

THE EMERGENCE OF SOCIAL TOURISM COMPETITIVENESS PERSPECTIVE

Mapping and Clustering of Bibliometric Networks

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The objective of this study is to perform an analysis of bibliometric networks of research on tourism competitiveness in order to identify new trends that are emerging in this theme, as well as, which topics have already consolidated in that field. It is qualitative and exploratory research that systematizes the analysis of 128 scientific papers published between 1999 and 2018. It can be classified as a qualitative meta-analysis because the study of bibliometric networks combined mapping and clustering techniques performed by Vosviewer software. The results analysis showed the elements of centrality in the social networks of researchers and the centrality of themes related to tourism competitiveness. Also, findings showed the new frontier on this scientific field, new clusters of researchers in the subject. Thus, results contribute to consolidate the boundaries of studies on tourism destinations competitiveness focusing on the social. Based on the results, this study offers a concept for social tourism competitiveness that emerges from the literature and can re-conceptualize the theoretical economic assumptions that are still pillars of most monitors of tourism competitiveness.

KEY WORDS: *Tourism competitiveness, social, co-words analysis, co-citations, new frontier.*