

BIBLIOMETRIC ANALYSIS OF BIBLIOMETRIC STUDIES ON TOURISM PUBLISHED IN TURKEY

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Abstract

This paper utilizes bibliometric analysis to evaluate tourism related bibliometric articles published in peer-reviewed journals in Turkey. To do this, a total of 48 scholarly articles in the past decade (from 2009 to 2018) were included in the analysis. According to the results, the maximum volume of articles was published in 2018. The majority of the articles have multiple authors. The most prolific authors were research assistants and assistant professors. Balikesir University was the top contributor institution. Journal of Tourism and Gastronomy Studies was the leading journal. The most popular theme/subject of the papers was Gastronomy and Culinary Arts. This study is the first specific bibliometric study in international literature that revealed the profile of tourism related bibliometric articles in Turkey. It is also important in terms of theoretical and practical implications for future research in the field.

Keywords: Tourism. Bibliometric Analysis. Scientific Articles. Turkey.

ANÁLISE BIBLIOMÉTRICA DE ESTUDOS BIBLIOMÉTRICOS SOBRE O TURISMO PUBLICADOS NA TURQUIA

Resumo

Este artigo utiliza a análise bibliométrica para avaliar estudos bibliométricos relacionadas com o turismo publicados em revistas de referência na Turquia. Para fazer isso, um total de 48 artigos acadêmicos na última década (a partir de 2009 a 2018) foram incluídos na análise. De acordo com os resultados, o número máximo de artigos publicados foi alcançado em 2018. A maioria dos artigos é assinado em co-autoria por múltiplos autores. Os autores mais prolíficos ocupam posições como assistentes de investigação e os professores adjuntos. A Universidade de Balikesir foi a principal instituição em número de publicações. A revista de Estudos em Turismo e Gastronomia foi o principal veículo de divulgação de estudos. O assunto mais recorrente nos trabalhos analisados foi a Gastronomia e Artes Culinárias. Este é o primeiro estudo específico de caráter bibliométrico na literatura internacional, que revelou o perfil do turismo relacionados bibliométrico de artigos na Turquia. Ele é também importante em termos teóricos e práticos e implicações para pesquisas futuras no campo, ao mapear o campo.

Palavras chave: Turismo. Análise Bibliométrica. Artigos Científicos. Turquia.

ANÁLISIS BIBLIOMÉTRICO DE LA BIBLIOMÉTRICO DE LOS ESTUDIOS SOBRE EL TURISMO PUBLICADA EN TURQUÍA

Resumen

Este documento utiliza el análisis bibliométrico para evaluar relacionados con estudios bibliométricos anteriores publicados en revistas revisadas por pares en Turquía. Para ello, un total de 48 artículos académicos en los últimos diez años (de 2009 a 2018) fueron incluidos en el análisis. De acuerdo con los resultados, los números máximos de los artículos fueron publicados en el año 2018. La mayoría de los artículos tienen varios autores. Los autores con más producción ocupan posiciones profesionales como asistentes de investigación y los profesores auxiliares. La Universidad de Balikesir fue la principal institución en términos de concentración de artículos publicados. La Revista de Estudios en Turismo y Gastronomía fue el principal vehículo en términos de publicación de artículos. El tema más recorrente en los artículos fue lo de la Gastronomía y Artes Culinarias. Este es el primer estudio específico estudio bibliométrico de la literatura internacional que revela el perfil de los relacionados con el turismo bibliométrico de los artículos en Turquía. También es importante en términos de implicaciones teóricas y prácticas para la investigación futura en el campo.

Palabras clave: Turismo. Análisis Bibliométrico. Artículos Científicos. Turquía.



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1 INTRODUCTION

Bibliometry or bibliometric is defined as a method which involves examination of scholarly journals, books and other written communication media with mathematical and statistical techniques (Pritchard, 1969). It can be said that bibliometry is an approach to evaluate and monitor the progress of given area via basic/advanced statistical techniques (McBurney & Novak, 2002).

The examination of the studies over periods have great importance for monitoring trends in the field concerned. It is also important for assessing the contribution of these trends to the progress of scientific knowledge. So, bibliometric analysis of studies provides important clues about the development of a given field (Xiao & Smith, 2006). With a broader perspective, the main reasons of increasing bibliometric studies are the need for reflection on the growth of the literature, interest in the contribution of individuals, publishing outlets and institutions to the literature, and evaluation of research performance (Hall, 2011).

Turkish tourism industry began to develop in the 1980's but it has been developing remarkably approximately in the past decade. Turkey is among the top 10 countries in terms of international tourist arrivals. Tourism is also one of the leading industries and driving force for Turkish economy. In line with these developments, the number of tourism related programs and scholars at the universities have rapidly increased.

As Jogaratnam et al. (2005) pointed out in general terms; this increase has also affected the number of publications in the field. Increasing number of publications has resulted in the development efforts for analyzing the existing publications using some methods. Therefore, bibliometric studies have become more popular and there have been several studies that have assessed tourism related publications.

No doubt many researchers have made important contributions with their bibliometric studies to the tourism field in Turkey (Yilmaz, 2017). But there is no any publication yet to analyze together these studies. It is thought that; the paper can provide valuable contribution to this gap, utilizing bibliometric analysis to evaluate tourism related bibliometric articles in Turkey in terms of several parameters. With this mind, the main research questions of the study are to:

- How the articles were distributed by years?
- How common were multiple authorships?
- Which titles of authors were the most frequently used?
- Which institutions have made the largest contributions?
- Which journals have published the most articles?
- Which themes/subjects were the most popular?

This study is organized as follows. Firstly, a literature review is provided on bibliometric studies related to tourism in general, and especially in Turkey. Secondly, the methodology of the research employed is explained. Thirdly, the findings are presented and discussed and finally, the conclusions of the study and suggestions for future research are provided.

2 LITERATURE REVIEW

Bibliometric analysis has been used in several studies in tourism literature (Gursoy & Sandstrom, 2016; Ruhanen et al., 2015; Koseoglu et al., 2016; Esteveo et al., 2017; Sainaghi et al., 2018). Koseoglu, Sehitoglu & Parnell (2015) divided such studies into six basic categories; journal assessment and ranking studies (Ryan, 2005; Svensson, Svaeri & Einarsen, 2009), article identification studies (Park et al., 2011; Vizcaino-Suarez & Diaz-Carrion, 2018), content analysis studies (Bowen & Sparks, 1998; Da Mata & Emmendoerfer, 2017), citation analysis studies (Kim et al., 2009), disciplinary relationship analysis studies (Crouch & Perdue, 2015; Harrington & Ottenbacher, 2011) and country research analysis studies (Tsang & Hsu, 2011; Maximiliano, 2017).

In Turkey context, the history of bibliometric studies on tourism dates back to the 1990s (Kozak, 1994; Kozak, 1995; Icoz & Kozak, 1999). There are also a number of similar bibliometric studies in the above categories. Some scholars have used bibliometric analysis to assess tourism related journals (Karagoz & Kozak, 2014; Mauleon-Mendez et al., 2018) and identify papers in the journals (Evren & Kozak, 2014; Koseoglu, Sehitoglu & Parnell, 2015).

They have also investigated the previous studies according to the content (Ince, Gul & Bozyigit, 2017; Yilmaz, 2017), citation structure (Ozel & Kozak, 2012; Koseoglu, Sehitoglu & Craft, 2015), interdisciplinary overview (Guney & Somuncu, 2017; Kervankiran & Sardag, 2019), and country of origin (Bozok, Kilic & Ozdemir, 2017; Guzeller & Celiker, 2018).

Bibliometric studies on tourism in Turkey have been published in different types. Namely, there are such studies published as peer-reviewed journal articles (e.g. Ardic Yetis & Cokal, 2018; Bogan, Caliskan & Dedeoglu, 2018), graduate theses and dissertations (e.g. Turktarhan, 2013; Sardag, 2016), proceeding papers (Toksoz & Birdir, 2016; Olcay, Karacil & Surme, 2017), and national books (Yolal, 2016; Yilmaz, 2017). But the most common publication types are scientific articles in peer-reviewed journals and many scholars have used bibliometric methods to analyze tourism related publications. Table 1 presents bibliometric articles in peer-reviewed journals published in Turkey that have examined tourism related publications.

Table 1. Bibliometric articles on tourism in peer-reviewed journals published in Turkey (2009-2018).

Number	Publication	Number	Publication
1	Kilic & Eleren (2009)	25	Guney & Somuncu (2017)
2	Cetinkaya (2011)	26	Oguzbalaban (2017)
3	Cicek & Kozak (2012)	27	Yilmaz (2017a)
4	Ozel & Kozak (2012)	28	Yilmaz (2017b)
5	Karagoz & Yuncu (2013)	29	Adiguzel, Eren & Hassan (2017)
6	Cevizkaya, Ilsay & Avcikurt (2014)	30	Yesilyurt & Kocak (2018)
7	Giritlioglu (2014)	31	Tokmak, Dogantekin & Kilic (2018)
8	Karagoz & Kozak (2014)	32	Tayfun et al. (2018)
9	Kozan, Ozdemir & Gunlu (2014)	33	Sahin et al. (2018)
10	Bayin (2015)	34	Sokmen & Ozkanli (2018)
11	Sahin & Acun (2015)	35	Sadik (2018)
12	Temizkan, Cicek & Ozdemir (2015)	36	Olcay, Karacil & Surme (2018)
13	Yilmaz, Unal & Cakir (2015)	37	Isik et al. (2018)
14	Tayfun et al. (2016)	38	Gul & Gul (2018)
15	Arslan & Emeksiz (2016)	39	Boyraz (2018)
16	Tekin (2016)	40	Boyraz & Sandikci (2018)
17	Alimanoglu & Ayazlar (2017)	41	Bogan, Caliskan & Dedeoğlu (2018)
18	Altas (2017)	42	Ayaz & Turkmen (2018)
19	Aydin (2017)	43	Ayaz, Apak & Sunbul (2018)
20	Gokkaya, Acar & Yildirim (2017)	44	Ardic Yetis & Cokal (2018)
21	Sunnetcioglu et al. (2017)	45	Altas & Acar (2018)
22	Bozok, Kilic & Ozdemir (2017)	46	Mauleon-Mendez et al. (2018)
23	Gudu Demirbulat & Tetik Dinc (2017)	47	Guzeller & Celiker (2018)
24	Guzeller & Celiker (2017)	48	Kervankiran, Sert Eteman & Cuhadar (2018)

Source: Prepared by the author.

Bibliometric articles on tourism in peer-reviewed journals published in Turkey have examined tourism related publications by a number of parameters. It may vary depending on the type of the publication examined but the most common parameters include years (Tekin, 2016), multi authorship (Sokmen and Ozkanli, 2018), title of authors (Boyraz & Sandikci, 2018), institutional contributions (Aydin, 2017), leading journals (Tokmak, Dogantekin & Kilic, 2018), and most popular subjects (Guzeller & Celiker, 2018). Same parameters were used in the study.

3 METHODOLOGY

Information on the bibliometric articles were collected during January-February 2019 period. Papers come from non-refereed journals were not included in the analysis. Because they are not accepted as possessing certified knowledge (Ramos-Rodrigues & Ruis-Navarro, 2004). The following steps were followed to identify the papers: A general internet survey was conducted through Google search engine by screening related keywords (e.g. bibliometric analysis, tourism studies, Turkey) to identify the publications in the international (English speaking) and national (Turkish speaking) literature.

Especially for reaching to publications in the Turkish literature; web sites of the online national-databases like Academia Social Science Index

(<https://asosindex.com>), Google Academic (<https://scholar.google.com.tr>), Journal Park Academic (<http://dergipark.gov.tr>), and Turkish Academic Network and Information Center (<http://ulakbim.tubitak.gov.tr>) were revised. It should be noted that there were no any bibliometric papers that published in journals in databases like Scopus and Web of Science. As a result of the search, a total of 48 articles were obtained between 2009 and 2018 period. The research questions mentioned above were answered by using frequencies and percentages.

4 RESULTS

In this section, bibliometric articles were analyzed according to some common parameters (years, authorship status, title of authors, institutional contributions, scientific journals, and the most popular topics) in 2009-2018 periods.

4.1 Distribution of Publications by years

As seen in Table 2, there were no any bibliometric articles in 2010 and only one article has been written in the years of 2009, 2011, and 2013. Despite this, it is possible to say that the number of bibliometric articles have increased in ten years' period. The year 2018 is in the first place and 39.3% of the articles were conducted in this year. The year 2017 takes second place with a 27.5% rate.

Table 2. Publications by years.

Years	N	%
2009	1	2.1
2010	-	-
2011	1	2.1
2012	2	4.1
2013	1	2.1
2014	4	8.3
2015	4	8.3
2016	3	6.2
2017	13	27.5
2018	19	39.3
Total	48	100

Source: Prepared by the author.

4.2 Distribution of Publications by authorship status

Co-authorship is more popular than single-authorship and 37 (77%) from a total of 48 publications have co-authorship (see Table 3). More than half of (19) co-authors publications have two-authors, 12 have three, and 6 have more than three authors. Additionally, in parallel with the increased number of publication multi-author papers have also increased significantly in past two years.

Table 3. Authorship changes by years.

Years	Single author		Multiple authors		Total	
	n	%	n	%	N	%
2009	-	-	1	2.1	1	2.1
2011	1	2.1	-	-	1	2.1
2012	-	-	2	4.1	2	4.1
2013	-	-	1	2.1	2	4.1
2014	1	2.1	3	6.2	4	8.3
2015	1	2.1	3	6.2	3	6.2
2016	1	2.1	2	4.1	3	6.2
2017	5	10.4	8	16.6	13	27.6
2018	2	4.1	17	35.4	19	39.3
Total	11	23	37	77	48	100

Source: Prepared by the author.

4.3 Distribution of Publications by title of authors

Bibliometric articles by title of authors seen in Table 4. According to the Table, the most important contribution made by research assistants and assistant professors. Because these two groups rank the first and second place with the rates of 26.3% and 18.4% separately in the total. "Others" category more likely consists of authors who are graduate students especially in tourism related programs.

Table 4. Publications by title of authors.

Titles	N	%
Res. Assist.	30	26.3
Assist. Prof.	21	18.4
Lecturer (with PhD or not)	15	13.1
Assoc. Prof.	12	10.5
Prof. Dr.	8	7.1
Others	28	24.5
Total	114	100

Source: Prepared by the author.

4.4 Distribution of the institutional contribution

In order to identify institutional contribution, the address information of the authors was examined (See Table 5). Although, academics from 37 different universities contributed the studies and only 2 universities' academics employed in abroad (Spain and Chile). Universities with teaching in the field of tourism for many years in Turkey are the leading institutions and Balikesir University is the first with the rate of 11.4% in total. Other leading contributors are Anadolu University (10.5%) and Gazi University (7.1%).

Table 5. Institutional contribution by universities.

Institutions	N	%
Balikesir University	13	11.4
Anadolu University	12	10.5
Gazi University	8	7.1
Akdeniz University	7	6.1
Karabuk University	7	6.1
Ataturk University	5	4.3
Gaziantep University	5	4.3
Afyon Kocatepe University	4	3.5
Canakkale Onsekiz Mart University	4	3.5
Aksaray University	3	2.6
Eskisehir Osmangazi University	3	2.6
Alanya Alaaddin Keykubat University	3	2.6
Mugla Sıtkı Koçman University	3	2.6
Kırklareli University	3	2.6
Mersin University	3	2.6
Nevsehir Hacı Bektas Veli University	3	2.6
Suleyman Demirel University	3	2.6
University of the Balearic Island	3	2.6
Dokuz Eylul University	2	1.7
Adiyaman University	2	1.7
Yozgat Bozok University	2	1.7
Hacettepe University	1	0.8
Ankara University	1	0.8
Duzce University	1	0.8
Kilis 7 Aralik University	1	0.8
Munzur University	1	0.8
Ankara Hacı Bayram Veli University	1	0.8
Erciyes University	1	0.8
Bingol University	1	0.8
Selcuk University	1	0.8
Bartın University	1	0.8
Baskent University	1	0.8
İzmir Katip Celebi University	1	0.8
Gumushane University	1	0.8
Siirt University	1	0.8
Abant İzzet Baysal University	1	0.8
University of Chile	1	0.8
Total	48	100

Source: Prepared by the author.

4.5 Distribution of the publications by journals

Since tourism is an interdisciplinary (Evren & Kozak, 2014) or multidisciplinary (Koseoglu, Sehitoglu

& Parnell, 2015) field, the articles were published in different journals from different disciplines (See Table 6).

Table 6. Articles by scholarly journals.

Journals' name	N	%
Journal of Tourism and Gastronomy Studies	5	10.4
Tourism Academic Journal	3	6.2
The Journal of Turkish Librarianship	3	6.2
Gazi University Journal of Tourism Faculty	2	4.1
Journal of Multidisciplinary Academic Tourism	2	4.1
Journal of Travel and Hospitality Management	2	4.1
International Journal of Alanya Faculty of Business	2	4.1
The Journal of International Social Research	2	4.1
Advances in Hospitality and Tourism Research	2	4.1
International Journal of Human Sciences	2	4.1
Adiyaman University Journal of Social Sciences Institute	1	2.1
Balikesir University Journal of Social Sciences Institute	1	2.1
Dokuz Eylul University Journal of Maritime Faculty	1	2.1
E-Journal of New World Sciences Academy	1	2.1
Journal of Occupational Sciences	1	2.1
Journal of Tourism and Research	1	2.1
Kirklareli University Journal of Social Sciences	1	2.1
The Journal of Academic Social Science	1	2.1
Journal of Recreation and Tourism Research	1	2.1
Gaziantep University Journal of Social Sciences	1	2.1
Karabuk University Journal of Social Sciences Institute	1	2.1
Karamanoglu Mehmetbey Univ. Journal of Social and Eco.Research	1	2.1
International Rural Tourism and Development Journal	1	2.1
Journal of Aksaray Univ. Faculty of Eco.and Administrative Sciences	1	2.1
Van Yuzuncu Yil Univ. The Journal of Social Sciences Institute	1	2.1
Journal of Contemporary Tourism Research	1	2.1
Journal of Business in the Digital Age	1	2.1
Igdir University Journal of Social Sciences	1	2.1
Journal of Tourism Intelligence and Smartness	1	2.1
International Journal of Social and Economic Sciences	1	2.1
Journal of Management, Economic and Marketing Research	1	2.1
Journal of Gastronomy and Travel Research	1	2.1
Journal of Turkish Tourism Research	1	2.1
Total	48	100

Source: Prepared by the author.

However, the largest contributions were made by tourism and related (travel, hospitality, recreation, and gastronomy) journals. Journal of Tourism and Gastronomy Studies ranks the first place with 10.4% rate in totally. This journal is followed by two journals;

Tourism Academic Journal and The Journal of Turkish Librarianship accounting for 6.2% rate separately. Besides these three journals, 30 other journals are published in Turkey at the national or international domain also contribute to the field.

4.6 Distribution of Publications' Subjects by Theme

In order to reveal the most popular themes/subjects of the papers, the topics/titles of them were examined. But if it was not obvious in main topics/titles subfield of the papers were examined. The results indicated that the papers covered 24 different categories (See Table 7).

The most popular theme/subject is Gastronomy and Culinary Arts with its 16.6% share. Sustainable Tourism and Rural Tourism share second and third place with 8.3% and 6.2 rate respectively. So, approximately one third of the articles focus on three topics mentioned above. In addition, due to the interdisciplinary (Evren & Kozak, 2014) or multidisciplinary (Koseoglu, Sehitoglu & Parnell, 2015) structure of tourism, a significant proportion (14.5%) of publications covered more than one topic. Since, it is difficult to label these publications as belonging to a specific category, they were gathered under "others" category.

Table 7. Publications by themes/subjects.

Themes/subjects	N	%
Gastronomy and culinary arts	8	16.6
Sustainable tourism	4	8.3
Rural tourism	3	6.2
Cultural tourism	2	4.1
Health/welness tourism	2	4.1
Tourism marketing	2	4.1
Food and beverage management	2	4.1
Residents perceptions on tourism/tourism impacts	2	4.1
Service quality	1	2.1
Domestic tourism	1	2.1
Halal tourism	1	2.1
Innovation	1	2.1
Geographical indications	1	2.1
Corporate social responsibility	1	2.1
Local foods	1	2.1
Winter tourism	1	2.1
Recreation	1	2.1
Tourism guidance	1	2.1
Disabled tourism	1	2.1
Marine tourism	1	2.1
Environmental management	1	2.1
Tourism geography	1	2.1
Ecotourism	1	2.1
Tips in restaurants	1	2.1
Others	7	14.5
Total	48	100

Source: Prepared by the author.

5 RESULTS AND DISCUSSIONS

Although, the history of bibliometric studies on tourism in Turkey dates back to the 1990s, the articles published in refereed scientific journals have started to increase up and down in the past decade. In this study, during the period from 2009 to 2018, bibliometric articles on tourism published in Turkey were examined. A total of 48 papers were analyzed according to several parameters (years, authorship, title of authors, institutions, journals, and sub-topics).

There is no a regular increase year by year, but there has been a significant increase in the total number of papers over the given period. It is noteworthy that more than two-thirds of the studies were conducted in the years of 2017 and 2018. Multi-author studies can be expected to contribute more than single-author in the field. Especially given that tourism is an interdisciplinary/multidisciplinary field, co-authorship can also be evaluated as a more important indicator.

Thus, many authors from different disciplines can probably provide a great contribution to the bibliometric papers of tourism. It is determined that co-authorship is more popular than single authorship. Of course, the number of publications with two or more authors has also increased in recent years in parallel with the increase in the number of total publications. Although this subject will be addressed more comprehensively in the following part, it must be emphasized here is just that the small number of authors were from different disciplines.

As McKercher (2007) noted, title or rank of the authors has been an attractive issue for bibliometric analysis. The largest contribution made by research assistants and assistant professors in the papers. It could be several reasons for this but perhaps the most important one is that these two groups get first and second place in the total number of academic staff at the universities in Turkey. In this sense, research assistants rate (29.1%) and assistant professors rate (23.7%) are more than half of the total academic staff at the universities (<https://istatistik.yok.gov.tr/>).

Furthermore, it is possible to say that author rankings in the articles made by their titles. Namely, professors, associate professors and assistant professors are mainly the first authors, whilst lecturers, research assistants and graduate students are subsequent authors. These results were similar to Evren & Kozak's (2014) study. In other words, there is an academic title-based author ranking in the papers.

The scientific performance of an institution is mostly measured by its publications. So, the number of the papers is an important indicator for the institution's contribution to a discipline and intellectual

development of it (Jogaratham et al., 2005). As an extension of multi-authorship investigation, to identify institutional contribution, the address information of authors was examined.

In general terms, universities teaching in the field of tourism for many years (Balıkesir University, Anadolu University, and Gazi University) are the top three institutions. In this sense, there may be a positive relationship between experience and contribution (Evren & Kozak, 2014).

On the other hand, the papers mostly have been written by academics who worked in tourism-related units of the universities, especially in the Faculties of Tourism. And also, they employed in tourism-related departments of the vocational schools and tourism and hotel management schools. In other words, the level of interaction and collaboration with the academics from different disciplines is not a high level.

As noted earlier, although the papers were published in the journals from different disciplines the maximum contributions were made by tourism and related journals. In this sense, Journal of Tourism and Gastronomy Studies ranks the first place. Also another tourism journal (Tourism Academic Journal) share the second place with a journal of other discipline (The Journal of Turkish Librarianship).

Another parameter for the bibliometric analysis was "what were the subfields of tourism being the most popular? It is determined that Gastronomy and Culinary Arts was the most popular topic. In one way, this result is parallel with the result of that the maximum number of the articles was published in the Journal of Tourism and Gastronomy Studies. It also draws attention that the tourism related papers in which relatively new and interesting themes/subjects are addressed. For example, tips in restaurants, halal tourism and geographical indications can be evaluated in this context.

6 CONCLUSIONS AND IMPLICATIONS

A total of 48 bibliometric articles that published in 33 different journals at the national or international domain were examined. The current study is the first comprehensive study that covers bibliometric analysis of the tourism-related bibliometric publications focusing on Turkey. The results could be valuable for similar studies at national and international domain in the future. Scholars may use additional parameters, new and advanced bibliometric methods for similar studies. In this sense, types of publication examined, number of parameters used, and the application of citation or co-citation analysis can be applied to gain more understanding and key networks in the field.

Bradford's, Lotka's and Price's laws (Barrios et al., 2008) can also be applied in the studies to see whether the tourism field follows classical rules observed in other disciplines. Additionally, the study focused only on the bibliometric papers in peer-reviewed journals. So, other bibliometric publications (graduate theses and dissertations, proceedings papers etc.) can also be analyzed. Finally, some comparisons can be made in terms of similar/different countries' performance in the future.

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