



# A Bibliometric Analysis of Intangible Cultural Heritage in Tourism

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**Abstract.** Intangible cultural heritage is essential for tourism as it draws in people who are looking for genuine and immersive experiences. It improves the attractiveness of a place, encourages the exchange of culture, and supports local economies, leading to a greater appreciation of other cultures and helping to protect cultural identities. Travelers worldwide are increasingly becoming interested in Intangible Cultural Heritage. The primary aim of this study is to analyze the diverse research patterns found in the existing literature about Intangible Cultural Heritage. Additionally, it seeks to evaluate the progress, expansion, and influence of authors, sources, and countries in relation to Intangible Cultural Heritage. The aim of the study is to examine the research patterns in the domain of Intangible Cultural Heritage in Tourism literature and explore the advancements, originality, and influence of writers, sources, and countries. The study examines the growing corpus of knowledge on Intangible Cultural Heritage to determine its state. The project will employ bibliometric analysis to analyze knowledge gaps in Intangible Cultural Heritage in Tourism. The study uses data visualization and scientific mapping analysis to map the research environment and understand author, journal, and country interactions in Intangible Cultural Heritage in Tourism. This work advances Intangible Cultural Heritage in Tourism research and can inform future research. The findings of our bibliometric analysis pertaining to the intersection of "Intangible Cultural Heritage" and "Tourism" indicate that the year 2022 exhibited the most substantial volume of publications. In terms of contributions, China has the leading position with a total of 41 articles. Kim et al. (2019) conducted a study that has been approved for publication in the "Journal of Heritage Tourism." As of 2023, this study has garnered 117 citations, establishing it as the most often cited work thus far. There exists evidence indicating a growing body of knowledge pertaining to Intangible Cultural Heritage.

**Keywords:** Intangible Cultural Heritage (ICH), Bibliometric, Article, Journal, citations, Analysis

## 1 Introduction

The concept of 'cultural heritage' has undergone significant changes in recent decades, partly due to the tools and measures introduced by UNESCO. Cultural legacy extends beyond mere monuments and collections of artifacts. It encompasses customs and cultural practices that have been handed down from our forebears to future generations. This include verbal traditions, artistic performances, societal traditions, ceremonial practices, festive events, understanding of the natural world and the universe, as well as the skills needed to produce traditional crafts.

Amid the growing impact of globalization, intangible cultural heritage—despite its precarious state—is vital in protecting cultural diversity. Understanding the intangible cultural heritage of different societies helps us communicate more effectively across cultures and develops an appreciation for different ways of living. The wealth of information and skill that is transmitted from one generation to another is the true value of intangible cultural heritage, not the cultural manifestation itself. Both the majority and minority groups in a state can benefit greatly economically and socially

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from the spread of information. Developed and developing states alike must prioritise this. Cultural heritage typically refers to tangible artifacts and features that have been preserved from past cultural activity, encompassing both natural and manmade components [3]. Heritage entities are classified into two categories: tangible and intangible heritage. Tangible heritages refer to the physical aspects of our heritage found in both the natural and constructed surroundings. The intangible cultural heritage (ICH) encompasses historical and ongoing cultural customs, vibrant ethnicities, knowledge, and lived experiences [19], [8]. For the purpose of compiling a list of working definitions for the terms "Intangible Cultural Heritage" and "Tourism" (ICH), UNESCO surveyed member states' national commissions, international organisations, and non-governmental groups in March 2001. Ratification of the ICHC by the UNESCO General Conference occurred in October 2003, and the convention entered into force in April 2006 [22], [20].

The UNESCO has been working to develop protocols for safeguarding what is now called the ICH since 1952. ICH was formerly referred to as folklore. The idea and practice of preserving folklore, however, has failed as there are several variants and versions of folklore rather than a single, authentic form. Folklore is not an original work of fiction or the product of human interpretation [21], [22]. The disappearance of cultural traditions due to the absence of cultural transmission acted as a catalyst for acknowledging the importance of Intangible Cultural Heritage (ICH). Recognising legal concerns in the 1980s, the UNESCO General Office approved the Recommendation on the Preservation of Traditional Culture and Folklore in 1989. Particular steps were made to highlight Intangible Cultural Heritage (ICH) as part of this. Established in 1998, the Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity follows the 1993 adoption of the Living National Treasures system. It was stressed in the May 2001 Report on Preliminary Study on the Advisability of Regulating Internationally, through a New Standard-setting Instrument, the Protection of Traditional Culture and Folklore that folklorists or folklore institutions should be given precedence over practitioners of particular traditions. Therefore, the emphasis changed from protecting cultural artefacts such as narratives, melodies, and customs to protecting individuals, especially entertainers and craftsmen [20], [21], [22]. The intention behind the change was to uphold the importance of cultural heritage "carriers" and "transmitters" [8],[21], [17]. Protecting the masters—the holders and heirs of the abilities and knowledge—as well as the masterpieces was the answer [20]. It was necessary to pay attention to people in addition to the artifacts in order to protect ICH. The individuals concerned were taken into account based on their social connections, habitat, and habits [21]. ICH is living and needs to be handed on, unlike material heritage [7]. Thus, the entire system of transmitting living cultural heritage needs to be monitored and safeguarded in order to guarantee the preservation of ICH. The creation, production, dissemination, transmission and reception, and participation and consumption are the five stages of the culture cycle, according to UNESCO [7]. The requirement for participation from the groups or persons to whom the culture belongs makes ICH more significant than other heritages. The significance of human representation in communicating cultural identity and variety is underscored by the four characters of ICH. It is frequently asserted that the primary importance of cultural identity is its ability to mitigate the adverse effects of globalisation. Fears about the homogeneity of cultures are particularly prevalent as a result of globalisation. The argument against globalisation is that it would cause cultural variety to disappear as civilizations grow more similar to one another [6], [4]. Efforts and tactics to protect those cultures whose very survival could be challenged have been developed in order to deal with this potential homogeneity. There is a significant risk that living cultures and legacy will disappear [6], [4], [14],[15]. UNESCO has led the World

Heritage Initiatives since the Second World War. Since 1952, there have been endeavors to execute and establish ICH [11]. Cultural identity and variety can be recognised and preserved by having a thorough grasp of how individuals interact with their surroundings and form a sense of cultural uniqueness [10]. The method by which cultural enactments are maintained through actual situations and stored or perpetuated in human bodies and minds rather than records, artefacts, and media forms is what allows intangible cultures to survive [23], [24]. The mission of ICHC 2003 is to ensure that ICH is mutually recognised by the communities involved, increase public awareness of the importance of ICH on a local, national, and international scale, and offer funding and educational support for the preservation of this cultural legacy [11]. Due to the numerous investigations conducted, there is a need to reevaluate studies Intangible Cultural Heritage. It is well acknowledged that the contributions of researchers over time are the driving force behind the growth of knowledge in all fields. Therefore, it is crucial to assess this growing collection of data in order to ascertain the present condition of the topic [16], [26]. In this work, a bibliometric technique is used to analyze the literature on "Intangible Cultural Heritage". Bibliometrics is a method of evaluating and monitoring the progress of a specific field by organizing data from scientific publications that employ statistical methods. This data includes keywords, citations, affiliations, subjects covered, and procedures used [18]. One can readily gather data for bibliometric analysis from databases such as WoS, Scopus, and Google Scholar [3]. The bibliometric approach is essential in the tourism business [9]. Many scholars in the field of tourism now favor the bibliometric method. Consequently, there has been a notable increase in the number of bibliometric studies focused on the idea of Intangible Cultural Heritage in the field of tourism. Unlike previous research, this study utilized the VOSviewer software to generate bibliometric maps of "Intangible Cultural Heritage".

## 2 Research Methodology

- The authors utilized the VOS viewer program to do a bibliometric analysis, examining the research patterns and advancements in the literature on Intangible Cultural Heritage and Tourism.
- The publications retrieved for the analysis span the years 2010 to 2023 and were found in the Scopus database.
- The writers meticulously analyzed the gathered data and thoroughly examined a grand total of 157 papers.
- The VOS viewer's Co-occurrence tool was used to investigate every author term that appeared at least three times.

## 3 Bibliometric Analysis and Methods

The primary objective of a bibliometric study is to examine the existing body of empirical literature in order to determine where our current level of knowledge ends and where there may be gaps in our understanding [8]. It is widely acknowledged that bibliometric analysis is valuable for analysing research themes, authors, journals, organisations, and other entities. The data is categorised using quantitative methodologies, which leads to the creation of representative summaries [17]. Consequently, this study's major objective is to survey the current literature on

"intangible cultural heritage" for discernible research trends. As an added goal, the research will evaluate how far "intangible cultural heritage" has come and how much of an impact various writers, sources, and nations have had. The information used for this research came from articles that were indexed in the Scopus database between 2010 and 2023. Because mistakes can happen when gathering data for bibliometric analysis, it is crucial to reduce the frequency of repeated incorrect data. The data retrieval process was carried out solely using Scopus as the main source in order to reduce the inclusion of unnecessary material. The phrases "Intangible Cultural Heritage" and "Tourism" were entered into the document's search facility. For this thorough data collection and bibliometric indicator-based statistical analysis, we turned to the Scopus database, a popular academic resource. The "topic, title, abstract, keywords" section was where the search was carried out. There were 452 documents found after scouring the Scopus database. The works cited above are an assortment of essays, reviews, and editorials. After utilising the search parameters of "Intangible Cultural Heritage," "Cultural Heritage," "Heritage Tourism," "Intangible Cultural Heritage Tourism," and "Cultural Tourism," a total of 352 papers were selected from the initial pool of 452. Finalising the penultimate stage of publication, using only English, and deleting any documents that did not fulfil the criterion for being designated as articles were additional improvements to the materials. Using the VOSviewer programme and the filtering approach, 157 papers were thoroughly examined. Four parameters were used to analyse the retrieved data.

- I. The growth of the publications every year.
- II. Nations with the most substantial contributions.
- III. Academic publications that have received the most citations
- IV. The most influential academic journals

Using data visualisation techniques, the project aimed to apply science mapping analysis to the process of creating data maps. The purpose of this study was to use bibliometric maps to show how different countries, journals, and authors are related to one another. Bibliographic coupling, co-citation analysis, and author keyword occurrences all played a role in the study. Below the extract, you'll see a list of terms that the author has used. The process of citing the same work in two separate journals is called co-citation analysis. When two journals quote the same third work, this is called a bibliographic coupling. The analyses were selected due of their prevalence in bibliometric research.

#### 4 Inclusion-Exclusion Criteria

For this inquiry, a preliminary search was conducted in the Scopus database, covering the years 2010 to 2023. A thorough set of 428 publications specifically related to Intangible Cultural Heritage was found and acquired. During the refining process, papers that did not fall into the Business Management, Accounting, or Social Science categories were removed. A total of 306 documents were ultimately chosen for study after 122 items were eliminated. After additional adjustment, 79 items were left out, including books, conferences, review articles, and book chapters. Only articles were kept in the final version. In the end, 227 things were obtained. Furthermore, we kept the 44 articles that were written in English and eliminated the remaining items that were published in other languages. So, in the end, we got 183 articles. After the first round of filtering, book series with a numerical value of 1 were removed, leaving only journal articles. The end result is a set of 182 refined products. By excluding the five publications that were still pending publication and deleting articles from the final stage of publication, the researcher ultimately obtained a cumulative count of 177 papers, as shown in Figure 1.

Using keyword-based filtering, 157 papers in total were found.

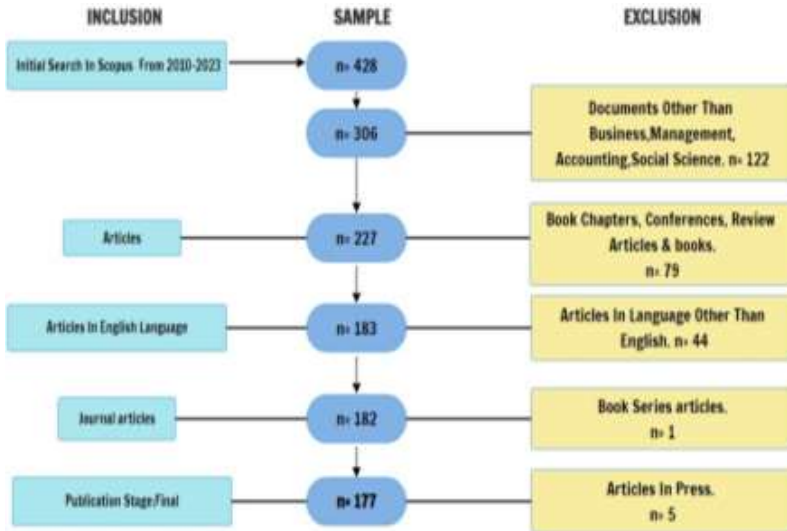
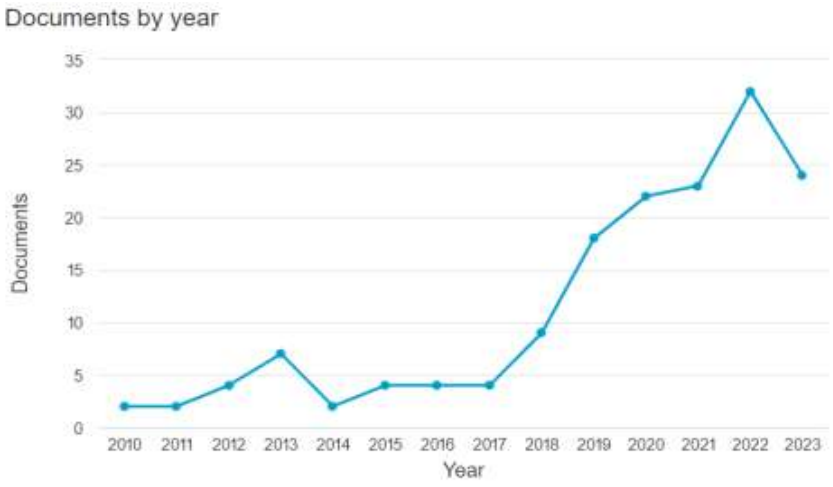


Fig.1. Refinement of search results via Inclusion Exclusion criteria Source: Own Elaboration

## 5 Analysis of Data and Findings

### 5.1.1. Total number of publications per year

Between 2010 and 2017, there has been a scarcity of articles addressing the subject of "Intangible Cultural Heritage" and "Tourism". Figure 1 illustrates a progressive rise in the quantity of publications starting from 2017, reaching its peak in 2022 with the greatest amount of research being published. However, there was a decline in the number of published research in 2023, as depicted in Figure 2.



**5.1.2. Top 10 Countries with the Highest Contributions**

The nations with at least five publications are shown in Fig. 3. With 41 papers, China leads all other countries in terms of contributions, followed by Germany (5), Macao (8), Hong Kong (6), Australia (5), Italy (9), United Kingdom (9), USA (9), and Spain (14). The United Kingdom's leading position in the number of publications on black tourism is unsurprising, given that this phenomenon has been present there for a considerable period of time.

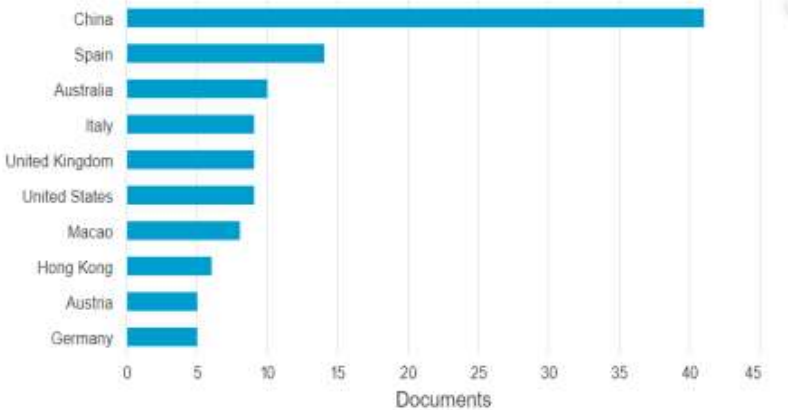


Fig.3. Countries with the highest levels of productivity Source: *Scopus Database*

**5.1.3. Ranking of the 5 most often referenced articles**

Table 1 presents the works that have received the greatest amount of citations up until 2023. The study titled "Development of intangible cultural heritage as a sustainable tourism resource: the intangible cultural heritage practitioners' perspectives" by Kim et al. (2019) holds the most number of citations, with a total of 117. It was published in the "Journal of Heritage Tourism."

Using South Korea as a case study, this study explores the attitudes of experts in intangible cultural heritage (ICH) regarding the development of ICH as a viable tourism asset. Tan et al. (2018) carried out an investigation on the various elements that go into the perception of location. Of all the papers, this one has accumulated the second-most citations—105 in all. These elements include a purpose-driven mindset, a sense of deprivation, and a desire for justice. The study highlights how crucial a sense of community is to preserving intangible cultural assets. The essay also examines the significance of consciousness and creativity in forging a link between sustainability and ecology, highlighting the need for further investigation into their interdependencies. Alberti et al. (2012) explore the components that make up the concept of feeling of place in their highly cited study, which is the third most referenced with 102 citations. The elements encompassed in this context are the feelings of bereavement, the pursuit of fairness, and the commitment to a purpose. The authors also emphasise the importance of a sense of community in safeguarding intangible cultural resources. The essay delves into the importance of consciousness and creativity in forging a link between sustainability and ecology, highlighting the need for further investigation into their interdependencies. The study, authored by XU et al. (2013), was published in the "Journal of Sustainable Tourism" and received the fourth highest number of citations. It emphasises the lack of interest among visitors in scientific interpretation and underscores the importance of adopting an aesthetic approach to environmental explanation at natural attractions in China. The text highlights the ineffectiveness of interpretation boards and emphasises the importance of translating scientific knowledge into folk knowledge in order to engage tourists. The study highlights the significance of conducting additional research to create well-defined tools and research techniques for assessing visitor outcomes and reactions to various interpretation methodologies. The research offers valuable insights into the preferences of tourists, who are predominantly interested in observing distinctive stones rather than geological or geomorphological data. It indicates the necessity of enhancing interpretive tactics to improve visitor engagement and comprehension of the natural attractions. Wande George's article from 2010 is the fifth most-cited in its field. The paper focuses on the problems of ownership and copyrights concerning intangible cultural heritage. It also expresses concerns about how commercial entities exploit and appropriate cultural heritages for tourism, without providing significant benefits to the local communities. Its purpose is to stimulate contemplation and promote additional discussion regarding the disparity in the distribution of advantages to rural areas and the absence of revenues benefiting the original creators and owners of the local culture.

**Table 1: Top-ranked Articles by Citation Count**

Year	Author(s)	Citations	Journal	Title
2019	Soojung Kim, Michelle Whitford & Charles Arcodia	117	Journal of Heritage Tourism	Development of intangible cultural heritage as a sustainable tourism resource: the intangible cultural heritage practitioners' perspectives
2018	SiowKianTan, Siow- HooiTan, Yon- SinKok, Shay- WeiChoon	105	Tourism Management	Sense of place and sustainability of intangible cultural heritage – The case of George Town and Melaka

2012	FernandoG.Alberti†, JessicaD.Giusti	102	City, Culture and Society	Cultural heritage, tourism and regional competitiveness: The Motor Valley cluster
2013	Honggang Xu a , Qingming Cui a , Roy Ballantyne b & Jan Packer	100	Journal of Sustainable Tourism	Effective environmental interpretation at Chinese natural attractions: the need for an aesthetic approach
2010	E. Wanda George	69	International Journal of Culture, Tourism and Hospitality Research	Intangible cultural heritage, ownership, copyrights, and tourism

**5.1.4. Ranking of the 5 most influential journals**

Figure 4 presents a visual representation of the top five journals that have published articles on the subjects of "Intangible Cultural Heritage" and "Tourism" between the years 2010 and 2023. The publication "Sustainability Switzerland" has published a grand total of 38 articles, establishing itself as the most productive in terms of output. The following publications include of "Journal Of Heritage Tourism" including a total of 14 papers, "Journal Of Tourism And Cultural Change" containing 7 articles, "International Journal Of Heritage Studies" containing 5 pieces, and "Annals Of Tourism Research" containing 4 articles.

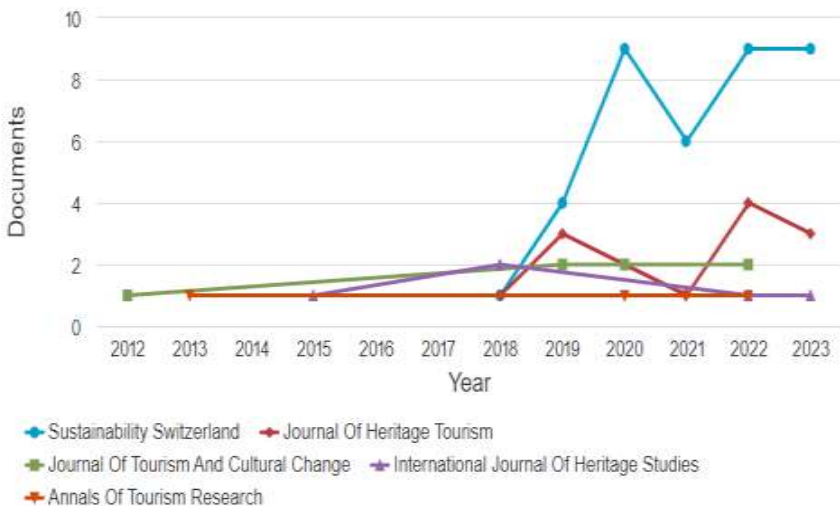


Fig.4. Top Journals with the Highest Contributions *Source: Scopus Database*





citation count was 29. The journal co-citation map, depicted in Figure 6, has been generated based on a dataset of 3940 sources. The map depicts the viewpoints of the aforementioned sources. Among the several sources examined, a mere 23 meet the criteria for co-citation, indicating that they possess a minimum of 22 citations. Four clusters were identified as a result of this research. There are a total of 10 publications in the red cluster. One of the journals that has garnered 326 citations and possesses a link strength of 5191 is the "Annals of Tourism" publication. The publication titled "Sustainability" was part of a cohort of seven periodicals that were primarily focused on addressing environmental issues. The cumulative link strength of the article is 1877, as evidenced by 141 citations. The blue cluster consisted of four magazines, among which the "International Journal of Heritage" was included. The link strength of this article is 1458, with 88 citations providing support. In the yellow cluster, comprising three journals, the "Journal of Sustainable Tourism" was classified. In total, the article garnered 98 citations and exhibited a link strength of 2041. These findings imply that the literature on "Intangible cultural heritage" and "Tourism" has been more influenced by the journals "Annals of Tourism" and "Sustainability".

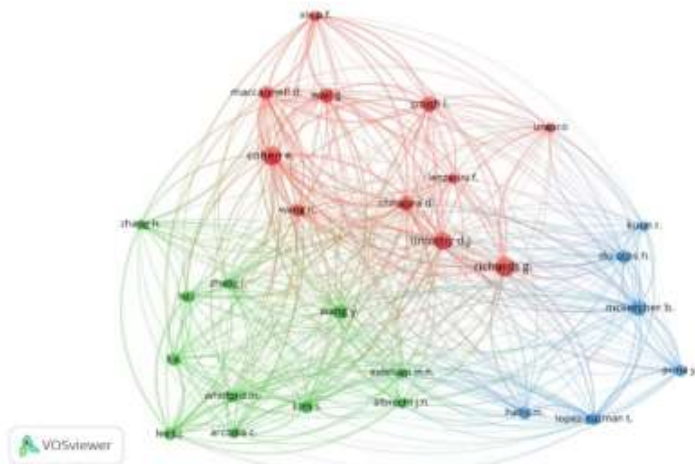


Fig. 6: Author co-citation analysis

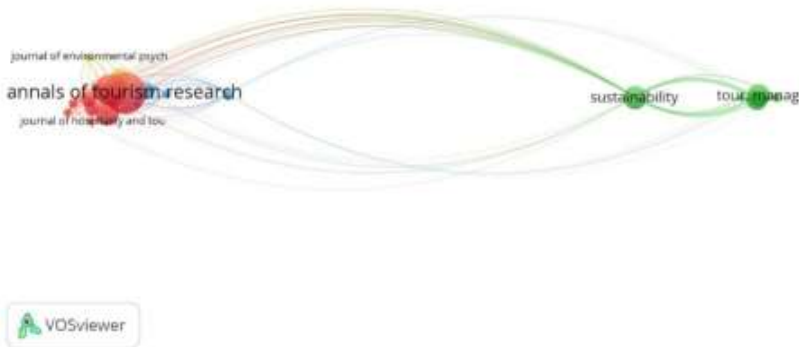


Fig.7. Source Co-citation Analysis

### 6.2.3 Bibliographic Coupling

Collaborative citation analysis is used with bibliographic coupling. It does a great job of communicating the writers' combined knowledge of a subject or their own insights into it. The relationship between authors and citations is shown in Figure 8 within the framework of Intangible Cultural Heritage. This call is for writers with at least two published works and three citations to narrow the field. There were 279 authors in total, but only 30 met the requirements. Among all authors, Zhang Mu has the most documents (7 in total). All of the documents have received 180 citations and have a link strength of 1101.

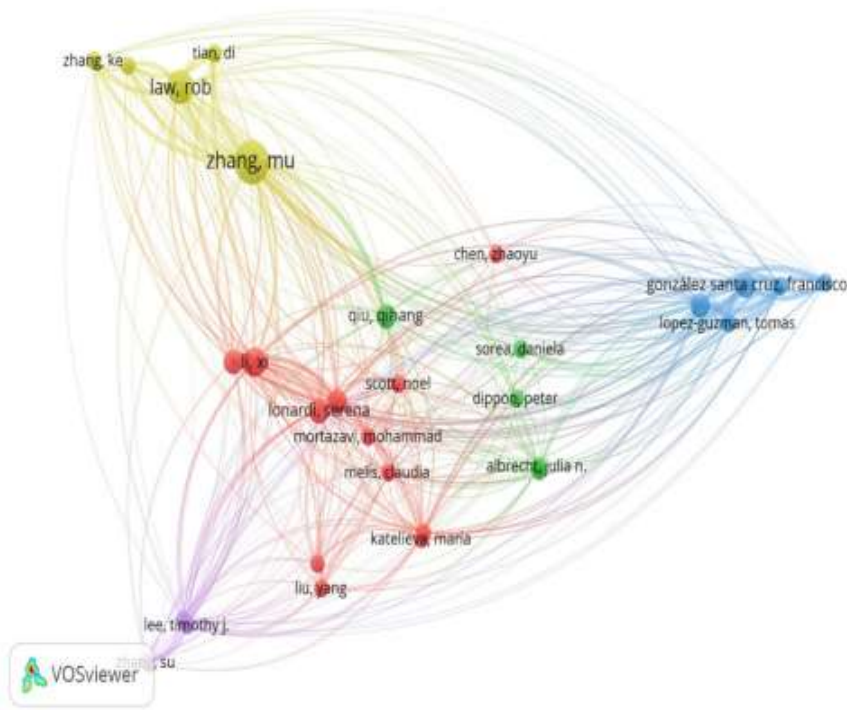


Fig.8. Authors Bibliographic Coupling

In Figure 8, we can see how the countries that have written extensively about "Intangible Cultural Heritage" and tourism are highly correlated with one another in the bibliography. Eleven citations and two publications are the bare minimum needed to establish this association. Only 28 of the 55 countries were able to fulfil all of the requirements. The map shows that among the countries shown, China's network is the largest, with 41 elements and a connection strength of 3,316. According to research on "Intangible Cultural Heritage" and "Tourism," this country is thought to be the most significant. The literature on "Intangible Cultural Heritage" and "Tourism" frequently mentions Spain and Australia. Ten of the publications are about Australia, while fourteen are about Spain. Therefore, the results match those shown in Fig.9.

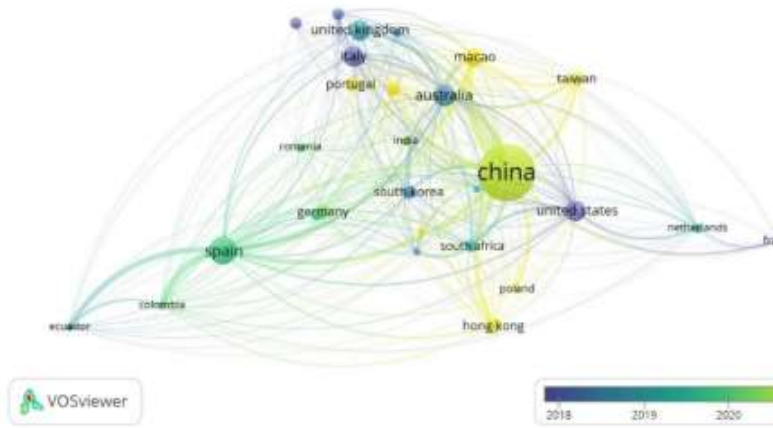


Fig.9. Authors Bibliographic Coupling

## 7 Findings

1. Using Scopus database data spanning 2010–2023, a bibliometric study was carried out on the topic of Intangible Cultural Heritage in Tourism.
2. The number of journals devoted solely to the topic of intangible cultural heritage and tourism surged in 2022.
3. Of all the countries that contributed papers on the subject of intangible cultural heritage and tourism, China contributed the most (41 in total).
4. Reporting to the "Journal of Heritage Tourism," the study carried out by Kim et al. (2019) has received the most citations, totaling 117 as of 2023.
5. The study used data visualization and science mapping analysis to show how the authors, journals, and nations were organized and related to one other.
6. Co-citation analysis identified strong connections between the papers that were cited the most and the publications that made the highest contributions.
7. The Journal "Annals of Tourism" and "Sustainability" exerted a greater impact on the literature about Intangible Cultural Heritage Tourism.

## 8 Discussion of the Study

The study performed a bibliometric analysis on the subject of Intangible Cultural Heritage in Tourism. The primary objective was to identify research patterns and assess the influence of authors, sources, and nations in this particular domain. The study revealed a substantial surge in the number of publications concerning Intangible Cultural Heritage and Tourism in 2022, suggesting a burgeoning interest in this field. China made the largest contribution, with 41 articles, showcasing its significance in the realm of Intangible Cultural Heritage and Tourism.

## 8 Study Implications

The study's findings on the influence of writers, sources, and nations on the study of intangible cultural heritage in tourism shed light on current research trends. A growing number of publications over time attests to this, showing that interest in the field is on the rise. Identifying the study with the highest number of citations and the country that contributes the most can provide valuable guidance for future researchers in their exploration of relevant literature and potential collaborations. Data visualization and science mapping analysis are effective tools for mapping the research environment and comprehending the links between authors, journals, and countries. This study enhances the current knowledge on Intangible Cultural Heritage in Tourism and can serve as a basis for future research in this area.

## 9 Limitations of the Study

- The study exclusively relied on data from the Scopus database, potentially excluding pertinent papers on Intangible Cultural Heritage in Tourism that are not included in this database.
- The analysis specifically examined articles published from 2010 to 2023, which may have omitted previous studies that could have had an impact on the subject.
- The study utilized the VOS viewer software for data analysis, which may have limits in terms of accuracy and comprehensiveness.
- The search was performed using precise keywords ("Intangible Cultural Heritage" AND "Tourism"), perhaps excluding pertinent research that employed other wording.
- The study did not offer an in-depth examination of the substance and excellence of the papers, instead concentrating mostly on bibliometric analysis and citation counts.
- The results could be affected by factors such as language bias (as only English papers were included) and publication bias (as only articles were assessed).

## 10 Projects for the Future Research

Additional research can investigate the substance and excellence of the publications on Intangible Cultural Heritage in Tourism, going beyond the use of bibliometric analysis, in order to acquire a more profound comprehension of the area. The study specifically examined publications published from 2010 to 2023. Future studies have the potential to integrate prior research in order to provide a more comprehensive historical perspective on the evolution of Intangible Cultural Heritage in the context of tourism. By extending the search beyond the Scopus database, one can encompass a broader spectrum of pertinent papers and conduct a more exhaustive examination of the research environment. Further research can investigate how various cultural settings and areas influence the presence of Intangible Cultural Heritage in the tourism industry, going beyond the current emphasis on China as the dominant country. Exploring the impact of technology and digital platforms on the promotion and preservation of Intangible Cultural Heritage in Tourism can be a productive field of study.

## 11 Conclusion

A thorough summary and evaluation of the research articles on "Intangible cultural heritage" and "Tourism" that have been published in the Scopus database between 2010 and 2023 have been provided by this study using bibliometric analysis. This study employed the VOSviewer programme to analyse and evaluate a total of 157 articles. Our bibliometric investigation on the intersection of "Intangible Cultural Heritage" and "Tourism" indicated a significant increase in scholarly attention to this subject, particularly from 2017 onwards. Notably, the year 2022 witnessed the highest volume of publications on this issue. China has the highest number of publications with 41, while Spain and Australia rank second and third with 14 and 10 publications, respectively, in terms of regional distribution.

The research article published by Kim et al. (2019) in the "Journal of Heritage Tourism" has acquired the most number of citations, totalling 117 as of 2023. The results also indicated that a significant proportion of studies with the highest number of citations were published in the same journal. In their study, Kim et al. (2019) presented a paper that serves as a foundation for further conceptual and empirical research on Intangible Cultural Heritage (ICH). The research aims to investigate the preferences of ICH practitioners regarding the advancement of ICH as a sustainable tourism asset, with South Korea serving as a case study. The goal of the keyword analysis is to determine the most commonly used terms in the research description. The most frequently used terms in the studies were "Intangible Cultural heritage" (mentioned 80 times), "Tourism" (mentioned 35 times), "cultural tourism" (mentioned 16 times), "Heritage tourism" (mentioned 15 times), "intangible heritage" (mentioned 12 times), "cultural heritage" (mentioned 10 times), "authenticity" (mentioned 9 times), "UNESCO" (mentioned 9 times), "sustainable development" (mentioned 9 times), "Heritage" (mentioned 8 times), "sustainable tourism" (mentioned 7 times), "China" (mentioned 7 times), "culture" (mentioned 7 times), "satisfaction" (mentioned 5 times), "place attachment" (mentioned 5 times), "local community" (mentioned 4 times), "Minority languages" (mentioned 3 times), and the remaining keywords were mentioned less than 3 times. During the co-citation analysis of the documents and sources, the mapping was useful in identifying the writers and works that had the greatest impact on Intangible Cultural Heritage. The study's two most important characteristics, "most cited articles" and "top contributing journals," showed a strong link according to the co-citation analysis. The article also analysed the bibliographic

correlation between writers and countries. Bibliographic coupling is beneficial since it enables researchers to locate previous studies that are connected to their own. The author-bibliographic coupling analysis examines the relationship between writers who have produced at least two works and have earned a minimum of three citations, with a specific focus on Intangible Cultural Heritage. Among the 279 authors, only 30 met the required level. Zhang Mu ranks first on the list, with a total of 7 documents. Each document has a link strength of 1101 and has received 180 citations. Ultimately, the results also present possible avenues for further research. Research on the expansion and development of Intangible cultural assets is increasing in sophisticated economies. A bibliometric approach offers valuable insights into the concept of intangible cultural heritage (ICH) and its importance in safeguarding cultural diversity. The study emphasises that ICH comprises a wide range of elements, including conventions, cultural practices, oral traditions, performing arts, social customs, rituals, joyous events, knowledge about nature and the cosmos, and traditional crafts. It highlights the social and economic importance of transmitting knowledge through Intangible Cultural Heritage (ICH) for minority and mainstream social groups in a state, as well as for both developing and developed states. The report also notes that UNESCO has been endeavouring to establish guidelines for protecting Intangible Cultural Heritage (ICH) since 1952. This is because the preservation of folklore alone has been insufficient, given the presence of several variations and versions. Nevertheless, it seems that our conclusions from this investigation require additional expansion. Consider augmenting the quantity of keywords and expanding the range of characteristics, such as incorporating contributions from organisations. Additionally, scientific mapping can be employed to do co-authorship analysis on nations, organisations, and researchers. This study offers a thorough bibliometric analysis of the research trends, advancements, and influence of authors, sources, and nations in the domain of Intangible Cultural Heritage in Tourism. This indicates the increasing fascination with this subject and the valuable contributions produced by researchers, which propel the expansion of knowledge in this domain. The study employs data visualization and science mapping analysis to chart the research environment, ascertain key authors and journals, and comprehend the interrelationships between them. This study enhances the current knowledge on Intangible Cultural Heritage in Tourism and provides guidance for future scholars to investigate relevant literature and establish collaborations. The results of this study can assist researchers in comprehending the present condition of the field, pinpointing areas where knowledge is lacking, and furthering the progress of research on Intangible Cultural Heritage in Tourism.

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