

BIBLIOMETRIC ANALYSIS OF ARTICLES ON BRAND EVANGELISM IN TOURISM

TURİZM ALANINDA MARKA EVANGELİZMİ KONUSUNA YÖNELİK MAKALELERİN BİBLİYOMETRİK ANALİZİ

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Gönderim 14 Mart 2025 – Kabul 21 Nisan 2025
Received 14 March 2025 – Accepted 21 April 2025

Abstract: *Brand evangelism, which is important for businesses, refers to consumers trying to persuade other consumers choosing the brand they prefer. As in all sectors, the tourism sector also aims to survive in an intensely competitive environment. In this respect, brand evangelism can make significant contributions to the sector as a type of positive word-of-mouth communication. On the other hand, it is determined that the concept has not been studied much in tourism literature and it is assumed that it has the feature of being an important field of study for both the sector and researchers. The studies revealing the general trends and characteristics of the subject of brand evangelism in tourism literature are quite limited. The aim of this research is to conduct a bibliometric analysis of brand evangelism studies in the field of tourism indexed in the Web of Science database. In this context, 1750 articles published between 1984-2024 were analyzed with the “Biblioshiny” package in the RStudio program. According to analysis results, the most effective journals, authors, countries, word analyses, thematic map and various bibliometric indicators such as Lotka Law compliance in the field of brand evangelism were presented. It was concluded that the most productive journal in the field was Journal of Travel & Tourism Marketing and the most productive author was Heesup Han. While a significant increase in the number of articles on the subject of brand evangelism has been observed over the years, some other findings reached include the subjects of “satisfaction”, “model” and “tourism” being among the trending topics in recent years. The study is thought to be useful for revealing the general view of the field of brand evangelism research in the field of tourism and guiding future research.*

Keywords: *Evangelistic Marketing, Brand Evangelism, Web of Science, Bibliometric Analysis, Biblioshiny.*

Öz: *İşletmeler için önemli olan marka evangelizmi kavramı tüketicilerin kendi tercihleri olan markayı diğer tüketicilerin de seçmesi için onları ikna etmeye çalışmalarını ifade etmektedir. Tüm sektörlerde olduğu gibi turizm sektörü de yoğun rekabet ortamında hayatta kalmak amacını gütmektedir. Bu yönüyle marka evangelizmi pozitif ağızdan ağıza iletişimin bir türü olarak sektöre önemli katkılar sağlayabilmektedir. Buna karşın kavramın turizm literatüründe çok fazla çalışılmadığı belirlenerek gerek sektör gerekse araştırmacılar için önemli bir çalışma alanı olma özelliğine sahip olduğu varsayılmaktadır. Marka evangelizmi konusunun turizm literatüründe genel eğilim ve özelliklerini ortaya koyan çalışma sayısı oldukça sınırlıdır. Bu araştırmanın amacı Web of Science veri tabanında indekslenen turizm alanında marka evangelizmi çalışmalarının bibliyometrik analizini yapmaktır. Bu doğrultuda 1984-2024 yılları arasında yayınlanmış 1750 makale, RStudio programında “Biblioshiny” paketiyle analiz edilmiştir. Yapılan analiz kapsamında marka evangelizmi çalışma alanında yayın yapan en etkili dergiler, yazarlar, ülkeler, kelime analizleri, tematik harita ve Lotka Yasasına uygunluğu gibi çeşitli bibliyometrik göstergeler*

sunulmuştur. Alandaki en üretken derginin Journal of Travel&Tourism Marketing olduğu ve en üretken yazarın ise Heesup Han olduğu tespit edilmiştir. Yıllar itibarıyla marka evangelizmi konusuna ilişkin makale sayılarında önemli bir artış ivmesi görülmekle birlikte “satisfaction”, “model” ve “tourism” konularının son yıllardaki trend konular arasında yer aldığı ulaşılan bazı diğer bulgular arasındadır. Çalışmanın turizm alanında marka evangelizmi araştırma alanının genel görünümünün ortaya koyulması ve gelecek araştırmalara yol göstermesi bakımından faydalı olacağı düşünülmektedir.

Anahtar Kelimeler: *Evangelist Pazarlama, Marka Evangelizmi, Web of Science, Bibliyometrik Analiz, Biblioshiny.*

INTRODUCTION

In recent years, businesses have begun to establish relationships within the scope of cooperation aimed at creating strong emotional bonds between their brands and their customers as a means of non-price competition (Göktaş and Erdoğan Tarakçı, 2020). For this purpose, they attach importance to the concept of brand evangelism by creating brand-focused communities with relationship management. Brand evangelism allows customers to voluntarily share their experiences and strive to transform their customers into brand evangelists (Balıkçioğlu and Oflazoğlu, 2015: 20).

Brand evangelism ensures that the brand reaches a wide audience, is adopted and used by the brand by voluntarily advocating for the brand in order to persuade the masses (Matzler, Pichler and Hemetsberger, 2007; Mansoor and Paul, 2022). The concept of brand evangelism, which comes with the understanding of voluntary advocacy, guidance, persuasion and attraction of the customer to the brand, is of great importance for brands (Schnebelen and Bruhn, 2018). Because voluntary advocacy of a brand will also contribute to the sustainability of the brand (Süer, 2022).

The aim of this research is to contribute to the literature by examining the brand evangelism literature, which is considered to be important in the field of tourism, using the bibliometric method. In this context, 1750 articles indexed in the Web of Science (WoS) database were examined. It is thought that the research will be useful in terms of providing a broad picture of the brand evangelism field, revealing the course of the relevant literature from past to present, identifying research gaps and generating ideas that can motivate future research. Accordingly, 1750 articles indexed in the WOS database and published between 1984-2024 were analyzed in the RStudio program with the “Biblioshiny” package.

Although there are various studies in the literature on brand evangelism in tourism (Harrigan et al., 2021; Mvondo et al., 2022; Topcuoğlu, 2023; Purohit et al., 2023; Lin and Lin, 2023), these studies address the issue of brand evangelism empirically. In this study, the issue of tourism and brand evangelism is specifically addressed. In addition, the fact that the bibliometric analysis of the issue of brand evangelism in the tourism sector has not been studied before is another feature that distinguishes the study from others.

Despite the remarkable prevalence of bibliometric studies, no bibliometric studies have been found specifically for brand evangelism when national and international literature is examined. In addition, there are studies (Mvondo et al.,

2022; Lin and Lin, 2023; Purohit et al., 2023) on brand evangelism in tourism literature. Based on this, the aim of this research is to better understand the subject of brand evangelism in the field of tourism and to provide researchers with information about the structure of this field. In light of all these, considering that bibliometric studies in the national literature are conducted within the framework of tourism and tourism-related topics, it is thought that this study will both contribute to the relevant literature and guide researchers working in this field. The study is also important in terms of presenting up-to-date and detailed data on brand evangelism in the relevant literature. There are also some limitations to the study. These include focusing on a single topic in the study and the keywords consisting only of tourism and brand evangelism concepts. Apart from this, the fact that the data were obtained only from the WOS database and focused only on articles is seen as another limitation.

1. CONCEPTUAL FRAMEWORK

The root of the word evangelist is Greek and is thought to mean “bringer of good news” (Moisés, 1983). The concept of “evangelist”, which comes from the root of the Greek word “evangelos” and means “herald of wonderful things, bringer of good news”, has been called “evangelism” as a fashionable concept with the help of the internet since the 1990s. However, evangelism means “promoting an idea” (Choudhury et al., 2019). The concept of “brand evangelism” is defined as “a more effective and determined way to spread positive opinions about the brand and a process of trying to persuade others to be interested in the same brand”. Brand evangelism is defined as “an effective way to spread positive opinions about the brand and a process of trying to persuade others to be interested in the same brand” (Matzler, Pichler and Hemetsberger, 2007: 27).

Guy Kawasaki’s “How to Drive Your Competitors Crazy” and “The Entrepreneur’s Handbook” were the first to use the concept of evangelism as a marketing concept (Saravanan and Saraswathy, 2017). Kawasaki, one of the people responsible for Macintosh marketing and the former chief of Apple, has been accepted as the leader of “evangelistic marketing”. Guy Kawasaki’s aim, who uses the concept of evangelism in businesses, is to increase the productivity and creativity of people using personal computers (McConnell and Huba, 2003).

According to Matzler et al. (2007), brand evangelism is the intensive effort of the customer to spread their positive thoughts about the brand they prefer and to persuade others to prefer the same brand. The reason for choosing the word evangelism is to emphasize the missionary component of this type of behavioral result of customer passion. In addition to being passionately attached to their brands, evangelist customers feel the need to share what they feel with other consumers. Therefore, brand evangelism is the act of announcing the most liked and positive aspects of the brand to other consumers who have not known about the brand until now. Brand evangelists have a strong psychological and emotional attachment to the brand. Brand evangelists’ brand-related behaviors are characterized by: 1) communicating positive information, ideas, and feelings about a particular brand through both traditional and electronic word-of-mouth communication; 2) actively participating in discussions about the brand’s features with other customers, co-creating the overall brand image; 3) purchasing products of this brand; 4) influencing

consumer behavior; 5) acting as spokespeople for the brand without receiving any compensation; 6) opposing competing brands; and 7) acting in solidarity with the brand (Riivits-Arkonsuo, Kaljund and Leppiman, 2014: 7).

It is not easy to create a situation where consumers make commitments to other people on behalf of the brand. Therefore, the formation of brand communities and then brand evangelists by consumers who make commitments about the brand is a critical determinant in influencing the behavior of other consumers (Shaari and Ahmad, 2016). Brand evangelism, which is an extension of word-of-mouth communication, involves persuasion, unlike word-of-mouth communication. In addition, no response is expected in brand evangelism. A brand evangelist acts as a spokesperson for the brand (Doss, 2014). The advantages and disadvantages of brand evangelism (Saravanan and Saraswathy, 2017: 3) are given below. As advantages:

- ✓ Low cost advertising opportunities compared to other marketing campaign efforts,
- ✓ Researches have shown that brand evangelists spend 50% more money (individually) than a customer who is not a brand evangelist,
- ✓ Brand evangelists actively seek ways to improve the brand or products and provide feedback,
- ✓ Unbiased feedback system,
- ✓ Loyal customers,
- ✓ Long-term marketing strategy,
- ✓ Increased goodwill,
- ✓ Management of expenses,
- ✓ Short return on investment

As disadvantages;

- ✓ Poor product design, poor customer service, product experience can lead to a negative brand and negative brand association,
- ✓ There is a lack of control over the marketing message and distribution method.

Brand evangelism is an integral part of word of mouth communication. It is basically a positive communication between an individual and the people around them about the performance of a brand. This communication affects the loyalty of individuals towards the brand (Doss, 2014). Various studies have been conducted on brand-related issues in the field of tourism in the literature, some of which are given below:

In the study conducted by Harrigan et al. (2021), participants recruited through Amazon MTurk were surveyed about the use of social media in tourism-related decisions. According to findings, value cocreation and customer brand engagement are drivers of evangelical brand-related behaviors.

In the study of Mvondo et al. (2022) the relationship marketing literature is linked to tourism research and it reveals incorporating tourists' participation in value co-creation, brand evangelism, customer empowerment, and affective commitment in an integrated conceptual model. According to the findings, participation in value co-

creation dimensions positively impact all the other variables. Brand evangelism is also positively affected by customer empowerment and affective commitment.

In his study, Topcuoğlu (2023) examined the effects of brand transparency, brand communication, brand trust and brand evangelism perceived by tourists. As a result of the analysis, positive and significant effects of brand trust on brand evangelism were determined by the regression models established.

Purohit et al., (2023) searched the effect of customers' brand experience on brand evangelism in luxury hotels. The results reveal that human interaction-based hotel attentiveness and emotion-based indulgence are necessary conditions for brand evangelism.

Lin and Lin (2023) presented local identity and local dependency significantly affected tourism destination brand evangelism, rural culture perception. Rural life perception significantly affected tourism destination brand evangelism. Local dependency partially mediated the role of rural interpersonal relationship on tourism destination brand evangelism. Rural culture perception has the greatest impact on tourism destination brand evangelism.

2. METHODOLOGY

2.1 Research Method

The main subject of the study is the articles in the WoS database related to "Tourism and Brand Evangelism". The following questions were sought while planning the research:

What is the annual publication production in the WOS database on the subject of "tourism and brand evangelism"?

What is the annual average citation rate in the publications on the subject of "tourism and brand evangelism" in the WOS database?

What are the sources related to the subject of "tourism and brand evangelism" in the WOS database?

Who are the most relevant authors on the subject of "tourism and brand evangelism" in the WOS database?

Do the publications on the subject of "tourism and brand evangelism" in the WOS database comply with the Lotka Law?

Which organizations have the most publications on the subject of "tourism and brand evangelism" in the WOS database?

What are the most globally cited documents on the subject of "tourism and brand evangelism" in the WOS database?

What is the distribution of publications on the subject of "tourism and brand evangelism" in the WOS database by country?

What is the treemap of frequently used keywords in studies on the subject of "tourism and brand evangelism" in the WOS database?

What are the trending topics according to the titles of publications on the subject of “tourism and brand evangelism” in the WOS database?

What is the thematic map of keywords on the subject of “tourism and brand evangelism” in the WOS database?

The scanning model was used in this study. In scientific research, the scanning model is a research strategy, also commonly referred to as literature review. The scanning model aims to systematically investigate existing information on a specific topic or field. This model is used to provide a general overview, summarize existing information, identify important concepts, and lay the groundwork for future research. Scanning models are usually used before starting a research project to guide researchers in understanding existing knowledge, determining research questions, and developing hypotheses (Karasar, 2023). In this study, studies in the literature were examined.

2.2 Data Collection Tools

WOS was used to collect data related to the study. WOS is one of the most famous scientific citation index databases worldwide (Wang et al., 2017). WOS is one of the most important databases of peer-reviewed and legal scientific literature indexing and abstracting. Another feature of this database is that it is one of the two most recognized international databases together with Scopus. The databases supported in Bibliometrix are WOS and Scopus. In this study, WOS database was preferred because it provides global search opportunities and WOS database is the database that is used by academicians and researchers worldwide and where it is thought the most accessible data can be reached.

As a result of the literature review, it was determined that different studies were conducted in a more comprehensive manner by including different concepts in the concepts of tourism and brand evangelism. In this study, only the concepts of “tourism and brand evangelism” were specifically used in the selection of keywords to be used in obtaining data on scientific publications. English articles between the years 1984-2024 were scanned using the advanced search feature of the WOS database with the relevant keywords. In total, the unit of analysis of the research consists of 1750 publications.

2.3 Analysis of Data

In the bibliometric analysis of the data, an R-based package program called “bibliometrix” and its web-based interface called “biblioshiny” were used. Bibliometrix is written in the R language, an open source software, and offers its users a set of tools for quantitative research in bibliometrics and scientometrics (Aria and Cuccurullo, 2017: 963). In the Bibliometrix package, users can perform many bibliometric analyses through Biblioshiny, a web interface that can be easily accessed through Rstudio. In this context, bibliometric data related to 1750 articles obtained from WOS were defined in the Biblioshiny software, and analyses were performed and findings were visualized.

3. FINDINGS

3.1 General Features

In the study, studies conducted between 1984-2024 were compiled in the bibliometric analysis conducted to analyze the studies in the literature on tourism and brand evangelism. In this regard, basic information about the scientific publications scanned in WOS is given in Table 1.

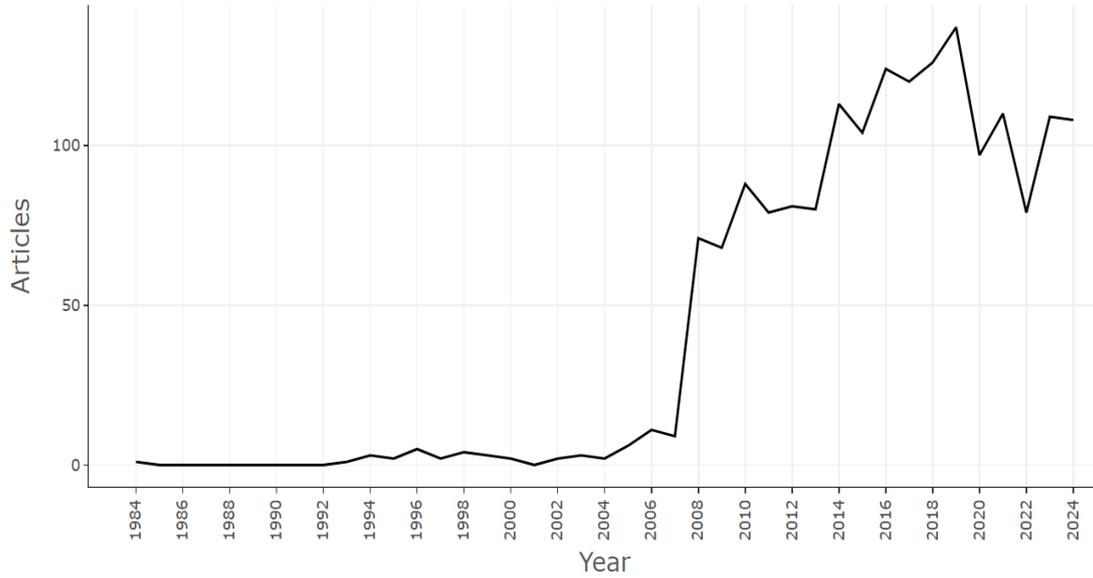
Table 1: Basic Information About Data

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	1984:2024
Sources (Journals, Books, etc)	110
Documents	1750
Annual Growth Rate %	12,42
Document Average Age	7,91
Average citations per doc	31,33
DOCUMENT CONTENTS	
Keywords Plus (ID)	2341
Author's Keywords (DE)	5742
AUTHORS	
Authors	3381
Authors of single-authored docs	214
AUTHORS COLLABORATION	
Single-authored docs	253
Co-Authors per doc	2,77
International co-authorships %	34,69

When Table 1 is examined, 1750 articles from 110 sources were evaluated in the study. These studies were conducted between 1984-2024. The publication increase rate according to the subject area is 12.42%. The number of authors contributing to the relevant field is 3381. 214 of these studies were produced by a single author.

The authors are from different countries at a rate of 34.69%. The distribution of 1750 articles on tourism and brand evangelism between 1984 and 2024 is given in Figure 1.

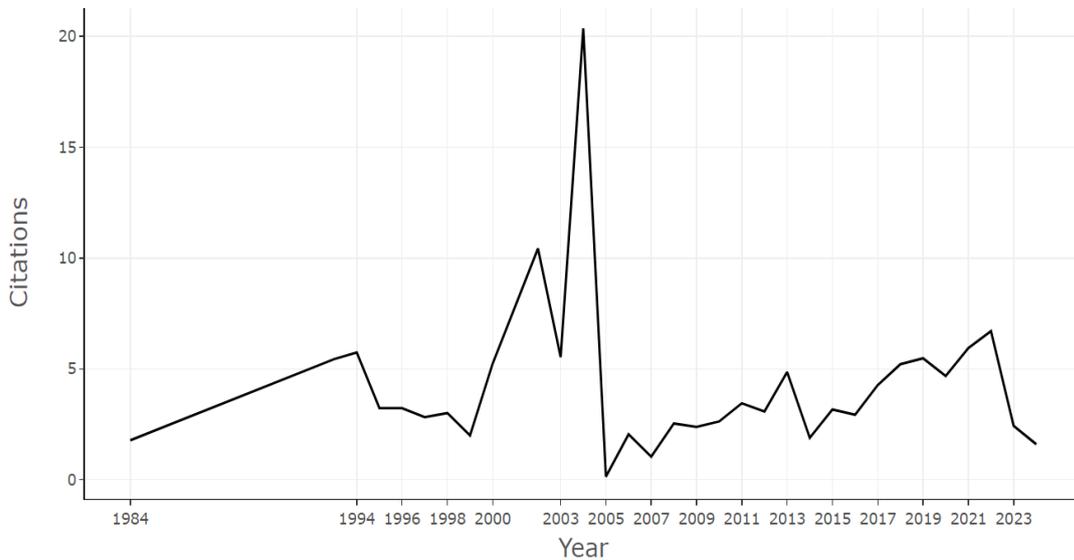
Figure 1: Annual Publication Production



When Figure 1 is examined, it is determined that the studies on tourism and brand evangelism in the field of tourism have increased from 1984 to 2024. The rate of increase in publications became evident as of 2008. The highest number of publications was made in 2019. There was a decrease in publications in 2022. It is seen that it continued to increase in the following periods. However, since 2024 has not yet been completed, the number of publications cannot be known clearly since the studies of this year up to July were included in the research.

Figure 2 shows the annual average citation rates for publications. Accordingly, the period with the highest annual average citations was determined as 2005.

Figure 2: Annual Average Citations



3.2 Findings Regarding Journals and Authors

Figure 3 shows the number of studies published by each journal according to the level of interest in brand evangelism studies in tourism. Figure 3 shows a list of the journals that have published the most on the subject, with circles shown in different colors next to them and the number of publications inside. Accordingly, it is seen that the number of publications ranges from 18 to 1022 and the journal with the most publications related to the theme is the “Journal of Travel&Tourism Marketing” with “1022” publications. Following the mentioned journal, the second journal is the “Asia Pacific Journal of Tourism Research” with 64 publications, and the third is the “Tourism Management” with 55 publications.

Figure 3: Most Relevant Sources

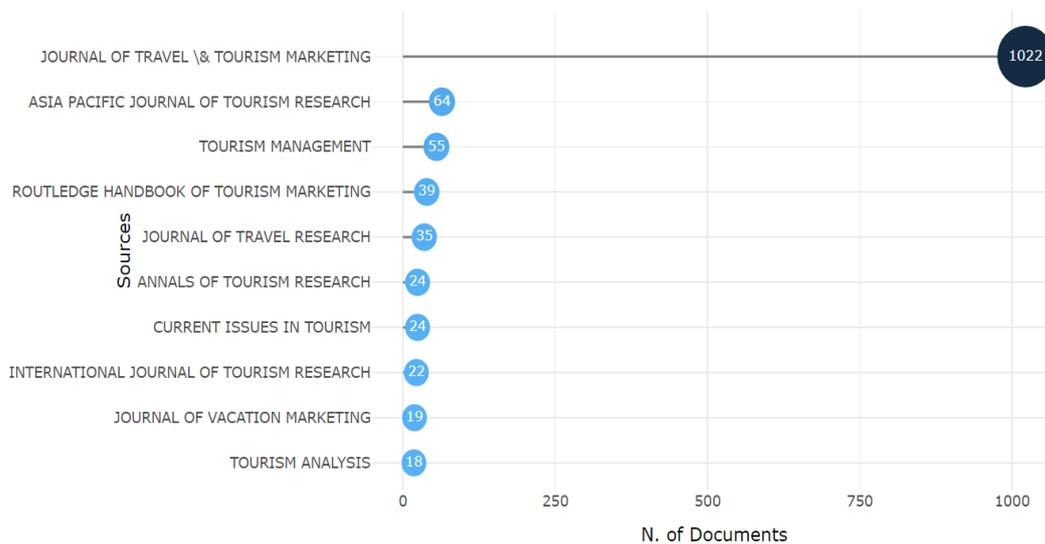


Figure 4 shows the 10 most relevant authors for tourism studies on brand evangelism. Accordingly, Han H. is in the first place, Law R. is in the second place, and Avraham E. is in the third place, and the researchers who have published the most on the subject are:

Figure 4: Most Relevant Authors

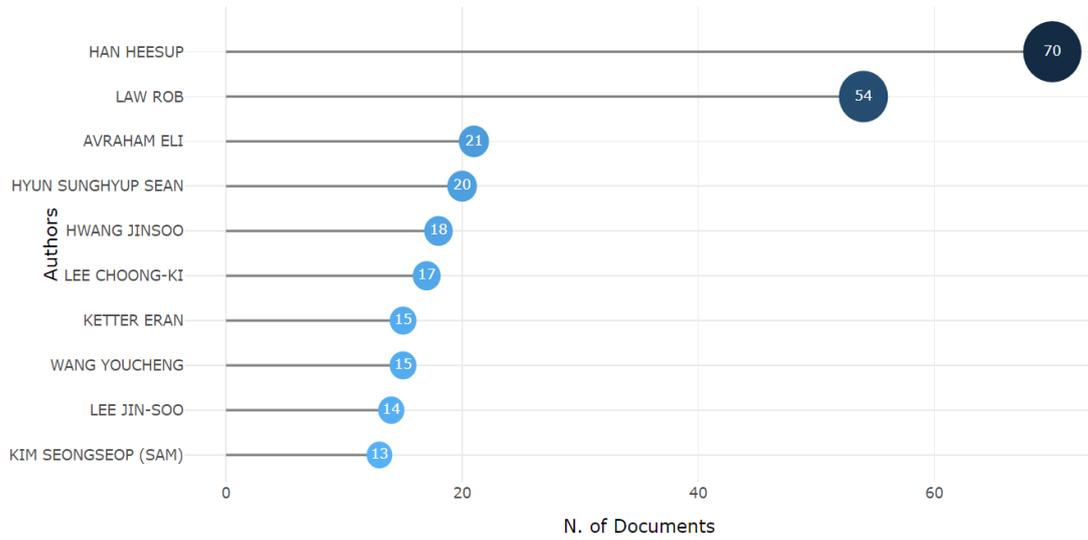
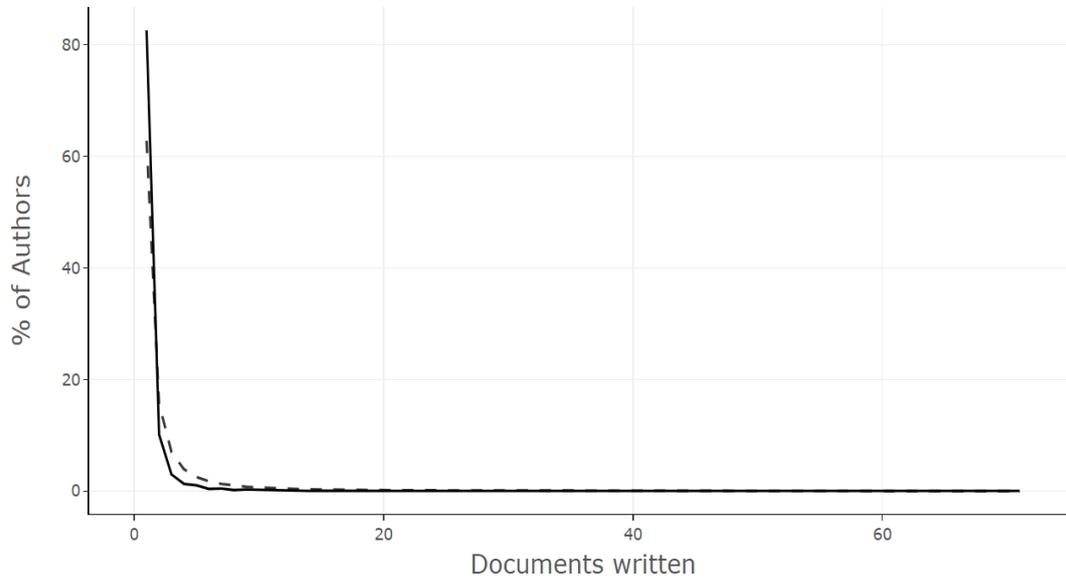


Table 2: Evaluation of Studies According to Lotka's Law

Documents written	N. of Authors	Proportion of Authors
1	2792	0,826
2	342	0,101
3	101	0,03
4	43	0,013
5	35	0,01
6	13	0,004
7	15	0,004
8	6	0,002
9	10	0,003
10	8	0,002

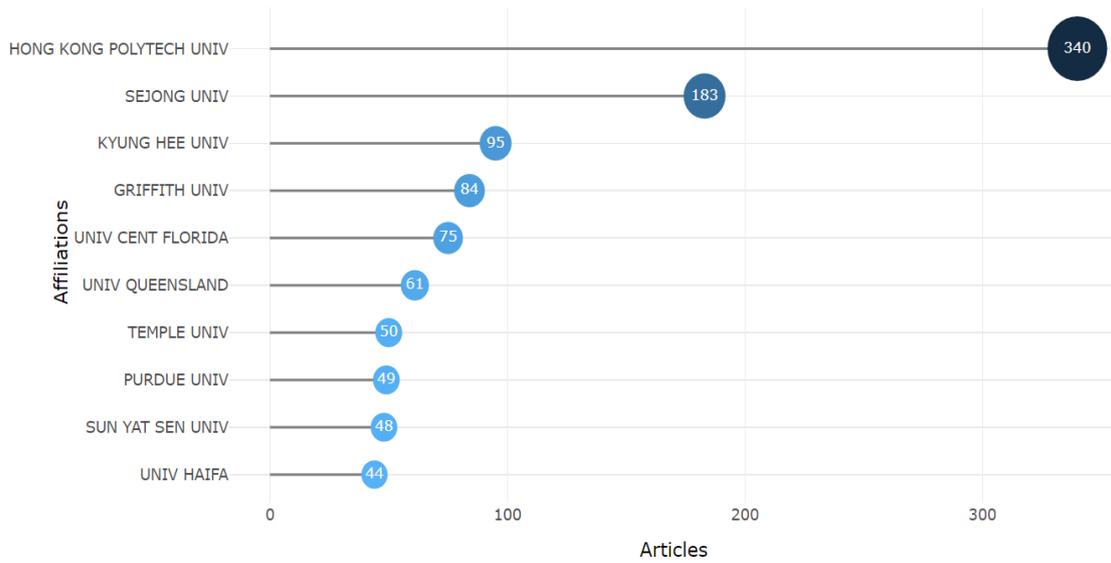
Figure 5: Writer Productivity According to Lotka's Law



Lotka's Law was put forward by Alfred Lotka and is considered one of the fundamental laws of bibliometrics. According to Lotka's Law, the number of publications with two authors in a given field corresponds to approximately 1/4 of publications with a single author; the number of publications with three authors corresponds to 1/9 of the number of publications with a single author (Torun and Bozkuş, 2022: 37). According to this law, when the authors and articles related to the research topic are considered; it was found that 82% of the articles were authors who contributed with one article, 10% were authors who contributed with two articles, and finally 0.3% were authors who contributed with three articles. Accordingly, it was understood that the studies conducted on the subject of brand evangelism and tourism did not comply with Lotka's Law (Table 2 and Figure 5).

The 10 organizations that produced the most articles on brand evangelism in the field of tourism are shown in Figure 6.

Figure 6: Most Relevant Affiliations

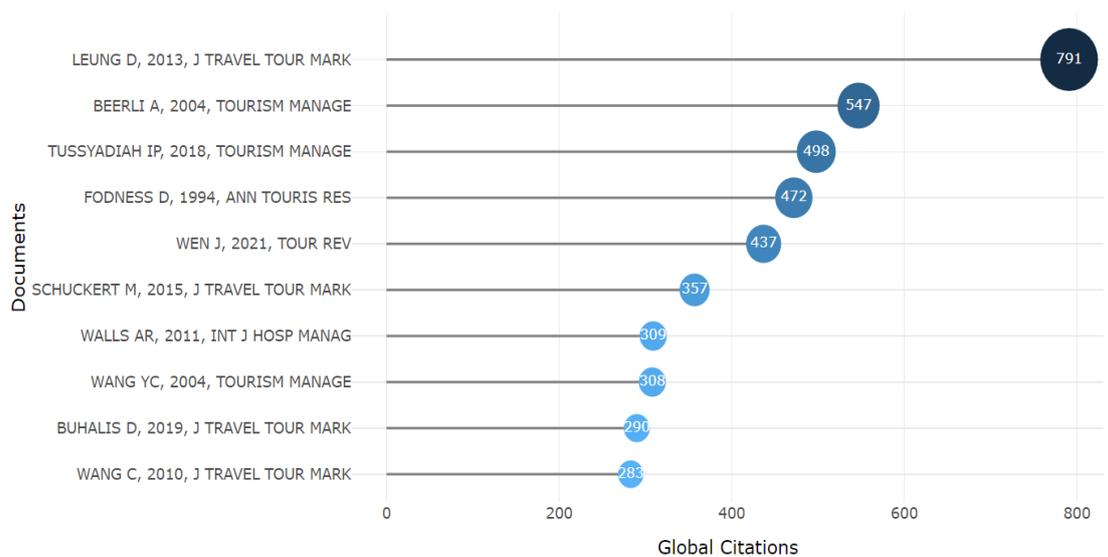


According to Figure 6, the highest number of publications (340) on the subject of tourism and brand evangelism intelligence was produced by Hong Kong Polytech University, followed by Sejong University with 183 publications and Kyung Hee University with 95 publications.

4.3 Findings Regarding the Articles

The most cited publications worldwide in studies on brand evangelism are shown in Figure 7. The top 10 most cited studies out of 1750 published studies that are the subject of the study are listed in Figure 7 along with the number of citations.

Figure 7: Most Global Cited Documents



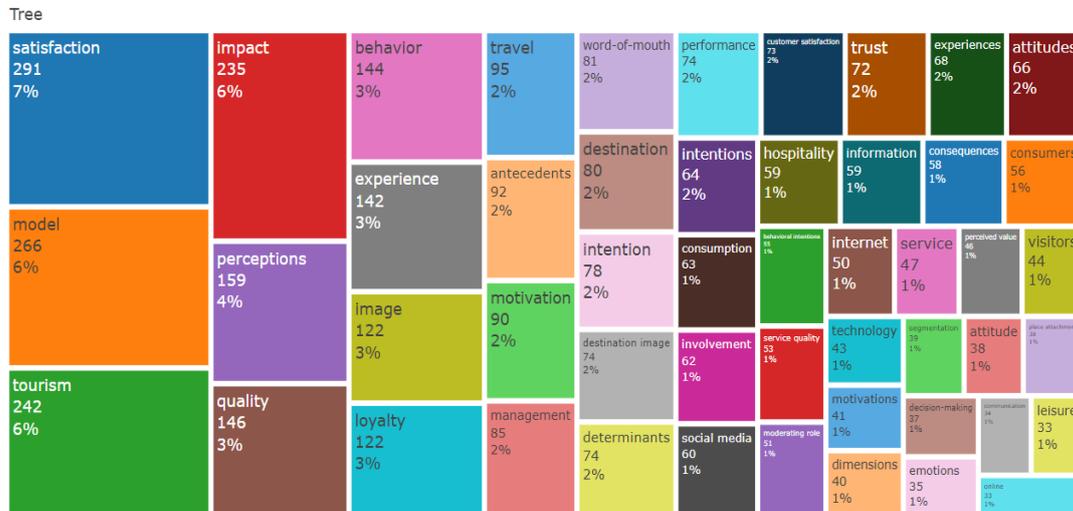
When Figure 7 is examined, it is seen that the most cited studies worldwide are the studies published by authors Leung D. (791 citations), Beerli A. (547 citations) and Tussyadiah I. P. (498 citations).

Table 3 shows the distribution of publications by authors of studies on brand evangelism in tourism according to their countries. In Table 3, which lists the top 10 countries with the most publications, it was determined that the number of publications of the countries ranged between 88 and 1354. China ranks first with 1354 published studies, while the country that follows this ranking is the USA with 1013 publications. South Korea ranks third with 595 publications. The country with the fewest publications (88 publications) was determined to be Turkey.

Table 3: Countries' Scientific Production

REGION	F
CHINA	1354
USA	1013
SOUTH KOREA	595
AUSTRALIA	481
UK	264
SPAIN	218
PORTUGAL	130
MALAYSIA	104
CANADA	92
TURKEY	88

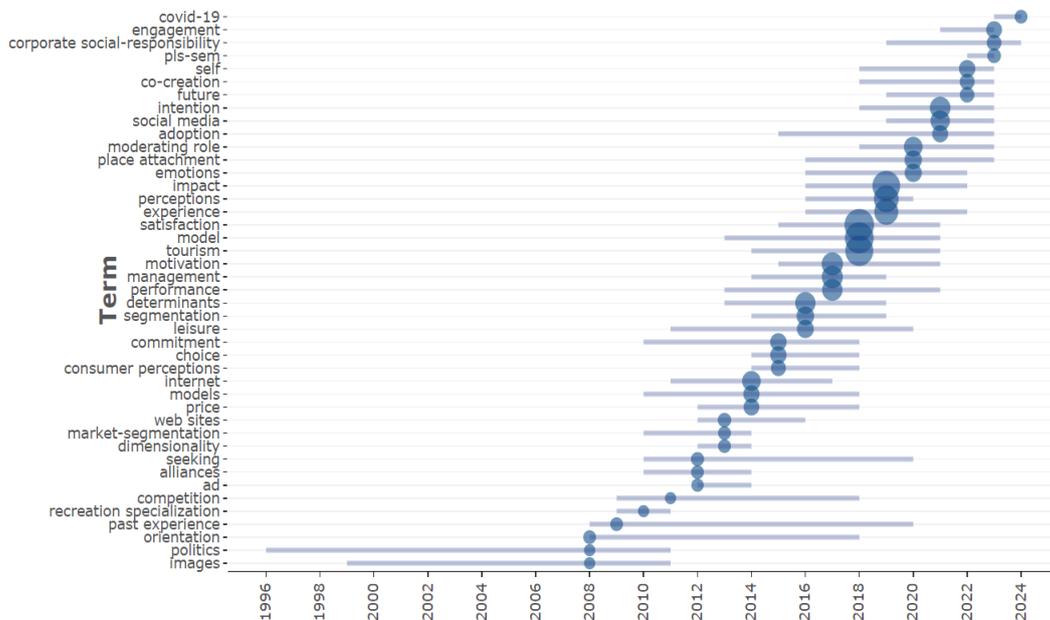
Figure 8: Treemap



The treemap created for the keywords used in the studies is given in Figure 8. When Figure 8 is examined, it is seen that the words “satisfaction”, “model”, “tourism” and “impact” are used most frequently.

Data on trending topics in tourism and brand evangelism research over the years are presented in Figure 9.

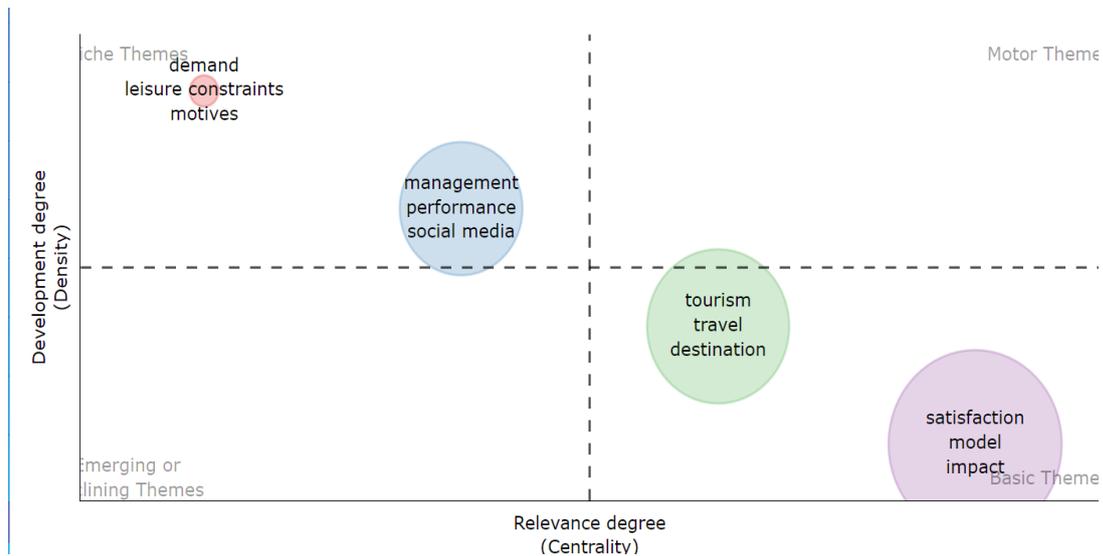
Figure 9: Trend Topics



When Figure 9 is examined, it is seen that the trend word in publications about brand evangelism is “satisfaction”. This concept is followed by the words “model” and “tourism”. It is seen that the trend topics are similar to the treemap in Figure 8.

The thematic network of words in studies conducted on tourism and brand evangelism is shown in Figure 10. In thematic maps, the degree of centrality is shown on the horizontal axis and the degree of density is shown on the vertical axis. Those close to the center represent the most used ones, and the higher they are in terms of density, the more intensively they are used. In the mapping shown in the form of a quadrant, the lower right part shows the main themes. It represents the main concepts used in the studies. The upper right area (motor themes) covers the leading and popular themes. The lower left part (emerging or declining themes) shows outdated and forgotten concepts. There are niche themes in the upper left (niche themes). The concepts and topics in this section have not been studied much. Niche themes are guiding researchers in their studies.

Figure 10: Thematic Map



When Figure 9 is examined, the concepts of “tourism”, “travel” and “destination” are at the center in the main themes section. Accordingly, it can be said that these concepts are widely studied. No concept used in the precursor topics could be identified. The concepts of “management”, “performance” and “social media” were identified as expressions that are less studied in tourism and brand evangelism and reflect a niche area in the literature. The reason for this may be that the mentioned topics have not yet been associated with brand evangelism by researchers or that their connection with the topic is weak. There is no study in the Emerging or Declining Themes section.

CONCLUSION

In a market where competition between brands is gradually shifting towards areas other than price, sectors have started to use new applications and techniques. This shift in the axis of competition directly affects the processes in the marketing field and in this process of influence, the issue of relationship management is on the agenda of brands. The shift in the level of relationship between the customer and the brand from a rational dimension to an emotional dimension, and the change in the form of communication also affect the positioning of brands. In this sense, brand evangelism is among the issues that are gaining importance.

In the study, studies conducted between 1984-2024 were compiled in the bibliometric analysis conducted to analyze studies in the literature on tourism and brand evangelism. A total of 1750 articles were evaluated in the study. The publication increase rate according to the subject area is 12.42%. The number of authors contributing to the relevant field is 3381. 214 of these studies were produced by a single author. Authors are from different countries at a rate of 34.69%.

It has been determined that the studies on tourism and brand evangelism in the field of tourism have increased from 1984 to 2024. The rate of increase in publications became evident as of 2008. The highest number of publications was made in 2019. The period with the highest annual average citations was determined as 2005. According to the number of studies published by each journal depending on the level of interest in brand evangelism studies in tourism, it was determined that the journal with the most publications related to the theme was the "Journal of Travel&Tourism Marketing" with a publication number of "1022".

The 10 most relevant authors for tourism studies on brand evangelism are given. Accordingly, Han H. is in the first place, Law R. is in the second place, and Avraham E. is in the third place, and the researchers who have published the most on the subject. According to Lotka's Law, when the authors and articles related to the research topic are examined; it was found that 82% of the authors contributed with one article, 10% of the authors contributed with two articles, and finally 0.3% of the authors contributed with three articles. Accordingly, it was understood that the studies conducted on the subject of brand evangelism and tourism do not comply with Lotka's Law. The most publications (340) on the subject of tourism and brand evangelism intelligence were produced by Hong Kong Polytech University, and it is seen that the most cited studies worldwide are the studies published by Leung D. (791 citations). When the distribution of publications by the authors of the studies on brand evangelism in tourism according to their countries is examined, China ranks first with 1354 published studies.

When the treemap created for the keywords used in the studies is examined, it is seen that the words "satisfaction", "model", "tourism" and "impact" are used most frequently. It is seen that the trend word in the relevant publications is "satisfaction". This concept is followed by the words "model" and "tourism". It is seen that the trend topics are similar to the treemap. In the thematic map section of the study, it is concluded that various topics can be studied in general terms regarding brand evangelism and that there are many niche areas.

In this study, due to the limited scope of the subject, few publications were identified and analyzed. It can be considered that more data will be obtained by using different databases and expanding the subject in future studies. As determined in the study, brand evangelism has become an important subject of recent years in published and tourism-related studies. Therefore, it can be said that the importance of the subject should be investigated in depth and that more detailed research on its applications in tourism will contribute to the field. In addition, working in different areas of tourism with qualitative or quantitative methods related to the subject can make a difference to the sector and literature. It is thought that this study will contribute to the field and provide ideas to researchers.

The research is limited to the Web of Science database due to its compatibility with the Rstudio program. The fact that data cannot be extracted using different databases constitutes the limitation of the research. In addition to the Web of Science database, more comprehensive bibliometric research can be conducted using databases such as Scopus, Dimensions, Microsoft Academic, PubMed, Google Academic, EBSCO. In addition, it is possible to make comparisons in future studies using different visual mapping programs such as Citespace, Pajek and VOSviewer. In addition to these, detailed studies including the analysis of the citations are also recommended to researchers. This research can form a basis for different institutions and businesses, especially academics studying this subject at universities, by emphasizing the importance of brand evangelism and tourism. As a social contribution, the results of the research can be useful for organizations and senior managers in the sector in brand evangelism applications in tourism.

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