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## A Pathmaking Journal



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## **REVEALING THE LITERARY LANDSCAPE: RESEARCH LINES AND CHALLENGES OF LITERARY TOURISM STUDIES**

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### **ABSTRACT**

*This article reviews the literature on literary tourism between 1983-2019. It has a double objective: on the one hand, it aims at gathering a comprehensive perspective into the quantity and evolution of studies on literary tourism and, on the other hand, identifying lines of research and the main objects of study within the research on literary tourism. The latter will allow us to identify what trends have been followed when analyzing literary tourism, both methodologically and conceptually. To answer these objectives, the article structures its literature review in two phases: a descriptive analysis and a thematic analysis. From this starting point, the article will present a number of challenges for future research on literary*

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*tourism, both at a methodological and content-related level, emphasizing the use of quantitative methodologies to approach this touristic type, analyzing the role of literary tourism in touristic destinations as well as focusing on the pedagogical needs of tourists in order to facilitate their access to literary tourism.*

**KEYWORDS**

*Cultural Landscape; Literary Landscape; Literary Tourism.*

**ECONLIT KEYS**

*L83; Z30; Z32.*

## **1. INTRODUCTION**

As Iwashita (2006) pointed out, the influence of fiction over tourists' decision-making is relevant for the tourism industry. Indeed, the presence of territory in the context of a fiction product makes the territory unique, and an image that stimulates our imagination is created (Waysdorf & Reijnders, 2017). Therefore, the existence of an appealing territory within the framework of a cultural product or the possibility of associating a place to unique characters -whether they originate from reality or fiction- can be a decisive factor to pay a visit.

That is why fiction products such as cinema (Busby & Klug, 2001; Macionis, 2004; Osácar, 2009), literature (Hoppen, Brown & Fyall, 2014; Squire, 1996b) or video games (Dubois & Gibbs, 2018), amongst others, can be considered independent elements that have a decisive influence upon the design and projection of the touristic image of a place (Marine-Roig, 2015).

When forms of art become the main or one of the main reasons to visit a place, we may then talk about a specific type of tourism: the popular-media induced tourism (Iwashita, 2006) or media-related tourism (Busby & Klug, 2001), which can be classified into several subcategories such as literary tourism (Squire, 1996b) or film-induced tourism (Beeton, 2005), amongst others.

Over the past few years, film tourism has grown in both importance and presence, as pointed out by the data published by TCI Research (2018), which mentions 80 million film tourism visitors in 2018, doubling the figures obtained by TCI in 2012.

Therefore, film tourism is becoming a relevant niche market for the tourism industry. This type of tourism is particularly interesting for destinations that want to fight seasonality and redistribute tourism, because film tourists tend to travel during

the low season, and hence alternative points of interest appear (TCI Research, 2018).

This article also focuses on another crucial part of so-called popular-media induced tourism: literary tourism and how it has been studied by academia.

The interest in literary tourism lies, in fact, in its complexity. Such complexity comes from several factors. For instance, it is difficult to find a formula to measure the value of any cultural landscape created by literature because of its intangible character and the uniqueness each author uses to portray their perception of a territory. Additionally, the cultural distance and the language barriers which are intrinsic to each piece of work may hide the symbolic depth of the landscape to visitors from distant realities. Therefore, a deep reflection is necessary in order to communicate more effectively the power of literary landscapes to the public.

Literary tourism research has been developed using a wide variety of methodologies and approached from several disciplines. On many occasions, case study methodology has been applied, and consequently, focused on very localized realities with few opportunities for extrapolation. Our current knowledge shows the lack of a global approach to research on literary tourism, which would allow us to know what the main research topics have been, what research topic groupings have been done and how they have been approached to date.

Therefore, this paper has two main objectives. Firstly, to identify the number and evolution of studies on literary tourism. This first aim will provide a picture of the state of the art research and trends up to 14 March 2019. Secondly, to define the main research lines within literary tourism. This second objective will allow us to observe which methodological and thematic trends can be found in the academic literature on literary tourism. These outcomes help to point out possible future lines of research.

To these achieve these aims we have carried out a systematic literature review. This literature review has considered those articles published by indexed journals listed on Scopus and Web of Science databases. This systematic literature review has consisted of a two-staged mixed analysis based on Tranfield et al. (2003). This way, the literature review comprises a descriptive analysis, followed by a thematic analysis.

This study is structured as follows. Section 2 explains the methodology of the systematic literature review. Section 3 presents the findings of the descriptive analysis, while section 4 deals with the findings of the thematic analysis, delving into the predominant methodologies used and the main topics addressed. Finally, section 5 presents the conclusions, limitations, and future research lines.

## **2. METHODOLOGY**

In order to address the objectives mentioned above, a systematic literature review has been conducted (Jesson, Matheson & Lacey, 2011). The databases considered have been Scopus and Web of Science (WoS). Next, we offer a step by step explanation of our methodological procedure.

First, we selected our search term: "literary tourism", using inverted commas to avoid results that may contain the words separately. The main reason to select this concept is that it is an established and commonly used term to refer to this type of tourism. Other common concepts to refer to literature related tourism are "book-induced tourism" or "book tourism". Nevertheless, after checking whether the inclusion of these two concepts would enrich our literature review, we decided not to use them as search terms. That is so because "book-induced tourism" yields no results, and "book tourism" offers a non-significant number of documents (14 in Scopus and 12 in Web of Science) with no links to our field of research. Most of these documents use the word "book" included in the sentence "book tourism products", where "book" takes a different meaning, i.e. "to reserve". This is the main reason for not including these documents in our literature review. We also consider the concept of "literary tourism" to be wide enough to yield substantial numerous search results as well as to offer a general view of the state of the art research.

Second, the resulting list of documents was limited to journal articles in order to focus on one type of document. Journal articles also play an increasingly important role in the dissemination of knowledge (Tenopir, Mays & Wu, 2011). Therefore, this type of document enables us to identify emerging research topics. Besides, we set no time limit when gathering results. This way, data presented in this study goes from 1983, were the first article was published, until 14 March 2019.

Third, we received two lists of documents, one for Scopus with 59 articles, and one for WoS with 57 articles. Discarding the matches, we created a joint list of documents with 88 articles.

Lastly, we developed a two-stage mixed analysis based on recommendations provided by Tranfield, Denyer & Smart (2003). Thus, in the first place, we conducted a descriptive analysis to grasp a general viewpoint of the development of research on literary tourism. In this sense, the number of publications per year, countries, and universities with more publications and most prolific authors has been taken into account. In the second place, a thematic analysis was carried out. This thematic analysis was based on López Noguero (2002) content analysis and aimed to identify the most relevant research topics and methodologies on literary tourism through a critical reading of the papers. Nvivo 12 was used during the thematic analysis to classify the themes and methodologies identified.

Thus, the descriptive analysis is related to the first objective of this article, while the thematic analysis is linked with the second objective. Following the mixed analysis based on Tranfield et al. (2003) allows our systematic review to identify not only the central emerging topics but also to present a descriptive account of the research on literary tourism.

### **3. DESCRIPTIVE ANALYSIS OF RESEARCH ON LITERARY TOURISM**

As explained in the previous section, when analyzed separately, Scopus yields a result of 59 published articles in indexed journals that include the concept "literary tourism" whereas, WoS yields a total of 57 articles. After discarding the matches, we generated a list with 88 documents, as showed in Table 1. This table shows the following information for each paper: authors, year, country of publication, methodology used and main topic addressed. Besides, it shows whether the journal is indexed in Scopus or WoS and the number of citations received in brackets.

N.	Author(s)	Year	Journal	Country	Methodologies	Lines of Research – Topics	WoS	Scopus
1	Azuara Grande, A.; Curiel, J.D.; de la Hoz, I.D.	2019	Pasos - Revista de Turismo y Patrimonio Cultural	Spain	Interviews	Management of literary tourism	Y	
2	Brown, L., Ariaza Ibarra, K.	2018	Tourism Management	United Kingdom/Spain	Interviews	Tourists' experience	Y	Y
3	Torabi Farsani, N., Saffari, B., Shafiei,	2018	Journal of Heritage Tourism	Iran	Mixed methodology	Management of literary tourism	Y	Y (1)

	Z., Shafieian, A.							
4	Saldanha, G.	2018	Translation Studies	United Kingdom	Content analysis	Literary landscape and image	Y	Y
5	MacLeod, N., Shelley, J., Morrison, A.M.	2018	Tourism Management	United Kingdom / United States	Interviews	Tourists' experience	Y	Y (2)
6	van Es, N., Reijnders, S.	2018	European Journal of Cultural Studies	Netherlands	Multi-method approach	Tourists' experience	Y	Y (1)
7	Kuna, D.	2018	Folia Lingustica et Litteraria	Croatia	Content analysis	Literary landscape and image	Y	
8	Ameý, E.	2018	Journal of Narrative and Language Studies	Finland	Review	Tourists' experience		Y
9	Añel, I. V., Vila, N. A.	2018	Cuadernos Geograficos	Spain	Content analysis	Management of literary tourism	Y	
10	Rios, A. F.	2018	Chuzhdoezikovo Obuchenie-Foreign Language Teaching	Spain	Case study	Literary landscape and image	Y	
11	Yu, X., Xu, H.	2018	Tourism Management	China	Multi-method approach	Tourists' experience	Y	Y (4)
12	Maj, J.	2018	Open Cultural Studies	Poland	Content analysis	Tourists' experience	Y	
13	Orr, A.	2018	International Journal of Heritage Studies	Australia	Observation	Tourists' experience	Y	Y (1)
14	Xerri, D.	2018	Journal of Language and Cultural Education	Malta	Observation	Tourists' experience	Y	
15	Arcos-Pumarola, J., Marzal, E.O., Llonch-Molina, N.	2018	Human Geographies	Spain	Content analysis	Management of literary tourism		Y
16	Torabi Farsani, N., Shafiei, Z., Adilinasab, A., Taheri, S.	2017	Tourism Management Perspectives	Iran	Mixed methodology	Motivation of literary trip	Y	Y (4)
17	Chapman, D. W.	2017	Journeys-The International Journal Of Travel And Travel Writing	United States	-	Literary landscape and image	Y	
18	MacKenzie, G.	2017	Green Letters	United Kingdom	Multi-method approach	Literary landscape and image		Y
19	Jiang, L., Xu, H.	2017	Journal of Tourism and Cultural Change	China	Multi-method approach	Tourists' experience	Y	Y (4)
20	Baraw, C.	2017	Canadian Review Of American Studies	United States	Content analysis	Literary landscape and image	Y	
21	Wang, H.-J., Zhang, D.	2017	Tourism Management	Taiwan	Mixed methodology	Management of literary tourism	Y (3)	Y (5)
22	Oliveira, M.G.; Leal, M.; Roque, M.I.; Forte, M.J.; Sousa, S.R.; Correia, A.	2017	Journal Of Global Scholars Of Marketing Science	Portugal	Multi-method approach	Tourists' experience	Y	
23	LeBel, P.M.	2017	Almatourism-Journal Of Tourism Culture And Territorial Development	France	Observation	Literary landscape and image	Y	
24	Pérez- Redondo, RJ	2017	Methaodos-Revista De Ciencias Sociales	Spain	Quantitative methodology	Motivation of literary trip	Y	
25	Stepanov, B.	2017	Novoe Literaturnoe Obozrenie	Russia	Content analysis	Literary landscape and image	Y	Y
26	Wald, J.	2017	Emily Dickinson Journal	n.d.	Case study	Management of literary tourism		Y
27	Topler, J.P.	2016	Informatologija	Slovenia	Multi-method approach	Management of literary tourism		Y (2)
28	Gothie, S.C.	2016	Tourist Studies	United States	Content analysis	Tourists' experience	Y (1)	Y (5)



29	Knipp, R	2016	Lill-Zeitschrift Fur Literaturwissenschaft Und Linguistik	Germany	Case study	Management of literary tourism	Y	
30	Jiang, L., Xu, H.	2016	Tourism Geographies	China	Multi-method approach	Tourists' experience	Y (1)	Y (5)
31	McCracken-Flesher, C.	2016	European Romantic Review	United States	-	Walter Scott's biography	Y	Y (1)
32	Kennon, P.	2016	Jeunesse-Young People Texts Cultures	Ireland	Content analysis	Tourists' experience	Y (1)	
33	Yu, X., Xu, H.	2016	Tourism Management	China	Multi-method approach	Tourists' experience	Y (7)	Y (14)
34	Fleming, P.	2016	Ned - Victorian Studies	United States	Case study	Management of literary tourism	Y	
35	van Es, N., Reijnders, S.	2016	Annals of Tourism Research	Netherlands	Multi-method approach	Tourists' experience	Y (2)	Y (2)
36	Brown, L.	2016	International Journal of Tourism Research	United Kingdom	Observation	Motivation of literary trip	Y (6)	Y (13)
37	Añel, I.V., Vila, N.A.	2016	Revista Galega de Economía	Spain	Interviews	Management of literary tourism		Y
38	Born, A. K.	2016	Scandinavica	Denmark	Review	-	Y	
39	Jurinčič, N.	2016	Annales- Series Historia et Sociologia	Slovenia	Content analysis	Management of literary tourism	Y	Y (1)
40	Bonniot-Mirloup, A., Blasquiet, H.	2016	Territoire en Mouvement	France	Mixed methodology	Literary landscape and image		Y (1)
41	Gal, M.	2016	Territoire en Mouvement	Switzerland	Multi-method approach	Literary landscape and image		Y
42	McClinchey, K.A.	2015	Tourism Geographies	Canada	Content analysis	Literary landscape and image	Y (2)	Y (5)
43	Alghureiby, T.	2015	Arab World English Journal	Saudi Arabia	Case study	Management of literary tourism	Y	
44	Busby, G., Devereux, H.	2015	European Journal of Tourism Hospitality and Recreation	United Kingdom	Quantitative methodology	Motivation of literary trip	Y (2)	
45	Pennachia, M.	2015	Almatourism-Journal Of Tourism Culture And Territorial Development	Italia	Content analysis	Motivation of literary trip	Y (2)	
46	Gentile, R., Brown, L.	2015	European Journal of Tourism Hospitality and Recreation	United Kingdom	Autoethnography & thematic analysis	Motivation of literary trip	Y (2)	
47	McDonell, J.	2015	Critical Survey	Australia	Content analysis	-	Y	
48	Marais, J.L.	2015	Tydskrif vir Letterkunde	South Africa	Case study	-	Y	Y
49	Donaldson, C., Gregory, I.N., Murrieta-Flores, P.	2015	Journal of Victorian Culture	United Kingdom	Content analysis	Literary landscape and image	Y (7)	Y (10)
50	Hoppen, A., Brown, L., Fyall, A.	2014	Journal of Destination Marketing and Management	United Kingdom / United States	Review	Management of literary tourism	Y (20)	Y (32)
51	Honings, R.	2014	Spiegel der Letteren	Netherlands	Case study	Motivation of literary trip	Y (1)	
52	Spooner, E.	2014	Critical Survey	Canada	Observation	Tourists' experience		Y (2)
53	O'Connor, N., Kim, S.	2014	Journal of Tourism and Cultural Change	Ireland / Australia	Case study	Management of literary tourism	Y (15)	Y (15)
54	Marques, L., Cunha, C.	2013	Journal of Policy Research in Tourism, Leisure and Events	Netherlands / Portugal	Multi-method approach	Management of literary tourism		Y (3)
55	Carson, S., Hawkes, L., Gislason, K., Martin, S.	2013	International Journal of Culture, Tourism, and Hospitality Research	Australia	Case study	Management of literary tourism		Y

56	Yiannakis, J.N., Davies, A.	2012	Journal of Heritage Tourism	Australia	Case study	Management of literary tourism		Y
57	Ridanpää, J.	2011	Journal of Tourism and Cultural Change	Finland	Content analysis	Literary landscape and image	Y (5)	Y (11)
58	Smolej, T.	2011	Primerjalna Knjizevnost	Slovenia	-	-	Y	
59	Richterich, A.	2011	Cartographic Journal	Germany	Content analysis	Literary landscape and image	Y (5)	Y (6)
60	Ghetau, L., Esanu, L.V.	2011	WIT Transactions on Ecology and the Environment	Romania	Case study	Management of literary tourism		Y
61	Bridgma, R.	2010	Plan Canada	Canada	Case study	Literary landscape and image		Y
62	Banyai, M.	2010	European Journal of Tourism Research	Canada	Content analysis	Literary landscape and image		Y (24)
63	Stiebel, L.	2010	Current Writing	South Africa	Case study	Management of literary tourism		Y (2)
64	Jia, H.	2009	Tourism	China	Case study	Tourists' experience		Y (9)
65	Broomhall, S., Spinks, J.	2009	Dutch Crossing- Journal Of Low Countries Studies	Australia	Content analysis	Literary landscape and image	Y (3)	
66	Westover, P	2009	Studies in Romanticism	United States	-	Tourists' experience	Y (3)	
67	Macleod, N., Hayes, D., Slater, A.	2009	Journal of Hospitality and Leisure Marketing	United Kingdom	Content analysis	Tourists' experience		Y (16)
68	Earl, B.	2008	International Journal of Cultural Studies	United Kingdom	Observation	Tourists' experience		Y(21 )
69	Fox, R.	2008	Journal of Heritage Tourism	Croatia	Case study	Literary landscape and image		Y (3)
70	Stiebel, L.	2007	Scrutiny2	South Africa	Case study	Management of literary tourism		Y (5)
71	Buchmann, A.	2006	Tourism, Culture and Communication	Australia	Multi-method approach	Tourists' experience		Y (23)
72	Müller, D.K.	2006	Scandinavian Journal of Hospitality and Tourism	Sweden	Interviews	Management of literary tourism		Y (22)
73	Johnson, N.C.	2004	Social and Cultural Geography	United Kingdom	Case study	Literary landscape and image	Y (22)	Y (22)
74	Santesso, A.	2004	ELH	United States	-	Tourists' experience	Y (10)	
75	Stiebel, L.	2004	Critical Arts	South Africa	Case study	Management of literary tourism		Y (12)
76	Sheller, M.	2004	Language and Intercultural Communication	United Kingdom	Case study	Tourists' experience		Y (1)
77	Busby, G., Brunt, P., Lund, J.	2003	Tourism	United Kingdom	Quantitative methodology	Management of literary tourism		Y (27)
78	Payne, S., Simpson- Housley, P.	2001	Prairie Forum	Canada	Quantitative methodology	Literary landscape and image		Y
79	Fawcett, C., Cormack, P.	2001	Annals of Tourism Research	Canada	Multi-method approach	Management of literary tourism	Y (58)	Y (80)
80	Busby, G., Klug, J.	2001	Journal of Vacation Marketing	United Kingdom / Germany	Quantitative methodology	Tourists' experience		Y (199 )
81	Trapp, J.B.	1998	Moreana	United Kingdom	-	Literary site	Y	
82	Ashworth, A., Ashworth, G.	1998	International Journal of Heritage Studies	United Kingdom	Case study	Literary landscape and image		Y (4)
83	Ommundsen, W.	1997	Meanjin	Australia	Case study	Management of literary tourism	Y	
84	Squire, S.J.	1996	GeoJournal	Canada	Case study	Literary landscape and image		Y (13)
85	Squire, S.J.	1996	Journal of Sustainable Tourism	Canada	Case study	Management of literary tourism		Y (64)
86	Squire, S.J.	1994	Annals of Tourism Research	Canada	Mixed methodology	Tourists' experience	Y (79)	Y (120)

								)
87	Schmidt-Haberkamp, B.	1992	Aaa-Arbeiten Aus Anglistik Und Amerikanistik	Germany	Case study	Tourists' experience	Y	
88	Seed, D.	1983	Ariel-A Review Of International English Literature	United Kingdom	Case study	-	Y (1)	

Table 1. List of scientific publications on literary tourism in WoS and Scopus - period 1983-2019.

Source: Own elaboration.

If we distribute the data depending on the year of publication to be able to see the evolution of research on literary tourism over time, we obtain the data shown in Figure 1. Thus, we can see that most articles were published after the second decade of the 21st century, from 2010 onwards.

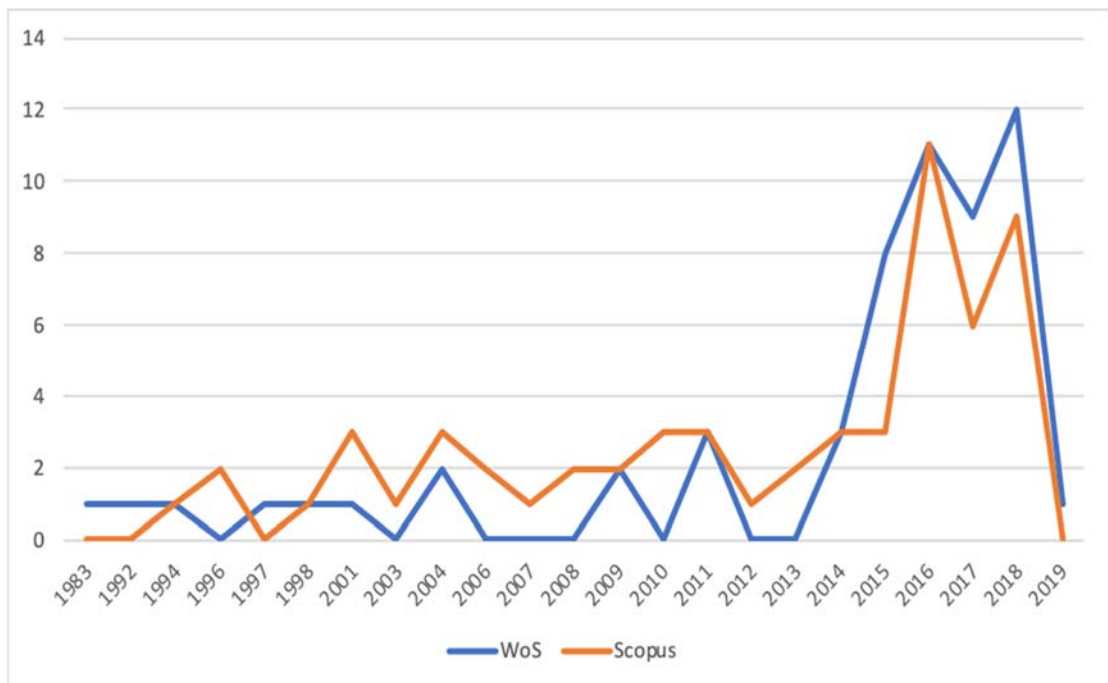


Figure 1. Comparison of the number and evolution of scientific publications on literary tourism between WoS and Scopus - period 1983-2019.

Source: Own elaboration.

Figure 2 presents the listing of 88 articles spread over time, showing the temporal distribution of publications on literary tourism.

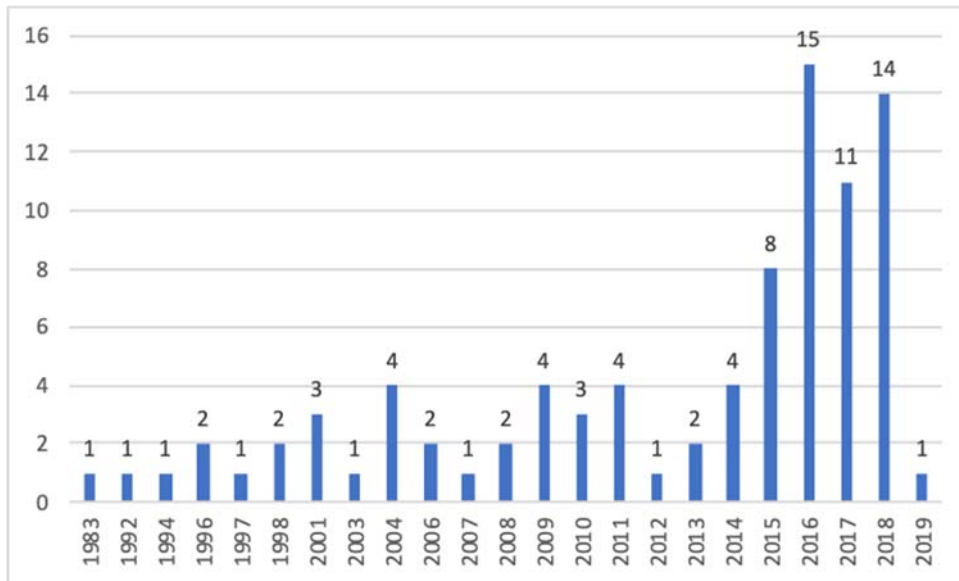


Figure 2. Number and evolution of scientific publications on literary tourism in WoS and Scopus - period 1983-2019.

Source: Own elaboration.

Figure 2 shows that, although the period analyzed started in 1983, it was not until 2015 that more than five articles per year were published, and this quantity of publications is maintained after 2015. Therefore, it could be argued that literary tourism is an area of study with a long tradition -since literature already motivated travel as far back as in Goethe's time (Uccella, 2008-2009). However, somehow, the study of literary tourism in the academic context is only a relatively modern, recent phenomenon.

If we try to locate the listed publications geographically, as showed on Figure 3, we can see a clear predominance of so-called Anglo-Saxon researchers, with 18 publications from UK universities, nine from USA and Canada and eight from Australia. These four countries are the most prolific when researching literary tourism. Other countries that published five or more publications between 1983-2019 are Spain, with seven publications, and China, with five.

It is quite surprising that countries with a strong presence in international literature, such as Germany, France, Italy, or Russia do not lead this list. A reason might be that these databases are predominantly English speaking, and they may somehow be biased language-wise. However, both databases include works not written in

English, and the presence of publications coming from Spain or China makes this argument dubious.

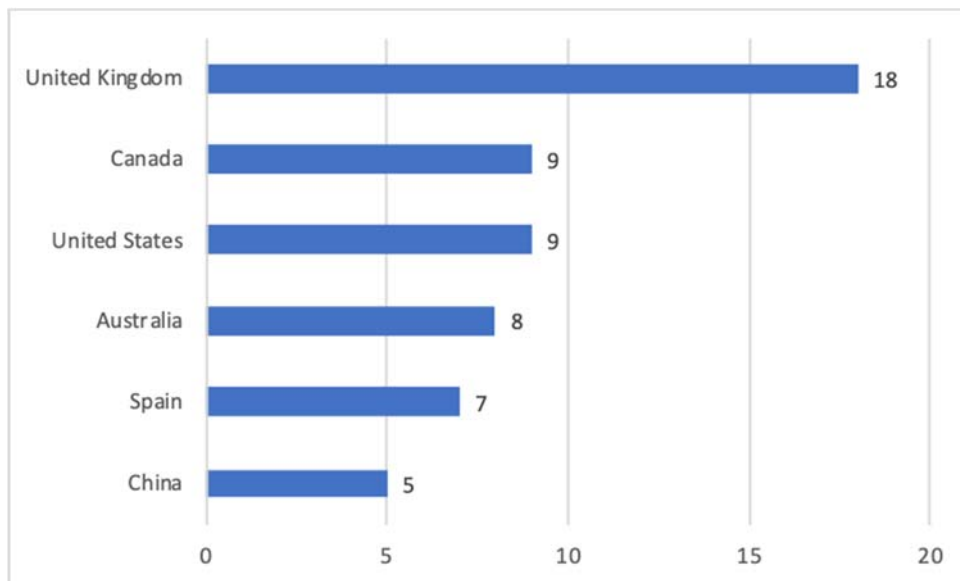


Figure 3. Main countries with a larger volume of publications on literary tourism during the period 1983-2019 in WoS and Scopus.

Source: Own elaboration.

The descriptive analysis also shows that most of the authors on literary tourism have just one indexed publication on this subject. There is a small number that has more than two publications and, therefore, can be considered experts on the field. Figure 4 shows authors with three or more publications and their number of works ranging from those with more publications to less. The most prolific authors are Honggang Xu, at Sun Yat-Sen University, and Lorraine Brown at Bournemouth University with four publications. After them, with three published works, we find Shelagh J. Squire, who has carried out her research career in Canada; Graham Busby at Plymouth University; and Lindy Stiebel from the University of Kwa-Zulu Natal.

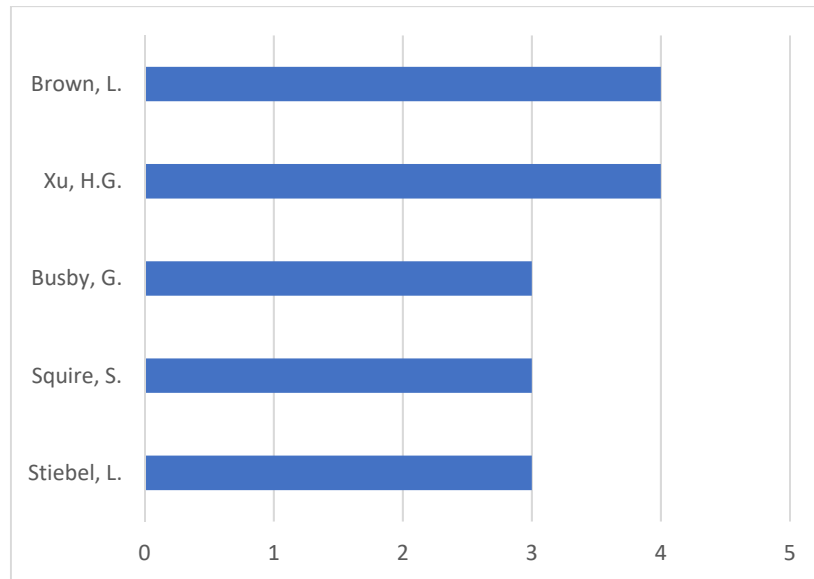


Figure 4. Main authors on literary tourism research.

Source: Own elaboration.

The situation is very similar if we look at the universities that lead the way in research on literary tourism. Data shows that research in this area has been individually led by the authors mentioned above, in many cases done independently with no research group or team behind. Figure 5 backs this statement, since it shows that the highest number of publications is related to Sun-Yat Sen University, with four research contributions on this subject (4 is also the number of publications by the researcher Hongang Xu). The same data applies to Bournemouth University, with four publications by Lorraine Brown. With three published works, we identify the University of Kwazulu Natal, Lindy Stibel's affiliation, and Plymouth University, where Graham Busby carries out his research.

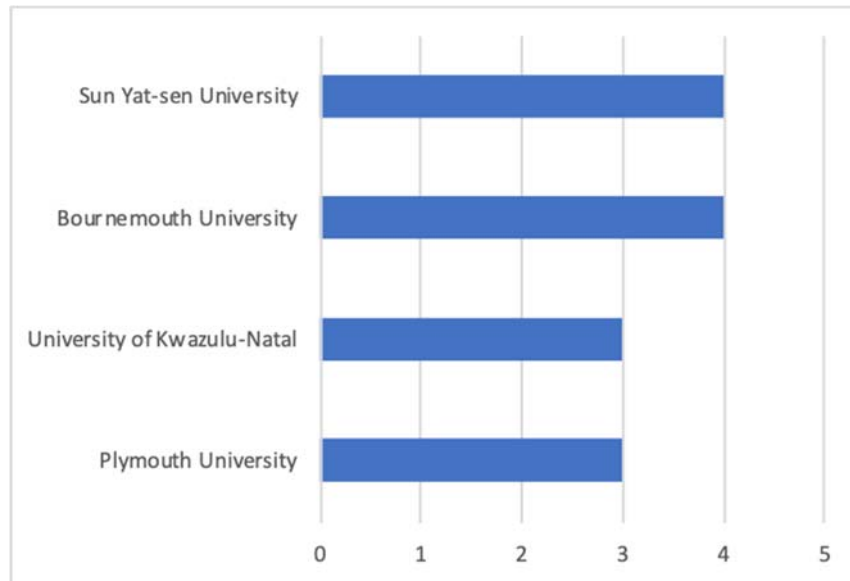


Figure 5. Main universities that have produced research works focused on literary tourism.

Source: Own elaboration.

#### **4. THEMATIC ANALYSIS OF LITERARY TOURISM RESEARCH**

Our research has identified the topics and methodologies used in articles on literary tourism. This section will analyze the findings in this area. A classification based on the methodology and topics has been made after the critical reading of articles.

Our goal was to see what methodological tools have been used in literary tourism research to highlight the most used tools until the present moment. At the same time, we also wanted to identify the most relevant lines of research in the field, i.e. what aspects researchers have mostly studied.

As mentioned earlier, this thematic analysis has been carried out with Nvivo 12, and through a critical reading of the literature in order to establish clear, meaningful links referred to the methodology and the object of study.

##### ***4.1) ANALYSIS OF THE METHODOLOGIES USED***

Our analysis states, in the first place, that research on literary tourism to date has mostly used qualitative research methodologies.

The use of quantitative research methodologies for the study of literary tourism is currently a minority. One of the few examples is the research by Bonniot-Mirloup and

Blasquie (2016), which uses a quantitative approach to examine the context of authors' house-museums. They obtained a typology of house-museums that enabled an analysis of the reality in France. There is also the study through quantitative surveys on the topic of visitors' motivations to Anne Frank's museum, carried out by Busby & Devereux (2015).

The studies mentioned above validate quantitative methodologies since they can provide global perspectives about the specific realities of literary tourism that can also help to know better who practices this type of tourism, their motivations, and the heritage facilities at hand.

However, as it has been pointed out, most research on literary tourism has focused on the study of specific realities, i.e. through case studies, intending to go deeply into specific objects of study by using qualitative methodologies. Three qualitative methodologies stand out after a thorough reading of the articles: content analysis, detailed interviews, and observation.

On the one hand, content analysis is usually used to examine the tourist image in the literary tourism context. Thus, travel blogs (Banyai, 2010), web sites (Jurinčič, 2016) and promotional materials (Kuna, 2018) have been analyzed. On the other hand, the other main topic studied through content analysis has been the experience of literary tourism visitors. This has been carried out through content analysis of touristic products (Macleod, Shelley & Morrison, 2009), analyzing the text from non-fiction travel literature to understand the experience of visitors for example, in Paris (McClinchey, 2015), through the analysis of a wide range of materials linked to specific products and experiences (Gothie, 2016) or through the analysis of travel guides to understand the role of literature -in this case, of poetry- in the construction of a touristic view (Yu & Xu, 2016). This later article combines content analysis and observation.

As far as detailed interviews as a methodology is concerned, in most cases the predominant aim has been to analyze and assess the management of literary tourism in specific areas (Añel & Vila, 2016; Azuara Grande, Esteban Curiel & Río de la Hoz, 2019; Müller, 2006) or of specific heritage facilities, such as birth homes (Wang & Zhang, 2017) directly interviewing the experts. Interviews also analyze literary tourism visitors' experience with multiple scopes. For instance, to understand the



process that helps to fill with meaning certain spaces in destinations which are part of literary tours (van Es & Reijnders, 2018), what factors are present in the planning phase of a literary trip (MacLeod et al., 2018), or what role the touristic experience plays in creating literary spaces (Jiang & Xu, 2016, 2017).

Last, observation with varying degrees of participation is the most used research methodology by researchers on literary tourism. This methodological approach has served several goals. Because of its nature, it allows direct access to literary tourism visitors' experiences, and therefore its main goals have been the study of visitors' touristic experience and the intervening factors in such experience. Topics of analysis were: what gives meaning and shapes the tourist experience in literary routes (van Es & Reijnders, 2016, 2018), the value of territory provided by house-museums (Bonniot-Mirloup & Blasquiet, 2016) visitors' satisfaction in these same spaces (Wang & Zhang, 2017) and the analysis of the motivations for visiting spaces that celebrate the lives of literary authors (Brown, 2016), among others.

#### **4.2) LINES OF RESEARCH AND TRENDS IN LITERARY TOURISM RESEARCH**

This section will identify existing lines of research and trends in specialist literature. Our research has not been comprehensive in the sense that not all existing articles are going to be mentioned. Instead, after the critical reading of articles, we created topic clusters, and we then referred to those articles that best exemplify the topics. We have been able to identify four principal objects of study in academic literature. Through the identification of the topics on which most of the authors have focused, we will outline the possible future trends in literary tourism research. In order to facilitate a comprehensive view of this research area, the following section will be divided into four parts, one per line of research so that each part will detail their specific trends and objects of study. The highlighted research lines are the experience of the literary tourist, the management of literary tourism, the literary landscape and image, and the motivation behind a literary trip.

#### **A) THE EXPERIENCE OF THE LITERARY TOURIST**

When we speak about the literary tourist experience from an academic point of view, it needs to be understood as an experience that goes beyond experiencing leisure but capable of integrating and transmitting different cultural dimensions linked to a territory and its values (Squire, 1994, 1996a, 1996b). Likewise, the many touristic products, through diverse and combined multiple narratives, can bare the soul of the territory to its visitors (van Es & Reijnders, 2016, 2018) and reveal the depth of the cultural landscape which shapes its literary heritage (Spooner, 2014).

This type of cultural communication that occurs within the framework of literary tourism is not passive, i.e. the visitor is not a passive agent who receives content and interpretations of a landscape, quite the opposite; the visitor plays a crucial role in adding value to literary spaces and interpreting them (Jiang & Xu, 2016, 2017). The intangible nature of literary spaces needs the imagination and the active role of their visitors because it is the performative nature of visitors that make the connection between literary spaces and specific values so visitors can perceive such spaces as "authentic" (Jia, 2009; Orr, 2018).

This interpretation means that literary tourism is not to be seen as a type of passive tourism and places it near the concepts of creativity and performativity. Case studies like those by Gothie (2016) highlight the importance of the subject in the creation of meaning in literary tourism experiences. Performativity in touristic experiences needs mediation tools that help visitors create meaning. Therefore, the role played by mediation factors involved in literary tourism is vital to create the touristic experience (Earl, 2008), and the resulting message comes from the dialogue between visitors and those factors. Regarding this topic, we also found research contributions that aimed at defining the criteria to be considered when creating materials for mediation in literary tourism in order to provide visitors with a satisfactory experience (Macleod et al., 2009).

## **B) MANAGEMENT OF LITERARY TOURISM**

As far as management of literary tourism is concerned, the articles selected and analyzed offer a wide range of complementary perspectives, since most of them address very different realities. However, some common patterns can be found.

In the first place, the contribution of Hoppen, et al. (2014) provides a general view of literary tourism and its possible development. They state that literary tourism is becoming a trend and gaining relevance in the creation of a brand for destinations.

We can also find several articles which point out the potential of literary tourism in rural areas and its role in reviving the local economy, be it through the concept of the book town (Azuara Grande et al., 2019) or links to sustainable rural tourism (Marques & Cunha, 2013). In the same way, it is also highlighted the need for quality literary attractions and an appropriate location (Yiannakis & Davies, 2012), and for a global view of the destination that integrates touristic development and sustainable development (Arcos-Pumarola, Osácar & Llonch-Molina, 2018; Müller, 2006). We can, therefore, see that literary tourism, though not perceived as mass tourism, cannot ignore the current problems which come from poor management. As previously mentioned, good publicity can stop literary tourism from being a minority product and become an asset to revive the economy of both rural and urban areas, as shown by Alghureiby through the case of the Creative City of Dublin (2015).

Further research has focused on studying specific aspects of the development of this type of tourism, such as the willingness and knowledge of those professionals involved (Torabi Farsani, Saffari, Shafiei & Shafieian, 2018), the possibilities professionals in the sector have to create value through literary tourism (O'Connor & Kim, 2014), local people's view, tolerance and knowledge of this type of tourism (Busby, Brunt & Lund, 2003) or identifying the role-specific elements of literary tourism play in its development.

Related to the later, we highlight the role of house-museums to give value to the literary heritage of a destination (Topler, 2016); the importance of the messages sent from these facilities and how they help value an author (Jurinčič, 2016), and last but not least, the role played by literary tours in adding value to a literary territory (Stiebel, 2007).

### **C) LITERARY LANDSCAPE AND IMAGE**

As this section's paragraph suggests, when it comes to understanding the effect literature and literary tourism have on a given territory, we can find two different but complementary approaches.

On the one hand, we can find authors who focus on the analysis of the literary landscape and its meanings. This way, if we look at a territory from a literary perspective, we give it a semiotic depth, which creates an opportunity for richer and more complex current literary narratives (MacKenzie, 2017). Several factors play a crucial role when designing a literary landscape, e.g., authors' homes (Bonniot-Mirloup & Blasquiet, 2016), literature read as map-making (Richterich, 2011; Rios, 2018) or the popularity of a piece of fiction which, in occasions, can transcend the fiction's intangibility and transform the tangible landscape, adapting reality to the fictionalized territory (Payne & Simpson-Housley, 2001).

On the other hand, a further line of research would focus on the ways the power of a literary landscape has to define the image of a destination. Articles on this topic firstly deal with the potential of certain literary figures, to be commoditized, and how, through this transformation into a literary tourism product, they also generate an image of the destination (Fox, 2008). Secondly, they deal with existing strategies and dynamics that generate literary landscapes within the framework of literary tourism (Le Bel, 2017). Moreover, thirdly, they deal with the role of promotional materials (Kuna, 2018), of cultural mediators (Banyai, 2010) and culture-oriented mass media (Saldanha, 2018) in creating a literary image of destinations. These different approaches aim at understanding literary tourism as an asset in place-making and the creation of an image for destinations (Bridgma, 2010).

### **D) THE MOTIVATION BEHIND A LITERARY TRIP**

One of the most popular objects of study in research linked to literary tourism refers to the motivation of literary tourists. In this line of research, we must highlight the works of Lorraine Brown, who wrote two articles that posed the question of

tourists' motivations in two different contexts: the graves of Jean-Paul Sartre and Simone de Beauvoir in Paris (Brown, 2016) and the Vittoriale degli italiani, the last home of the poet D'Annunzio (Gentile & Brown, 2015).

Other research publications worth mentioning have been produced by Busby & Devereux (2015). They consider literature as a probable motivation to visit spaces closely linked to other types of tourism, but that have a high literary component. Such would be the case of Anne Frank's House or Pérez Redondo's article (2017), which aims at describing the profile of the literary tourist in Spain.

## **5. CONCLUSIONS**

This paper aimed to gain a comprehensive perspective about the estate of the art research on literary tourism. We developed a systematic literature review -which consisted of a descriptive analysis to identify the number and evolution of studies in literary tourism-, and a thematic analysis to identify the main research lines of literary tourism research. Through the findings of both analyses, we have attained the objectives of this paper.

Literary tourism research started at the beginning of the 1980s and did not take off until 2015. This leads us to confirm that literary tourism, despite its long history, has not been a meaningful subject of study until our preceding decade, and hence its study can be considered a current trend within the research field of cultural tourism as an object of academic study. Future research will have to take into consideration what factors have contributed to the growth of this trend, but the coincidence in time with the creation and expansion of the net of Creative Cities of Literature by UNESCO -which was born in 2004 but has been in permanent expansion since 2010 and has propelled creative culture and creative tourism-, should not be forgotten.

The descriptive analysis has enabled us to point at possible future lines of research: the reduced presence of non-English speaking countries with a strong literary tradition -Germany, France, Italy or Russia for instance- in research on literary tourism or the reasons for research on literary tourism being carried out mostly individually by researchers.

The thematic analysis, on the other hand, has provided us with a global view of the methodology used in research and what objects of study have been analyzed with

respect to literary tourism. Our current literature review has provided a global representation of the current trends and can also help to identify lines of action to be able to face the challenges posed by literary tourism. Consequently, future lines of research could formulate the following questions: Could quantitative methodological approaches improve research in literary tourism? Considering the concern on sustainable tourism development (Arcos-Pumarola et al., 2018; Müller, 2006), research on literary tourism should also address how to develop the touristic offer of a literary destination avoiding negative tourism externalities? Also, if literary tourism is a type of tourism that requires a constant creative activity on the part of the visitor through the stimulation of their imagination (Gothie, 2016; Jia, 2009; Jiang & Xu, 2016, 2017; Orr, 2018), how come no established lines of research study the cultural needs that literary tourists have so that they can unveil the literary landscape at hand?

Regarding this last question, it is urgent to encourage reflection on the figure of the literary tourist and on the tools at hand to help visitors in the discovery and interpretation of a literary landscape (Earl, 2008), i.e. how to make the necessary knowledge to "live" the experience and fill literary spaces of territory with meaning, widely available.

These are some examples of how our description of research trends on literary tourism opens the door to identifying new specific research topics that can add value to the existing knowledge we have on this type of tourism. It also opens the door to enabling sustainable literary heritage touristic initiatives which are also respectful towards the integrity and coherence of the heritage that we want to enrich.

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