



Bibliometric Analysis of Inclusive Tourism Communication Research in Indonesia 2014-2024 in an Effort to Explore Opportunities and Determine Development Directions

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Abstract

This study aims to analyze the development of research on inclusive tourism communication in Indonesia over the past decade (2014–2024) using a bibliometric approach. Data were obtained from the Scopus database using the keywords "tourism," "inclusive," "accessibility," "special needs," "disability," and "Indonesia." Visualization results using VOSviewer show an increasing publication trend since 2018, dominated by keywords such as tourism, Indonesia, accessibility, and disability, indicating a research focus on accessibility and social justice issues in the tourism sector. Publications are dominated by scientific articles and conference proceedings, while institutional contributions are still concentrated in several major universities in Indonesia. This analysis reveals the potential for strengthening cross-institutional and cross-disciplinary collaboration to support the development of more inclusive and sustainable tourism in the future.

Introduction

Current tourism development emphasizes not only economic and entertainment aspects, but also the value of inclusivity, ensuring the involvement of all groups without discrimination. Inclusivity in tourism is a crucial principle to ensure that every individual, including people with disabilities, the elderly, or people with special needs, has equal access to enjoying tourist destinations (Dewi & Aprinica, 2024). Effective communication is a key element in bridging the needs of these groups for tourism facilities and information.

Through open and inclusive communication, management can convey appropriate service information, build trust, and adapt policies based on the real needs of visitors (Hikmah & Vidiati, 2024). In Indonesia, awareness of inclusive tourism is beginning to gain attention in destination policy and development. However, strengthening the scientific literature on communication in the context of inclusive tourism in Indonesia remains crucial. This is because communication plays a role in connecting policy values with the social realities of tourists with special needs.

Destination communication can also strengthen the positive image of disability-friendly tourism through social media, websites, and user testimonials. A study by Nurhayati et al. (2025) emphasized the importance of digital technology-based destination communication strategies to strengthen social inclusion and branding. Patil et al. (2024) also emphasized that inclusive tourism messages must be based on empathy and segmentation of specific needs. Over the past decade, the use of bibliometrics to analyze tourism research has increased.

A bibliometric approach allows researchers to visually and systematically explore literature maps, writing trends, author collaborations, and the development direction of specific fields of study (Andriyana et al., 2025; Mubarak & Robandi, 2024). This analysis is very useful for assessing the extent to which inclusive tourism communication has developed as a distinct field of study. A bibliometric study by Hidayatullah et al. (2024) shows that the topic of experience-based tourism and communication technology has increased significantly. However, research specifically linking inclusivity and communication in the tourism context still needs to be strengthened.

This can serve as a foundation for analyzing collaboration patterns between authors and theme trends in the Indonesian context. The use of visualization tools such as VOSviewer is an effective means of mapping keyword networks and dominant research trends (Teguh et al., 2025). Therefore, literature searches using a bibliometric approach are highly relevant for developing an academic foundation for inclusive tourism development in Indonesia (Ramdhan, 2025). They offer the potential to understand the interrelationships between topics such as "disability," "accessibility," and "inclusive tourism."

This study also has the potential to contribute to formulating research development directions that are more oriented toward the interests of vulnerable groups. Therefore, an in-depth and systematic literature exploration is urgently needed. Although many studies address aspects of tourism services, very few focus on the holistic experiences of disabled tourists in Indonesia. Research by Febriyan et al. (2022) shows that people with disabilities face various barriers when traveling, ranging from physical access and social attitudes to information delivery.

The lack of involvement of the disability community in tourism communication design creates a gap between expectations and reality (Casais & Castro, 2021; Loi & Kong, 2017). This study highlights the importance of a participatory approach in designing tourism information that is accessible and understandable to all. Two-way communication and listening to community voices are the first steps in building an inclusive tourism system. Therefore, communication goes beyond simply conveying messages; it also creates a collaborative space between managers and users. This perspective enriches the perspectives of strategic communication studies in the tourism sector.

Furthermore, this research provides an empirical basis for demonstrating that inclusion is not merely a technical issue but also involves social sensitivity. Gillovic et al. (2021) and Darcy & Dickson (2009), Understanding the lived experiences of tourists with disabilities can serve as a basis for designing a more humanistic communication approach. Therefore, communication studies in tourism must prioritize the principles of listening, responding, and engaging. Another study by Antara et al. (2024) noted that there remains a gap between regulations and implementation in the field in providing inclusive tourism services.

Hospitality aspects reflecting empathy, friendliness, and equality in service have not been fully internalized in the work systems of tourism operators. Communication often lacks disability-friendly language, both verbally and visually. This demonstrates the need for inclusive communication training for tourism workers to be a priority. The success of inclusive tourism depends heavily on the quality of interactions between service providers and diverse users (Fisk et al., 2018). This study also highlighted that information media such as brochures, signage, and websites are not yet fully accessible to the visually impaired or wheelchair users.

Therefore, the design of visual and verbal communication must take into account the diverse abilities of audiences. Initiatives by both the private sector and the government in developing inclusive communication service standards are commendable, but they still require regular evaluation. A communication approach that prioritizes diversity and equality is the foundation

of the transformation towards equitable tourism (Cardoso, 2020; Kline et al., 2023). Therefore, the need for studies that integrate aspects of communication and inclusion is increasingly urgent.

Local communities also play a crucial role in building inclusive tourism through socially and culturally shaped communication patterns. Research by Hartono (2021) describes the involvement of women in the Sawarna tourism community in conveying information through social media and face-to-face communication. This study demonstrates that communication based on local wisdom can reach tourists in a more personal and humanistic manner. This context reinforces the argument that developing inclusive communication relies not only on technology but also on social relations at the community level.

The involvement of local residents in conveying tourism narratives can create a more inclusive space for vulnerable groups. Information conveyed with empathy and direct experience can build trust and comfort for tourists. Therefore, a successful communication strategy must combine digital and cultural approaches. Inclusive local narratives can also strengthen destination identity while demonstrating a commitment to values of equality. Such an approach is relevant for further study through bibliometrics to reveal the distribution of emerging themes. This way, the social dimension of communication in tourism can be better appreciated in the context of policy development.

As a country with cultural and social diversity, Indonesia has great potential to become a pioneer in community-based inclusive tourism. However, to realize this, a deep understanding of how scientific research has addressed communication issues within an inclusive framework is necessary. Bibliometric studies provide a bridge to assess whether there is continuity between theory, practice, and policy. This is where the urgency of literature mapping using tools like VOSviewer becomes apparent, as it helps explore connections between authors, keywords, and institutions.

This study will examine whether social inclusion has become a dominant theme or only briefly touched upon in tourism communication research in Indonesia. Furthermore, this analysis opens up a discussion space to determine the next strategic steps in strengthening the literature in this field. By examining the interrelationships between variables in network visualizations, the direction of policy and research development can be designed with greater focus. In this context, a systematic approach based on scientific data is a crucial tool. Therefore, bibliometrics is not only an analytical tool but also a reflective approach in shaping the future of inclusive tourism in Indonesia.

Therefore, focusing on developing communication patterns in academic literature is crucial for research. The purpose of this study is to identify and analyze trends in communication research in inclusive tourism in Indonesia over the past decade. Using a bibliometric approach, this study aims to map the collaborative networks of researchers, institutions, and keywords used in academic publications. Furthermore, this analysis aims to examine how the themes of communication and inclusion intertwine and emerge within scientific discourse. This research not only provides an overview of author and journal productivity but also attempts to understand the direction of thought trends in the field.

The results of this analysis are expected to inform policymaking and the development of inclusive communication strategies in the future. By understanding the scientific ecosystem as a whole, areas that remain underexplored can be identified. Furthermore, the results of this study can be used as a reference for future researchers in deepening similar studies. This research also serves as an academic contribution to strengthening the value of inclusion in the national tourism system. Therefore, this mapping serves not only as a reflection but also as a

roadmap for future research development. Ultimately, this research is expected to make a tangible contribution to the realization of a more just, equal, and humane tourism.

Methods

This study uses a bibliometric approach with a descriptive quantitative design to analyze trends and patterns of communication research in inclusive tourism in Indonesia during the period 2014 to 2024 (Sukmana et al., 2024). The research sample consisted of 171 scientific documents obtained from the Scopus database based on several keywords, namely "tourism accessibility Indonesia" and "inclusive tourism" with the search terms (tourism AND (inclusive OR accessibility OR "special needs" OR disability) AND Indonesia). The search focused on the title, abstract, and keywords (TITLE-ABS-KEY) to ensure the relevance of the document content. Included documents included journal articles, review articles, and conference proceedings, with the exception of editorials and non-peer-reviewed conference notes that do not present empirical findings. The language selection was limited to English (Nurlaila et al., 2023). Data collection was conducted through a systematic search using the advanced search feature in the Scopus database. The primary keywords used were "inclusive tourism Indonesia" and "tourism accessibility Indonesia," which were then filtered for the years 2014 to 2024. Search results outside this timeframe were automatically eliminated. The obtained documents consisted of various types of scientific publications, such as journal articles, conference proceedings, and review articles. Next, a data cleaning process was carried out to unify keywords with similar meanings, such as "inclusive tourism," "accessible tourism," "tourism for people with disabilities," and "disability tourism" to avoid duplication of meaning in the network analysis. Author and institutional names with varying spellings were also standardized to maintain consistency in collaboration mapping. After the data filtering and cleaning process was completed, a total of 171 documents were obtained that met the criteria and were suitable for bibliometric analysis. All data were then exported in CSV format and analyzed using VOSviewer software to map co-occurrence relationships between keywords, author collaborations (co-authorship), institutional networks, and relevant citation maps (Kholifah & Zaman, 2024). In addition to visual analysis using VOSviewer, a manual review of key articles was also conducted to strengthen understanding of the local context of the research (Susanto et al., 2025). Validity is maintained through the selection of verified data sources and a systematic analysis process, while reliability is supported by the use of validated bibliometric tools widely used in scientific literature studies (Julianis et al., 2023). The network visualization in this study allows the identification of key emerging topics and key actors in inclusive tourism research in Indonesia. This approach provides a scientific foundation for developing communication strategies that support inclusive tourism. Thus, this research also contributes to evidence-based decision-making in the development of a more equitable and sustainable tourism sector.

Results and Discussion

Bibliometric analysis results indicate that research on inclusive tourism communication in Indonesia has continued to increase over the past decade, with publications trending upwards since 2018. Visualization using VOSviewer shows that the dominant keywords that frequently appear include "inclusive tourism," "accessibility," "special needs," and "disability," indicating a focus on the rights and access of vulnerable groups in the tourism sector. Institutionally, research remains dominated by several large universities in Indonesia, but collaboration between institutions remains limited and spread across several small clusters. This pattern opens up opportunities to strengthen research networks across institutions and regions. These findings also serve as a basis for directing more inclusive tourism communication and development strategies in the future.

Table 1. Document Types

Document Type	Total
Article	99
Conference Paper	60
Review	4
Book Chapter	3
Conference Review	3

Based on Table 1, the classification of document types analyzed through the Scopus database, the majority of publications related to the theme of inclusive tourism communication in Indonesia are scientific articles (99 documents), indicating that this topic has received serious attention in the academic community and has been researched in depth through a formal and structured approach. Meanwhile, there are also significant contributions from conference papers (60 documents), reflecting that this issue is also a hot topic in discursive scientific forums and remains open to the development of ideas. Other types of publications such as review articles (4 documents), book chapters (3 documents), and conference reviews (3 documents) show that, although fewer in number, the approach of literature synthesis and integration across book chapters contributes to strengthening the diversity of perspectives in studying inclusive tourism. This composition of document types shows that the development of inclusive tourism discourse in Indonesia is not only dominated by empirical research, but also by conceptual reflection and interdisciplinary academic discussions, which contribute to enriching the theoretical foundations as well as the direction of policy and practice in the field.

Table 2. Publication Sources

Sumber Publikasi	Total
Iop Conference Series Earth and Environmental Science	24
E3s Web of Conferences	12
Aip Conference Proceedings	9
Geojournal of Tourism and Geosites	6
International Journal of Sustainable Development and Planning	6

Table 2. Several primary publication sources in inclusive tourism communication studies in Indonesia show the concentration of articles in journals and proceedings that focus on environmental, sustainability, and regional planning issues. The IOP Conference Series: Earth and Environmental Science tops the list with 24 publications, indicating that inclusion in tourism is often linked to environmental and sustainability dimensions. This is followed by the E3S Web of Conferences (12 publications) and the AIP Conference Proceedings (9 publications), reflecting the strong involvement of international scientific forums in discussing the development of accessible and responsive tourism to special needs. Meanwhile, journals such as the GeoJournal of Tourism and Geosites and the International Journal of Sustainable Development and Planning each recorded six publications, indicating that inclusive tourism communication studies have begun to find a place in journals that specifically address issues of spatial planning, tourism destinations, and sustainable development. This distribution pattern indicates that research in this field is developing multidisciplinary, bridging accessibility and disability issues in tourism through approaches such as policy, spatial planning, education, and technology. Moreover, the representation of various international journals and proceedings indicates that this theme is relevant not only in the local Indonesian context, but also in the global discourse on inclusive tourism and sustainable development.

Table 3. Keywords

Keywords	Total
Indonesia	52
Tourism	40
Tourism Development	21
Sustainable Development	17
Ecotourism	15

Table 3 shows the frequency of keyword occurrences in publications on inclusive tourism communication in Indonesia, highlighting the most dominant topics and the direction of researchers' attention over the past decade. The keywords Indonesia (52 times) and tourism (40 times) are at the center of various discourses, confirming that geographic location and the general theme of tourism remain the primary starting point in every scientific discussion. Furthermore, keywords such as tourism development (21 times), sustainable development (17 times), and ecotourism (15 times) demonstrate the integration of inclusivity with sustainable tourism development that takes into account environmental conservation, local community participation, and the fulfillment of the rights of vulnerable groups. This trend reflects that communication in the context of inclusive tourism is seen not only as information delivery but also as a strategy to encourage social transformation, equitable planning, and destination sustainability. In many publications, the link between tourism development and sustainability is described as a synergy that strengthens efforts to achieve the Sustainable Development Goals (SDGs), particularly the goals on inclusive cities and communities, reduced inequality, and partnerships to achieve these goals (UNWTO, 2023). Therefore, strengthening communication that is sensitive to the needs of people with disabilities, empowering local communities, and involving various parties are important components in developing tourism that is not only economically developed, but also inclusive and socially just.

Table 4. Countries

Country	Total
Indonesia	154
Australia	8
Malaysia	8
United Kingdom	5
Egypt	2

Table 4 shows the distribution of publications by country or region, indicating that Indonesia dominates research contributions in the field of inclusive tourism communication, with a total of 154 documents published during the 2014–2024 period. This dominance indicates that inclusive tourism issues are highly relevant to the local context of Indonesia, which has high geographic, social, and cultural diversity. Furthermore, national policies that encourage the development of disability-friendly and inclusive tourism have also driven an increase in the number of domestic publications. However, there are also contributions from other countries such as Australia and Malaysia (8 publications each), as well as from the United Kingdom and Egypt, indicating that while this issue is highly contextual, it also attracts international attention. The involvement of these countries likely stems from academic collaborations, comparative studies, or the involvement of diaspora researchers observing the development of inclusive tourism in Indonesia from a global perspective. This strengthens Indonesia's position as a significant center of study in the inclusive tourism research landscape, while also opening up opportunities for transnational collaboration that can enrich perspectives and broaden the implementative impact of these research results (Stokols et al., 2005).

participatory, and digital approaches, which support the direction of sustainable and inclusive tourism development.

In line with these findings, research by Lestari et al. (2022) emphasized the importance of inclusive communication in promoting tourist destinations for vulnerable groups, particularly people with disabilities, by highlighting the role of digital media in bridging the information gap. Another study by Zajadacz (2015) showed that implementing accessibility principles in tourist destination management had a positive impact on increasing participation by tourists with disabilities and encouraging more adaptive local policy changes. Furthermore, a study by Dian et al. (2025) emphasized the importance of involving local communities in building inclusive narratives through a sustainable participatory communication approach. These three studies confirm that inclusive tourism communication is not only about conveying information but also concerns the values of social justice, community empowerment, and destination sustainability, which are relevant to the keyword trends and thematic connections seen in the bibliometric visualization results. Mapping research trends through a bibliometric approach has revealed significant dynamics in the realm of inclusive tourism communication in Indonesia. The consistent emergence of keywords, such as tourism, accessibility, inclusive, and disability, reflects the growing academic focus on issues of access equity in the tourism sector.

Furthermore, the interconnectedness of concepts such as sustainable development, local community empowerment, and digital communication demonstrates that research in this field is developing interdisciplinary and contextually. The dense keyword network pattern indicates that the theme of inclusivity has received broader attention, not only from a physical perspective but also from social, cultural, and technological perspectives. However, the complexity of the phenomenon of inclusive tourism communication cannot be fully captured through a quantitative bibliometric approach alone. Despite this progress, there remains room for exploration that has not been optimally explored, particularly in methodological aspects, local context, and deeper field approaches. Therefore, understanding the limitations of this study's findings is crucial as a reflection to enrich the direction of future research development. This critical perspective opens up opportunities to integrate initial findings with a more participatory and contextual approach to produce more relevant and applicable recommendations in supporting equitable inclusive tourism.

The results of this bibliometric analysis not only provide an overview of research trends and dominant keywords in inclusive tourism communication, but also have practical potential to support the formulation of communication strategies and tourism development policies. Visualizing keyword networks, for example, can serve as a basis for identifying frequently discussed or under-researched issues, such as the lack of focus on "local communities" or "tourism attractions." This can be prioritized in developing communication strategies that are more sensitive to the needs of vulnerable groups. Furthermore, mapping collaborations between authors and institutions through co-authorship and institutional mapping allows policymakers to identify potential centers of knowledge with which to collaborate in formulating evidence-based policies. This information is crucial for building synergy between academics, government, and tourism industry players.

Furthermore, findings from the frequency of keywords such as "accessibility," "community-based tourism," and "sustainable development" indicate that researchers are already focusing on inclusive and socially just tourism development. Local governments, the Ministry of Tourism, and destination managers can use this data to develop public communication strategies that emphasize the importance of equal access to tourism information for all levels of society. For example, by creating promotional media that is visually impaired-friendly, or

using language that is easily understood by people with intellectual disabilities. In other words, bibliometrics can form the basis for evidence-based policymaking because it provides structured data on the extent to which inclusion themes have been discussed, the actors involved, and trends in scientific literature that can be adopted into communication practices in the field. Therefore, the results of this study are not only reflective but also applicable in supporting communication strategies and policies for inclusive tourism development that are more targeted, needs-based, and participatory.

Although this study successfully maps the landscape of inclusive tourism communication research in Indonesia over the past decade, there is still ample room for exploration to develop a more in-depth perspective. While this study's focus on keyword-based bibliometric analysis and inter-publication links provides an initial overview of research directions and trends, it does not yet delve into the methodological dynamics, local cultural context, and field approaches used in each study. Several potential studies using participatory approaches, narrative exploration, or in-depth case studies have not been explored through this method. Furthermore, using the Scopus database as the sole data source does indeed limit the scope of publications, as it excludes national journals that are not yet internationally indexed. However, the selection of Scopus is not intended to discount the contributions of local researchers, but rather to ensure globally standardized publication quality and facilitate bibliometric analysis, which requires structured metadata.

Furthermore, although the publications analyzed are primarily in English, the keywords used have been specifically designed to address the Indonesian context. This is evident from the bibliometric mapping results, which show Indonesia ranks first as the country with the highest number of publications on this topic. This means that, despite using an international database, this study still represents the voices and contributions of Indonesian researchers, both those working at domestic institutions and those involved in international collaborations. This study is not intended to ignore local perspectives, but rather serves as an initial effort to map research trends through an internationally indexed and high-quality data source, namely Scopus. In the future, this study could be expanded to include data from national databases such as SINTA or Garuda to enrich the diversity of sources and obtain a more comprehensive picture of local literature developments. Thus, the results of this analysis remain relevant for understanding the development of literature and research dynamics in Indonesia, while also providing a starting point for further research that can integrate local data sources to enrich local perspectives and cultural contexts.

Conclusion

Based on the results of a bibliometric analysis of publications on inclusive tourism communication in Indonesia during the period 2014–2024, there is a trend of increasing publications, especially since 2018, indicating that this issue is gaining increasing attention in the academic community. Dominant keywords such as tourism, Indonesia, accessibility, inclusive, and disability demonstrate the research focus on efforts to create tourism that reaches all levels of society, including people with disabilities. This trend aligns with the growing awareness of sustainable and socially just tourism development. In terms of document types, scientific articles dominate, followed by conference proceedings, reflecting active research activity despite the lack of review or theoretical approaches. The most contributing institutions come from major Indonesian universities such as the University of Indonesia and the Bandung Institute of Technology. While geographically, the majority of publications originate from Indonesia with limited collaboration with other countries. Overall, this trend opens up opportunities to strengthen collaborative networks across institutions and countries, and direct

the development of inclusive tourism communication towards a more strategic, participatory, and evidence-based approach.

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