



Visual Mapping of Cultural Heritage and Tourism Studies in the Indian Context

Saadet Zafer Kavacak*, Kevser Çınar**, Madhuri Sawant***

Abstract *This paper aims to examine in detail the cultural heritage studies conducted in the context of India, with a specific focus on the intersection with tourism. The study conducts a bibliometric analysis of the journal articles on cultural heritage and tourism field in India in Web of Science (WoS) database. Bibliometric techniques such as bibliographic coupling, co-occurrence of author keywords, and co-occurrence of abstract terms were used. The study identifies 401 cultural heritage papers and 59 cultural heritage papers based on tourism in the Indian context for 1992-2023. Most of the analyzed papers are categorized under the Humanities Multidisciplinary category in WoS, focusing on Sustainable Cities and Communities in relation to the Sustainable Development Goals. In terms of cultural heritage studies, India, the United States, and England are the most productive nations, while in terms of tourism-based cultural heritage, India, Algeria, and Portugal are at the top. India, cultural heritage, tourism, and culture are among the top author keywords in the cultural heritage field. Therefore, that research fills this gap by performing a bibliometric analysis of publications on cultural heritage research articles in the Indian context published in the WoS database between 1992 and 2023.*

Keywords: *Cultural Heritage, Tourism, Bibliometric Analysis, India*

INTRODUCTION

United Nations Educational, Scientific, and Cultural Organization (UNESCO) (2009) defines cultural heritage as “Artifacts, monuments, a group of buildings and sites, and museums that have a diversity of values including symbolic, historical, artistic, aesthetic, ethnological or anthropological, scientific, and social significance.” Due to their inherent beauty and attraction value, these resources are the backbone of the tourism industry. Thus, the allure of cultural resources increases the region’s growth, which needs to be promoted as a tourism destination (Herbert, 1989). Through the marketing and development of tourism, heritage resources substantially impact the community’s social, economic, and environmental well-being. According to Chhabra (2010), cultural heritage as a commodity and destination is intended to satisfy the requirements of tourists, who use it to build identity attachments. Tourism reveals tangible and intangible heritage processes and is the primary

means of consuming products, particularly cultural lifestyles and activities (Keitumetse, 2014). Consequently, tourism is the process or mode of travel that allows visitors to enjoy the heritage resources that the host community has wisely chosen to utilize. Tourism and heritage go hand in hand; tourism benefits from heritage resources, and tourism preserves and promotes heritage (Ezenagu & Iwuagwu, 2016).

Cultural heritage studies are essential for promoting cultural identity, building community pride, and participating in national and international cultural dialogues. They also offer a window into a country’s historical and artistic treasures (UNESCO, 2009; Zhang et al., 2023; Vlase & Lähdesmäki, 2023). This engagement promotes appreciation and knowledge of different cultures, positively affecting the economy by bolstering tourism. For historical sites and artifacts to remain authentic, cultural heritage preservation is essential in the context of tourism (UNESCO, 2009). Additionally, academic studies in this field can help local

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communities, tourist industry professionals, and legislators create plans that balance the need to preserve India's rich cultural heritage and the economic advantages of tourism (Vlase & Lähdesmäki, 2023). Well-informed cultural heritage studies can give rise to sustainable tourism practices that guarantee tourism benefits local communities and ecosystems (Zhang et al., 2023).

To provide a thorough grasp of the current state of research, essential issues, and future trends, review studies in the fields of cultural heritage and tourism are necessary for compiling and integrating existing knowledge (Bourdeau et al., 2015; Fei et al., 2023). These evaluations offer a comprehensive perspective on the complex interaction between cultural heritage and tourism in several contexts, making them invaluable tools for academics, practitioners, and policymakers (Timothy, 2011). Additionally, they support the development of evidence-based plans for the tourism industry's sustainable cultural heritage management.

India as one of the world's developing regions (Sheth, 2011) is home to one of the oldest continuous cultures in the world, distinguished by its festivals, customs, philosophies, and languages. In India, many monuments provide information about science, technology, history, spirituality, and cultural heritage (Kumar, 2023). They support the community's social ties and give it a feeling of continuity. Because the heritage has universal worth, it must be preserved indefinitely for future generations. There are 34 cultural, 7 natural, and 1 mixed site on UNESCO's World Heritage List for India (United Nations India, 2023). India has been chosen as the research area in this study as it is one of the best examples of UNESCO-designated historical touristic areas worldwide. There is little research on the state of publications about cultural heritage, particularly in the travel industry. These insights are used to highlight the value of research, its possible applications, and the gaps in the body of knowledge on research impact, productivity, and publication patterns in the Indian setting. Given its potential to significantly aid in preserving cultural assets, promoting sustainable tourism practices, and advancing global awareness of India's rich heritage, studying cultural heritage and tourism in the Indian context is of utmost importance. As one of the most popular tourist destinations in the world, it is a nation with a diverse culture, traditions, customs, rituals, and attractions. Chaudhary's (2000) research investigated international visitors' pre- and post-trip perceptions of India as a travel destination. Chaudhary discovered that India's rich traditions of art and cultural heritage had led to a high rating for the country.

With the help of its bibliometric analysis, this study places itself within the larger framework of review studies and hopes to advance the academic conversation about cultural heritage and tourism in India. Understanding academic

research progress and comprehensively grasping the relevant research and hotspots in cultural heritage and tourism have great reference significance for promoting the high-quality future development of Indian tourism. Hence, the authors in the current study tried to bridge the gap in the literature on cultural heritage by conducting a bibliometric analysis in a systematic and simplified manner while addressing the following research questions:

- RQ1: What is the longitudinal distribution of cultural heritage and tourism studies in the Indian context and the status of the articles in terms of Web of Science Categories and Sustainable Development Goals?
- RQ2: Regarding countries, which are the most productive contributors to cultural heritage studies and cultural heritage studies based on tourism in the Indian context?
- RQ3: What are the most recurrent keywords of general cultural heritage studies and tourism-based cultural heritage studies in the Indian context?
- RQ4: What are the most recurrent abstract terms of general cultural heritage studies and tourism-based cultural heritage studies in the Indian context?
- RQ5: What are the most often cited documents in cultural heritage studies based on tourism research in the Indian context?

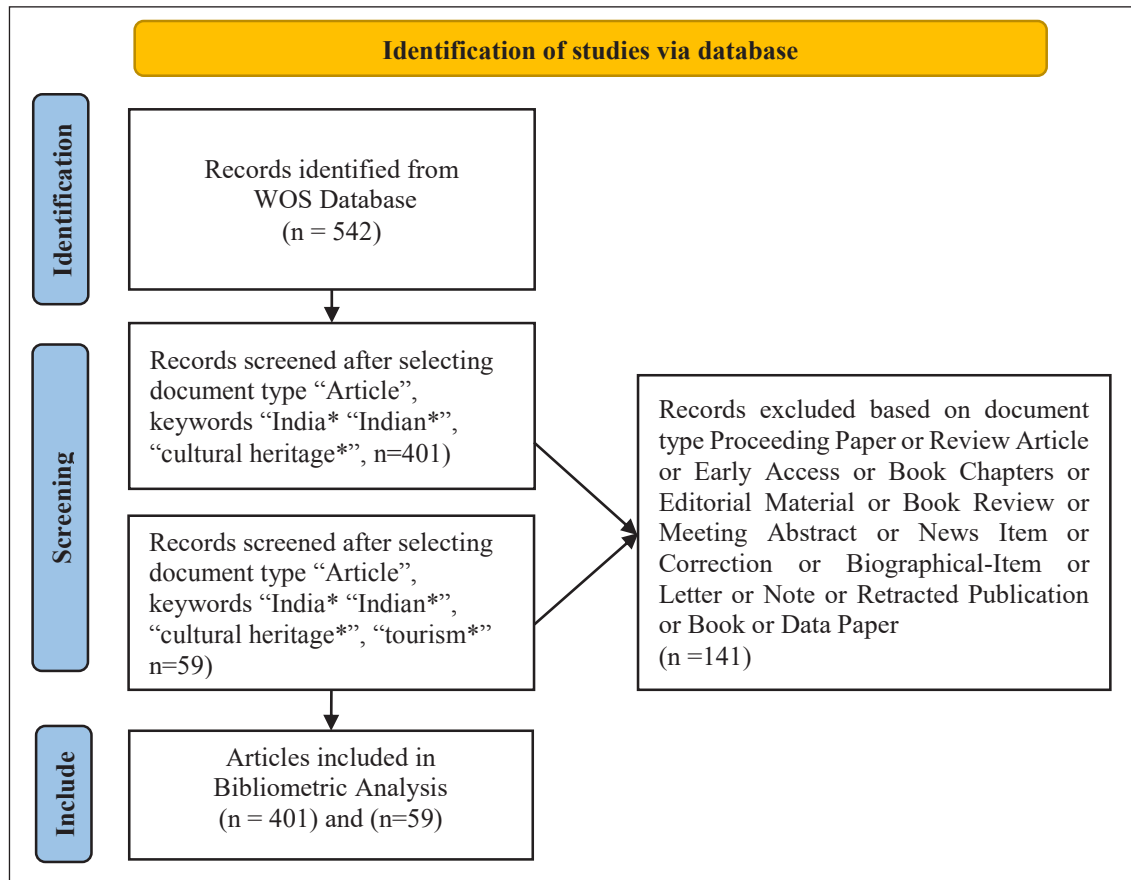
Through these research questions, this study analyses scholarly research on cultural heritage in the Indian context, providing a complete picture of the evolution and status of tourism research in India. This is the first bibliometric study of papers on cultural heritage based on tourism in the Indian location, as far as the authors are aware, and it offers a summary of relevant papers published between 1992 and 2023. Researchers and academics may use this study's analysis of 401 articles-59 of which were published in the Indian context to find new fields of study, potential partners, and journals to publish their work. Various techniques, such as longitudinal distribution of publications and citations, bibliographic coupling of countries, co-occurrences of author keywords, and co-occurrences of abstract terms, are used. The articles are visualized in this direction with the VOS viewer mapping method. Examining cultural heritage tourism in India will broaden our understanding and offer valuable insights from the standpoint of emerging markets.

METHODOLOGY

This research covers studies published between 1992 and 2023. The methodologically chosen period between 1992-2023 is purposefully planned to capture the thorough evolution of tourism and cultural heritage research in the Indian setting. Starting in 1992, a critical post-liberalization era in India, it enables tracking the development and

evolution of cultural heritage studies in the context of major socioeconomic shifts. A modern viewpoint is ensured by extending the analysis to 2023, which considers new findings, developing trends, and improvements in research techniques and technology. This three-decade period offers a comprehensive picture of the development of tourism and cultural heritage studies in India, including both historical

foundations and modern aspects. Fig. 1 shows a systematic shortlisting of articles. It was done using PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). It offers refreshed reporting guidelines to incorporate the latest advancements in identifying, selecting, assessing, and summarizing studies (Page et al., 2021).



Source: Authors own creation.

Fig. 1: PRISMA Flow Diagram for Cultural Heritage Records

The cultural heritage articles were found using the WoS database. In this database, we used two search queries. The first query consists of “India*” OR “Indian*” AND “cultural heritage*” (Topic). The second query consists of “India*” OR “Indian*” AND “cultural heritage*” AND “tourism*” (Topic). In the Web of Science database, 401 articles were found with the first query, while 59 articles were found with the second query. As document types, we included articles and excluded proceeding papers, early access, review articles, book chapters, editorial material, book reviews, letters, biographical items, corrections, and data papers. The research query topic contains search author keywords, keywords plus, title, and abstract- 141 papers excluded from the analysis. As shown in Fig. 1, bibliometric analysis was

carried out with the bibliometric data of 401 articles and 59 articles. The data were recorded on 14.11.2023 as of 00.13.

Analysis

Bibliometric analysis summarizes large amounts of data to demonstrate a study topic or field’s intellectual structure and emerging patterns (Donthu et al., 2021). Some of the methods of bibliometric analysis are co-citation, bibliographic coupling, co-authorship, and co-occurrence. Bibliographic coupling determines the similarities between documents by identifying articles that share the same references. The author keywords co-occurrence determines

the number of times two keywords appear most frequently in the same articles, thus indicating their proximity (Veloutsou & Mafe, 2020; Gao et al., 2021). As mentioned above, two bibliometric techniques are employed in this research, including the bibliographic coupling of countries and the co-occurrence of author keywords. Different approaches can be taken to build a bibliometric network. These approaches are complete counting and fractional counting methods. According to Perianes-Rodriguez et al. (2016), the fractional counting method has the appealing feature of weighting each activity equally, such as co-authoring or mentioning a publication. When using the complete counting system, some steps may have significantly more weight than others, which is undesirable. So, fractional counting is used as a method in this research.

VOS viewer program was used for bibliometric analysis. VOS viewer, which van Eck and Waltman designed, is a Java application for evaluating and visualizing citation networks in scientific resources. VOS viewer is concerned with the graphical depiction of bibliometric maps and is particularly effective for displaying huge bibliometric maps in an understandable format (Aria & Cuccurullo, 2017). The program offers a viewer with which the bibliometric maps can be viewed in detail. The visualization capabilities of VOS viewers are beneficial for maps containing at least a moderate number of items (van Eck & Waltman, 2010). The VOS viewer has three visualizations. There are three of them: network, overlay, and density visualization. In network visualization, the size of the label and circle is determined by the item's weight. The label and circle will

grow more prominent as an item's weight grows. The closer the two items are, the stronger their relationship. In the item density visualization, items are represented by their label, similar to the network visualization (van Eck & Waltman, 2022). For this research, network visualization and density visualization are used. Additionally, longitudinal trends of publications and citations about cultural heritage articles are studied. Microsoft Excel was chosen for descriptive analysis in this study.

RESULTS

This part will answer RQ1: What is the longitudinal distribution of cultural heritage and tourism studies in the Indian context, and what is the status of the articles in terms of Web of Science Categories and Sustainable Development Goals? Table 1 displays the number of articles and citations about cultural heritage in the Indian context in relation to years starting from 1992 and the number of articles and citations about cultural heritage based on tourism in the Indian context with regard to years beginning in 2000. 401 articles about cultural heritage in the Indian context were published and indexed in the WOS from 1992 to November 2023. A total of 3157 citations were made from 1992 to November 2023. 59 articles about cultural heritage based on tourism in the Indian context were published and indexed in the WOS from 2000 to November 2023. A total of 435 citations were made from 2000 to November 2023. In this table, the number of articles on cultural heritage and tourism in the context of India has increased over time.

Table 1: Articles and Citations Per Year

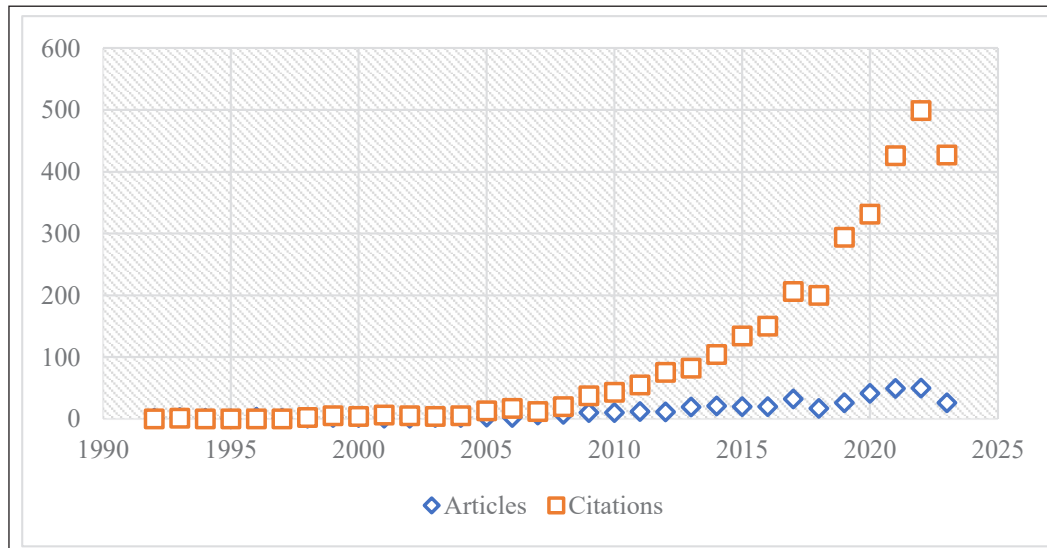
Sr. No.	Publication Years	First Query		Second Query	
		Articles	Citations	Articles	Citations
1	2023	26	427	6	79
2	2022	50	499	6	72
3	2021	49	426	10	62
4	2020	41	331	6	42
5	2019	26	294	2	45
6	2018	17	200	2	16
7	2017	32	206	10	21
8	2016	20	150	2	16
9	2015	20	134	3	16
10	2014	21	104	2	9
11	2013	19	82	1	9
12	2012	11	75	-	6
13	2011	12	55	2	6
14	2010	10	43	3	9
15	2009	10	37	1	11
16	2008	7	20	2	3

Sr. No.	Publication Years	First Query		Second Query	
		Articles	Citations	Articles	Citations
17	2007	6	12	-	1
18	2006	2	17	-	3
19	2005	3	13	-	6
20	2004	2	5	-	1
21	2003	2	4	-	1
22	2002	1	5	-	1
23	2001	1	6	-	-
24	2000	2	4	1	-
25	1999	2	5	-	-
26	1998	1	2	-	-
27	1997	1	-	-	-
28	1996	3	-	-	-
29	1995	-	-	-	-
30	1994	1	-	-	-
31	1993	2	1	-	-
32	1992	1	-	-	-
Total		401	3157	59	435

Source: Authors own creation.

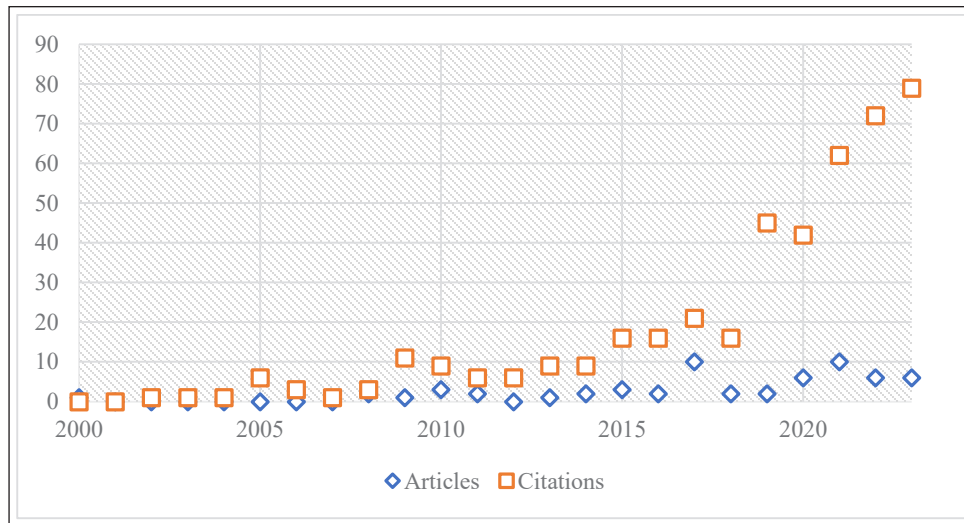
Fig. 2 shows the trend of studies about cultural heritage in the Indian context since 1992 and Fig. 3 shows the trend of studies about cultural heritage based on tourism in the Indian context since 2000. The figure shows that articles on cultural heritage in the context of India and their citations have been

an increasing trend towards the present day. Since the 2023 publication and citation process is ongoing, the number of articles and citations will likely be higher at the end of the year.



Source: Authors own creation.

Fig. 2: Longitudinal Distribution of the Cultural Heritage Articles and Citations



Source: Authors own creation.

Fig. 3: Longitudinal Distribution of the Cultural Heritage Based on Tourism Articles and Citations

The distribution of studies in the field of cultural heritage in the Indian context is shown in Table 2. According to the table, the studies on cultural heritage are primarily conducted in Humanities Multidisciplinary, with 40 articles; Environmental Sciences, with 34 articles in second place; and Archaeology, with 26 articles in third place. The following WoS categories are Hospitality Leisure Sport Tourism, Environmental Studies, Green Sustainable Science Technology, Information Science Library Science, Anthropology, History, and Multidisciplinary Sciences. The table shows the top 10 Web of Science categories with the most studies.

Table 2: Web of Science Categories

Sr. No.	Categories	Articles
1	Humanities Multidisciplinary	40
2	Environmental Sciences	34
3	Archaeology	26
4	Hospitality Leisure Sport Tourism	26
5	Environmental Studies	24
6	Green Sustainable Science Technology	22
7	Information Science Library Science	16
8	Anthropology	15
9	History	15
10	Multidisciplinary Sciences	13

Source: Authors own creation.

The distribution of studies in the field of cultural heritage in the Indian context according to the Sustainable Development Goals is shown in Table 3. According to the table, the studies on cultural heritage in the context of India are mainly conducted under Sustainable Cities and Communities goals

with 86 articles, Life on Land with 45 articles in second place, and Good Health and Well-Being with 35 articles in third place. Sustainable development goals are Climate Action, Life below Water, Quality Education, No Poverty, Gender Equality, Clean Water and Sanitation, Zero Hunger, Industry Innovation and Infrastructure, Peace and Justice, Strong Institutions, Decent Work and Economic Growth, and Reduced Inequality. One hundred thirty-five articles do not contain data in the field being analysed.

Table 3: Sustainable Development Goals

Goal	Sustainable Development Goals	Articles
11	Sustainable Cities and Communities	86
15	Life On Land	45
03	Good Health And Well Being	35
13	Climate Action	28
14	Life Below Water	17
04	Quality Education	10
01	No Poverty	8
05	Gender Equality	8
06	Clean Water And Sanitation	8
02	Zero Hunger	5
09	Industry Innovation And Infrastructure	5
16	Peace And Justice Strong Institutions	5
08	Decent Work And Economic Growth	3
10	Reduced Inequality	3

Source: Authors own creation.

Bibliographic coupling is a term introduced by Kessler (1963) of the Massachusetts Institute of Technology

(Weinberg, 1974). Examining related bibliographies in papers is known as bibliographic coupling (Belussi et al., 2019). In bibliographic coupling analysis, documents, journals, affiliations, and countries are used as a unit of analysis. This research uses countries as a unit of bibliographic coupling analysis. This section will reply to RQ2: Which countries are the most productive contributors to cultural heritage studies and cultural heritage studies based on tourism in the Indian context? In the first phase,

the total strength of bibliographic coupling linkages with other nations is computed for each of India's 66 countries that studied cultural heritage. Table 4 shows the top ten countries/regions on cultural heritage articles. India is the most efficient country with 154 articles, 1189 citations, and 1290.20 total link strength. According to the table, the USA is the second with 71 articles, 827 citations, and 682.88 total link strength, followed by England with 26 articles, 279 citations, and 561.57 total link strength.

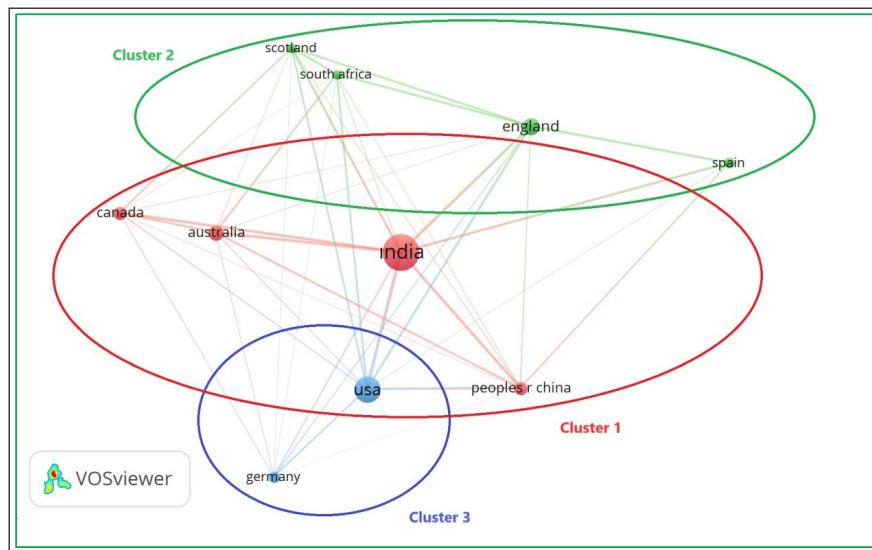
Table 4: Top Ten Countries/Regions

Sr. No.	Countries/Regions	Articles	Citations	Total Link Strength
1	India	154	1189	1290.20
2	USA	71	827	682.88
3	England	26	279	561.57
4	Peoples R. China	15	312	404.33
5	Australia	18	168	361.75
6	Scotland	6	89	325.55
7	Canada	13	117	270.73
8	Spain	8	38	237.00
9	South Africa	6	10	235.80
10	Germany	10	27	72.80

Source: Authors own creation.

Fig. 4 also shows the ten most efficient countries on cultural heritage articles in the context of India. There are three clusters of countries, according to the bibliographic coupling analysis. The first cluster comprises four countries: Australia,

Canada, India, and China. The second cluster contains four countries: England, Scotland, South Africa, and Spain. The third cluster consists of two countries, Germany, and the USA. These clusters are also shown in Fig. 4.



Source: Authors own creation.

Fig. 4: Bibliographic Coupling Countries/Regions Network Visualization

In the second phase, the total strength of bibliographic coupling linkages with other nations is computed for each of the 34 countries that studied cultural heritage based on tourism in the Indian context. Table 5 shows the top ten countries/regions on cultural heritage articles based on

tourism. India is the most efficient country, with 27 articles, 295 citations, and 230.92 link strengths. According to the table, Algeria is the second with 1 article, 1 citation, and 140.00 total link strength, followed by Portugal with 1 article, 1 citation, and 140.00 total link strength.

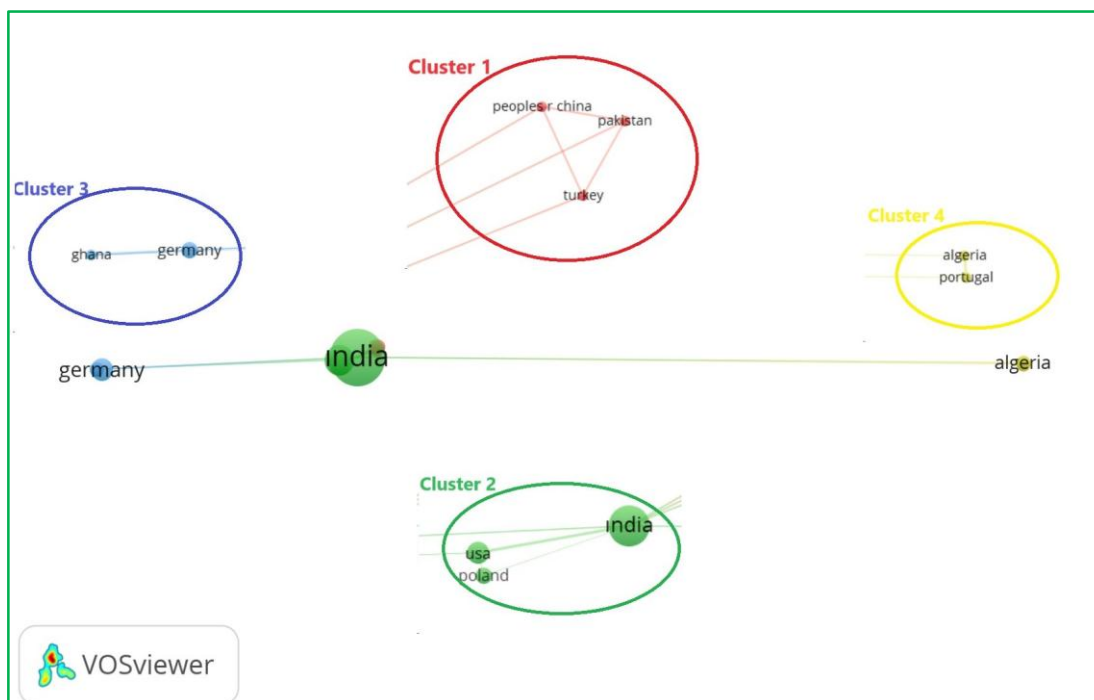
Table 5: Top Ten Countries/Regions

Sr. No.	Countries/Regions	Articles	Citations	Total Link Strength
1	India	27	295	230.92
2	Algeria	1	1	140.00
3	Portugal	1	1	140.00
4	USA	6	91	119.33
5	Germany	3	6	103.00
6	Ghana	1	-	95.00
7	Pakistan	1	14	94.00
8	People R China	1	14	94.00
9	Türkiye	1	14	94.00
10	Poland	3	24	3.00

Source: Authors own creation.

Fig. 5 also shows the ten most efficient countries on cultural heritage articles based on tourism in the context of India. There are four clusters of countries, according to the bibliographic coupling analysis. The first cluster comprises three countries: Pakistan, China, and Türkiye. The second

cluster consists of three countries: India, Poland, and the USA. The third cluster consists of two countries, which are Germany and Ghana. The last cluster consists of two countries, which are Algeria and Portugal. These clusters are also shown in Fig. 5.



Source: Authors own creation.

Fig. 5: Bibliographic Coupling Countries/Regions Network Visualization

Keywords co-occurrence analysis will answer RQ3: What are the most recurrent keywords of general cultural heritage studies and tourism-based cultural heritage studies in the Indian context? The keywords contain essential information

that reflects the main content of the articles (Yan & Zhiping, 2023). In the keyword co-occurrence analysis, the total strength of the co-occurrence links with other terms is determined for each of the 1606 keywords. According to

the co-occurrence analysis, Table 6 indicates the top twenty keywords on cultural heritage articles in the Indian context. According to the table, the most recurrent keyword is India, with 41 occurrences and 27 total link strength. Then, cultural heritage is second with 55 occurrences and 20 total link strength, and culture is third with 19 occurrences and 13 total link strength. The following keywords are heritage, tourism, UNESCO, conservation, Hinduism, Buddhism, photogrammetry, traditional knowledge, authenticity, colonialism, cultural identity, education, ethnicity, memory, nationalism, sustainability, and remote sensing.

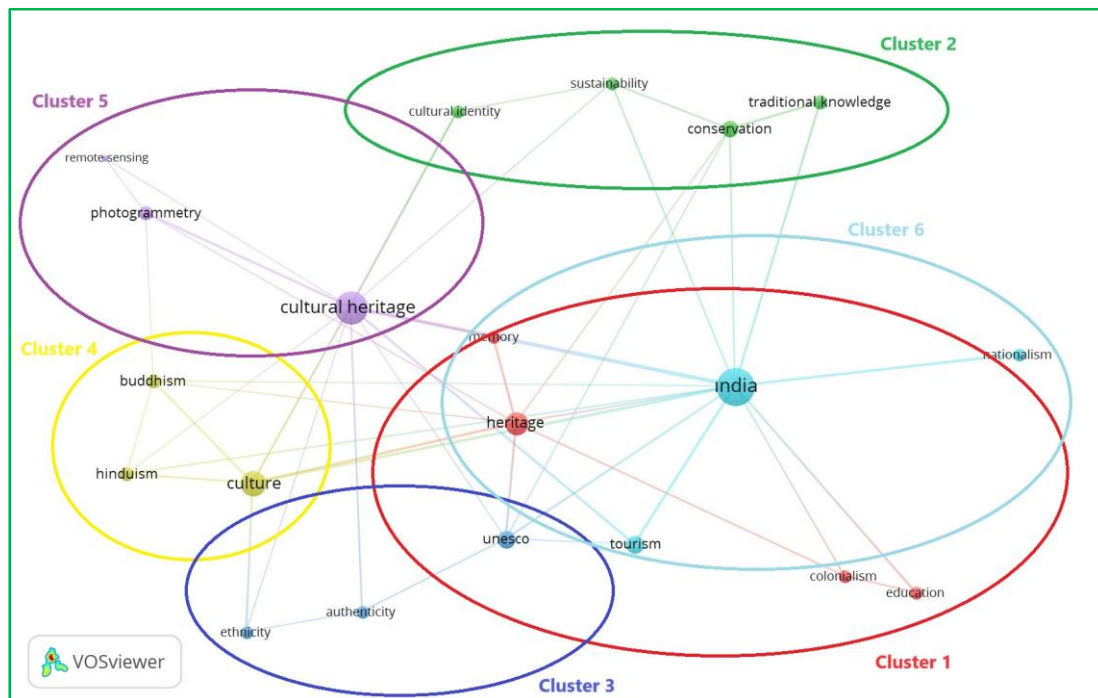
Table 6: Author Keywords of Cultural Heritage Studies

Sr. No.	Keyword	Occurrences	Total Link Strength
1	India	41	27.00
2	Cultural Heritage	55	20.00
3	Culture	19	13.00
4	Heritage	16	10.00
5	Tourism	8	6.00
6	UNESCO	9	6.00
7	Conservation	7	5.00
8	Hinduism	5	4.00
9	Buddhism	4	4.00
10	Photogrammetry	7	4.00
11	Traditional Knowledge	5	4.00

Sr. No.	Keyword	Occurrences	Total Link Strength
12	Authenticity	4	3.00
13	Colonialism	4	3.00
14	Cultural Identity	4	3.00
15	Education	5	3.00
16	Ethnicity	4	3.00
17	Memory	4	3.00
18	Nationalism	5	3.00
19	Sustainability	5	3.00
20	Remote Sensing	4	1.00

Source: Authors own creation.

Fig. 6 shows the twenty most recurrent author keywords on cultural heritage articles. There are six clusters of keywords according to the co-occurrence analysis. The first cluster contains four keywords: colonialism, education, heritage, and memory. The second cluster includes four keywords: conservation, cultural identity, sustainability, and traditional knowledge. The third cluster contains three keywords: authenticity, ethnicity, and UNESCO. The fourth cluster contains three keywords: Buddhism, culture, and Hinduism. The fifth cluster contains three keywords: cultural heritage, photogrammetry, and remote sensing. The sixth cluster contains three keywords: India, nationalism, and tourism. These clusters are also shown in Fig. 6.

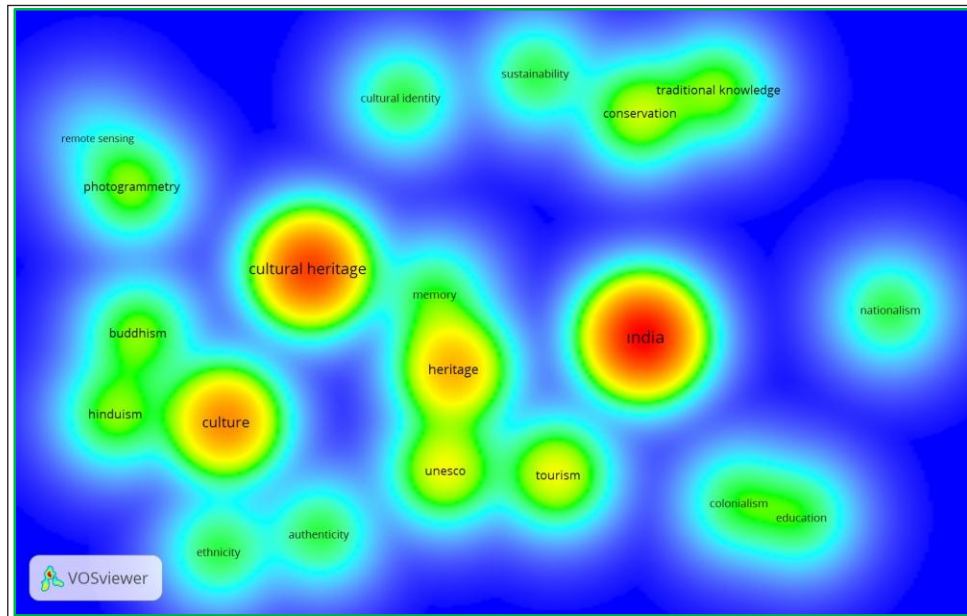


Source: Authors own creation.

Fig. 6: Co-Occurrences of Author Keywords Network Visualization

Fig. 7 shows co-occurrences of author keywords density visualization. The red region shows the most repeated author keywords in cultural heritage articles. As the number of

repetitions of keywords decreases, the colour changes from red to blue.



Source: Authors own creation.

Fig. 7: Co-Occurrences of Author Keywords Density Visualization

Table 7 indicates the top twenty keywords on cultural heritage articles based on tourism in the Indian context. According to the table, the most recurrent keyword is India, with 9 occurrences and 8 total link strength. Then, cultural heritage is second with 8 occurrences and 6 total link strength, and tourism is third with 8 occurrences and 6 total link strength. The following keywords are UNESCO, heritage, development, authenticity, cultural tourism, destination loyalty intention, historical nostalgia, history, satisfaction, economic growth, heritage tourism, Rajasthan, sustainability, intangible heritage, invented tradition, Indian tourism and IV Tobit.

Table 7: Author Keywords of Cultural Heritage Studies Based on Tourism

Sr. No.	Keyword	Occurrences	Total Link Strength
1	India	9	8.00
2	Cultural Heritage	8	6.00
3	Tourism	8	6.00
4	UNESCO	5	5.00
5	Heritage	4	4.00
6	Development	3	3.00
7	Authenticity	3	2.00
8	Cultural Tourism	4	2.00

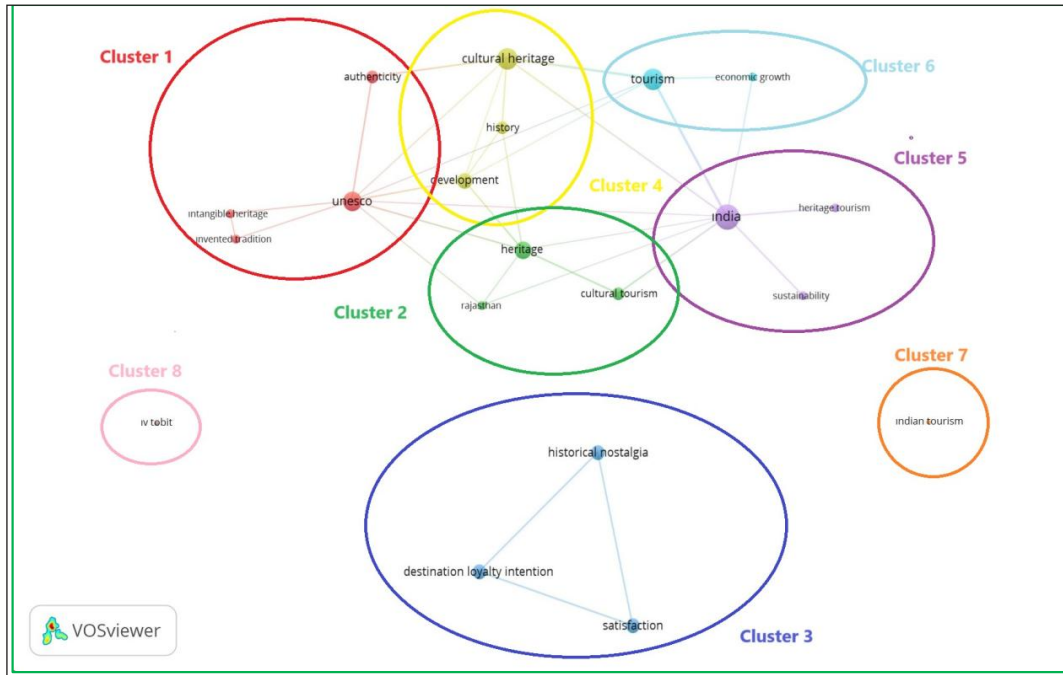
Sr. No.	Keyword	Occurrences	Total Link Strength
9	Destination Loyalty Intention	2	2.00
10	Historical Nostalgia	2	2.00
11	History	2	2.00
12	Satisfaction	3	2.00
13	Economic Growth	2	1.00
14	Heritage Tourism	2	1.00
15	Rajasthan	2	1.00
16	Sustainability	3	1.00
17	Intangible Heritage	1	1.00
18	Invented Tradition	1	1.00
19	Indian Tourism	2	0.00
20	IV Tobit	1	0.00

Source: Authors own creation.

Fig. 8 shows the twenty most recurrent author keywords on cultural heritage articles based on tourism. There are eight clusters of keywords according to the co-occurrence analysis. The first cluster consists of four keywords: authenticity, intangible heritage, invented tradition, and UNESCO. The second cluster consists of three keywords: cultural tourism, heritage, and Rajasthan. The third cluster consists of three keywords: destination loyalty intention,

historical nostalgia, and satisfaction. The fourth cluster consists of three keywords: cultural heritage, development, and history. The fifth cluster consists of three keywords: heritage tourism, India, and sustainability. The sixth cluster consists of two keywords which are economic growth and

tourism. The seventh cluster consists of only one keyword, which is Indian tourism. Also, the eighth cluster consists of only one keyword, which is IV Tobit. These clusters are also shown in Fig. 8.

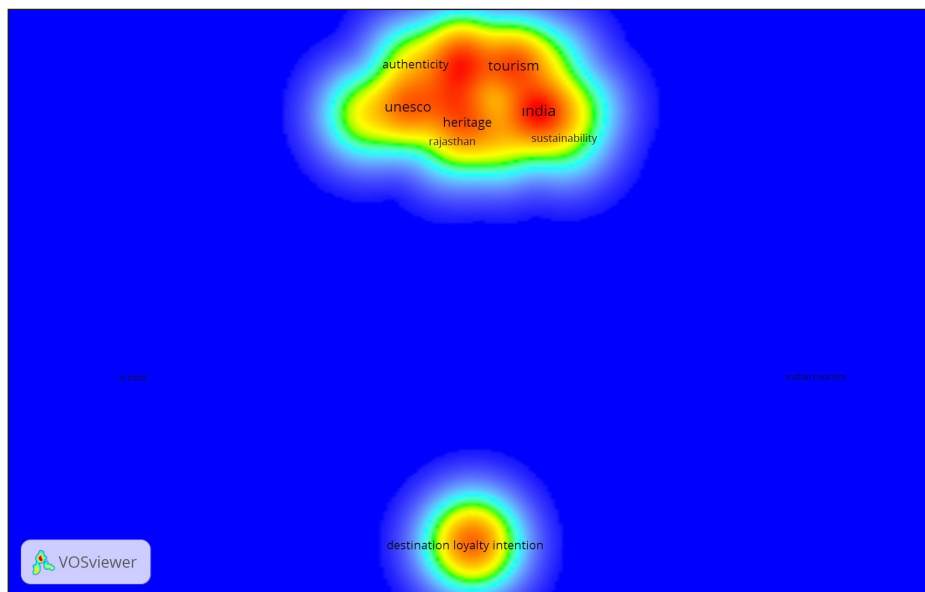


Source: Authors own creation.

Fig. 8: Co-Occurrences of Author Keywords Network Visualization

Fig. 9 shows co-occurrences of author keywords density visualization. The red region shows the most repeated author keywords in cultural heritage articles based on tourism in

the Indian context. As the number of repetitions of keywords decreases, the colour changes from red to blue.



Source: Authors own creation.

Fig. 9: Co-Occurrences of Author Keywords Density Visualization

Abstract terms co-occurrence analysis will answer RQ4: What are the most recurrent abstract terms of general cultural heritage studies and tourism-based cultural heritage studies in the Indian context? When working with terms, the definition of the occurrences attribute depends on the counting method. In the case of binary counting that is used in the analysis, the occurrences attribute indicates the number of documents in which a term occurs at least once (van Eck & Waltman, 2022). For each of the 191 terms out of 11540 that repeat at least 10 times, relevance score is calculated. Table 8 indicates the sixty terms on cultural heritage articles in the Indian

context according to the relevance score. Terms with a high relevance score tend to represent specific topics covered by the abstracts, while terms with a low relevance score tend to be of a general nature and tend not to be representative of any specific topic (van Eck & Waltman, 2022). According to the table, the most relevant term is “design methodology approach”, with 14 occurrences and 3.96 relevance score. Then, “originality value” is the second with 14 occurrences and 3.93 relevance score and “Indian culture” is third with 11 occurrences and 2.87 relevance score.

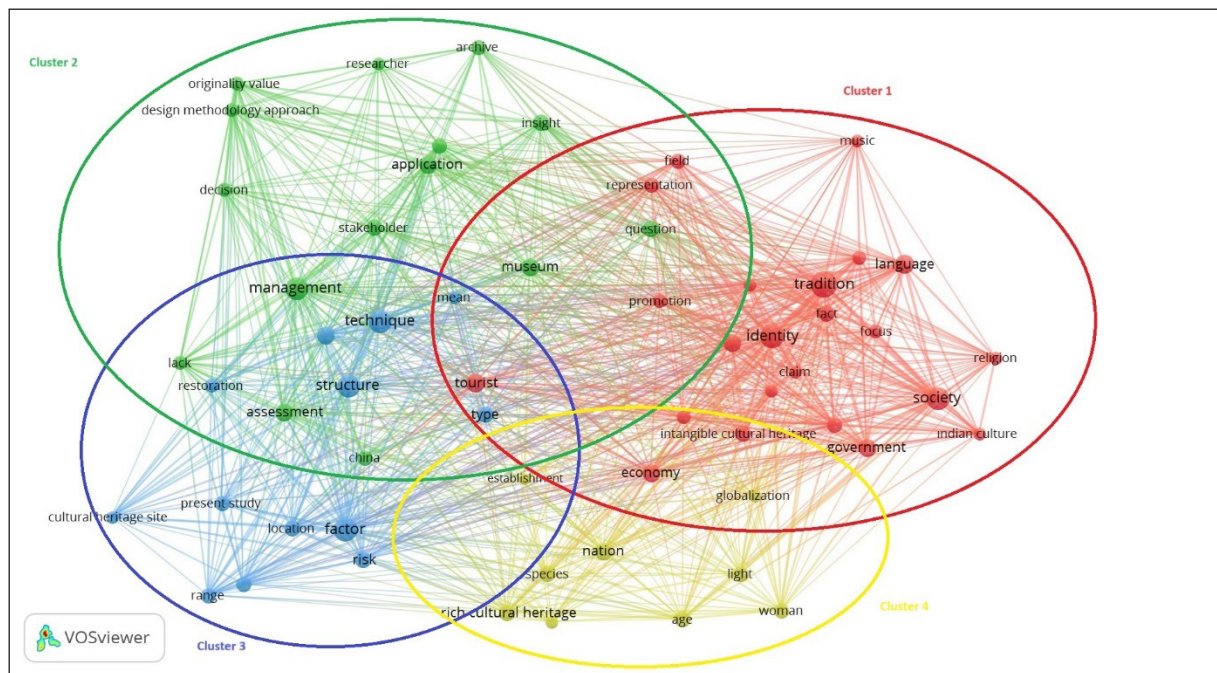
Table 8: Co-Occurrence Analysis of Abstracts

Sr. No.	Terms	Occurrences	Relevance Score	Sr. No.	Terms	Occurrences	Relevance Score
1	Design Methodology Approach	14	3.96	31	Tourist	26	1.07
2	Originality Value	14	3.93	32	Risk	21	1.06
3	Indian Culture	11	2.87	33	Structure	38	1.03
4	Religion	13	2.71	34	Government	23	1.02
5	Cultural Heritage Site	13	2.55	35	Species	19	1.01
6	Lack	14	2.45	36	Mean	11	1.00
7	Music	12	2.38	37	Cultural Identity	12	1.00
8	Range	18	2.03	38	Age	19	1.00
9	Sample	18	2.02	39	Focus	15	1.00
10	Present Study	18	1.95	40	Insight	20	0.99
11	Decision	15	1.84	41	Stakeholder	19	0.97
12	Woman	18	1.83	42	Rich Cultural Heritage	21	0.96
13	Restoration	14	1.79	43	Representation	17	0.95
14	Society	36	1.69	44	Identity	42	0.95
15	Language	28	1.58	45	Question	20	0.92
16	Image	22	1.47	46	Technique	38	0.91
17	Idea	18	1.46	47	Globalization	11	0.91
18	Researcher	13	1.43	48	Land	15	0.91
19	Fact	20	1.42	49	China	18	0.90
20	Assesment	22	1.30	50	Promotion	14	0.88
21	Light	17	1.27	51	Factor	42	0.88
22	Intangible Heritage	11	1.22	52	Establishment	10	0.86
23	Archive	17	1.20	53	Individual	12	0.86
24	Intangible Cultural Heritage	20	1.19	54	Management	37	0.85
25	Relation	24	1.17	55	Nation	23	0.84
26	Architecture	18	1.16	56	Location	20	0.84
27	Tradition	50	1.15	57	Creation	14	0.82
28	Claim	12	1.11	58	Type	21	0.82
29	Field	18	1.10	59	Museum	22	0.80
30	Application	23	1.10	60	Economy	24	0.80

Source: Authors own creation.

Fig. 10 also shows 60 recurrent terms on cultural heritage articles in the Indian context. There are four clusters of abstract terms according to the co-occurrence analysis. The first cluster comprises twenty-three terms: claim, creation, cultural identity, economy, fact, field, focus, government, idea, identity, Indian culture, intangible cultural heritage, intangible heritage, land, language, music, promotion, relation, religion, representation, society, tourist, and tradition. The second cluster comprises fifteen terms:

application, architecture, archive, assessment, China, decision, design methodology approach, insight, lack, management, museum, originality value, question, researcher, and stakeholder. The third cluster comprises thirteen terms: cultural heritage site, factor, image, location, mean, present study, range, restoration, risk, sample, structure, technique, and type. The fourth cluster comprises nine terms: age, establishment, globalization, individual, light, nation, rich cultural heritage, species, and woman.



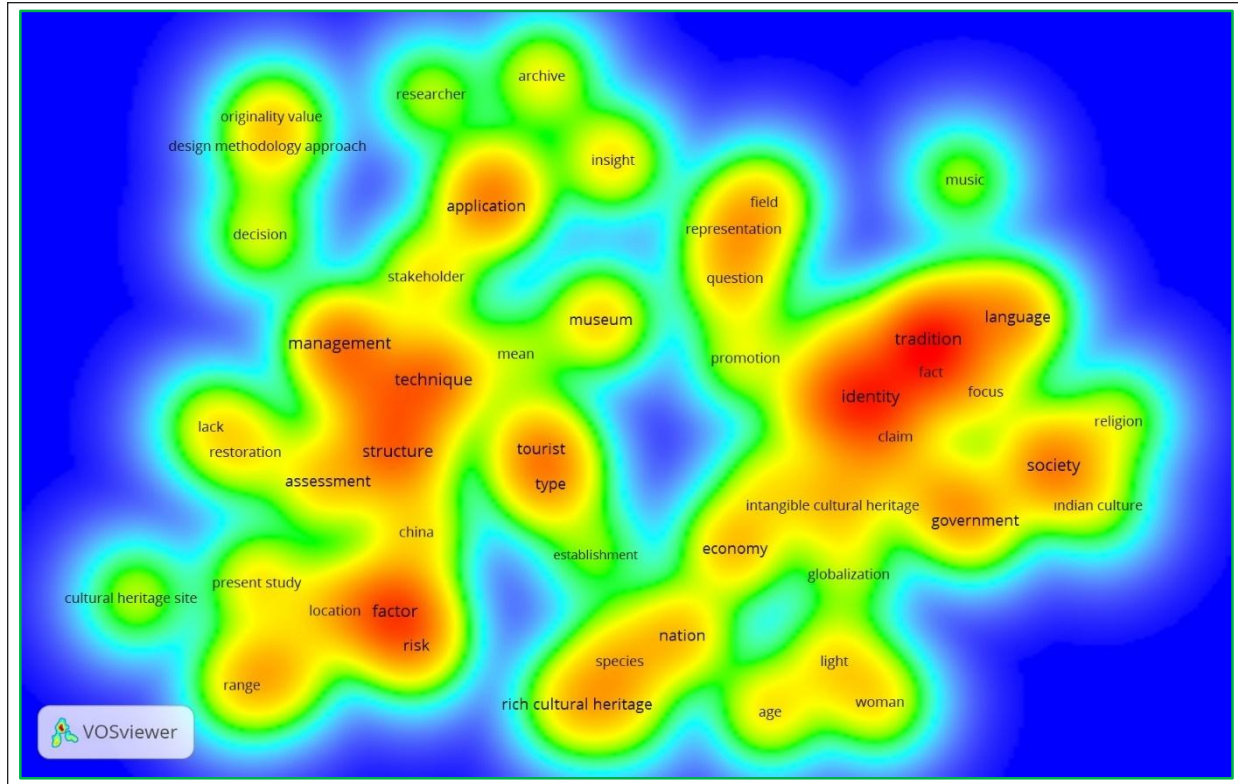
Source: Authors own creation.

Fig. 10: Co-Occurrences of Abstract Terms Network Visualization

Fig. 11 shows co-occurrences of terms density visualization. The red region shows the most repeated abstract terms in cultural heritage articles in the Indian context. As the number of repetitions of terms decreases, the color changes from red to blue.

When working with terms, the definition of the occurrences attribute depends on the counting method. In the case of binary counting that is used in the analysis, the occurrences attribute indicates the number of documents in which a term occurs at least once (van Eck & Waltman, 2022). For each of the 62 terms out of 2107 that repeat at least 5 times,

relevance score is calculated. Table 9 indicates the sixty terms on cultural heritage articles based on tourism in the Indian context according to the relevance score. Terms with a high relevance score tend to represent specific topics covered by the abstracts, while terms with a low relevance score tend to be of a general nature and tend not to be representative of any specific topic (van Eck & Waltman, 2022). According to the table, the most relevant term is “cultural heritage site”, with 5 occurrences and 5.53 relevance score. Then, “effect” is the second with 8 occurrences and 2.77 relevance score and “lack” is third with 6 occurrences and 2.73 relevance score.



Source: Authors own creation.

Fig. 11: Co-Occurrences of Abstract Terms Density Visualization

Table 9: Co-Occurrence Analysis of Abstracts

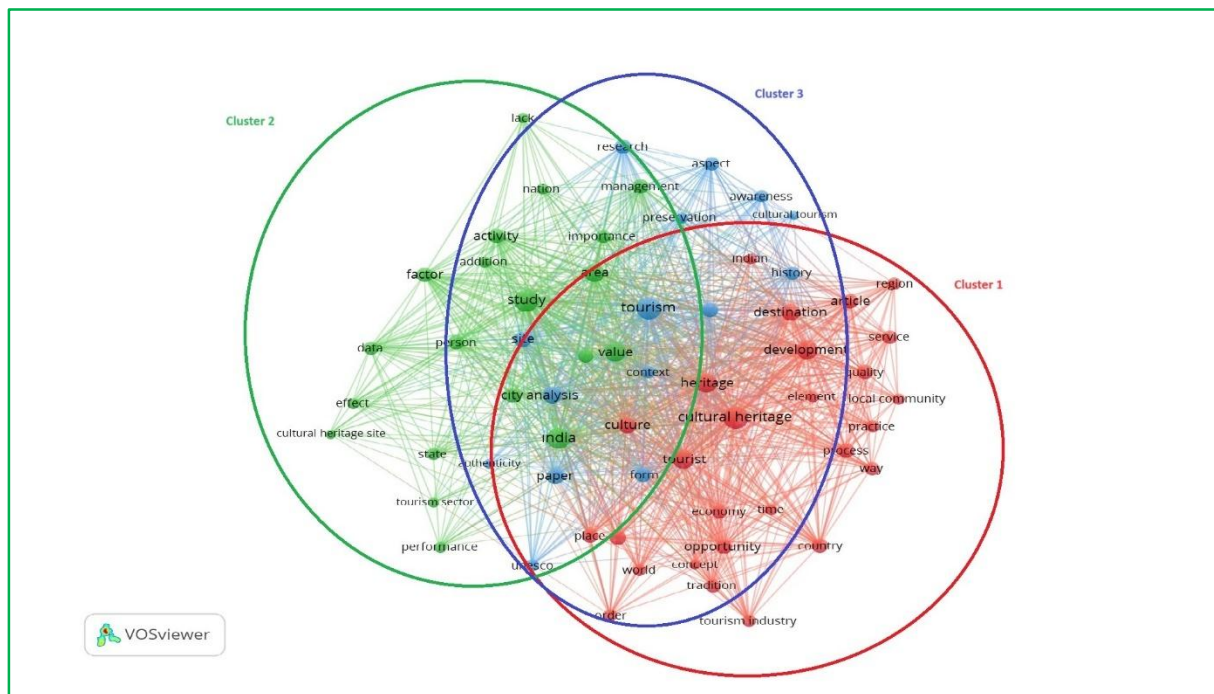
Sr. No.	Terms	Occurences	Relevance Score	Sr. No.	Terms	Occurences	Relevance Score
1	Cultural Heritage Site	5	5.53	31	Quality	9	0.86
2	Effect	8	2.77	32	Country	10	0.83
3	Lack	6	2.73	33	Importance	9	0.83
4	Cultural Tourism	5	2.26	34	Activity	13	0.82
5	Data	11	2.21	35	World	8	0.82
6	Authenticity	5	1.89	36	Service	10	0.78
7	Concept	5	1.85	37	Person	12	0.75
8	Tourism Sector	5	1.72	38	Unesco	8	0.72
9	Performance	6	1.72	39	Region	8	0.69
10	Preservation	8	1.71	40	Management	12	0.68
11	Nation	6	1.53	41	Way	9	0.67
12	Tourism Industry	8	1.49	42	Role	11	0.66
13	Order	6	1.40	43	Context	8	0.57
14	Element	7	1.37	44	Information	9	0.56
15	Indian	7	1.24	45	Place	8	0.53
16	Factor	13	1.09	46	Destination	18	0.41
17	Tradition	8	1.08	47	Paper	16	0.40
18	Aspect	9	1.07	48	Analysis	18	0.40

Sr. No.	Terms	Occurences	Relevance Score	Sr. No.	Terms	Occurences	Relevance Score
19	Article	14	1.06	49	Study	36	0.38
20	Time	6	1.01	50	Heritage	21	0.35
21	Addition	6	1.00	51	Economy	9	0.34
22	Process	12	1.00	52	Community	12	0.32
23	Research	13	0.99	53	Form	12	0.30
24	State	7	0.97	54	Area	18	0.30
25	Practice	8	0.96	55	City	12	0.28
26	Opportunity	11	0.96	56	Development	22	0.27
27	Site	17	0.93	57	Culture	13	0.27
28	Awareness	8	0.92	58	Tourist	23	0.25
29	Local Community	6	0.92	59	India	32	0.24
30	History	11	0.91	60	Tourism	39	0.17

Source: Authors own creation.

Fig. 12 also shows 60 recurrent terms on cultural heritage articles based on tourism in the Indian context. There are three clusters of abstract terms according to the co-occurrence analysis. The first cluster comprises twenty-seven terms: article, concept, country, cultural heritage, culture, destination, development, economy, element, heritage, Indian, local community, opportunity, order, place, practice, process, quality, region, role, service, time, tourism industry, tourist, tradition, way and world. The second

cluster comprises twenty terms: activity, addition, area, city, cultural heritage site, data, effect, factor, importance, India, information, lack, management, nation, performance, person, state, study, tourism sector and value. The third cluster comprises fifteen terms: analysis, aspect, authenticity, awareness, community, context, cultural tourism, form, history, paper, preservation, research, site, tourism, and UNESCO.



Source: Authors own creation.

Fig. 12: Co-Occurrences of Abstract Terms Network Visualization

Sr. No.	Title	Authors	Publication Title	Publication Year	Total Citations	Methods/ Analysis	Keywords	Country
3	Connecting Visitors to People and Place: Visitors' Perceptions of Authenticity at Canyon de Chelly National Monument, Arizona	Budruk, M. et al.	Journal of Heritage Tourism	2008	43	Empirical Research, Descriptive Analysis	American Indian, Cultural Tourism, National Parks	USA
4	The effect of historical nostalgia on tourists' destination loyalty intention: an empirical study of the world cultural heritage site- Mahabalipuram, India	Verma, A. & Rajendran, G.	Asia Pacific Journal of Tourism Research	2017	28	Empirical Research, Structural Equation Modelling (SEM) Technique	Historical Nostalgia, Perceived Value, Satisfaction, Destination Loyalty Intention, Heritage Tourists	India
5	Determinants of tourism in Indian states: an empirical analysis	Parida, Y. et al.	Tourism Review	2017	19	Empirical Research, IV-2SLS Method, IV-Tobit Model	2SLS, Crime Activity, Foreign Tourist, IV Tobit, Per Capita Income, Tourism Receipt	India, USA
6	Evicting heritage: spatial cleansing and cultural legacy at the Hampi UNESCO site in India	Bloch, N.	Critical Asian Studies	2016	17	Qualitative Research	Spatial Cleansing, Contested Cultural Heritage, Hampi, UNESCO World Heritage, Anthropology Of Colonial Legacies	Poland
7	Determinants of word-of-mouth intention for a World Heritage Site: The case of the Sun Temple in India	Deb, M. & Lomo-David, E.	Journal of Destination Marketing & Management	2021	15	Relationship Marketing Theory, Empirical Research, Structural Equation Modelling (SEM) Technique	Authenticity, Emotions, Self-Congruity, WOM, Residents, Tourists	India, USA

Sr. No.	Title	Authors	Publication Title	Publication Year	Total Citations	Methods/ Analysis	Keywords	Country
8	Nexus between tourism, hydropower, and CO ₂ emissions in India: fresh insights from ARDL and cumulative fourier frequency domain causality	Bandyopadhyay, A. et al.	Environment, Development and Sustainability	2023	14	Empirical Methodology, Unit Root Test Analysis, Ardl Analysis, Umulative Fourier Frequency Causality Test	Tourism, Hydropower, Economic Growth, EKC, India, Energy Intensity	India, China, Pakistan, Türkiye
9	A needle in a hay stack: finding authenticity in local provenance at the John Hay Center, Salem, Indiana	Metro-Roland, M. M.	Journal of Heritage Tourism	2009	13	Qualitative Case Study	Authenticity, Cultural Heritage, Rural, Historical Narrative, Open-Air Museum, Material Culture	USA
10	Social and psychological factors influencing destination preferences of domestic tourists in India	Madhavan, H. & Rastogi, R.	Leisure Studies	2013	12	Empirical Research, Factor Analysis	India, Domestic Tourists, Destination Choice, Factor Analysis, Statistical Tests	India

Source: Authors own creation.

CONCLUSION, DISCUSSIONS AND IMPLICATIONS OF THE STUDY

In addition to highlighting the need for further research on India's cultural heritage, this study provided an overview of the development of tourism-based cultural heritage research as well as its contributions and developing topics. This study adopted a multi-review approach that included descriptive, narrative, and bibliometric analysis, which made a methodological contribution to the field. The findings address the study's initial research questions. With a notable rise in publications since 1992, the longitudinal analysis indicates an increasing trend and a nuanced understanding of the temporal evolution of cultural heritage studies in the Indian context. Most of these papers are in the Humanities Multidisciplinary WoS category, highlighting the interdisciplinary character of research on cultural heritage in India. The Sustainable Development Goals strongly emphasize sustainable cities and communities, pointing to a collective effort for urban sustainability.

India is the most active contributor to cultural heritage studies about productive nations and sustainable development goals, demonstrating its dedication to comprehending and protecting its rich legacy. The USA and

the UK are the two most significant contributors, showing interest and cooperation in Indian cultural heritage study worldwide. The three central Sustainable Development Goals- Sustainable Cities and Communities, Life on Land, and Good Health and Well-Being embody India's multidisciplinary and comprehensive character of cultural heritage studies. The results of this study further support the notion that achieving sustainable development objectives is a crucial task in tourism studies (Zhu & Chiou, 2022).

The existence of several well-known cultural heritage sites makes India a popular travel destination for visitors from other countries and leads the importance of global heritage sites in boosting foreign visitor arrivals India (Parida et al., 2017). This encourages more research on themes related to cultural heritage issues. By looking at author keyword analysis, it is possible to understand the main themes of cultural heritage studies. India, cultural heritage, and culture are the main topics of study in cultural heritage studies, emphasizing the value of national identity and artistic inquiry. India, cultural heritage, and tourism emerge as major focal topics in tourism-based cultural heritage studies, in line with the combined emphasis on preservation and tourism. According to Madhavan and Rastogi (2013), who looked into the psychological and

social factors that affect travellers' choices of destinations in India, the complex interactions between cultural identity, sustainability, and authenticity are shown in our co-occurrence analysis. Cultural heritage managers should foster visitors' connection with the place by creating significant, memorable, and meaningful experiences if they hope to improve perceptions of authenticity (Budruk et al., 2008). It is seen that the most cited studies are mostly empirical studies and qualitative studies are less. Although there are more empirical studies, it has been observed that there are few theory-oriented studies in the articles. Only one article has studied Relationship Marketing Theory as a theory. To summarise, our research results add to the current conversation in cultural heritage and tourism studies and create a coherent narrative that integrates with the broader subjects covered in previous studies. This study has ramifications for many stakeholders, including practitioners, policymakers, and researchers. Future study directions can be based on understanding cultural heritage studies' long-term evolution. Policymakers are guided toward comprehensive policies for cultural heritage preservation by emphasizing specific Sustainable Development Goals, while identifying productive countries provides insights into possible cooperation prospects.

This study provides significant insights; however, certain limitations must be considered when interpreting the findings. One limitation is that reliance on the Web of Science (WoS) database may result in potential coverage gaps. Furthermore, the interdisciplinary nature of cultural heritage studies may be partially represented by WoS categorization. Therefore, it would be fascinating to incorporate the search in Scopus or Google Scholar and analyze all the different kinds of papers that can be obtained from Web of Science in future research. Citation counts do not always indicate the quality or rigor of the research, and the included journals' quality ratings are not given. This study focused on only articles to ensure the availability of complete keywords for co-occurrence analysis. Additional types of papers (e.g. book chapters, research notes and conference papers) can be considered in future research.

This study has two key theoretical implications. Firstly, this study provides a comprehensive and objective picture of cultural heritage and tourism in the Indian context through bibliometric analysis. Secondly, this study expands the knowledge base of literature reviews of cultural heritage and tourism in the Indian context by updating the scope of keywords and extending the time span of relevant articles. Scholars and researchers can focus on the developing study themes in cultural heritage by using the specified keywords. Also, scholars would be encouraged to use bibliometric analysis utilizing tools like Citespice, Vivo, Gephi, Histcite, Bibexcel, Ucinet, Pajek, Vantage Point, and Scimat in relevant fields of study.

To overcome these constraints and to benefit from the theoretical implications, future research should address interdisciplinary gaps, explore emerging technologies, incorporate qualitative analysis, consider regional and contextual analysis, expand the scope of the search, include non-English literature, extend the timeframe, and update data, and incorporate a variety of data sources. Subsequent investigations should concentrate on assessing the possibilities of cultural tourism throughout the nation's various locations, utilizing yet unutilized theoretical frameworks. By fixing these recommended flaws, expanding the research's purview, and enhancing understanding of cultural heritage and tourism research in the Indian context, future studies can further the field and create sustainable tourist management strategies.

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