



ABSTRACT

Purpose – The purpose of this study is to provide a categorisation of virtual tourism progress and its role in enhancing the country’s collaborative innovation in times of the COVID-19 pandemic.

Design/methodology/approach – A systematic review was done by searching through Scopus databases published from the year 2019 to 2022 by using basic keywords including “virtual,” “tourism,” “collaborative,” and “innovation.” The study then continued by utilising VOSviewer to analyse and assist in the mapping of bibliometrics regarding virtual tourism and collaborative innovation.

Findings – A total of 823 keywords from 135 journal articles of virtual tourism research and 3,428 keywords from 602 journal of collaborative innovation research were found on the Scopus database from the year 2019 to 2022. Keywords that met the threshold were later analysed using a systematic review, and 4 clusters for each keyword were identified.

Originality/value – This study provides four clusters of research patterns from VOSviewers, followed by using Collaborative Innovation perspectives to analyse and provide future research in virtual tourism.

Keywords Collaborative innovation, Virtual tourism, COVID-19, Systematic review

Paper type Literature review