

# **Rising Role of Social Media Influencers in Tourism Industry: A Bibliometric Analysis and Systematic Review**

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**Abstract:** The tourism industry has undergone significant transformation in recent years, with social media influencers (SMIs) playing an increasingly pivotal role in shaping travel behaviors and destination choices. This paper presents a bibliometric analysis and systematic literature review examining scholarly publications on “Rising Role of Social Media Influencers in Tourism Industry” to understand research focus and identify gaps in the literature. A systematic exploration through Scopus identified 22 relevant articles published between 2019 and early 2024. The analysis has been done by using RStudioBiblioshiny, which reveals prominent author keywords, journals, influential authors, and highly cited documents in the field concerned. The systematic literature review of 10 highly cited articles would be considered for providing gaps for future researchers, which can be addressed further in expanding the body of knowledge, and it also helps policymakers and practitioners to address and overcome the challenges faced by the industry.

**Keywords:** Social Media, Marketing, Influencers, Tourism, Travel, Bibliometric Analysis, Biblioshiny

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