SERVICE RECOVERY IN TOURISM: A BIBLIOMETRIC-BASED SYSTEMATIC REVIEW AND RESEARCH AGENDA

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ABSTRACT

Purpose: This study aims to eliminate the gap in this field by examining the concept of service recovery in the field of tourism with bibliometric technique. **Design/methodology/approach:** This study, data was obtained from the Web of Science database was used in the study. From this perspective, 247 articles in the field of tourism were included in the study and a systematic literature review of the articles was conducted. VOSviewer program was used to make bibliometric mapping of publications produced within the scope of this specific subject and discipline. **Findings:** Five clusters representing the research were identified. Additionally, the study identifies some gaps in the existing literature and provides a framework for future research. Expanding the digital, sustainability and legal dimensions of service recovery, better understanding the mechanisms, and examining recovery strategies as an investment are suggested as promising areas for future research. In this context, the study suggests guiding actions for researchers by identifying future research directions and the advantages it can provide to managers. **Originality/value:** The contribution of this article is to guide stakeholders who want to learn about this topic through the specific clusters created within the scope of co-citation relationships and the labels that represent them. It will also contribute to the emergence of new ideas that can guide researchers on service recovery.

KEY WORDS

service recovery, bibliometric analysis, tourism

CLASSIFICATION

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INTRODUCTION

Businesses operating in the service sector try to provide the best service to their customers. However, in businesses that set out with the concept of zero error, service disruptions occur from time to time. Even though businesses avoid making mistakes, the characteristics and labor-intensive nature of the service create some disruptions. As a matter of fact, disruptions may negatively affect customer satisfaction and business image. These negative disruptions cost customers money and time, hence results in economic/financial losses for the customer [1]. Service failures can have serious financial consequences on customers, including missed business opportunities, alternative transportation and accommodation costs, ticket refunds, lost vacation days or increased travel expenses, all of which can negatively impact an individual's financial situation [2]. For example, on a trip where there was a service failure, the tourism office asked the tour agency to pay recovery of $60 to each tourist ($18,000 in total). Another example shows that the recovery awarded can reach very large amounts. The court decided to pay approximately 30 million US dollars to the airline company that caused the service failure. The recovery paid may not be considered a significant amount for large enterprises; however, negative impressions and roumors has the potential to cause more harm than the recovery paid [3]. These customers transfer their negative experiences to third parties, causing great losses to the industry. These losses reach up to 75 billion dollars in the United States and 37 billion pounds in the United Kingdom [4]. However, when customers receive better service recovery, their negative attitudes change and their opinions about the business become positive [5]. A study shows that when customers have a major complaint, 91% do not buy from you again; however, it was found that if this failure was resolved quickly, 82% would engage in repeat purchasing activity. It has been observed that as the complaint resolution time decreases, the customer dissatisfaction rate also decreases. According to the same research, while the rate of customer dissatisfaction after a complaint is 91%, this rate decreases to 18% if the complaint is resolved quickly [6]. For this reason, service recovery is one of the basic methods used to correct errors that occur in service delivery. In this context, service recovery, when applied with the right methods, can help businesses turn the customer's negative attitude into a positive one [7,8]. In this context, this study emphasizes how critical an issue businesses' service failures are from their perspective and has the potential to contribute to service recovery practices. This study, based on to what extent service recovery has been studied academically in the tourism sector, will guide future studies. It also contributes to the field by taking a broader perspective within the scope of the literature. Studies have been carried out to examine service recovery with an interdisciplinary integrated model and to connect important research themes in this field, but studies in the tourism sector have remained limited. For this reason, in the study, the bibliometric review approach was used specifically for the concept of service recovery and it is aimed to systematically review the articles containing the concept with a bibliometric approach. For this purpose, three research questions were created. According to this:

> **RQ1:** Which countries, journals, authors, and organizations dominate service recovery research?
> **RQ2:** What are the prominent thematic clusters in this field, and how do these interact conceptually?
> **RQ3:** What are the avenues for future research?

This study adds several advances in service recovery for the tourism sector. First, we identify service improvement research by selecting tourism among interdisciplinary publications. We then uncover 5 research clusters to understand the holistic understanding of service recovery. In the final stage, inferences for future research were made as a result of the findings, and the findings, theoretical and practical results of the study were presented.

METHODOLOGY AND FINDINGS

The data required to answer the research questions were obtained from the Web of Science (WoS) database. WoS is a resource known as a bibliometric database and contains citation data. This database is widely preferred in the analysis of academic publications and research [9, 10]. In the study, VOSviewer (version 1.6.19) software developed by Ness Jan van Eck and Ludo Waltman [11] was used to make visualizations on similar topics. VOSviewer is software specifically designed for the creation and visualization of bibliometric maps. To find an answer to the first question of the study, the obtained articles were transferred to the VOSviewer program and their citation and connection strengths were determined by mapping method according to country and place of publication. At this stage bibliographic coupling was used. This technique was chosen because it examines common references or citations in the bibliography lists of different academic publications that cover similar topics and determines the relationship between these works. For the second question of the study, the VOSviewer program was used again. In order to strengthen the relationship network in the formation of the number of clusters during the mapping phase, the minimum number of citations of a cited reference was determined to be at least ten. As a result of the analysis, 5 clusters consist of 166 articles. However, 10 articles in the clusters were removed from the data group as a result of being marked as undefined data. 5 clusters consisting of 156 articles and relevant authors were obtained. The cluster names created at this stage were formed as a result of the research authors' in-depth examination of the articles in the clusters. Researchers created cluster titles by taking into account the topics covered in the relevant articles and the frequencies of the keywords. For the last question of the study, the researchers discussed what new ideas could be put forward on the concept of service recovery.

LITERATURE SELECTION

According to the adopted protocol, literature selection is carried out in three stages: screening phase, curation phase and analysis of the sample [12]. WoS database was preferred in the research and literature was obtained using the topic search category.

Phase I – Scanning Phase

In the query made under the title "service recovery" in the topic search category in the WoS database, it was seen that there was a total of 1659 articles. The search included articles, conference proceedings, review articles, book chapters, proceedings, etc. published in various research fields, including management, geology, social sciences, and environmental studies. The data used in the study was obtained by accessing the relevant network on October 1, 2023.

Phase II – Curating Phase

In the study, several filters were applied to limit the results obtained in the previous step. In order to obtain a reliable result, we focused only on journal articles. The subject area of the research is limited to the fields of hospitality, entertainment, sports and tourism. Considering the number of articles obtained, no year limitation was made. However, 2023 data reflects articles published between January and September. Thus, the search string was determined as "service recovery" (Topic) and Hospitality Leisure Sport Tourism (Web of Science Categories) and Article (Document Types). As a result of the applied filters, 247 articles were obtained. The distribution of these articles by years and number of articles is presented in Figure 1. Accordingly, it can be seen that the number of articles was at the lowest level with two articles in 2005 and at the highest level with 29 articles in 2021. When the status of the concept in the graph is examined, especially in recent years, it is observed that it has reached even digits, but it does not appear to have experienced a continuous increase.
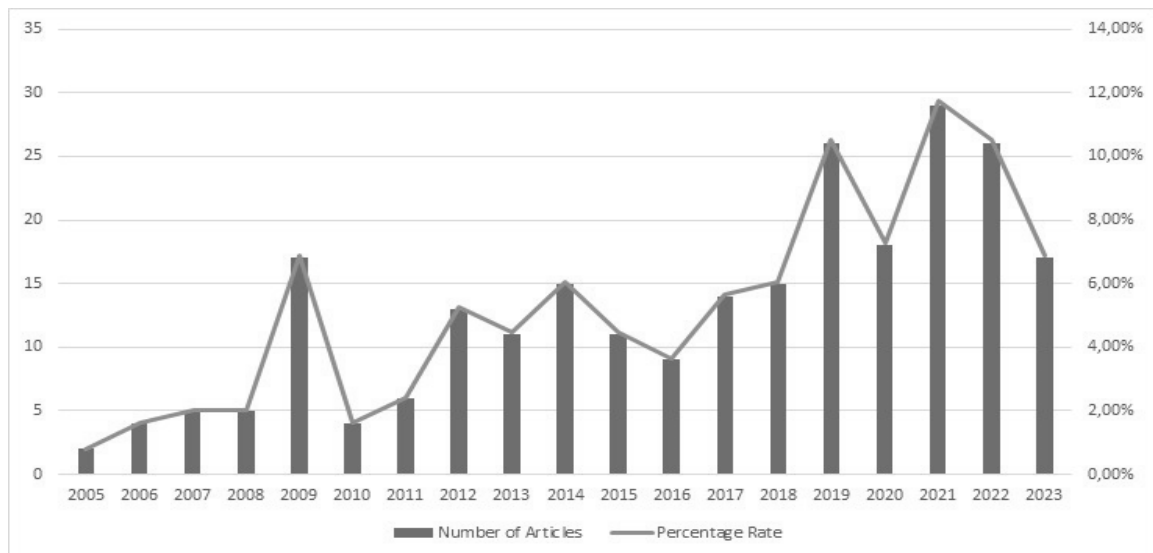
Figure 1. Distribution of service recovery search title by years.

Phase III – Analyzing Phase

When Figure 1 is examined, it is seen that the first article in our sample was published in 2005. Considering the number of publications, it is observed that awareness and interest in the concept increased among researchers, especially between 2019 and 2022. 45 of these publications appear in the h-index. The sample of the study includes 517 authors, 302 affiliations, 48 countries and 43 publication titles. In Table 1, we list the top 10 contributors i.e. authors, organizations, countries, and publication titles service recovery tourism research based on the Total Publication (TP) count.

Table 1. Top 10 authors, organizations, countries, and journals by publication count.

Author	TP	Organization	TP	Country	TP	Puplication Title	TP
Guchait, P.	17	Pennsylvanıa Commonwealth System of Higher Education	24	USA	118	International Journal of Hospitality Management	48
Karatepe, O.M.	17	State University System of Florida	20	China	51	International Journal of Contemporary Hospitality Management	34
Mattila, A.S.	9	University of Houston	19	Turkey	35	Journal of Hospitality Marketing Management	15
Jang, S.	8	University of Houston System	19	Australia	25	Journal of Hospitality and Tourism Management	13
Pasamehmetoglu, A.	8	Eastern Mediterranean University	17	South Korea	22	Tourism Management	13
Wang, X.Y.	7	Hong Kong Polytechnic University	17	England	17	Cornell Hospitality Quarterly	12
Kim, T.	5	Pennsylvania State University	17	Taiwan	12	Journal of Hospitality Tourism Research	12
Law, R.	5	Unıversity Of Central Florida	16	Malaysia	10	Journal of Quality Assurance in Hospitality Tourism	12
Lee, G.	5	Pennsylvania State University Park	14	Spain	8	Journal of Travel Tourism Marketing	11
Nikbin, D.	5	Purdue University	12	Canada	5	Annals of Tourism Research	9

BIBLIOMETRIC ANALYSIS

Bibliographic coupling

The total link strength (TLS) feature refers to the total strength of a researcher's co-authorship connections with other researchers. It is the sum of the strength of the researcher's connections with other researchers. For example, if a researcher has 10 co-authorship affiliations, each affiliation may have a certain strength. The total connection strength feature shows the sum of the strength of these connections [11]. Table 2 lists the authors, organizations, publication titles, and countries featured in the collected sample. This ranking is made according to TLS.

Table 2. Most prolific authors, organizations and countries by bibliographic link.

Author	TLS	Organization	TLS	Country	TLS
Guchait, P.	26 562	Pennsylvania State University	18 405	USA	58 399
Anna S. Mattila	17 788	Houston University	16 875	China	29 451
Nikbin, D.	14 681	Hong Kong Polytechnic University	16 128	South Korea	20 730
Karatepe O.	13 105	Florida University	13 460	Australia	17 516
Hyun, S.S.	11 509	Purdue University	10 569	Turkey	17 486
Jang S.C.S.	11 304	University Sains Malaysia	9 759	England	14 002
Pasamehmetoglu, A.	11 227	Washington State University	9 378	Malaysia	10 575
Marimuthu, M.	10 137	Sun Yat-Sen University	9 270	Spain	7 295
Ismail, I.	10 137	Eastern Mediterranean University	8 186	Taiwan	7 267
Xingyu, W.	9 795	University South Carolina	7 942	Iran	4 652

Citation analysis

This analysis tracks the number of citations a document has received each year since its publication date, showing how frequently the document is referenced and how often it is referenced by other works. Table 3 highlights the most prolific and influential authors, organizations, and countries based on citation analysis of the top ten. Guchait, P. stood out as the most influential author in our sample, followed by Kim, T.T. and Jang S.C.S. is following. Institutions include University of Houston, University of Houston and Washington State University. In the ranking made according to the country-based TLS rate, they are listed as the United States, China and Turkey. This method ranks the popularity of a work based solely on the citations it receives. It assumes that foundational studies within a field will receive more citations. However, this approach is aimed at old studies and does not take into account the content of the study [12].

Table 3. The most productive authors, organizations and countries according to citation analysis.

Author	TLS	Organization	TLS	Country	TLS
Guchait, P.	401	Houston University	254	USA	712
Kim,T.T.	228	Florida University	147	China	301
Jang S.C.S.	186	Washington State University	145	Turkey	210
Pasamehmetoglu, A.	175	Hong Kong Polytech University	139	South Korea	205
Karatepe O.	174	Purdue University	134	England	153
Xingyu, W.	153	Florida University	133	Australia	144
Anna S. Mattila	141	Penn State University	132	Taiwan	82
Kim, W.G.	140	Özyeğin University	120	Iran	54
Kim, H.	125	Eastern Mediterranean University	114	Spain	53
Lee, G.	119	Sun Yat-Sen University	104	Indian	50

Common keyword analysis

To identify several key themes in research on service recovery, we conducted a keyword co-occurrence analysis on keywords submitted by authors. Our main focus was to provide an overview of research in the field of service recovery. The authors in the sample examined used a total of 757 different keywords. It consists of 55 clusters of words. In the keyword co-occurrence network, the frequency of a keyword indicates the frequency of occurrence of that word. The top ten of these keywords with the highest total link strength are presented in Table 4. The keywords in the first three rows, namely service recovery, service failure, sustainability and service recovery performance, are considered to be common and more closely related keywords used in studies.

Table 4. Top ten keyword total link strength.

No	Keyword	Publication Number	Total Link Strength
1	Service Recovery	112	495
2	Service Failure	54	228
3	Service Recovery Performance	20	87
4	Customer Satisfaction	18	76
5	Hotel Employees	13	58
6	Hotels	11	50
7	Perceived Justice	9	45
8	Service Quality	9	45
9	Hospitality	8	40
10	Loyalty	8	40

Figure 2 presents the total link strength for 757 keywords. The sizes of the nodes in the shapes resulting from the analysis in the Wosviewer program show their frequency of occurrence. The curves and lines between the nodes indicate the use of words together in the same publication. The shorter the distance between two nodes, the higher the number of times two keywords co-occur [11]. The service recovery title was seen at a high rate in the search criteria because it must be visible in one of the title, abstract, keyword and keyword plus.

Co-Cited References Network

In order to strengthen the relationship network in the formation of the number of clusters during the mapping phase, the minimum number of citations of a cited reference was determined to be at least ten. As a result of the analysis, 5 clusters consist of 166 articles. However, 10 articles in the clusters were removed from the data group as a result of being marked as undefined data. 5 clusters consisting of 156 articles and relevant authors were obtained. Figure 3 visualizes the network of co-cited references. The article by Smith, A.K.; Bolton, R.N. and Wagner, J.A *Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery* [13] ranks first with 109 citations. In second place, with 80 citations, is the article by Tax, S.S., Brown, S.W. and Chandrashekaran, M. *Customer Evaluations of Service Complaint Experiences: Implications For Relationship Marketing* [14], and in third place, with 72 citations, the article by Bitner, M.J., Booms, B.H. and Tetreault, M.S. *The Service Encounter: Diagnosing Favorable and Unfavorable Incidents* [15].

Figure 2. Keyword total link strength analysis of studies.

Figure 3. Network of commonly cited references.

Clusters of Commonly Cited References

The cluster names created at this stage were formed as a result of the research authors' in-depth examination of the articles in the clusters, Figure 2. Researchers created cluster titles by taking into account the topics covered in the relevant articles and the frequencies of the keywords. Table 5 presents the cluster table of commonly cited references. In the table where 156 articles are divided into five clusters, the first cluster consists of (45); Perceived Justice and Emotional Responses, second cluster consists of (32); Effectiveness of Service Recovery, third cluster consists of (32); Service Failure and Recovery Efforts, cluster four consists of (27); Customer Satisfaction and Service Recovery Performance, cluster five consists of (20); Service Problems, Customer Behavior and Service Recovery Strategies. Explanations about the headings in the table are summarized further in the text.

Cluster 1: Perceived Justice and Emotional Responses

The Perceived Justice cluster is determined as the largest cluster with 45 numbers of references. Building on the foundations of equity theory [16], social psychology and organizational behavior literature suggests that individuals involved in conflicts or disagreements base their perceptions of justice on various factors [17]. Perceived service justice is examined in three dimensions: distributive, procedural and interactional justice [18]. Distributive justice in case a consumer complains about the service provided; It includes issues such as exchange, return and discount. Procedural justice; While it expresses the arrangements regarding the repayment time of the recovery, it includes factors such as interactional justice, communication process and courtesy [19]. This theory is closely related to service failures and recovery. It is shown in this study that the three dimensions of service justice have a positive impact on service recovery [20]. This result shows that although customers experience service failure during the customer's service experience, the correct handling of the specific problem leads to customer satisfaction [21]. A quick recovery process without causing any additional difficulty to the customer is evaluated fairly by the consumer [22]. Some studies show that perceived justice has an important effect on complainants' re-behavioral intentions and negative word-of-mouth behavior. These perceptions can shape a person's re-behavioral intentions. That is, if a person feels that he/she has been treated unfairly, this may affect his/her future behavior [14, 17, 23].

Table 5. Cluster table of commonly cited references. List of references underlying number of co-titations is in alphabetical order. Full references are ommitted for clarity.

Cluster		Label	Number of co-citations in references cited
No.	Size		
1	45	Perceived Justice and Emotional Responses	10, 12, 11, 10, 14, 60, 11, 11, 28, 23, 18, 10, 10, 12, 15, 18, 14, 25, 30, 18, 20, 24, 15, 34, 12, 14, 11, 25, 10, 19, 37, 24, 21, 13, 13, 10, 27, 18, 26, 80, 10, 10, 17, 10, 15.
2	32	Effectiveness of Service Recovery	11, 11, 17, 18, 72, 18, 27, 43, 35, 12, 14, 10, 30, 17, 34, 28, 10, 29, 16, 32, 35, 12, 33, 11, 20, 11, 25, 109, 25, 12, 12, 12.
3	32	Service Failure and Recovery Efforts	10, 12, 15, 12, 12, 23, 11, 31, 16, 39, 17, 11, 12, 14, 27, 10, 46, 19, 19, 16, 10, 10, 16, 10, 12, 16, 14, 12, 18, 51, 10.
4	27	Customer Satisfaction and Service Recovery Performance	33, 10, 31, 27, 17, 43, 11, 12, 59, 15, 43, 12, 10, 12, 10, 10, 10, 30, 11, 15, 16, 10, 14, 34, 22, 10, 10.
5	20	Service problems, Customer Behavior and Service Recovery Strategies.	12, 11, 10, 14, 14, 16, 11, 15, 10, 13, 11, 15, 15, 12, 10, 19, 11, 28, 15, 13.

Cluster 2: Effectiveness of Service Recovery

The term 'recovery' in the service context is derived from British Airways' "Putting the Customer First Campaign". Service recovery is defined as the effort made by the business to recovery for the service failure or the negative effects of the failure [24]. Service recovery satisfaction expresses the extent to which a customer is satisfied with the company's efforts to correct that failure after a service failure occurs [25]. The term has recently been defined more proactively as the process of investigating service failures and dealing with these problems effectively [24]. Service recovery dimensions developed by Bosshoff [25]. consist of communication, authorization, feedback, recovery, explanation and concrete elements. Research on service recovery has concluded that recovery has a positive impact on customer satisfaction and loyalty [26-28]. Additionally, research reveals that consumers have a positive tendency to share their experiences with businesses that effectively provide service recovery [29, 30].

Cluster 3: Service Failure and Recovery Efforts

Considering the frequent occurrence of service failures in customer service and the fact that customers can be dissatisfied due to a single service failure, improving service quality is considered by both researchers and managers as a key priority for customer service strategies.

Service failure is defined as any failure, misunderstanding, deficiency or problem that occurs during the delivery of a service and causes delays or obstacles in meeting customer needs [31]. The factors that cause this situation arise from product-related personnel behavior that may arise during service delivery, attitudes and behaviors of other customers, problems experienced with the facility, or a combination of these [32]. Dealing with service failure can increase customer satisfaction and strengthen customers' intention to revisit. However, corrections to service failures must be made fairly and effectively. Wirtz and Mattila [33]. found in their study that a delayed service recovery makes the cause of service failure on consumers more stable and more controllable, and immediate recovery reduces such effects. Therefore, it emphasizes that businesses should review their processes for recovering for service failures and create positive customer experiences by providing fast and effective solutions to customers. If customer complaints are not taken seriously, failures are not fixed, or the customer is not treated fairly, customer satisfaction may decrease. As a result, it may lead to the spread of negative experiences (WOM) among customers and a decrease in the intention to revisit [34]. Therefore, it is important to adopt a fair, effective and customer-focused approach to dealing with service failures [35].

Cluster 4: Customer Satisfaction and Service Recovery Performance

Marketing-driven service recovery has a central focus on the satisfaction and maintenance of loyalty of individual customers after a service failure. Businesses focus less on satisfying and saving individual customers, and more on balancing overall performance measures by optimizing service processes [36]. Michel's study [37] reveals that recovery after service failure has a significant impact on customer satisfaction. This study shows that an accurate and effective recovery process plays a critical role in directing customers' reactions to service failures. Appropriate and timely recovery offered to customers after service failures can increase customer satisfaction, recover negative experiences, and strengthen customer relationships [38]. This emphasizes that companies should focus on effective recovery processes to strengthen their customer-oriented strategies and maximize customer satisfaction [39].

Cluster 5: Service Problems, Customer Behavior and Service Recovery Strategies

Consumer dissatisfaction and complaints are receiving increasing attention both in the tourism industry and by researchers [40]. Customer complaints generally arise as a result of an unsatisfactory purchasing experience [41]. Customer complaints are important for businesses. It is because if customer complaints cannot be handled effectively, this can increase disappointment, strengthen negative consumer reactions, and cause a decrease in the business image [40]. On the other hand, effectively handling customer complaints and improving service can turn angry and frustrated customers into loyal customers [42]. Therefore, responding sensitively to consumer complaints should be considered as an important strategy to increase customer satisfaction, minimize negative effects and create positive customer experiences [40]. After the complaint is initiated, businesses should understand the customer's perceptions and expectations and facilitate the negotiation of a solution that will provide mutual satisfaction [43]. Customer reactions to service failures are often not limited to complaints directed directly at the service provider. In such cases, customers may also convey their dissatisfaction with the service provider to others through word-of-mouth communication or seek help by telling the issue to a third party [44]. As Sparks and Browning [41] note, by exhibiting these types of behaviors, customers may share their dissatisfaction, share their experiences with other people, and seek external help to solve their problems or seek support. Therefore, service providers should strive to improve service quality and ensure customer satisfaction by taking customer feedback into account.

GAPS IN LITERATURE AND RECOMMENDATIONS

METHODOLOGICAL NOVELTY

It is observed that most studies in the reviewed literature use similar analysis methods. In the research, it was determined that the studies in all clusters generally carried out analyzes using models on service recovery. Especially in the studies in Cluster-2 and Cluster-3, it was observed that service recovery generally focused on intermediary roles. In Cluster-1, it was revealed that model studies were frequently used in service justice perception studies, which are the premise of service recovery, and a new analysis method was not applied. Some studies in Cluster-4 included service recovery in the analyzes as an independent variable. In the studies examined, it was observed that structural equation applications were generally preferred. However, the fact that articles in the clustering process are the main basis of research shows that a new analysis method has not been developed yet. In this context, it is important for future researchers to turn not only to quantitative analysis methods but also to scenario-based research. This approach can help avoid duplication in existing literature and obtain deeper understandings.

New Themes for Service Recovery Tourism Research

Studies on service recovery in the field of tourism are generally limited and mostly focused on evaluating errors in hotels and restaurants. Digital service recovery, especially within the framework of reputation management, can be considered an innovative method to increase customer satisfaction. Additionally, addressing legal aspects in studies can contribute to different sectors. Given that the majority of existing studies focus on customers, more research is needed on the impact of service recovery on managers and its direct relationship with customer retention in businesses. Research in this field can contribute to the sustainable success of businesses by explaining the importance of service recovery to managers. In this context, it is important to focus on more innovative research in future studies that will provide a broad perspective on service recovery in the tourism sector, especially including digital service

recovery and legal dimensions. This can help businesses in the industry develop more effective strategies and strengthen customer relationships.

New Directions for Service Recovery Tourism Research

It is extremely important for new researchers to conduct more in-depth research to better understand service recovery. Today, the development of technology, understanding the digital roles of service recovery and studies on how these tools can improve communication and solution processes will offer a new perspective on service recovery. Comprehensive studies involving stakeholders in the service sector such as hotels, airlines, food and beverage businesses, and package tours play an important role in understanding the results to be obtained in other service branches. These studies can reveal improvement potentials in the sector by examining how various stakeholders in the sector perceive service recovery and how these recovery activities affect customer satisfaction and experience. Additionally, studies on managers contribute to looking at service recovery from a different perspective. Issues such as the role of managers in this process, decision-making mechanisms, and customer-oriented strategies are important to ensure effective management of service recovery. Researchers and practitioners of service recovery can make discoveries in these and similar areas in order to contribute to the continued evolution of service recovery in the tourism sector. These efforts can help develop more effective and sustainable recovery strategies across the service sector.

DISCUSSION

In the literature, it is seen that bibliometric research conducted within the scope of service recovery has been examined by various disciplines. This study aims to eliminate the gap in this field by examining the concept of service recovery in the field of tourism with bibliometric technique.

RECOGNIZES KEY CONTRIBUTORS AND PRESTIGIOUS ARTICLES

We applied bibliometrics to answer the first research question, which aims to identify greater contributors to service recovery research within the specified field range. It can be seen that Guchait, P. ranks first as the prominent author in Tables 1-3. Considering the institutions, Pennsylvania State University according to Table 1 and Table 2, and Houston University according to Table 3 are the most valuable contributors. The first order of the ranking on a country basis has not changed. As seen in Tables 1-3, the USA is the country that makes the most effective contribution. Table 4 shows us that "service recovery" was the most used word by the authors compared to other keywords. A network of co-cited references helped us perform cluster analysis. In-depth evaluation and meticulous filtering of keywords in creating the cluster names of the articles divided into five clusters enabled the clustering process to occur. In this way, a guide has been designed for researchers who will work within the scope of service recovery, including specific topic headings and resources to access on these topics.

IDENTIFICATION OF THEMATIC AREAS

Service recovery is a multidisciplinary field of knowledge that includes all sub classifications of the service industry. Service failures arising from the characteristic features of services require service recovery practices when they occur in businesses. In this context, it is important that we consider the citation references that researchers commonly use in their articles, as these studies form the basis of service recovery. Instead of focusing only on tourism studies, we took into account the themes that emerged during the clustering process in order to provide a broad perspective. These themes will help us provide a more comprehensive understanding by expanding the scope of research.

FUTURE RESEARCH SCOPE

This subsection identifies potential research avenues by addressing the gaps identified in the study. Table 6 provides an overview and preliminary research questions to inspire further scientific research in the field.

Table 6. Areas of future research.

Thematic Areas	Research Gaps	Proposed Research Questions for Future Research
1. Managers' perceptions of service recovery	Most of the research has been conducted on customers, manager perceptions remain limited.	How do managers react to customer complaints and service failures, and what role do perceptions of service recovery strategies play in their reactions?
2. Digital Service Recovery: Innovative Approaches for Customer Satisfaction on Online Platforms	The studies carried out mostly include various activities carried out to satisfy customers and regain their trust in cases of customer dissatisfaction or service failure. Issues such as reputation management have not been covered sufficiently.	How effective are digital service recovery strategies (e.g., live chat support, social media assistance, automated refund systems) compared to traditional methods at increasing customer satisfaction? How can digital service recovery respond to customers' complaints more quickly and effectively?
3. Sustainable Service Recovery: Methods	In the relevant studies, issues related to the sustainable nature of service recovery have not been addressed. The concepts of sustainability and service recovery are not applied together.	How can service recovery practices in tourism businesses be improved and made sustainable? How do service recovery strategies contribute to the protection of sustainable natural and cultural resources?
4. Service Recovery in Tourism: Legal Framework, Rights and Responsibilities	There have not been sufficient studies on service recovery in tourism and the legal rights and responsibilities that customers can obtain information about in case of defective service.	Beyond simple service defects in the tourism sector, what are the legal rights and consumer protection mechanisms that can be applied in case of service failures that can be described as a breach of contract? Can alternative dispute methods be developed that can respond to consumers' legal demands quickly and less costly? What are the national and international legal standards and legislation regarding service recovery practices and how can tourism businesses comply with these standards?

Future Research 1: Manager Perceptions Towards Service Recovery

Service recovery is an important strategy to increase customer satisfaction, correct negative experiences and ensure customer loyalty [45]. Managers play a key role in these processes

because they have a direct impact on customer satisfaction and company reputation. When faced with negative customer experiences, it is vital that managers react quickly, effectively and appropriately. In addition, managers' responsibilities include improving processes by carefully evaluating customer feedback, training employees correctly, and creating effective recovery strategies that will ensure customer satisfaction [46]. In the study conducted by Armistead et al. [47] it was determined that managers perceived that service recovery processes were of critical importance for businesses and generally thought that they had a direct relationship with customer retention. For a successful service recovery strategy, determined and consistent leadership of the top management plays an important role by increasing employee motivation, ensuring customer satisfaction and strengthening the company's reputation [48].

Future Research 2: Digital Service Recovery: Innovative Approaches for Customer Satisfaction on Online Platforms

The tourism industry has entered into a transformation in recent years with the development of digital technologies. In this context, the digital age creates a change in tourists' travel, accommodation, guidance and gastronomy experiences. Thanks to smartphones, social media and other digital platforms, tourists can easily plan their travels [49]. Many service companies have understood the importance of social media platforms and started using these platforms for customer interface. Social media has become an easy, collaborative and fast platform to express complaints, especially with the widespread use of smartphones [50]. From a managerial perspective, service improvement has become crucial in maintaining excellent emotional connection with customers, especially in the rapidly changing digital environment; because online platforms (such as Agoda, Expedia and Trivago) provide a platform for customers to share their experiences, comments and experiences [51]. Social media platforms can be used as an important tool for hotels to develop effective strategies to deal with service failures and increase customer satisfaction. Hotel managers should use social media as a way to recover service failures to ensure that customers respond positively to hotels' failure solutions [52].

Future Research 3: Sustainable Service Recovery

In the tourism sector, sustainable service recovery is considered a key enabler of creating long-term customer loyalty and positive company reputation, beyond increasing customer satisfaction. To ensure the permanence of this process, tourism employees should be given regular training on customer satisfaction and service recovery. These trainings can facilitate the problem-solving process by making them more sensitive to the needs of both employees and customers. Additionally, teamwork practices to improve communication skills can strengthen staff skills. This can contribute to increased positive customer experiences. Customer feedback should be evaluated regularly and appropriate rapid responses should be given to this feedback. Customer complaints and demands should be constantly taken into consideration and service recovery strategies should be updated regularly. Personal, creative and fast solutions should be developed in accordance with these strategies. For example, technological solutions such as smart booking systems and mobile applications can support effective service recovery processes.

Future Research 4: Legal Framework

If the issue is examined from a legal perspective, there is a need to make a clear distinction between simple service failures and significant defective service issues that can be described as breach of contract. A contractual relationship – whether written or not – is established between the consumer who pays a certain fee to receive service from a tourism business and the business. However, if the services undertaken to be provided are incomplete or defective, the legal liability of the business may arise. The important point here is that objective criteria

shall be taken as basis in evaluating the service. If the service is defective or incomplete, there are legal remedies that consumers can apply. The consumer may request a refund, annulment of the contract, a reduction in the fee in proportion to the defect, or a re-visit of the service. Consumers generally exercise their rights before mediators or arbitration committees or courts authorized to resolve consumer disputes. An effective and rapid trial will both enable consumers to recovery for the damage they have suffered as soon as possible and will encourage companies operating in the field of tourism to improve their operations in order to avoid liability for recovery.

CONCLUSION

The data required to use the bibliometric method in the applied study was drawn from the WoS database and covers articles in a specific field of study. From this perspective, it can be seen that the research does not cover all data collection sources and study areas. However, research on service recovery in the hospitality, entertainment, sports and tourism categories provides an important framework in which strategies and practices in this field are examined. Therefore, these articles can be considered a rich resource for researchers and business professionals who desire to understand and improve service recovery practices in the tourism sector. In fact, while the year-based course of the study within the subject heading provides important evidence for grading the interest in the concept, the citation networks formed for the publications and the numerical results of the articles according to their place of publication are also considered to be valuable for researchers. Especially according to the frequency of citation (Table 3), it can be seen that the work of Boshoff [46], who is a pioneer in the development of the service recovery, comes to the fore in studies on service recovery. The study conducted by Blodgett et al. [17], is important as a basic source examining the relationship between customer complaints, perceived service fairness and negative word-of-mouth behavior. Additionally, the study conducted by Maxham and Netemeyer [30], is an important research that measures how service failures and recovery of such failures affect customer behavior. These studies have emphasized the critical importance of correctly recovering of service failures in order to increase customer satisfaction and prevent customer loss. Later, studies conducted by Mattila [28], examined how businesses can effectively use service recovery. These studies offer important perspectives on how businesses can develop strategies to correct and recover service failures in order to strengthen customer relationships and increase customer loyalty.

PRACTICAL IMPLICATIONS

Practical implications first, for organizations and managers new to the field, this work provides a foundation for understanding the complex dynamics of service improvement and implementing evidence-based strategies in their operations. In addition, specific clusters created within the scope of co-citation relationships and the labels that represent them serve as resources for stakeholders who want to obtain information on this subject. Offering recovery to customers quickly and effectively can increase customer satisfaction and create positive behavioural intentions. This concept plays an important role in understanding how customers react to service failures and how these reactions affect their future behavior. Resolving these failures fairly and quickly will positively impact the customer experience. It is important for companies to focus on effective recovery processes to strengthen their customer-focused strategies.

MANAGERIAL IMPLICATIONS

In addition to the data obtained as a result of the analyzes carried out in the study, what new ideas can be put forward on the concept of service recovery are discussed. Manager perceptions regarding service recovery constitute an indispensable place especially in modern management approaches. Managers are responsible for ensuring customer satisfaction with rapid and

effective reactions. They must improve processes by taking into account customer feedback, train employees properly, and create effective recovery strategies. Determined leadership of top management increases employee motivation, ensures customer satisfaction and strengthens the company's reputation. Therefore, the leadership role of managers is critical for an effective service recovery strategy. Another issue, digital service recovery, attracts attention as an innovative approach. At this point, tourism is experiencing a great change with digital technologies. Tourists can communicate effectively in travel planning and sharing experiences through smartphones and social media. Service companies, especially hotel managers, can use social media as an effective tool to address service failures and increase customer satisfaction.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Bibliometric studies include references that are retroactive and not representative of the whole field. These articles were downloaded using the WoS database in October 2023. With the development of information technology, service recovery will tend to shift to different methods in the coming years. However, even if it changes, it has the potential to form the basis of the studies. This article provides a comprehensive overview of the field of service recovery in the tourism sector and provides a conceptual framework. The articles are drawn from the WoS database and include existing knowledge in this area. This provides a basis for future research and has the potential to support new developments in service recovery. It is expected that future research will emphasize digital service recovery more, especially at a time when digital service recovery is gaining importance in the tourism industry and studies in this direction are increasing. This trend may open new doors in the theoretical explanations of service recovery and represent an exciting future in the field. Therefore, future research is likely to add a new dimension to the field and lead to different theoretical explanations, taking into account the current trends and digital transformation in service recovery in the tourism sector.

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