

Dynamics of Museum Visitors' Experiences Studies: A Bibliometric Analysis

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Abstract : Research on museums and the experiences of visitors has flourished in recent years, especially after museums became centers of edutainment beyond preserving heritage resources. This paper aims to comprehensively understand the changes, continuities, and future research development directions of museum visitors' experiences. To identify current research trends, the paper summarizes and analyses research article publications from 1986 to 2023 on museum visitors' experiences. Bibliometric analysis software VOSviewer and Harzing POP (Publish or Perish) were used to analyze 407 academic articles. The articles were generated from the Scopus database. The study attempted to map new insights for future scholars and academics to expand the scope of museum visitors' experience studies by analyzing keywords, citation patterns, influential articles in the field, publication trends, collaborations between authors, institutions, and clusters of highly cited articles. Accessibility to museums, social media usage within museums, aesthetics in museum settings, mixed reality experiences, sustainability issues, and emotions have emerged as key research areas in the study of museum visitors' experiences. The results benefit stakeholders and researchers in advancing the collective progress of considering recent research trends to stay informed about the latest developments and breakthroughs in the global academic landscape and visitors' experiences development in the museum.

Keywords : bibliometric analysis, museum, network analysis, visitors' experiences, visual analysis

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