Literature Review

Scientific production on tourism experience in Scopus: a bibliometric study

Producción científica sobre experiencia turística en Scopus: un estudio bibliométrico

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ABSTRACT

Tourism experience has become a central element in the tourism industry. The bibliometric study aimed to map the scientific production of tourism experience in scientific articles available in Scopus, identifying the main trends, emerging research areas, and knowledge gaps. A search was conducted using the descriptor "tourism experience" in the title, abstract, and keywords of scientific articles. The results were processed in Biblioshiny to analyze the most relevant journals, authors with the highest impact, etc. The research was complemented by content analysis of the selected articles to identify the main lines of research. The global leadership of China in generating studies on tourism experience was revealed, while the United States stands out for the quality and impact of its research. There is a trend toward studying memorable tourism experiences concerning constructs such as perceived image, satisfaction, and loyalty. Tourism experience research has developed from different perspectives, including the co-creation of experiences, the impact of technology, and the importance of authenticity. The field of tourism experience is well established, with a growing scientific output; however, there are emerging research areas.

Keywords: *bibliometric indicators, tourism experience, scientific literature, Scopus, Biblioshiny*

RESUMEN

La experiencia turística se ha convertido en un elemento central en la industria turística. El estudio bibliométrico tuvo como objetivo mapear la producción científica sobre experiencia turística en artículos científicos disponibles en Scopus, identificando las principales tendencias, áreas de investigación emergentes y brechas de conocimiento. Se realizó una búsqueda utilizando los descriptores "tourism experience" en el título, resumen y palabras clave de artículos científicos. Los resultados fueron procesados en Biblioshiny para analizar las revistas más relevantes, los autores con mayor impacto etc. Se complementó la investigación con análisis de contenido de los artículos seleccionados para identificar las principales líneas de investigación. Se reveló un liderazgo global de China en la generación de estudios sobre experiencia turística, mientras Estados Unidos destaca por la calidas e impacto de sus investigaciones. Existe una tendencia hacia el estudio de la experiencia turística memorable en relación con constructos como la imagen percibida, la satisfacción y la lealtad. La investigación sobre experiencia turística se ha desarrollado desde diferentes perspectivas, incluyendo la co-creación de experiencias, el impacto de la tecnología y la importancia de la autenticidad. El campo de la experiencia turística está bien establecido, con una creciente producción científica; sin embargo, existen áreas de investigación emergentes.

Palabras clave: indicadores bibliométricos, experiencia turística, literatura científica, Scopus, Biblioshyni

INTRODUCTION

Travellers today have increasingly high expectations, seek authentic and transformative travel experiences and relish the opportunity to create them themselves (Golja & Paulišić, 2021; Stavrianea & Kamenidou, 2022). Hence, in today's tourism market, creating meaningful experiences for tourists has been identified as a key factor (Hernández et al., 2019; Matovelle & Baez, 2018). Offering eye-opening tourism experiences has a positive mental and physical impact on tourists, contributing to their subjective well-being (Rasoolimanesh et al., 2022; Teoh et al., 2021).

A large number of authors such as Azis et al. (2020) Rasoolimanesh et al. (2022), Seyfi et al. (2020), Sthapit et al. (2024), Skavronskaya et al. (2020) and Wei et al. (2019) have addressed that these experiences play an essential role in enhancing tourism value as well as future tourist behavior, such as word of mouth, repeat visit intention and strengthening loyalty. Consequently, tourism organizations recognize the importance of providing positive experiences as a key factor for competitiveness and sustainability in the sector (Sthapit et al., 2020; Tung & Ritchie, 2011). It is therefore increasingly understood that providing experiences to tourists is not only a tool for differentiation and attracting more visitors (Azis et al., 2020; Seyfi et al., 2020), but also a crucial element for the success of tourism products (Skavronskaya et al., 2020) and marketing decision-making (Matovelle & Baez, 2018).

Although the tourist experience has been studied since the 1970s (Bolzán & Mendes-Filho, 2022; Montoya et al., 2024), in recent years there has been a notable increase in the number of research studies in this field (Sthapit et al., 2023). This is because changes in tourist preferences have been significant, due to the existence of factors that were not so present in previous times (Bolzán & Mendes-Filho, 2022; Montoya et al., 2024). In the current context, the tourism experience is presented as a relevant construct that has captured the attention of numerous researches (Stavrianea & Kamenidou, 2022), as it is not only fundamental in itself, but also raises crucial aspects for tourism research and constitutes the main product of travel (Bolzán & Mendes-Filho, 2022).

From the above arises the need to carry out bibliometric studies that are responsible for analyzing and evaluating the scientific production on this topic and thus be able to identify trends, areas of interest, and possible gaps in the current literature. During a previous analysis, research by Bolzán & Mendes-Filho (2022), Teoh et al., (2021) and Montoya et al. (2024) were identified as background studies. The contributions of these authors constitute literature reviews on tourism experience, however, they do not focus on a quantitative analysis of the existing scientific production.

The time frame of the cited studies is limited to 2021, the selection of keywords was restricted by Teoh et al. (2021) and Montoya et al. (2024) to tourism experience design and transformative tourism experiences respectively. Bolzán & Mendes-Filho (2022) declare tourism experience as a keyword in a general sense, as addressed in the present research. However, they review international scientific literature in journals that publish articles in the area of tourism and do not declare a specific database. Following this same line, Montoya et al. (2024) use Proquest, Scopus, ResearchGate, Redalyc Scielo, and Academia as sources, while Teoh et al. (2021) declare Google Scholar.

The novelty of the research is that the time frame is extended from the first article on tourism experience in Scopus to January 2024. A number of indicators were analysed to understand the evolution of research in this field, including the most cited papers, productivity by country, the most influential institutions and authors, and research gaps and trends.

The aim of this research is to map the scientific production on tourism experience in scientific articles available in the Scopus database and to identify gaps, trends and future lines of research.

Literature review

The tourism experience is a multifaceted concept that varies according to the different theoretical perspectives that address it (Bolzán & Mendes-Filho, 2022), which makes it difficult to define (Stavrianea & Kamenidou, 2022). Some research focuses on the experience as a value offered within the experience economy paradigm, while others focus on the experiences that are part of the tourism travel cycle as a ritual. Other radical perspectives suggest that the tourism experience dissolves into everyday practices without distinguishing between tourism and non-tourism (Bolzán & Mendes-Filho, 2022).

Tung & Ritchie (2011) define tourism experience as an individual's subjective evaluation and experience (i.e., affective, cognitive, and behavioral) of events related to their tourism activities that begins before (i.e., planning and preparation), during (i.e., at the destination) and after the trip (i.e. recall). These authors consider the entire tourism process, from the anticipation and expectation before the trip, through the experience itself during the stay at the destination, to the reflection and memory that lingers after the return. This approach addresses the different emotional, cognitive, and behavioral aspects that influence the appreciation of the tourism experience.

Golja & Paulišić (2021) also argue that the tourism experience is subjective reactions and feelings associated with tourism activities, being psychological phenomena based on and originating from the individual tourist. In this way they further emphasise that the customer's experience of tourism is intrinsically linked to their personal reactions and feelings, highlighting the subjectivity and individuality of each experience. This implies that each person may perceive and experience the same tourism activity differently, depending on their emotions, expectations and previous experiences.

Bolzán & Mendes-Filho (2022) and Steinmetz et al. (2021), in relation to the definition of Tung & Ritchie (2011), argue that the tourist experience is not an isolated event but a series of interconnected moments from trip planning to return home that managers must take into account to design valuable tourism offerings. In contrast to other definitions more focused on the tourist perspective, this approach looks at the management and strategic planning point of view.

More generally, the tourism experience encompasses the acquisition of various elements such as knowledge, emotions, images, meanings, sensations, and desires throughout the tourist's travel process. It is a dynamic and complex phenomenon that can have both positive and negative aspects, which are influenced by the environment in which it takes place (Bolzán & Mendes-Filho, 2022).

In order to understand the complexity of the tourism experience and its evolution in the current context, this bibliometric study focuses on analysing the scientific production on the subject. Starting from the definition and key dimensions of the tourism experience set out in the theoretical references section, the research aims to map the relevant scientific literature, identifying the main trends, research areas, and most influential authors in the field.

METHODOLOGY

Approach

The research is a mixed study that is mainly aligned with an exploratory and descriptive approach to comprehensively understand the topic. It seeks to identify trends, patterns and relationships in the scientific production on the tourism experience and to guide future research. Furthermore, it summarises and presents the current state of knowledge in this specific area. To carry out the study, a bibliometric search and processing of scientific information was carried out and articles were selected for content analysis, followed by content analysis of the selected scientific articles.

Study population

The study was based on a review of the existing literature on tourism experience in Scopus, one of the most comprehensive bibliographic databases in scientific research worldwide. The search focused on titles, abstracts and keywords of the available scientific articles, using "tourism experience" as the thematic descriptor. The period under study covered the period from 1982, the year of publication of the first article on the subject, to January 2024.

For the selection of the articles to be analyzed, the following inclusion and exclusion criteria were taken into account: scientific articles and systematic reviews published in indexed scientific journals; bibliographic sources published in the last 7 years; relevance of the research topics; sources that address the specific research topic; articles that carry out critical analyses, theoretical and statistical studies.

Analysis processing

For the processing and analysis of the information, the Biblioshiny application of the Bibliometrix package of RStudio Cloud (Aria & Cuccurullo, 2017) was used, which allowed the study of certain bibliometric indicators. Annual productivity was calculated to understand the evolution of research on tourism experience over time. The calculation of productivity and citations by country allows us to assess the scientific contribution and impact of research in different regions of the world. The most significant affiliations were

also highlighted in order to identify the institutions with the greatest impact in the field of research.

The most relevant sources were identified and analyzed in depth by calculating the h-index to identify the most locally relevant sources and, thus, the most influential journals and publishers in tourism experience research. To understand the influence and relevance of research in different contexts, the most cited papers globally and locally were highlighted. In addition, the output of the different authors over time was calculated, and those with the highest impact locally were identified according to the h-index to assess the contribution and influence of the different authors in this field of study.

Identifying the most cited articles locally in the field of tourism experience led to an exhaustive review of these documents, to which we had access in their entirety. This analysis made it possible to identify the thematic lines of research on tourism experience, explore the different theoretical and methodological perspectives used, and understand the current state of knowledge in this field.
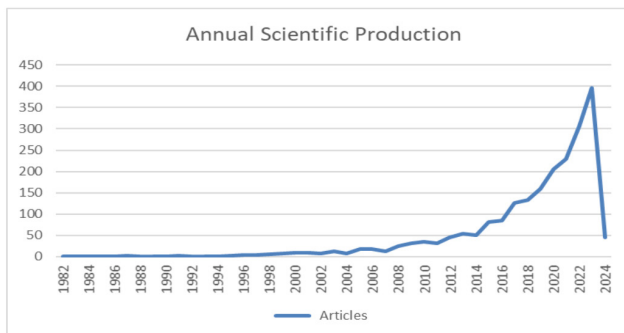
RESULTS AND DISCUSSION

Analysis of scientific production
Annual productivity

The first article related to the subject in the Scopus database dates back to 1982. In the period analysed (1982-2024), 2 169 publications on the subject were recorded (see Figure 1).

Figure1. Growth of annual scientific production

Source: Own elaboration based on Scopus

Research on the tourism experience has grown steadily in recent years, reflecting academic interest in this field. Scientific output has been increasing since 2004, culminating in a peak of publications in 2023. This boom further

deepens the study of the tourism experience, recognising its importance in both academic and professional circles. Productivity and citations by country

Table 1 shows the 5 countries with the highest number of publications. China is identified as the country with the highest productivity, with 1017 publications, coinciding with the number one position in the list of most relevant affiliations, corresponding to The Hong Kong Polytechnic University, with 73 publications (see Table 2). This suggests this region's leadership in scientific research on tourism experience worldwide.

Table 1. Article productivity by country

Country	Number of articles
China	1017
USA	616
Australia	557
UK	381
Portugal	363

Source: Own elaboration based on Scopus

Table 2. Most relevant affiliations

Affiliations	Number of articles
The Hong Kong Polytechnic University	73
Griffith University	67
Nanjing University	56
University of Aveiro	46
Sun Yat-Sen University	43

Source: Own elaboration based on Biblioshiny.

The country with the highest number of citations is the United States with 8385 (see table 3), which represents the high impact and relevance of the tourism research produced in this country in the context of the research.

Table 3. Most cited countries

Countries	Number of Citations
USA	8385
Australia	8038
China	8022
UK	6435
Portugal	2788

Source: Own elaboration based on Biblioshiny.

Seven countries coincide among the top ten countries in the tables, both in terms of productivity and citations: the United States, Australia, the United Kingdom, Portugal,

Spain, and Italy. Therefore, the documents produced in these countries are not only abundant in quantity but also highly relevant in this field.

Most relevant sources

Table 4 shows an analysis of the 5 most relevant sources focused on publishing articles on tourism experiences. The most prominent journal in this field is Sustainability (Switzerland), with 101 articles published, consolidating itself as a reference source in this field. Other relevant sources in this field are Annals of Tourism Research, Current Issues in Tourism, Tourism Management, and Journal of Travel Research, with 89, 85, 79, and 64 publications, respectively.

Table 4. Most relevant sources

Journal	Number of publications
Sustainability (Switzerland)	101
Annals Of Tourism Research	89
Current Issues In Tourism	85
Tourism Management	79
Journal Of Travel Research	64

Source: Own elaboration based on Scopus

After examining the most relevant sources at the global level, an analysis was made of those most relevant at the local level, using the h-index. The h-index is a metric proposed by Jorge Hirsch in 2005 that reflects both the productivity and the impact of a researcher's citations, making it possible to compare the influence of authors within the same academic community (Rojas & Samudio, 2022). In this context, Annals of Tourism Research stands out as the most significant source, with an h-index of 51, which shows its importance in the local field of tourism research.

Most cited papers

Global citation was investigated to find out which research in the field of tourism experience has had a significant impact on the academic community worldwide. The analysis resulted in the identification of the 5 most cited papers globally from the dataset studied (see table 5).

The paper with the most global citations in the period from 1892 to January 2024 is the article published by Wang (1999) with a total of 2192 global citations. The article provides a conceptual clarification of the meanings of authenticity in tourism experiences, discussing three approaches: objectivism, constructivism and postmoder-

nism. The author suggests that existential authenticity is an alternative source in tourism, regardless of whether the objects visited are authentic, this concept is classified into two different dimensions: intrapersonal and interpersonal.

Table 5. Most cited documents globally

Documents	Author	Total citations
Rethinking authenticity in tourism experience	Wang (1999)	2192
Exploring the essence of memorable tourism experiences	Tung & Ritchie (2011)	916
Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel behaviour	Gallarza & Saura (2006)	909
Development of a scale to measure memorable tourism experiences	Kim et al. (2012)	833
Food, place and authenticity: Local food and the sustainable tourism experience	Sims (2009)	809

Source: Own elaboration based on Scopus

Table 6 shows the 5 most cited papers locally in the tourism experience environment, in order to find out which research is particularly relevant in this context.

Table 6. Most cited documents locally

Documents	Author	Total citations
Exploring the essence of memorable tourism experiences	Tung & Ritchie (2011)	197
Rethinking authenticity in tourism experience	Wang (1999)	138
A model of perceived image, memorable tourism experiences and revisit intention	Zhang et al. (2018)	95
Development of a scale to measure memorable tourism experiences	Kim et al. (2012)	94
Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty	Chen & Rahman (2018)	86

Source: Own elaboration based on Scopus

Leading the list of local citations is the work of Tung & Ritchie (2011) from the University of Calgary, Canada, with 197 local and 916 global citations, published in 2011. The article discusses the consequences of experiences, such as improvements in social relationships, intellectual development, self-discovery and overcoming challenges and their contribution to making them memorable. In addition, the authors refer to memorable experiences and their influence on future travel decisions and overall satisfaction with the tourism sector.

Prolific academics in the field of tourism experience

Analysis of the research data identified the most prolific authors in the field of tourism experience. Wang Y stands out as the most prolific author, especially since 2020. Li Y, one of the first authors to publish on the topic, has resumed his research in recent years with highly cited publications.

On the other hand, the authors with the greatest impact were analyzed using the h-index, to find out which research has had a significant influence on the academic community of the tourism experience. As a result, a figure was drawn up with the five authors with the greatest impact in the field of research in the period analyzed (see Table 7).

Table 7. Authors with the greatest impact locally according to the h-index

Authors	Impact measure: h
Lehto X	12
Wang Y	11
Kastenholz E	10
Kim J-H	10
Scott N	10

Source: Own elaboration based on Biblioshiny.

The leading author is Letho X, with an h-index of 12, which means that this author has at least 12 publications that have been cited at least 12 times. This result suggests that future studies of the tourism experience should take this author's work into account.

Lines of research addressed in the scientific production on tourism experience in Scopus

Memorable tourism experiences, main line of research

Creating positive memorable experiences has become the new focus of the tourism industry, as quality and satisfaction are no longer enough for today's customers (Kim et al., 2012). Several studies, such as Tung & Ritchie (2011), delve into the dimensions of memorable experience, identifying four key aspects: affect, expectation, consequentiality and recall. Positive affect increases happiness and psychological growth, which drives the customer's exploratory behaviour and creates learning opportunities. Expectations are met with surprise, generating pleasure in exceeding expectations. Consequentiality refers to responses to the journey, including social interaction, intellectual development and self-discovery. Finally, recall focuses on the intention to revisit the place and share the experience with others.

Kim et al. (2012), in addition to establishing the dimensions that make up a memorable experience, managed to use them to develop a scale for measuring memorable experiences. They obtained 7 dimensions (hedonism, refreshment, local culture, meaning, knowledge, participation and novelty) and 24 indicators that show high reliability and validity values. The study shows that the 7 dimensions identified affect a person's memory of memorable tourism experiences. It also shows that customers tend to remember positive experiences more easily than negative ones, substantiating the implications of knowledge of unforgettable experiences for tourism management today.

The study by Chandralal et al. (2015) obtained results congruent with those of Kim et al. (2012), with the particularity that the latter determined the dimensions based on the analysis of travel blog narratives on the Internet. In addition, he found another set of dimensions highlighting shared experiences, stating that experiences shared with close fellow travellers and other travelers tend to become good memories for tourists. Wei et al. (2019) also proved from a psychological point of view that the dimensions of memorable experiences are those raised by Kim et al. (2012). Furthermore, he posited the moderating effect of age, indicating that age had a negative effect on novelty, involvement, and recall. For as people get older, they may not be as sensitive to something new as they used to be.

On the other hand, Sthapit & Coudounaris (2018) follow this same line of research and demonstrate how the seven dimensions of memorable experiences proposed by Kim et al. (2012) influence tourists' subjective well-being. The study highlights that hedonism and meaning are dominant factors that positively influence subjective well-being, while

the rest of the dimensions have a negative influence. It is important to note that this research focuses on a specific tourist destination in Finland, so in other destinations the result may vary. Furthermore, it proved that variables such as gender, age and nationality have a significant effect on the link between the dimensions of memorable experiences and customer subjective well-being.

Knobloch et al. (2017) in contrast to the study by Sthapit & Coudounaris (2018) investigate experiences as a result of emotions and personal meanings linked to customer well-being and quality of life. This research does not argue that memorable experiences can be described or created from a limited set of factors. Instead, it proposes that the elements that contribute to a memorable experience are context-specific and depend on the individual tourist. Furthermore, he argues that while the tourism industry is largely concerned with hedonism, customers want more from their experiences than just hedonic enjoyment. This is why he proposes to focus less on the cognitive and hedonic aspects and more on the emotional and personal meaning of the experience, ensuring that this understanding of tourism consumption positively influences an individual's well-being and quality of life.

Zhang et al. (2018) propose a model that relates perceived image, memorable experiences and revisit intention. They show that perceived image positively influences memorable experiences, which in turn directly impact on repeat visit intention, although they can also generate positive recommendations. Memorable experiences act as a mediator between perceived image and revisit intention, reflecting the existing harmony with the human psychological process: cognition (perceived image and some experiences), affect (other experiences), and intention (behaviour).

Sthapit and Coudounaris (2018) explore the relationship between memorable experiences and customer behavioural intention. Based on the dimensions of Kim et al. (2012), they identify that only hedonism, local culture, involvement, and knowledge positively impact behavioural intentions. They suggest modifying the measurement scale to include emotional aspects to better predict behavioral intentions. Ballantyne et al. (2011) study participants' experiences in wilderness activities and explore how these experiences may lead to long-term changes in conservation behaviour.

On the other hand (Servidio & Ruffolo, 2016) investigated the relationship between memorable experiences and emotional behaviour during the four categories of travel planning. Through customer narratives, it was found that only five of the six core emotions (disgust, happiness, fear, anger, surprise and sadness) support the recall of memorable tourism experiences. Anger does not have a significant effect, as any tourism event should encourage and lead to relaxation and offer social and cultural experiences.

Chen & Rahman (2018) studied the relationship between visitor engagement, cultural contact, memorable experiences and destination loyalty in cultural tourism. The research, like Kim et al. (2012), highlights participation and local culture as elements that condition the creation of memorable experiences, arguing that greater visitor participation increases cultural contact and that greater cultural contact generates more memorable experiences. Furthermore, it confirms that memorable experiences have a positive effect on customer loyalty, agreeing with Zhang et al. (2018) that only remembered experiences influence tourists' future decisions.

A similar study by Loureiro (2014) explores the effect of experience economy on place attachment and behavioral intentions, specifically in a rural tourism destination. The results showed that memory is a mediator between experience and behavioral intentions, suggesting that an enthusiastic and satisfied customer is more likely to memorize the experience. On the other hand, Zátori et al. (2018) study how service providers can enhance memorable tourism experiences from on-site conditions. He argues that visitor engagement is one of the most important factors in creating memorable experiences.

Hosany & Witham (2009) analyse the underlying dimensions of cruisers' experiences and investigate the relationship between experiences, satisfaction and intention to recommend. The research concluded that the underlying dimensions are education, escapism, entertainment and aesthetics, noting that the four dimensions differ in importance. It also suggests that a pleasurable experience will positively impact overall satisfaction ratings, which in turn influences travelers' intention to recommend.

Research on memorable tourism experiences has evolved from analyzing their dimensions to exploring their relationship with other tourism-relevant concepts such as subjective well-being, perceived image, customer intentions, and emotions. Cultural and rural destinations, as

well as strategies to enhance service providers' creation of memorable experiences, have been explored in depth. Other strands addressed by the authors.

Tourism research is not only limited to the memorability of experiences. Binkhorst & Dekker (2009) emphasise the importance of co-creation of experiences, where customers interact with companies and create their own unique and authentic experiences. Technology plays a crucial role in this process, empowering consumers to co-create their own tourism experiences.

Neuhofer et al. (2013) explored the influence of ICT on the creation of tourism experiences. They found that new technologies facilitate the creation of new activities and experiences, transforming conventional ones. Technology is positioned as a key factor for the development of enhanced experiences, leading to different types of experiences. The authors proposed a matrix of nine types of experiences to understand how intensified technology generates enhanced experiences.

One of the most critical technological advances today is the development of social media. Munar & Jacobsen (2014) state that, although social networks are not the main communication channel, they are increasingly relevant for sharing tourism experiences. This study, although limited to the destination of Mallorca and focused only on tourists from Denmark and Norway, has very interesting findings related to when and where customers post, what type of content they post and what aspects motivate them to share their experiences through this medium.

The authenticity of the tourism experience has been studied from different perspectives. Wang (1999) discusses three approaches: objectivism, constructivism and existentialism. Objectivism focuses on the intrinsic authenticity of the visited object, while constructivism considers the social construction that makes it authentic. On the other hand, the existential approach is based on the personal and inter-subjective feelings that are activated during the experience, allowing authenticity to be sought even in inauthentic objects.

Zátori et al. (2018) focused on how service providers can enhance authentic tourism experiences through on-site activities. Sims (2009) delved into the link between authenticity and local food, arguing that local food can appeal to tourists' desire for authenticity, appealing from simply seeking typical products to seeking a more authentic meaning. The research highlights that the meaning and authenticity behind local food is what many tourists seek. In summary, the research community has investigated other issues beyond memorable experiences, which are related to the co-creation of experiences, the influence of technology and the development of social networks on the creation and socialisation of experiences and the authenticity of tourism experiences.

CONCLUSIONS

Tourism experience is a well-established field of study, with a solid knowledge base and a growing scientific output. The research analysis in this field reveals a global leadership of China, where a large amount of research on tourism experience is generated. The United States, on the other hand, stands out for the high quality and impact of its research in this field. Other countries, such as Australia, the United Kingdom, Portugal, Spain and Italy, also stand out in terms of productivity and citations, as they not only produce a considerable volume of publications, but their work is also highly relevant and influential.

The journal Sustainability (Switzerland) has established itself as a worldwide reference source on the subject. Still, despite its global impact, the journal has not yet achieved a consolidated presence at the local level. In this context, the article by Wang (1999) is the most cited worldwide, while the work of Tung & Ritchie (2011) leads the citations in the local context. The relevance of this research to different global and local audiences underlines their importance and the quality of the studies conducted in both cases. On the other hand, to deepen the future study on tourism experience, it is also significant to consult Letho X's research, as he is the most relevant author in this line of research.

Research on the tourism experience has focused on memorability, exploring its relationship with the perceived image, behavioral intention, satisfaction, recommendation, and consumer loyalty. Topics such as co-creation of experiences, the impact of technology and social media, and the importance of authenticity have also been investigated.

For future research, it is suggested that the scope be broadened by using new keywords and exploring additional databases. The impact of the COVID-19 pandemic on tourists'

expectations and behaviours, as well as on the memory of experiences, is a relevant area for current research. Furthermore, developing new tools and methods to measure the tourism experience, considering emotions, memories, and long-term satisfaction, is crucial for a deeper understanding.

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