



Research Article

**BIBLIOMETRIC ANALYSIS OF POSTGRADUATE THESIS ON RURAL TOURISM IN
TÜRKİYE****

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Abstract

In this study, it is aimed to make bibliometric analyzes of graduate theses published in the field of rural tourism in Türkiye. In this context, graduate theses (147) published under the title of "rural tourism" between 1992-31 July 2023 in the National Thesis Center Database of the Council of Higher Education (YÖKTEZ) were analyzed bibliometrically. Bibliometric analysis in scientific research; it is based on the numerical analysis of the publications produced by individuals or institutions in a certain area, in a certain period and in a certain region, and the relations between these publications. As a result of the analyzes; most of the postgraduate theses on "rural tourism" in YÖKTEZ were in 2018 (12%), 2021 (12%) and 2022 (12%), at the graduate level (79%), in the subject of tourism (48%), accompanied by professors (37%), Atatürk (7%) and Muğla Sıtkı Koçman (7%) in universities, social sciences institutes (61%), in the field of tourism management (24%), using traditional survey technique (from 0 to 55%), in the Turkish language (from 101 to 200 pages), using qualitative methods (between 101 - 200 pages, 46%), It was determined that they were prepared by applying to the volume (52%) and using 101-150 sources (29%). As a result of the research, it has been determined that the number of theses published on an annual basis increases every year, but the theses prepared at the doctoral level, in languages other than Turkish, and with methods other than the traditional survey data collection method, remain at a limited level.

Keywords: Tourism, Rural Tourism, Graduate Thesis, Bibliometric Analysis, YÖKTEZ

Introduction

Tourism; it is one of the indispensable sectors for national and global economies, which is constantly developing, where trends and expectations of tourists change, environmental awareness, nature and natural awareness increase. In recent years, the sector has gradually turned into a service area where more natural, alternative and environmentally friendly products are offered and demanded. In this context, rural tourism, farm tourism, nature sports, highland tourism, etc. products and services are gaining more and more attention. In this diversity, "rural tourism" is gradually strengthening its place and importance from past to present. Rural tourism; it refers to the whole of the initiatives and activities of individuals to visit rural settlements in order to rest in natural environments, to be together with different cultures, to stay in the places they go, to watch the activities specific to that place and to actively participate in these activities (Soykan, 2006). In this context, the search for national and world-scale tourists, their desire to explore, their desire for innovation and change in existing and known areas contribute to the emergence of new research topics both from a sectoral and academic point of view (Aydın and Aksöz, 2019). The procedural follow-up and evaluation of related issues is important in terms of following the changes in trends and demands for a constantly changing and developing sector and academic field (Crossan and Apaydın, 2010; Çiçek and Kozak, 2012; Nergiz Güçlü, 2014). In this

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context, universities and postgraduate education programs have a vital importance and role (Alkan, 2014; Beşel, 2017).

Conceptual Framework

With the postgraduate education programs they offer, universities aim to provide students with the ability to access scientific information, evaluate and synthesize information, as well as train experts and academics (Nergiz Güçlü, 2014; İnce, Gül and Bozyiğit, 2017). The graduate education processes of the students, on the other hand, end with their term projects or theses. If these data are reports or sources, postgraduate theses are important in terms of examining the development of a concept or discipline. Bibliometric analysis is one of the prominent methods in the examination and interpretation of graduate theses. Bibliometric analysis; it is a research method that analyzes the scientific development process of a field with mathematical and statistical methods, and allows to determine by whom, where, how and from what angle the scientific information and the features of a product are revealed (Güzeller and Çeliker, 2017; Sanchez, 2017). With bibliometric analysis, it becomes possible to quantify the studies about a concept and discipline and to reveal the historical development and course of the studies (Alkan, 2014; Arica, 2014; Şahin, Akdağ, Çakıcı and Onur, 2018; Tayfun, Ülker, Gökçe, Tengilimoğlu, Sürücü and Durmaz, 2018). In this study, it is aimed to analyze the developments in the process of academic studies on rural tourism in Türkiye and to bibliometrically analyze the postgraduate theses published on the subject within the framework of different parameters in order to contribute to the literature. In 1933, Reşit Saffet ATABİNEN shared the first publication on tourism research in Türkiye with the name 12-18 Adalet Han, Galata/İstanbul, in the Turkish Touring and Automobile Club Publication (Şardağ, 2016). Especially with the 1990s, various researches examining different subjects, components and sub-headings of tourism began to be published rapidly and intensively. In the title of tourism; Nergiz Güçlü (2014), Turan (2014) and Tekin (2016) studies; in the title of food-beverage and gastronomy; Aydın (2014), Sünnetçioğlu, Yalçınkaya, Olcay and Okan, (2017), Tayfun et al. (2018) and Ayaz and Türkmen (2018) studies; Arica (2014) in the topic of travel; Şahin and Acun (2015) in the topic of guidance; on cultural heritage and tourism, Toksöz and Birdir (2016); Şardağ (2016) study on geography and tourism and Alımanoğlu (2017) on rural tourism can be given as examples of these studies.

Method

Within the scope of the research, it is aimed to examine the postgraduate theses written in the field of rural tourism in Türkiye. Within the scope of the determined purpose, it has been determined that there is a study in the Turkish literature, but the time interval determined is between 2003-2016. In this research, it is also aimed to eliminate the relevant gap in the literature by keeping the time interval wider. In the study, the bibliometric examination of graduate theses (147) published under the title of "rural tourism" between 1992-31 July 2023 in the National Thesis Center database of the Council of Higher Education (YÖKTEZ) and categorizing them under certain headings (dissertations according to years, type, subject, advisor titles, university, institute, department, language, number of pages, method used, number of sources, data collection method). Since the study was conducted with bibliometric analysis, it was conducted without any ethics committee permission. In line with the purpose of the research, the literature (for example; Alımanoğlu, 2017) was examined and all the theses (147) open to access in the topic of the movement were analyzed in a comprehensive and detailed way, since it is a limited area in rural tourism with its content and all its components.

In this study, a total of 147 graduate thesis studies, which were determined under the title of "rural tourism" as of 1992-31 July 2023 in the YÖKTEZ database, were analyzed bibliometrically. Bibliometric analysis in academic studies; It is based on the numerical analysis of the publications produced by individuals or institutions in a certain area, in a certain period in a certain region, and the relations between these publications (Cahit Arf Bilgi Merkezi, 2023).

In social sciences, the whole of the units that researchers want to generalize the research results of is the main mass (universe) and the smaller mass, which is accepted to have the ability to represent a certain main mass, selected according to certain rules from a certain universe and is a part of a whole, is defined as the sample (Karasar, 2002). In this study, all postgraduate theses in the field of tourism published in Türkiye; the research sample consists of all postgraduate theses published between 1992-31 July 2023 under the title of "rural tourism". In this study, all of the 147 graduate theses constituting the sample were evaluated in terms of their content accessible on the "tez.yok.gov.tr" website between July 15 and July 31, 2023.

Results

Considering the distribution of the postgraduate theses included in the research by years (Table 1), it is seen that the majority of theses; it was determined that it was published in 2018 (12.24%), 2021 (12.24%), 2022 (12.24%), 2019 (11.56%), 2016 (8.16%), 2020 (6.8%), 2015 (5.44%), 2017 (4.08%) and 2010 and 2023 (3.4%). In addition, in the related topic; It has been determined that a total of 20.44% postgraduate theses were published in 1992, 1998, 2001, 2002, 2003, 2004, 2006, 2007, 2009, 2011, 2012, 2013 and 2014, and no postgraduate thesis on the relevant topic was published in 1993, 1994, 1995, 1996, 1997, 1999, 2000, 2005 and 2008.

Table 1. General Information on the Distribution of Graduate Theses by Years

Year	Number (n)	Percentage (%)	Year	Number (n)	Percentage (%)
1992	1	,7	2013	2	1,36
1998	2	1,36	2014	4	2,7
2001	2	1,36	2015	8	5,44
2002	1	,7	2016	12	8,16
2003	3	2,04	2017	6	4,08
2004	3	2,04	2018	18	12,24
2006	2	1,36	2019	17	11,56
2007	3	2,04	2020	10	6,8
2009	3	2,04	2021	18	12,24
2010	5	3,4	2022	18	12,24
2011	1	,7	2023	5	3,4
2012	3	2,04	Total	147	100

The main findings related to the distribution data according to the types of the postgraduate theses included in the research are summarized in Table 2. It was determined that 79.5% of the postgraduate theses included in the study were prepared at the master's level and 20.5% at the doctoral level.

Table 2. General Information on the Distribution of Graduate Theses by Types

Thesis Type	Number (n)	Percentage (%)
Doctorate	30	20,5
Graduate	117	79,5
Total	147	100

When Table 3 is examined, nearly half of the postgraduate theses written in the field of rural tourism were written in the field of tourism. However, it is understood that other disciplines are also of great interest in terms of subject structure. The main findings related to the distribution data according to the subjects of the postgraduate theses included in the research are summarized in Table 3. It was determined that 48.3% of the postgraduate theses included in the research were prepared under the heading of tourism, 13.6% of geography, 9.52% of landscape architecture, 6.12% of economy, 5.44% of agriculture, 4.76% of architecture and 2.04% of urbanism and regional planning. In addition, it has been determined that they have been published in graduate theses (10,34%) under the title of gastronomy, food engineering, public relations, business administration, public administration, forest engineering, art history, sociology, transportation, labor economics and environmental engineering.

Table 3. General Information on the Distribution of Graduate Theses by Subject

Thesis Subject	Number (n)	Percentage (%)	Thesis Subject	Number (n)	Percentage (%)
Tourism	71	48,3	Sociology	2	1,36
Geography	20	13,6	The Food Engineering	1	,7
Landscape Architecture	14	9,52	Public Relations	1	,7
Economy	9	6,12	Transport	1	,7
Agriculture	8	5,44	History of Art	1	,7
Architecture	7	4,76	Working Economy	1	,7
Urbanism and Regional Planning	3	2,04	Environmental Engineering	1	,7
Gastronomy	2	1,36	Public Administration	1	,7
Business	2	1,36	Total	147	100
Forest Engineering	2	1,36			

The main findings related to the distribution data of the postgraduate theses included in the research according to the titles of the advisors are summarized in Table 4. It was determined that 37.42% of the postgraduate theses included in the research were supervised by professors, 32.65% by associate professors and 29.93% by faculty members holding the title of doctoral faculty members.

Table 4. General Information on the Distribution of Graduate Theses by Supervisor Titles

Supervisor Title	Number (n)	Percentage (%)
Prof. Dr.	55	37,42
Ass. Prof. Dr.	48	32,65
Asc. Prof. Dr.	44	29,93
Total	147	100

The main findings related to the distribution data of the postgraduate theses included in the research by universities are summarized in Table 5. Postgraduate theses included in the research; 6.8% Atatürk, 6.8% Muğla Sıtkı Koçman, 6.12% Atatürk, 4.76% Anadolu, 4.08% Akdeniz, 3.4% İstanbul, 3.4% Ege, 3.4% Selçuk, 3.4% Süleyman Demirel, 3.4% Balıkesir, 2.7% in Uludağ and 2.7% in the rest of the universities in Uludağ and 2.7% in the Karadeniz, the rest of the universities where 96% of the theses were prepared, the thesis is from Uludağ and 2.7% of the universities, where 96% are from Uludağ and above. It was determined that %49,4 of them were prepared in 47 different state, foundation and private universities.

Table 5. General Information on the Distribution of Graduate Theses by Universities

University	Number (n)	Percentage (%)	University	Number (n)	Percentage (%)
Atatürk	10	6,8	Trakya	1	0,68
Muğla Sıtkı Koçman	10	6,8	Orta Doğu Tek.	1	0,68
Ankara	9	6,12	Koç	1	0,68
Anadolu	7	4,76	Sabancı	1	0,68
Akdeniz	6	4,08	Dokuz Eylül	1	0,68
İstanbul	5	3,4	Bahçeşehir	1	0,68
Ege	5	3,4	Kırklareli	1	0,68
Selçuk	5	3,4	Haliç	1	0,68
Süleyman Demirel	5	3,4	Gaziosmanpaşa	1	0,68
Balıkesir	5	3,4	Şeyh Edebali	1	0,68
Uludağ	4	2,7	Karabük	1	0,68
Karadeniz Teknik	4	2,7	Cumhuriyet	1	0,68
Gazi	3	2,04	Katip Çelebi	1	0,68
Çanakkale Onsekiz Mart	3	2,04	Artuklu	1	0,68
Ondokuz Mayıs	3	2,04	Kültür	1	0,68
Adnan Menderes	3	2,04	Fırat	1	0,68
Namık Kemal	3	2,04	Gümüşhane	1	0,68
Isparta Uygulamalı Bil.	3	2,04	Yaşar	1	0,68
Mehmet Akif Ersoy	3	2,04	İskenderun Tek.	1	0,68
Düzce	2	1,36	Yüzüncü Yıl	1	0,68
Mimar Sinan	2	1,36	Manas	1	0,68
Bartın	2	1,36	Bayburt	1	0,68
Mersin	2	1,36	Giresun	1	0,68
Çoruh	2	1,36	İzmir Yüksek Tek.	1	0,68
İstanbul Teknik	2	1,36	Harran	1	0,68
Muğla	2	1,36	Gaziantep	1	0,68
Sakarya	2	1,36	Eskişehir Teknik	1	0,68
İnönü	2	1,36	Hacı Bektaş Veli	1	0,68
Boğaziçi	2	1,36	Total	147	100
Hacı Bayram Veli	2	1,36			
Çukurova	1	0,68			

The main findings related to the distribution data of the graduate theses included in the research according to the institutes are summarized in Table 6. It was determined that 60.54% of the postgraduate theses included in the research were published in social, 29.26% science, 7.48% graduate, 1.36% education, 0.68% engineering and sciences and 0.68% Mediterranean civilizations research institutes.

Table 6. General Information on Distribution of Graduate Theses by Graduate Schools

Institute	Number (n)	Percentage (%)
Social Sciences Institute	89	60,54
Graduate School of Natural and Applied Sciences	43	29,26
Graduate School of Education	11	7,48
Institute of Education Sciences	2	1,36
Mediterranean Civilizations Research Institute	1	0,68
Institute of Engineering and Science	1	0,68
Total	147	100

The main findings related to the distribution data of the postgraduate theses included in the research according to the departments are summarized in Table 7. It was determined that 24.49% of the postgraduate theses included in the research were prepared in tourism management, 11.56% in agricultural economics, 11.56% in geography, 9.52% in landscape architecture, 4.76% in tourism management and hotel management, 4.10% in architecture, 3.4% in business administration, 3.4% in city and regional planning, 2.7% in guiding economics and 2,07% in tourism. Public administration and political science, tourism management education, tourism, gastronomy and culinary arts, forest engineering, sustainable tourism management, sociology, labor economics and industrial relations, secondary education social fields education, Anatolian Civilizations and cultural heritage, cultural studies, environmental sciences, urban systems and transportation management, labor economics, tourism management, biosystems engineering, travel management, public-architecture management, zootechnical management, international public tourism management, organic agriculture and tourism management, international tourism management It has been determined that they have been prepared in the departments of Mediterranean new and contemporary studies, remote sensing and geographic information systems, and cultural heritage and cultural management.

Table 7. General Information on the Distribution of Graduate Theses by Departments

Department	Number (n)	Percentage (%)
Tourism Management	36	24,49
Farming Economy	17	11,56
Geography	17	11,56
Landscape Architecture	14	9,52
Tourism And Hospitality Management	7	4,76
Architecture	6	4,10
Business	5	3,4
City And Region Planning	5	3,4
Economy	4	2,7
Tourism Guidance	3	2,07
Public Administration and Political Science	2	1,36
Tourism Management Education	2	1,36
Tourism	2	1,36
Gastronomy and Culinary Arts	2	1,36
Forest Engineering	2	1,36
Sustainable Tourism Management	2	1,36
Sociology	2	1,36
Labor Economics and Industrial Relations	1	0,68
Secondary Education Social Fields Education	1	0,68
Anatolian Civilizations and Cultural Heritage	1	0,68
Cultural Studies	1	0,68
Environmental Sciences	1	0,68
Urban Systems and Transportation Management	1	0,68
Labor Economics	1	0,68
Tourism Management	1	0,68
Biosystems Engineering	1	0,68
Travel Management	1	0,68
Organic Agriculture Management	1	0,68
Ecotourism Guidance	1	0,68
International Business	1	0,68

Interior Architecture	1	0,68
Public Relations and Promotion	1	0,68
Zootechnics	1	0,68
Mediterranean New and Modern Studies	1	0,68
Remote Sensing and Geographical Information System.	1	0,68
Cultural Heritage and Cultural Management	1	0,68
Total	147	100

The main findings related to the distribution data of the postgraduate theses included in the study according to their languages are summarized in Table 8. It was determined that 94.56% of the postgraduate theses included in the study were prepared in Turkish and 5.44% in English.

Table 8. General Information on the Distribution of Postgraduate Theses by Language

Language	Number (n)	Percentage (%)
Turkish	139	94,56
English	8	5,44
Total	147	100

The main findings related to the distribution data of the postgraduate theses included in the study according to the page number ranges are summarized in Table 9. It was determined that 55.1% of the graduate theses included in the study consisted of 101-200, 18.37% of them consisted of 201-300, 15.65% of them were 0-100 and 10.88% of them consisted of 301 or more pages.

Table 9. General Information on the Distribution of Graduate Theses According to Page Number Ranges

Page Range	Number (n)	Percentage (%)
Between 0-100 Pages	23	15,65
Between 101-200 Pages	81	55,10
Between 201-300 Pages	27	18,37
Between 301 and More Pages	16	10,88
Total	147	100

The main findings related to the distribution data according to the methods of the graduate theses included in the research are summarized in Table 10. It was determined that 46.26% of the postgraduate theses included in the study were qualitative, 34.01% quantitative, 14.29% mixed and 0.68% literature review methods were preferred and 4.76% were not granted access.

Table 10. General Information on the Distribution of Graduate Theses According to Their Methods

Method	Number (n)	Percentage (%)
Quantitative	50	34,01
Qualitative	68	46,26
Mixed	21	14,29
Literature Review	1	0,68
No Thesis Access Permission	7	4,76
Total	147	100

The main findings related to the distribution data of the postgraduate theses included in the research according to the data collection methods are summarized in Table 11. It was determined that 24.49% of the postgraduate theses included in the study used traditional questionnaire, 21.77% interview, 18.37% questionnaire and interview, 14.97% observation and interview, 10.88% document analysis and 1.36% questionnaire and document analysis technique (91,84%). Focus group interview, experiment, case study, word association and AHP technique were used in 3.4% of the postgraduate theses and it was determined that 4.76% of them were not granted access.

Table 11. General Information on the Distribution of Graduate Theses by Data Collection Methods

Data Collection Method	Number (n)	Percentage (%)	Data Collection Method	Number (n)	Percentage (%)
Traditional Survey	36	24,49	Focus Group Discussion	1	0,68
Meeting	32	21,77	Survey+Document Inc.	2	1,36
Survey+Interview	27	18,37	Experiment	1	0,68
Observation+Interview	22	14,97	Case Study	1	0,68

Document Review	16	10,88	No Thesis Access Permission	7	4,76
Word Association	1	0,68	Total	147	100
AHP	1	0,68			

The main findings related to the distribution data of the graduate theses included in the research according to the sample volumes are summarized in Table 12. It was determined that 52.38% of the postgraduate theses included 0-50, 21.1% of them 301 and above, 6.8% of them 51-100, 5.44% of them 101-150, 3.4% of them 151-200 251-300, 2.7% of them 201-250 sample size was reached and 4.76% of them were not allowed access.

Table 12. General Information on Distribution of Graduate Theses by Sample Sizes

Sample Volume	Number (n)	Percentage (%)
0-50 Sample	77	52,38
51-100 Samples	10	6,8
101-150 Sample	8	5,44
151-200 Samples	5	3,4
201-250 Samples	4	2,7
251-300 Samples	5	3,4
301 and More Samples	31	21,1
No Thesis Access Permission	7	4,76
Total	147	100

The main findings related to the data of the postgraduate theses included in the research according to the distribution of the number of sources used are summarized in Table 13. It was determined that 28.57% of the postgraduate theses included 101-150, 25.85% of them 51-100, 16.34% of them 151-200, 6.8% of them 201-250 and 0-50, 6.12% of them 251-300, 4.76% of them 301 and above, and 4.76% of them are not allowed to access.

Table 13. General Information on the Distribution of Graduate Theses According to the Number of Sources Used

Number of Resources	Number (n)	Percentage (%)
0-50 Source	10	6,8
51-100 Source	38	25,85
101-150 Source	42	28,57
151-200 Source	24	16,34
201-250 Source	10	6,8
251-300 Source	9	6,12
301 and Above Source	7	4,76
No Thesis Access Permission	7	4,76
Total	147	100

Conclusion, Discussion and Recommendations

In the study, it was aimed to bibliometrically examine the postgraduate theses (147) published under the title of "Rural Tourism" between 1992 and July 24, 2023 in the National Thesis Center database of the Council of Higher Education (YÖKTEZ) and to categorize them under certain headings (dissertations according to years, type, subject, advisor titles, university, institute, department, language, number of pages, method, number of sources used), data collection method. However, since seven of the relevant theses were not granted access, information on some titles could not be accessed. As a result of the analyzes made in this context; It has been determined that the majority of postgraduate theses under the title of "Rural Tourism" included in the research were published between 2015-2023 (76.16%), fewer postgraduate theses were published between 1992-2014 (23.84%), and in 1993, 1994, 1995, 1996, 1997, 1999, 2000, 2005 and 2008, no postgraduate thesis studies were published under the relevant topic. Most of the postgraduate theses published under the relevant topic are at the postgraduate level (79.5%); in the subject of tourism (48.3%), under the supervision of professors (37.42%); Atatürk (6.8%) and Muğla Sıtkı Koçman (6.8%) universities; in social sciences institutes (60.54%); in tourism management (24.49%); in Turkish (94.56%); 101-200 pages (55.10%); qualitative methods (46.26%); using the traditional survey technique (24.49%); It was determined that they were prepared by reaching a sample size of 0-50 (52.38%) and using 101-150 sources (28.57%). In addition, the postgraduate theses in the related topic are partially at the doctoral level (20.5%); geography (13.6%); under the supervision of faculty members holding the title of associate professor (32.65%) and doctor faculty member (29.25%); Atatürk, Muğla Sıtkı Koçman and Ankara universities, in total 59 different state, private and foundation

universities; in postgraduate education and educational sciences institutes (38.1%); in 36 different departments, mainly in agricultural economics (19%); in English (5.44%); 201 or more pages (29.25%); quantitative and mixed methods (48.3%); using 11 different research techniques, mainly interview (21.77%); by reaching a sample size of 301 and above (21.1%); it was determined that they were prepared using 51-100 (25.85%), 151-200 (16.34%), 0-50 (6.8%), 201-250 (6.8%), 251-300 (6.12%) and over 301 (4.76%) sources. It is anticipated that this study will contribute to the relevant literature, researchers working on the topic of rural tourism, and subsequent studies. Because, within the scope of the subject, there is no study in the literature, which is based on all studies and examines this comprehensively. In this respect, the study sheds light on the history of the theses published on rural tourism in a comprehensive way. Within the scope of the findings, it was determined that the theses were prepared more intensively (76,16%) especially in 2015 and after the topic of rural tourism, but these theses were mostly prepared at the master's level, in Turkish, using qualitative methods, using the survey technique and predominantly in certain universities (Atatürk, Muğla Sıtkı Koçman, Ankara, Anadolu, Akdeniz, etc.). This situation reveals that studies in foreign languages, doctorate level and different data collection techniques are limited in the literature. Future postgraduate students may consider the subject in this developmental aspect. In addition, the theses published under the rural tourism topic in future studies can be evaluated in terms of different parameters (title, research area, faculty who gave the most consultancy, university distribution according to the language in which the theses were prepared, year-based thesis types, etc.). In addition, it is thought that examining the bibliometric analyzes of postgraduate studies published on different topics of tourism under different headings in future studies will shed light on the processual development of tourism literature.

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