

Analysing Research Trends on Behavioural Intentions in Hospitality and Tourism: A Bibliometric Study

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Abstract *The tourists' psychology, perception, and behavioural intentions have been the areas of research interest for many years. These studies help industry and policymakers to develop a better understanding of tourists' choices and preferences, based on which the destination management, planning, and service delivery can be customized. Therefore, this bibliometric study explores the existing literature related to behavioural intentions to project directions for future studies. 416 articles from 2002 to 2025 were extracted from Scopus database and analysed using VosViewer and Biblioshiny software. There has been prolific growth in the number of articles produced since 2002. The keywords and thematic analysis gave insights into research trends on behavioural intentions in the hospitality and tourism industry. The highly cited papers pave the path for potential researchers to understand the research focus in the given area. The analysis of leading institutions and authors gives rise to opportunities for global research collaborations. Previous bibliometric studies have undertaken individual variables of behavioural intentions like trust and revisit intentions, but no study has been conducted on behavioural intentions. The study concludes that the tourism industry, academicians and policymakers should consider these aspects to tailor their offerings as per the behavioural intentions of the tourists to succeed in business.*

Keywords: *Bibliometric Analysis, Behavioural Intentions, Hospitality, Tourism, Articles*

INTRODUCTION

With the intense competition in the hospitality and tourism industry at the global level, it has become quintessential to delve deeper into travellers' behavioural intentions to understand present trends and their future intentions, which not only play an important role in the development of the destination (Chen & Tsai, 2007) but also help in the prolific growth of the industry in multiple contexts.

The theory of reasoned action describes behavioural intentions as determinants of human behaviour (Icek & Fishbein, 1980) that help the researchers to comprehend the psychological behavior of tourists in the context of the hospitality and tourism industry. The studies have described Behavioural Intentions as the prudent behaviour that tourists are expected to display (Lee et al., 2007) and is formed as a by-product of rational decision and choice processes (Gemer et al., 2019). Thereby, it acts as a guiding principle

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for the industry to undertake strategic planning so that the businesses are customized as per the intentions of the tourists.

There have been numerous hospitality and tourism studies in which various dimensions of behavioural intentions have been studied. Loyalty, readiness to switch, willingness to pay more, and external and internal stimuli to a problem (Parasuraman et al., 1994) constitute behavioural intentions model that is widely accepted (Bloemer et al., 1999; de Ruyter et al., 1998; Yu, & Dean, 2001; Zeithaml et al., 1996). This five-dimensional model has contributed tremendously to theoretical and practical applications of behavioural intentions but still faces criticism because of the number and reliability of the dimensions (Chand et al., 2016).

Repurchase/revisit intention (Oliver, 1999) measures the probability of a customer repeat purchase or visit a destination or product/service is an important determinant of behavioral intentions reporting good reliability ($\alpha = 0.87$) in a study on airline industry (Zeithaml et al., 1996) and 0.84–0.88 in hotel study (Liu et al., 2017). Word-of-mouth intention that demonstrates the behavior of a consumer to share their experiences (positive or negative) while using a product or service with others also found to have high-reliability analysis with Cronbach alpha value ranges from 0.85-0.90 across service industries (Choi & Kim, 2013; Keller, 2007; Maxham, 2001). Another dimension of behavioral intention that is highly critical and reliable (Cronbach alpha 0.84-0.89) is Loyalty Intention, which showcases the commitment of a customer towards a brand or service for a longer period (Liu et al., 2017). And to sustain the relationships with customers, one must know the ways to generate positive behavioral intentions (Castanha et al., 2024; Gaonkar & Sukthankar, 2024) through service excellence.

In the era of profound use of Technology and Artificial Intelligence where everything is available at the touch of a screen, and consumers are served with a plethora of options, it has become vital for industries like hospitality and tourism to understand behavioral intentions of customers that indicate their likeliness to repeat purchase of a product or service, revisit a destination or recommend it to others exercising direct influence upon success of the businesses. The comprehensive knowledge of behavioral intentions helps in understanding the decision-making processes of consumers, which further guides the hospitality and tourism businesses to devise strategies for ameliorating service quality, increasing customer satisfaction, and promoting loyalty, subsequently establishing excellence in the competitive market. There have been several studies on behavioural intentions conducted in the field of hospitality and tourism research across multiple contexts like service quality (Canny, 2013; Ladhari, 2009; Ladhari & Michaud, 2015), Destination Image and Culture Tourism (Chen & Tsai, 2007; Gaonkar et

al., 2024; Ramkissoon, et al., 2011), Nature-Based Tourism (Hu, et al., 2022; Kim, & Uysal, 2015; Sotiriadis, 2017), eco-friendly and sustainable tourism (Chen & Tung, 2014; Han & Yoon, 2015; Shrivastava & Gautam, 2024) Peer-to-Peer Accommodation (Chopdar et al., 2025; Talwadker et al., 2024; Ye et al., 2022) etc. Studying behavioural intentions in different contexts of hospitality and tourism helps practitioners, policymakers and researchers to devise strategies to enrich customer experiences, satisfaction, and loyalty. There have been many research studies on one or the other dimensions of behavioural intentions using bibliometric studies in the fields of hospitality and tourism; however, hardly any research has been conducted to analyze tourists' behavioural intentions (revisit intention, repurchase intention, recommendation intentions, and word-of-mouth intention) in the fields of hospitality and tourism using bibliometric analysis. Therefore, this study delves deep into understanding the concept of behavioural intentions in hospitality and tourism by examining its four dimensions used in different scholarly contexts. The study also tracks down the evolution of research on behavioural intentions in the fields of hospitality and tourism over time, recognizing the change in the focus of research with different dimensions like repurchase intention, revisit intention, WOM intention and recommendation intention have progressed in different contexts.

RESEARCH METHODOLOGY

Bibliometric studies undertake the quantitative analysis of scholarly studies in specific areas (Ji et al., 2018). This analysis circumscribes impactful works and journals; highly contributing institutions, countries and regions; citation & co-citation analysis, and unfolds research trends in the given field (Danvila-del-Valle et al., 2019; Soliman et al., 2024). The productivity of the topic can be discerned through the number of articles published, and the citations highlight how impactful the study is. Additionally, this study recognized the most influential institutes and researchers with their h-index, g-index and m-index. Biblioshiny was used to undertake the keyword analysis in the title and author's keyword.

Pritchard (1969) describes the bibliometric technique as “the process of applying statistical and mathematical methods to the books and other media of communication”. Many studies in hospitality and tourism conducted bibliometric studies (Koseoglu et al., 2016; Mulet-Forteza et al., 2022; Strandberg et al., 2018; Ülker et al., 2023).

The present bibliometric study extracted the SCOPUS database and identifies emerging research trends in behavioural intentions in hospitality and tourism research, leading institutions and researchers, impactful research studies and correlation between different dimensions of behavioural intentions. The knowledge about highly cited

work and authors will help the new researchers to understand how the present concept of behavioural intentions in hospitality and tourism has been built from scholarly studies. In addition, it helps to trace the gaps in the existing literature that require immediate attention in the field of behavioural intentions and thus direct future research. The study helps detect relationships between concepts like service quality, customer satisfaction and behavioural intentions (Kandampully et al., 2015).

This bibliometric study on behavioural intentions is instrumental in designing marketing strategies in hospitality and tourism as consumers' decision-making process is based on their behavioural intentions. The study employed VOSviewer to conduct a bibliometric analysis, which helps in organising and ideating the bibliometric networks and mining the texts. The articles were retrieved from the SCOPUS database as the probability of errors in the context of authors and institutions are reduced (Jacso, 2008). There has been criticism for Web of Science on account of having

inadequate data coverage (Norris & Oppenheim, 2007) and erroneous data (Bar-Ilan, 2008), duplication of data (Houshyar & Sotudeh, 2018) and paucity of quality control in Google Scholar (Aguillo, 2012).

Multiple keywords were employed in the Scopus database as ("Behavioural Intention" OR "Word-of-Mouth" OR "Price Sensitivity" OR "Repurchase Intention" OR "Revisit Intention" OR "Recommendation Intention" OR "Loyalty Intention" OR "Repeat Purchase") AND ("Hospitality" OR "Tourism" OR "Hospitality AND Tourism") that generate 4190 articles from article title, abstract and key words. Further skimming is done by applying a search of keywords in Article Title only that give rise to 483 articles. Then, it is further refined by the subject area (Business, Management and Accounting), which fetched a good number of articles. Afterwards, the output data was skimmed further by applying the filter "English Language" that resulted in 416 articles. Fig. 1 elaborates the method adopted for refining documents for the research.

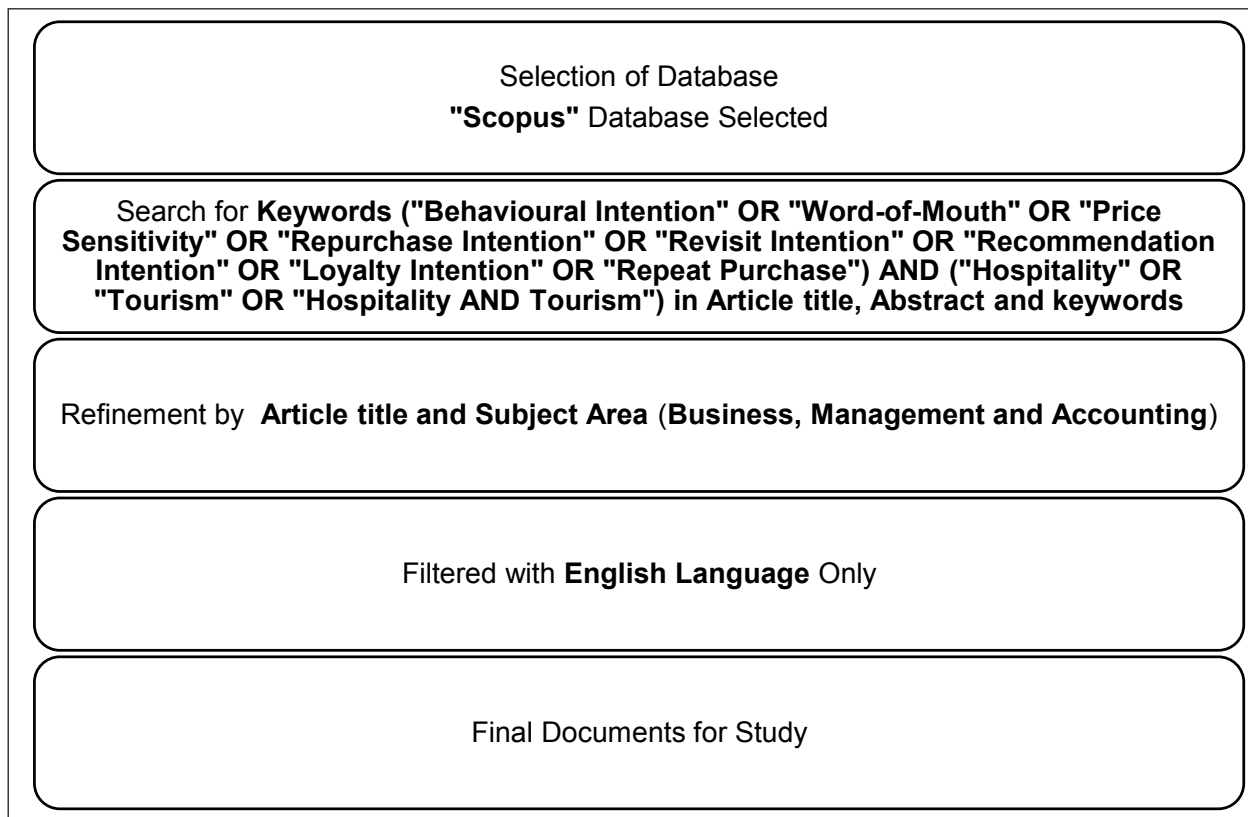


Fig. 1: Methodology Adopted for Refining of the Documents for Research

The time span chosen for the present bibliometric studies was from 2002 to 2025. 188 sources were identified that fetched 416 articles after applying "articles" as the filter to

narrow down the search. The ontological approach will be used to interpret and categorise knowledge on behavioural intentions on the basis of published literature analysis that

undertakes citation analysis and co-occurrence networks. The realist ontology helps in mapping the objective knowledge structure based on high impact journals and citation metrics, and constructive ontology examines how different researchers create the meaning of behavioural intentions over time.

OBJECTIVES OF THE STUDY

The following are the objectives of the present bibliometric study:

- To track down the growth of research publications in behavioural intentions in the field of hospitality and tourism with citation analysis from the period of 2002 to 2025.
- To rank the most impactful journals on the basis of the number of published articles in the given field during the period.
- To explore the most prolific and leading researchers, articles, and institutions during the given time frame
- To undertake the co-citation analysis for finding inter-country collaborations
- To investigate the research trends in the context of behavioral intentions in hospitality and tourism field through keyword analysis

The present study helps potential researchers comprehend the existing knowledge body of behavioural intentions and directs them to research in the specific dimensions of behavioural intentions in the fields of hospitality and tourism.

ANALYSIS OF DOCUMENTS GATHERED

To comprehend the research trends in behavioral intentions within the fields of hospitality and tourism studies, the Annual Growth Rate (AGR) of published studies was analyzed from 2002 to 2025. The findings show that behavioral intentions research has experienced an average annual growth rate of 13.66%, which highlights its growing significance in industry and academia. The consistent growth of research in Behavioural Intentions in the Hospitality and Tourism field is discernible, suggesting it is a critical research area for practitioners and researchers. A total of 416 articles were published since 2002 in the given area authored by 1070 authors. 35 articles were found to be written by single

authors. The international research partnership is found to be 26.2%, which depicts a good number of publications in the given field written by authors from multiple countries collaboratively, which increases the visibility of the published work since it reaches diverse communities around the world.

Strong collaboration is seen in the studies of behavioural intentions in hospitality and tourism, with a range of 3.06 co-authors per document. The authors assigned 1279 keywords to describe behavioural intentions in hospitality and tourism. The large number of references (26308) indicates the extent of literature reviewed in different studies, circumscribing the depth of scholarly engagement. The Document Average Age (DAA) is found to be 4.23, which shows that, on average, the citations are nearly 4 years old. The influence of publications on Behavioural Intentions in hospitality and tourism research is well represented as 38.21 Average Citations per Document, indicating the noteworthy level of academic impact and recognition (Table 1).

Table 1: Descriptive Features of Work

Sr. No.	Descriptors	Results
1	Timespan	2002-2025
2	Sources	188
3	Total Number of Articles	416
4	Annual Growth Rate	13.66%
5	Total Number of Authors	1070
6	Authors of Single-Authored Documents	35
7	Authors of Multi-Authored Documents	26.2%
8	Co-Authors Per Document	3.06
9	Author's Keywords	1279
10	Number of References	263081
11	Document Average Age	4.23
12	Average Citations Per Document	38.21

The frequency of articles on behavioral intentions has been rising from 2002 to 2025. While the initial years witnessed slow progress, the growth has augmented considerably in recent years. There is an exponential surge in the number of articles post-2018. The moderate shift is seen from 2014-2018, but swift acceleration in publications after 2018 indicates a growing interest of academicians and researchers in the behavioral intentions of customers in the hospitality and tourism industry, pointing to a shift in the focus of hospitality and tourism research.

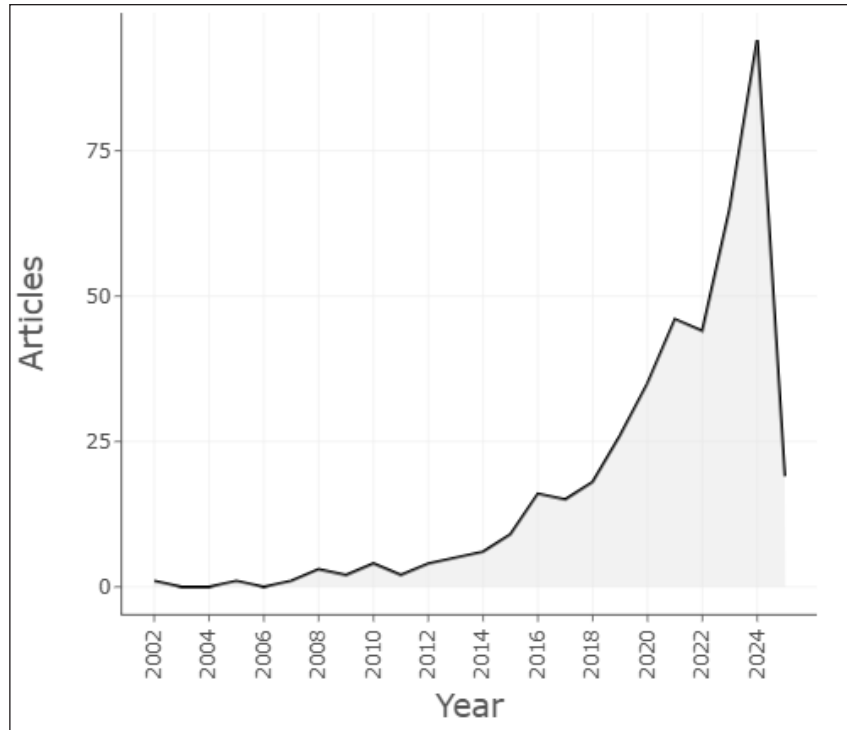


Fig. 2: Annual Scientific Production of Articles on Behavioural Intentions in Hospitality and Tourism Studies

The Scopus dataset analysed for the given period shows that not only did the number of articles proliferate with consistent years but also the Mean Total Citation per article displayed growth with a future projection of rising more with years. The year 2024 saw the maximum number of articles in the

given field. The years 2007 to 2010 show exponential growth in terms of Mean TC per Article and Mean TC per year, too. The recent years showed the publication of more impactful research studies that would act as a foundation stone for upcoming research in the given area (Table 2).

Table 2: Publication and Citation Structure

Year	N	Mean TC Per Article	Mean TC Per Year	Citable Years
2002	1	126.00	5.48	23
2003	0	0.00	0.00	0
2004	0	0.00	0.00	0
2005	1	104.00	5.20	20
2006	0	0.00	0.00	0
2007	1	418.00	23.22	18
2008	3	666.33	39.20	17
2009	2	368.00	23.00	16
2010	4	103.00	6.87	15
2011	2	73.00	5.21	14
2012	4	140.00	10.77	13
2013	5	127.40	10.62	12
2014	6	142.83	12.98	11
2015	9	82.78	8.28	10
2016	16	69.13	7.68	9
2017	15	45.47	5.68	8
2018	18	88.50	12.64	7

Year	N	Mean TC Per Article	Mean TC Per Year	Citable Years
2019	26	34.69	5.78	6
2020	35	40.49	8.10	5
2021	46	36.26	9.07	4
2022	44	21.93	7.31	3
2023	65	9.55	4.78	2
2024	94	2.09	2.09	1
2025	19	0.32		0

Table -3 represents the top ten highly contributing countries in terms of frequency of published articles on behavioural intentions in the hospitality and tourism field. The number of the articles published seems to be greater than 416 because of the inter-country collaboration between the researchers. Such international collaborations foster the mutual sharing of diversified viewpoints and competency on the topics of interest, resulting in higher quality of research. This cross-border collaboration accelerates the prominence of research leading to higher citations and navigate researchers to form strategic academic partnerships. China holds first

rank, followed by Indonesia, South Korea, and India. The highest volume of research activity in China is attributed to its strong research infrastructure, good universities, and funding support from government and non-government organisations. Indonesia, South Korea, India, and Malaysia reflected high research productivity owing to growing research investments and international collaborations and their government's focus on research and innovation. The table below also shows that out of ten countries, six are Asian as well as part of G20 countries, highlighting their remarkable contribution in research.

Table 3: Most Influential Country in Terms of Volume of Research on Behavioural Intentions in Hospitality and Tourism

Rank	Country	Frequency
1	China	275
2	Indonesia	132
3	South Korea	101
4	India	99
5	Malaysia	95
6	USA	63
7	Thailand	50
8	Turkey	30
9	Iran	25
10	Spain	25

Academic institutions play a vital role in promoting research by producing good quality and quantity of publications depicting knowledge sharing and research collaborations. Fig. 3 exhibits top ten academic institutions based on the number of articles published in renowned journals of

hospitality and tourism research. Out of ten institutions, four are from China, three from Indonesia and two from South Korea depicting important role of their government in encouraging research.

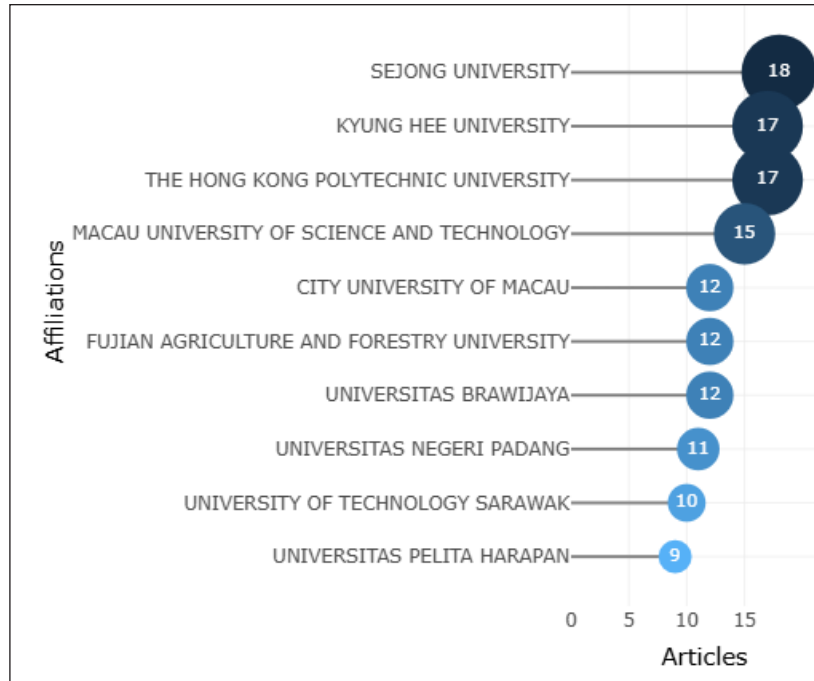


Fig. 3: Most Influential Universities

Sustainability boasts the highest number of publications in the given field followed by Asia Pacific Journal of Tourism Research, Current Issues in Tourism and Tourism Review

that shows the critical role of these journals in disseminating research knowledge and provides platforms to potential researchers to publish in these journals (Fig. 4).



Fig. 4: Most Productive Journals in Terms of Frequency of Published Articles

The most productive authors in the field of hospitality and tourism who have contributed research work on behavioural intentions have been identified in terms of the number of citations and the number of documents in Table 4. It shows the details of the authors circumscribing their number of articles published h index, g index, m index and total number

of citations. The top three researchers are Goldsmith Re, Litvin Sw and Pan B, having the highest number of citations, i.e. 2059 each. Wang wrote the maximum of 8 articles in the given area followed by Kim S and Liu Y with six number of articles each (Table 4).

Table 4: Top Performing Author in Terms of No. of Citations & No. of Documents

Rank	Author	NP	h-index	g-index	m-index	TC	Rank	Author	Documents
1	GOLDSMITH RE	2	2	2	0.111	2159	1	Wang J	8
2	LITVIN SW	2	2	2	0.111	2159	2	Kim S	6
3	PAN B	2	2	2	0.111	2159	3	Liu Y	6
4	SOUTAR GN	1	1	1	0.059	638	4	Morrison AM	5
5	WILLIAMS P	1	1	1	0.059	638	5	Bajpai N	4
6	BAE SY	1	1	1	0.2	519	6	Chen W	4
7	CHANG P-J	1	1	1	0.2	519	7	Hall Cm	4
8	WU Y	3	3	3	0.375	513	8	Han H	4
9	ZHANG H	2	1	2	0.125	493	9	Kim JH	4
10	BUHALIS D	1	1	1	0.125	492	10	Kusumawati A	4

Table 5 exhibits the Most Impactful papers on behavioural intentions in hospitality and tourism. The paper titled “Electronic word-of-mouth in hospitality and tourism management” published in Tourism Management received the highest citations is the most impactful paper, followed by the paper “Value, Satisfaction and Behavioral Intentions in an Adventure Tourism Context” published in Annals of Tourism Research with a 638 citation score. Among top ten

research papers, two papers have been published in Tourism Management. Most of the journals are Q1 journals except one, which is a Q2 journal. Out of ten papers, three are on electronic word of mouth as a critical marketing tool with different variables like brand image, purchase intention, and online reviews in hospitality and tourism contexts. The papers are on different tourism niches like Adventure tourism, rural tourism, wine tourism, and creative tourism.

Table 5: Most Impactful Papers

Sr. No.	Title of the Paper	Authors	Year	Journal	No. of Citations
1	Electronic word-of-mouth in hospitality and tourism management	Stephen W. Litvin ^a , Ronald E. Goldsmith ^b , Bing Pan ^a	2008	Tourism Management	1956
2	Value, Satisfaction And Behavioral Intentions In An Adventure Tourism Context	Paul Williams, Geoffrey N. Soutar	2009	Annals of Tourism Research	638
3	The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards ‘untact’ tourism in South Korea during the first wave of the pandemic	So Young Bae & Po Ju Chang	2020	Current Issues in Tourism	519
4	A model of perceived image, memorable tourism experiences and revisit intention	Hongmei Zhang ^a , Yan Wu ^b , Dimitrios Buhalis	2018	Journal of Destination Marketing & Management	492
5	The role of the rural tourism experience economy in place attachment and behavioral intentions	Sandra Maria Correia Loureiro	2014	International Journal of Hospitality Management	432
6	The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention.	Jalilvand, M. R. and Samiei, N.	2012	Marketing Intelligence and Planning	421

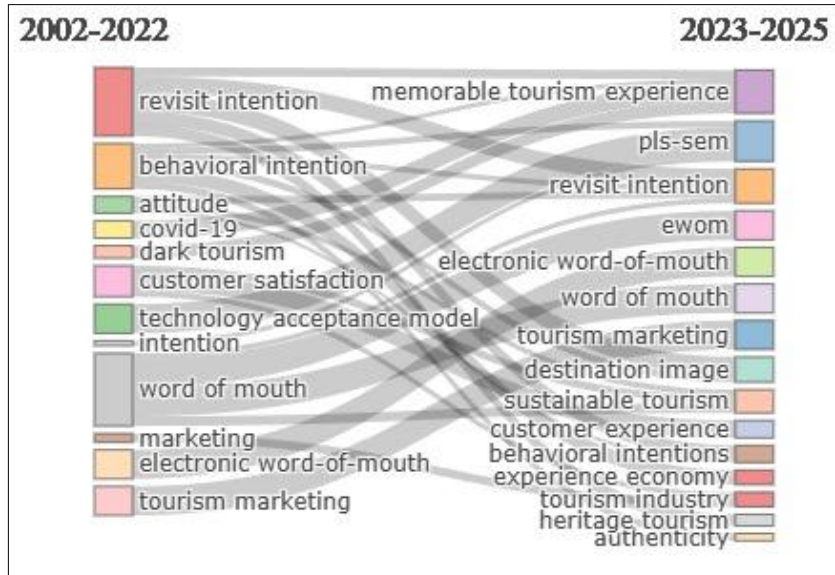


Fig. 6: Research Keywords from 2002-2025

The thematic Map shown in Fig. 7 analyses the co-occurrence network of keywords that explains the extent of importance of a theme in the overall research domain and its growth timeline. ‘Tourist Behaviour’, ‘Tourist Destination’, and ‘Perception’ are critical themes acting as cardinal forces in the research on behavioural intentions in hospitality and tourism fields. It is also noticed that ‘Human’, ‘Article’, and ‘Humans’ are well-developed themes with weaker connections to the cardinal research areas, exercising less impact on other topics. Fig. 7 shows

‘Tourism’, ‘COVID-19’, and ‘South Korea’ as Basic themes denoting high centrality and low density, symbolising their strong connections to various research areas. Low Centrality and Low Density is illustrated by themes like ‘Hospitality Industry’, ‘Social Media’, ‘Behavioural Intention’, ‘Sales’, ‘Surveys’, and ‘Tourism Industry’, which are either securing attention from researchers or are diminishing themes with reduced relevance. This thematic map aids in directing future research as well as indicates the evolution of research in the given area.

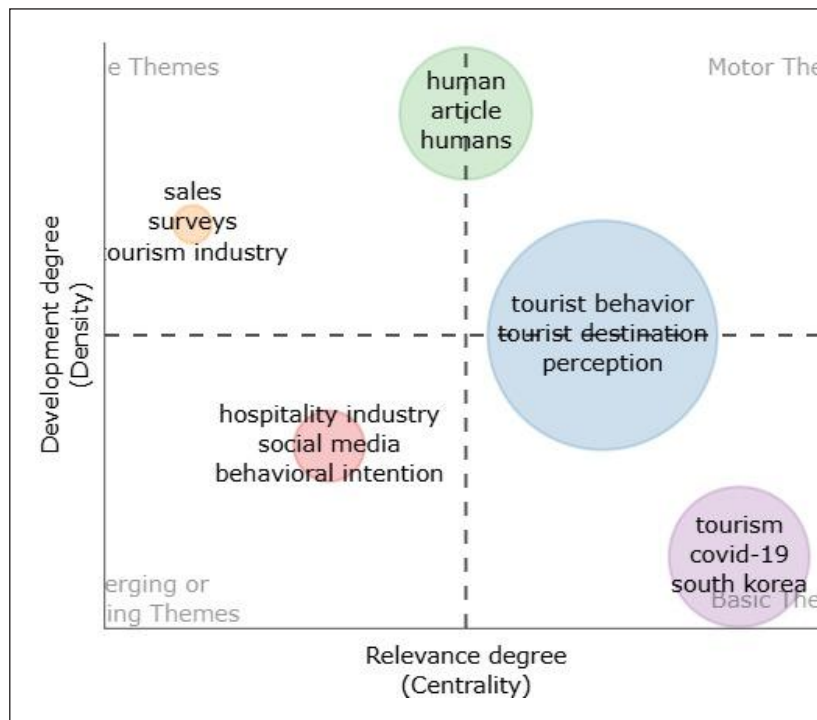


Fig. 7: Thematic Map

DISCUSSION AND IMPLICATIONS

This study identified the articles on behavioural intentions in hospitality and tourism fields. The articles were extracted from the Scopus database from 2002 to 2025. The study was aimed to get the findings of objectives set for the study. The highly impactful authors, institutions, journals, and countries were found out who contributed in understanding behavioural intentions of tourists/guests in the hospitality and tourism industry. Their citation analysis and number of publications help assess their research impact in shaping the field. It also gives directions to the young researchers to identify top contributors and collaboration trends so that they may become part of influential research groups in these areas. Furthermore, top ranking institutions become a source of future research activities assisting scholars to put attention on upcoming research topics and quality studies. The highly contributing journals and institutions set benchmarks in research in the given area and offer plausibility of the research. The present study helps governments, funding agencies, and academic institutions to distribute resources, prioritize significant research domains, and promote partnerships with prominent organizations.

Following are the objective-wise findings:

The volume of publications has exponentially increased from the year 2002 in which only one paper was published in the given field in Scopus, to 94 papers published in 2024. The surge in the interest of the researchers in studying behavioural intentions of tourists in the hospitality and tourism industry because it helps businesses to forecast guests' booking patterns, purchase decisions and preferences and so customize services accordingly to provide better stay experience. These studies help in the sustainable growth of the businesses by providing comprehension of the factors that exert influence upon revisit, repurchase, word of mouth, recommendation, and loyalty. This growth in publications in recent years is also due to the increasing impact of social and digital media that shape customer decisions to book a room. Moreover, the COVID-19 pandemic has changed the way people make bookings nowadays, keeping in mind the safety and service concerns, so it's quintessential to study evolving behavioural intentions of the tourists. The keyword analysis showed some major themes like sustainability and electronic word-of-mouth, which reflect that the emerging sustainable tourism trends are making it obvious for the researchers to explore tourists' behavioural intentions towards eco-friendly destinations and hotels to promote eco-tourism and sustainable practices. The advancement of science and technology has led researchers to understand the impact of AI and electronic word-of-mouth on tourists' decision-making. The study of behavioural intentions of

tourists has become more important because the hospitality and tourism businesses depend heavily on psychological insights of tourists to tailor hospitality services, customize tourism products, pricing strategies and promotional offers to excel in the highly competitive market.

Further, citation analysis was also undertaken to evaluate the performance of research activities in the given field. The study revealed that 2008 was the highest performing year in terms of quality research with a Mean TC per article of 666.33 followed by year 2007 and 2009 respectively. The lowest are the years 2003 and 2004, when no article was published in Scopus in the given field. The most productive journal is 'Sustainability (Switzerland)', contributing 35 articles, followed by 'Asia Pacific Journal of Tourism Research' with 21 articles. 'Current Issues in Tourism' and 'Tourism Review' contribute 16 articles each in the given area. 8 articles are there in 'International Journal of Tourism Research' and 7 in 'Frontiers of Psychology'. 'Journal of Quality Assurance in Hospitality and Tourism', 'Journal of Travel Research', 'Tourism and Hospitality Management', and 'Tourism Management' contribute 6 articles each in the given area.

This study also identifies the most contributing researchers in behavioural intentions in the hospitality and tourism industry in terms of highest citations and number of articles, leading to the understanding of key trends and theoretical developments. The research works of 'Goldsmith', 'Litvin', and 'Pan' are highly impactful with TC 2159, each signifying a myriad of practical implications in the given field. 'Soutar G N' and 'Williams P' have 638 citations each for their single publication on behavioural intentions in the tourism field, followed by 'Bae' and 'Chang' with 519 citations each and 'Wu' with 513 citations. 'Zhang' and 'Buhalis' were at ninth and tenth rank amongst top ten influential researchers with 493 and 492 citations, respectively. 'Wang J' is the leading researcher with the highest number of research publications contributing significantly to the volume of existing literature in the given field. 'Kim' and 'Liu' contributed substantially with 6 papers each and 'Morrison' with 5 papers. The remaining six researchers, amongst top ten, have contributed 4 papers each in the given area and thus act as prospective mentors, offering collaboration opportunities for aspiring researchers.

'Electronic word-of-mouth in hospitality and tourism management' is a highly cited research paper with 1956 citations that has remarkably influenced the given field, giving insights on key theoretical and methodological advancements in relation to digital consumer behaviour in hospitality. A realist ontological viewpoint was taken in this study in which eWOM, an objectively existing phenomenon defined as consumer-generated online communication which

is categorised as review websites, and blogs etc., exerting influence on consumer decision-making in hospitality and tourism. 'Value, Satisfaction and Behavioural Intentions in an Adventure Tourism Context' received second rank with 638 citations considering value, satisfaction and behavioural intentions in adventure tourism are objective realities exerting impact on tourist decision-making as per realist ontological stance.

It is followed by 'The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic' received 519 citations. The study can be taken as a reference for future studies on crisis management, risk perception and digital transformation in tourism services. The fourth position was occupied by 'A model of perceived image, memorable tourism experiences and revisit intention' cited by 492 citations. From the ontological perspective, the study integrates key theories like destination image theory, experience economy theory and expectation-confirmation theory making it foundational research study for destination management and marketing. 'The role of the rural tourism experience economy in place attachment and behavioral intentions' received 432 citations, 'The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention' received 421 citations, 'Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions' received 418 citations and 'Electronic word-of-mouth and online reviews in tourism services: the use of Twitter by tourists' is at 8th rank with 325 citations. Last two ranks among top ten influential papers in the given field were occupied by 'Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism' and 'The impact of innovation and gratification on authentic experience, subjective well-being, and behavioural intention in tourism virtual reality: The moderating role of technology readiness' with 319 and 216 citations respectively. These highly cited papers direct researchers to track the progress of concepts, theories, and processes over time and help them to refine their focus. By analyzing highly cited articles, bibliometric studies provide valuable insights into the most influential research, shaping academic progress and informing future research endeavors.

'Sejong University' is the cardinal research hub and centre of Excellence boasting highest number of papers published in Scopus on behavioural intentions in the hospitality and tourism field, followed by 'Kyung Hee University' and 'The Hong Kong Polytechnic University', producing 17 articles each. These academic institutions provide platform to potential researchers for research and innovation in hospitality and tourism studies. 'City University of Macau', 'Universitas Brawijaya', and 'Fujian Agriculture and Forestry University' contributed 12 papers each on the given topic.

Last three universities amongst top ten leading institutions who contribute immensely to knowledge generation in the given area are 'Universitas Negeri Padang', 'University of Technology Sarawak', and 'Universitas Pelita Harappan'. These premier institutions have benchmarked research productivity and act as inclusive research ecosystems offering academic collaborations to aspiring researchers with funding opportunities.

The ontological approach in this bibliometric study based on keywords co-occurrence analysis and thematic analysis gives insight into knowledge structure, research patterns, and themes in the given field. Behaviour, psychology, and perception of the tourists are interconnected largely with destination and tourism development, forming the cardinal research themes on the given topic. These research themes are crucial to understand the determinants of travel preferences made by travellers for better travel planning, destination management, and service quality offered by the policy makers, industry professionals, and academicians.

LIMITATIONS AND SUGGESTIONS FOR FUTURE STUDY

For the present study, only Scopus database was chosen for the extraction of the articles on behavioural intentions in the hospitality and tourism industry. Relevant articles in other databases are not included in the present study. Further studies can be conducted extracting articles from numerous databases to get a vast picture of the research area. Further, only research articles are chosen for the analysis, excluding book chapters, conference papers etc. which may be relevant to the study. Future studies may be conducted including publications from variety of sources to give better in depth analysis of the topic chosen for the study. Future research may expand the keywords to provide extensive review on studies.

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