



Mapping Research on Entrepreneurship and Tourism in Indonesia: A Bibliometric Analysis

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ABSTRACT: Entrepreneurship and tourism have gained attention from researchers due to their contribution to society's social and economic welfare, especially in Indonesia. This study aims to analyze scientific literature on entrepreneurship and tourism in Indonesia by using the Scopus database. Bibliometric analysis was performed to analyze the documents to answer the research questions. A sample of 48 documents is selected and analyzed using R software (Biblioshiny). The result finds that entrepreneurship and tourism in Indonesia, widely studied by Indonesia University as an affiliated, contributed most to the documents. The thematic areas of entrepreneurship and tourism in Indonesia are entrepreneurship, tourism, innovation, rural tourism, sustainable tourism, training. The entrepreneurship and tourism sector supports economic and sustainable development to support ecotourism based on the natural or to reach sustainable tourism. This study contributes to practical and theoretical studies of entrepreneurship and the tourism sector in Indonesia.

Keywords: entrepreneurship, tourism, mapping, Indonesia, bibliometric

ABSTRAK: Kewirausahaan dan pariwisata telah mendapatkan perhatian dari banyak peneliti karena kontribusinya terhadap kesejahteraan sosial dan ekonomi masyarakat, khususnya di Indonesia. Penelitian ini bertujuan untuk menganalisis studi literatur pada bidang kewirausahaan dan pariwisata di Indonesia menggunakan database scopus. Penelitian ini menggunakan analisis bibliometrik untuk menganalisis dokumen yang telah terbit sebagai bagian dari menjawab pertanyaan penelitian. Sampel dalam penelitian ini menggunakan 48 dokumen dan dianalisis menggunakan software R. Hasilnya menunjukkan bahwa kewirausahaan dan pariwisata di Indonesia, yang banyak dipelajari oleh Universitas Indonesia sebagai afiliasinya, berkontribusi paling besar terhadap dokumen tersebut. Bidang tematik kewirausahaan dan pariwisata di Indonesia adalah kewirausahaan, pariwisata, inovasi, wisata pedesaan, pariwisata berkelanjutan, pelatihan. Sektor kewirausahaan dan pariwisata mendukung pembangunan ekonomi dan berkelanjutan untuk mendukung ekowisata berbasis alam atau untuk mencapai pariwisata berkelanjutan. Penelitian ini memberikan kontribusi pada kajian praktis dan teoritis mengenai kewirausahaan dan sektor pariwisata di Indonesia.

Kata Kunci: kewirausahaan, pariwisata, pemetaan, Indonesia, Bibliometrik.

A. INTRODUCTION

Social, cultural, and economic are the factors that can influence entrepreneur activity and perception, (Castaño et al., 2015), which is also affected by the same aspects, including tourism. In the past,

tourism was one of the sectors with inclusive or expensive activities. However, today, it has become mass tourism or part of the entertainment aspect of society (y Patiño et al., 2016). The tourism sector is still to be promoted by some actors, including during

the post-pandemic COVID-19, to sustainable tourism (Pahrudin et al., 2021, 2022).

The study on entrepreneurship has gained attention from tourism researchers due to the increase of the studies in the literature and has an advantageous role in the tourism industry (Solvoll et al., 2015). Furthermore, some studies on entrepreneurship and tourism in the context of rural localities regarding the productive activities to reach competitiveness toward tourism destinations (Komppula, 2014), the support of the public toward entrepreneurship in the tourism sector (Devkota et al., 2020), role of SMEs in tourism field (Castaño et al., 2015), the tourism enterprises to increase the competitiveness of tourism destination (Valeri & Fadlon, 2019), and creative tourism enterprises in the rural area and communities (Bakas et al., 2019; Ratten et al., 2019). Moreover, the study entrepreneurship and tourism brings new insight such as the concept of sustainability, rural tourism, resilience, institutional, social entrepreneur, and local community (Daniele & Quezada, 2017; Utami et al., 2023; Yuli et al., 2023).

Indonesia is one of the countries focusing on both entrepreneurship and the tourism sector. Empirically, the studies literature on entrepreneurship and the tourism sector in Indonesia is still increasing annually. The research from (Indriartiningtias et al., 2019), stated that entrepreneurship in Indonesia has made positive progress in creating a job and increasing creativity. In addition, entrepreneurship also contributes to the economy of society and economic welfare (Ismail, 2016; Kim, 2017; Roziqin et al., 2021). However, the study on entrepreneurship and tourism using bibliometric analysis still needs to be completed. Moreover, this research tries to

review the scientific document published on entrepreneurship and tourism in Indonesia from Scopus database literature systematically.

Furthermore, the literature review on entrepreneurship and tourism will summarize the importance of publishing past, present, and future directions for the researchers concerned in this field. This study tried to analyze scientific documents published based on Indonesia's entrepreneurship and tourism sector using a bibliometric analysis. In addition, this study covers published documents on entrepreneurship and tourism in Indonesia from Scopus database to analyze the mapping of the topics, collaboration networks, journals, and authors. Based on the study's findings, try to fill out the study gap, and future research may study and answer in the context of entrepreneurship and tourism, especially in Indonesia. Thus, this study tries to answer the research questions commonly answered in context of bibliometric analysis: RQ1: Who are the most contributions by authors and institutions in entrepreneurship and tourism in Indonesia? RQ2: What are the journal's leading publication sources based on studying entrepreneurship and tourism in Indonesia? RQ3: What is the thematic co-occurrence and thematic map of the study on entrepreneurship and tourism in Indonesia? Answering these questions helps researchers and practitioners understand the current entrepreneurship and tourism issues in Indonesia.

This study has several contributions to the research topic of small and medium enterprises and tourism section. First, this study comprehensively described the entrepreneurship and tourism sectors for future research. Second, the existing research in this study tried to explore the entrepreneurship and tourism sector in

Indonesia. Furthermore, this study contributes to both academics and practitioners. For academics, this study can extend and enrich the literature on entrepreneurship and the tourism sector. For the practitioner, the findings could contribute to entrepreneurship and tourism stakeholders taking the benefit and action toward developing entrepreneurship and tourism sector in Indonesia.

B. METHOD

The present study relies on a bibliometric analysis approach, which is used to provide understanding and knowledge in the study of entrepreneurship and tourism in Indonesia. This study used bibliometric analysis to answer the research questions by providing information on research on entrepreneurship and tourism in Indonesia. The analysis of the bibliometric was explained generally below.

Bibliometric approach is one of the methods to cover and analyze the dynamic structure of the research. In addition, this study used bibliometric analysis to cover some information in scientific documents based on the co-occurrence of the idea and topic of the research, co-citation, collaboration network among the scholars, and map of the research structure (Small, 1973).

Co-word analysis was used in this study to discover the conceptual evolution of research topics in the published documents. At the same time, co-citation refers to the intellectual base of the studies (Cobo et al., 2011). In addition, co-word analysis was used to find out the word analysis and content of the documents through the extracted process from the "title," "keyword," "abstract," and "full document" and providing the future research agenda based on the trend topics (Donthu et al., 2021). Based on these several indicators,

this study used co-word analysis to reach its purpose.

Data collection and analysis process in this study were analyzed using the software R programming (Biblioshiny) package (<http://www.bibliometric.org> accessed on 19 November 2023, to find the bibliometric analysis by using R language (statistical program) (Aria & Cuccurullo, 2017). Bibliometric method approach was applied to find the purpose of the study (Aria & Cuccurullo, 2017; Cuccurullo et al., 2016). The query or terms used to find the literature through keywords are "entrepreneurship" AND "tourism" AND "in Indonesia." LANGUAGE: (ENGLISH). Based on the selection criteria for the query search, the authors decided to select all the published documents based on the following terms: author keyword, keyword plus, title, and abstract. The documents database was selected on January 19, 2023, and 48 documents were selected based on the criteria. **Figure 1** shows the research stage process.

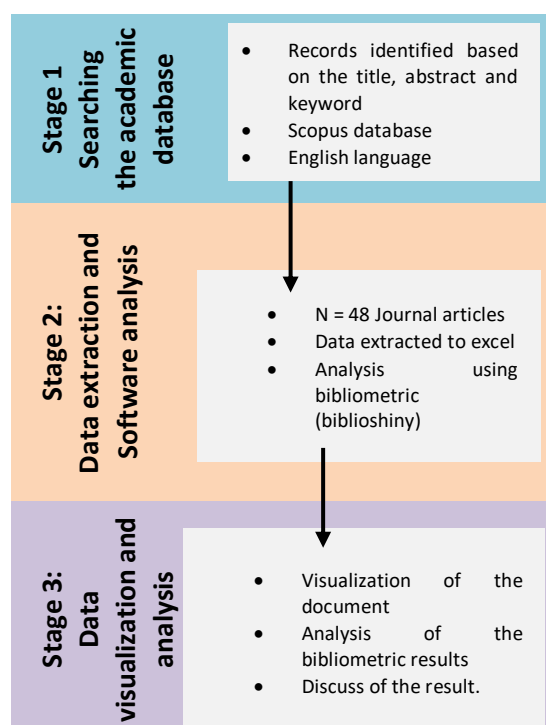


Figure 1. Research stage

C. RESULT AND DISCUSSION

1. Annual output of the documents

This section explains the annual scientific production regarding the research on entrepreneurship and tourism in Indonesia. After screening the documents, we found 48 documents published in the Scopus database with document types such as articles, books, book chapters, conference papers, letters, and reviews. **Figure 2** presents the articles published from 2000 to 2022. Furthermore, the publication trend increased significantly from early 2018 to 2022, with the highest article published in 2022 by 11 documents.

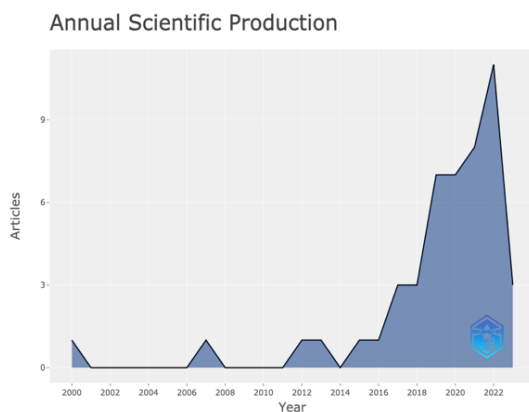


Figure 2. Annual scientific production.

2. Relevant sources

Studies on entrepreneurship and tourism in Indonesia have been discussed in several sources. There are 20 journals of this topic from Scopus database. The documents were published in different quartiles, from quartile one to quartile four, as well as conference papers. Based on Figure 3, the most journals that have contributed to the entrepreneurship and tourism field in Indonesia are the IOP conference series (4 documents), the International Journal of Scientific and Technology (3 documents), the Journal of Environmental Management and Tourism (3 documents), studies on entrepreneurship structural change (3 documents). The journal's overall contribution to the topic of entrepreneurship

and tourism in Indonesia present in **figure 3**.

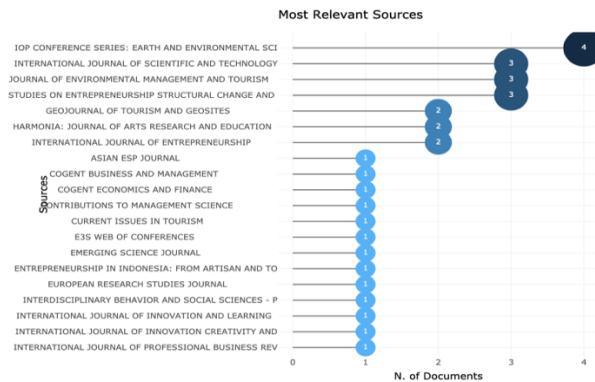


Figure 3: most contribution journals.

3. Three-fields plot

To examine the thematic map in this study, the multiple correspondence analysis (MCA) was applied to understanding the thematic map. Based on **figure 4** found that the author had found six clusters in this study. The first cluster discusses entrepreneurship with words such as entrepreneurship, Indonesia, economic development, and empowerment. The second cluster is tourism, with some keywords tourism and Mandalika. The third cluster is innovation, which includes several words such as innovation, entrepreneurial orientation, market sensing, marketing performance, marketing resource flexibility, and organizational learning. The fourth cluster is rural tourism. The fifth cluster is sustainable tourism. The last cluster on the thematic map is training.

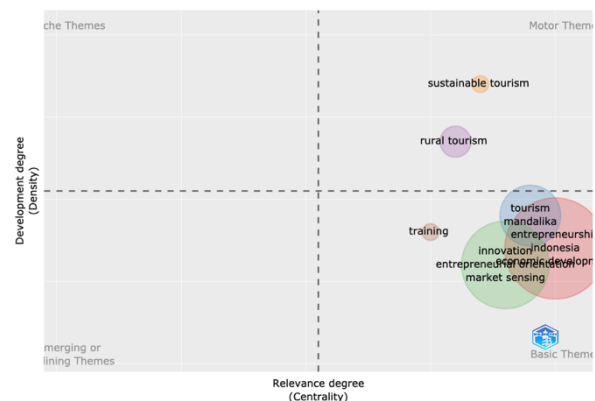


Figure 4: Thematic map

4. Word cloud analysis

Figure 5 shows the word cloud of the keywords from the abstracts and the number of words that co-occurrence in the document. Based on the result, some words frequently used by the authors in the documents were entrepreneurship, Indonesia, tourism, innovation, entrepreneurial orientation, rural tourism, economic development, empowerment, mandalika, and market sensing.



Figure 5: Word cloud.

5. Most contribution by authors

This section uses the Scopus database to explain the authors who have contributed to Indonesia's entrepreneurship and tourism field. Based on Figure 4, two authors wrote more than two documents. The authors are Ratten V and Usmanij P, the most productive in the published document by five and two documents. **Figure 6** shows the most relevant authors who published the article on entrepreneurship and tourism in Indonesia.

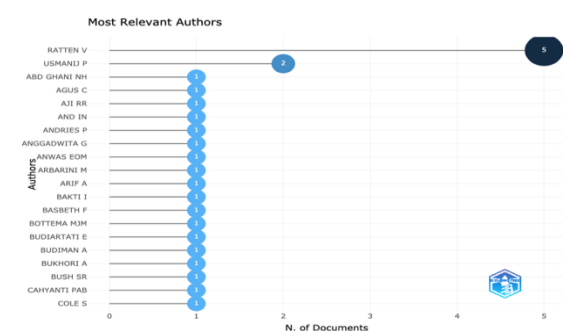


Figure 6: Most relevant authors

6. Cluster analysis by Co-occurrence

There are two clusters based on the co-occurrence of the network, which were named main topics, as well as the network relationship between them in the same group. Based on **figure 7**, cluster one, or the red cluster, was dominated by entrepreneurship and integrated by some networks of tourism, Indonesia, innovation, and empowerment. Cluster two, or the blue cluster, explains some of the word networks that explain the integration among the words. The second cluster was dominated by some words such as entrepreneurial orientation, marketing performance, organizational learning, marketing resources flexibility, and market sensing.

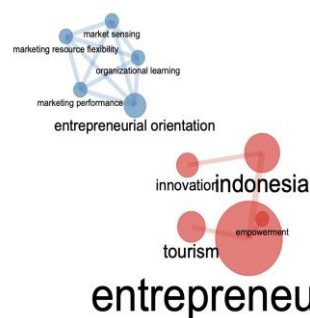


Figure 7: cluster analysis of co-occurrence.

7. Discussion

Purpose of this study is to evaluate the scientific documents published on entrepreneurship and tourism in Indonesia. This study used a bibliometric approach to provide a comprehensive analysis to answer research questions based on the most authors have published on entrepreneurship, institution, thematic map, co-occurrence of the network, word cloud, and annual publication of the documents. It is essential to highlight them based on the bibliometric analysis for future research direction.

Firstly, this section answer the question regarding the most contribution in the document published by the authors and institutions on entrepreneurship and tourism

in Indonesia. Based on **Figure 6**, it was found that the authors who published the document on entrepreneurship and tourism made the most contributions with five documents and two documents, Ratten V. The first document (Ratten, 2022) discussed the existence of the study on Oceania entrepreneurship more focused on the country. Unlike other continents, such as Europe or Africa, it is not generally used to bring an advantage to research or practice. Furthermore, (Ratten, 2021) discussed the history of entrepreneurship in Indonesia and its effect on business activity. In addition, (Purwaningrum et al., 2022) explained that entrepreneurship in the tourism area, especially in Toba Lake, has an excellent opportunity to develop home businesses and products around the tourism area to support the economic and social welfare of the society. Therefore, the authors of Ratten V on the study by (Anggadwita et al., 2023), discussed the creative industry in the batik tourism area in Indonesia during the pandemic covid-19 by women entrepreneurship and found that COVID-19 has an impact on women's entrepreneurship. In addition, the craft industry of women batik entrepreneurs used technology to respond to the COVID-19 pandemic. The last document discussed the strategy toward MSME entrepreneurship in West Java, especially in tourism villages. The result found that they successfully organized tourism village activities to attract tourists to increase the competitiveness of village tourism and increase tourism services (Latianingsih et al., 2022). Moreover, Universitas Indonesia contributed the most to the documents published on entrepreneurship and tourism in Indonesia. However, not only are the authors and affiliations from Indonesia concerned with entrepreneurship and tourism in Indonesia, but also those from abroad are collaborating

with some foreign institutions such as Australia, Belgium, Malaysia, Netherlands, and the UK.

For the second research question, **figure 3** explains that the most journals that have contributed to the entrepreneurship and tourism field in Indonesia are the IOP conference series (4 documents), the International Journal of Scientific and Technology (3 documents), the Journal of environmental management and tourism (3 documents), studies on entrepreneurship structural change and industrial dynamics (3 documents). Based on this result, most journals publish documents on entrepreneurship and tourism in Indonesia from the conference series. Furthermore, most of the journals in entrepreneurship and tourism in Indonesia came from some subject areas such (as business, management, and accounting), social science, (economics, econometrics and finance), (environmental science), and (earth and planetary science).

The last of the research questions in this study is regarding the study's theme on entrepreneurship and tourism in Indonesia (**figure 4**). Based on the bibliometric analysis, the result found several thematic divides into clusters. There are six thematic clusters for mapping entrepreneurship and tourism. Cluster one focuses on the label of entrepreneurship with several terms, such as entrepreneurship, Indonesia, economic development, and empowerment. It indicated that cluster one focuses on how entrepreneurship contributed to the economic development and empowerment of the community in Indonesia (Duli, 2022; Murniati et al., 2021; Ratten, 2021; Yuli et al., 2023).

The second topic focused on the tourism areas with some keywords such as tourism and Mandalika. Mandalika is one of the areas of Special Economic Zone in

Indonesia and as a leading new market for both tourism and economic welfare for the local community (Yuli et al., 2023), and as a sports tourism area (Isnaini & Muttalib, 2022; Pahrudin et al., 2023). The third cluster is innovation, focusing on innovation, entrepreneurial orientation, market sensing, marketing performance, marketing resource flexibility, and organizational learning. This cluster is how innovation, including technology and smart technology, is needed as a marketing tool in entrepreneurship and tourism in Indonesia (Nariratih & Rahmawati, 2019; Ratten, 2021).

The fourth cluster explains rural tourism. Indonesia is one of the countries where most citizens live in rural areas, with 44.02% (Utami et al., 2023). Rural tourism is one of the important sources for developing business sources, including tourism villages and its impact on social, economic, and cultural development (Untari & Suharto, 2020; Utami et al., 2023). The fifth thematic cluster focuses on sustainable tourism. Sustainability is one of the agenda in the tourism field (Pahrudin et al., 2022), and entrepreneurship and tourism in rural areas have a role in reaching sustainable tourism, like village tourism (Utami et al., 2023). Village tourism has the role of reaching sustainability because it can add some components to sustainability, such as environment, social-cultural, and economy (Saviera et al., 2022). The sixth thematic cluster is training in the theme of entrepreneurship and tourism in Indonesia. The governments are the key actor in tourism sector. There are some roles of the governments in tourism such as coordination, planning, regulation, training, entrepreneurship, promotion, and marketing (Hardjosoekarto & Lawang, 2021). Training human resources in the tourism area is one agenda for the tourism development process (Hardjosoekarto & Lawang, 2021).

D. CONCLUSION

This study explains the mapping research on entrepreneurship and tourism in Indonesia by using Bibliometric approach to cover the knowledge of entrepreneurship and tourism in Indonesia, such as publication trends, authors, institutions, journals, word cloud, co-occurrence network, and thematic map on the literature. The result found that it is important to cover the knowledge of entrepreneurship and tourism in Indonesia. Based on the data from Scopus found that the scientific documents increased from 2000 to 2022. Universitas Indonesia is a leading institution toward the document of entrepreneurship and tourism in Indonesia. On other side, the authors from Indonesia collaborate from other countries to published the document such as Australia, Malaysia, UK, Netherland, and Belgium. Entrepreneurship and tourism in Indonesia have successfully created a new sector, tourism villages, and rural tourism, which aim to create opportunities for economic welfare and empowerment of the local community. In addition, entrepreneurship and tourism in Indonesia face the challenge post-pandemic-19 to create innovation, like using technology in rural tourism and village tourism as media to promote the tourism sector to the world.

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