





ORIGINAL ARTICLE

Tourist ethnocentrism: A bibliometric analysis based on Web of Science (WoS)

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Abstract

The scientific literature regarding ethnocentrism is quite extensive in the fields of marketing, politics and psychology; however, in the realm of tourism it is barely mentioned and there is even less research. This study intends to fill the current bibliometric void in terms of the relationship between ethnocentrism and tourism. Its main goal is to display qualitative and quantitative analysis of ethnocentrism and tourism research from 1991 until September 2022, which enables an inventory of its scientific production. The results show the need for extensive intercultural research in order to obtain a more extensive view of tourist ethnocentrism.

KEYWORDS

bibliometrics, consumer behavior, ethnocentrism, tourist, VOSviewer, Web of Science

INTRODUCTION

The concept of ethnocentrism was introduced into the realm of Sociology by Summer (1906, p.13), and it is defined as the “view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it.” In the beginning, as a sociological term, it was not applied to the realm of Economics. In the 1980s, Shimp and Sharma (1987) brought the concept of ethnocentrism to the realm of Economics; they define it as a personality trait that represents “consumers' beliefs about the appropriateness and morality of purchasing products originating in a foreign country” (p.280). As a result, ethnocentric consumers are characterized by favoring local products (in-group) over foreign ones (out-group), and a moral obligation to protect the local economy through their consumption choices (Balabanis & Siamagka, 2017). The main difference between the concepts of ethnocentrism and ethnocentric consumer rests on ethnocentrism referring to the differences between categories of groups

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(different cultural groups or ethnicities), while ethnocentric consumer refers to the differences between countries (Ma et al., 2019). The ethnocentric consumer has experienced greater academic relevance in the last two decades as opposed to a greater trend in global consumption culture (Bizumic, 2019).

The empirical results show that highly ethnocentric consumers are those most prone to establishing prejudices; they are likely to enhance the positive aspects of national products and to undervalue articles made abroad (Cilingir & Basfirinci, 2014; Dmitrovic et al., 2009; Yu-Hern & Chien-Hang, 2011). According to Shankarmahesh (2006), the characteristics of these consumers are: (a) they have a perceived concern for the country and they consider imports as having a damaging effect on it and their fellow citizens; (b) they have an ethical dimension, in the sense that the purchase of imported products is considered anti-patriotic because their fellow citizens lost their jobs; (c) they have inelastic behavior regarding the price or other related attributes, which leads this consumer to overvalue attributes and quality. All these characteristics can be extrapolated to the realm of ethnocentric tourists, which implies a bias towards international tourist destinations with the aim of supporting and protecting the local tourist industry (Kock, Josiassen, Assaf, Karpen, & Farrelly, 2019).

The main goal of this study is to contribute to the academic literature in terms of the relationship between ethnocentrism and tourism through bibliometric techniques. It must be highlighted that in the last decade, the number of articles based on bibliometric analysis has increased exponentially. Thus, in the Web of Science (WoS) category of hospitality and tourism, the data shows a substantial increase in the number of publications; from 1 bibliometric study in 2005, it has reached 92 in 2022, with a total of 364 articles. Notwithstanding, in the realm of ethnocentrism there are only two studies that use bibliometric techniques (Donthu et al., 2020). Moreover, there are not any bibliometric studies connecting ethnocentrism and tourism. Therefore, there is an important deficit in this type of analysis in this field.

For this reason, this bibliometric analysis intends to analyze the application of ethnocentrism in the tourism realm which has been made. The contribution to the academic literature of this study is twofold. On the one hand, it fills the current bibliometric void in terms of the relationship between ethnocentrism and tourism, and on the other hand, it identifies the main lines of research and their evolution over time. In this sense, the research provides a complete summary of the progression of the relationships that are the subject of this analysis between 1991 and 2022, showing the main indicators of impact and visibility of the authors, journals, institutions, and countries; the scientific collaboration networks; and the most relevant research topics.

TOURIST ETHNOCENTRISM

Due to globalization, and the reduction of prices for traveling in particular, the tourism industry is increasingly globalized and provides new opportunities for this industry to expand into transnational markets (Kock, Josiassen, Assaf, Karpen, & Farrelly, 2019). Notwithstanding, these precedents have led to negative consequences. For example, there are some tourists who believe that it is necessary to support national tourism and they have a greater willingness to spend their holidays in a national destination (Josiassen, 2011; Klein et al., 1998). As such, the term tourism ethnocentrism (TE) implies that the local tourist industry should be supported and, as a result, have a higher willingness to spend their own holiday at a local destination (Altıntaş & Tokol, 2007; Kock, Josiassen, Assaf, Karpen, & Farrelly, 2019). Additionally, TE has a positive effect on the word-of-mouth of internal tourism (Sharma et al., 2022), the development of local tourism (Gyimóthy et al., 2022), and the hospitality of residents (Yousaf et al., 2021).

There are terms that are related to TE that are necessary to define. First, tourist xenophobia is “a negative bias outside the group towards foreigners and strangers due to their perception of otherness” (Kock, Josiassen, & Assaf, 2019, p.156), while TE is defined as “the prescriptive beliefs of an individual and the moral obligation felt to support the national tourist economy, and, as such, it is represented as a positive bias within the group” (Kock, Josiassen, Assaf, Karpen, & Farrelly, 2019, p.427). It must be highlighted that in the studies which analyze tourist xenophobia, the items are related to the attitude of the respondent towards the people and the culture of the foreign country they are visiting; while in TE, the items are related to the attitude of the respondent who travels to a national or domestic destination (Kock, Josiassen, & Assaf, 2019; Zenker et al., 2021).

Nationalism implies a feeling of control and superiority of their own country over others (Vida et al., 2008) and disparaging other countries (Balabanis et al., 2002; Kosterman & Feshbach, 1989). Despite being different concepts, there are some studies that establish how the premise of nationalism is a precursor to consumer ethnocentrism (Bizumic, 2019; Pentz et al., 2017; Tsai et al., 2013). In the tourist realm, the recent study by Lever et al. (2022) should be highlighted; these authors show empirical evidence regarding the mediating role of TE in the relationship that exists between the national identity of the residents and the defense of their country as a tourist destination. Therefore, ethnocentrism leads to a higher level of encouraging and recommending visiting one's country. Following Bizumic (2019), nationalism may be considered as a precursor of ethnocentric consumer.

Patriotism represents the feeling of attachment and loyalty to their own country without disparaging other countries (Balabanis et al., 2002). Following Zeugner-Roth et al. (2015), the origin of ethnocentrism and patriotism is common, it arises from the attachment of the individuals to their in-group, in this case, the homeland. While patriotism implies a positive bias in in-group consumption, in the case of ethnocentric consumers, in addition to positive in-group bias, there is a negative bias towards out-group consumption, in this case, other countries (Balabanis & Diamantopoulos, 2004; Sharma et al., 1995). Therefore, consumer patriotism buys local products for reasons of attachment to their culture and traditions (Skallerud & Wien, 2019), meanwhile, ethnocentric consumer does so for the moral commitment of supporting the local economy. Just as in the case of nationalism, there are studies that show that patriotism is a precursor to the consumer's ethnocentrism (Klein et al., 1998; Pentz et al., 2017).

In the last 3 years, the importance of the TE phenomenon has increased widely due to there being some tourists who are guided by a bias based on the group instead of considerations of quality or value (Kock, Josiassen, Assaf, Karpen, & Farrelly, 2019). This fact attracted the attention of researchers during the unique Covid-19 pandemic, as tourism is sensitive to risks and threats, such as illnesses and epidemics, and the main result is a restriction of the development of tourism, in a special way for international tourism (Kock et al., 2020; Kour et al., 2020; Ma et al., 2022). The study by Childs et al. (2022) shows that the Covid-19 pandemic had various negative impacts on the tourist industry, causing a change in consumption patterns. As a result, the amount of research analyzing the relationship between ethnocentrism and tourism has grown exponentially (Bremser & Abraham, 2022; Cassia & Magno, 2022; Kock et al., 2020; Kour et al., 2020).

METHODOLOGY

The bibliometric analysis plays an essential role in the synthesis of the prior research to successfully use the basis of existing information and improve the current line of research (Rousseau, 2012). The researchers applied the bibliometric analysis to understand and organize their reflections and provide a full examination of the studies related to the area of knowledge (Briner & Denyer, 2012; Spangler & Harden, 2022). Bibliometrics analyzes the formal

characteristics of the knowledge areas using statistical tools and mathematics (De Bellis, 2009). Within a field of research, it allows the assessment of the existing research, the relationship between the academics, inferring the trend and the topics over time, recognizing the changes in the limits of the field of study, and identifying the most productive authors and universities (Aria & Cuccurullo, 2017; Fahimnia et al., 2015).

By offering a deep, complete, balanced, and detailed summary of the previous research (Briner & Denyer, 2012), the bibliometric analysis is considered “a discrete, subjective, low-cost and reliable approach to analyze different aspects of the publications, journals, scientists and communities” (Zhao & Strotmann, 2015, p.84).

Using the recommendations of Fauzi (2022) as a reference, the Web of Science (WoS) database has been used. This database is the most used in the realm of bibliometrics (Gonzalez-Serrano et al., 2019), it has more than 14,000 journals, and it is the database with the greatest academic impact (Mongeon & Paul-Hus, 2016). The search criteria were the following: ALL FIELDS (ethnocentrism AND tourism); this implies that both concepts should be included in the title, in the abstract or in the keywords. The search period was restricted to the years 1991–2022. The database search was performed in September 2022. Following Liu et al. (2022), the 101 documents obtained in the search were reviewed with the aim of guaranteeing that all of them would be consistent with the topic of study, so documents that did not have a clear relationship with the topic were eliminated. After reviewing the data, a total of 90 documents related to ethnocentrism and tourism were obtained. The data was downloaded in txt format and processed in Excel (version 16.62) and it was analyzed with VOSviewer (version 1.6.18). The choice of VOSviewer as an analysis tool is justified by being a software recommended within the scientific community due to the visual representation of maps that helps to understand and discover the collaboration between institutions, journals, researchers, countries, and key words (Castillo-Vergara et al., 2018).

In the descriptive analysis of the results, the co-authorship of the publications was applied with the aim of establishing a collaboration network in the academic community and the fractional recount to establish the co-authorship networks with the aim of reducing the influence of publications with many authors (Van Eck & Waltman, 2022). Notwithstanding, in the tables that show the keywords and the most productive authors, the full recount is applied. In order to establish the scientific collaboration networks, having three or more publications was established as a criterion. Regarding the content analysis, and for the purposes of establishing keyword networks, the criterion used was having at least seven co-occurrence links. This cut-off point is necessary to determine the most relevant clusters. A lower level causes some of the clusters to become irrelevant, while a higher cut-off point results in important publications getting lost. With the aim of setting the optimal co-occurrence links, various simulations were performed following the recommendations of Fauzi (2022).

Figure 1 summarizes the flowchart of the bibliometric analysis performed.

The suggested research goals are:

- O1. To identify the main authors, documents, institutions, and journals.
- O2. To identify and analyze the main scientific co-authorship networks (authors)
- O3. To identify and analyze the thematic clusters and the emerging trends for the future.

RESULTS

Descriptive analysis

Even though the concept of the ethnocentric consumer was introduced in 1987 by Shimp and Sharma (1987), associate professors at the University of South Carolina, it was not until 1991

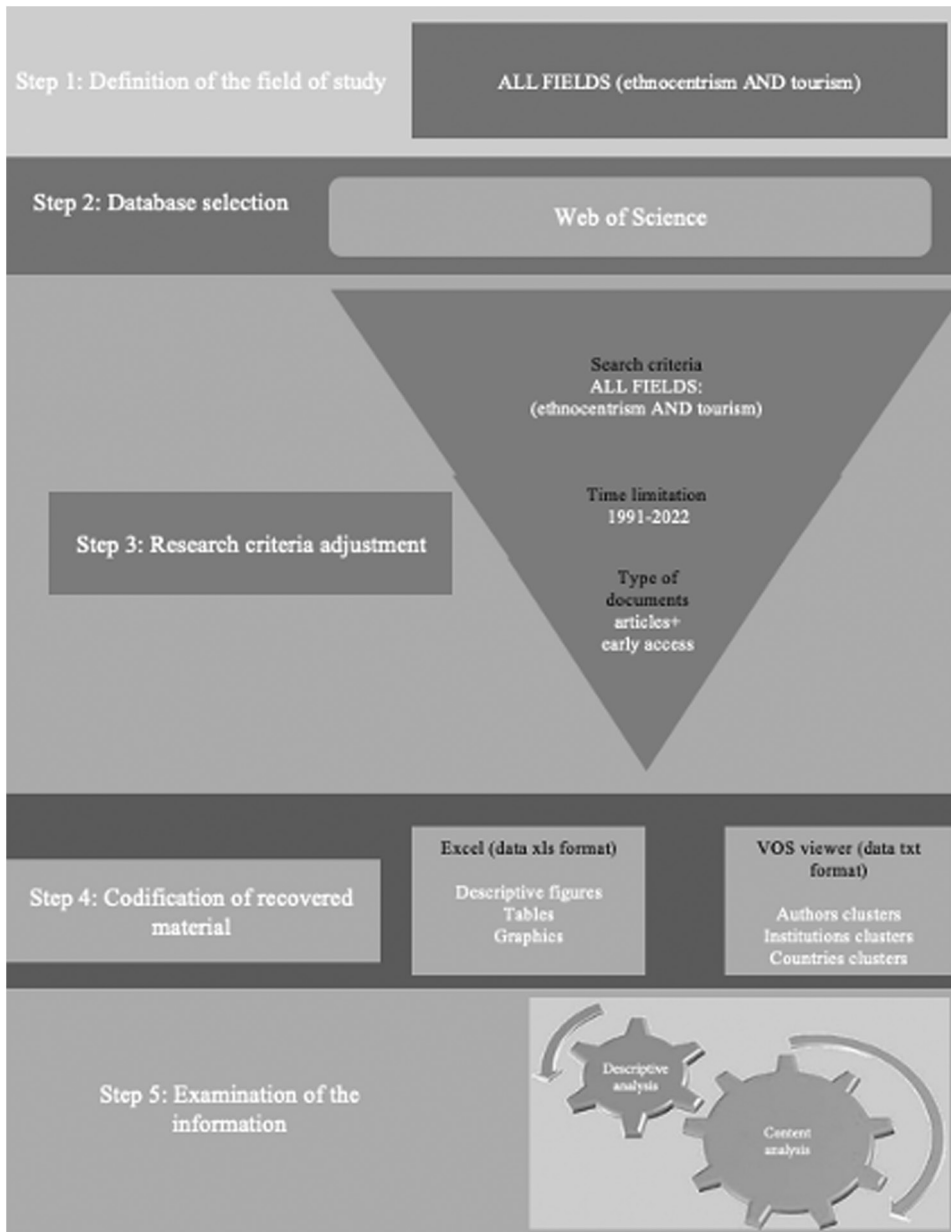


FIGURE 1 Five-step bibliometric methodology flowchart.
Source: own elaboration.

when the first article that relates ethnocentrism to tourism was published by Joan D. Laxson, professor at the University of California (Berkeley). This work describes the perceptions of visitors to New Mexico (USA) in relation to the cultural values of the Native Americans (Laxson, 1991). Between 1991 and September 2022, the relationship between tourism and ethnocentrism has been studied by 215 authors in 90 articles published in 66 scientific journals (Table 1).

The first 19 years subject to analysis (1991–2010) are characterized by a low number of publications (Table 2). In the following 6 years (2011–2016), a greater interest is observed in the topic referenced, even though the volume of publications continued to be low, not reaching

TABLE 1 Summary of data.

Web of science	Record count
Articles	90
Citations	1275
Journals	66
Authors	215
Institutions	139
Countries	36
Study time	1991–2022

TABLE 2 Characteristics of the Web of Science data.

Years	Papers	Citations	C/P	Authors	A/P	Journals	Countries	Institutions
1991–2010	9	309	34,3	17	1,9	8	8	14
2011–2016	19	331	19,4	31	1,6	18	14	30
2017–2022	61	565	9,3	166	2,7	46	29	103

Note: C/P (average citation per paper); A/P (average authors per paper).

20 publications. Since 2017, the relationship between tourism and ethnocentrism has acquired greater academic relevance. Thus, the scientific production has tripled in the last 6 years. Similarly, the number of countries and institutions that participate in the indexed publications grew significantly, as did the number of citations in comparison with the previous 12 years (Table 2).

Table 3 lists the publications' sources and the overall number of publications throughout time. The distribution by journals is atomized; there are 66 journals that have published on the topic of reference and the average does not surpass two articles per journal. Another sample of the referred atomization is the fact that the first five journals of the ranking of published articles gather just 20% of the publications (18 of 90). The majority of these journals include publications in the last 2 years that are subject to analysis, which shows the interest in the topic. Within the top 5, the *Annals of Tourism Research* and *Journal of International Consumer Marketing* stand out as being the most productive publications, and *Annals of Tourism Research* as being the most cited. The first is specialized journals in “Hospitality, Leisure Sport and Tourism” and the second in “Business.”

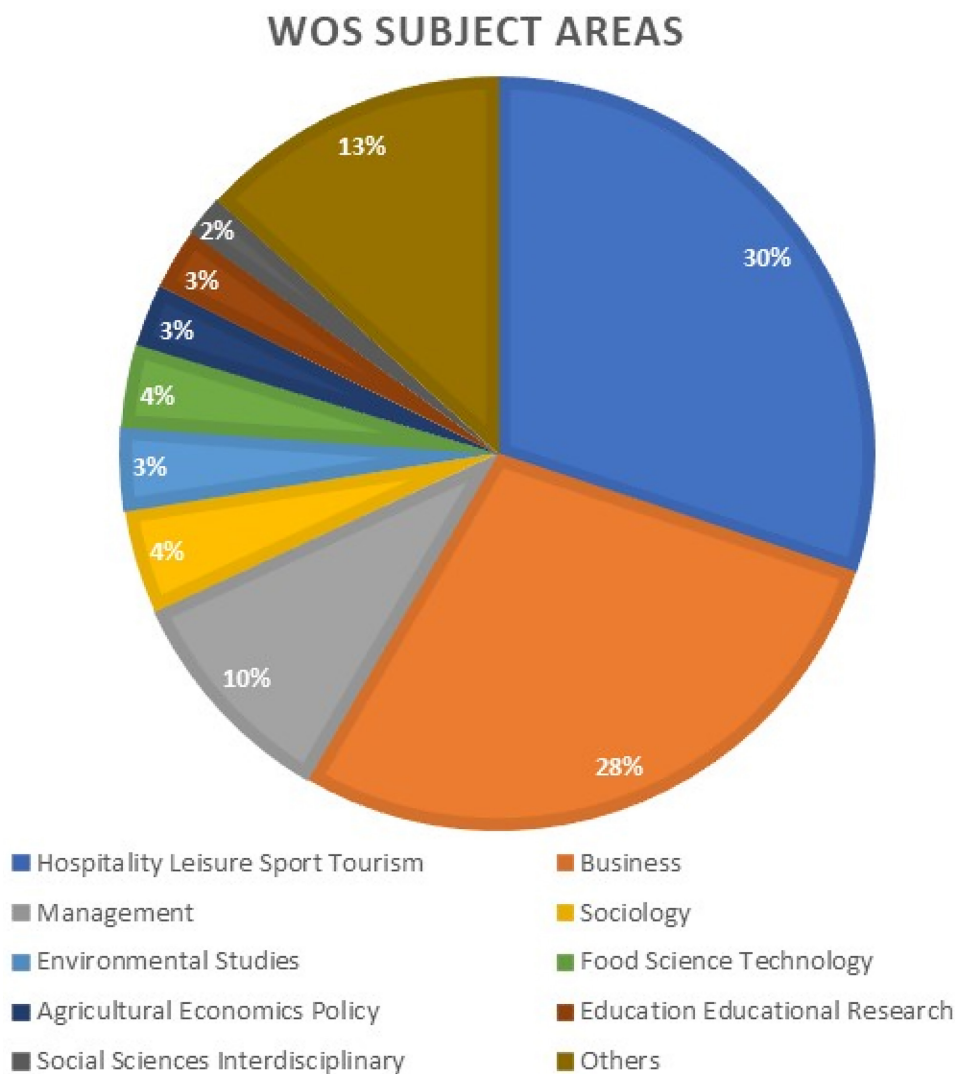
Figure 2 shows the topics in which WoS classifies scientific production, with “Hospitality, Leisure Sport and Tourism” (30.1%), “Business” (28.3%), and “Management” (9.7%) being the most relevant. In short, they cover more than 2/3 of the work published. This distribution is because tourist ethnocentrism analyzes the behavior and decision-making of the travelers regarding the destinations and because ethnocentrism is a strategic variable of marketing for the companies that try to introduce or consolidate in the international markets (Altıntaş & Tokol, 2007; Kock, Josiassen, Assaf, Karpen, & Farrelly, 2019).

Table 4 shows the most productive authors. North American and Australian researchers stand out among the eight authors with a greater scientific production and number of citations. The authors Stepchenkova of the University of Florida (USA); Soutar of the University of Western Australia (Australia); Shichkova of Lobachevsky State University Nizhni Novgorod (Russia) and Korstanje of the University of Palermo (Argentina) stand out due to the number of articles published, while Josiassen of the Copenhagen Business School (Denmark), together with Lee and Soutar of the University of Western Australia are the most cited authors.

TABLE 3 Top five journals by number of papers in the Web of Science data.

Journals	Papers	Citations	C/P	First paper	Last paper
Annals of tourism research	4	238	59,5	1991	2020
Journal of international consumer marketing	4	86	21,5	2013	2022
Journal of travel research	4	75	18,8	2019	2021
International journal of tourism cities	3	23	7,7	2019	2021
Tourism analysis	3	33	11,0	2005	2011

Note: C/P (average citation per paper); First Paper (year first published); Last Paper (year last published).

**FIGURE 2** Main subject areas in the Web of Science data.

Source: own elaboration.

TABLE 4 Top eight authors by number of papers in the Web of Science data.

Author/s	Papers	Citations	First paper	Last paper	University	h index (WoS)
Stepchenkova, Svetlana	6	67	2018	2022	University of Florida (USA)	26
Soutar, Geoff N.	4	155	2008	2021	University of Western Australia (Australia)	34
Shichkova, Elena	4	51	2018	2019	Lobachevsky State University Nizhni Novgorod (Russia)	6
Korstanje, Maximiliano E.	4	9	2012	2015	Universidad de Palermo (Argentina)	10
Josiassen, Alexander	3	268	2011	2020	Copenhagen Business School (Denmark)	25
Lee, Julie A.	3	155	2008	2021	University of Western Australia (Australia)	22
Su, Lijuan	3	36	2019	2020	Sun Yat-Sen University (China)	24
Kim, Youn-Kyung	3	20	2011	2013	University of Tennessee Knoxville (USA)	25

Note: First Paper (year first published); Last Paper (year last published).

The top 10 articles are highlighted in [Table 5](#), along with the article titles, the publication journals, and the average number of citations per year.

[Table 6](#) shows the analysis per institution. Among the eight most productive institutions by number of publications, there are three European institutions and two North American institutions. It should be highlighted that the number of articles published is low, with an average of four articles per institution (a maximum of eight and a minimum of three).

[Figure 3](#) shows the scientific co-authorship networks (authors). The analysis of scientific production networks for the set of the period (1991–2022) allows for the identification of three clear collaboration networks, one of an international nature and two of a national and intra-institutional nature. The first network consists of the Australian researchers Lee and Soutar of the University of Western Australia. This is the oldest network and has been active since 2008 (Lee et al., 2008). The second network is the network with the highest number of journal articles; it is led by the most productive author ([Table 4](#)). This network is of an international and inter-institutional nature, and it is formed by the researchers Shichkova (Lobachevsky State University Nizhni Novgorod, Russia), Stepchenkova (University of Florida, USA) and Su (Sun Yat-Sen University, China). Even though Stepchenkova continues to publish on the topic of reference, the network lasted for a short time, until the year 2020. The third network is a recently created network that began publishing in the year 2022 and is formed by the Croatian researchers Crnjak-Karanovic, Kvasianalna, and Miocevic of the University of Split. Its recent appearance does not allow for analysis of the greater or lesser relevance of its academic impact.

Content analysis

[Table 7](#) summarizes the top 10 keywords, their number of occurrences, and the evolution. The number of articles that have ethnocentrism and tourism as the main theme has grown notably since the year 2017 ([Table 2](#)), displaying a close link with the key concepts:

TABLE 5 Top five papers by citations in the Web of Science data.

Title	Author/s	Journal	Citations	Year	C/Y
Understanding the COVID-19 tourist psyche: The Evolutionary Tourism Paradigm	Kock, F; Norfelt, A; Josiassen, A; Assaf, AG; Tsionas, MG	Annals of Tourism Research	129	2020	43,0
The best-worst scaling approach: An alternative to Schwartz's values survey	Lee, JA; Soutar, GN; Louviere, J	Journal of Personality Assessment	128	2008	8,5
Consumer Disidentification and Its Effects on Domestic Product Purchases: An Empirical Investigation in the Netherlands	Josiassen, A	Journal of Marketing	100	2011	8,3
How we see them tourism and native-Americans	Laxson, J.D.	Annals of Tourism Research	70	1991	2,25
The impact of consumer ethnocentrism and country of origin sub-components for high involvement products on young Chinese consumers' product assessments	Wong, CY; Polonsky, MJ; Garma, R	Asia Pacific Journal of Marketing	55	2008	3,7

Note: C/Y (average citation per year).

“consumer ethnocentrism” and “ethnocentrism” (Table 7 and Figure 4). The cluster analysis of Figure 4 shows three groups of key heterogeneous groups. Among them, the cluster whose most representative node is the word “consumer ethnocentrism” stands out, this being linked significantly to the “animosity”, “country of origin” and “impact” nodes (link strength ≥ 11). Within this cluster, the “tourism ethnocentrism” node appears peripherally (link strength = 5). Below, the cluster whose most representative node is the word “ethnocentrism” appears, relating significantly to the “animosity,” “attitudes,” and “country of origin” nodes. In this cluster, the word “tourism” appears. Finally, the third cluster is characterized by its reduced size, its most representative node being “animosity,” which together with the already-mentioned “consumer ethnocentrism” and “ethnocentrism,” also relates significantly to the “country” and “impact” nodes (link strength ≥ 8). In synthesis, the content analysis reveals the close relationship of the reference topic with the concepts “animosity”, “country of origin” and “impact;” these relationships are of great relevance as they did not feature in the search criteria.

Animosity shows the antipathy that consumers have towards a foreign country due to historic conflicts for borders or territories, past military conflicts, economic disputes, or more recent diplomatic conflicts (Jung et al., 2002; Klein et al., 1998). As can be seen in Figure 4, the “impact” of ethnocentrism is another relevant and interesting topic. Ethnocentrism has an impact, both on the behavioral intentions of tourists as well as predisposition towards tourism in their country of origin. Together with “animosity” and “impact”, the association of the topic of reference with country-of-origin (COO) also stands out. COO is frequently used as an indicator to reduce uncertainty and provide consumers with the inference of the quality of a brand (Cowan & Guzman, 2020).

Figure 4 also shows the tendency of key words, with the most used words on recent dates appearing in a circle. In this sense, it must be highlighted that “tourism ethnocentrism” appears

TABLE 6 Top eight institutions by papers in the Web of Science data.

University	Country	Papers	Citations	C/P	First paper	Last paper	Scimago ranking
University of Florida	USA	8	77	9,7	2013	2022	63
University of Tennessee Knoxville	USA	5	71	14,2	2011	2020	218
University of Western Australia	Australia	4	155	38,8	2008	2021	474
Lobachevsky State University Nizhni Novgorod	Russia	4	51	12,8	2018	2019	553
University of Split	Croatia	4	5	1,3	2018	2022	469
University of Palermo	Argentina	4	9	2,3	2012	2015	330
Copenhagen Business School	Denmark	3	268	89,3	2019	2022	481
University of Putra Malaysia	Malaysia	3	27	9,0	2014	2021	264

Note: C/P (average citation per paper); First Paper (year first published); Last Paper (year last published).

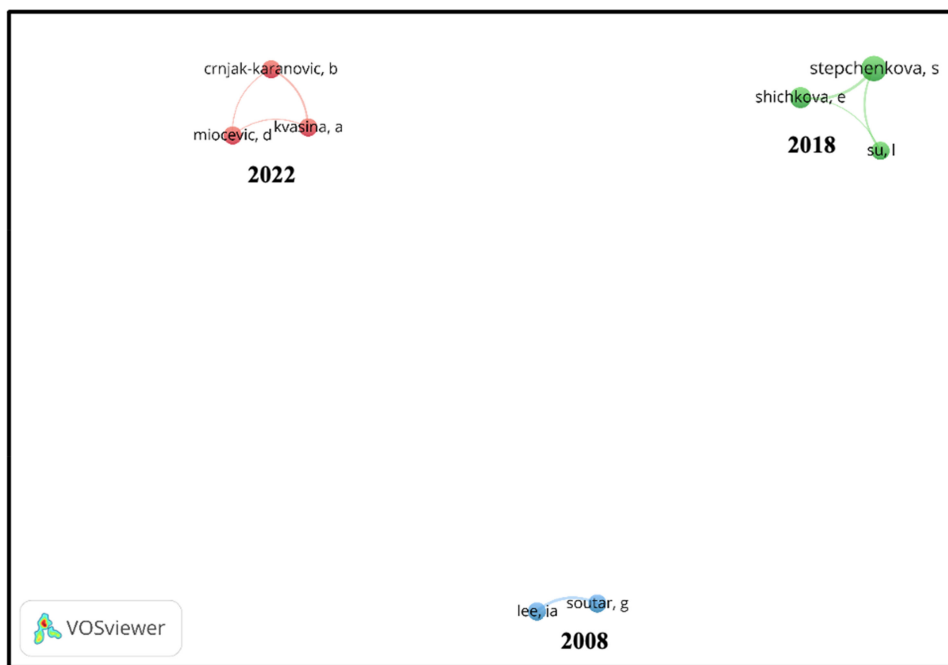


FIGURE 3 Co-authorship (authors) networks in the Web of Science data (2005–2022). Source: own elaboration.

as a fashionable topic and together with other words, as in the case of “cosmopolitanism,” “destination image,” and “social identity,” they display evidence of the current trend for research in this field.

TABLE 7 Top ten keywords in the Web of Science data.

Rank	Keywords	2022–2017	2016–2011	2010–2005
		Number (%)	Number (%)	Number (%)
1	Consumer ethnocentrism	27 (6.4)	6 (4.1)	1 (1.1)
2	Ethnocentrism	23 (5.4)	8 (5.5)	5 (5.4)
3	Animosity	18 (4.2)	3 (2.1)	1 (1.1)
4	Impact	16 (3.8)	4 (2.8)	—
5	Country of origin	13 (3.1)	5 (3.4)	1 (1.1)
6	Attitudes	13 (3.1)	3 (2.1)	2 (2.2)
7	Perceptions	12 (2.8)	—	2 (2.2)
8	Tourism	8 (1.9)	2 (1.4)	2 (2.2)
9	Antecedents	10 (2.4)	1 (0.7)	1 (1.1)
10	Destination image	9 (2.1)	2 (1.4)	—
	Total keywords	425	145	92

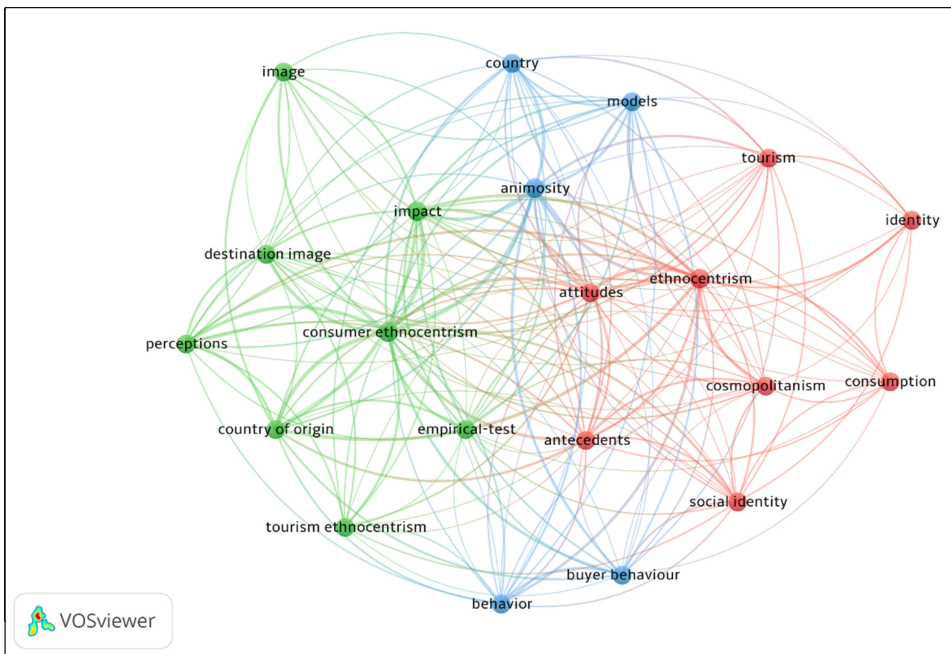


FIGURE 4 Keyword networks in the Web of Science data (2005–2022).

Source: own elaboration.

CONCLUSIONS

Ethnocentrism is a concept that has been growing in academic relevance as a result of globalization. The suppression of cultural and economic boundaries between countries caused the proliferation of ethnocentric consumers. The attitude of support for products and services that are produced in their own country has also been transferred to the realm of tourism and even more so in recent years due to the unique Covid-19 pandemic, causing the relationship between tourism and ethnocentrism to acquire greater academic interest. In this sense, the scientific

production has tripled between the years 2017–2022, registering a maximum of production in 2022.

The recent and growing interest in the relationship between ethnocentrism and tourism has led us to perform this study, trying to fill the bibliometric void that exists regarding the topic. The results obtained have allowed us to make an inventory of the scientific production of tourism ethnocentrism between the years 1991 and 2022 (month of October) from Web of Science (WoS). This study contributes to understanding the current state of research on tourist ethnocentrism, as well as its evolution since its beginnings. The information provided is relevant for future research, both for academics and destination marketing organizations (DMOs), by presenting the latest trends in research.

This paper has provided answers to several research questions. First of all, tourism ethnocentrism is a relatively recent subject of academic interest. It was not until the end of the new millennium that scientific research multiplied, coinciding with two historical events: the great economic and financial crisis of 2008, and the global health crisis of Covid-19. Secondly, the results have made it possible to identify the most influential scholars, seminal publications, and journals in the research on tourism ethnocentrism. With regard to the seminal publications, it is observed that several are still actively cited despite being more than a decade old. And with respect to the journals, it is observed that, although tourism journals are the most influential, it should not be underestimated the importance of the fact that researchers have also resorted to marketing journals, which shows the interdisciplinary nature of tourism.

Regarding the descriptive analysis, it can be seen that the number of publications is reduced and that the research networks are scarce and small, which requires more international networks between different countries and institutions to advance knowledge in this field. In this regard, a large inter-cultural research should allow us to obtain a more expansive view of tourist ethnocentrism. Similarly, it is observed that more studies applied to different contexts (countries and regions) are necessary, which allows for the consolidation of tourist ethnocentrism as a line of research. Regarding the content analysis, there are two current emerging topics: one related to cosmopolitanism and the other to social identities. Social identity is a topic that, while not that popular, is becoming more relevant.

Regarding the descriptive results obtained, a series of restrictions need to be considered. The study takes the number of publications and the number of citations as indicators of impact and visibility of the authors, journals and institutions. Even though there is no exact correspondence between the quality and use of one publication to its number of citations (Gómez Caridad & Bordons, 1996), it has been considered that its academic interest is heightened when there is a higher number of citations. On the other hand, this type of study is subject to a lack of synchronization, therefore more recent publications over time have less probability of showing their academic impact. Due to this, it has not been possible to assess the academic impact of one of the three scientific collaboration networks detected (the Croatian network). Finally, the problem of using Web of Science as the sole database must be mentioned, with a bias existing in favor of English literature (Agramunt et al., 2020), and using VOSviewer as an analytical tool, this does not allow the recognition of which topic areas obtained a greater consideration by the researchers within a specific knowledge area (Terán-Yépez et al., 2020).

In terms of the practical applications of this bibliometric study, in addition to providing theoretical elements for future research regarding ethnocentrism and tourism, it shows that ethnocentrism is a strategic intangible variable of marketing for the companies that intend to introduce or consolidate in international markets, this being an advantage for a national destination and an obstacle for a foreign destination. As for national destinations, if the levels of ethnocentrism are high the destination marketing organizations (DMOs) should improve their image as a local destination. Following Kock, Josiassen, Assaf, Karpen, and Farrelly (2019), a better market positioning as a local destination can be an effective strategy for small local businesses vis-à-vis large foreign hotel chains.

AUTHOR CONTRIBUTIONS

Jaime José Orts Cardador planned the study, carried out the methodology and wrote the introduction and literature review. **Jesús Claudio Pérez Gálvez** wrote the results and conclusions. **Gema Gómez Casero** reviewed the article for publication. Finally, **Carol Angélica Alba** wrote the methodology and prepared the tables and figures.

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