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**«INSON KAPITALI VA IJTIMOYIY RIVOJLANISH»
«HUMAN CAPITAL AND SOCIAL DEVELOPMENT»
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MAPPING THE TREND AND FUTURE DIRECTION OF TOURIST FLOW MONETIZATION MECHANISMS IN ANCIENT CITIES OF WORLD CULTURAL HERITAGE AT THE OMNI-MEDIA ERA

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Annotation: This literature review synthesizes and analyzes a corpus of 100 scholarly articles (2011-2025) from Web of Science to map the intellectual structure and evolution of research on optimizing tourist flow monetization mechanisms in World Cultural Heritage ancient cities within the omni-media era. Utilizing CiteSpace for scientometric analysis, the study identifies key thematic clusters, temporal trends, geographical contributions, keyword timeline map and emerging frontiers. The findings reveal a distinct three-phase evolution: from foundational digital marketing (2011-2015), to data-driven operational integration (2016-2020), and finally to a contemporary focus on immersive experience co-creation and sustainable monetization models (2021-2025). Ten major research clusters were delineated, centering on digital cultural tourism, smart destination development, heritage conservation, data governance, and visitor experience analytics. Geographically, Spain, the USA, China, and England emerged as leading contributors.

Keywords: Tourist Flow, Monetization Mechanisms, World Cultural Heritage ancient cities, Omni-media Era.

JAHON MADANIY MEROSI QADIMIY SHAHARLARIDA OMNI-MEDIA DAVRIDA TURISTIK OQIMNI MONETIZATSIYA QILISH MEKANIZMLARINING TENDENSIYALARI VA KELAJAK YO'NALISHLARINI XARITALASH

Annotatsiya: Ushbu adabiyotlar sharhi Web of Science'dan 100 ta ilmiy maqolalar to'plamini (2011-2025) sintez qiladi va tahlil qiladi, bu esa omni-media davrida Jahon madaniy merosi qadimiy shaharlarida sayyohlik oqimini monetizatsiya qilish mexanizmlarini optimallashtirish bo'yicha tadqiqotlarning intellektual tuzilishi va evolyutsiyasini xaritada tushiradi. Ilmiy-o'lovli tahlil uchun CiteSpace'dan foydalangan holda, tadqiqot asosiy tematik klasterlarni, vaqtinchalik tendentsiyalarni, geografik hissalarini, kalit so'zlar vaqt jadvali xaritasini va rivojlanayotgan chegaralarni aniqlaydi. Tadqiqot natijalari aniq uch bosqichli evolyutsiyani ko'rsatadi: fundamental raqamli marketingdan (2011-2015), ma'lumotlarga asoslangan operatsion integratsiyagacha (2016-2020) va nihoyat immersiv tajribani birgalikda yaratish va barqaror monetizatsiya modellariiga zamonaviy e'tibor qaratishgacha (2021-2025). Raqamli madaniy turizm, aqlli manzillarni rivojlantirish, merosni saqlash, ma'lumotlarni boshqarish va tashrif buyuruvchilar tajribasini tahlil qilishga qaratilgan o'nta asosiy tadqiqot klasteri aniqlandi. Geografik jihatdan Ispaniya, AQSh, Xitoy va Angliya yetakchi hissa qo'shuvchilar sifatida paydo bo'ldi.

Kalit so'zlar: Turistik oqim, Monetizatsiya mexanizmlari, Jahon madaniy merosi qadimiy shaharlari, Omni-media davri.

АНАЛИЗ ТЕНДЕНЦИЙ И БУДУЩИХ НАПРАВЛЕНИЙ МЕХАНИЗМОВ МОНЕТИЗАЦИИ ТУРИСТИЧЕСКИХ ПОТОКОВ В ЭПОХУ ОМНИМЕДИА В ДРЕВНИХ ГОРОДАХ, ЯВЛЯЮЩИХСЯ ОБЩЕГО НАСЛЕДИЯ

Аннотация: В данном обзоре литературы обобщены и проанализированы 100 научных статей (2011-2025 гг.) из базы данных Web of Science, посвященных интеллектуальному наследию и эволюционным механизмам оптимизации монетизации туристических возможностей в древних городах мирового культурного наследия с помощью омнимедиа. Используя CiteSpace для научно-мерного анализа, исследование выявляет ключевые тематические кластеры, временные тенденции, географические сегменты, временные рамки ключевых слов и новые направления. Исследование четко демонстрирует трехэтапную эволюцию: от фундаментального маркетинга (2011-2015 гг.) к оперативной интеграции данных (2016-2020 гг.) и, наконец, к современному акценту на иммерсивные впечатления и устойчивые модели монетизации (2021-2025 гг.). Было выделено десять кластеров результатов исследований в области цифрового культурного туризма, интеллектуального развития туристических направлений, хранения и проверки данных, а также анализа поведения посетителей. Географически вклад внесли Испания, США, Китай и Великобритания.

Ключевые слова: Туристический поток, Механизмы монетизации, Древние города Всемирного наследия, Эпоха омниканальностей.

Introduction

The intersection of cultural heritage preservation and tourism development presents a perennial challenge and opportunity for ancient cities designated as World Cultural Heritage (WCH) sites. The core of this dynamic lies in managing and monetizing tourist flows—a critical source of revenue for conservation, community development, and sustainable management. The advent of the omni-media era, characterized by the pervasive integration of digital platforms (social media, smart tourism applications, IoT) into all facets of the travel experience, has fundamentally reshaped tourist behavior, destination marketing, and revenue generation models. This transformation necessitates a re-evaluation of traditional monetization mechanisms, which often rely on direct fees (e.g., entry tickets) and indirect spending, towards more dynamic, data-driven, and experience-based strategies.

This literature review aims to synthesize and analyze the current scholarly discourse on optimizing how tourist flows are translated into economic value for WCH ancient cities within this contemporary digital context. It investigates the evolving nexus between heritage tourism, visitor flow management, commercialization pressures, and digital media tools. Based on a bibliometric analysis of 100 core publications (2011-2025) retrieved from the Web of Science, this review maps the intellectual landscape, identifies key research clusters and trends, and discusses gaps and future directions for developing resilient and sustainable monetization frameworks that balance economic viability with heritage integrity.

Literature Review

The scholarly discourse on heritage tourism monetization has undergone a significant paradigm shift, closely intertwined with technological advancement. Prior to the period under review, focus was largely on economic impact assessments and basic management models. The analyzed literature demonstrates a clear evolution:

Early Phase (2011-2015): Digitization of Promotion. Initial research in this phase focused on establishing a digital footprint. Key themes included heritage tourism promotion, website design, and destination marketing. The internet was viewed primarily as a promotional channel to attract visitor volume, with monetization indirectly linked to increased footfall. Studies explored online branding and market segmentation as tools to optimize tourist inflows.

Middle Phase (2016-2020): Data-Driven Integration. This period marked a strategic pivot towards operational optimization enabled by technology. The rise of big data analytics, smart tourism frameworks, and cultural heritage management tools signified a deeper integration of digital assets. Research began examining how data from online interactions and IoT sensors could inform dynamic pricing, real-time crowd management, personalized marketing, and impact measurement. Monetization strategies started to incorporate data intelligence to optimize yield per visitor rather than just total numbers.

Recent Phase (2021-2025): Experience and Sustainability. The current phase is defined by a focus on value co-creation and long-term resilience. Central themes include digital cultural tourism, augmented reality (AR) management, visitor co-creation, and

sustainable tourism. Monetization is explicitly linked to enhancing visitor satisfaction through immersive, personalized experiences. There is a strong emphasis on developing economic models that inherently support conservation goals (the circular economy) and community benefit, reflecting a holistic response to the demands of the omni-media environment where experience is the primary currency.

Methodology

In the early twentieth century, bibliometrics first emerged (Pritchard, 1969) and it has been widely used for paper analyzing and literature review. The most prevailing tools to do bibliometrics are VOSviewer and CiteSpace which provide a quantitative approach to review and study existing literature in specific fields (Mayr & Scharnhorst, 2015).

This review employs CiteSpace to objectively analyze the literature landscape. To ensure high standards and the validity of the data, 235 articles with indexing principles

are SCI-EXPANDED and SSCI was retrieved from the Web of Science (WoS) core collection database. The structured search query designed to capture the interdisciplinary nature of the topic: (“world cultural heritage” OR “world heritage site” OR “historic city” OR “ancient city”) AND (tourism OR tourist) AND (“tourist flow” OR “visitor flow”) AND (monetization OR commercialization OR revenue OR “economic value”) AND (“digital media” OR “social media” OR “smart tourism”). The timespan was set from 2011 to 2025, yielding a final corpus of 100 relevant articles after data cleaning (removing research unrelated to the topic).

The analysis was conducted using CiteSpace (version 6.3.R1), a leading software for visualizing trends and patterns in scientific literature. The following analyses were performed:

Timeline View of Keyword Clusters: To visualize the birth, duration, and temporal relationships between major research themes.

Keyword Co-occurrence Network & Cluster Analysis: To identify core research topics and group them into thematic clusters using a modularity algorithm.

Timezone View: To chart the year-by-year emergence and prominence of specific keywords.

Country/Institution Collaboration Analysis: To map the geographical distribution of research output and collaboration networks.

Citation Burst Detection: To identify keywords that have experienced sharp increases in citation frequency, signaling emerging research frontiers.

Results and Discussion

Annual publications on Optimization of Tourist flow Monetization on WOS

The annual number of publications on “optimization of tourist flow monetization mechanisms” from 2011 to 2025 on Web of Science shows a clear pattern of Emergence, Rapid Growth, Fluctuation, and Stabilization.

From 2012 to 2016, the number of publications totally 13 remained relatively low, indicating that research on tourist flow monetization and omni-media applications in world cultural heritage cities was still in its exploratory stage. This period reflects limited scholarly attention and fragmented research themes.

Between 2017 and 2019, the publication volume increased sharply

with 28, reaching a notable peak in 2019. This growth corresponds to the rapid development of digital media platforms, smart tourism, and destination digital marketing, which stimulated academic interest in optimizing tourist flow monetization mechanisms in heritage cities.

After a slight decline in 2020 (with 7 publications), the number of publications peaked again in 2021 (with 16 publications), suggesting renewed research momentum. This rebound may be linked to the acceleration of digital transformation and omni-media strategies in tourism management, particularly under the impact of the COVID-19 pandemic, which pushed destinations to

explore online engagement, digital monetization, and smart management of tourist flows.

From 2022 to 2025 (with 36 publications in total), the publication trend shows moderate fluctuations but remains at a relatively high level compared with the early years, indicating that this topic has entered a more stable and sustained research phase. Overall, the trend demonstrates a shift from nascent exploration to a mature and continuously evolving research frontier, reflecting the growing importance of omni-media-driven tourist flow management and monetization in world cultural heritage cities.

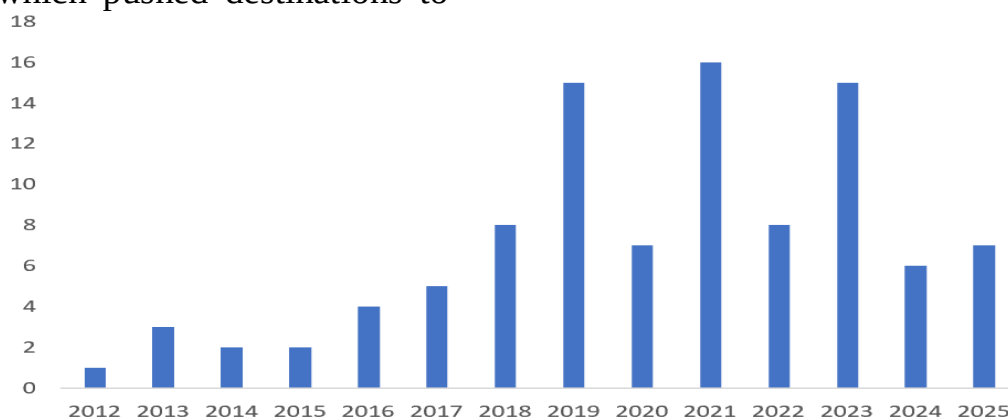


Figure 1. Annual publication trend of tourist flow monetization mechanisms research (2011–2025)

Keyword Co-occurrence Network (Timezone View)

Theses nodes in Keyword Co-occurrence Network (Figure 2) represent keywords, with their size proportional to the frequency of occurrence, and links indicate co-occurrence relationships, where thicker lines signify stronger thematic connections. The color gradient of nodes transitions from purple (2011) to red (2025), reflecting the temporal progression of research focus.

The network is anchored by central keywords such as tourism, cultural

heritage, and smart tourism, which act as hubs connecting sub-themes like digital cultural tourism, experience design, and sustainable development. Key sub-networks include:

A visitor experience cluster centered on experience, guides, and perspective; A digital marketing cluster focused on website design, internet, and destination marketing; A smart technology cluster revolving around smart tourism, digital technologies, and augmented reality.

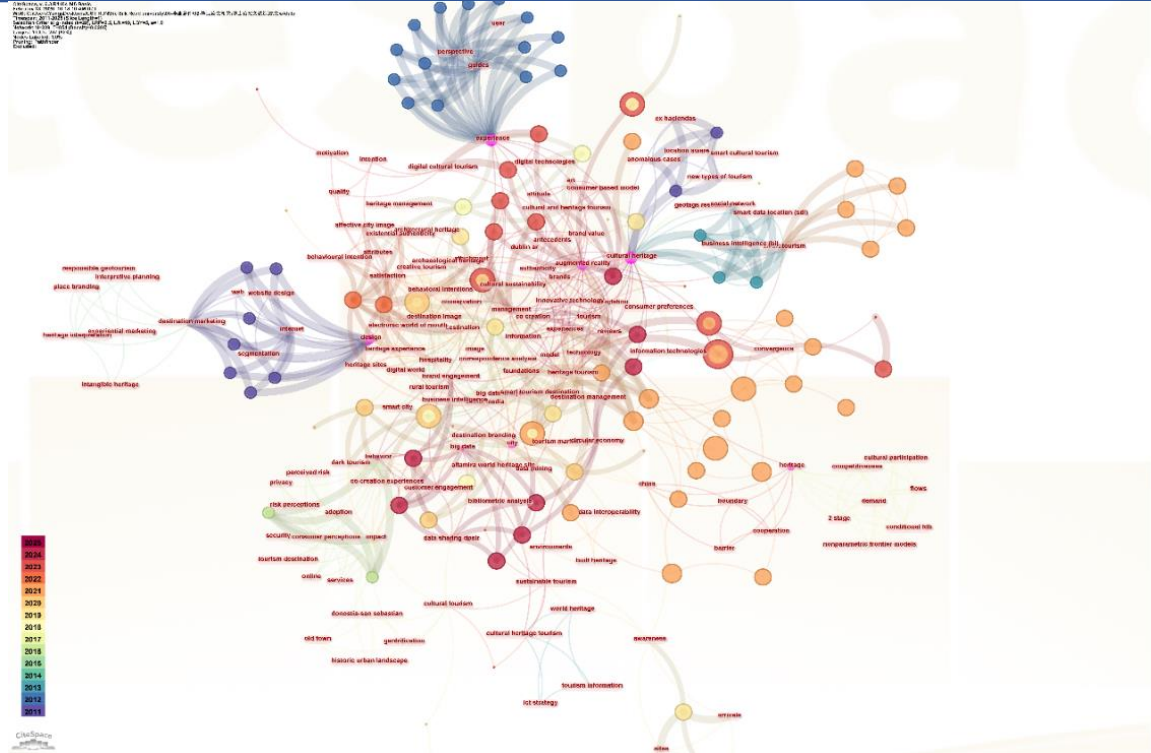


Figure 2. Keywords Co-occurrence Network

Thematic Structure and Evolution

The cluster analysis of keyword co-occurrence identified shows as figure 3, 10 major research clusters (Modularity

Q=0.87, Mean Silhouette S=0.95), indicating a well-structured and credible thematic landscape. These clusters, detailed in Table 1, encapsulate the multifaceted nature of the field.

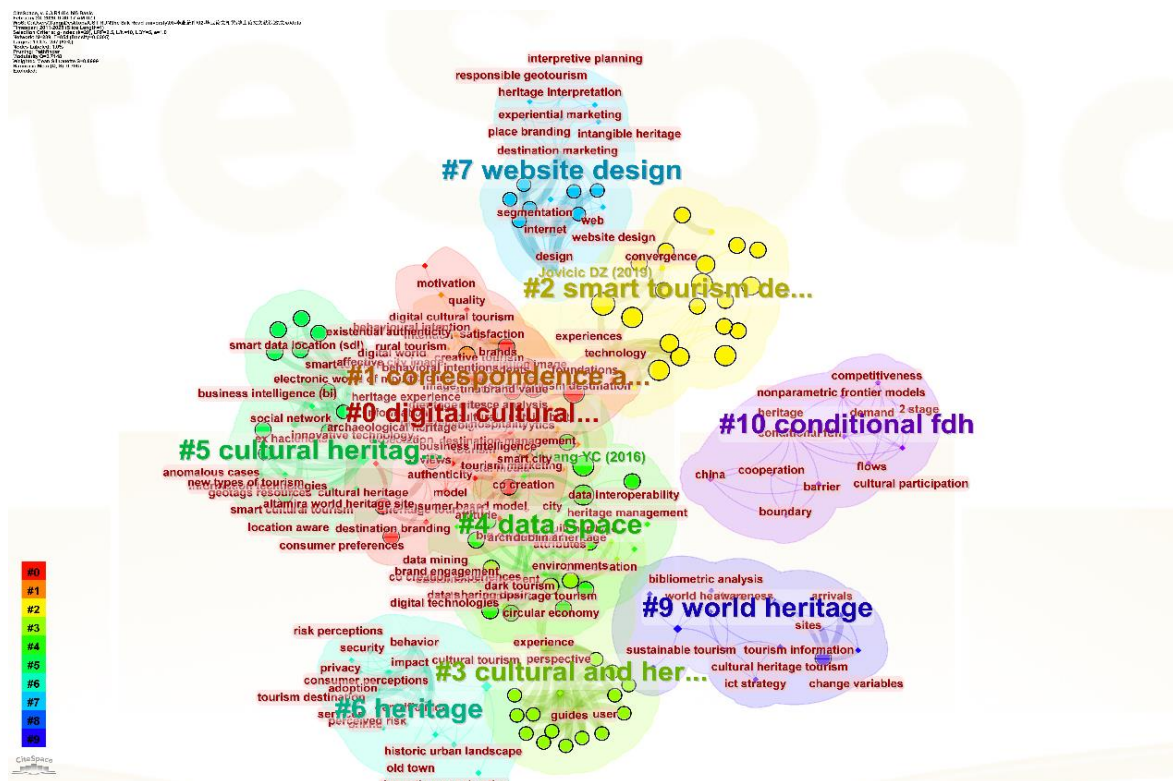


Figure 3. Cluster of Keywords Co-occurrence Network

Table 1:**Major Research Clusters in Tourist Flow Monetization for Heritage Cities**

Cluster #	Label	Core Keywords
#0	Digital cultural tourism	digital cultural tourism, smart tourism, co-creation, augmented reality
#1	Correspondence analysis	destination image, authenticity, consumer preferences
#2	Smart tourism development	smart destination, technology, experiences, social media
#3	Cultural and heritage tourism	cultural heritage tourism, impact, behavior, privacy
#4	Data space	big data, data interoperability, data sharing, circular economy
#5	Cultural heritage	heritage management, conservation, authenticity, city
#6	Heritage	heritage sites, sustainable tourism, world heritage
#7	Website design	web design, internet, segmentation, destination marketing
#9	World heritage	world heritage sites, tourism information, ICT strategy
#10	Conditional fdh	cultural participation, competitiveness, nonparametric frontier models

Clusters #0, #2, and #7 represent the core digital monetization toolkit, evolving from basic web design to sophisticated smart destinations and immersive AR experiences. Clusters #5 and #6 form the essential ethical and operational foundation, stressing that monetization must be underpinned by heritage management and sustainable tourism principles. Cluster #4 highlights the critical infrastructural layer of data governance, which is necessary for advanced analytics. Methodological clusters like #1 and #10 focus on measuring visitor perception and economic efficiency.

The timeline and timezone views corroborate the three-phase evolution. The keyword co-occurrence network further visualizes this structure, with

central nodes like tourism, cultural heritage, and smart tourism acting as hubs. Strong linkages exist between “experience” and user behavior, and between “digital marketing” and destination branding, demonstrating the interconnected logic of modern monetization: technology enhances experience, which drives satisfaction and spending, all within a branded digital ecosystem.

Geographical Distribution and Research Focus

Analysis of country distribution shows as figure 4 reveals a concentrated yet globally relevant field. Spain (19 publications), the USA (14), China (8), and England (8) are the leading contributors. This distribution suggests regional research emphases: European

studies (Spain, England) may lean towards sustainable management and cultural discourse; North American research (USA) may emphasize market analysis and technological innovation; while Chinese scholarship is likely

focused on smart system integration and mass tourism management. The publication peaks (e.g., Spain in 2015) indicate periods of concentrated national research funding or policy interest in digital heritage tourism.

Visible	Count	Centrality	Year	Countries
☒	1	0.00	2025	GREECE
☒	1	0.00	2024	SLOVAKIA
☒	1	0.00	2024	TURKIYE
☒	1	0.00	2024	HUNGARY
☒	1	0.00	2023	SLOVENIA
☒	1	0.00	2023	SOUTH AFRICA
☒	1	0.00	2023	BELGIUM
☒	1	0.00	2023	FRANCE
☒	1	0.00	2023	LATVIA
☒	1	0.00	2023	CYPRUS
☒	1	0.00	2022	MALAWI
☒	1	0.00	2022	U ARAB EMIRATES
☒	2	0.00	2021	INDIA
☒	1	0.00	2021	SWEDEN
☒	1	0.00	2021	SINGAPORE
☒	3	0.00	2019	AUSTRALIA
☒	3	0.01	2018	TURKEY
☒	2	0.00	2018	AUSTRIA
☒	2	0.00	2018	GERMANY
☒	1	0.00	2018	ECUADOR
☒	6	0.00	2017	PORTUGAL
☒	5	0.06	2017	SOUTH KOREA
☒	5	0.03	2017	NETHERLANDS
☒	1	0.00	2017	VIETNAM
☒	4	0.00	2016	INDONESIA
☒	19	0.06	2015	SPAIN
☒	1	0.00	2015	ROMANIA
☒	8	0.09	2014	ENGLAND
☒	8	0.18	2014	USA
☒	14	0.05	2013	PEOPLES R CHINA
☒	9	0.07	2013	ITALY
☒	5	0.04	2013	CROATIA
☒	3	0.00	2013	JAPAN
☒	1	0.00	2012	NAMIBIA
☒	1	0.00	2012	DENMARK
☒	7	0.00	2011	MALAYSIA
☒	2	0.00	2011	MEXICO

Figure 4. Geographical Distribution

Research Evolution Trends

The Figure 5 presents a CiteSpace timeline visualization of keyword co-occurrence clusters in research on cultural heritage tourism and digital transformation from 2011 to 2025. Each horizontal timeline represents a thematic cluster, and nodes indicate keywords; larger nodes denote higher frequency or stronger influence, while connecting arcs reflect co-occurrence and knowledge

linkages across themes and time. The color gradient from cool tones (earlier years) to warm tones (recent years) illustrates the temporal evolution of research attention.

Early-stage research (around 2011–2015) is dominated by foundational themes such as cultural heritage, heritage tourism, and world heritage, focusing on conservation, authenticity, and heritage interpretation.

In the mid-stage period (2016–2019), research expands toward destination management, tourist experience, and cultural tourism, indicating a shift from heritage protection alone to integrated tourism development and experience-oriented perspectives.

In recent years (2020–2025), prominent and densely connected nodes emerge around digital cultural tourism, smart tourism, augmented reality, tourism satisfaction, data space, and website design, highlighting the growing influence of digital technologies, platformization, and omni-media environments on heritage tourism management and visitor engagement. The

increasing cross-cluster linkages suggest an interdisciplinary convergence between cultural heritage studies, tourism management, and digital technology research.

Overall, the timeline reveals a clear evolutionary trajectory: from heritage conservation and traditional tourism studies, to experience-oriented destination management, and further toward digitally enabled, data-driven, and smart tourism paradigms. This progression reflects the field's response to technological innovation and the strategic shift toward sustainable, immersive, and intelligent management of world cultural heritage destinations in the omni-media era.

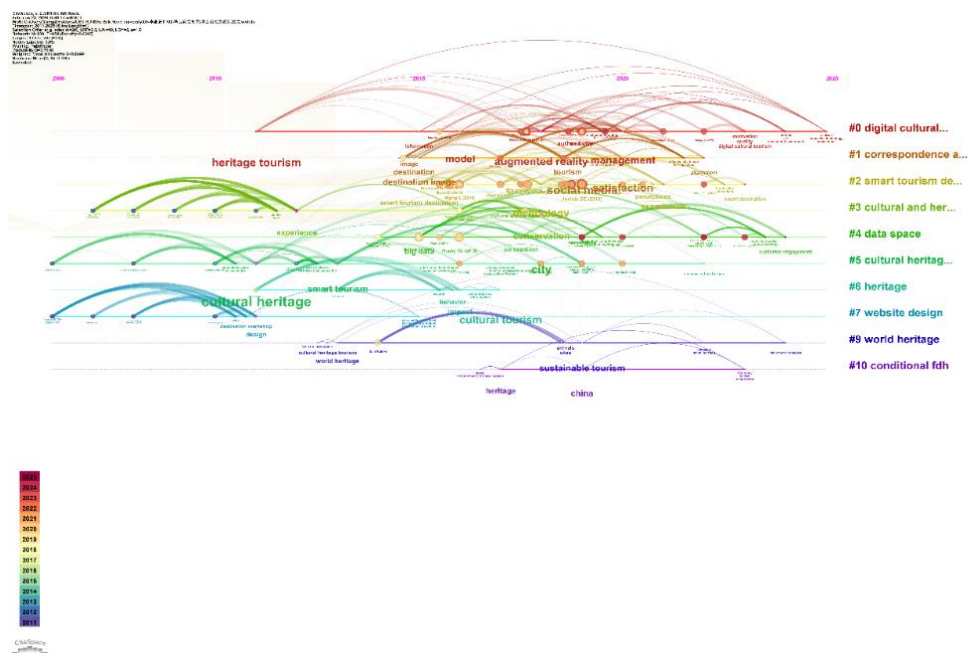


Figure 5. Keyword Timeline Map

Emerging Research Frontiers

This Figure 6 presents the top 21 keywords with the strongest citation bursts in the research domain of tourism flow monetization mechanisms in World Cultural Heritage ancient cities during the omni-media era, spanning 2011–2025. Citation burst detection identifies terms that experienced a sudden and significant increase in academic attention, revealing

dynamic shifts in research priorities over time.

Early bursts (2011–2018): Initial research focus centered on foundational concepts such as destination marketing (burst: 2011–2015), cultural heritage (burst: 2011–2019), and management (burst: 2011–2023), alongside emerging technologies like big data analytics (burst: 2015–2019) and image (burst: 2015–2019). Terms such as cultural tourism

(burst: 2017–2022) and technology (burst: 2018–2019) also gained prominence, reflecting early efforts to integrate digital tools into heritage tourism.

Mid-to-late bursts (2019–2023): A notable surge in attention occurred around 2019–2023, with keywords like satisfaction (burst strength: 2.49, 2020–2023), city (burst strength: 2.31, 2020–2021), and heritage tourism (burst strength: 1.85, 2020–2022) dominating. This period also saw the rise of social media (burst: 2021–2022), smart tourism (burst: 2013–2021), and sustainable tourism (burst: 2022–2025), indicating a shift toward omni-media-enabled, experience-driven, and sustainability-focused research.

Recent bursts (2022–2023): Terms such as attachment (burst: 2022–2023) and sustainable tourism highlight the field's evolving focus on visitor engagement and long-term heritage

conservation, aligning with global priorities for responsible tourism.

Overall, the burst analysis reveals a clear progression from traditional destination management and early digital adoption to a more recent emphasis on omni-media technologies, visitor experience, and sustainable governance, underscoring the dynamic and interdisciplinary nature of research in this domain. The powerful burst of satisfaction signifies that monetization is now unequivocally linked to quality of experience. The concurrent rise of smart tourism and sustainable tourism defines the current paradigm: using intelligent systems to optimize flows and revenue in ways that are environmentally and culturally sustainable. The enduring burst of city underscores the urban scale as the primary laboratory for implementing these integrated models.

Top 21 Keywords with the Strongest Citation Bursts

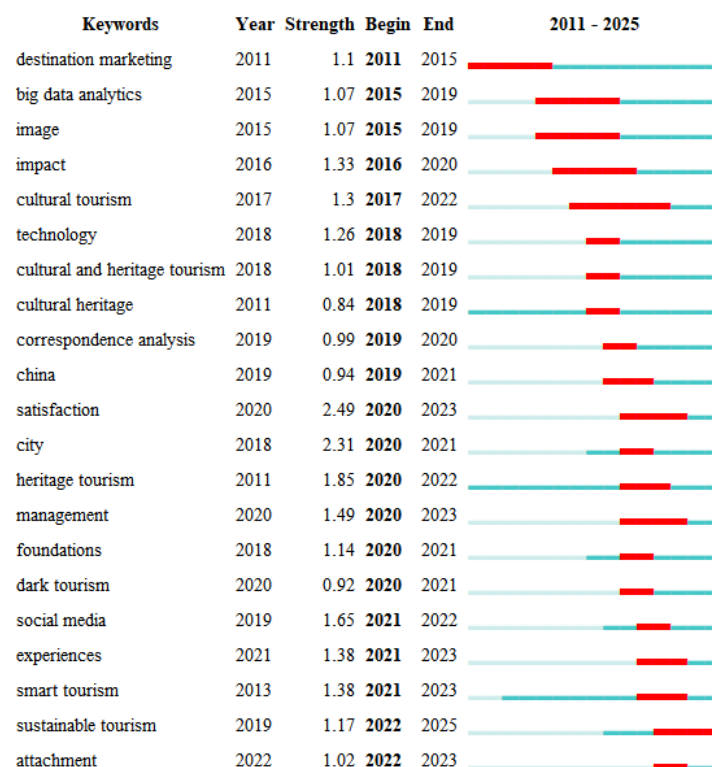


Figure 6. Top 21 Keywords with the Strongest Citation Bursts

Conclusion

This study has charted the dynamic evolution of research on monetizing tourist flows in WCH ancient cities. The journey from digital promotion to data-driven optimization, and now to experience-centric sustainability, reflects the broader transition into the omni-media era. The core scholarly consensus is that an optimized monetization mechanism is no longer a simple financial lever but a complex, technology-mediated system. It must seamlessly integrate smart tourism tools for experience enhancement and operational efficiency, leverage social media for marketing and co-creation, and utilize big data analytics for insight and adaptability—all while being fundamentally guided by the non-negotiable principles of heritage conservation, authenticity, and long-term sustainability also with following challenges.

Digital Transformation of Monetization: The integration of omni-media technologies has redefined tourist flow monetization in ancient cities. Digital platforms enable targeted marketing, personalized experiences, and data-driven revenue optimization. However, challenges such as data privacy, digital divide, and the risk of over-commercialization remain critical.

Sustainable Development Imperative: The rise of “sustainable tourism” as a key keyword reflects a paradigm shift toward balancing economic growth with heritage conservation. Monetization mechanisms must now prioritize long-term sustainability, avoiding the negative impacts of mass tourism while ensuring equitable distribution of economic benefits.

Experience-Based Monetization:

Keywords like “satisfaction” and “experiences” highlight the shift from transactional to experiential monetization. In the omni-media era, successful strategies focus on creating immersive, authentic experiences that drive repeat visits and positive word-of-mouth through social media.

Future research must address critical gaps identified in this landscape. First, the ethical governance of tourist data (privacy, security, ownership) within clusters like #3 and #4 requires deeper exploration. Second, there is a need for standardized frameworks to measure the direct economic value created by specific digital interventions (e.g., an AR app). Third, more comparative, cross-cultural case studies are needed to understand how different policy environments and cultural contexts affect the success of monetization models. Finally, interdisciplinary research integrating technology design, conservation science, and behavioral economics will be crucial for developing the next generation of responsible and effective monetization strategies for our global cultural heritage.

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