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Bibliometric Analysis of Academic Publications on Tourism and Humor

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Abstract

The aim of this study is to examine academic publications related to tourism and humor by using bibliometric analysis method. Research data were collected using the Elsevier Scopus bibliometric database. In this context, 90 data, including articles, papers and book chapters at international level, were found in the search carried out on Scopus. Maxqda 2022 package program was used to analyze and visualize the obtained data. As a result, it was observed that publications on tourism and humor were relatively few between 1989 and 2007, and an increase in the number of publications between 2019-2022. The majority of publications are of article type. In the comparison made by considering the similarities of the documents, it is seen that three different groups emerged in the document map.

Keywords: bibliometric, humor, tourism, hospitality

Introduction

Tourism and travel movements are a social phenomenon that brings together people with different language and socio-cultural backgrounds in unusual environments (Wall, 2000), which also has socio-cultural, economic, psychological, environmental and political aspects. Tourism has functions such as recognition of different cultures, ensuring intercultural interaction and developing tolerance (Çakıcı, 2019; Arıca, 2019). While tourism is important in terms of creating closeness between people, studies conducted in recent years show that the element of humor has become a part of tourism (Pabel and Pearce, 2016; Cohen, 2011).

Considering that humor is a form of communication that results in entertainment (Pabel and Pearce, 2018), the relationship between tourism and humor emerges when the tourist's hedonic pursuits of pleasure (Preben et al., 2014) and the search for entertainment and pleasure during the trip (Cohen, 2011) are considered. In recent years, it is seen that many studies have been conducted examining the relationship between tourism and humor. has been. In this context, it is aimed to examine the studies examining the relationship between tourism and humor by using bibliometric analysis method and to reveal the status of these studies holistically.

Literature Review

Humor

Humor is a multifaceted and dynamic concept. The concept of humor also refers to elements such as a mood, a talent, a mindset, temperament (Ruch, 2002). Humor is defined by Pabel and Pearce (2018) as an action, word or communication that results in entertainment, while Koestler (1995) defines it as a form of communication that is caused by the laugh reflex in people as a result of a complex mental stimulation. Allen (1990) defines humor as the ability to perceive the ridiculous, and by Martin and Lefcourt (1984) as the type of entertainment that occurs in the form of an individual's smile and laughter in various situations.

Humor refers to an act of laughing that requires criticism, joy, thinking and a quick wit (Bilge, 2008). Humor is accepted as a genetic feature of humans (Frew, 2006) and is defined as a universal value found in every culture (Mahony and Lippman, 1983; Weisfeld, 1993).

Humor can vary from society to society, from culture to culture. An event, which is a comedy element in one society, may be considered quite normal in another society. It is possible to divide humor into genres such as verbal humor, puns and jokes, humors involving humans and animals, humors involving children and adults, parody, lampoonry and satire, charade, meaningless words, word play, ethnic humor, business life. It is possible to group humor into three groups as popular humor, political humor and black humor. Popular humor deals with topics that are gaining popularity in the social sphere. Political humor includes the political events of the period in which it was made. Black humor, on the other hand, is a type of humor that involves despair using a very harsh and striking language (Yardim, 2010)

Functions of Humor

Humor contributes to an individual's psychological and physical health (Du Pré, 1998). In this context, humor has four functions: sociological, psychological, entertainment and communication.

Sociological Function

The sociological function of humor serves to help solve problems and create an environment of reconciliation, especially in troubled periods. The sociological function of humor is important in terms of having a strong function in the establishment of friend bonds (Mierop, 1999). The fact that humor contributes to the solution of problems by reducing tension and stress and its effect on the melting of the ice between people, harmony, close relations and intimacy shows the sociological function of humor (Ting-Toomey, 1983; Foot, 1986, Mierop, 1999; Kramer and Kleiner, 1992; Krokoff, 1991; Martin and Lefcourt, 1984; Booth-Butterfield and Booth-Butterfield, 1991; O'Quin and Aronoff, 1981; Hampes, 1992). Humor also plays an important role in eliminating problems arising from differences in status between people (Du Pré, 1998: 25).

Psychological Function

Research suggests that humor, under certain circumstances, has healing power over the nervous system, muscular system, respiratory system, and immune system in the human body. It is suggested that the oxygen rate in the blood increases especially with the act of laughing, the facial muscles move, it calms the body spiritually, the blood flow accelerates, the lungs and diaphragm work properly, the endorphin secretion increases and creates a pain-relieving effect, the perception of pain decreases, hormone production begins, and the immune system works actively (Deu Pre, 1998).

Humor also has an important role in overcoming two negative emotions that arise from time to time in people, anger and fear. Humor cannot solve an individual's problems, but it can contribute to the emergence of a different perspective by being effective in reducing the individual's anxiety, anger and stress. Allowing the individual to look at things from a different perspective helps them achieve balance. If the individual cannot reach balance, it is not possible to say that the individual is psychologically and mentally healthy (Yardim, 2010). In summary, humor makes a positive contribution to the mental health of the individual.

There is an important relationship between the motive for fun and humor. The motive to have fun has an important place in the source of humor. Humor, entertainment and laughter take place together and allow the individual to be liberated because it creates an environment for the emergence of the emotions that people have suppressed, for the unsaid to be said, and for the undone to be done (Aksoy, 2015).

The act of laughter combined with humor helps the individual to enjoy life. Having fun is a basic human need in an individual life, such as eating and living (Howe, 2002). Humor helps to get rid of a monotonous life, to enjoy life, to have fun (Yardim, 2010).

Communication Function

Humor helps to create a communication environment between people. In business or private life, humor has an important function in establishing and maintaining a positive communication with the individual's environment. Humor has an important role in eliminating miscommunication and distance between people, forming common feelings, strengthening friendships, and even ensuring and maintaining communication between couples and reducing the tension of the environment (Gonzales and Mierop, 2004).

Humor contributes to the improvement of the quality of life of the individual, the acquisition of different perspectives, the development of human relations, and the elimination of interpersonal distances (Mierop, 1999). Humor is an important element in individual and group communication. Humor enlivens group communication and spirit and encourages interpersonal interaction. It contributes to the development of interpersonal dialogue and communication. (Lippert, 2001).

Studies indicate that humor also has an important function in mass communication. It is stated that humor has an important function in terms of reaching large masses by using mass media such as radio and television. It is stated that educational programs combined with humor attract

the attention and interest of children, therefore humor can be used as an educational tool (Roeckelein, 2002).

Tourism and Humor

Research on the effects of humor on social life is carried out in many disciplines such as medicine (Fry, 1992), sociology (Mahony et al., 2002), philosophy (Critchley, 2002). In recent years, there has been an increase in studies on humor in the field of tourism (Frew, 2006; Ball and Johnson, 2000).

The concept of positive tourism emerged with the spread of positive psychology ideas. Humor has a function that contributes to human welfare and development in terms of the concept of positive tourism (Filep vd., 2017).

In the context of tourism, guided tours, tourism signs, cartoons, postcards, travel writings, humorous photos and videos, blogs are tools where humor can be seen (Pabel and Pearce, 2016). The effective use of humor in tourism is important for the competitiveness of tourist attractions (Zhang and Pearce, 2016).

Ball and Johnson (2000) state that humor offers an opportunity to add value to hotel customers' experiences, that humor as a universal emotion can improve their travel situation and help tourists cope with stressful travel situations.

Although tourists' travel motivations differ from each other, touristic consumption is perceived as a form of personal pleasure travel that creates hedonic value for most customers (Prebensen et al., 2014). In terms of tourist motivations, entertainment and enjoyment have long been recognized as permanent travel motivations (Cohen, 2011). For this reason, a new world is being created with amusement parks, interactive museums, theme parks, hybrid entertainment environments and simulated shopping environments around the world (Smith, MacLeod and Robertson, 2010). In order to meet the entertainment and gaming needs of tourists in these hybrid and hedonic environments, it is necessary to include humor in the design phase of the tourism experience. Especially when the presentations made by tour guides and tourist attraction staff include the element of humor, it will contribute positively to the tourism experience (Pearce, 1984).

The use of humor for tour guides and tourist destinations is important for the tourist to have unforgettable experiences and to contribute to the success of tourism businesses (Pabel and Pearce, 2018). Anticipating how tourists will react to types of humor during any tour and designing the experience well has also become an important factor for good experience design. In the use of humor by the tourism service provider during a tourism experience, the ability to predict the audience reaction and the ability to respond to this reaction is very important in terms of creating entertaining and entertaining presentations (Pearce and Zare, 2017).

When we evaluate humor in terms of tourism, it is necessary to consider its role between employees, managers and all staff and customers. Ball and Johnson (2000) state that humor in hospitality is a fundamental component in alleviating a client's trauma and bringing him back to a state of well-being. In this context, it is important to examine the studies carried out on the concepts of tourism and humor and to evaluate this relationship from a holistic perspective.

Research Method

Bibliometric analysis is defined as a technique in which theses, articles or books are analyzed academically with the help of numerical analysis and statistics according to authors, keywords and topics (Keskin, 2022). The bibliometric analysis technique provides information to researchers about the general view of academic studies (Arıca, 2014; Zupic & Cater, 2015). This technique can be aimed at detecting academic studies published in certain years or revealing how academic studies published on a subject during a certain year affect subsequent studies on that subject (McBurney & Novak, 2002). In this context, this study includes a bibliometric analysis on the subject of humor and tourism. The research questions regarding the research topic of the study are as follows;

- What is the citation rate of the articles published on the subject of Humor and Tourism?
- How do the articles published on the subject of Humor and Tourism show a distribution according to the years?
- According to the articles published on the subject of Humor and Tourism, which countries publish the most?
- Which journals publish the most articles on humor and tourism?
- How is the distribution of the topics that the articles published on the subject of Humor and Tourism focus on the most?

There are two generally accepted databases (WOS and Scopus) for determining the resources to be used to perform the bibliometric analysis (Çinbilgel and Ergün, 2022). It was decided to use a single database in order to prevent duplication in the research (Yayla, 2021). For this purpose, the Scopus database, which is known to be larger than the Wos database, was used in the study (Martin et al., 2018). The word humor has two uses in English as humour and humor. This situation was taken into consideration during the data collection phase of the research and two different uses were included. Using the Scopus database, 90 academic publication data, including articles, papers and book summaries, were obtained by using the words tourism and humor, Tourism and humor, leisure and humor. Maxqda 2022 package program was used to perform the bibliometric analysis of the reached publications. Maxqda data analysis program, which is frequently used in qualitative research, is used to organize and systematize data.

Conclusions

Among the 90 international publication data obtained using the Scopus database, the top ten studies in citation order are shown in Table 1. Table 1 contains information about the names, authors, published journals and citation rates of these studies.

Table 1. Tourism and Humor Studies by Citation Order

No	Document Title	Author	Year	Source	Cited by
1	The role of humour in driving customer engagement	Lin, J., Cantoni, L.	2017	Information and Communication Technologies in Tourism pp. 461-474	62
2	Humour in Tourism	Wall, G.	2000	Encyclopedia of Tourism pp. 291	11
3	The Impact of Humor on Work Efficiency at Workplace: An	Mohammad, T.,	2022	Journal of Business Strategy Finance and Management	5

	Empirical Examination in Tourism and Hospitality Sector in The United Arab Emirates	Khassawneh, O.		4(1), pp. 91-110	
4	Assessing and enhancing humour in the tourism setting	Pabel, A.	2014	Assessing and enhancing humour in the tourism setting	5
5	Humour in firm-initiated social media conversations: A conceptual model	Ge, J., Gretzel, U., Zhu, Y.	2018	International Journal of Digital Culture and Electronic Tourism 2(4), pp. 273-293	3
6	Tourism and humour	Pearce, P.L., Pabel, A.	2015	Tourism and Humour	3
7	The effect path of tour guide humor on tourist behavior intention: Based on affective events theory	Tu, H., Lin, B.	2021	Tourism Tribune 36(1), pp. 99 111	2
8	Humour in supplier-customer interactions: the views of Australian tourism operators	Pabel, A., Pearce, P. L.	2019	The European Journal of Humour Research 7(3), pp. 84100	2
9	Book review: Tourism and Humour	Wall, G.	2017	Tourism Recreation Research 42(4)	2
10	The role of humour in contributing to tourism experiences	Pabel, A.	2017	Positive Tourism pp. 100-118	2

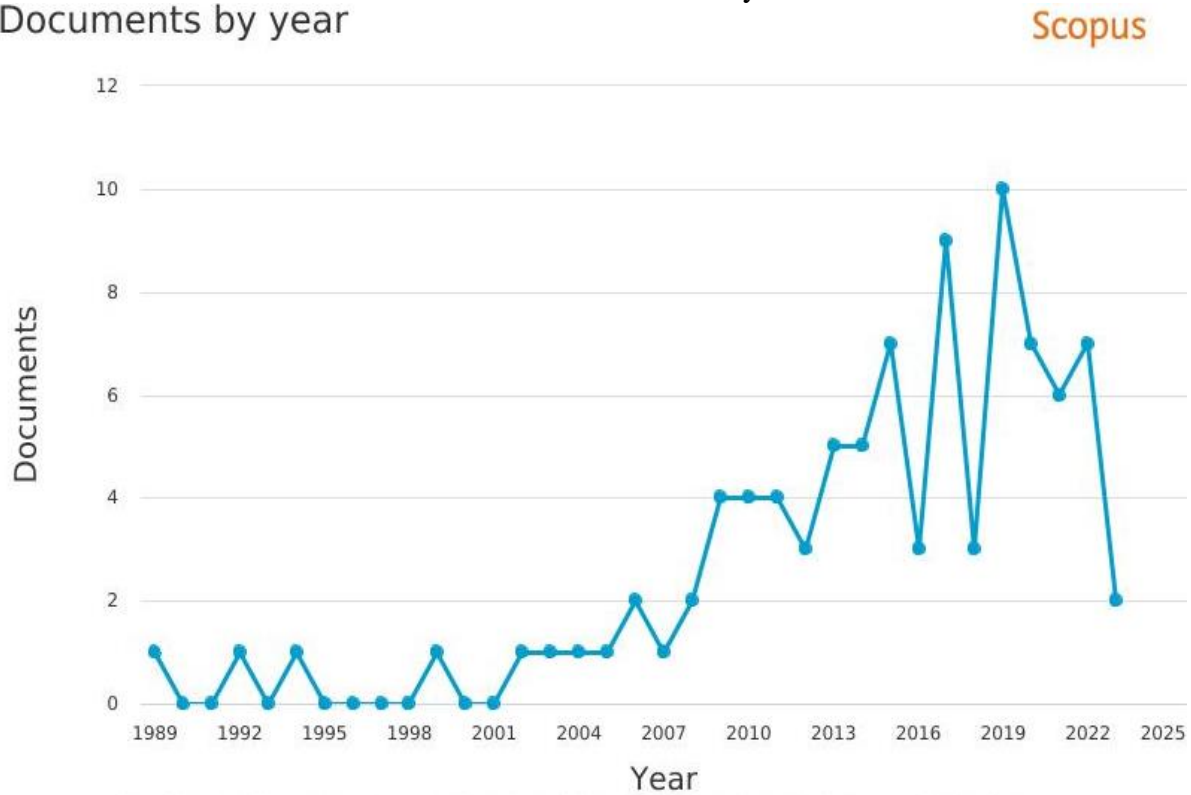
As seen in Table 1, the article titled The role of humor in driving customer engagement published in the Information and Communication Technologies in Tourism magazine has been the most cited study among the studies published in this field with 62 citations. This study is followed by an article titled Homour in Tourism published in the Encyclopedia of Tourism with 11 references. In Table 2, the authors who published the most on tourism and humor and their percentages in the total publications are given.

Table 2. Top Authors on Tourism and Humor

Author	Number of Publications	Percentage %
Pabel,A.	12	7,27
Pearce,P.L	10	6,06
Francesconi,S.	2	1,21
Cohen,E.	2	1,21
Frew,E.	2	1,21
Filep, S.	2	1,21
Piirman, M.	2	1,21
Pearce,P.	2	1,21
Fu, T.	2	1,21
El Kader, M.A	2	1,21

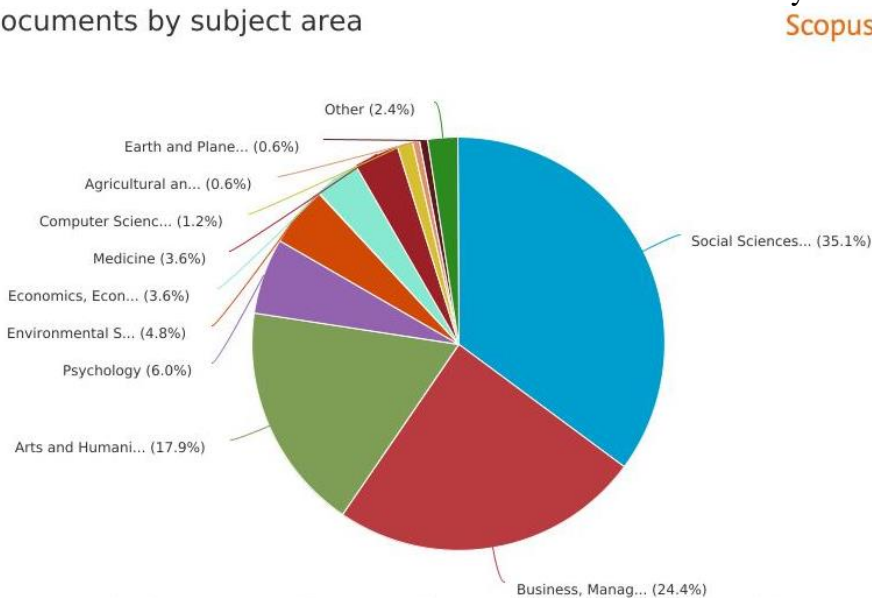
As can be seen in Table 2, the authors with the highest number of publications on tourism and humor are Anja Pabel with 12 publications and Philips L. Pearce with 10 publications. When we look at the citation order in Table 1, it is seen that the authors named Anja Pabel and Philips L. Pearce, who have published the most, are in the 4th and 6th places, and that more than one work of the same authors is in the top ten in the citation order. Chart 1 shows the distribution of published studies on humor and tourism by years.

Chart 1. Distribution of Studies on Humor and Tourism by Years Documents by year



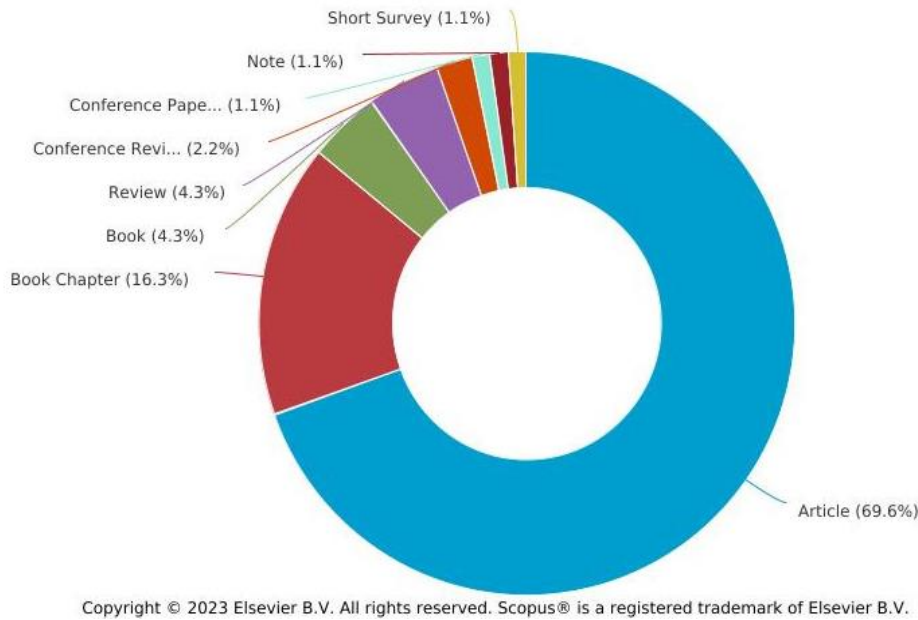
According to the information in Chart 1, it is seen that the studies on humor and tourism show fluctuations over the years, but tend to increase, and the highest number of publications reached between 2019-2022. Chart 2 shows the distribution of publications on tourism and humor by field.

Chart 2. Distribution of Publications on Tourism and Humor by Research Field Documents by subject area



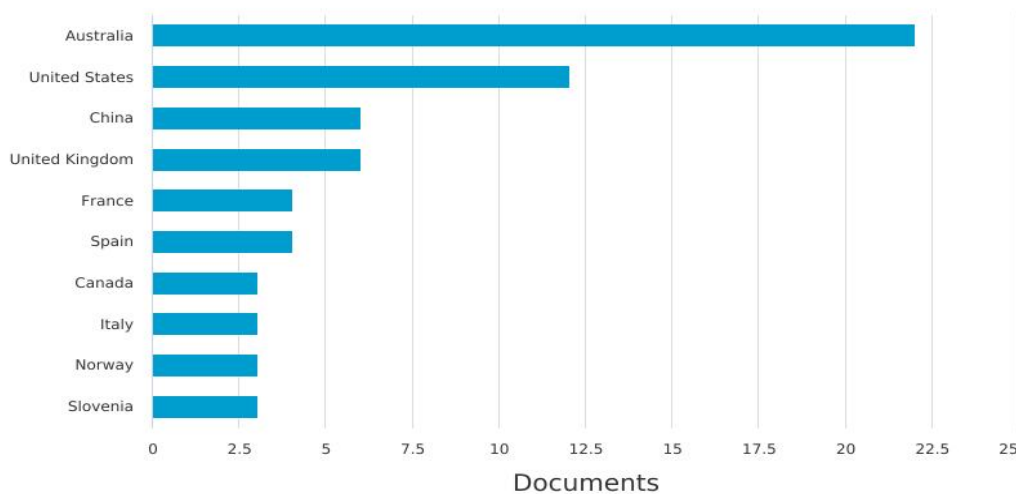
When Chart 2 is examined, it is seen that the studies on tourism and humor are carried out in the fields of business management, art and human and psychology. Chart 3 shows the distribution of publications related to tourism and humor in terms of publication type such as articles, book chapters, papers.

Chart 3. Distribution of Publications on Tourism and Humor in terms of Publication Type Documents by type



As can be seen in Chart 3, 69.6% of the publications in the study consist of articles and 16.3% of the book chapters. Chart 4 shows the distribution of the publications examined within the scope of the study by countries.

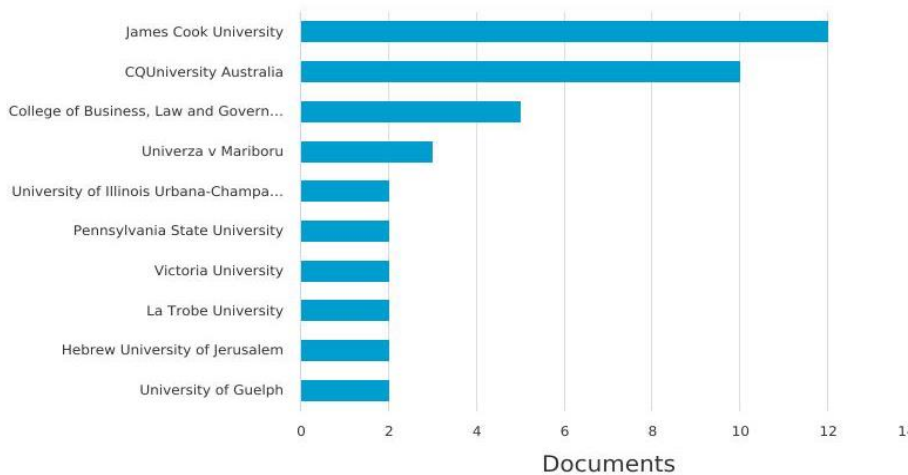
Chart 4. Distribution of Tourism and Humor Publications by Country



Note. Compare document counts for up to 15 countries/regions

According to Graph 4, Australia is the country that publishes the most in the distribution of studies on tourism and humor by country. Australia is followed by the United States, China, and the United Kingdom, respectively. As a matter of fact, in the study conducted by Tetik (2022) on the use of humor in organizations, the United States, the United Kingdom and Australia constituted the top three countries in the ranking of the countries with the most publications about humor. This situation is associated with the cultural characteristics of these countries. Graph 5 shows the distribution of the publications covered in the study on the basis of institutions.

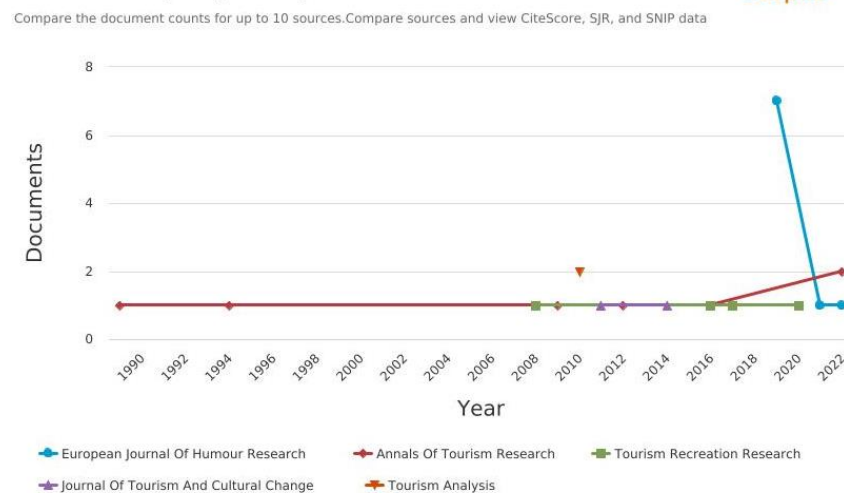
Graph 5. Distribution of Publications on Tourism and Humor by Institution



Note. Evaluate the number of institutions over 15 institutions

As can be seen in Chart 5, James Cook University draws attention to the highest rate in the distribution of the publications examined in the study by institution. James Cook University is followed by CQUnivesity Australia and the College of Business respectively. Chart 6 shows the distribution of publications related to tourism and humor by journal.

Chart 6. Distribution of Publications on Tourism and Humor by Journal
Documents per year by source



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Note. Compare the number of documents according to 10 sources

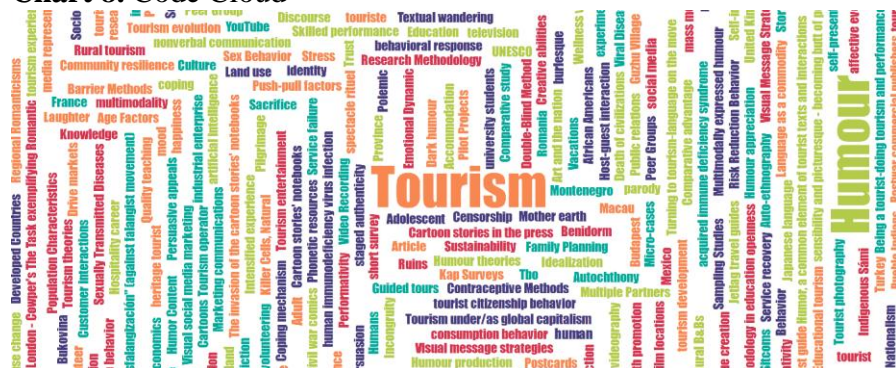
According to Chart 6, the European Journal of Humour Research stands out with nine publications in the journal ranking where studies on tourism and humor are published. The European Journal Of Humour Research is followed by Annals of Tourism Research with seven publications and Tourism Recreation Research with 4 publications. Chart 7 is important in terms of showing the similarities of the publications examined within the scope of this research in terms of codes.

Chart 7. Similarity Map of the Publications Examined within the Scope of the Research



As can be seen in Chart 7, three different groups were formed in the document comparison. Among these groups, there are 2 publications in Group 1, 78 publications in Group 2, and 10 publications in Group 3. The common point of the 1st group publications is that they design creative and impressive systems and are related to tourism marketing. The common point of the 2nd group publications is that they deal with the relationship between tourism and humor in terms of behavior, communication, social media, well-being and sociology. The common point of the 3rd group publications is that humor is related to touristic mobility. Chart 8 shows the code cloud related to the codes formed after the coding of the publications examined within the scope of this study. The word in the middle of the code cloud in large font indicates the most repeated code. In this respect, when we examine the code cloud, it is seen that tourism and humor are the most repeated codes, as expected.

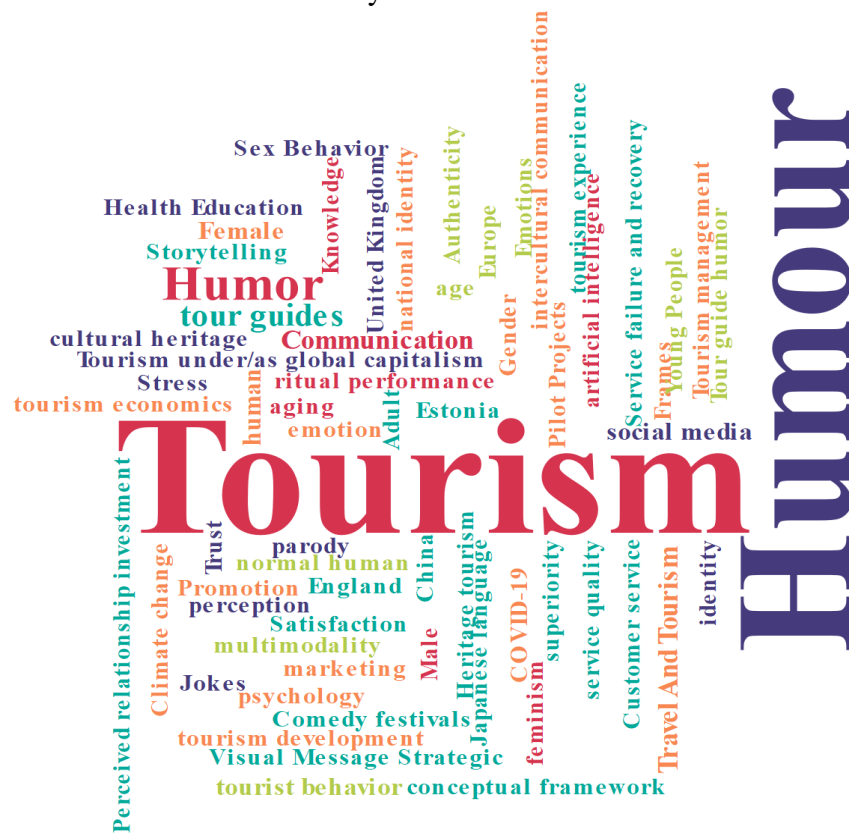
Chart 8. Code Cloud



Apart from tourism and humor codes, emotional dynamic, dark humor, behavior human, tourist behavior, Sustainability, tourism entertainmet, staged authenticity, humor production, happiness, stress, age factor, developed countries, tourism evolution, social media, youtube, culture, Community resilience codes draw attention. In this context, it is possible to say that the concepts of humor and tourism are discussed in terms of factors such as human behavior, tourist behavior, happiness, stress, sustainable tourism, culture, social media age.

Chart 9 shows the code cloud of the codes created from the keywords of the publications examined within the scope of the study.

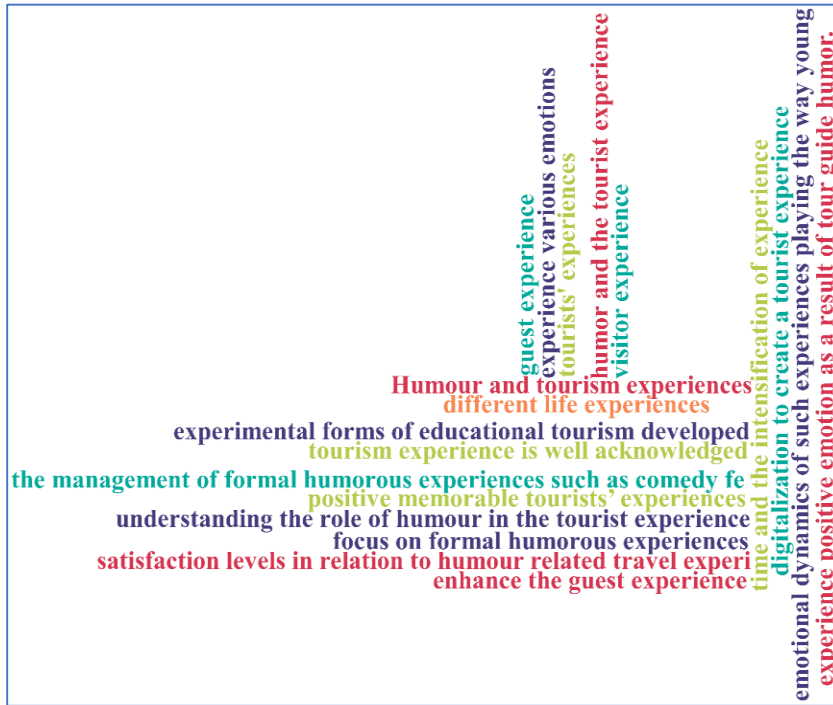
Chart 9. Code Cloud of Keywords



According to Chart 9, as can be expected in the coding of the keywords of the publications examined within the scope of the study, the words tourism, humour, humor are the words that attract the most attention. In addition, the words Visual message strategic, social media, storytelling, Satisfaction, intercultural communication, stress, communication, tourism development attract attention. In this context, it is possible to say that the concept of humor and tourism is also discussed in terms of factors such as visual message, satisfaction, social media, stress and communication.

Chart 10 shows the code cloud for the codes created from the summaries of the publications examined within the scope of this study.

Chart 10. Abstract Code Cloud



According to Chart 10, while humour in tourism experiences and different life experiences are the most striking codes among the codes in the summaries of the publications examined within the scope of the research, it is seen that the codes guest experience, humor and the tourist experience, digitalization to create a tourist experience, visitor experience, tourism destination, are also frequently used. Chart 11 shows the most commonly used words in the documents when all the publications examined within the scope of the research are taken as a whole. In the creation of the word cloud created through the entire document system, the words a, an, and, the, about, to, of are excluded.

Chart 11. Word Cloud of the Entire Document System



According to Chart 11, the most frequently used words among the 90 publications included in the study were Tourism and Humour, while the words university, engagement, emotions, development, destinations, relationship, community, society, entertainment, attention, performance, export, visitors, experience were frequently used.

Conclusion

The concept of humor has an important place in the life of human beings. Although it differs from culture to culture, it has always existed in the historical process of human beings, which is a socio-psychological being. The effects of humor in the process of understanding/making sense of the world and communicating are undeniable. Humor is an important phenomenon in terms of understanding and communicating with other societies and developing different perspectives on problems.

Another important phenomenon in terms of understanding and communicating with other societies is tourism. Tourism is an important phenomenon in terms of bringing communities closer to each other, behaving tolerantly and contributing to social peace. Tourism and humor make this contribution by entertaining the individual, making them laugh and making the individual feel pleasure. From this point of view, it is possible to talk about the existence of a relationship between tourism and humor. As a matter of fact, it is seen that there is an increase in the number of studies on the relationship between tourism and humor. In the light of the data obtained through the Scopus database, it is seen that the studies on the relationship between tourism and humor have followed a fluctuating course over the years and reached the highest level between 2019-2022. When these researches are examined, we see that three different groups are formed in the similarity map of the publications discussed. The first of this group is tourism marketing. The number of studies that deal with tourism marketing is two and it can be said that there is a need to produce studies from this point of view.

The second is touristic mobility, and the number of studies considered from this point of view is 10. In the studies to be considered from this point of view, it can be said that the relationship between the reasons why the tourist prefers a destination and humor should be examined, and the effect of humor on the tourist's re-preference should be examined within the framework of socio-psychological theories. In the third group, the relationship between tourism and humor is examined from the perspective of social media, communication and sociology.

When the code clouds are examined, it is seen that the publications related to tourism, humor concepts, artificial intelligence and humor, artificial intelligence and tourism concepts are relatively few. In this context, it is possible to say that there is a need for new researches on the use of artificial intelligence and customer experiences in the relationship between tourism and humor.

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