DIMENSIONS AND DYNAMICS OF BIBLIOMETRIC AND SCIENTOMETRIC RESEARCH ON BRAND PERSONALITY IN THE "HOSPITALITY, LEISURE, AND TOURISM" SECTOR

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SUMMARY

Brand Personality, linked to strategic marketing, encompasses human traits associated with a brand and their impact on consumer purchase behavior. This research analyzes the evolution of scientific production on Brand Personality within the "Hospitality, Leisure, Sports, and Tourism" sector, using bibliometric and scientometric methods to examine authors, articles, citations, journals, institutions, and countries. The study underscores the importance of brand personality in differentiating products, fostering emotional bonds with consumers, and enhancing brand

loyalty. The research indicates a rising global interest in the impact of brand personality on tourism and hospitality, evidenced by increased publications and citations from 2005 to 2021. A bibliometric map created using VOSviewer software reveals key concepts and clusters. The compilation includes 133 articles with 2,951 citations, identifying 317 authors, with 68.89% of contributions coming from the top 10 authors. Brand personality highlights its significance for market differentiation, customer loyalty, and brand value in these competitive sectors.

Introduction

The tourism and hospitality industry has experienced increasing competitive pressures over the last two decades, prompting companies to adopt innovative marketing strategies aimed at delivering memorable experiences that confer a competitive advantage (Kotler *et al*., 2017). These memorable experiences have become essential commodities, particularly as organizations seek to balance economic growth with sustainability, fostering environmental conservation and social welfare while enhancing the tourism experience (Ritchie and Crouch, 2003). Within this context, the concept of brand personality has gained prominence, offering a key strategy for differentiating products and services by embedding emotional value into the consumer experience (Aaker, 1997). The importance of brand personality lies not only in its ability to differentiate offerings but also in fostering strong emotional bonds with consumers, an approach known as emotional marketing (Schmitt, 1999). Brand personality goes beyond the mere image of consumers and is a key factor for understanding the relationship and bond with them, since they decide the brand's permanence through accounting for their emotional experiences (Montoya *et al*., 2019; Folgado and Hernández, 2019).

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In this regard, the application of the knowledge construct in brand personality in the hospitality and tourism sector explores how brand personality can influence consumer choice, loyalty, and the perception of the experience in these tourist destinations (Ekinci and Hosan, 2006). Brand personality can be used to differentiate regional tourist destinations, providing a strategic tool for destination marketing (Murphy *et al.*, 2007) that considers the relationship between destination image, including brand personality, tourist satisfaction, and their future behavioral intentions (Prayag, 2009). The quality of the brand relationship affects consumer responses to service failures in the hotel context along with their level of loyalty, underlining the importance of a strong and positive brand personality (Xie and Heung, 2012; Chen and Phou, 2013). The brand personality of tourist destinations aligns with the self-image of visitors, applying the theory of self-congruity (Usakli and Baloglu, 2011), such as the influence of a family restaurant brand personality on customers' emotions, their satisfaction, and brand loyalty (Lee *et al.*, 2009). This study provides valuable insights into how brand personality attributes can be strategically used by family restaurants to differentiate in a competitive market and cultivate lasting relationships with customers.

Despite its importance, the research on brand personality in the tourism and hospitality industry remains relatively limited. While scholars have examined aspects of consumer loyalty, satisfaction, and destination marketing (Ekinci and Hosan, 2006; Murphy *et al.*, 2007), a comprehensive scientometric analysis of how brand personality research has evolved within this industry is lacking. This gap in the literature leads to the research question: How has the concept of brand personality evolved within the "Hospitality, Leisure, Sports, and Tourism" sector, and who are the main contributors, trends, and connections in this research?

The objective of this study is to address this gap by analyzing the evolution of brand personality research within the tourism and hospitality field. Using the Web of Science (WoS) database, this study compiles data from 1975 to 2021, focusing on publications within the "Hospitality, Leisure, Sports, and Tourism" dimension, covering all eight indices of the WoS collection. By identifying key bibliometric and scientometric indicators such as articles, citations, journals, institutions, and countries, the study provides insights into the progression of

research in this area, visualizing the main concepts and their interrelationships through a bibliometric map.

The chosen methodology, a bibliometric and scientometric analysis, is particularly appropriate for this research because it allows for a systematic examination of large datasets, enabling the identification of trends, key contributors, and patterns of collaboration that would be difficult to capture through other methods. Compared to qualitative reviews or case studies, bibliometrics provides an objective and comprehensive overview of the field's structure and evolution. This methodological approach not only helps highlight the leading contributors to the field but also offers insights into the global collaboration dynamics within brand personality research.

The present study is of special interest since the tourism and hospitality industry is playing an increasingly important role in the global economy. In 2019, the tourism industry generated $9.2 billion in revenue and employed 330 million people globally, emphasizing the sector's critical economic role and the increasing need for competitive marketing strategies. In terms of contribution, this article provides a detailed exploration of the growing significance of brand personality in differentiating tourism and hospitality offerings, enhancing consumer relationships, and building brand loyalty. It also underscores the need for a deeper understanding of how brand personality contributes to memorable experiences and consumer satisfaction in an increasingly competitive market. The results of the study will offer a clearer picture of the main contributors, emerging trends, and areas for future research in this field.

The structure of the article is as follows: Section 2 discusses the theoretical framework and key concepts related to brand personality; Section 3 presents the research methodology in detail, including data sources and analysis techniques; Section 4 outlines the results of the bibliometric analysis, highlighting the key contributors and research trends; and Section 5 concludes with the implications of the findings and suggestions for future research directions.

Methodology

The application of bibliometric and scientometric methods is crucial for this study as these techniques offer an objective, quantifiable means of tracking intellectual progression and mapping key influences in the field. This is particularly important given the interdisciplinary nature of 'Hospitality, Leisure,

Sports, and Tourism,' where research is both dynamic and fragmented (Mingers and Leydesdorff, 2015). By employing these methods, this study can identify core contributors and emerging trends that are otherwise difficult to discern through qualitative approaches. Bibliometric and scientometric research is fundamental for understanding the landscape and evolution of various academic disciplines. De Bellis (2009) discusses the use of bibliometrics as a tool to assess academic production and its impact, addressing both the advantages and limitations of this approach. Ellegaard and Wallin (2015) highlight the growth of modern science through bibliometric analysis, emphasizing trends in publication volume and cited references over time. Bornmann and Mutz (2015) provide a critical review of theory and practice in scientometrics, evaluating methodologies for measuring and analyzing science, while Mingers and Leydesdorff (2015) assess various methodologies for scientific analysis. Hence the application of bibliometrics and scientometrics in the scientific analysis of this research in the Hospitality, Leisure, Sports, and Tourism sector provides a solid foundation to understand how these approaches can be used to evaluate the development and impact of disciplinary contributions in this area of knowledge.

The methodology used is through a retrospective bibliometric analysis from 1975 to 2022, which involves applying statistical methods to determine the qualitative and quantitative evolution of a scientific research topic, establish the profile of publications on the topic, and detect trends within a discipline (De Bakker *et al.*, 2005; Diodato, 1994). Additionally, a scientometric analysis is conducted, which Nalimov and Mulcjenko (1971) initially define as the development of quantitative methods of research on the development of science as an informational process. Key themes considered by scientometrics include ways to measure the quality and impact of research, understanding citation processes, mapping scientific fields, and the use of indicators in research policy and management (Mingers and Leydesdorff, 2015). By providing both qualitative and quantitative insights, it allows for a more holistic view of the field's development over time, which is essential for understanding how brand personality research has matured and gained prominence within tourism and hospitality. Given the research question's focus on identifying key contributors, trends, and connections in the evolution of brand personality research, bibliometric and scientometric analyses are particularly appropriate. These methods enable the

identification of influential authors, institutions, and geographical patterns, thus providing insights into the global collaboration and research dynamics in this field (Ellegaard and Wallin, 2015).

Bibliometric indicators used for the analysis include articles, citations, journals, institutions, authors, and countries. Furthermore, a bibliometric map analysis was conducted with the concept of brand personality for the Web of Science category "Hospitality, Leisure, Sports, and Tourism". This allows for designing a detailed map of key concepts based on frequency data and their respective clusters. The results are studied through social network analysis based on graph theory using the VOSviewer software version 1.6.15. VOSviewer software was used to generate bibliometric maps, allowing for the visualization of co-citation networks and the clustering of key themes. These clusters, based on frequency and co-occurrence of terms, were analyzed to uncover the intellectual structure of the field, with graph theory principles applied to understand the relationships between research topics and their evolution over time.

The search conducted in the WoS database, updated to August 10, 2022, is as follows: TS= ("Brand Personality") and Hospitality Leisure Sport Tourism (Web of Science Categories) and 1975-2021 (Publication Years) AND DOCUMENT TYPES: (Article) Indexes= SSCI, ESCI, SCI-EXPANDED, BKCI-SSH, A&HCI, CPCI-SSH, BKCI-S, CPCI-S. Timespan= 1975-2021.

To complement this research, the impact factor of scientific journals will be evaluated. In the field of bibliometrics, the science citation index serves as a key precursor to the modern impact factor (Garfield, 2006). The assessment of science through bibliometric analyses, including studies on the growth of scientific production (Bornmann and Mutz, 2015) provide a comprehensive review of both theory and practice in scientometrics, offering a global perspective on the metrics and methodologies used in the field (Mingers and Leydesdorff, 2015).

Results

Articles and citations in the study area

The analysis of the results of articles and citations following the search for articles related to the concept of "Brand Personality" for the Web of Science category "Hospitality and Tourism" between the years 1975 and 2022, reveals a recent interest in the topic, with the first article published in 2005 by Yuksel Ekinci, Tae-Hwan Yoon, and Harmen Oppewal. In this bibliometric and scientometric research, a total of 133 articles were identified, with a notable increase in scientific production starting from 2015, peaking in 2018 with the highest number of publications at 22 articles. It is established that no article related to the search concept, written before this date, was not published in WoS indexed journals. Most of these studies have focused on the last ten years, reflecting a growing interest in how brand personality impacts tourism and hospitality. This increase in knowledge production suggests a siignificant area of interest within the scientific community.

The citation analysis reveals that, although the number of publications has grown significantly, the citation behavior is more heterogeneous. The years 2013, 2011, and 2017 stand out for having the highest number of citations, indicating that certain works have had a particularly profound impact on the development of the field.

Of the articles published, they collectively receive 2,951 citations, with a linear growth of ART (YEAR) = 1.3767 (YEAR) - 2763.5 with an R² = 0.7865. Therefore, we can determine that there is an exponential acceleration in the production of knowledge over the last six years, demonstrating the increase in critical mass in this area of study (Figure 1).

In the graph shown in Figure 1, there is a linear growth until 2014, but the year 2015 shows a significant increase that doubles the number of articles from the previous year, reaching its maximum scientific production in 2018 with 22 articles. It is noteworthy that the last ten years account for 94% of the scientific production, while the last five years account for 69.2% of the published articles, reflecting the strong interest that the search concept arouses in recent years.

A key point of this analysis is the identification of the most influential articles based on the number of citations. The article by Ching-Fu Chen and Sambath Phou (2013) emerges as the most cited, accounting for a significant percentage of the total citations. This study addresses the relationships between the image and personality of the tourist destination and visitor behavior, using a rigorous methodology and providing valuable insights for the management of tourist destinations.

The second most cited article is by Ahmet Usakli and Seyhmus Baloglu from 2011, which investigates the perceived brand personality of Las Vegas and its impact on tourists' behavioral intentions. Both studies stand out for their contribution to understanding how brand personality can be strategically used to enhance the attraction and retention of tourists.

Main authors

Within the set of 133 articles published in the Web of Science (WoS) database (2022) on the concept of "Brand Personality" for the category "Hospitality and Tourism," 317 authors are recognized who have researched both as sole authors and in co-authorship. There is a high concentration, as demonstrated by analyzing the percentage of citations held by the ten most influential authors, which reaches 68.89%.
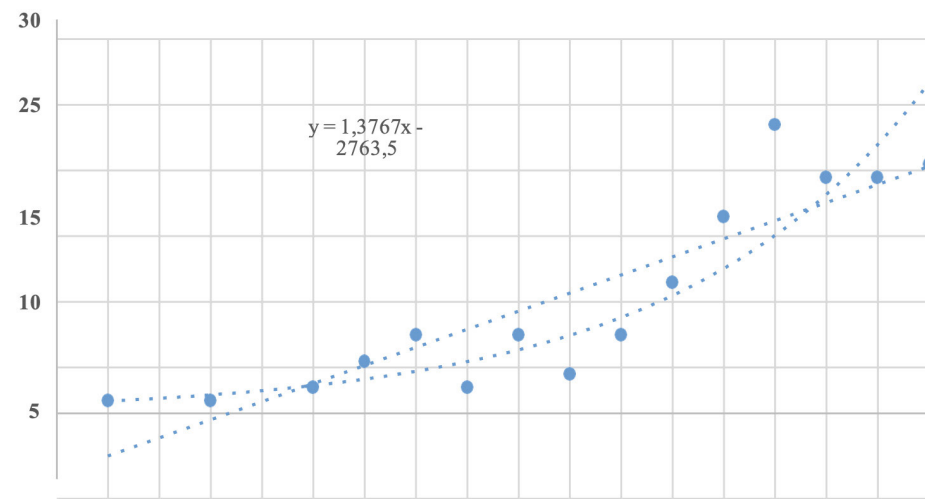

Figure 1. Growth of scientific production. Source: Data Web of Science (2022).

According to the data detailed in Table I, we can confidently establish that the most influential author is Seyhmus Baloglu, from the University of Nevada Las Vegas, who has published three articles related to brand personality for the category of Web of Science "Hospitality, Leisure, Sports, and Tourism." These articles have been collectively cited 406 times, corresponding to 13.8% of the total citations, and he maintains all three articles among the 29 most influential articles considering the h-index of the search vector.

The second most influential author is Ching-Fu Chen, from National Cheng Kung University, who, with one article related to brand personality, achieves 321 citations and places it among the 29 most influential articles of all time. The same article is co-authored with Sambath Phou, from Royal Univ Phnom Penh who is ranked third, considering the individual indicators of each author, such as h-index, total articles, and total citations. The details of the other eight most influential authors of all time on the topic of brand personality for the category of Web of Science "Hospitality, Leisure, Sports, and Tourism" are detailed in Table I.

Main journals

Regarding the main sources of publication, it is observed that the 133 articles studied have been published in 52 journals indexed in WoS, showiing a medium-high degree of concentration. Specifically, 10 journals have published 66 articles, accounting for 49.6% of the total publications on the topic, with an average of 33.73 citations per article, totaling 2,226 citations for the group and an h-index of 24. The details of the 10 journals that have published more than 5 articles on the concept of "Brand Personality" for the Web of Science category "Hospitality, Leisure, Sport and Tourism" are described in Table II, which is ordered according to the number of articles published, with total citations as a secondary ordering.

When analyzing Table II, it stands out that the most productive and influential journal is Tourism Managemen,t published by Elsevier Science Inc. (United States). This journal holds the highest number of articles (12), the highest number of citations across the articles (1,014 out of a total of 2,951), the highest average citations per article (84.5 citations), the highest h-index (10), and the highest scientific impact score (13.761), remaining in the first quartile of journals within the main collection of Web of Science.

Institutions

Regarding the main affiliating organizations of the authors, based

TABLE I
THE MOST INFLUENTIAL AUTHORS IN BRAND PERSONALITY

R	Author Name	Institution	TA-PM	TC-PM	(%)	HA	TA	TC	T29
1	Baloglu, Seyhmus	University of Nevada Las Vegas	3	406	13.80	29	64	4893	3
2	Chen, Ching-Fu	National Cheng Kung University	1	321	10.90	34	69	6607	1
3	Phou, Sambath	Royal Univ Phnom Penh	1	321	10.90	2	2	346	1
4	Usakli, Ahmet	Bogazici University	1	284	9.60	5	7	444	1
5	Back, Ki-Joon	University of Houston	2	168	5.70	26	71	2146	2
6	Lee, Jin-Soo	Hong Kong Polytechnic University	2	119	4.00	29	59	3380	2
7	Kim, Jin-Young	University of Illinois System	1	108	3.70	4	10	200	1
8	Lee, Yong-Ki	Sejong University	1	108	3.70	16	32	1584	1
9	Carlson, Brad D.	Saint Louis University	1	99	3.40	9	19	847	1
10	Donavan, D. Todd	Colorado State University	1	99	3.40	11	18	1538	1

Abbreviations: R: author ranking; TA-PM: total articles by the author on brand personality; TC-PM: total citations of the author's articles on brand personality; %: percentage of total citations; HA: author's h-index; TA: total articles by the author; TC: total citations by the author; T29: total articles by the author that are among the 29 most influential articles published of all time. Source: Own elaboration data base of Web of Science (2022).

TABLE II
WEB OF SCIENCE JOURNALS WHERE THE SCIENTIFIC PRODUCTION GENERATED

R	Author Name	N	Tt (%)	TC-PM	PC-PM	H-PM	FI 5Y	Q
1	*Tourism Management*	12	9.02	1.014	84.5	10	13.761	Q1
2	*Journal of Travel Tourism Marketing*	11	8.27	382	34.73	9	7.563	Q1
3	*International Journal of Hospitality Management*	7	5.26	130	18.57	5	11.129	Q1
4	*International Journal of Sports Marketing Sponsorship*	6	4.51	44	7.33	4	2.541	Q4
5	*International Journal of Contemporary Hospitality Management*	5	3.76	95	19	5	9.72	Q1
	Summary	41	30.82	1.665	32.826	33		

Abbreviations: R: Ranking; N: total articles considering only the search vector in the journal; % Tt: percentage of articles out of the total articles considering the search vector; PC-PM: Average citations per article in the search vectors; H-PM: h-index only with the search vectors; TC-PM: total citations only with the search vectors; FI 5Y: journal impact factor over the last 5 years; Q: quartile in the category. Source: Own elaboration based on Web of Science Data (2022).

on the 133 articles, scientists have produced this knowledge with a high average institutional concentration, being affiliated with 226 organizations. Among these, 10 institutions have contributed at least 3 articles related to the analyzed theme. The details of these institutions are described and analyzed in Table II, ordered by their influence on the topic, measured through the number of articles, average citations, total citations, and their h-index, around the search vector of brand personality.

In this context, in the Table III, reveals that the group of the 10 institutions that have published at least 3 articles related to the search concepts account for 34.59% of the total articles published on the topic, demonstrating high institutional concentration. Together, they maintain an h-index of 13 with an average of 29.14 citations per article and a total of 1,046 citations among them, noting that some articles include more than one institution.

We can also determine that the most productive institution, with the highest h-index, is the Pennsylvania Commonwealth System of Higher Education in the United States with 7 articles. However, as established in previous analyses, the number of citations is considered a more impactful variable when determining the influence of the authors. Therefore, we can identify the Nevada System of Higher Education in the United States as the most influential institution, as it has the highest number of citations on the topic with 464 citations, along with the highest average of citations with 92.8 citations per article. It should be highlighted that all mentioned institutions are from the United States,

which anticipates findings in the analysis of influential countries.

Countries

Based on the 133 articles analyzed, there is a significant geographical concentration in the production of knowledge on brand personality, with 62.54% of the articles are concentrated in just 5 countries out of a total of 40 that have produced at least one article related to the search concept. In the Table IV details the 10 countries that have developed and published at least 5 articles related to brand personality in the Web of Science category "Hospitality, Leisure, Sport, and Tourism." Collectively, these countries hold an h-index of 26 with an average of

22.43 citations per article and a total of 2,301 citations.

From the data shown in Table IV, we conclude that the United States is the most productive country, generating 54 articles related with brand personality. t also has the highest influence, maintaining the highest number of citations (1,618) and the highest h-index (21). This positions the USA significantly ahead of the next closest country, China, which has produced 18 articles, cited 366 times, and holds an h-index of 11.

Bibliometric analysis of keywords

Among the 450 author keywords included in the articles published in Web of Science, 58 are

TABLE IV
COUNTRIES / REGIONS ASSOCIATED WITH THE SCIENTIFIC PRODUCTION, ACCORDING TO AUTHOR AFFILIATION

R	Countries/Regions	NP	Tt (%)	TC-PM	PC-PM	h-PM
1	United States	54	31,57	1.618	30,0	21
2	China	18	9,56	366	20,3	11
3	Australia	14	9,01	144	10,3	6
4	Canada	8	6,66	215	26,9	6
5	Spain	8	5,74	87	10,9	7
6	Turkey	8	5,30	334	41,8	4
7	England	7	5,08	158	22,6	6
8	South Korea	6	4,81	235	39,2	5
9	Germany	5	4,53	109	21,8	4
10	Italy	5	3,88	181	36,2	4
	Data Set	103	77,4	2.310	22,43	26

TABLE III
INSTITUTIONS ASSOCIATED WITH SCIENTIFIC PRODUCTION, ACCORDING TO AUTHORS' AFFILIATIONS

R	Institutions	Country	NP	Tt (%)	TC-PM	PC-PM	h- PM
1	Pennsylvania Commonwealth System of Higher Education	USA	7	5.26	143	20.43	5
2	Virginia Polytechnic Institute State University	USA	7	5.26	149	21.29	5
3	Curtin University	Australia	5	3.76	6	1.2	1
4	Nevada System of Higher Education	USA	5	3.76	464	92.8	4
5	University of Houston System	USA	5	3.76	241	48.2	5
6	Temple University	USA	4	3.01	122	30.5	3
7	University of Nevada Las Vegas	USA	4	3.01	464	116	4
8	Aristotle University of Thessaloniki	Greece	3	2.26	4	1.333	1
9	Autonomous University of Madrid	Spain	3	2.26	31	10.33	3
10	Ball State University	USA	3	2.26	29	9.667	3
	Summary		46	34.59	1049	29.14	13

Abbreviations: R: Ranking; N: total articles on brand personality only; % Tt: percentage of articles on the total articles about brand personality; PC-PM: Average citations per article for search vectors; TC-PM: total citations with search vectors only; h-PM: h-index only with search vectors.
Source: Data Web of Science (2022).

presented more than 2 times, indicating concurrent usage as shown in Figure 2. This results in 12 clusters, detailed in Table V at the end of the article.

While a large number of connections are evident in Figure 2, showcasing the interconnections between concepts, Table 5 groups them at the cluster level, reflecting various emphases around which the articles are studied and developed. Each cluster is color-coded for easy identification.

Analyzing the graph, we find that in Cluster 1, the keyword "brand loyalty" is the most frequently used with 6 occurrences. In Cluster 2, "attitude" and "behavioral intentions" dominate with 4 occurrences. Cluster 3 sees "destination personality" as the predominant term with 16 occurrences, while Cluster 4 highlights "destination branding" with 12

Figure 2. Bibliometric map of Brand Personality research. Source: Own elaboration based VOSviewer Software.

TABLE V
CO-OCCURRENCE CLUSTERS IN THE USE OF AUTHOR'S KEYWORDS

Cluster 1 8 item (red)	brand loyalty – culture – loyalty – revisit intention - service quality – symbolic consumption – trust – user imagery
Cluster 2 8 items (green)	attitude - behavioral intentions – cluster analysis – destination loyalty – destination satisfaction – involvement – motivation – Visit intention
Cluster 3 7 items (blue)	destination personality – fit – personality – satisfaction – self-congruence – tourism research – word of mouth
Cluster 4 6 items (yellow)	brand – covid-19 – destination branding – hotel brand personality – semiotics – tourism
Cluster 5 5 items (purple)	brand equity – brand image – brand management – sport sponsorship – sports marketing
Cluster 6 5 items (sky blue)	destination brand personality – destination image – destination marketing – personal values – south Korea
Cluster 7 4 items (Orange)	communication – destination brand – festivals – social media
Cluster 8 4 items (Brown)	brand authenticity – brand personality – football – sale development
Cluster 9 4 items (fuchsia)	big five – country image – nation brand personality – nation branding
Cluster 10 4 items (Pink)	functional congruity – hotel branding – self-image congruity
Cluster 11 2 items (light green)	branding – celebrities
Cluster 12 2 items (grey)	self-congruity – self-expression

Source: Data Web of Science (2022).

occurrences. Other significant keywords include "brand equity" in Cluster 5 (4 occurrences), "destination image" in Cluster 6 (12 occurrences), and "social media" in Cluster 7 (4 occurrences). In Cluster 8, "brand personality" itself appears 53 times. Cluster 9 features keywords with 2 occurrences, Cluster 10 includes "hotel branding" with 3 occurrences, Cluster 11 contains words with 2 occurrences, and Cluster 12 focuses on "self-congruity" with 16 occurrences.

Discussion

This article focuses on the evolution and dynamics of brand personality literature in the hospitality, leisure, and tourism sectors. Notably, there appears to be a gap in knowledge production regarding brand personality model proposals and their validation. However, the growing interest in studying brand personality within these sectors is evident in the increasing number of publications and citations in recent years. This research provides valuable insights for marketing professionals on how to develop more effective brand strategies that influence consumer purchasing decisions.

Our analyses indicate that research on brand personality has advanced significantly, particularly regarding aspects such as destination image, loyalty, and the relationship between brand personality and customer satisfaction. The identification of influential articles and key authors, such as Chen and Phou (2013) and Usakli and Baloglu (2011), forms a solid foundation for understanding the dynamics between brand personality and tourist loyalty.

The concentration of scientific production in countries like the United States and China suggests an uneven geographical distribution of knowledge. This highlights the need for more studies in less represented regions to achieve a balanced global understanding.

The bibliometric analysis of keywords underscores the importance of concepts such as "brand loyalty," "satisfaction," and "destination image," reflecting both consolidated and emerging areas of interest. These findings not only illustrate the evolution of brand personality studies in tourism and hospitality but also suggest potential future research areas, such as the impact of new technologies and shifting consumer preferences on perceptions of brand personality.

The findings align with Aaker's (1997) theoretical foundation, which posits that brand personality provides emotional and symbolic meaning to consumers, influencing brand loyalty and behavior. This relationship is particularly pronounced in tourism due to the experiential nature of services. The application of bibliometric and scientometric methods has allowed us to objectively track how research has evolved, revealing both historical trends and emerging directions in brand personality studies.

The retrospective bibliometric analysis provides qualitative and quantitative insights into the progression of brand personality research, uncovering key contributors, emerging trends, and collaboration networks over time. Unlike qualitative reviews, this approach offers an objective lens to capture the application, validation, and expansion of theoretical models within tourism and hospitality.

The concentration of research in the United States and China points to cultural and regional nuances in understanding and applying brand personality, suggesting areas for future research to explore. Additionally, the prominence of keywords like "brand loyalty" and "destination image" indicates established core areas while highlighting underexplored topics such as the role of emerging technologies (e.g., AI, virtual reality) in shaping consumer perceptions. From a practical perspective, the findings suggest that tourism and hospitality brands should invest in developing distinct brand personalities that emotionally resonate with consumers. The growing body of research linking brand personality and customer satisfaction emphasizes the need for emotional marketing strategies that foster strong connections with consumers. As consumer preferences evolve, particularly in the digital landscape, brands must adapt their personality constructs to reflect the values and aspirations of modern tourists.

Conclusions

This study enriches the existing literature on brand personality in the tourism and hospitality sector through a comprehensive bibliometric and scientometric analysis. The findings highlight key contributors, geographical concentrations, and emerging trends that have shaped brand personality as a crucial construct in tourism marketing. Furthermore, it identifies potential areas for future research, emphasizing the need to explore how technological advancements and evolving consumer behaviors impact brand personality.

There is considerable scope for deepening the understanding of brand personality models and their validation within the hospitality, leisure, and tourism sectors. This research underscores the importance of measuring brand personality and its direct effects on consumer purchasing behavior, as well as identifying factors that can enhance purchase intention, decision-making, customer experience, and loyalty.

One limitation of this study is its reliance on the Web of Science database, which, while extensive, may not capture all relevant research, especially from emerging regions. Future research should incorporate additional databases and focus on underrepresented geographical areas to provide a more holistic understanding of brand personality on a global scale. Moreover, developing new models and validation techniques that account for the dynamic nature of brand personality in the digital age is essential, given the increasing mediation of technology in consumer-brand interactions.

The analysis of 133 articles and 2,951 citations from 2005 to 2021 indicates a growing interest in how brand personality influences tourism consumer perception and behavior. The significant increase in scientific production since 2005 emphasizes the necessity for tourism and hospitality brands to cultivate and communicate a distinctive brand personality that aligns with consumer expectations.

The examination of articles indexed under the Web of Science category "Hospitality, Leisure, Sports and Tourism" reveals a linear growth in citations, following the trend $ART(YEAR) = 1.3767(YEAR) - 2763.5$ with an R^2 of 78.65%. This indicates an exponential acceleration in knowledge production over the past six years.

The impact factors of the leading journals in this research highlight *Tourism Management*, which has an impact factor of 11.24, and the *Journal of Hospitality & Tourism Research*, with an impact factor of 7.89.

The results indicate a high concentration of citations among the most cited authors, with the top 10 authors accounting for 68.89% of total citations. Notably, Seyhmus Baloglu alone comprises 13.8% of the total citations and has all three of his articles ranked among the 29 most influential works, as indicated by their h-index. This concentration contrasts with the heterogeneity observed among the 317 authors who have explored brand personality within the Web of Science category of "Hospitality, Leisure, Sports, and Tourism," where only 2 of the 10 most productive authors are also among the most cited.

Finally, in terms of publication sources, the 133 articles were

distributed across 52 journals indexed in Web of Science, showing a medium to high degree of concentration. Specifically, the top 10 journals published 66 articles, which represents 49.6% of all publications on the topic. These journals have an average of 33.73 citations per article, totaling 2,226 citations and an h-index of 24. The five journals that have published more than five articles on the 'Brand Personality' concept within the Web of Science category 'Hospitality, Leisure, Sports, and Tourism' include leading publications such as Tourism Management, Journal of Travel & Tourism Marketing, and International Journal of Hospitality Management. These journals are major contributors to the field, with Tourism Management at the forefront, featuring 12 articles and an average of 84.5 citations per publication. Key metrics further illustrate their impact, including each journal's ranking (R), the total articles (N) specific to the search vector, and the percentage of articles (% Tt) relative to the total within this vector. Additional indicators such as average citations per article (PC-PM), h-index for the search vector (H-PM), total citations within the vector (TC-PM), 5-year impact factor (FI 5Y), and quartile (Q) provide deeper insights into their sustained relevance and influence in advancing research on brand personality within the category.

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DIMENSIONES Y DINÁMICAS DE LA INVESTIGACIÓN BIBLIOMÉTRICA Y CIENCIOMÉTRICA SOBRE LA PERSONALIDAD DE MARCA EN EL SECTOR DE LA "HOTELERÍA, OCIO Y TURISMO"

Eduardo Barrueto Mercado, Andrés Rubio Rivera, Luis Araya-Castillo y Hugo Moraga Flores

RESUMEN

La Personalidad de Marca, vinculada al marketing estratégico, abarca rasgos humanos asociados con una marca y su impacto en el comportamiento de compra del consumidor. Esta investigación analiza la evolución de la producción científica sobre la Personalidad de Marca dentro del sector de "Hospitalidad, Ocio, Deportes y Turismo", utilizando métodos bibliométricos y cienciométricos para examinar autores, artículos, citas, revistas, instituciones y países. El estudio subraya la importancia de la personalidad de marca en la diferenciación de productos, el fomento de vínculos emocionales con los consumidores y el fortalecimiento de la lealtad hacia la marca. La investigación indica un creciente interés global en el impacto de la personalidad de marca en el turismo y la hospitalidad, evidenciado por el aumento de publicaciones y citas desde 2005 hasta 2021. Un mapa bibliométrico creado con el software VOSviewer revela conceptos y clusters clave. La compilación incluye 133 artículos con 2951 citas, identificando a 317 autores, con el 68,89% de las contribuciones provenientes de los 10 principales autores. La personalidad de marca resalta su importancia para la diferenciación en el mercado, la lealtad del cliente y el valor de la marca en estos sectores competitivos.

DIMENSÕES E DINÂMICAS DA PESQUISA BIBLIOMÉTRICA E CIENTOMÉTRICA SOBRE A PERSONALIDADE DA MARCA NO SETOR DE "HOSPEDAGEM, LAZER E TURISMO"

Eduardo Barrueto Mercado, Andrés Rubio Rivera, Luis Araya-Castillo, e Hugo Moraga Flores

RESUMO

A Personalidade da Marca, vinculada ao marketing estratégico, abrange traços humanos associados a uma marca e seu impacto no comportamento de compra do consumidor. Esta pesquisa analisa a evolução da produção científica sobre a Personalidade da Marca no setor de "Hospitalidade, Lazer, Esportes e Turismo", utilizando métodos bibliométricos e cientométricos para examinar autores, artigos, citações, periódicos, instituições e países. O estudo enfatiza a importância da personalidade da marca na diferenciação de produtos, no fortalecimento de vínculos emocionais com os consumidores e na melhoria da lealdade à marca. A pesquisa indica um crescente interesse global no impacto da personalidade da marca no turismo e na hospitalidade, evidenciado pelo aumento de publicações e citações de 2005 a 2021. Um mapa bibliométrico criado com o software VOSviewer revela conceitos e clusters-chave. A compilação inclui 133 artigos com 2.951 citações, identificando 317 autores, com 68,89% das contribuições provenientes dos 10 principais autores. A personalidade da marca destaca sua importância para a diferenciação no mercado, a lealdade do cliente e o valor da marca nesses setores competitivos.