



Women Travelers and Social Media: A Bibliometric Approach

Tasneem Binte Morshed¹, Dr. Ana Beatriz Hernández-Lara²

Department of Business Management, Universitat Rovira i Virgili, Spain

Abstract

Considering the recent trend of women travelers and their content sharing on social media, an increased number of studies have emerged on their psychological empowerment and well-being. However, the implications of this phenomenon can be expected in other arenas that entail economic effects and changes in the consumer behaviour of female tourists. The objective of this research is to analyse the academic and knowledge structure of the phenomenon of the transformation of general women tourists to micro-celebrities as travel influencers. The study utilises thematic analysis and assesses the scientific contribution and impact of publications in this field with two databases Web of Science and Scopus, which let to identify articles on the topic since 2010, enabling the proposition of the notion of Travelers' Brand Management (TBM) for women. We retrieved 194 peer-reviewed articles, which were clustered into four categories namely female-focused, gender-focused, gender-variable, and gender-neutral studies. Each identified category was further analysed through various bibliometric techniques and graphical representations for understanding the evolution of the intellectual and conceptual structure through word networks of titles and abstracts, along with keywords occurrences and correlations. Findings indicated a lack of economically empowered female travel-focused investigation and religion to be a trendy study approach. There is also a dearth of studies about the impact of different categories of women travelers as travel influencers on the consumer behaviour of their followers.

Keywords: bibliometric review, economic empowerment, thematic analysis, travel influencers, women

Disclaimer: This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No. 945413.