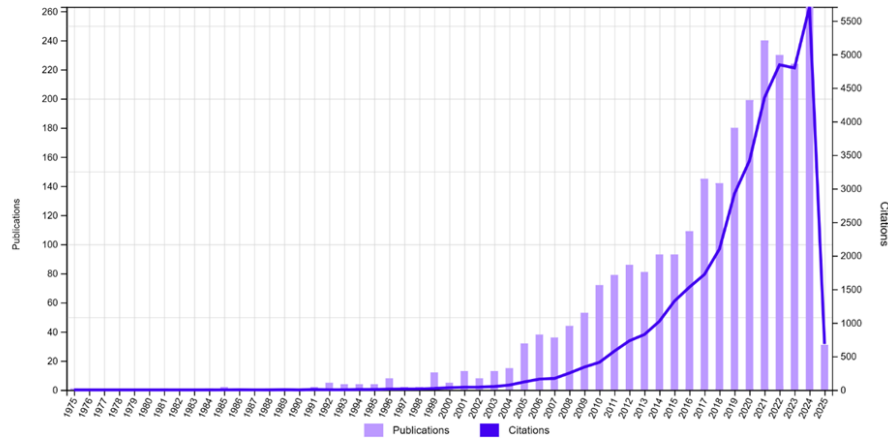


Table 3 shows the first five most cited articles. The most cited and dominant journal in the field of tourist guiding was *Annals of Tourism Research*, and four of the first five most cited articles were published in the *Annals of Tourism Research* journal. Kaygalak-Çelebi and Kırılar-Can (2019), who conducted a similar study, revealed that the highest number of article publications in the field of tourism guiding were in the *Annals of Tourism Research* and *Tourism Management* journals, and that the knowledge production process in the field of tourism guiding has increased since 2000. In this respect, the findings obtained support this result.

Table 3.
The citations of the first 5 most cited articles

Title	Researcher(s)	Journal
1. Collaboration Theory And Community Tourism Planning	Jamal, Tb and Getz, D	Annals of Tourism Research
2. The Tourist Guide - The Origins, Structure And Dynamics Of A Role	Cohen, E	Annals of Tourism Research
3. Does Nationality Affect Tourist Behavior	Pizam, A and Sussmann, S	Annals of Tourism Research
4. Residents' Attitudes Towards Tourism in Bigodi Village, Uganda	Lepp, A	Tourism Management
5. Choice Set Propositions in Destination Decisions	Crompton, Jl and Ankomah, Pk	Annals of Tourism Research

The top ten researchers out of 6,430 researchers who contributed to the tourist guiding literature are listed in Table 4. Carvache-franco M. and Carvache-franco W. share the first place, while Carvache-franco O., is the third and Pearce PL., is the fourth.

Table 4.
Researchers with the most publications

Authors*	Record Count	% of 2.574
Batabyal AA	6	0.233
Carvache-franco M	18	0.699
Carvache-franco O	16	0.622
Carvache-franco W	18	0.699
Chen YF	6	0.233

Dolnicar S	6	0.233
Gavalas D	7	0.272
Hall CM	7	0.272
Pearce PL	11	0.427
Zhang Y	8	0.311

*Showing 10 out of 6.430 entries

If we look at the ranking of editors who contributed to the tourist guiding literature, Woodside AG. is in the first place with a big difference. Kozak M. and Kozak N. from Turkish editors entered the ranking of editors in the international literature.

Table 5.
Top contributing editors

Editors	Record Count	% of 2.574
Castro P	2	0.078
Chen JS	3	0.117
Cunningham M	2	0.078
Cunningham P	2	0.078
Filho WL	3	0.117
Hyde KF	9	0.350
Kozak M	4	0.155
Kozak N	3	0.117
Ryan C	9	0.350
Woodside AG	11	0.427

It has been revealed that the number of productive countries in the field of tourist guiding is 120, with the top 10 rankings listed in Table 6. Among the most significant contributors, the USA ranks first with 347 studies, followed by People's Republic of China in second with 354 studies, and Spain in third with 321 studies. Other countries included in this ranking are Australia, Brazil, Canada, England, Italy, Malaysia, and Taiwan.

Table 6.
Top 10 countries with the most broadcasts

Countries/Regions*	Record Count	% of 2.574
AUSTRALIA	172	6.682
BRAZIL	118	4.584
CANADA	67	2.603
ENGLAND	147	5.711
ITALY	124	4.817
MALAYSIA	66	2.564
PEOPLES R CHINA	354	13.753
SPAIN	231	8.974
TAIWAN	71	2.758
USA	347	13.481

*Showing 10 out of 120 entries, 44 record(s) (1.709%) do not contain data in the field being analyzed

Among the organizations that provide funding in this field, the National Natural Science Foundation of China (NSFC) ranks first by a substantial margin (104). Following in order are the European Union (32), the Spanish Government (28), the Ministry of Education, Culture, Sports, Science and Technology of Japan (MEXT) (21), and the Japan Society for the Promotion of Science (20), as detailed in Table 7.

Table 7.

Top 10 institutions and organizations providing the most financing

Funding Agencies	Record Count	% of 2.574
CONSELHO NACIONAL DE DESENVOLVIMENTO CIENTIFICO E TECNOLÓGICO CNPQ	12	0.466
EUROPEAN UNION EU	32	1.243
FUNDACAO PARA A CIENCIA E A TECNOLOGIA FCT	17	0.660
GRANTS IN AID FOR SCIENTIFIC RESEARCH KAKENHI	14	0.544
JAPAN SOCIETY FOR THE PROMOTION OF SCIENCE	20	0.777
MINISTRY OF EDUCATION CULTURE SPORTS SCIENCE AND TECHNOLOGY JAPAN MEXT	21	0.816
NATIONAL NATURAL SCIENCE FOUNDATION OF CHINA NSFC	104	4
NATIONAL OFFICE OF PHILOSOPHY AND SOCIAL SCIENCES	13	0.505
NATIONAL SCIENCE FOUNDATION NSF	11	0.427
SPANISH GOVERNMENT	28	1.088
CONSELHO NACIONAL DE DESENVOLVIMENTO CIENTIFICO E TECNOLÓGICO CNPQ	12	0.466
EUROPEAN UNION EU		1.243
	32	

*Showing 10 out of 1.085 entries, 1.775 record(s) (68.959%) do not contain data in the field being analyzed

The dominant language ranking in the field is given in Table 8. The vast majority of articles were written in English with 2,229 studies. Spanish comes next with 150 studies and Portuguese with 70 studies. Turkish stands out in the ranking with 6 studies.

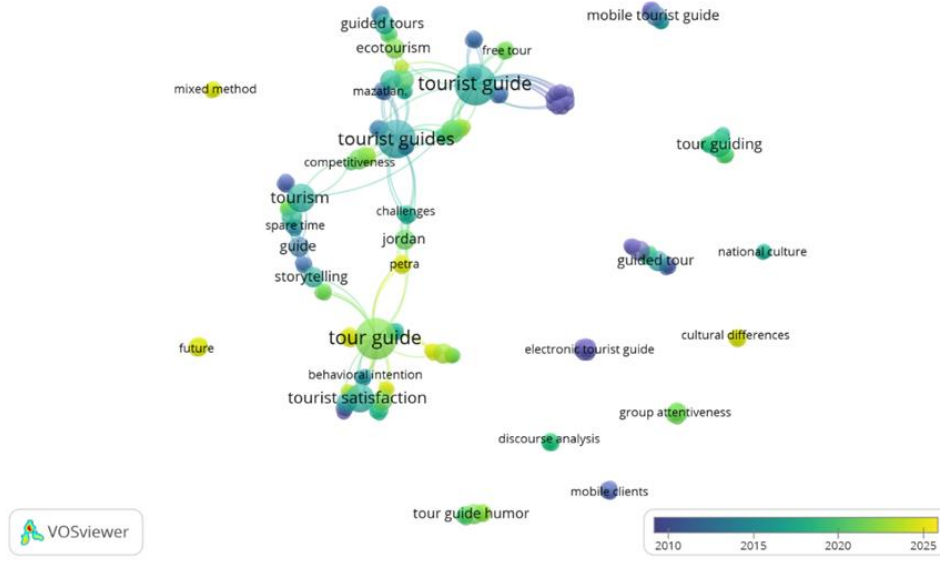
Table 8.

Dominant languages in the field

Field Languages	Record Count	% of 2.578
English	2,229	86.462%
Spanish	150	5.818%
Portuguese	70	2.715%
French	39	1.513%
Russian	16	0.621%
German	14	0.543%
Italian	12	0.465%
Polish	7	0.272%
Malay	6	0.233%
Turkish	6	0.233%
Croatian	5	0.194%
Catalan	3	0.116%
Dutch	3	0.116%
Japanese	3	0.116%
Czech	2	0.078%

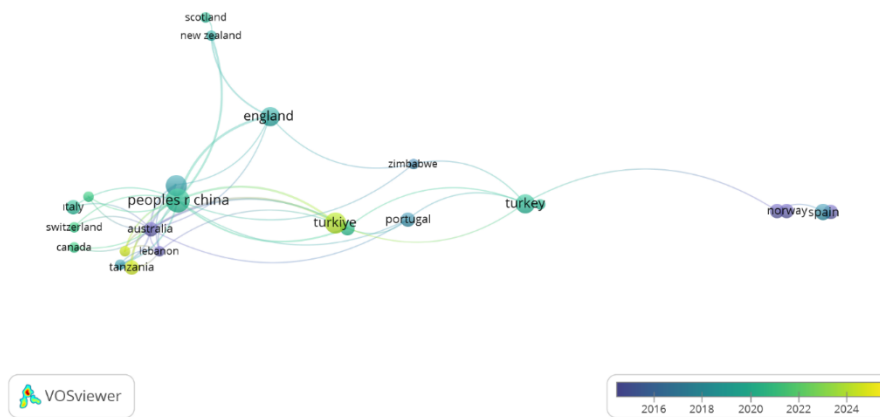
The keyword analysis is given in Figure 2. The keywords that gained intensity between 2010-2015 are guided tour(s), mobile tourist guide, electronic tourist guide, spare time, storytelling. The keywords that gained intensity between 2020-2025 are Petra, mixed method, future, cultural differences. It has been determined that the tourist satisfaction keyword has been used intensively since 2010.

Figure 3.
Keyword co-occurrence density map



The country citation analysis by year is presented in Figure 3. While Australia, Norway, Spain, Peoples R China received more citations in the past, Turkey stands out today. The high citation density of studies on tourist guiding in our country in the international literature shows that they contribute more to the field today.

Figure 4.
Country broadcasting network map



Another analysis conducted as part of the study is the journal publication network map shown in Figure 4. If we examine the 10 journals that publish the most studies in the field of tourist guidance, we can say that the Tourism Planning & Development journal has gained popularity for the year 2025.

Conclusion, Discussion and Recommendations

This study aims to examine tourism-related publications on the keywords tourist guiding within the framework of various criteria and to provide a holistic perspective on the literature. For this purpose, a search was conducted in the Web of Science database. 2574 studies that were considered to be within the scope of the research were reached. The bibliometric data of these studies were obtained from the Web of Science database and analyzed with the help of the online VOSviewer software. According to the findings, the first publication in the field of tourism with the keyword tourist guiding was published in 1975. It was determined that the publications increased over the years. The year 2024 was the year when the studies in this field were the most. Since 2025 is ongoing, the number of studies seems low. It is predicted that the rate of increase will continue at the end of 2025.

The most cited journal in the field of tourist guiding was *Annals of Tourism Research*, and four of the five most cited articles were published in *Annals of Tourism Research*. Kaygalak-Çelebi and Kırlar-Can (2019), who conducted a similar study, found that the highest number of article publications in the field of tourism guiding were in *Annals of Tourism Research* and *Tourism Management*, and that the knowledge production process in the field of tourism guiding has increased since 2000. In this respect, the findings support this conclusion. Total 6,430 researchers who contributed to the tourist guiding literature, Carvache-Franco M. and Carvache-Franco W. share the first place, while Carvache-Franco O. is third and Pearce PL. is fourth. When the ranking of editors who contributed to the tourist guiding literature is examined, Woodside AG. is in the first place with a big difference. Kozak M. and Kozak N., Turkish editors, entered the ranking of editors in the international literature. In the list of the most contributors, China came first with 354 studies USA came second with 347 studies and Spain came third with 321 studies. Other countries in this ranking are Australia, Brazil, Canada, England, Italy, Malaysia and Taiwan. Among the organizations that provide funding to the field, National Natural Science Foundation of China comes first with a big difference (104). It is followed by European Union (32), Spanish Government (28), Ministry of Education Culture Sports Science and Technology Japan Mext (21), Japan Society for the Promotion of Science (20). The keywords that gained intensity between 2010-2015 are guided tour(s), mobile tourist guide, electronic tourist guide, spare time, storytelling, free tour, ecotourism, tourist satisfaction. The keywords that technology has entered the field of tourist guiding have emerged. Whether technology will be an opportunity or a crisis for the tourist guiding profession can be the problem of another study. The results of the bibliometric analysis on technology and tourist guiding can be evaluated.

As a limitation of the study, the research covers the period 1975-2025. Data from the Web of Science database was obtained on March 3, 2025. The determined keywords were tourist guide, Web of Science as a database and the year section (1975-2025) constituted the limitation of the study. Future research will focus on topics such as tourist guiding and activities, tourism trends, tourist guides' relationships, and encounters, and it will be possible to develop research in terms of quality and quantity. At the same time, progressing by feeding on theories and approaches from different branches of science will reveal the multidisciplinary aspect of the field of tourism guiding and will expand the scope of research in terms of theory. Since tourism guiding is a research field that adopts an interdisciplinary approach, research covering many different disciplines and branches of science, especially archaeology, mythology, cultural heritage and history, should be conducted. It is thought that thanks to these studies, the process of gaining a scientific identity in the field of tourism guiding will gain momentum. Although tour guiding is receiving increasing attention from researchers, the findings of the study suggest that it is somewhat unevenly distributed geographically. Knowledge building on tour guiding would benefit from a wider range of study locations, exploration of additional types of guides, greater use of mixed methods, and, most importantly, collaboration across locations and genres.

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Authors' Contribution Statement (Yazarların Makaleye Katkı Oranları)

All stages of the study, from the research idea to the reporting, were conducted by a single author. / Çalışmanın tüm aşamaları, araştırma fikrinden raporlamaya kadar tek yazar tarafından yürütülmüştür.

Conflict of Interest Statement (Çıkar Beyanı)

The author declares that no conflict of interest exists with any person or institution in relation to this study. / Yazar, bu çalışmada herhangi bir kişi ya da kurumla çıkar çatışması bulunmadığını beyan eder.

Ethics Committee Approval (Etik Kurul İzni)

This study did not require ethics committee approval, as the data were derived from literature review and publicly available published sources. / Bu çalışma, etik kurul izni gerektirmeyen nitelikte olup kullanılan veriler literatür taraması/yayınlanmış kaynaklar üzerinden elde edilmiştir.