# Pandemic and Revenge Tourism: Who is the Winner? A Bibliometric Analysis

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## Abstract

The paper examines the research that has been undertaken in the field of revenge tourism or compensatory tourism and establishes the collaborative networks in the said area. Scopus database was used, with the keyword search resulting in the extraction of 26 research records. The years of the extraction were intentionally confined to during and post-COVID, since the concept, though introduced in the late 1960s, has only been witnessed in its full force post 2020. The core themes, the collaborations, and the best publications in the field have been highlighted to provide a better understanding for both academia and the tourism industry. The study also points to the scope of work in this area in the future.

## Keywords

Revenge tourism, Compensatory tourism, Pandemic, Bibliometric analysis, and Covid-19.

## 1. Introduction

The Covid-19 pandemic is an event that changed the way the world, as we know, had been operating pre-2020. All facets of life and the economy changed; all businesses were impacted, and among them, the worst hit was the tourism industry, including aviation (Kumar, 2020) and the hospitality industry (Krishnan et al., 2020). The pandemic was announced on March 11, 2020, by the World Health Organisation and has witnessed many devastating effects across the world (Zhang et al., 2021). The mandate was out, wearing masks and maintaining social distancing; two years into the pandemic and at many places across the world, it

remained mandatory till 2022 (Dwarakanath, 2022; Martinez Gottein, 2022). To check the spread of the virus, lockdowns were imposed, with international borders sealed and local travel discouraged, directly impacting the tourism industry.

These unforeseen circumstances warranted research into the tourism industry, to ascertain or forecast the various ways of recovery and bounce back. Most of the studies undertaken since 2020, focus on either the negative impact Covid-19 has had on the travel and tourism industry or how tourism is going to pan out in the new normal of post-pandemic.

The impact of the Covid-19 pandemic on people can be measured across various attributes, like the risk experienced due to the pandemic; the resulting anxiety and travel being considered therapeutic; the loss of control felt due to imposed lockdowns resulting in anger, and anger serving as the motivation to undertake the activities we are constrained to take up by force; pandemic fatigue (Zaman et al., 2021) would enable people to plan the activities they are barred to perform. All these predicted behaviors are supported by psychological theories of "Protection Motivation Theory"; the Theory of Planned Behaviour (Zaman et al., 2021), and Reactance Theory (Steindl et al., 2015). The psychological implications of the risk associated with the Covid-19 pandemic and the feeling of loss of control due to the restrictions imposed across the world are bound to result in some form of reaction. Some researchers consider the accelerating and negative effects of the pandemic on the travel industry.

Revenge tourism is a hope that is sustaining the travel industry, which faced the extreme brunt of the Covid-19 pandemic. Following the easing of restrictions related to the coronavirus pandemic in 2020 and 2021, a relatively recent economic phenomenon known as "revenge consumption", which is defined as the situation in which the demand for goods and services suddenly skyrockets and remains high for a protracted period, has been seen recently in many cities around the world. In a model of vertical product diversification, the researchers examine the welfare implications of vengeance consumption. (Nguyen & Chao, 2021).

## 2. Objective of the Study

The main objective of the paper is to analyse the concept of revenge tourism using bibliometric analysis. To our knowledge, there has been no bibliometric research that has been conducted on revenge tourism. This study is the first to examine the impact of Covid-19 on revenge tourism. The study comprehensively investigates the work in the field, the prolific authors, their collaborations, and the themes of revenge tourism, as well as the research hotspots in terms of the institutions, and

countries contributing the most to this field of research. The study also points to emerging trends in the area to direct future research.

The specific research objectives (RO) have been enlisted:

**RO1.**  Building the profile of the topic by extracting the most productive publications, most cited papers, and the trend in the field of revenge tourism.

**RO2.**  Identifying the most productive authors while pointing to the countries, and institutions' contributions.

**RO3.**  Enabling the study of the emerging themes in the research of revenge Tourism.

The study's findings are focused on the entire advancement of the area, including trend and topic analysis to spark interest in further study. The purpose of the study is to offer insights that will be useful to scholars looking to study revenge tourism. In addition to the theme development, revenge tourism's trending issues might pique researchers' interest.

## 3.  Research Methodology

Bibliometric analysis is the focus of the paper, and it aims to present comprehensive research data in the field of revenge tourism. Various research papers have highlighted the importance of bibliometric analysis in understanding the concept and furthering research in the area. (Aria & Cuccurullo, 2017; Ebula De Oliveira et al., 2018).

### 3.1 Literature Search and Data Collection

An effort has been made in this paper to make the data easily comprehensible through an uncomplicated presentation of the analysis provided by the bibliometric analysis. Table 1 displays the exclusion and inclusion criteria in detail. The first round of results with the keywords "Revenge Tourism" OR "Compensatory Tourism" OR "Revenge Travel" OR "Compensatory Travel" in the Scopus database returned 96 documents, retrieved on October 30, 2023. The irrelevant items were removed after careful application of inclusion and exclusion criteria.

Scopus data has been collected, and hence the authors do not claim that it is an exhaustive coverage of all the research done on revenge tourism. The decision to use Scopus has been based on the fact that it is considered a rich source of relevant articles Scopus is believed to have comprehensive coverage of reputed articles (El Baz, J., and Iddik, 2022; Kannan & Thanuskodi, 2019; Md. Khudzari et al., 2018; Mishra et al., 2021).

**Table 1:- Inclusion and Exclusion Criteria**

|  | Code | Criteria | Comments |
|---|---|---|---|
| Inclusion Criteria | IC1 | Search Terms "Revenge Tourism " OR "Compensatory Tourism" OR "Revenge Travel" OR 'Compensatory Travel" Search within **Abstract, Article Title, Keywords** | The search terms used for the relevant dataset included the keywords "Revenge Tourism" OR "Compensatory Tourism" OR "Revenge Travel" OR 'Compensatory Travel" concatenated with "OR" operators. The total No. of relevant documents extracted was 32 (N=32) |
|  | IC2 | YEAR, 2021-2023 | The search focuses on research undertaken between 2021 & 2023. N= 27 |
|  | IC3 | LANGUAGE, "English" | The study includes documents published in English only. N=27 |
| Exclusion Criteria | EC1 | DOCTYPE, "Letter" | The search is focused on articles, chapters, and conference papers published in journals and books. N= 26 |

*Source:* - Authors' Compilation

Researchers can also export data from Scopus into a variety of file formats, including CSV, Plain Text, RIS, and others. Data was imported into Biblioshiny in CSV format for this study's bibliometrics application.

## 4. Data Analysis

Table 2 displays the data extracted from the Scopus database on research done on Revenge Tourism. The databases extracted on October 30, 2023, enlisted 26 documents from 2021 to 2023 (post-pandemic) published in 23 different sources. The dataset extracted can be divided and analysed based on their origin, with research papers (n = 18), book chapters (n = 4), conference papers (n=1), and notes (n=3).

The collected papers have an annual growth rate of 25.36 percent, and the average number of citations per document is 8.462. All the sources on revenge tourism have 1522 references. The single-author articles are 2, and the remaining 24 are by multiple authors collaborating on the subject. The revenge tourism international collaboration among authors is 26.92 percent.

**Table 2: - Table Indicating Main Information about the Data**

| Description | Results |
|---|---|
| **Time-span** | **2021-2023** |
| Sources (journals, books, etc) | 23 |
| Documents | 26 |
| Annual Growth Rate% | 25.36 % |
| Document Average Age | 0.846 |
| Average citations per document | 8.462 |
| References | 1522 |
| **Document Contents** | |
| Keywords Plus (ID) | 92 |
| Author's Keywords (DE) | 111 |
| **Authors** | |
| Authors | 81 |
| Authors of single-authored documents | 2 |
| **Authors Collaboration** | |
| Single-authored documents | 2 |
| Co-authors per documents | 3.15 |
| International co-authorships | 26.92 % |
| **Document Types** | |
| Article | 18 |
| Book Chapter | 4 |
| Conference Paper | 1 |
| Notes | 3 |

*Source: -* Authors' Compilation

## 5. Results and Discussions

This section of the research paper discusses the results in terms of:

- Trends in Revenge Tourism Research, viz., scientific research paper output, their citations, and distribution.
- Contributing authors with their affiliations and collaborations.
- Thematic analysis to bring out the themes in Revenge Tourism.

**5.1 Research Objective 1:** Building the profile of the topic by extracting the most productive publications, most cited papers, and the trend in the field of revenge tourism.

**Table 3:- Annual Scientific Production**

| Year | Articles |
|---|---|
| 2021 | 7 |
| 2022 | 8 |
| 2023 (till-30-10-2023) | 11 |

*Source: -* Authors' Compilation
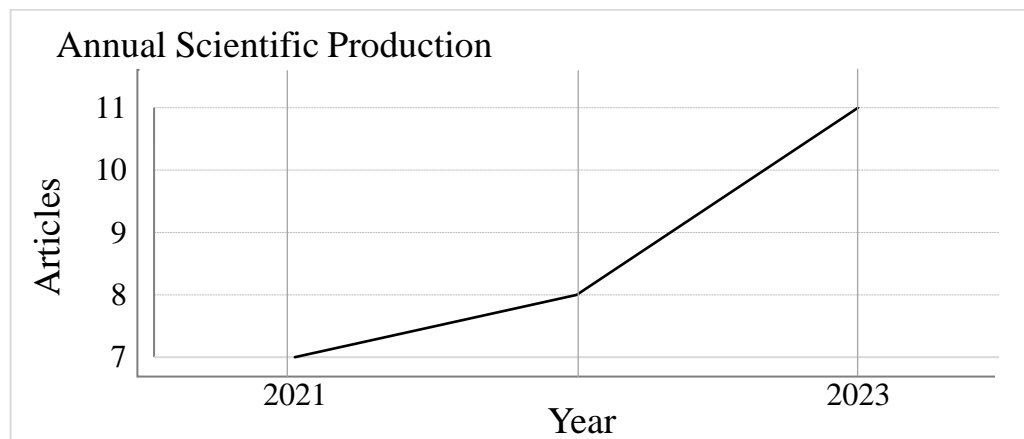


*Source: -* Created by Authors' through Biblioshiny

**Figure 1: - Number of Articles in the Given Year**

Table 3 and Figure1 show the annual publication of articles in the field of RT/CT (Revenge Tourism / Compensatory Tourism) has been increasing; however, post-pandemic (2021-2023), the no. of documents increased to 26, and 8.462 percent growth in the scientific research published is observable from 2021 to 2023. Figure 1 points to the increase in interest of the research community in the field of RT/CT from 2021-2023. The drastic increase in the research work since 2021, can be attributed to the lockdowns, and the restrictions imposed on travel during the pandemic, and the removal of travel restrictions post-pandemic.

Table 4 displays the average citations of the papers per year. The outcome points to the annual impact the publications have on the profession. Table 4 shows a rapid increase in research in RT/CT from 2021 onwards, when, post-Covid-19, there was a surge in tourism. In 2021, when the publication in this area was 7 articles, it garnered an average citation of 6.57, implying that the 7 papers had a significant impact on research in Revenge Tourism. By October 2023, although the publication of research work in this field has increased to a significant number of 11 papers, However, post 2021, the average citations seemed to be falling, and by October 2023, the average citations had come down to 1.27, which can be attributed to the acceptance of the new normal. The authors are of the opinion that since the publications are recent, the citations for the same will increase in years to come.

**Table 4: - Average Citations per Year**

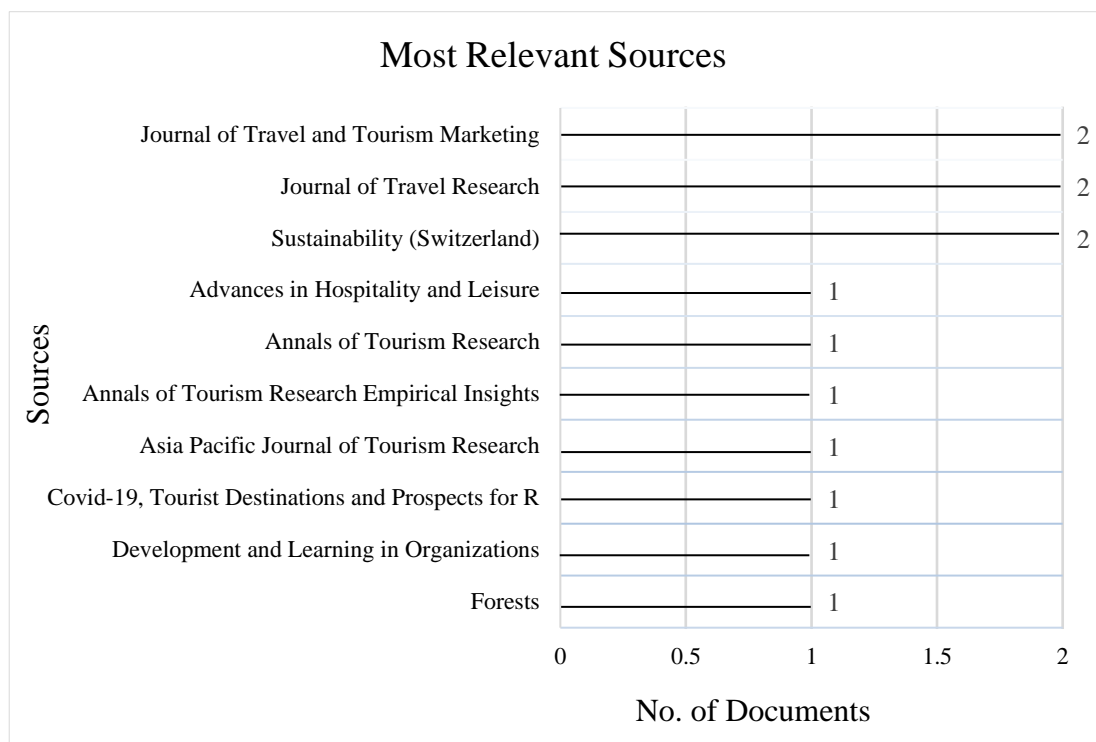| Year | Citations |
|---|---|
| 2021 | 6.57 |
| 2022 | 4.25 |
| 2023 (October, 2023) | 1.27 |

*Source: -* Authors' Compilation

Table 5 and Figure 2 show the 10 most relevant sources in the analysis on this topic. These sources will help the researchers who desire to study the field keep their focus on submissions to these publications. The analysis shows that the most relevant sources (since 2021) in this subject area are The Journal of Travel and Tourism Marketing, The Journal of Travel Research, and Sustainability (Switzerland).

**Table 5: - 10 Most Relevant Sources**

| Source | Articles |
|---|---|
| Journal of Travel and Tourism Marketing | 2 |
| Journal of Travel Research | 2 |
| Sustainability (Switzerland) | 2 |
| Advances in Hospitality and Leisure | 1 |
| Annals of Tourism Research | 1 |
| Annals of Tourism Research Empirical Insights | 1 |
| Asia Pacific Journal of Tourism Research | 1 |
| Covid-19, Tourist Destinations and Prospects for Recovery: Volume One: A Global Perspective | 1 |
| Development and Learning in Organizations | 1 |
| Forests | 1 |

*Source: -* Authors' Compilation

*Source: -* Created by Authors' through Biblioshiny

**Figure 2:- 10 Most Relevant Sources**

Table 6 briefly summarises the work of the most influential authors during 2021-2023, on the basis of the total citations. Wassler and Fan's work,"A Tale of Four Futures: Tourism Academia, and Covid-19" has the highest citation of 50. The paper claims the "future of tourism, academia is likely related to recovery or adapting". The paper "Compensatory Travel Post Covid-19: Cognitive and Emotional Effects of Risk Perception" (Kim et al.,), with 48 citations, recognises the factors that maintain, boost, or diminish the potential demands of international travel." The work by Wang & Xia, "Revenge travel: nostalgia and desire for leisure travel post-Covid-19," with 36 citations, follows closely. The study identifies that the impact of nostalgia on a person's desire to travel is strong when used in marketing communications. The paper "Sustainable or a Butterfly Effect in Global Tourism? Nexus of Pandemic Fatigue, Covid-19-Branded Destination Safety, Travel Stimulus Incentives, and Post-Pandemic Revenge Travel" has 23 citations. The authors (Zaman et al.,) acknowledge that the emergence of revenge travel as a popular travel behaviour indicates that tourism is rapidly returning to a global scale, though with the increased temptation to spend more and stay longer.

## Table 6:- Global Citations with Authors and Document Title

| S. No. | Document Title, Author & Publication Year | Summary | Public Action Source | Total Citations | Total Citations/ Year |
|---|---|---|---|---|---|
| 1 | "A tale of four futures: Tourism, Academia, and Covid-19" Philipp Wassler, Daisy X.F. Fan, 2021 | The study proposes "Four scenarios forward for tourism academia in light of the pandemic. The scenarios proposed are related to new sustainability, revenge tourism, bridging the gap, and decline". (Wassler et al., 2021) | Tourism Management Perspective | 50 | 16.67 |
| 2 | "Compensatory Travel Post-Covid-19: Cognitive and Emotional Effects of Risk Perception" Ellen Eun Kyoo Kim, Kwanglim Seo X,and Youngjoon Choi, 2022 | The study "attempts to understand the factors that maintain, boost, or diminish the potential demands of international travel in the post-pandemic period". (Kim et al., 2022) | Journal of Travel Research | 48 | 24 |
| 3 | "Revenge travel: nostalgia and desire for leisure travel post- Covid-19" Joyce (Feng) Wang & Lan Xia, 2021. | The paper demonstrates that nostalgia helps consumers cope with pandemic distress and cultivates the desire for leisure travel. (Wang and Xia, 2021) | Journal of Travel &Tourism Marketing | 36 | 12 |
| 4 | "Sustainable or a Butterfly Effect in Global Tourism? Nexus of Pandemic Fatigue, Covid-19-Branded Destination Safety, Travel Stimulus Incentives, and Post-Pandemic Revenge Travel" Zaman U, Raza SH, Abbasi S, Aktan M, Farías P, 2021. | The study highlights that Covid-19, branded destinations, safety, and travel stimulus incentives can significantly increase the impact of pandemic fatigue on revenge travel. (Zaman et al, 2021) | Sustainability | 23 | 7.67 |

| S. No. | Document Title, Author & Publication Year | Summary | Public Action Source | Total Citations | Total Citations/ Year |
|---|---|---|---|---|---|
| 5 | "Covid-19's impact on tourism: will compensatory travel intention appear? Yingying Zhang, Man Lingyi, Liu Peixue, Youhai Lu & Jie Zhang | The study uses "social media data to quantify the change in Chinese consumers' attitudes toward traveling during the pandemic." (Zhang et al., 2021) | Asia Pacific Journal of Tourism Research | 21 | 7 |
| 6 | "Compensatory travel in the post Covid-19 pandemic era: How does boredom stimulate intentions?" Yanbo Yao, Xinxin Zhao, Lianping Ren, Guangmei Jia, 2023. | The study explores "the psychological mechanism and boundary conditions behind the influence of boredom on compensatory travel intentions" (Yao et al., 2023) | Journal of Hospitality and Tourism Management | 10 | 10 |
| 7 | "Revenge and catch-up travel or degrowth? Debating tourism Post Covid-19" Ralf Vogler, 2022 | The note explains that "current tourism developments such as preferring domestic vacations or focusing on same-day tourism activities are not necessarily a sign of sustainability-conscious behaviour. They may be just a prelude to a sparkling set of travel activities by going abroad and, yes, also a potential ignorance of sustainability aspects". (Ralf Vogler, 2022) | Annals of Tourism Research | 9 | 4.5 |

| S. No. | Document Title, Author & Publication Year | Summary | Public Action Source | Total Citations | Total Citations/ Year |
|---|---|---|---|---|---|
| 8 | "The two-way perspective of tourism under-graduates towards (post) viral world: The future of tourism, and vocational development and career" Faruk Seyitoğlu , Ozan Atsız , Fazıl Kaya , Sedat Taş, 2022 | The paper explores "the undergraduate students' perspectives on future tourism, and vocational development, and career in the post-viral epoch". (Seyitoğlu et al.,2022) | Journal of Hospitality, Leisure, Sport and Tourism Education | 6 | 3 |
| 9 | "Long-Distance Travel and the Urban Environment: Results from a Qualitative Study in Reykjavik" Raudsepp, J., Árnadóttir, Á., Czepkiewicz, M., &Heinonen, J. (2021) | The paper studies the compensatory travel behaviour of urbanites in Reykjavik-Iceland | URBAN PLANNING | 4 | 1.33 |

*Source: -* Authors' Compilation

**5.2 Research Objective-2** Contributing authors, with their affiliations and collaborations.

Table 7 and Figure 3 show the 10 most influential authors in the field of Tourism and their work on RT/CT. Zhang Y has authored 2 articles, between 2021-2023, **"Covid-19's Impact on Tourism: Will Compensatory Travel Intention Appear?"** published in "Pacific Journal of Tourism" and **"Assessing the Compensatory Potentiality of Hot Spring Tourism in the Covid-19 Post-pandemic Environment"** published in "Sustainability" (Switzerland). Analysis shows that other authors have equally contributed to research in the field of RT/CT. Table 7 shows the work of these authors.

**Table 7:- Most Influential Authors**

| S. No. | Authors | Articles |
|---|---|---|
| 1 | Zhang y | 2 |
| 2 | Abbasi s | 1 |
| 3 | Agrawal c | 1 |

| S. No. | Authors | Articles |
|---:|---|---:|
| 4 | Aktan m | 1 |
| 5 | Árnadóttir á | 1 |
| 6 | Atsiz o | 1 |
| 7 | Baral sk | 1 |
| 8 | Chan c-h | 1 |
| 9 | Chen y-c | 1 |
| 10 | Chin wcb | 1 |

*Source: -* Authors' Compilation
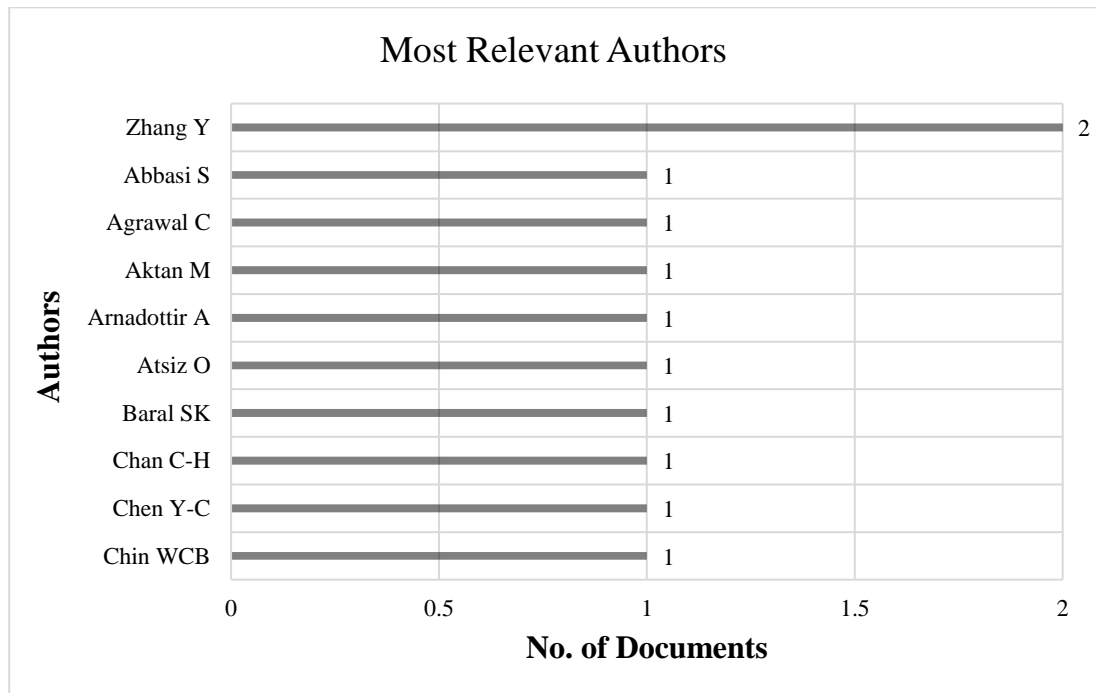


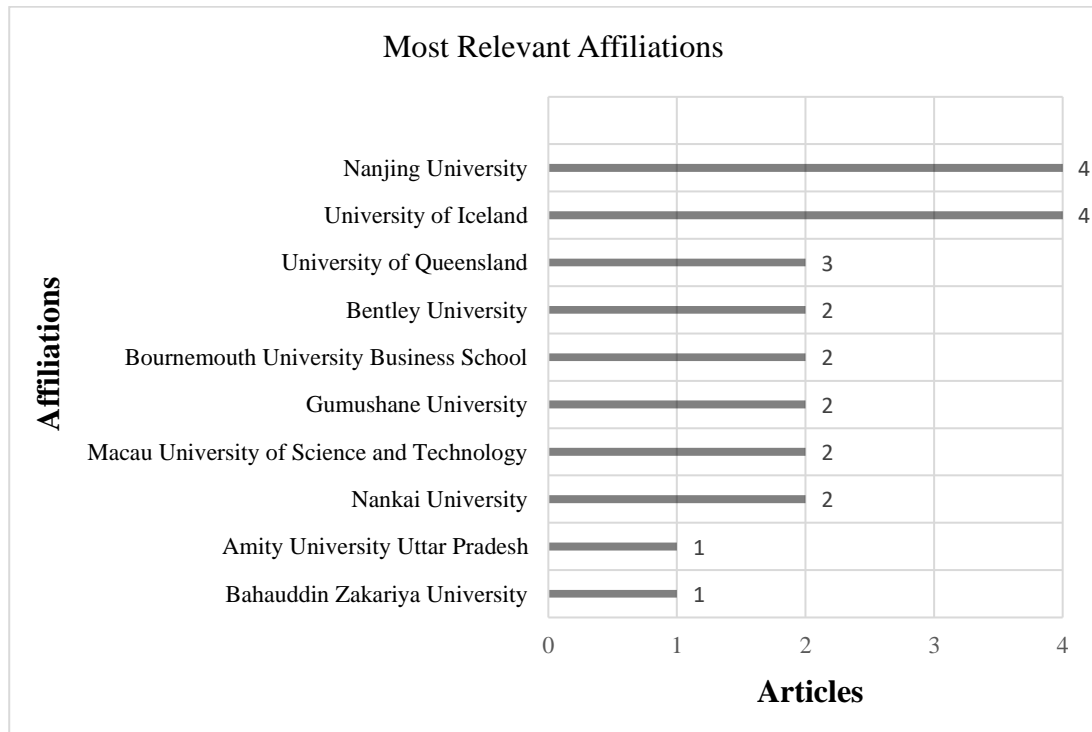*Source: -* Created by Authors' through Biblioshiny

**Figure 3:- Most Influential Authors**

Table 7 depicts the contribution of the top 10 institutes in research in RT/CT. Nanjing University, China, and the University of Iceland top the list with 4 articles each, followed by the University of Queensland, Australia, with 3 articles. Author-defined article keywords are sufficient and are typically associated with this type of published material.

## Table 7:- Most Relevant Affiliations

| S. No. | Affiliations | Articles |
|---|---|---|
| 1 | Nanjing University | 4 |
| 2 | University of Iceland | 4 |
| 3 | University of Queensland | 3 |
| 4 | Bentley University | 2 |
| 5 | Bournemouth University Business School | 2 |
| 6 | Gümüşhane University | 2 |
| 7 | Macau University of Science and Technology | 2 |
| 8 | Nankai University | 2 |
| 9 | Amity University Uttar Pradesh | 1 |
| 10 | Bahauddin Zakariya University | 1 |

*Source: -* Authors' Compilation



*Source: -* Created by Authors' through Biblioshiny

## Figure 4:- 10 Most Significant Affiliations

**5.3 Research Objective 3:** - Thematic Analysis to bring out the themes in Revenge tourism.

Keywords, an important textual element, can provide a concise overview of the important content and key points of a body of articles (Huajiao Li et al., 2016). Scrutinizing the keywords of the published work helps in understanding the significantly researched topics and future trends in the subject area. This paper studies the keywords to map the current, and future research trends in RT/CT. Figure 5 studies the commonly used 187 keywords in 26 documents on RT/CT. The time span chosen for the study is 2021-2023. The word-cloud in figure 5 displays the most frequently used keywords in papers in the 3 years since the pandemic. During this period, interest in travel behaviour, Covid-19, tourism, and outdoor recreation continues to grow and be researched. For a better understanding, the Keyword Co-occurrence Network (KCN) was conducted using the software Vos-viewer (Figure 6).
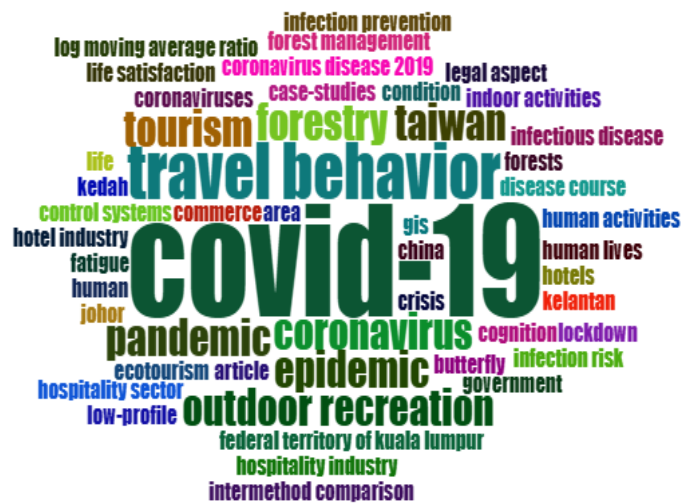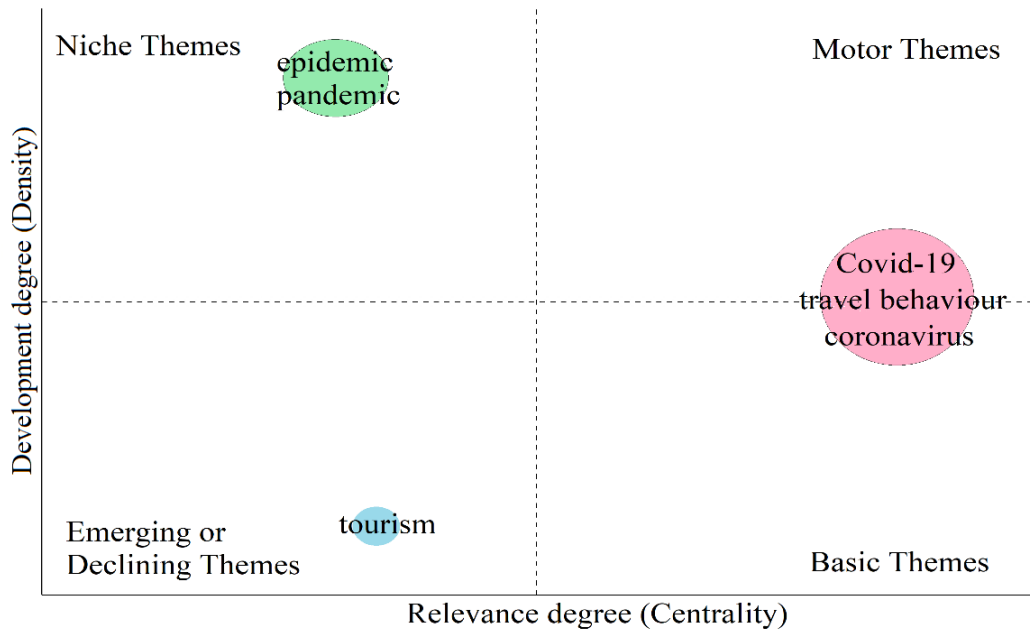


*Source: -* Created by Authors' through Biblioshiny

**Figure 5:- Word-cloud**

Figure 6 KCN analyses the co-occurrence of all keywords. 12 out of 187 keywords meet the threshold of at least 2 occurrences, producing 3 clusters and 37 links with a total link strength of 50. The top 4 repetitions in the 26 documents published between 2021 and 2023 were Covid-19 (N=12), Revenge Travel (N=5), Travel behaviour (N=3), and Pandemic (N=3).
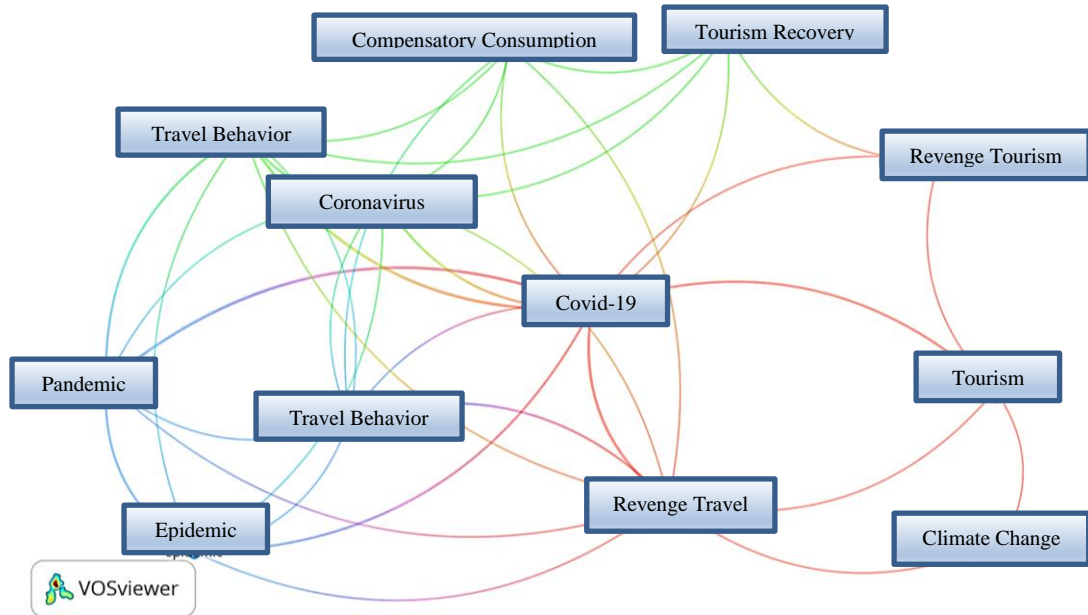
*Source: -* Created by Authors' through Biblioshiny

## Figure 6:- Keywords Co-occurrence Network (KCN)



*Source: -* Created by Authors through Biblioshiny

## Figure 7:- Thematic Map

The thematic map of RT/CT aims to provide an insight into the present research in the field of RT/CT and the emerging research therein. The thematic analysis uses the author's keywords and their relationships to discuss the evolution of other themes. These themes are distinguished by specific characteristics (density and, centrality). Density is depicted on the vertical axis, while the horizontal axis depicts centrality. The degree of correlation between different topics is measured by centrality and density measures the cohesiveness among the nodes (Esfahani et al., 2019). These two characteristics measure the development and significance of topics. Figure 7 shows the thematic map of the RT/CT field; the upper right quadrant represents motor or driving themes (Q-1), the lower right quadrant (Q4) is basic or underlying themes, the upper left quadrant (Q2) represents very niche or specialized themes, and the lower left quadrant (Q3) denotes emerging or disappearing themes. Motor themes indicate that themes are sophisticated and important to the topic of research. "Covid-19" in Q-1 is a well-researched theme and hence capable of structuring. Interestingly, the theme "travel behaviour" sandwiched between Q-1 and Q-4 is a well-developed theme and remains the leading theme in the field. Themes such as "coronavirus", seen in Q4, are the basic and important themes for the field's development. The themes "epidemic" and "pandemic" in Q2 have developed internal bonds but are still of marginal contribution to the development of the field of RT/CT. Theme "tourism" in Q-3 represents an emerging or declining theme, i.e., it holds potential for future research.

## 6. Conclusion

The term "Revenge Tourism" has not been the subject of research for long. Its usage and impact have been more conspicuous since the pandemic started receding. No study has yet provided a summary of the findings from earlier studies for use by practitioners and decision-makers. This paper makes an effort to do that by concentrating on all of the studies conducted on Revenge Tourism as they may benefit the tourism industry and help customers understand its impact. This paper attempts to focus on the studies undertaken on revenge tourism across all the domains. Using bibliometric analysis, this study has attempted to thoroughly evaluate scientific publications in the area of revenge tourism over the last 3 years. The study investigated the themes of revenge tourism in the literature, acknowledged by scholars whose work is cited the most, analysed the geographical and local citations of the work done by the scholars, and presented the thematic research analysis in this field since the area is yet to be fully researched and explored. The Scopus database yielded 26 documents altogether for this investigation. The first publication on revenge tourism was published in

the year 1969, when Bruch talked about the "Compensatory Concept", which started discussing revenge tourism. The growth in publications on this theme was not very visible in the subsequent years and then its publications picked up after 2020, post-Covid-19. This investigation also points to the journals that are encouraging to the scholars in the field since they have the most publications on revenge tourism, namely The Journal of Travel and Tourism Marketing, Journal of Travel Research and Sustainability (Switzerland), which leads the list in terms of the institutes that produce the maximum number of publications. All this information comes in handy for the researcher looking to collaborate with other interested researchers and to consider the funding potential of the institutions. Our findings show that India (N = 15) is the country contributing the most research papers on revenge tourism.

## 7. Limitations

The study had certain restrictions. Because only the Scopus database was used in the study, the authors make no claim that the list is all-inclusive. All other databases have not been incorporated into this research since Scopus is deemed to provide comprehensive coverage of reliable papers and is thus viewed as sufficient. However, gathering information from more databases like Web of Science, Pubmed, etc. will surely make the analysis richer.

## 8. Scope of Further Research

**8.1** All the vital databases, like Pubmed, and Web of Science, should be included in future research so that an exhaustive analysis of the work on revenge tourism can be done.

**8.2** Further analysis of the concept of revenge tourism and see how it shapes in times to come after Covid-19.

**8.3** Further research into the overview of the Covid-19 pandemic, and its psychological implications which followed by the concept of revenge tourism. The research gap in the explanation of the theories and their possible connection with compensatory/revenge travel.

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