

INVESTIGACIÓN ACADÉMICA SOBRE LA PERSONALIDAD DE LA MARCA EN LA INDUSTRIA TURÍSTICA: UN ANÁLISIS BIBLIOMÉTRICO

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RESUMEN

Desde el año 2006, el estudio de la personalidad de la marca o Brand Personality en la industria turística ha despertado un creciente interés en la comunidad científica. Sin embargo, pocos trabajos han tratado de resumir y organizar los hallazgos de las distintas investigaciones centradas en este campo de estudio. El objetivo de esta investigación es identificar los temas principales que han centrado la atención de la investigación sobre la personalidad del destino turístico hasta el momento, así como detectar futuras líneas de estudio. Para ello, este artículo analiza la investigación científica (un total de 110 artículos) sobre la personalidad de la marca de destinos turísticos que se ha generado entre 2006 y 2021, a partir de los datos recogidos de la base de datos de Scopus. Se ha realizado una revisión que combina una clasificación por clústeres temáticos y una descripción visual a través de gráficas empleando los software VOSviewer y Bibliometrix. Los resultados permiten aportar unas directrices de investigación y una futura agenda de temas de investigación.

Palabras clave: brand personality; turismo; vosviewer; bibliometrix

ABSTRACT

Since 2006, the study of brand personality in the tourism industry has aroused growing interest in the scientific community. However, few papers have tried to summarize and organize the findings of the different research studies focused on this field of study. The aim of this research is to identify the main topics that have focused the attention of research on tourism destination personality so far, as well as to detect future lines of study. To this end, this investigation analyzes the scientific research (a total of 110 papers) on tourism destination personality that has been generated between 2006 and 2021, based on data collected from the Scopus database. A review has been carried out combining a classification by thematic clusters and a visual description through graphs using VOSviewer and Bibliometrix software. The results provide research guidelines and a future research agenda.

Keywords: brand personality; tourism; vosviewer; bibliometrix

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