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

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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. In the studies, it is seen 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. In this study, it is 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 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, 19 open access dissertations (16 master’s and 3 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 “institute of released dissertation”, “department of released dissertation”, “title of the advisor”, “language of the dissertation” and “key words 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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