

The Research Trend of Memorable Rural Tourism Experience: Systematic Literature Review and Bibliometric Analysis

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Abstract

There are still many memorable experiences from traveling to the countryside yet to be revealed. This study aims to present emerging research trends regarding memorable experiences of rural tourism. A systematic literature review with bibliometric analysis was used to carry out this study. The results of the literature search and selection using the Scopus database determined 75 documents consisting of journal articles and conference papers published from 2018-2022. Performance analysis, science mapping, and networks were used to analyze data supported by PoP software and VOSviewer. The findings found that the trend of publications and citations of documents that examine memorable experiences when tourism in rural areas experienced a fluctuating development in the period 2018-2022. Furthermore, satisfaction is a feeling obtained from traveling in rural areas where tourist attractions in rural areas also provide quality service by providing a place like a homestay where it is a memorable experience for traveling in rural areas. Therefore, rural tourism is one of the alternative activities that people can choose to minimize the level of boredom with the monotonous routine every day.

Keywords

bibliometric analysis; scopus database; travel experience; systematic literature review; rural tourism



I. Introduction

The high intensity activities in urban areas make people feel bored and restless with these situations and conditions (Sánchez-Oro Sánchez, 2020; Yin et al., 2022). For example, office workers who start working from morning to night every day, or students and undergraduates who start their studying routine from morning to evening. This routine allows office workers and students to feel bored and bored. As a result, fun activities such as traveling during vacation time really help them to reduce their feeling of boredom (Zhou et al., 2020). Many tourist destinations provide amusement rides for their visitors, whether the concept is themed on nature, religion, education, or challenges. Tourist attractions with nature-themed concepts are rarely found in urban areas, so tourists will find it very difficult to find them in urban areas (Germanovich et al., 2020; Ye et al., 2021). This is because tourist attractions in urban areas tend to be more themed with entertainment, education, and challenges (Lewis et al., 2021). Meanwhile, some literatures reveal that green and beautiful nature-themed tourist attractions tend to be found in rural areas (Kastenholz et al., 2018; Rasanjali et al., 2021; Smith et al., 2019). Therefore, tourists from urban areas who want to travel with the theme of beautiful and green nature can choose tours in rural areas.

Tourism in rural areas provides a different feel from tourism in urban areas where tourist attractions in rural areas tend to present more natural themes. Natural reliefs such as: mountains, rivers, waterfalls, and lakes are often found in rural areas (Wang, 2021). Some literature reveals that a number of tourists who travel in rural areas state that there are many memorable experiences when they travel in villages where they wish to return for

the tour because the place is scenic, beautiful, and unique. (Christou & Sharpley, 2019; Kastenholz et al., 2018; Lee & Lee, 2021). Besides that, Kumar and Shekhar (2020) revealed that along the way to rural tourism, green rice fields were presented where that moment simultaneously made their gazes shot and removed all the boredom and boredom they felt. These findings indicate that rural tourism is quite pleasant and entertaining for tourists. However, there are still many memorable experiences related to traveling in the countryside from various perspectives, for example: business (Wang, 2021), economy (Kumar & Shekhar, 2020), and sustainability (Kastenholz et al., 2018). As a result, a study that can reveal the memorable experiences of tourists who have visited tourist attractions in rural areas from many perspectives by involving many sources from various time periods is urgently needed.

This study is expected to provide a review of memorable experiences while traveling in rural areas for vacation and travel enthusiasts, as well as scientific sustainability in the field of tourism.

II. Review of Literature

The tourist experience is a complex amalgamation of subjective components that shape the emotions and attitudes of tourists towards their visit (Yin et al., 2022). Some factors depend on the needs, wants, and motivation of tourists themselves (Wang, 2021), while other factors depend on aspects related to the destination such as setting, accommodation, local attractions, and atmosphere (Lewis et al., 2021). In other words, the tourist experience is associated with satisfaction and is a subjective condition felt by participants (Kastenholz et al., 2018). Smith et al. (2019) states that consumers are looking for experiences that 'dazzle their senses', 'engage them personally', 'touch their hearts' and 'stimulate their minds. In other words, people are increasingly seeking original and authentic experiences instead of impersonal or artificial ones. A memorable tourism experience (MTE) is defined as 'a tourism experience that is remembered and positively remembered after the event occurred' (Gemanovich et al., 2020). MTE is more significant because of its potential to influence future travel decisions of tourists (Ye et al., 2021). When making choices to plan future trips, travellers rely heavily on past experiences and memories. Providing unforgettable experiences for tourists has been considered of significance to tourism industry practitioners in recent times even more than a tangible resource (Wang, 2020). Unforgettable experiences are at the core of a successful tourism product, not only as a core determinant of loyalty behavior (Zhao et al., 2020) but also as a determinant of tourism competitiveness and sustainability goal. Like Zhao et al. (2020) noted, understanding and enhancing these positive memories of tourists is a suitable strategy for promoting competitive advantage in the contemporary competitive tourism market. Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

Lewis et al. (2021) stated that extraordinary, surprising, unexpected, and sensitive experiences can build very clear and long-lasting visions in the individual's mind. Travelers are more likely to return to destinations they remember positively (Wang, 2020), an idea that highlights the importance of MTEs and their impact on tourist retention. However, not all travel experiences can be considered MTE. In contrast, MTEs are experiences that are selectively recollected from the tourist experience and identified and

recalled after the trip. In other words, unusual and extraordinary memories are acquired more vividly than ordinary experiences.

Yin et al. (2022) were the first scholars to develop a scale that could measure MTE quantitatively. The scale consists of seven dimensions: hedonism, refreshment, local culture, meaningfulness, knowledge, engagement and novelty. MTE pioneer Ye et al. (2021) have previously proposed four main dimensions of MTE: affection, expectation, consequence, and memory; in a subsequent study, the same researchers described five MTE qualities: identity formation, family milestones, relationship development, nostalgia reenactment, and the pursuit of freedom. Germanovich et al. (2020) researched MTE in travel blog narratives and found seven experiential topics: local people, life and culture, personally significant experiences, shared experiences, perception of novelty, perception of chance, professional guide and tour operator services, and affective emotions. Recently, in their study of the travel narrative of Brazilian tourists and using grounded theory, Zhao et al. (2020) also proposes three-dimensional MTE (i.e. personal, relational, and environmental) and three stages of MTE formation (i.e. atmosphere, socialization, and emotion and reflection).

III. Research Method

A systematic literature review with bibliometric analysis was used to carry out this study (Al Husaeni & Nandiyanto, 2022; Aria & Cuccurullo, 2017; Donthu et al., 2021; Fahimnia et al., 2015). Some literatures reveal that in conducting bibliometric analysis, there are five steps that must be done, namely: (1) defining search keywords, (2) initial search results, (3) search results after improvement, (4) data compilation preliminary statistics, and (5) data analysis (Fahimnia et al., 2015; Setyaningsih et al., 2018). In detail, the steps of this bibliometric analysis are elaborated in subsections.

3.1 Defining Search Keywords

The search for documents was carried out on Saturday, June 11, 2022 at 08.00 WIB using the phrase "memorable rural tourism experience". The Scopus database is used to search for documents because Scopus is one of the scientific databases that has many well-qualified documents.

3.2 Initial Search Results

The initial search process found 1,084 documents published from 2013 – 2022. The documents were written in English, Spanish, Chinese, French, German, Polish, Portuguese, Japanese, Slovenian and Russian. Source types of documents are journals, conference proceedings, books, and book series. The types of documents consist of articles, conference papers, books per chapter, reviews, books, conference reviews, notes, and short surveys. The stages of publication consist of being published and articles in the press. The keywords involved, namely: "Tourism, Rural Tourism, Tourism Development, Rural Area, Sustainable Development, Rural Development, Rural Areas, Ecotourism, Tourist Destination, and Sustainability."

3.3 Search Results after Screening

In order to obtain suitable documents for this study, several inclusion criteria were set for selecting these documents. The inclusion criteria, namely: (1) there are keywords such as: rural tourism, tourist experience, and tourism experience, (2) documents published from 2018 – 2022, (3) documents written in English, (4) the type of document source is

journals and conference proceedings, (5) the types of documents are articles and conference papers, and (6) the stage of publication is publication. The study selection process that does not meet the inclusion criteria is presented in Table 1.

Table 1. Document Selection Process

Screening Results	Total Documents	Total Documents Left
Language	76	1.008
Publication stages	22	986
Sources of documents	153	833
Types of documents	40	793
Publication year	436	357
Keywords	75	282

As a result of the document selection, there are 75 documents remaining to be extracted to the initial statistical data.

3.4 Initial Statistical Data Compilation

Documents were downloaded from the Scopus database using two formats, namely Research Information System (RIS) and Comma Separated Values (CSV). The RIS and CSV formats consist of some important information such as: bibliometric information, bibliographic information, and abstracts & keywords (Hudha et al., 2020). In Publish or Perish (PoP) software, documents compiled in RIS can present initial data statistics such as: citation, author, document title, document type, document source, year of publication, and publisher (Fahimnia et al., 2015; Setyaningsih et al. ., 2018).

3.5 Data Analysis

The main techniques consisting of performance analysis and science mapping were used to analyze the data in this study (Donthu et al., 2021). Donthu et al. (2021) reveal that science mapping examines the relationship between research constituencies whereas performance analysis examines the contribution of research constituencies to a given field. In this study, performance analysis powered by PoP software is used to present metrics and trends for publications and citations. Meanwhile, science mapping consists of citation analysis and keyword analysis. In addition, network analysis using clustering and visualization is used to support science mapping analysis (Donthu et al., 2021). VOSviewer software is used to perform science mapping and network analysis (Van Eck & Waltman, 2010) where visualization analysis involves visualization of networks and overlays while cluster analysis uses hierarchical analysis (Setyaningsih et al., 2018)

IV. Results and Discussion

The results of data analysis using performance analysis, science equity, and network analysis will explain data related to publication and citation metrics, publication and citation trends, citation analysis, and keyword analysis.

4.1 Performance Analysis

a. Publication Metrics and Citation

The selection process determined 75 documents that matched the inclusion criteria. Using PoP software, publication and citation metrics from these documents are presented in Table 2.

Table 2. Publication Metrics and Citation

Description	Results
Publication year	2018 – 2022
Citation year	2018 – 2022
Total publications	75
Total citations	472
Author	217
Citation/year	118
Citation/paper	6,29
Author/paper	2,89
h-Index	12
g-Index	20
m-Index	0,60

Table 2 shows that in the period between 2018 and 2022, there were 75 published documents about the memorable experiences of rural tourism where in total these documents have been cited 472 times. In addition, the average citation per year is 118. This means that every year in the 2018-2022 period, the document is cited 118 times. Also, the average citation per paper is 6.29 which indicates that each document is cited an average of 7 times. The value of the ratio between the authors and the paper is 2.89 where the number of authors involved in the publication of the document is 217. This shows that each document was written by 3 authors. Furthermore, the h-index of the document set is 12 which means that there are 12 documents with a minimum of 8 citations. Meanwhile, the g-index of the document set is 20, which means that there are 20 highly citation documents with a minimum of 400 citations. This implies that the m-index of the document set is 0.60 which means that the ratio between h-index and g-index is 3:5. Moreover, it indicates that the h-index is always lower than the g-index (Donthu et al., 2020).

b. Analysis of Publication Trends and Citation

This analysis is used to present the development of the number of publications (TP) and citations (TC) related to the memorable experiences of rural tourism. The publication and citation trends of these documents are presented in Figure 1.

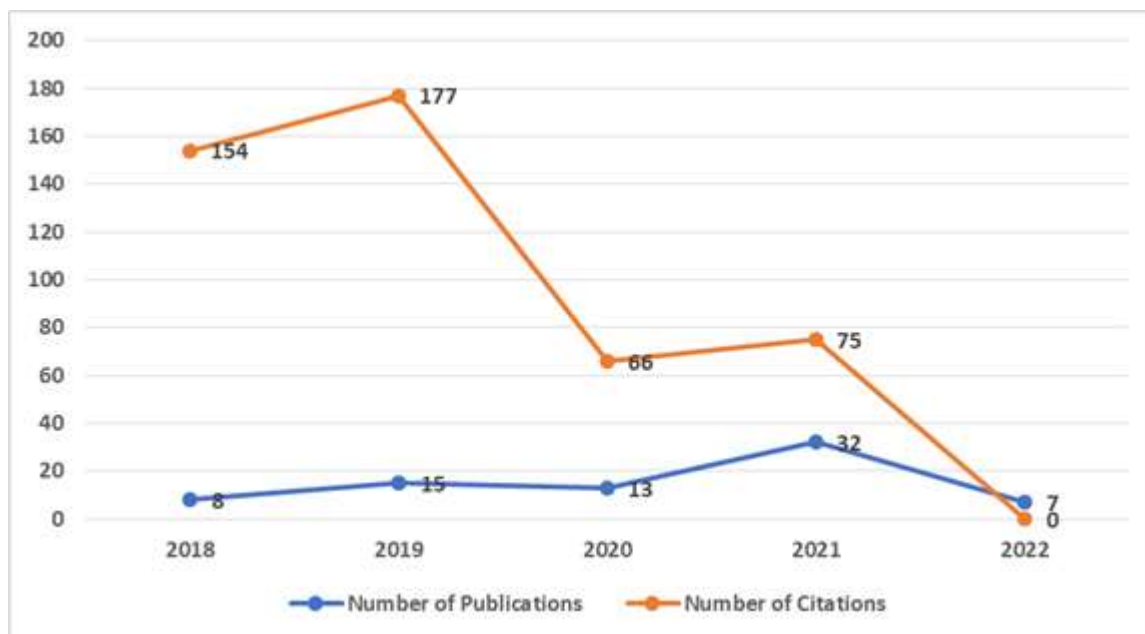


Figure 1. Publishing and Document Citation Trends from 2018 to 2022

Figure 1 shows that the number of documents published in 2018 was 8 documents, followed by 15 documents in 2019, 13 documents in 2020, 32 documents in 2021, and 7 documents in 2022. This shows that the development of the number of documents is related to experience impressive results from published rural tourism in the 2018-2021 period slightly increased and slightly decreased in the 2021-2022 period. Meanwhile, the number of citations to documents in 2018 was 154 times, followed by 177 times in 2019, 66 times in 2020, 75 times in 2021, and 0 times in 2022. This shows that the number of citations to documents related to memorable experiences of rural tourism increased slightly in the 2018 – 2019 period and tends to be sharply in the 2019 – 2022 period. The findings on Analysis of publication and citation trends revealed that the development of the number of publications of documents and citations on documents related to the impressive experience of rural tourism tend to be volatile in the period 2018 – 2022. Some literature also reveals findings that are in line with the results of this study that the trend of publications and citations to documents related to the sustainability of rural tourism tends to fluctuate from year to year (Rosalina et al. al., 2021; Zielinski et al., 2020). This indicates that the development of publications and citations of documents related to rural tourism from year to year tends to be inconsistent, sometimes increasing and sometimes decreasing.

4.2 Science and Network Mapping Analysis

a. Citation analysis

Citation analysis is used to analyze the relationship between publications by identifying the most influential publication (Donthu et al., 2021). As a result, this analysis is used to present documents, authors, countries, affiliates and journals related to the impressive experiences of rural tourism in the period 2018 – 2022. In detail, each unit of the citation analysis is comprehensively described.

1. Documents Unit

The most influential documents related to the memorable experience of rural tourism were measured by the h-index (Donthu et al., 2020). Table 2 shows that the h-Index of the document set is 12. This means that there are 12 most influential documents related to the memorable experience of rural tourism. The most contributing and influential documents are presented in Table 3.

Table 3. Top 30 Documents Related to Memorable Experiences of Rural Tourism

Total Citation	Author	Title	Variable/Dimension	Journal	Year
81	Kastenholz, E., Carneiro, M. J., Marques, C. P., Loureiro, S. M. C	The dimensions of rural tourism experience: Impacts on arousal, memory, and satisfaction	Arousal, Memory, and Satisfaction	Journal of Travel and Tourism Marketing	2018
52	Zhang, T., Chen, J., Hu, B	Authenticity, quality, and loyalty: Local food and sustainable tourism experience	Usability	Sustainability	2019
32	Kastanholz, E., Carneiro, M. J., Eusebio, C	Diverse socializing patterns in rural tourist experiences-a segmentation analysis	Uniqueness	Current Issues in Tourism	2018
31	Carson, D. A., Carson, D. B	International lifestyle immigrants and their contributions to rural tourism innovation: Experience from Sweden's far north	Interesting	Journal of Rural Studies	2018
28	Kastenholz, E., Marques, C. P., Carneiro, M. J	Place attachment through sensory-rich, emotion-generating place experience in rural tourism	Beautiful Landscape	Journal of Destination Marketing and Management	2020
24	Rosalina, P. D., Dupre, K., Wang, Y	Rural tourism: A systematic literature review on definitions and challenges	Challenging	Journal of Hospitality and Tourism Management	2021
22	Christou, P., Sharpley, R	Phioxenia offered to tourist? A rural	Functionality	Tourism Management	2019

22	Lewis, C., D'Alessandro, S	tourism perspective Understanding why: Push-factors that drive rural tourism among senior travellers		Tourism Management Perspectives	2019
22	Wang, M. J., Chen, L. H., Su, P. A., Morrison, A. M	The right brew? An analysis of the tourism experiences in rural Taiwan's coffee estates	Satisfaction	Tourism Management Perspectives	2019
18	Provotorina, V., Kazmina, L., Patrenko, A., Ekinil, G	Organization and functioning of accommodation facilities as a component of rural tourism infrastructure in the Rostov region	Complete Equipment	E3S Web of Conferences	2020
17	Smith, A., Robbins, D., Dickinson, J. E	Defining sustainable transport in rural tourism: Experiences from the new forest	Challenging	Journal of Sustainable Tourism	2019
13	Guan, J., Gao, J., Zhang, C	Food heritagization and sustainable rural tourism destination: The case of China's Yuanjia Village	Interesting	Sustainability	2019
10	Dias, A., Gonzalez- Rodriguez, M. R., Patuleia, M	Developing poor communities through creative Tourism	Creative Tourism	Journal of Tourism and Cultural Change	2021
10	Ye, S., Wei, W., Wen, J., Ying, T., Tan, X	Creating memorable experience in rural tourism: A comparison between domestic and outbound tourist	Memorable Tourism	Journal of Travel Research	2021
7	Al-Laymoun, M., Alsardia, K., Albatat, A	Service quality and tourist satisfaction at homestays	Satisfaction	Management Science Letters	2020
6	Chen, J., Guan, J., Xu, J., Clergeau, C	Constructing the green supply chain for rural tourism in China:	Usability	Sustainability	2018

6	Pola, A. P	Perspective of front-back stage decoupling When heritage is rural: Environmental conservation, cultural interpretation and rural renaissance in Chinese listed villages	Special Tourism	Built Heritage	2019
5	Korodi, M., David, L. D	The uniqueness of the Hungarian rural tourism supply	Uniqueness	Journal of Tourism and Services	2019
5	Wanner, A., Prabstl-Haider, U., Feilhammer, M	The future of alpine pastures: Agriculture or tourism development? Experiences from the German Alps	Agriculture Tourism	Journal of Outdoor Recreation and Tourism	2021
5	Wanner, A., Prabstl-Haider, U	Barriers to stakeholder involvement in sustainable rural tourism development- experience from Southeast Europe	Challenging	Sustainability	2019
4	Li, X., Wang, Z. H., Xia, B., Chen, S. C., Chen, S	Testing the associations between quality-based factors and their impacts on historic village tourism	Complete Equipment	Tourism Management Perspectives	2019
3	Germanovich, A. G., Vasilieva, O. N., Ordynskaya, M. E., Allanina, L. M., Gorokhova, A. E	Impact of tourism on sustainable development of rural areas: International experience	Memorable Tourism	Journal of Environmental Management and Tourism	2020
3	Chen, P., Kong, X	Tourism-led commodification of place and rural transformation development: A case study of	Complete Equipment	Land	2021

		Xixinan village, Huangshan, China			
3	Jyotsna, J. H., Maurya, U. K	Experiencing the real village: A ethnographic examination of perceived authenticity in rural tourism consumption	Beautiful Landscape	Asia Pacific Journal of Tourism Research	2019
3	Yang, X., Hung, K., Xiao, H	A dynamic view on tourism and rural development: A tale of two villages in Yunnan Province, China	Beautiful Landscape	Journal of China Tourism Research	2019
3	Fernandez- Gaimez, M. A., Bendodo- Benasayag, E., Sanchez- Serrano, J. R., et al	Hybrid preference assessment for tourism research using solicited and unsolicited opinions	Functionality	Tourism and Management Studies	2020
3	Hribar, M. A., Viskovia, N. R., Bole, D	Models of stakeholder collaboration in food tourism experiences	Satisfaction	Acta Geographica Slovenica	2021
2	Chingombe, W., Taru, P	Rural geotourism as an option for development in Phuthaditjhaba: Golden gate national park area, South Africa	Satisfaction	African Journal of Hospitality, Tourism, and Leisure	2018
2	Nugroho, T. W., Hanani, N., Toiba, H., Sujarwo, Purnomo, M	Post-Tourism in booming Indonesian rural tourism industry: A social representation theory approach	Usability	Journal of Environmental Management and Tourism	2021

Table 3 shows that the document written by Katenholz et al. (2018) with the title "The dimensions of rural tourism experience: Impacts on arousal, memory, and satisfaction", is the most contributing document which was cited 81 times by other documents. This means that these documents are citation on an average of 17 times a year in the period 2018 – 2022. Of the 12 documents, three documents were published in 2018, followed by six documents in 2019, two documents in 2020, and one document in 2018. 2021, while no document was published in 2022. This indicates that of the 12 most influential documents, no document related to memorable experiences of the most influential rural tourism was published in 2022.

2. Author Unit

The most contributing and influential authors of documents related memorable experiences of rural tourism as measured by total publications and citations (Donthu et al., 2021). There are three authors who have most contributed and influenced the memorable experiences of rural tourism (See Table 4).

Table 4. Top 3 Authors with Highest Publications and Citations

Author	Total Publications	Total Citations	TC/TP	Affiliation	Strength
Kastenholz, E	6	144	24	Universitas de Santiago	25
Carneiro, M. J	5	142	28,4	Universitas Tras-os-Montes and Alto Douro	24
Marques, C. P	2	109	54,5	Universitas de Lisboa	13

Table 4 shows that Kastenholz is the most contributing and influential author where he has published six documents which have been cited 144 times. This means that an average of his six publications regarding memorable experiences of rural tourism have been cited 24 times. Meanwhile, Carneiro is the second most contributing and influential author where he has published five documents which have been cited 142 times. This means that an average of his five publications regarding memorable experiences of rural tourism have been cited 29 times. On the other hand, Marques is the third most contributing and influential author where he has published two documents which have been cited 109 times. This means that on average, his two publications regarding memorable experiences of rural tourism have been cited 55 times. In addition, three of the most contributing and influential authors regarding the study of memorable experiences of rural tourism are from universities located in Portugal. This indicates that country-affiliated authors in Portugal have a high contribution and influence to studies of memorable experiences of rural tourism.

3. Country Unit

The countries that contributed the most and influenced the documents related to the impressive experience of rural tourism were measured by the total number of publications and citations (Donthu et al., 2021). There are three countries that have the most contribution and influence regarding memorable experiences of rural tourism (See Table 5).

Table 5. Top 3 Countries with Highest Publication and Citation

Country	Total Publications	Total Citations	TC/TP
China	23	103	4,47
Portugal	10	142	14,20
Australia	5	89	17,80

Table 5 shows that China is the first country that has most contributed and influenced the study of memorable experiences of rural tourism where China has published the study as many as 23 documents which in total have been cited as many as 103 times. Meanwhile, Portugal is the second most contributing and influential country to the study of memorable experiences of rural tourism where Portugal has published the study as many as 10 documents which in total have been cited 142 times. On the other hand, Australia is the third most contributing and influential country to the study on the impressive experience of

rural tourism where Australia has published the study as many as 5 documents which have been cited as many as 89 times. In addition, countries in the continents of Asia, Europe, and Australia have the highest contribution and influence on the study of memorable experiences of rural tourism.

4. Affiliation Unit

The most contributing and influential affiliates of documents related to memorable experiences of rural tourism were measured by total publications and citations (Donthu et al., 2021). There are three affiliations that have most contributed and influenced the memorable experiences of rural tourism (See Table 6).

Table 6. Top 3 Affiliates with Highest Publication and Citation

Affiliation	Total Publications	Total Citations	TC/TP	Country
Universitas Tras-os-Montes and Alta Douro	1	81	81	Portugal
Universitas de Santiago	1	81	81	Portugal
Universitas de Lisboa	1	81	81	Portugal

Table 6 shows that the Universities of Tras-os Montes & Alta Douro, de Santiago, and de Lisboa are the three affiliates that most contribute and influence the study of memorable experiences of rural tourism where each affiliate has published the study as many as one document that has been published cited 81 times. In addition, all three affiliates are located in Portugal. This indicates that Portugal is a country that has universities in contributing and influencing the study of the memorable experiences of rural tourism.

5. Journal Unit

The most contributing and influential journals of documents related to memorable experiences of rural tourism were measured by the total number of publications and citations (Donthu et al., 2021). There are three journals that have most contributed and influenced the memorable experiences of rural tourism (See Table 7).

Table 7. Top 3 Journals with the Highest Publications and Citations

Journal	Total Publications	Total Citations	TC/TP	Publisher
Sustainability	11	81	7,36	MDPI
Tourism Management Perspectives	6	51	8,50	Elsevier Ltd
Journal of Hospitality and Tourism Management	2	26	13	Elsevier Ltd

Table 7 shows that Sustainability is the first journal that has most contributed and influenced the study of memorable experiences of rural tourism where in the period 2018 – 2022, Sustainability has published 11 documents that have been cited 81 times. Meanwhile, Tourism Management Perspectives is the journal that most contributes and influences the study of memorable experiences of rural tourism where Tourism Management Perspectives has published 6 documents which have been cited 51 times. On the other hand, the Journal of Hospitality and Tourism Management is the third journal that most contributes and influences the study of memorable experiences of rural tourism where

the Journal of Hospitality and Tourism Management has published 2 documents that have been cited 26 times. In addition, MDPI and Elsevier Ltd are publishers of these journals. This indicates that MDPI and Elsevier Ltd are publishers who have a high contribution and influence to Sustainability, Tourism Management Perspectives, and the Journal of Hospitality and Tourism Management in publishing documents about the memorable experiences of rural tourism.

b. Keywords Analysis

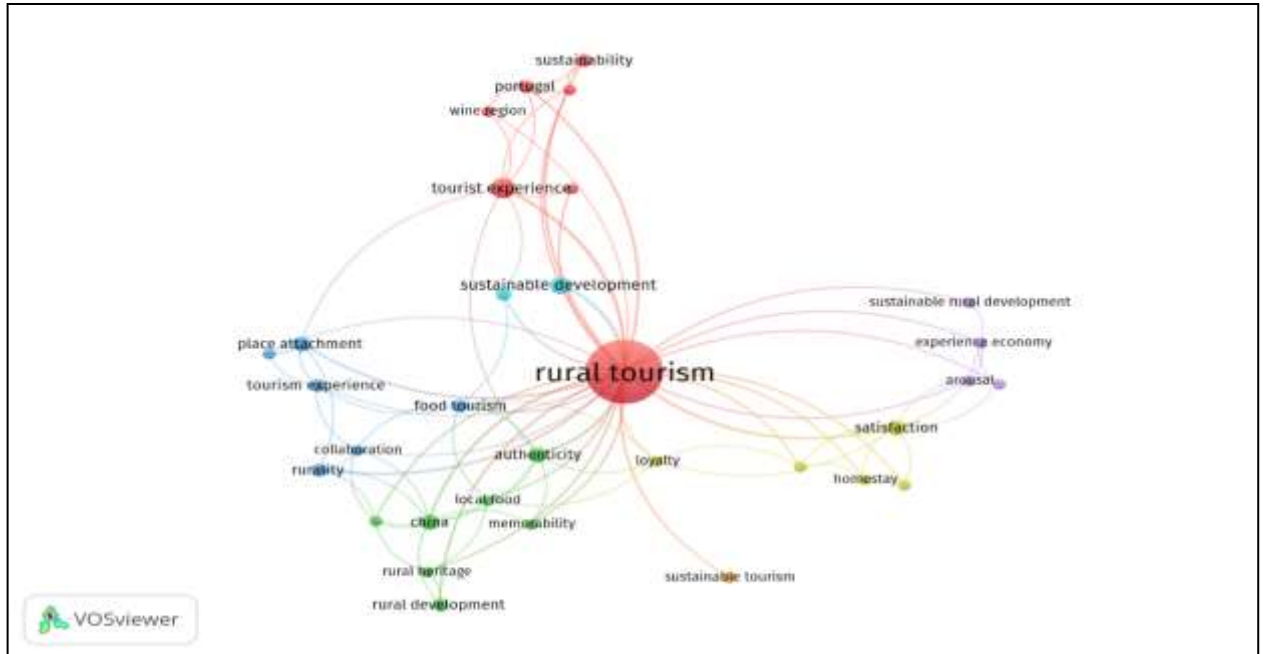


Figure 2. Network Visualization of Emerging Keywords

Keyword analysis is used to explore future or existing topics in a research field by focusing on the written content of publications (Donthu et al., 2021). As a result, the analysis was used to present the keywords with the highest frequency of occurrence related to the study of memorable experiences of rural tourism. Keyword analysis with keyword units from the authors selected with the minimum number of words from a keyword is two words that give rise to 32 keywords that are locked into seven clusters, namely: red, dark blue, light blue, green, yellow, orange, and purple (See Figure 2).

Table 8 shows that there are 7 keywords in the red cluster, followed by 6 keywords in the green cluster, 6 keywords in the dark blue cluster, 5 keywords in the yellow cluster, 4 keywords in the purple cluster, 2 keywords in the light blue cluster, and 1 keyword in the orange cluster. Of the 32 keywords in the seven clusters, there are several keywords that reveal impressive experiences from rural tourism activities, namely: "nostalgia", "local food", "food tourism", "place attachment", "homestay", "satisfaction", "service quality", and "agritourism". These keywords indicate that satisfaction is a feeling obtained from traveling in rural areas where tourist attractions in rural areas also provide quality services by providing places such as homestays. Several relevant studies also reveal that tourists who spend their vacation time traveling in rural areas get a high level of satisfaction

because the tourist attractions provide good service quality (Ruiz-Real et al., 2020; Zielinski et al., 2020).

Table 8. Hierarchical Cluster Analysis of Keywords

Cluster	Keywords	Total Occurrence	Total Correlation
Red	Rural Tourism	64	75
	Tourist Experience	7	12
	Sustanaibility	3	5
	Portugal	3	7
	Wine Region	2	3
	Nostalgia	2	5
	Hospitality	2	3
Green	Authenticity	4	10
	China	4	10
	Local Food	2	7
	Memorability	2	4
	Rural Development	3	5
	Rural Heritage	2	5
Dark blue	Autobiographical Memory	2	4
	Collaboration	2	6
	Food Tourism	3	8
	Place Attachment	4	8
	Rurality	3	7
	Tourism Experience	3	5
Yellow	Homestay	2	5
	Loyalty	2	7
	Satisfaction	4	11
	Service Quality	2	5
	Tourists	2	4
Purple	Arousal	2	5
	Destination Marketing	2	5
	Experience Economy	2	6
	Sustainable Rural Development	2	3
Light blue	Agritourism	3	5
	Sustainable Development	5	6
Orange	Sustainable Tourism	2	2

Furthermore, rural tourism also presents a form of tourism in the form of agrotourism where visitors can feel the sensation of farming such as: plowing the fields and planting rice seeds. Rosalina et al. (2021) also revealed that one of the types of tourism offered in rural areas is agro-tourism. Food tourism with local food types in rural areas is also one of the forms of tourism offered in rural areas. Several relevant studies are also in line with this finding where food tourism is one of the most popular forms of rural tourism by tourists (An & Alarcon, 2020; Kumar & Shekhar, 2020). The forms of tourism offered by tourism managers in rural areas bring high satisfaction to the visitors so that all feelings of boredom and boredom during work and school periods in urban areas can be overcome by these tourism activities. As a result, tourists want to visit for the umpteenth time in the context of nostalgia with a memorable experience while traveling in rural areas.

V. Conclusion

This systematic literature review study with bibliometric analysis provides information regarding research trends about memorable experiences of rural tourism where the trend of publications and citations of documents that examine memorable experiences when tourism in rural areas experienced fluctuating developments in the period 2018-2022. Furthermore, Kastenholz is the most contributing and influential writer where he has published six documents that have been cited as many as 144 times where the document he wrote with the title "The dimensions of rural tourism experience: Impacts on arousal, memory, and satisfaction", is the most contributing document cited. as many as 81 times by other documents. In addition, China is the country that has most contributed and influenced the study of memorable experiences of rural tourism where China has published the study as many as 23 documents which in total have been cited as many as 103 times. The Universities of Tras-os Montes & Alta Douro, de Santiago, and de Lisboa are the three affiliates that have most contributed and influenced the study of memorable experiences of rural tourism where each affiliate has published the study as one document which has been cited 81 times. Also, Sustainability is the first journal that has most contributed and influenced the study of memorable experiences of rural tourism where in the period 2018 – 2022, Sustainability has published 11 documents that have been cited 81 times. Furthermore, satisfaction is a feeling obtained from traveling in the countryside where tourist attractions in rural areas also provide quality services by providing places such as homestays where it is a memorable experience when traveling in rural areas.

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