

STORYTELLING IN TOURISM: A BIBLIOMETRIC REVIEW

Le Kim Nguyen*

Hung Vuong University of Ho Chi Minh City, Vietnam

*Corresponding author: kimnguyen140703@gmail.com

(Received: February 21, 2026; Revised: April 20, 2026; Accepted: May 14, 2026)

DOI: 10.31130/ud-jst.2026.24(6A).100

Abstract - This study provides a comprehensive review of tourism storytelling research using a bibliometric analysis approach to systematize major research streams and clarify the field's evolution over time. A total of 271 scholarly publications indexed in the Web of Science database from 2002 to 2025 were collected and analyzed using VOSviewer. Through keyword co-occurrence analysis, the study identifies five core thematic clusters, highlights dominant research approaches, and reveals significant gaps that remain underexplored. The findings offer a structured overview of the intellectual landscape of tourism storytelling and provide a solid scientific foundation for guiding future empirical research in this field of study.

Key words - Tourism storytelling; bibliometric analysis; research trends

1. Introduction

In the context of globalization and international integration, tourism has increasingly affirmed its position as a key economic sector, making important contributions to the sustainable growth of many countries. Whereas tourism activities were previously associated mainly with visits to natural landscapes or the exploration of cultural works, in recent years, the global tourism industry has witnessed a strong shift from traditional product-based models to the experience economy [1].

On this basis, storytelling is approached as a strategic tool in tourism development, serving to convey meanings and create experiences for tourists through emotional and cognitive connections [2]. Existing studies have demonstrated that storytelling affects various aspects of tourism activities, including contributing to the development and consolidation of destination brands [3-5], supporting tourism promotion [6], shaping destination image and destination personality [7-11], and enhancing the experiential value for tourists [12, 13]. From these approaches, storytelling in tourism is conceptualized as a research field that focuses on organizing and sharing stories associated with destinations, products, and tourist experiences through interactions among relevant actors throughout the tourism journey [14, 15].

However, according to Li et al. [16], this field has not yet developed a widely recognized core theoretical framework, which limits the accumulation and systematic development of research. Their analysis indicates that the level of research concentration remains low, as reflected in the dispersion of scholarly contributions and the limited number of scholars with long-term engagement in the topic. In addition, co-cited documents show low citation frequencies and centrality indices, suggesting the

absence of highly influential works in the field of storytelling in tourism. At the same time, research collaboration networks have not been stably established and still lack leading research groups. Although Li et al. [16] provide important insights, their study approaches storytelling primarily in relation to the Sustainable Development Goals, thereby limiting the scope of synthesis to a specific thematic branch of the field and not fully highlighting the strategic role of storytelling in the development of the tourism industry. This indicates a continued lack of review studies capable of providing a comprehensive overview of the field and explaining the shifts in research orientations in the current period.

Therefore, this study is conducted to comprehensively systematize studies on storytelling in tourism through bibliometric analysis. Specifically, the study focuses on three objectives: (1) identifying core research themes; (2) analyzing developmental trends over time; and (3) recognizing existing research gaps. Accordingly, this study not only contributes theoretically but also provides a scientific basis for subsequent empirical research and suggests useful implications for managers, tourism enterprises, and relevant stakeholders when considering the application of storytelling in tourism practice.

2. Theoretical background

Storytelling is a combination of “story” and “telling”, encompassing narrative genres with plots and not limited to spoken or written language, but also extending to non-verbal forms such as films, television programs, music, games, or advertising [5, 17]. According to Bernard [18], storytelling is also understood as the recounting of an event or a sequence of events constructed in a way that can attract the attention of the audience. A prominent characteristic of storytelling is its ability to evoke emotions and stimulate human cognitive activity [19].

In the tourism context, storytelling is understood as an interactive process aimed at creating shared value associated with activities of exploring, experiencing, and sharing stories about destinations; thereby contributing to meeting tourists' desires and leaving profound impressions [20]. Storytelling in tourism involves the participation of multiple actors, such as tourists, tour guides, and local residents, in creating tourism experiences and memories [21]. These stories can be organized and disseminated through social media, travel diaries, or interpretive activities at destinations [22]. When tourism messages are constructed around stories, communication becomes easier

and is capable of evoking both symbolic elements and actual experiences. Therefore, storytelling plays an important role in introducing destinations and tourism services [15].

3. Research methodology

This study applies bibliometric analysis due to its ability to process a large volume of scientific documents and systematically and objectively map knowledge, while minimizing the subjective influence of researchers [23, 24]. According to Zupic and Cater [25], bibliometric analysis enables the description of the structure and development of a field through the relationships among concepts and research themes. On this basis, this study is designed to identify major themes, explore developmental trends, and clarify research gaps in the field of storytelling in tourism.

Data were collected from the Web of Science (WoS) database on December 22, 2025. The search process employed a Boolean keyword combination of “storytelling” AND “tourism”, with 2002 identified as the starting point, corresponding to the publication year of the first work related to this topic in WoS. The initial search yielded 283 records. After screening according to the following criteria: (1) only journal articles, conference papers, and book chapters were included; (2) English-language publications; and (3) the keywords appeared in the title, abstract, or author keywords, the number of eligible documents was reduced to 271. This dataset was then preliminarily assessed before being analyzed using VOSviewer 1.6.20.

During data processing, the keyword co-occurrence technique was used to describe the conceptual network, identify thematic clusters, and visualize the development of the research field [26]. Network visualization maps helped clarify core thematic groups, while temporal visualization enabled the tracking of changes and research trends across different periods [27]. Finally, research gaps were identified based on rarely occurring themes, limited linkages, or potential approaches that have not yet been explored.

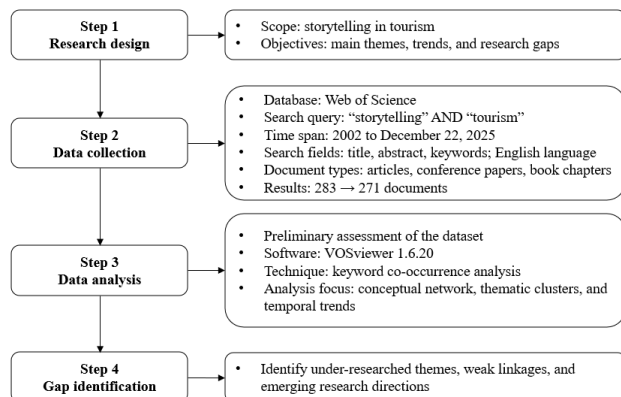


Figure 1. Research procedure

4. Research results

4.1. Descriptive statistics

The descriptive statistics show that studies on storytelling in tourism have developed over time.

However, during the period 2002–2013, the number of publications remained low, ranging only from 0 to 2 articles per year. This reflects that, in the early stage, storytelling had not yet been widely approached as an independent research direction in the field of tourism. Entering the period 2014–2019, the number of publications gradually increased, although at a slow pace; in particular, 14 articles were recorded in 2019, indicating that the scale of research had begun to expand. The period 2020–2025 witnessed a rapid increase, from 23 articles in 2020 to a peak of 53 articles in 2025. In addition, the number of citations also increased significantly, demonstrating the growing scholarly interest in this topic.

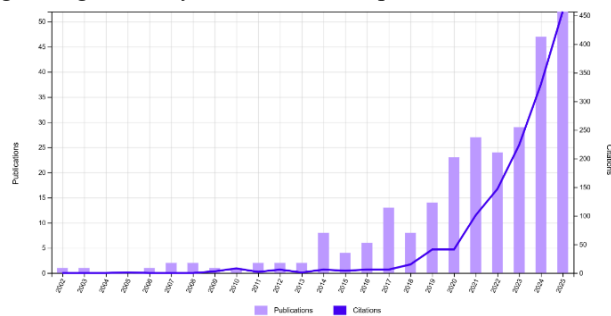


Figure 2. Number of scientific publications during the period 2002–2025

In terms of authors, scholarly contributions are distributed relatively evenly among authors with high numbers of publications (Table 1), with Kasemsarn and Nisi leading with 7 publications each. Although there are certain differences in total citations, the gap among authors is not substantial, indicating that research on storytelling in tourism has not yet formed dominant groups of scholars, but remains academically dispersed.

With regard to geographical distribution (Table 2), studies on storytelling in tourism are mainly concentrated in Europe. Italy (36 publications) and Portugal (35 publications) are the two countries with the highest numbers of publications. The England (18 publications), the United States (17 publications), Spain (16 publications), and Australia (15 publications) maintain stable levels of contribution. In addition, the participation of China (15 publications), Thailand (13 publications), and South Korea (9 publications) indicates that the scope of research is gradually expanding to Asia. Notably, Portugal and Italy are also the two countries with the highest total citations, reaching 239 and 182 citations, respectively, reflecting the considerable scholarly influence of studies from Southern Europe.

Table 1. Authors with the highest number of publications

No.	Author	Number of publications	Total citations	Total link strength
1	Kasemsarn, Kittichai	7	51	6
2	Nisi, Valentina	7	46	5
3	Nickpour, Farnaz	6	51	6
4	Dionisio, Mara	5	45	5

Table 2. Countries with the highest number of publications

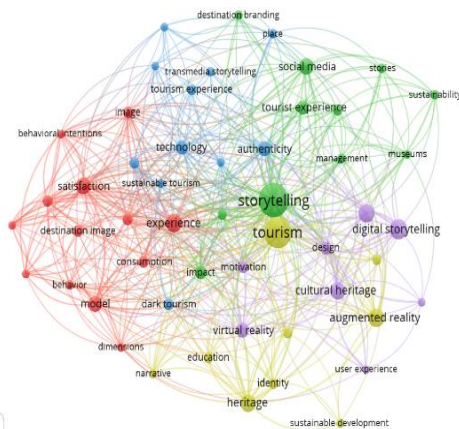
No.	Country	Number of publications	Total citations	Total link strength
1	Italy	36	182	5
2	Portugal	35	239	8
3	England	18	144	11
4	USA	17	81	3
5	Spain	16	143	5
6	Australia	15	152	4
7	China	15	18	2
8	Thailand	13	47	6
9	Greece	11	88	8
10	South Korea	9	31	1

4.2. Research themes

Table 3. Keywords with the highest occurrence frequency and link strength

No.	Keyword	Occurrence frequency	Total link strength
1	storytelling	72	160
2	tourism	63	129
3	digital storytelling	26	38
4	experience	22	62
5	augmented reality	21	40
6	cultural tourism	21	51
7	heritage	20	53
8	cultural heritage	19	44
9	satisfaction	18	73
10	social media	17	44

Table 3 presents the ten keywords with the highest occurrence frequencies and total link strengths in the analytical network. Among them, the keywords “storytelling” (72 occurrences), “tourism” (63 occurrences), and “experience” (22 occurrences) are identified as the core concepts of the research field, as reflected in their high frequencies and strong connections with other keywords, directly aligning with the focus of this study. At the same time, the presence of keywords such as “digital storytelling”, “augmented reality”, and “social media” indicates that storytelling is widely and diversely applied through digital technology platforms and online communication environments.

**Figure 3.** Keyword co-occurrence network map

Based on the results of keyword co-occurrence analysis, the study identifies five main thematic clusters in the field as follows:

Cluster 1. Tourist Experience and Behavior: This cluster focuses on analyzing tourists’ emotional responses during tourism experiences under the influence of storytelling and their effects on behavioral intentions [6, 28, 29]. Studies in this cluster also clarify the relationship between storytelling and tourists’ satisfaction and loyalty toward destinations [30, 31]. This indicates that storytelling is viewed as a mechanism capable of influencing the quality of experience and behavioral outcomes of tourists, rather than merely serving the function of conveying information about destinations.

Cluster 2. Storytelling and Value Co-creation: This cluster emphasizes the role of storytelling in fostering community engagement and encouraging stakeholder participation in value co-creation processes within tourism [32, 33]. The emergence of the keyword “social media” reflects how stories are created, shared, and disseminated across social media platforms to support destination branding and communication activities [34, 35]. In this context, storytelling represents the interaction among multiple actors, where tourism value is not generated unilaterally but is co-created through the participation of various stakeholders and continuously amplified through ongoing exchanges and shared narratives.

Cluster 3. Marketing Strategy and Destination Positioning: Storytelling is approached as a strategic marketing method in the digital era, associated with promotional and communication activities that apply technology and multimedia storytelling forms [36, 37]. In addition, studies indicate that storytelling contributes to enhancing the authenticity of destinations, thereby supporting the formation and retention of tourists’ experiential memories [38]. This thematic cluster shows that storytelling has moved beyond a mere promotional function to shape the way destinations are perceived, remembered, and differentiated in tourists’ minds.

Cluster 4. Heritage Interpretation and Cultural Identity: This cluster emphasizes the interpretive and educational functions of storytelling in tourism, especially in the context of heritage tourism. Studies focus on analyzing the role of stories in preserving and conveying heritage meanings and shaping destination identity [39, 40]. In addition, the application of AR shows a trend toward using digital tools to enhance vividness and tourists’ receptiveness at destinations [41]. This cluster highlights the role of storytelling in transforming heritage values and cultural identity into accessible content that stimulates tourists’ interest. The presence of AR also demonstrates the expansion of interpretive methods at destinations toward enriching experiences and enhancing interactivity.

Cluster 5. Digital Experience Design and Virtual Reality: This cluster refers to the application of storytelling in designing tourism experiences based on digital technology platforms and virtual reality. Studies in this cluster clarify the role of digital storytelling and user

experience design in enhancing tourists’ immersion, interactivity, and experiential motivation [42-44]. Overall, storytelling has expanded from the function of content transmission to become a component directly involved in structuring tourism experiences in digital environments, contributing to shaping how tourists approach and interact with tourism spaces.

Table 4. Summary of main thematic clusters

Cluster name	Keywords
Cluster 1 (Red) Tourist experience and behavior	Behavior, behavioral intentions, consumption, destination image, dimensions, experience, image, loyalty, model, perceived value, place attachment, satisfaction, travel.
Cluster 2 (Green) Storytelling and value co-creation	Co-creation, destination branding, engagement, impact, management, museums, social media, stories, storytelling, sustainability, tourist experience.
Cluster 3 (Blue) Marketing strategy and destination positioning	Authenticity, dark tourism, destination marketing, experiences, memory, place, sustainable tourism, technology, tourism experience, tourism marketing, transmedia storytelling.
Cluster 4 (Yellow) Heritage interpretation and cultural identity	Augmented reality, education, heritage, heritage tourism, identity, narrative, performance, sustainable development, tourism.
Cluster 5 (Purple) Digital experience design and virtual reality	Art, cultural heritage, cultural tourism, design, digital storytelling, motivation, user experience, virtual reality.

4.3. Research trends

Figure 4 illustrates the network of research keywords related to the field of storytelling in tourism, in which differences in color indicate the average publication time of the studies. Through keyword overlay analysis, this visualization enables the identification of shifts in research themes from earlier approaches to emerging trends in recent years [45].

Based on the analytical results, keywords in the early stage appeared sparsely, and their linkages were not sufficiently clear to form stable trends. Therefore, the trend analysis focuses on the period from 2018 onward, when the keyword network began to show clearer differentiation in research content and average publication time.

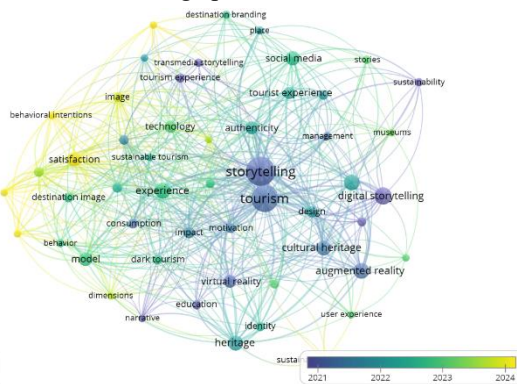


Figure 4. Temporal distribution map of keywords

During the period 2018–2021, studies mainly approached storytelling from the perspective of technology and tools, as reflected in the presence of keywords such as “augmented reality”, “digital storytelling”, “transmedia storytelling”, and “virtual reality”. The research content focused on applying digital technologies to support interpretive activities at destinations, particularly heritage and cultural destinations [41, 44, 46].

The period 2022–2023 shows an expansion in research approaches, as the research focus shifted toward factors related to participating actors and interaction processes. The presence of keywords such as “authenticity”, “co-creation”, “engagement”, “identity”, and “social media” reflects that storytelling was examined in association with the participation of tourists and stakeholders. Studies emphasized the role of co-creation in the process of forming story content, while also analyzing the relationship between storytelling and perceptions of destination authenticity and identity [3, 32, 38]. In addition, social media was identified as an important environment for sharing and disseminating stories and enhancing the level of interaction between tourists and destinations [5].

Table 5. Main research keywords by period

Period	Representative keywords
2018-2021	Augmented reality, cultural heritage, digital storytelling, education, impact, management, narrative, transmedia storytelling, virtual reality.
2022-2023	Authenticity, co-creation, cultural tourism, dark tourism, design, engagement, identity, museums, social media, tourist experience.
2024-2025	Behavioral intentions, perceived value, place attachment, satisfaction, sustainable development, tourism marketing.

By the period 2024–2025, studies had focused more on evaluating the outcomes and impacts of storytelling on tourists. Keywords such as “behavioral intentions”, “place attachment”, “satisfaction”, and “sustainable development” indicate a research trend toward measuring the influence of storytelling on behavioral responses, satisfaction, and destination attachment [47-49]. In addition, storytelling was also placed in close connection with sustainable tourism development orientations, as stories were utilized as a tool contributing to the promotion of responsible tourism behavior [16, 50].

4.4. Research gaps

Based on the results of the analysis of thematic clusters and the developmental trends of the keyword system over time, this study identifies several important gaps that have not yet been fully explored and need to be clarified in future research.

First, in terms of geographical context, the analytical results show considerable dominance by scholars and research contexts from Southern Europe, such as Italy, Portugal, and Spain. This imbalance partly suggests the need to increase empirical studies in emerging markets and non-European contexts. In fact, several studies have been conducted in Asian countries such as South Korea [14],

China [47], and Thailand [49], but these contributions are mainly isolated and associated with specific cases. From this distribution, it can be observed that research on storytelling in tourism has not yet expanded proportionately to other contexts. Southeast Asia can be considered a noteworthy case due to its cultural diversity, historical depth, and distinctive tourism resources, which create favorable conditions for implementing storytelling in tourism activities; however, to date, this region has not been systematically approached and studied from the perspective of tourism science.

Second, regarding research methodology, keywords appearing in recent years indicate a shift from conceptual exploration to measuring the outcomes of storytelling, particularly those related to tourists' behavior and satisfaction. However, studies still focus on measuring relationships at a specific point in time using cross-sectional designs [51], while the number of studies applying mixed methods or longitudinal designs remains limited [52]. This gap reduces the ability to assess the long-term impacts of storytelling on experiential memory and tourist loyalty, thereby limiting a comprehensive understanding of the sustainable value of storytelling throughout the entire tourism experience chain.

Third, concerning the integration between technology and human factors, although studies on AR, VR, and digital storytelling developed strongly during the period 2018–2021, works that directly compare the effectiveness of traditional storytelling based on human interaction and technology-based storytelling remain relatively limited [53]. At the same time, few studies have proposed and tested optimal interaction models between these two forms to enhance the authenticity and depth of tourism experiences [54].

Finally, the role of storytelling in orienting responsible tourism behavior is identified as a potential research direction that has not yet been explored proportionately [55]. Most current studies have only discussed or proposed theoretical models, while empirical studies clarifying the specific psychological mechanisms through which storytelling can transform tourists' awareness into actual behavior remain lacking, such as reducing plastic waste, saving energy, or protecting indigenous cultural values [56, 57, 58]. This gap indicates the need for future studies to affirm that storytelling is not only a destination marketing tool but also an effective means of behavioral education in the context of sustainable tourism development.

5. Conclusion

This study was conducted to systematize scientific works related to storytelling in tourism using bibliometric analysis, based on 271 documents collected from the Web of Science (WoS) database during the period 2002–2025. The analytical results show that storytelling has become a research direction that has increasingly attracted attention in the field of tourism. However, scholarly contributions remain dispersed and have not yet formed a widely recognized core theoretical framework.

Through keyword co-occurrence analysis, this study identified five main thematic clusters, including: (1) tourist experience and behavior; (2) storytelling and value co-creation; (3) marketing strategy and destination positioning; (4) heritage interpretation and cultural identity; and (5) digital experience design and virtual reality. These thematic clusters reflect the diversity of approaches to storytelling, associated with communication activities, experience design, and the transmission of meanings for tourism destinations.

In addition, the analysis of research trends over time shows a significant shift from approaches focused on technology and digital storytelling forms toward the evaluation of the impacts of storytelling on tourists' emotions, cognition, and behavior. This trend emphasizes the role of storytelling as a strategic tool in destination management and in promoting sustainable tourism development.

Theoretically, this study contributes to addressing the fragmentation of the field of storytelling in tourism by providing a comprehensive overview of the structure and developmental trends of the field. The research findings also clarify that storytelling is not only approached in separate contexts or individual research branches, but can also be viewed as a meaningful research direction for explaining tourist experiences, the process of value creation, and the role of storytelling in tourism development.

Practically, the findings suggest that storytelling should be regarded as a tool for experience management in tourism rather than merely a communication method for destination promotion. Destination management agencies, tourism enterprises, and relevant stakeholders, such as local communities, heritage management units, and tour guides, need to shift from developing fragmented introductory messages to organizing stories as a continuous component throughout the entire tourist journey, from the stage of information search and destination access to participation in on-site activities and post-trip sharing. Storytelling can be applied in designing interpretive content, developing tourism products associated with local identity, organizing heritage experiences, or integrating with digital platforms to enhance tourists' level of interaction and memorability. The consistent implementation of storytelling not only contributes to clearly positioning the destination image but also enhances experiential value and strengthens tourists' attachment to destinations.

Despite making certain contributions, this study still has several limitations. Specifically, the analytical data were limited to English-language documents indexed in WoS, while works published in other databases such as Scopus or Google Scholar were not considered. In addition, bibliometric analysis mainly focuses on relationships among keywords and citations, and has not deeply analyzed the content and theoretical foundations of each study. Therefore, future studies may expand the scope of data and combine bibliometric analysis with systematic reviews or empirical research to further clarify the mechanisms through which storytelling exerts its effects in the tourism context.

REFERENCES

- [1] B. J. Pine and J. H. Gilmore, *The Experience Economy*, updated ed. Boston, MA: Harvard Business Review Press, 2011.
- [2] A. M. W. Leong, S.-S. Yeh, Y. Zhou, C.-W. Hung, and T.-C. Huan, "Exploring the influence of historical storytelling on cultural heritage tourists' value co-creation using tour guide interaction and authentic place as mediators", *Tourism Management Perspectives*, vol. 50, Art. no. 101198, 2024.
- [3] N. A. Hay, P. M. Chien, and L. Ruhanen, "Tell me your story: Branding destinations through residents' (place) stories", *Journal of Vacation Marketing*, vol. 28, no. 3, pp. 319-334, 2022.
- [4] F. Kotsi, M. S. Balakrishnan, I. Michael, and T. Z. Ramsay, "Place branding: Aligning multiple stakeholder perception of visual and auditory communication elements", *Journal of Destination Marketing & Management*, vol. 7, pp. 112-130, 2018.
- [5] C. Pachucki, R. Grohs, and U. Scholl-Grissemann, "No story without a storyteller: The impact of the storyteller as a narrative element in online destination marketing", *Journal of Travel Research*, vol. 61, no. 8, pp. 1703-1718, 2022.
- [6] G. Moscardo, "Stories and design in tourism", *Annals of Tourism Research*, vol. 83, Art. no. 102950, 2020.
- [7] Z. Ghaderi, M. J. Mahdavi-zadeh, M. Rajabi, and C. M. Hall, "Does storytelling affect destination image, destination personality, and tourists' behavioural intention?", *Anatolia*, pp. 1-13, 2023.
- [8] T. Gong and V. W. S. Tung, "The impact of tourism mini-movies on destination image: The influence of travel motivation and advertising disclosure", *Journal of Travel & Tourism Marketing*, vol. 34, no. 3, pp. 416-428, 2017.
- [9] N. F. Lund and A. N. Kimbu, "Applying the Hollywood scriptwriting formula to destination branding", *Current Issues in Tourism*, vol. 24, no. 8, pp. 1058-1078, 2021.
- [10] L. Mathisen and N. K. Prebensen, "Dramatizing an event through a promotional film: Testing image effects", *Journal of Travel & Tourism Marketing*, vol. 30, no. 7, pp. 672-689, 2013.
- [11] R. L. Peralta, "How vlogging promotes a destination image: A narrative analysis of popular travel vlogs about the Philippines", *Place Branding and Public Diplomacy*, vol. 15, no. 4, pp. 244-256, 2019.
- [12] D. Martin and A. G. Woodside, "Storytelling research on international visitors: Interpreting own experiences in Tokyo", *Qualitative Market Research*, vol. 14, no. 1, pp. 27-54, 2011.
- [13] A. G. Woodside, B. F. Cruickshank, and N. Dehuang, "Stories visitors tell about Italian cities as destination icons", *Tourism Management*, vol. 28, no. 1, pp. 162-174, 2007.
- [14] M. Jo, J. Cha, and J. Kim, "The effects of tourism storytelling on tourism destination brand value, lovemarks and relationship strength in South Korea", *Sustainability*, vol. 14, no. 24, Art. no. 16495, 2022.
- [15] S. Howison, F. Higgins-Desbiolles, and Z. Sun, "Storytelling in tourism: Chinese visitors and Māori hosts in New Zealand", *Anatolia*, vol. 28, no. 3, pp. 327-337, 2017.
- [16] H. Li, S. Zeng, and K. Tay, "Tourism storytelling research progress and trends: A systematic literature review on SDGs", *Journal of Lifestyle & SDG's Review*, vol. 5, no. 1, Art. no. e02231, 2025.
- [17] S. S. Choi, "A study on effect of tourism storytelling of tourism destination brand value and tourist behavioral intentions", *Indian Journal of Science and Technology*, vol. 9, no. 46, pp. 1-6, 2016.
- [18] S. C. Bernard, *Documentary Storytelling: Creative Nonfiction on Screen*, 3rd ed. Burlington, MA: Focal Press, 2011.
- [19] A. Lugmayr, E. Sutinen, J. Suhonen, C. I. Sedano, H. Hlavacs, and C. S. Montero, "Serious storytelling - A first definition and review", *Multimedia Tools and Applications*, vol. 76, no. 15, pp. 15707-15733, 2017.
- [20] A. G. Woodside, *Market-Driven Thinking: Achieving Contextual Intelligence*. Oxford: Butterworth-Heinemann, 2005.
- [21] Korea Tourism Organization, *Why Is It Tourism Storytelling?* Seoul: Korea Tourism Organization Press, 2008.
- [22] H. Shen and G. Wall, "Social media, space and leisure in small cities", *Asia Pacific Journal of Tourism Research*, vol. 26, no. 1, pp. 73-80, 2021.
- [23] N. Donthu, S. Kumar, D. Mukherjee, N. Pandey, and W. M. Lim, "How to conduct a bibliometric analysis: An overview and guidelines", *Journal of Business Research*, vol. 133, pp. 285-296, 2021.
- [24] G. Marzi, M. Balzano, A. Caputo, and M. M. Pellegrini, "Guidelines for bibliometric-systematic literature reviews: 10 steps to combine analysis, synthesis and theory development", *International Journal of Management Reviews*, vol. 27, no. 1, pp. 81-103, 2024.
- [25] I. Zupic and T. Cater, "Bibliometric methods in management and organization", *Organizational Research Methods*, vol. 18, no. 3, pp. 429-472, 2015.
- [26] H. N. Su and P. C. Lee, "Mapping knowledge structure by keyword co-occurrence: A first look at journal papers in Technology Foresight", *Scientometrics*, vol. 85, no. 1, pp. 65-79, 2010.
- [27] J. A. Moral-Munoz, E. Herrera-Viedma, A. Santisteban-Espejo, and M. J. Cobo, "Software tools for conducting bibliometric analysis in science: An up-to-date review", *El Profesional de la Información*, vol. 29, no. 1, Art. no. e290103, 2020.
- [28] N. M. Iversen, C. Foley, and L. E. Hem, "The role of immersive festival experiences, identity, and memory in cultural heritage tourism", *Event Management*, vol. 27, no. 1, pp. 33-50, 2023.
- [29] X. Y. Mei, A. M. S. Hågensen, and H. S. Kristiansen, "Storytelling through experiencescape: Creating unique stories and extraordinary experiences in farm tourism", *Tourism and Hospitality Research*, vol. 20, no. 1, pp. 93-104, 2020.
- [30] H.-Y. Lin and H.-I. Kim, "Effects of tourism storytelling on satisfaction and behavioral intention of Chinese tourists in Jeju", *Journal of Korea Multimedia Society*, vol. 18, no. 9, pp. 1140-1147, 2015.
- [31] B.-M. Son and D.-S. Kim, "The effect of tourism storytelling choice attributes on tourist satisfaction and loyalty", *The Journal of the Korea Contents Association*, vol. 11, no. 2, pp. 432-445, 2011.
- [32] A. C. Campos, M. M. Guerreiro, and M. C. Beevor, "Storytelling in heritage tourism: An exploration of co-creative experiences from a tourist perspective", *Museum Management and Curatorship*, pp. 1-26, 2023.
- [33] J. Doyle, *The Power of Storytelling in the Co-Creation of Tourism Experiences*, Doctoral thesis, South East Technological University, 2018.
- [34] N. F. Lund, S. A. Cohen, and C. Scarles, "The power of social media storytelling in destination branding", *Journal of Destination Marketing & Management*, vol. 8, pp. 271-280, 2018.
- [35] S. M. A. Moin, S. Hosany, and J. O'Brien, "Storytelling in destination brands' promotional videos", *Tourism Management Perspectives*, vol. 34, Art. no. 100639, 2020.
- [36] C. Bassano, S. Barile, P. Piciocchi, J. C. Spohrer, F. Iandolo, and R. Fisk, "Storytelling about places: Tourism marketing in the digital age", *Cities*, vol. 87, pp. 10-20, 2019.
- [37] S. C. Giaccone and E. Bonacini, "New technologies in smart tourism development: The #iziTRAVELSicilia experience", *Tourism Analysis*, vol. 24, no. 3, pp. 341-354, 2019.
- [38] M. B. de Andrade-Matos and M. M. Cavalcante, "The relevance of storytelling for authenticity perception", *Revista Brasileira de Pesquisa em Turismo*, vol. 17, Art. no. e-2719, 2023.
- [39] J. Bryon, "Tour guides as storytellers - from selling to sharing", *Scandinavian Journal of Hospitality and Tourism*, vol. 12, no. 1, pp. 27-43, 2012.
- [40] M. Karzen and D. Demonja, "Importance of storytelling: How to create more resilient cultural heritage", *Nova Prisučnost: Časopis za Intelektualna i Duhovna Pitanja*, vol. 18, no. 3, pp. 653-667, 2020.
- [41] I. A. Samin, *Awang Laut: Exploring Storytelling in a Mobile Augmented Reality Environment for Cultural Heritage Sites*, Master's thesis, Auckland University of Technology, 2019.
- [42] J. A. Fisher and S. Schoemann, "Toward an ethics of interactive storytelling at dark tourism sites in virtual reality", in *Interactive Storytelling: 11th International Conference on Interactive Digital Storytelling, Proceedings 11*, pp. 577-590, 2018.
- [43] E. Gatelier, D. Ross, L. Phillips, and J. B. Suquet, "A business model innovation methodology for implementing digital interpretation experiences in European cultural heritage attractions", *Journal of Heritage Tourism*, vol. 17, no. 4, pp. 391-408, 2022.

- [44] E. Vrettakis, V. Kourtis, A. Katifori, M. Karvounis, C. Lougiakis, and Y. Ioannidis, "Narrative - Creating and experiencing mobile digital storytelling in cultural heritage", *Digital Applications in Archaeology and Cultural Heritage*, vol. 15, Art. no. e00114, 2019.
- [45] N. J. van Eck and L. Waltman, "Visualizing bibliometric networks", in *Measuring Scholarly Impact: Methods and Practice*, Cham: Springer, 2014, pp. 285-320.
- [46] M. Casillo, M. De Santo, M. Lombardi, and R. Mosca, "Recommender systems and digital storytelling to enhance tourism experience in cultural heritage sites", in *2021 IEEE International Conference on Smart Computing (SMARTCOMP)*, 2021, pp. 335-340.
- [47] Y. Feng, J. Qin, X. Lv, and Y. Tian, "Exploring the influence of historical storytelling on cultural heritage tourists' revisit intention: A case study of the Mogao Grottoes in Dunhuang", *PLOS ONE*, vol. 19, no. 9, Art. no. e0307869, 2024.
- [48] L. Mo, A. B. Aris, and X. Yan, "Digital display and storytelling: Creating an immersive experience of Lingnan costume cultural heritage tourism project", *IOP Conference Series: Earth and Environmental Science*, vol. 1366, no. 1, pp. 1-16, 2024.
- [49] P. Leksuma, P. Mulmit, and W. Kuaysakul, "The development of a storytelling model to promote future behavioral intentions in tourism: A case study of Bang Luang R.E.122 Community, Nakhon Pathom, Thailand", *Pakistan Journal of Life and Social Sciences*, vol. 22, no. 2, pp. 16170-16186, 2024.
- [50] M. Shehade, "Enhancing cultural heritage tourism in rural areas through augmented reality: A case study from Cyprus", in *Innovation and Creativity in Tourism, Business and Social Sciences*, Cham: Springer, 2025, pp. 281-294.
- [51] A. M. Hasanein, B. S. Al-Romeedy, H. A. Khairy, and A. M. A. Thani, "AI-driven cultural storytelling and tourists' behavioral intentions: Understanding the mediation of authenticity and destination image", *Heritage*, vol. 9, no. 2, 2026.
- [52] Y. Lu and Y. C. Wang, "Online hosts' storytelling strategies: A narrative analysis of mindfulness-themed Airbnb online experiences", *Journal of Travel Research*, vol. 65, no. 5, 2024.
- [53] S. R. Turaboy Kizi, Y. A. Kuncoroyakti, K. N. Khudayberdiyevna, and U. O. Muxammad o'g'li, "Digital storytelling in cultural heritage communication: Preserving and promoting Khiva's historical legacy", *Central Asian Journal of Social Sciences and History*, vol. 7, no. 2, pp. 60-70, 2026.
- [54] B. Wang, L. Li, J. Kandampully, and J. Wang, "Storytelling in cultural tourism: The role of language, guides, authenticity and experience in shaping tourist responses", *Tourism Review*, pp. 1-22, 2025.
- [55] L. V. Huy, H. T. N. Thanh, and N. H. T. Think, "Responsible Tourism: An Approach Based on Tourist Behaviors", *The University of Danang - Journal of Science and Technology*, vol. 21, no. 10, pp. 8-14, 2023.
- [56] F. Alkhofaily and A. Noureldin, "Sustainable destination marketing in Saudi Arabia: Effects of sustainability storytelling and smart tourism interactivity on responsible visit intention via destination trust", *Sustainability*, vol. 18, no. 6, Art. no. 3124, 2026.
- [57] M. Levstek et al., "Immersive storytelling for pro-environmental behaviour change: The Green Planet Augmented Reality Experience", *Computers in Human Behavior*, vol. 161, Art. no. 108379, 2024.
- [58] D. Hung-Minh and L. Minh-Son, "Application of Advanced Technology in Architectural Heritage Conservation: Experiences from France and Directions for Da Nang City", *The University of Danang - Journal of Science and Technology*, vol. 23, no. 10C, pp. 23-28, 2025.