
A CONTEMPORARY BIBLIOMETRIC ANALYSIS OF CULINARY TOURISM LITERATURE

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ABSTRACT

Culinary tourism is recognized in academic literature as an initiator of cultural revitalization, social and economic development, as well as a source of recreation, entertainment, socializing and learning. Due to the increasing interest of the academic community in this topic, this paper refers to an evaluative bibliometric analysis of the contemporary culinary tourism literature published in the WoS category: Hospitality Leisure Sport Tourism. The aim of the paper is to provide an insight into the current state and dynamics of the development of this field through a detailed analysis of the intellectual structure of culinary tourism, the predominant research topics, the applied research methodology and the most influential articles, authors and academic journals. A critical review of the literature published in the previous decade will enable to identify research gaps as well as to suggest directions for future research whose implementation would bring the field of culinary tourism closer to the stage of maturity and roundness of scientific thought. The sublimation of the culinary tourism literature published in the most prestigious academic journals over the past decade should provide the basis for further research efforts and discussions by the academic community.

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Introduction

Culinary tourism is a multidimensional concept and encompasses the processes of producing, preparing and consuming food (Batat, 2020), which is often the most important factor when choosing a destination (Agyeiwaah et al., 2018). This interpretation is also indicated by the Latin etymological origin of the word “culinary” with its root in the word “culīna”, which could be interpreted as a visitor’s activity inspired by food out of the residence place (Wondirad et al., 2021). Although it is not a new activity, culinary tourism has experienced significant growth in recent years due to the growing number of tourists whose primary travel motive is to taste unique and authentic culinary products (Ottenbacher & Harrington, 2013). Culinary tourism is becoming increasingly influential, not only in creating tourists’ experiences, but also in providing significant socio-cultural and economic benefits since it impacts on economic and social development through employment growth, resource efficiency, reduction of social disparities, etc. (UNWTO, 2017). For these reasons, culinary tourism is becoming an increasingly important area of interest and research of the academic community.

However, the relevant literature does not provide a unified stance that refers to clearly defined boundaries between culinary tourism and other types of tourism such as food and gastronomy tourism. Some authors, such as Stone et al. (2018), even argue that culinary tourism and food tourism are not separate forms of tourism, but synonyms. The same authors also identified gastronomy tourism with culinary and food tourism in a later study (Stone et al., 2021). Updahay and Sharma (2014) and Lenglet and Giannelloni (2015), on the other hand, take the more general view that food tourism is the broader concept and includes gastronomy tourism and culinary tourism. According to Okumus et al. (2021), food tourism differs from all other forms of tourism since the primary goal is not the desire to visit a specific destination, but rather the desire to consume authentic food. This need has its origins in the experiences and pleasures of tourists who have already had the opportunity to consume this type of food. Martin et al. (2021) gave a similar definition of food tourism and emphasized that it includes visiting primary and secondary food producers, food festivals and restaurants as the main motive of the visit. Gastronomy tourism can be defined as traveling in order to search for authentic food and drink experiences (Božić & Milošević, 2021; Đurović & Božić, 2022). The difference between food tourism and gastronomy tourism is reflected in the primary motive, which in the case of gastronomy tourism does not include recommendations in the form of lived experiences (Prayag et al., 2020). In addition, gastronomy tourism can also be linked to the desire to experience more than just food, especially local cultural and historical heritage (Lee et al., 2018). Finally, culinary tourism is the narrowest term that encompasses travel with the goal of tasting unique culinary products (Ottenbacher & Harrington, 2013). However, to limit the concept of culinary tourism exclusively to the consumption of already prepared culinary products would be too narrow and a simplistic interpretation, as, besides stated, it also includes a variety of specialized formats and services, such as meetings with local producers, weekends on farms, private social dining, culinary trails, food tours, iconic food, cookbooks, cooking classes,

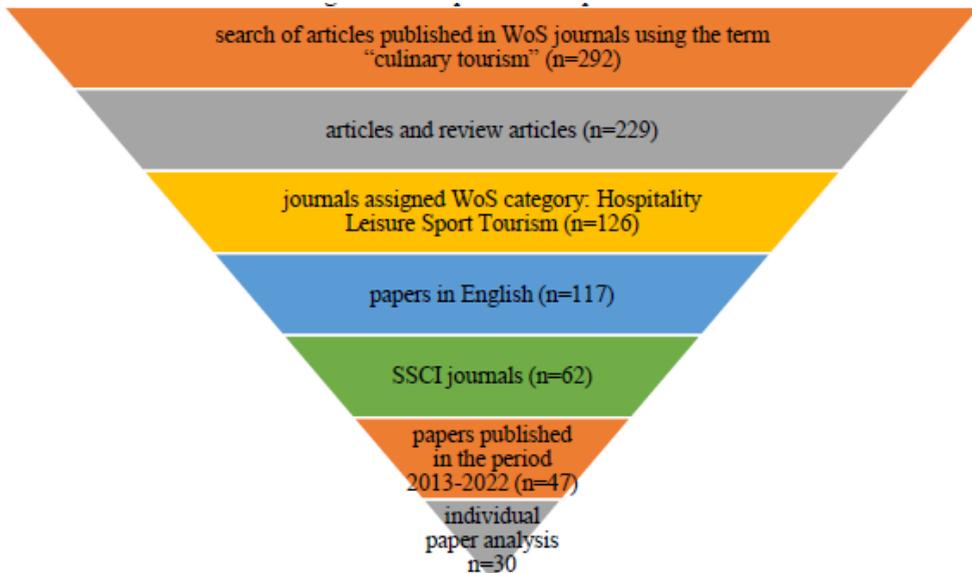
wine and cheese routes, market visits. All mentioned formats can be considered as the segments of culinary tourism that are adequately positioned in developed countries (Lenglet & Giannelloni, 2016; Chang et al., 2020; Yang et al., 2020).

Therefore, through a critical review and an evaluative bibliometric analysis of the contemporary literature on culinary tourism, the paper aims to: 1) provide an insight into the intellectual structure of the researched discipline and the main streams of culinary tourism scholarly knowledge, 2) identify research gaps and underexplored niches, and 3) suggest directions for future research that would contribute to the scientific maturation and circling of the culinary tourism field.

Research methodology

In order to achieve the paper goals, a search for titles, abstracts and keywords of articles published in WoS journals using the term “culinary tourism” was conducted, resulting in an initial sample of 292 articles. This sample was then filtered by considering only: 1) articles and review articles (proceeding papers, book reviews and editorial materials were excluded), 2) articles published in academic journals assigned the WoS category: Hospitality Leisure Sport Tourism, 3) articles written in English, 4) articles published in SSCI journals, and 5) articles published in the ten-year period (2013-2022). The application of the listed criteria resulted in a sample of 47 articles, whereupon the individual articles were downloaded and examined in detail, with the aim of excluding those articles where culinary tourism was not the focus of the research. In this way, the final sample of 30 articles was formed (Figure 1).

Figure 1. Sample creation procedure



Source: Authors

The studied ten-year period (2013-2022) was divided into two five-year periods in order to follow the dynamics of the development of culinary tourism literature and to perform a comparative analysis of 9 articles published in the first sub-period (2013-2017) and 21 articles published in the second sub-period (2018-2022). The presentation of the results of the search for contemporary culinary tourism literature was followed by a critical review of the literature with the aim of identifying dominant and under-researched topics, the most frequently used methodological approaches and dominant theoretical frameworks. Since the literature review contains elements of subjectivism (Dimitrovski et al., 2019) and cannot be completely objective and without the influence of the author's knowledge, scientific interests and cognitive biases, an evaluative bibliometric analysis followed to ensure the necessary objectivity. In this analysis, following Benckendorff and Zehrer (2013), Hall (2011), Zhang et al. (2015), the dynamics of article publication, the distribution of articles across journals, the analysis of author affiliation, the keyword analysis and the citation analysis of individual articles and journals were presented. The combination of evaluative bibliometric analysis and critical literature review thus provided a comprehensive overview of researched topic.

Results and discussion

Search results and culinary tourism literature review

The search for culinary tourism literature published in the WoS category: Hospitality Leisure Sport Tourism in the period 2013-2017 resulted in a selection of 9 articles published in seven academic journals. Ottenbacher and Harrington (2013) recognized the importance of the concept of culinary tourism for the promotion of destinations and identified six key elements for its development, noting that their standardization is not possible because the development of culinary tourism depends on local and regional cultural and historical heritage. For the same reason, there is no way to establish a general framework for the development of culinary tourism promotion strategies and, for this reason, each of them must be created in accordance with the specificities of the observed area, incorporating the experiences and satisfaction of tourists and tourism stakeholders. Sotiriadis (2015) points out the importance of strategic planning and proposes an adequate conceptual framework that can be used for the development of culinary tourism and the improvement of the destination's competitiveness.

Culinary tourism could be an important source of revenue for the destination (Tsai, 2016), and its development should be the method that differentiates one destination from another (Sotiriadis, 2015). According to Tsai (2016), local food and cuisine reflect local culture and customs and "can provide tourists with unforgettable experiences" (p. 546). Terroir products, as authentic local culinary products produced in small quantities, have a particularly important role in attracting tourists and providing a memorable tourism experience. One of the additional characteristics of terroir products, such as authentic French cheeses, is that they are mainly consumed in the production area and cannot be produced in other destinations (Lenglet and Giannelloni, 2016).

A prerequisite for the development of culinary tourism and all other forms of tourism is active marketing, with branding and brand management playing an important role in positioning a destination on the culinary tourism map (Jiang et al., 2017). Some authors such as Spilková and Fialová (2013) emphasized the need for regional branding and pointed out the positive influence of regional brands and culinary tourism on the development of rural areas. Studies on the culinary preferences of tourists are of particular importance when developing marketing strategies and plans to attract tourists. One such study was conducted by Updhyay and Sharma (2014), where they distinguished three groups of tourists: “taste seekers, localization seekers and experience seekers” (p. 33).

Unfortunately, many destinations do not adequately promote their rich and authentic culinary offer. Okumus et al. (2013) examined the use of local cuisine in the promotion of four small Caribbean islands and found that all four destinations “gave very limited or superficial description about local and regional cuisine” (p. 424). Silkes et al. (2013) agreed with this assessment, pointing out that most local communities did not adequately and strategically include the culinary offer in their promotional materials. Based on all these facts, it is not difficult to conclude that there are numerous challenges for the development of culinary tourism that tourism service providers and tourism policy makers must face in the future by following global trends and considering the comparative advantages of a particular destination.

Table 1. Culinary tourism literature published in WoS category: Hospitality Leisure Sport Tourism in the period 2013-2017

Author(s)	Title	Journal	Region	Method(s)
Ottenbacher, M.C., & Harrington, R.J. (2013)	“A case study of a culinary tourism campaign in Germany: Implications for strategy making and successful implementation”	<i>Journal of Hospitality & Tourism Research</i>	Germany	Questionnaire techniques
Sotiriadis, M.D. (2015)	“Culinary tourism assets and events: Suggesting a strategic planning tool”	<i>International Journal of Contemporary Hospitality Management</i>	/	Leiper’s method
Jiang, W.H., Li, Y.Q., Liu, C.H., & Chang, Y.P. (2017)	“Validating a multidimensional perspective of brand equity on motivation, expectation, and behavioural intention: A practical examination of culinary tourism”	<i>Asia Pacific Journal of Tourism Research</i>	Taiwan	Questionnaire techniques
Spilková, J., & Fialová, D. (2013)	“Culinary tourism packages and regional brands in Czechia”	<i>Tourism Geographies</i>	Czechia	Questionnaire techniques

Author(s)	Title	Journal	Region	Method(s)
Lenglet, F., & Giannelloni, J.L. (2016)	“Does a <i>terroir</i> product tell the same story to tourists, day-trippers and local consumers? The moderating role of variety-seeking tendency and perceived authenticity”	<i>International Journal of Tourism Research</i>	/	ANOVA
Updhyay, Y., & Sharma, D. (2014)	“Culinary preferences of foreign tourists in India”	<i>Journal of Vacation Marketing</i>	India	Factor analyses
Silkes, C.A., Cai, L.P.A., & Lehto, X.Y. (2013)	“Marketing to the culinary tourist”	<i>Journal of Travel & Tourism Marketing</i>	USA (Indiana)	Qualitative content analysis
Okumus, F., Kock, G., Scantlebury, M.M.G., & Okumus, B. (2013)	“Using local cuisines when promoting small Caribbean island destinations”	<i>Journal of Travel & Tourism Marketing</i>	Caribbean	Qualitative content analysis
Tsai, C.T. (2016)	“Memorable tourist experiences and place attachment when consuming local food”	<i>International Journal of Tourism Research</i>	Taiwan	Questionnaire techniques

Source: Authors

The search for literature on culinary tourism published in the WoS category: Hospitality Leisure Sport Tourism in the second sub-period (2018-2022) identified 21 articles published in eight academic journals. A study by Wondirad et al. (2021) demonstrated the positive impact of culinary tourism on the development and socio-cultural revitalization of destinations in developing countries, as well as on the length of tourists' stay. According to Batat (2020), Michelin-starred luxury restaurants, which “operate as ambassadors of a local food culture and culinary traditions” (p. 160), have a particularly important role in the development and “gastronomisation” of rural and urban destinations and in improving their image and attractiveness. Restaurants are the key stakeholders in ensuring the sustainable culinary tourism development (Alonso et al., 2018).

The most important factor for branding culinary destinations is tourists' satisfaction with the food at gastronomic festivals (Yang et al., 2020). Satisfaction and loyalty are more pronounced among those tourists who have consumed local, especially iconic food. Martin et al. (2021) found that tourists' experience gained by consuming iconic food encourage them to revisit the destination, while consuming local food and the associated experiences motivate tourists to recommend the destination to others. According to Stone et al. (2017), tourism stakeholders and policy makers are not sufficiently aware of the fact that memorable culinary tourism experiences are the most important factor of loyalty and destination revisits. Tourism stakeholders should also develop concepts such as “cooking holiday” (Chang et al., 2020) and “cooking for fun” (Luoh et al., 2020), that would create a stronger connection between tourists and destinations. Agyeiwaah et al.

(2018) have analyzed the satisfaction, loyalty, experience and motivation of culinary tourists who have attended cooking schools and found a high level of satisfaction and a large number of repeated visits of tourists who have practiced this type of vacation. According to Prayag et al. (2020), cooking classes offer tourists the “opportunities to learn about local foods alongside peers in an interactive setting” (p. 2453). Stone et al. (2021b) point out the importance of developing a culinary tourism education strategy that aims to educate young residents about local culinary products in order to preserve local traditions and customs and generate benefits for the tourism industry. Di-Clemente et al. (2019) emphasized the importance of tourists’ involvement and memorable culinary tourism experiences in creating long-lasting loyalty, while Qian et al. (2020) examined “tourists’ experience at private social dining” (p. 784). According to Stone et al. (2021a), food experiences are more memorable than other travel experiences (p. 801), and food neophilia, i.e. the passion for trying new food, as well as food neophobia, i.e. the fear of trying new food, may have a particular influence on tourists’ acceptance of local culinary products (Baah et al., 2019; Okumus et al., 2021). An important part of the culinary tourism experience is the organization of endemic attractions and innovations that allow tourists to actively observe and participate in the processes of local food preparation. According to Lee et al. (2018, p. 110), a major tourist attraction is experiencing a different culture, such as Hakka food culture and cuisine, or Halal food culture and cuisine (Yousaf & Xiucheng, 2018). The fact that innovations do not have an exclusively positive impact on the tourist’ experience should not be ignored. Global practice shows the great importance of local food and culinary tourism, but also the lack of proactivity on the part of tourism operators and managers.

In order to successfully promote traditional cuisine and destinations, managers should actively participate in and interpret local culture and customs. According to Okumus et al. (2018), it is crucial for the development of culinary tourism that local cuisines “become integrated into destination marketing efforts” (p. 586). Yousaf and Xiucheng (2018) pointed out that active marketing primarily affects the initial tourist visit and that internet marketing plays an important role in the development of culinary tourism due to its reliance on the visual manifestation of culinary products. A good marketing strategy has a positive impact on positioning the destination on the culinary tourism map and leads to an increase in tourist numbers (Forgas-Serra et al., 2019), with electronic word of mouth (e-WOM) playing a particularly important role in marketing efforts (Lai et al., 2021). In addition to active marketing, culinary tourism stakeholders must be aware of the fact that enhancing the tourist experience is the most important long-term marketing strategy.

Finally, the literature review in the second sub-period (2018-2022) identified the application of various theoretical frameworks within the culinary tourism discipline, such as: Porter’s value chain theory (Wondirad et al., 2021), stakeholder theory (Alonso et al., 2018; Stone et al., 2021), experience economy theory (Lai et al., 2021), social practice theory (Alonso et al., 2018), perceived value theory (Lai et al., 2021), indicating a good theoretical foundation and relevance of the conducted research. Stakeholder theory is the most commonly used theoretical framework among the listed theories.

Table 2. Culinary tourism literature published in WoS category: Hospitality Leisure Sport Tourism in the period 2018-2022

Author(s)	Title	Journal	Region	Method(s)
Wondirad, A., Kebeta, Y., & Li, Y. (2021)	“Culinary tourism as a driver of regional economic development and socio-cultural revitalization: Evidence from Amhara National Regional State, Ethiopia”	<i>Journal of Destination Marketing & Management</i>	Ethiopia	Qualitative content analysis
Alonso, A.D., Kok, S., & O’Brien, S. (2018)	“Sustainable culinary tourism and Cevicherias: A stakeholder and social practice approach”	<i>Journal of Sustainable Tourism</i>	Peru	Qualitative content analysis
Stone, M.J., Soulard, J., Migacz, S., & Wolf, E. (2017)	“Elements of memorable food, drink, and culinary tourism experiences”	<i>Journal of Travel Research</i>	Australia, Irealnd, UK, USA	Questionnaire techniques
Prayag, G., Gannon, M.J., Muskat, B., & Taheri, B. (2020)	“A serious leisure perspective of culinary tourism co-creation: The influence of prior knowledge, physical environment and service quality”	<i>International Journal of Contemporary Hospitality Management</i>	Iran	PLS-SEM
Yousaf, S., & Xiucheng, F. (2018)	“Halal culinary and tourism marketing strategies on government websites: A preliminary analysis”	<i>Tourism Management</i>	China, Japan, Thailand, South Korea	Qualitative content analysis
Stone, M.J., Migacz, S., & Wolf, E. (2021b)	“Learning through culinary tourism and developing a culinary tourism education strategy”	<i>Journal of Tourism and Cultural Change</i>	/	Qualitative content analysis
Qian, J.W., Law, R., & Fan, D.X.F. (2020)	“Exploring tourists’ experience at private social dining: Dimensionality and satisfaction”	<i>International Journal of Tourism Research</i>	France, USA, UK	Tourist Experience Scale (TES)
Stone, M.J., Migacz, S., & Sthapit, E. (2021a)	“Connections between culinary tourism experiences and memory”	<i>Journal of Hospitality & Tourism Research</i>	USA	Tourist Experience Scale (TES)
Yang, F.X., Wong, I.A., Tan, X.S., & Wu, D.C.W. (2020)	“The role of food festivals in branding culinary destinations”	<i>Tourism Management Perspectives</i>	/	Hierarchical moderated regression
Luoh, H.F., Tsaur, S.H., & Lo, P.C. (2020)	“Cooking for fun: The sources of fun in cooking learning tourism”	<i>Journal of Destination Marketing & Management</i>	Taiwan	FCLT scale
Forgas-Serra, S., Fernandez, J.M., & Cerdan, L.M. (2019)	“The value of popular cuisine in tourism: A Costa Brava case study”	<i>Journal of Tourism and Cultural Change</i>	Spain (Costa Brava)	Case study

Author(s)	Title	Journal	Region	Method(s)
Lai, I.K.W., Liu, Y.D., & Lu, D. (2021)	“The effects of tourists’ destination culinary experience on electronic word-of-mouth generation intention: The experience economy theory”	<i>Asia Pacific Journal of Tourism Research</i>	China	Covariance-based structural equation modelling (CBSEM)
Batat, W. (2020)	“The role of luxury gastronomy in culinary tourism: An ethnographic study of Michelin-Starred restaurants in France”	<i>International Journal of Tourism Research</i>	France	Qualitative mixed-method
Chang, J., Okumus, B., Wang, C.H., & Chiu, C.Y. (2020)	“Food tourism: cooking holiday experiences in East Asia”	<i>Tourism Review</i>	Taiwan	Delphi method and the analytic hierarchy process (AHP)
Okumus, B., Dedeoglu, B.B., & Shi, F.F. (2021)	“Gender and generation as antecedents of food neophobia and food neophilia”	<i>Tourism Management Perspectives</i>	China	Factor analyses
Baah, N.G., Bondzi-Simpson, A., & Ayeah, J.K. (2019)	“How neophilia drives international tourists’ acceptance of local cuisine”	<i>Current Issues in Tourism</i>	Ghana	Qualitative content analysis
Martin, C.A., Izquierdo, C.C., & Laguna-Garcia, M. (2021)	“Culinary tourism experiences: The effect of iconic food on tourist intentions”	<i>Tourism Management Perspectives</i>	Spain	Questionnaire techniques
Agyeiwaah, E., Otoo, F.E., Sontikul, W., & Huang, W.J. (2018)	“Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach”	<i>Journal of Travel & Tourism Marketing</i>	Thailand (Chiang Mai)	PLS-SEM
Di-Clemente, E., Hernández-Mogollón, J.M., & Campón-Cerro, A.M. (2019)	“Tourists’ involvement and memorable food-based experiences as new determinants of behavioural intentions towards typical products”	<i>Current Issues in Tourism</i>	USA, Italy, Spain, UK	PLS-SEM
Okumus, B., Xiang, Y.X., & Hutchinson, J. (2018)	“Local cuisines and destination marketing: Cases of three cities in Shandong, China”	<i>Asia Pacific Journal of Tourism Research</i>	China (Shandong)	Case study
Lee, T.H., Chao, W.H., & Lin, H.Y. (2018)	“Cultural inheritance of Hakka cuisine: A perspective from tourists’ experiences”	<i>Journal of Destination Marketing & Management</i>	Taiwan	Zaltman Metaphor Elicitation Technique (ZMET)

Source: Authors

Overall, the research focus in the first sub-period (2013-2017) is on topics such as strategic planning, culinary preferences and experiences of tourists, importance of active marketing and branding, inadequate promotion of the culinary offer. The predominant themes of the second research period (2018-2022) are satisfaction, loyalty and memorable experiences of culinary tourists, culinary tourism education (learning), active marketing, endemic attractions and innovation. In this sub-period, the researchers have referred to the different theoretical approaches and frameworks that provide a more solid scientific basis for the studies.

It should be emphasized that there is a lack of research focusing on green practices and environmental protection in both sub-periods. This research would be of great importance since food waste leads to a worrying emission of greenhouse gasses and culinary tourists are no less polluters than tourists who prefer other forms of tourism. There is also a lack of research on molecular cuisine, fusion cuisine, neurocuisine and haute cuisine as new trends and prospective niches of culinary tourism. In the future, the aforementioned research gaps should be closed by conducting appropriate qualitative and quantitative research and publishing scientific articles in reputable academic journals.

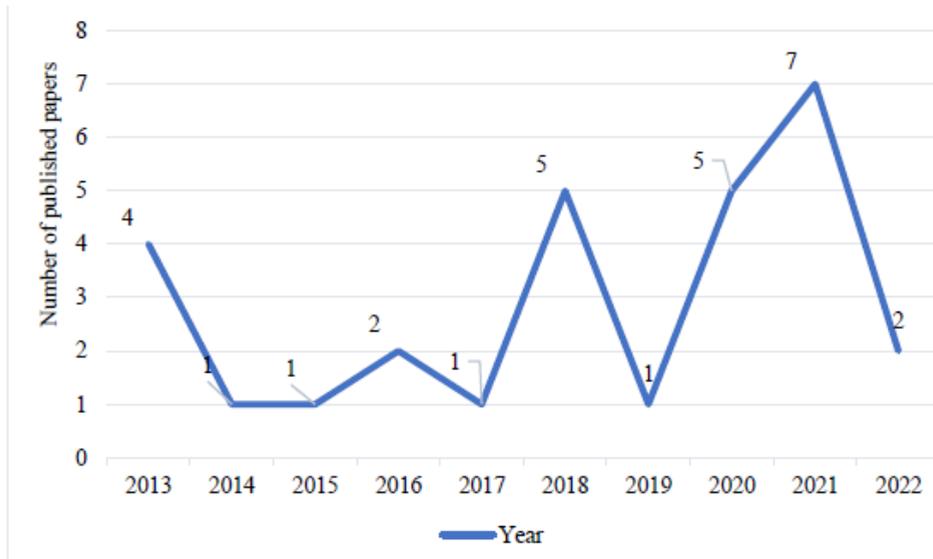
It is not possible to determine the predominant geographical area of research from Table 1, since that almost all surveys are territorially separated, with the exception of Taiwan, where two studies were conducted. In the following sub-period, shown in Table 2, most surveys were conducted in the USA and China (four surveys each). Spain, Taiwan and the United Kingdom stand out with three surveys each, while two surveys were conducted each in France and Thailand. There are also surveys in Africa (Ethiopia and Ghana) and South America (Peru), making culinary tourism a global phenomenon with global significance. Surveys from Australia, Iran, Ireland, China, Japan and South Korea contribute to this conclusion.

Finally, the questionnaire technique as a research method had a dominant participation of 45% in the first sub-period (Table 1). In addition, the qualitative content analysis method was used in 22% of the surveys, while the Leiper method, ANOVA and factor analysis were used in 11% of the studies. In the second sub-period, the structure of the methods used was more diverse (Table 2). Qualitative content analysis was the predominant research method with a frequency of 24%, followed by partial least squares – structural equation modeling (PLS-SEM) technique with a frequency of 14%. Questionnaire techniques and the Tourist Experience Scale (TES) have a participation rate of 10%. All other methods participate with a rate of 5%. Overall, qualitative content analysis is the most frequently used research method, which indicates that the field of culinary tourism has not yet reached the stage of maturity, since, according to Lima-Carlos Filho (2019), quantitative rather than qualitative research dominates in the maturity phase of the scientific discipline.

Results of the evaluative bibliometric analysis

The evaluative bibliometric analysis primarily presented the dynamics of article publication, which shows a strong fluctuation and accelerated production of scientific articles on culinary tourism, since their number more than doubled in the second sub-period (2018-2022) compared to the first (2013-2017). However, despite the increase in the number of articles, the dynamics do not indicate a constant growth of scientific production over time and therefore do not confirm the validity of Price's bibliometric law (Price, 1963), which states that the "growth of scientific production over time follows an exponential function" (Guilera et al., 2013, p. 946). These findings are consistent with the research findings from the field of tourism psychology by Barrios et al. (2008) and the research findings from the field of economic impact of sporting events by Dimitrovski et al. (2021).

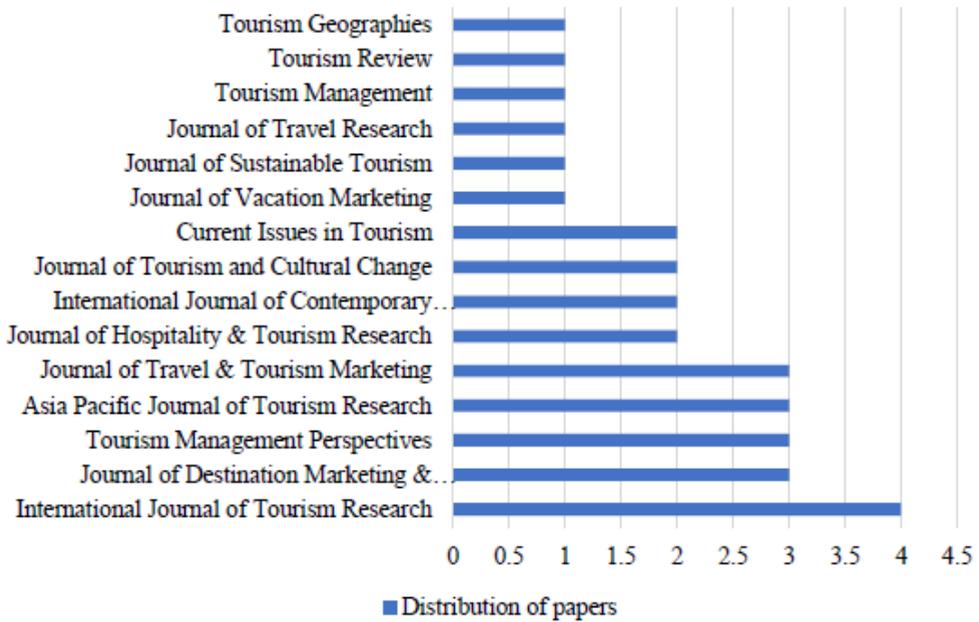
Figure 2. Dynamics of article publishing



Source: Authors

The distribution of articles among journals was then determined in order to confirm or reject the validity of Bradford's bibliometric law (Bradford, 1934), which "describes how the articles in a specific area are scattered across journals" (Guilera et al., 2013, p. 946). Since the vast majority of articles are not concentrated in one or a few core journals, i.e. the difference in the distribution of articles across journals is not significant, the validity of Bradford's law cannot be confirmed. This finding contradicts the results of similar bibliometric studies by Barrios et al. (2008) and Dimitrovski et al. (2021). The most productive journal in the context of culinary tourism literature is the International Journal of Tourism Research, which is represented in the selected sample with 13.3% (Table 3).

Figure 3. The distribution of the articles across the journals



Source: Authors

The affiliation of authors of articles published in both sub-periods was analysed in a next step in order to identify the countries whose authors are leaders in the field. The results are presented in Table 3 and Table 4.

Table 3. Country of authors' affiliation (2013-2017)

Author(s)	Country of the first author's affiliation	Country of the second author's affiliation	Country of the third author's affiliation	Country of the fourth author's affiliation
Ottenbacher, M.C., & Harrington, R.J. (2013)	Germany	USA		
Sotiriadis, M.D. (2015)	South Africa			
Jiang, W.H., Li, Y.Q., Liu, C.H., & Chang, Y.P. (2017)	China	China	Taiwan	Taiwan
Spilková, J., & Fialová, D. (2013)	Czech Republic	Czech Republic		
Lenglet, F., & Giannelloni, J.L. (2016)	France	France		
Updhyay, Y., & Sharma, D. (2014)	India	India		
Silkes, C.A., Cai, L.P.A., & Lehto, X.Y. (2013)	USA	USA	USA	
Okumus, F., Kock, G., Scantlebury, M.M.G., & Okumus, B. (2013)	USA	USA	USA	USA
Tsai, C.T. (2016)	Taiwan			

Source: Authors

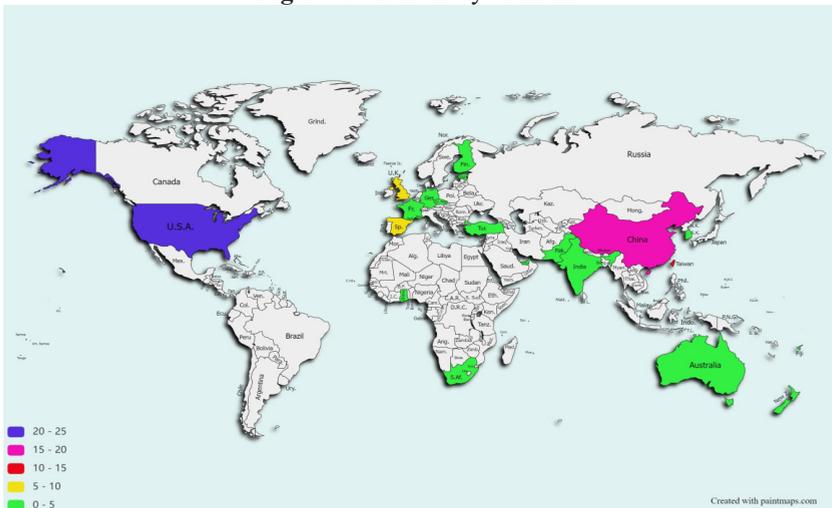
Table 4. Country of authors' affiliation (2018-2022)

Author(s)	Country of the first author's affiliation	Country of the second author's affiliation	Country of the third author's affiliation	Country of the fourth author's affiliation
Wondirad, A., Kebete, Y., & Li, Y. (2021)	Fiji and Ethiopia	Ethiopia	China and South Korea	
Alonso, A.D., Kok, S., & O'Brien, S. (2018)	UK and Australia	UK	UK	
Stone, M.J., Soulard, J., Migacz, S., & Wolf, E. (2017)	USA	USA	USA	USA
Prayag, G., Gannon, M.J., Muskat, B., & Taheri, B. (2020)	New Zealand	UK	Australia	UK
Yousaf, S., & Xiucheng, F. (2018)	China and Pakistan	China		
Stone, M.J., Migacz, S., & Wolf, E. (2021b)	USA	USA	USA	
Qian, J.W., Law, R., & Fan, D.X.F. (2020)	China	China	UK	
Stone, M.J., Migacz, S., & Sthapit, E. (2021a)	USA	USA	Finland	
Yang, F.X., Wong, I.A., Tan, X.S., & Wu, D.C.W. (2020)	China	China	China	China
Luoh, H.F., Tsaur, S.H., & Lo, P.C. (2020)	Taiwan	Taiwan	Taiwan	
Forgas-Serra, S., Fernandez, J.M., & Cerdan, L.M. (2019)	Spain	Spain	Spain	
Lai, I.K.W., Liu, Y.D., & Lu, D. (2021)	China	China	China	
Batat, W. (2020)	France			
Chang, J., Okumus, B., Wang, C.H., & Chiu, C.Y. (2020)	Taiwan	USA	Taiwan	Taiwan
Okumus, B., Dedeoglu, B.B., & Shi, F.F. (2021)	USA	Turkey	China	
Baah, N.G., Bondzi-Simpson, A., & Aye, J.K. (2019)	Ghana	Ghana	UAE	
Martin, C.A., Izquierdo, C.C., & Laguna-Garcia, M. (2021)	Spain	Spain	Spain	
Agyeiwaah, E., Otoo, F.E., Suntikul, W., & Huang, W.J. (2018)	China	China	China	China
Okumus, B., Xiang, Y.X., & Hutchinson, J. (2018)	USA	China	USA	
Lee, T.H., Chao, W.H., & Lin, H.Y. (2018)	Taiwan	Taiwan	Taiwan	

Source: Authors

In the first sub-period (2013-2017), 38.1% of the authors of the papers on the topic of culinary tourism were from the USA, while in the following sub-period (2018-2022) authors from China and Taiwan took over the primacy, with a combined share of 43.5%. Thus, a gradual shift of scientific interest from the West to the East can be seen, whereby the USA continues to occupy the first position with 21 authors, China the second with 20, Taiwan the third with 12, etc., when looking the entire ten-year period. (Figure 4). Half of the total number of authors (81) were from the USA or China (41), although it should be noted that authors with two affiliations were treated as authors from both countries (Papić et al., 2023). In the second sub-period, the first appearance of authors from scientifically recognised European countries such as the United Kingdom (6 authors with 3 articles) and Spain (6 authors with 2 articles) was observed. Finally, the analysis provides a conclusion about the high level of collaboration between authors on the topic of culinary tourism, as only 3 articles are single-authored and the average number of authors per co-authored article is 2.9.

Figure 4. Authors by countries



Source: Authors

In order to identify the predominant niches of authors' interest, the analysis of keywords was conducted, whereby, in addition to a tabular presentation containing keywords used three or more times (Table 5), a corresponding graphical presentation was also prepared (Figure 5).

Table 6. Article distribution of WoS Core Collection and Scopus citations

Articles/Authors	WoS Core Collection citations			Scopus citations		
	Total	per author	per year	Total	per author	per year
Ottenbacher, M.C., & Harrington, R.J. (2013)	50	25	5	73	36.5	7.3
Sotiriadis, M.D. (2015)	27	27	3.4	37	37	4.6
Jiang, W.H., Li, Y.Q., Liu, C.H., & Chang, Y.P. (2017)	22	5.5	3.7	25	6.3	4.2
Spilková, J., & Fialová, D. (2013)	29	14.5	2.9	34	17	3.4
Lenglet, F., & Giannelloni, J.L. (2016)	8	4	1.1	9	4.5	1.3
Updhyay, Y., & Sharma, D. (2014)	25	12.5	2.8	34	17	3.8
Silkes, C.A., Cai, L.P.A., & Lehto, X.Y. (2013)	52	13	5.2	58	19.3	5.8
Okumus, F., Kock, G., Scantlebury, M.M.G., & Okumus, B. (2013)	70	17.5	7	70	17.5	7
Tsai, C.T. (2016)	214	214	30.6	254	254	36.3
Wondirad, A., Kebete, Y., & Li, Y (2021)	32	10.7	16	45	15	22.5
Alonso, A.D., Kok, S., & O'Brien, S. (2018)	14	4.7	2.8	21	7	4.2
Stone, M.J., Soulard, J., Migacz, S., & Wolf, E. (2017)	121	30.3	20.2	139	34.8	23.2
Prayag, G., Gannon, M.J., Muskat, B., & Taheri, B. (2020)	57	14.3	19	67	16.8	22.3
Yousaf, S., & Xiucheng, F. (2018)	77	38.5	15.4	96	48	19.2
Stone, M.J., Migacz, S., & Wolf, E. (2021b)	5	1.7	2.5	7	2.3	3.5
Qian, J.W., Law, R., & Fan, D.X.F. (2020)	9	3	3	11	3.7	3.7
Stone, M.J., Migacz, S., & Sthapit, E. (2021a)	33	11	16.5	35	11.7	17.5
Yang, F.X., Wong, I.A., Tan, X.S., & Wu, D.C.W. (2020)	33	8.3	11	44	11	14.7
Luoh, H.F., Tsaur, S.H., & Lo, P.C. (2020)	20	6.7	6.7	21	7	7
Forgas-Serra, S., Fernandez, J.M., & Cerdan, L.M. (2019)	3	1	0.75	2	0.7	0.5
Lai, I.K.W., Liu, Y.D., & Lu, D. (2021)	18	6	9	22	7.3	11
Batat, W. (2020)	35	35	11.7	50	50	16.7
Chang, J., Okumus, B., Wang, C.H., & Chiu, C.Y. (2020)	18	4.5	6	20	5	6.7
Okumus, B., Dedeoglu, B.B., & Shi, F.F. (2021)	27	9	13.5	28	9.3	14
Baah, N.G., Bondzi-Simpson, A., & Ayeh, J.K. (2019)	23	7.7	5.8	21	7	5.3
Martin, C.A., Izquierdo, C.C., & Laguna-Garcia, M. (2021)	9	3	4.5	11	3.7	5.5

Articles/Authors	WoS Core Collection citations			Scopus citations		
	Total	per author	per year	Total	per author	per year
Agyeiwaah, E., Otoo, F.E., Suntuikul, W., & Huang, W.J. (2018)	103	25.8	20.6	123	30.8	24.6
Di-Clemente, E., Hernández-Mogollón, J.M., & Campón-Cerro, A.M. (2019)	36	9	9	42	10.5	10.5
Okumus, B., Xiang, Y.X., & Hutchinson, J. (2018)	20	6.7	4	22	7.3	4.4
Lee, T.H., Chao, W.H., & Lin, H.Y. (2018)	14	4.7	2.8	13	4.3	2.6

Source: Authors

The articles Tsai (2016), Stone et al. (2017) and Agyeiwaah et al. (2018) achieved the largest number of WoS Core Collection and Scopus citations. Tsai (2016) is by far the most cited and influential article in the field of culinary tourism with 214 citations in WoS and 254 citations in Scopus. Since this article is a single-authored, it has received the most citations per author as well as the most citations per year, indicating its dominant influence in shaping scholarly thought in the field of culinary tourism. Yousaf and Xiucheng (2018) and Batat (2020) also achieved a significant number of citations per author.

Among the individual authors, Professor Bendegül Okumus from the University of Central Florida (USA) is the most productive with 4 published articles and 37.7 citations per author. She is followed by Professor Matthew J. Stone from California State University (USA) and Professor Steve Migacz from Roosevelt University (USA) with 3 co-authored articles and 43 citations per author. The most cited author is Professor Chen-Tsang (Simon) Tsai from Tainan University of Technology (Taiwan). These authors had the strongest influence on the scientific modelling of the researched field.

Table 7. Journals distribution of WoS Core Collection and Scopus citations

Journal	WoS Core Collection citations		Scopus citations	
	Total	per article	Total	per article
International Journal of Tourism Research	266	66.5	324	81
Journal of Destination Marketing & Management	66	22	79	26.3
Tourism Management Perspectives	69	23	83	27.7
Asia Pacific Journal of Tourism Research	60	20	69	23
Journal of Travel & Tourism Marketing	225	75	251	83.7
Journal of Hospitality & Tourism Research	55	27.5	80	40
International Journal of Contemporary Hospitality Management	84	42	104	52
Journal of Tourism and Cultural Change	8	4	9	4.5
Current Issues in Tourism	59	29.5	63	31.5
Journal of Vacation Marketing	25	25	34	34

Journal of Sustainable Tourism	14	14	21	21
Journal of Travel Research	121	121	139	139
Tourism Management	77	77	96	96
Tourism Review	18	18	20	20
Tourism Geographies	29	29	34	34

Source: Authors

Finally, with regard to the distribution of WoS Core Collection and Scopus citations across the individual journals, the International Journal of Tourism Research, as the most productive journal in the field of culinary tourism, achieved the most citations. The Journal of Travel & Tourism Marketing is in the second place in terms of the number of articles published and citations achieved, while the Journal of Travel Research achieved the highest number of citations per article. It is expected that the above-mentioned journals will continue to make a dominant contribution to the development of the analysed discipline in the future.

Conclusions

The sublimation of the literature on culinary tourism published in the most renowned WoS journals over the past decade provides an insight into the current state and development dynamics of this field. The evaluative bibliometric analysis revealed a predominance of authors from the USA and China, while the validity of Price and Bradford's bibliometric law was not confirmed. The author of the most cited article is from Taiwan. The International Journal of Tourism Research provided the strongest support for the study of culinary tourism. The most commonly used research method is a qualitative content analysis, while stakeholder theory is the most commonly used theoretical framework.

A critical review of the literature has identified under-researched niches (green practices, environmental protection, fusion cuisine, molecular cuisine, neurocuisine, haute cuisine) whose study would correspond to current trends and contribute to the maturation and circling the scientific thought of the analyzed discipline. In this way, a theoretical contribution of the paper is ensured, which, according to the author's knowledge, represents the first bibliometric study of the discipline of culinary tourism and should be the starting point for further research, discussions in the academic community and the development of the analyzed field in general. On the other hand, the practical implications of the paper are reflected in the identification of special formats or segments of culinary tourism (meetings with local producers, weekends on farms, private social dining, culinary trails, food tours, iconic food, cookbooks, cooking classes, wine and cheese routes, market visits), whose establishment, promotion and development could improve offer of the service providers in less developed countries and their results. This would further influence the perception of culinary tourism as a type of educational initiative that would channel curiosity about food into a comprehensive learning about the culture of food preparation.

Closing the research gaps identified by a critical literature review is a proposal for future research, where at least one of future studies should be related to relational bibliometric analysis whose absence is the main limitation of this paper. The relational bibliometric analysis would reveal the relationships and degree of collaboration between members of the culinary tourism academic community, thus providing a more complete insight into the intellectual structure of the researched discipline.

Conflict of interests

The authors declare no conflict of interest.

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