A BIBLIOMETRIC ANALYSIS OF THE POSTGRADUATE DISSERTATIONS IN THE FIELD OF TOURISM ON DIGITALIZATION AND FINANCE (2010-2022)

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Abstract. Digitalization, which changes the way of doing business in the tourism sector, is important in terms of being aware and not falling behind in transformation. The studies show that Turkey is interested in the tools used to change the functioning of the tourism sector. However, due to the difficulty of allocating financial resources to digitalization investments and the lack of necessary talent and human resources for digitalization, it is noteworthy that investments in technologies for web sites, mobile applications and business processes take precedence over technologies developing within the scope of digitalization in Turkey. The study aimed to examine the postgraduate dissertations, which cover digitalization and finance, completed in Turkey in the field of tourism between 2010-2022 and published in the Council of Higher Education database, within the framework of parameters such as "type of the dissertation", "release year of the dissertation", "university of the released dissertation", "number of pages of the dissertation" and "subject of the dissertation". Within the scope of this study, in which bibliometric analysis, one of the qualitative research methods, is used, 20 dissertations (18 master's and 2 doctoral) were examined. The study was limited to the parameters mentioned above due to various limitations. Similar studies in the future can be expanded with parameters such as "department of released dissertation", "title of the advisor", "language of the dissertation" and "keywords of the dissertation". It is thought that the results of the study will contribute to the literature and can be a reference for future studies. It is also thought that the contribution to the future related literature can be increased by adding articles, books/book chapters and conference papers in addition to postgraduate dissertations.
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Introduction. Rapidly chancing world and the effect of this change is felt in all areas of life. Businesses, governments and individuals have started to become a part of this change and try to adapt their business models to this change (Wirtz, Schilke & Ullrich, 2010). Today, business models in almost every sector and field change according to the demands and needs of the market.

Technology, globalization and population are seen as the three main reasons for this change (Sun et al., 2022). These three important elements are expected to cause shocking megatrends that will directly affect today's companies globally. Companies that want to survive and grow need to be aware of these factors and adapt to the changing order. Artificial intelligence, robotics and technological developments such as virtual reality, blockchain, it is changing the way of business of many sectors, especially professional services with the ongoing transformation (Sharma, Chan & Kingshott, 2023). Companies that continue to adopt traditional methods remain in the shadow of change, fail to take advantage of transformation opportunities and lose their competitive advantage over their competitors (Knudsen et al, 2021).

These factors, which affect all sectors, also deeply affect the tourism sector and create new trends (Khan et al., 2020). The new generation organizes their travels and tours through online platforms, travel plans suitable for all ages, adventures for tourists that they have not experienced before. Themed travel tours, women-only tours, sustainable and eco-friendly tours, and culinary tours are just some of these new trends (Pavlidis & Markantonatou, 2020; Rehman, 2022). In the face of these developments, the tourism world has turned to digital transformation, using tools such as personalized experience, data-oriented approach, multi-channel customer experience, real-time marketing, mobile integration, messaging platforms and chatbots, artificial intelligence, internet of things and virtual reality in its operations (Unurlu, 2022).

The expectations of today' world tourists are also changing depending on the way they travel and the digital trends in the tourism industry (Khan et al., 2020). Tourism customers now expect experiences and solutions specifically created for them. They want to be inspired by other travelers for their own travels and to inspire others through their posts. On the other hand, while doing all these, they want to be mobile and accessible before, during and after the trip, and they also expect easy and fast solutions from the tourism companies they receive service from. In order to meet all these expectations, tourism companies need to design the experience they offer in line with approaches that center their customers, that is, people, rather than the products and services they offer (Font et al., 2021; Dias et al., 2023).

In order to be a part of the tourist experience, being known to the customer and establishing healthy communication with the customer becomes important for the stakeholders of the tourism sector (Gezen, 2021). Traditional advertising and marketing tools frequently used by tourism companies have now become highly digital due to the increasing use of smartphones, internet and social media, and digital marketing techniques have become indispensable in customer   relations. As a reflection of this, it is observed that the share of digital marketing expenditures in total expenses is increasing worldwide (Kapoor & Kapoor, 2021). However, the increasing number of channels that touch potential customers and customers, and the fact that each customer expects a unique form of communication, raises the question of how the marketing budget can be used more efficiently. At this point, optimization   regarding   target   customer   base,   communication   channel,

communication frequency and content is becoming increasingly important for tourism companies (Kayumovich, 2020).

Technology is the main element that shapes the transformation in order to implement applications that focus on the tourism customer (Neuhofer, Buhalis & Ladkin, 2014). Beyond technological tools such as customer management, document management, finance and accounting management, which began to enter our lives with the computer age, developing technologies that provide speed and efficiency in operations along with an uninterrupted and differentiated experience to customers have also begun to be used in the tourism sector (Mercan et al., 2021). Bringing devices online with the Internet of Things offers tourism companies the opportunity to observe real-time customer experiences and expand their customer base (Car, Stifanich & Šimunić, 2019). The use of artificial intelligence and robotic process technologies in customer-touching processes such as sales and customer relations makes customers feel more special. Tourism companies differentiate their interactions with customers with applications such as travel planning and booking with chatbots and artificial intelligence-based destination recommendations (Ivanov & Webster, 2019). In addition, the use of these technologies in all operational processes that directly or indirectly touch the customer reduces employee effort and provides cost optimization. Virtual and augmented reality technologies, which imitate the real world, change the way of promotion and marketing of services in the tourism sector by making it possible to experience travel destinations, hotels, restaurants and similar points without going there (Durna, 2021). At the global level, blockchain, an advanced record-keeping technology, provides instant access to data produced in the tourism sector, is used to bring together tourist information or track supply and demand in real time. Being aware of these technological developments that change the way of doing business in the tourism sector is important in order not to be left behind in the transformation (Nebati, 2022).

Studies show that tourism companies in Turkey are interested in developing technologies (Kozak, 2007; Avci, Madanoglu & Okumus, 2011; Büyüközkan & Ergün, 2011; Dogan & Vatan, 2019). However, since it is difficult to allocate financial resources to digitalization investments and the necessary talent and human resources for digitalization are not available, investments in technologies for websites, mobile applications and business processes are given priority instead of developing technologies. Because of on the grounds that digitalization focuses on finance and technology, it can be said that digitalization and finance issues are among the important subjects studied in the tourism sector, as in other sectors (Ozdemir et al., 2023). Although postgraduate dissertations in the field of tourism was examined by many researchers, it has been observed that bibliometric analysis of postgraduate dissertations on digitalization and finance has not been done. Thus, it was deemed necessary to examine the postgraduate dissertations written on "digitalization" and "finance" issues in the study. In this context, the study aimed to examine the postgraduate dissertations, which cover digitalization and finance, completed in Turkey in the field of tourism.

Methodology. In this study, bibliometric technique, one of the qualitative research methods, was used. The concept of bibliometrics was introduced by Pritchard in 1969 (Bredahl, 2022). Pritchard's need to redefine the concept of statistical biography allowed the emergence of a new qualitative research method. Pritchard defines the concept of bibliometrics as a mathematical and statistical method used to determine the properties of books and other resources (Kokol, Blažun Vošner & Završnik, 2021).

Bibliometric techniques have developed significantly over time, and various analysis techniques have emerged, such as analyzing the contributions made by a country, an institution or an author, measuring the contribution of publications to the scientific field, and determining the number of times a source is cited in the same publication (Singh, Sibi & Sharma, 2022). The mentioned techniques guide researchers to perform more detailed and more effective measurements. Bibliometrics technique, one of the qualitative research methods, finds application in many disciplines today (Farsani et al., 2021).

In this study, the words "digitalization" and "finance" were searched in the search robot on the official "National Thesis Center" website of Council of Higher Education. In this context, the results of the examination carried out between 01.12.2022 and 01.01.2023 in the records obtained from the "https://tez.yok.gov.tr" internet site search engine of the Council of Higher Education Institution "National Thesis Center" were taken into account. All dissertations on tourism were selected by writing "tourism" in the subject part of the dissertations list obtained as a result of the search. After the scanning process, a total of 20 postgraduate dissertations, which were completed from 2010 to 2022, were reached on the subject of "digitalization" and "finance" in the field of tourism in Turkey. In line with the main purpose of the study, among these dissertations, all dissertations within the scope of tourism were analyzed. These dissertations reached was analyzed using variables such as "institute of released dissertation", "department of released dissertation", "title of the advisor", "language of the dissertation" and "key words of the dissertation". The data collected on these variables were entered into a statistical analysis program and the percentage and frequency values were found according to the variables.

Findings. A total of 20 postgraduate dissertations on "digitalization" and "finance" were completed within the departments of universities in Turkey between 2010-2022. All of these dissertations were examined within the scope of the research. The dissertations examined, the types of dissertations and the years they were published are given in the Table 1.

Table 1. **Completed postgraduate dissertations on "Digitalization" and "Finance"**

Title	Dissertation Type	Year
"Solving financial problems of small and medium-sized enterprises in hotel lease alternative assessment"	Master's	2010
"Use of financial and non-financial performance measures in accommodation establishments"	Master's	2017
"The role of tourism sector in financing the national economy of Libya"	Master's	2018
"Business failure in tourism enterprises listed in Borsa Istanbul (BIST)"	Master's	2019
"Digitalization in hospitality industries and the relationship of digitalization with sustainable tourism"	Master's	2019
"Financial analysis and bankruptcy prediction using Altman Z-Score model: A case study of coastal hotel management companies in Turkey"	Master's	2020
"The effects of the digitalization process on the tourism sector within the scope of tourism marketing: A qualitative research"	Master's	2020
"Financial performance analysis of BIST100 tourism companies"	Master's	2021
"Determining the financial literacy level of managers in the tourism sector: A research in the Central Black Sea Region"	Master's	2021
"Cross-cultural comparison of financial literacy levels of hotel employees"	Master's	2021
"Perspective of professional tourist guides towards digitalization and robotization in tourism"	Master's	2021
"The role of smart technologies in the digitalization of tourism enterprises and in consumer behavior"	Doctoral	2021
"The impact of macroeconomic variables on financial performance of tourism firms: Case of Borsa Istanbul"	Master's	2022
"The use of financial resources provided by the banking sector in lodging companies: A research on Central Bank of the Republic of Turkey company accounts and Borsa Istanbul lodging companies"	Master's	2022
"Financial analysis of passenger airline transport companies: An international comparison"	Master's	2022
"The effect of the financial performances of accommodation businesses operating in developed and developing countries on the profitability"	Master's	2022
"The effect of exchange rate on the financial performance of tourism companies: A study on the BIST tourism index"	Master's	2022
"The effect of market orientation and innovation on financial performance in hospitality businesses"	Doctoral	2022
"Digitalization of heritage tourism: A perspective of European museums"	Master's	2022
"Digitalization in travel agencies: The case of Istanbul"	Master's	2022

20 postgraduate dissertations on "digitalization" and "finance" were completed within the departments of universities in Turkey. The distribution of these dissertations according to their types is shown in the Table 2.

Table 2. **Distribution of completed postgraduate dissertations on "Digitalization" and "Finance" by types**

Type of Dissertation	N	%
Master's	18	90
Doctoral	2	10
Total	**20**	**100**

According to the Table 2, 90% of the completed dissertations are master's dissertations and 16% are doctoral dissertations. It is noteworthy that most of the postgraduate dissertations on "digitalization" and "finance" are completed in the context of master's dissertations.

Table 3. **Distribution of completed postgraduate dissertations on "Digitalization" and "Finance" by years of publication**

Year	N	%
2010	1	5
2017	1	5
2018	1	5
2019	2	10
2020	2	10
2021	5	25
2022	8	40
Total	**20**	**100**

The distribution of the completed postgraduate dissertations between 2010 and 2022 on "digitalization" and "finance" according to the years of publication, is given in the Table 3. According to table, it is seen that the most published postgraduate dissertations were completed in 2022, with a rate of 40%. 2022 is followed by 2021 with a rate of 25%, 2019 and 2020 with a rate of 10%, 2010, 2017 and 2018 with a rate of 5%. It is noteworthy that more than half of the 20 postgraduate dissertations were complited in the last two years.

Table 4. **Distribution of completed postgraduate dissertations on "Digitalization" and "Finance" by universities**

University	N	%
Akdeniz University	2	10
Mersin University	2	10
Istanbul University	2	10
Dokuz Eylül University	1	5
Necmettin Erbakan University	1	5
Karabük University	1	5
Bahçeşehir University	1	5
Yeditepe University	1	5
Ondokuz Mayıs University	1	5
Muğla Sıtkı Koçman University	1	5
Kocaeli University	1	5
Atatürk University	1	5
Selçuk University	1	5
Van Yüzüncü Yıl University	1	5
Istanbul Medeniyet University	1	5
Yaşar University	1	5
Düzce University	1	5
Total	20	100

The distribution of the postgraduate dissertations completed on "digitalization" and "finance" by universities is given in the Table 4. According to the table, most of the completed postgraduate dissertations were equally completed within Akdeniz University, Mersin University and Istanbul University with a rate of 10%. These three universities are equally followed by Dokuz Eylül University Necmettin Erbakan University, Karabük University, Bahçeşehir University, Yeditepe University, Ondokuz Mayıs University, Muğla Sıtkı Koçman University, Kocaeli University, Atatürk University, Selçuk University, Van Yüzüncü Yıl University, Istanbul Medeniyet University, Yaşar University and Düzce University with a rate of 5%.

Table 5. **Distribution of completed postgraduate dissertations on "Digitalization" and "Finance" by number of pages**

Number of Pages	N	%
99 and less	4	20
100-150	10	50
151-200	3	15
201 and more	3	15
Total	**20**	**100**

The distribution of completed postgraduate dissertations within the scope of page numbers is shown in the Table 5. According to the table, it is seen that 50% of the completed postgraduate dissertations on "digitalization" and "finance" are in the range of 100-150 pages, 20% are in the range of 99 and less and 15% are in the

range of 151-200 and 201 and more.

<p align="center"><i>Table 6.</i> Subject of the completed postgraduate dissertations on
"Digitalization" and "Finance" by types</p>

Subject	Dissertation Type
"Examination of the presentation of financial leasing as an alternative in solving financial problems of small and medium-sized accommodation businesses"	Master's
"Determination of the opinions of hotel managers regarding the use of financial and non-financial performance indicators in accommodation businesses"	Master's
"Investigation of the role of the tourism sector on the Libyan national economy"	Master's
"Development of a failure prediction model for tourism businesses in Turkey"	Master's
"Sharing of general information about the historical development and sector structure of the tourism sector in Turkey, as well as making of credit ratings and comments on the financial ratios of the companies operating in beach hotel management, one of the dynamics of the tourism sector, in the last 4 periods"	Master's
"Evaluation of the usage of financial ratios on the financial performance of eight tourism companies traded in Borsa Istanbul"	Master's
"Revelation of the relationship between macroeconomic variables and the financial performance of tourism companies"	Master's
"Determination of financial literacy levels of managers of accommodation establishments in the Central Black Sea Region"	Master's
"Measurement of the financial literacy levels of employees in five-star hotels operating in Turkey and Croatia"	Master's
"Determination of the financing resources offered by the Turkish banking sector to accommodation companies in terms of type, maturity and cost, and analyzation of the level of use of the financial resources offered by accommodation companies"	Master's
"Examination of the technological applications of museums and the digitalization of heritage tourism in Europe's smart cities"	Master's
"Analyzation of the financial performance of airline passenger transportation companies on an international scale"	Master's
"Examination of the how travel businesses operating in the tourism sector use digitalization and the changes that occur in their businesses during the transition to digital transformation"	Master's
"Investigation of the impact of exchange rate change on company performance in terms of tourism companies operating in Turkey"	Master's
"Investigaton of the impact of market orientation and innovation on financial performance in accommodation businesses"	Master's
"By interviewing managers of national and international chain hotels in Turkey, research of the environmental changes of the accommodation services sector, their adaptation to creating new products, services or processes, and the innovative methods offered to develop the industry"	Master's
"Understanding the effects of the digitalization process experienced with developing information technologies in the tourism sector and shedding light on the future of the tourism sector by taking into account past dates"	Master's

"Discussion of the advantages and disadvantages of the use of digitalization and robotic technologies in tourism, and evaluation of the problems experienced and likely to be experienced by the tourist guiding profession from the perspective of tourist guides"	Master's
"Investigation of the effect of financial performances of companies operating in the tourism sector on company profitability"	Doctoral
"Revealitaon of the effects of the Industry 4.0 Revolution on hotel businesses by examining the change in consumers' perceptions of consumption with digital trends during the transition to digital transformation, and therefore the digital transformation that will affect future business strategies in this regard"	Doctoral

According to the Table 6, when the master's dissertations are examined according their subjects, the subjects can be classified such as; examination of the presentation of financial leasing as an alternative in solving financial problems of small and medium-sized accommodation businesses, determination of the opinions of hotel managers regarding the use of financial and non-financial performance indicators in accommodation businesses, investigation of the role of the tourism sector on the Libyan national economy, development of a failure prediction model for tourism businesses in Turkey, sharing of general information about the historical development and sector structure of the tourism sector in Turkey, as well as making of credit ratings and comments on the financial ratios of the companies operating in beach hotel management, one of the dynamics of the tourism sector, in the last 4 periods, evaluation of the usage of financial ratios on the financial performance of eight tourism companies traded in Borsa Istanbul, revelation of the relationship between macroeconomic variables and the financial performance of tourism companies, determination of financial literacy levels of managers of accommodation establishments in the Central Black Sea Region, measurement of the financial literacy levels of employees in five-star hotels operating in Turkey and Croatia, determination of the financing resources offered by the Turkish banking sector to accommodation companies in terms of type, maturity and cost, and analyzation of the level of use of the financial resources offered by accommodation companies, examination of the technological applications of museums and the digitalization of heritage tourism in Europe's smart cities, analyzation of the financial performance of airline passenger transportation companies on an international scale, examination of the how travel businesses operating in the tourism sector use digitalization and the changes that occur in their businesses during the transition to digital transformation, investigation of the impact of exchange rate change on company performance in terms of tourism companies operating in Turkey, investigaton of the impact of market orientation and innovation on financial performance in accommodation businesses, by interviewing managers of national and international chain hotels in Turkey, research of the environmental changes of the accommodation services sector, their adaptation to creating new products, services or processes, and the innovative methods offered to develop the industry, understanding the effects of the digitalization process experienced with developing information technologies in the tourism sector and shedding light on the future of the tourism sector by taking into account past dates, discussion of the advantages and disadvantages of the use of digitalization and

robotic technologies in tourism, and evaluation of the problems experienced and likely to be experienced by the tourist guiding profession from the perspective of tourist guides.

Based on the Table 6, when the doctoral dissertations are examined according their subjects, the subjects can be classified such as; investigation of the effect of financial performances of companies operating in the tourism sector on company profitability, revealitaon of the effects of the Industry 4.0 Revolution on hotel businesses by examining the change in consumers' perceptions of consumption with digital trends during the transition to digital transformation, and therefore the digital transformation that will affect future business strategies in this regard.

Conclusion. The study conducted bibliometric analysis of 20 postgraduate dissertations (18 master's and 2 doctoral) completed within the scope of "digitalization" and "finance" between 2010-2022. According to the analyses of the study, it is concluded that about half of the completed postgraduate dissertations subject on "digitalization" and "finance" were completed in 2022. Based on this result, it is possible to say that postgraduate dissertations completed within the scope of "digitalization" and "finance" have increased in recent years. One of the most important reasons for this result is that tourism is one of the sectors most affected by the Covid-19 crisis, which is felt not only locally but also globally. Due to the uncertainty created by the crisis, many countries closed their borders and travel restrictions brought about by the crisis negatively affected tourism in this process. In order to reduce these negative effects, the European Commission also emphasized the importance of technological developments that have begun to affect the whole world in the guide it published for travel and tourism. Therefore, digitalization activities in tourism are constantly increasing and being developed on the grounds that tourism can provide new ways and more efficient use of scarce resources in matters such as travel, tourist flow and management, due to technologies such as artificial intelligence, big data, blockchain and internet of things (IoT). It can be said that various factors are effective in the fact that almost half of the postgraduate dissertations completed between 2010-2022 on "digitalization" and "finance" in the field of tourism completed in 2022. Among these factors, it can be stated that despite the necessity of digitalization investments in the tourism sector, especially after the Covid-19 crisis, factors such as the difficulty of allocating financial resources in these investments and the need for active monitoring and the need to carry out studies that will increase employee and customer satisfaction with digital technology are effective.

According to another conclusion reached within the scope of the study is that most of the published dissertations are master's dissertations. This result can be explained by the fact that there are more master's students than doctoral students in universities (Council of Higher Education, 2023). Another conclusion is the determination of the dissertations published on "digitalization" and "finance" are mostly between 100-150 pages. This conclusion can be reletabled with the fact that most of the dissertations completed within the scope of "digitalization" and "finance" are master's dissertations. Considering that the legal timing for the doctoral dissertations is one times higher than the legal timing of the master's dissertations, it can be stated that this finding is at an acceptable level. Therefore, this situation is also reflected in the number of pages of the dissertations written.

Various studies in the literature also support this conclusion (Kushkowski, Parsons & Wiese, 2003; Arıca 2014; Tayfun et al., 2018; Haydaroğlu, 2022).

The last conclusion is that the dissertations written within the scope of "digitalization" and "finance" are mainly in the scope of "financial leasing as an alternative in solving financial problems of accommodation businesses", "opinions of hotel managers regarding the use of financial and non-financial performance indicators in accommodation businesses", "making of credit ratings and comments on the financial ratios of the tourism companies", "financial literacy levels of accommadation managers", "understanding the effects of the digitalization process experienced with developing information technologies in the tourism sector", "the advantages and disadvantages of the use of digitalization in tourism sector" and "the effects of the Industry 4.0 Revolution on hotel businesses". This result can be explained by the increase in digitalization as a result of the increase in internet use at every stage of planning touristic travels. Tourism shows positive developments in terms of profitability, competitiveness, innovative ideas and sustainability from digital transformation and grows with digitalization. The implementation of innovative ideas is important as a result of digitalization, especially in terms of their impact on development. It can be stated that it is difficult to allocate financial resources for digitalization investments in tourism, but the necessity of these investments is also reflected in the subjects of dissertations and increases the number of theses written on these subjects in recent years.

Studies show that the tourism sector in Turkey, as in the world, is interested in developing technologies. Bringing devices online through digitalization in tourism offers tourism companies the opportunity to observe real-time customer experiences and expand their customer base. The use of artificial intelligence and robotic process technologies in customer-touching processes such as sales and customer relations makes customers feel more special. Tourism companies differentiate their interactions with customers with applications such as travel planning and booking with chatbots and artificial intelligence-based destination recommendations. In addition, the use of these technologies in all operational processes that directly or indirectly touch the customer reduces employee effort and provides cost optimization. Virtual and augmented reality technologies, which imitate the real world, change the way of promotion and marketing of services in the tourism sector by making it possible to experience travel destinations, hotels, restaurants and similar points without going there. At the global level, blockchain, an advanced record-keeping technology, provides instant access to data produced in the tourism sector, is used to bring together tourist information or track supply and demand in real time. In countries that provide the necessary financial resources for digitalization and implement digital developments, the motivation of tourists to visit these countries and participate in tourist activities increases. Therefore, it can be stated that "digitalization" and "finance" have been among dissertation subjects especially in recent years, since the subject of digitalization is current and directly related to financial investment.

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