A SYSTEMATIC ANALYSIS OF DIASPORA TOURISM:

GEOGRAPHICAL PERSPECTIVES AND SUPERDIVERSITY

HIGHLIGHTS
- Systematic synthesis highlighting the geographical dimensions of diaspora tourism studies
- Importance of cross-disciplinary and cross-field literature review
- Mixed approach with bibliometric and systematic review methods
- Addresses the superdiversity of contemporary diaspora and diaspora tourism

ABSTRACT
This review provides novel and timely insights into research in the field of diaspora tourism. The principal originality of this work lies in capturing the full extent and richness of research on this topic by looking beyond tourism journals and the term "diaspora tourism" to situate the review in a broader social science research domain. It also adds to the small number of systematic syntheses of existing research on diaspora tourism by addressing both the geographical dimensions of diaspora tourism and the superdiversity of diasporas. Uneven research coverage exists between diaspora tourism studies across disciplines and continents, reflecting the superdiversity of diasporas and creating challenges, as well as opportunities for theoretical and methodological discussion and convergence as the topic matures. Future research can address these issues through research on irregular immigrants with diverse immigration histories, cross-continental comparative studies, and longitudinal methods.

KEYWORDS
Diaspora, diaspora tourism, geographical perspective, superdiversity

1. INTRODUCTION
Travel and tourism are important outcomes of migration, and this has tended to increase because of the widespread dispersion of diaspora communities under globalisation (Williams & Hall, 2000). Diaspora tourism has been a crucial segment of the global tourism market in terms of migrant population and travel frequency, and this has been demonstrated by the literature focusing on various diaspora communities (Guarnizo et al., 2003). This has also attracted scholars from areas other than tourism, such as sociology, psychology, geography and migration studies, adding to the diversity of the research field (Higginbotham, 2012).

Although diaspora tourism research has been a sustained topic for decades, there have been only a limited number of reviews on the topic to date. Higginbotham (2012) contextualised the concept of diaspora tourism based on sociological and psychological literature. Li et al. (2019) adopted supply-demand perspectives to clarify the relationships between diaspora tourism and related concepts, but without a full systematic analysis of the existing literature. Zhu and Airey (2021) focused on China as the country of origin and investigated Chinese diaspora tourism. Panibratov and Rysakova (2021) revealed approaches to defining diaspora from a business management perspective.

However, these existing reviews have two major limitations. First, diaspora tourism has been shaped by different migration diasporas and by highly distinctive geographies reflecting diverse economic, social and political conditions, which result in different traditions, practices and travel

behaviours of diaspora tourists across countries. Existing reviews have failed to address the geographical diversity of diaspora tourism and the highly situated nature of diasporas and diaspora tourism. Second, previous reviews of diaspora tourism have been unduly narrow in their focus on tourism and tourism journals, failing to account for the considerable overlap with research in the field of migration (Williams & Hall, 2000).

To address this gap, the review brings the concept of 'superdiversity' (Vertovec, 2007) to the field of tourism diaspora. Superdiversity captures the ways in which recent global migration patterns result in diversity being shaped beyond ethnicity by interactions with immigration status, labour market experience, and varying levels of segregation, which produce new forms of social positioning (Vertovec, 2019). This review also investigates key themes in diaspora tourism research from a geographical perspective, as well as being one of the few reviews on tourism to adopt a geographical perspective. It is also the first substantial discussion of the role of superdiversity in diaspora tourism.

Compared to other diaspora tourism review studies, another originality of this review lies in bridging diaspora tourism in the tourism literature to other disciplines, including geography and migration, which utilise different terms and concepts, thereby developing a more comprehensive literature sample database. This provides a much fuller analysis of the field than a study restricted only to tourism journals, or the use of the word 'return', and indicates the value of situating literature reviews in a broader social science research context rather than focusing on a narrow and, to some extent, arbitrarily defined perspective from a particular discipline or field of studies. Both contributions can generate new knowledge to comprehend the understanding of diaspora tourism and illuminate the development of future diaspora tourism studies.

The International Organization for Migration (IOM, 2019) defines diaspora as the migrants or descendants of migrants with an identity and sense of belonging shaped by migration background and experience. They share a strong sense of community and a desire to remain connected to their homeland (R. Cohen, 2008). Diaspora tourism is "primarily produced, consumed and experienced by diasporic communities" (Coles & Timothy, 2004, p. 1), connecting ancestral roots (McCain & Ray, 2003) and personal heritage (Huang et al., 2013). Diaspora tourism may also have overlaps with other types of tourism, such as visiting friends and relatives (VFR) (Huang et al., 2017), roots tourism (Dillette, 2021) and heritage tourism (Parry, 2018). Thus, the research subject of this review is diaspora—that is, immigrants living out of their countries of origin. Also, this review not only includes previous literature on the topic defined as "diaspora tourism" but also covers a wider range of studies that have focused on the tourism or travel activities made by diasporas for connecting with ancestral roots or seeking personal heritage. The research objectives to be addressed are as follows:

1) To obtain an overview of the current scientific literature in the field of diaspora tourism
2) To explore and compare the study themes and topics by geographical context
3) To detect emerging research topics from a global perspective

The rest of the study is structured as follows: Methodology, Research Design, Findings and Discussion, Emerging Topics, and Conclusion.

2. METHODOLOGY
This review first used bibliometric analysis to discuss the descriptive statistics of the substantial number of articles included. Bibliometric analysis is a quantitative methodology that identifies

the volume and growth pattern of literature for an emerging research area and gives retrospective views of the published literature that evaluate academic contributions in a focal field (Guleria & Kaur, 2021). This type of analysis enables an understanding of the structure and evolution of a research field and the trends in academic activity.

In addition to the bibliometric analysis, this review also adopted the classic-method systematic analysis, as explained below in the research design, for its findings and discussions, investigating diaspora tourism literature from a geographical perspective. A systematic literature review relies on qualitative techniques and is considered particularly appropriate for confined or niche research areas (Snyder, 2019). Furthermore, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) checklist was applied. Given that it is a widely used framework for systematic review, it demonstrates the rigour and quality of the framework, which provides a logical guideline for conducting a systematic literature review, from gathering the literature, screening and validifying the relevant literature, to answering the research aims and questions (Liberati et al., 2009). Including a 27-item checklist and a four-phase flow diagram, PRISMA has been used across disciplines worldwide and is recognised as a comprehensive protocol with consistency across reviews (Pahlevan-Sharif et al., 2019). The adoption of a mixed-methods approach with quantitative bibliometric analysis and a qualitative systematic review method generates more comprehensive and critical insights when reviewing published research (Kim et al., 2022).

3. RESEARCH DESIGN
3.1 Data sources
The data sources considered for this review are Scopus and Web of Science (WoS) and the data were retrieved in January 2022. Both are recognised as leading international scientific citation indices and peer-reviewed academic sources (Visser et al., 2021). With wide coverage of high-quality research by strict selection criteria, Scopus and WoS are the most comprehensive academic sources in the social science field, ensuring the reliability and validity of retrieved research output (Gomezelj, 2016). Although these two databases correlate highly (Gavel & Iselid, 2008), they do have different information coverage. Thus, Scopus and WoS are complementary; both should be used with no superiority, one over the other, for conducting the analysis.

3.2 Data analysis
According to the definition of diaspora and diaspora tourism in this review and the emphasis on bridging the tourism and migration literature, the terms *diaspora OR migrant AND touri** were applied first as the keywords in the topic search, where *touri** was applied to include documents that used tourist instead of tourism. The search outcomes showed that many studies, especially those outside the tourism field, described the movement to the homeland as return visits or VFR instead of tourism. Also, some studies used other relevant notions instead of diaspora tourism, including ancestral tourism, genealogical tourism, roots tourism and heritage tourism. Thus, *diaspora OR migrant AND touri* OR "return visit" OR vfr OR "ancestral touri*" OR "genealogical touri*" OR "roots touri*" OR "heritage touri*"* were applied in this review to obtain more complete coverage of the documents. Furthermore, not only journal articles and review articles published in English were considered in this review, but also books and book chapters. Although the quality control for books and book chapters is controversial in the tourism field, other disciplines, such as anthropology and sociology, value research books and

monographs as being as or even more important as journal articles; this is important as the paper seeks to bridge tourism and migration studies.

This topic search using Boolean logic produced 1,205 and 890 journal articles and 275 and 58 books and book chapters in Scopus and WoS, respectively. These two sets of samples were then combined, resulting in an output of 1,468 articles and 307 books and book chapters, after removing duplications. These documents were then manually screened by titles, keywords and abstracts. Documents that were irrelevant to the diaspora tourism field of study or that did not match the definitions used in this review were excluded at this stage. Most of these excluded documents were published in *Natural Sciences*, where human beings are not the research subject. A total of 172 articles and 82 books and book chapters remained, with 170 and 55 having full-text eligibility, respectively. Finally, 155 articles and 16 books and book chapters were included in the synthesis after screening out 15 articles and 39 books and book chapters that were only partially related to or were not focused directly on the research coverage defined in this review. Books and book chapters with or without limited original values were also excluded at this stage. Figure 1 illustrates the literature search and organisation process, adopting the PRISMA flow diagram.

Figure 1. Literature search and organisation adopting the PRISMA flow diagram
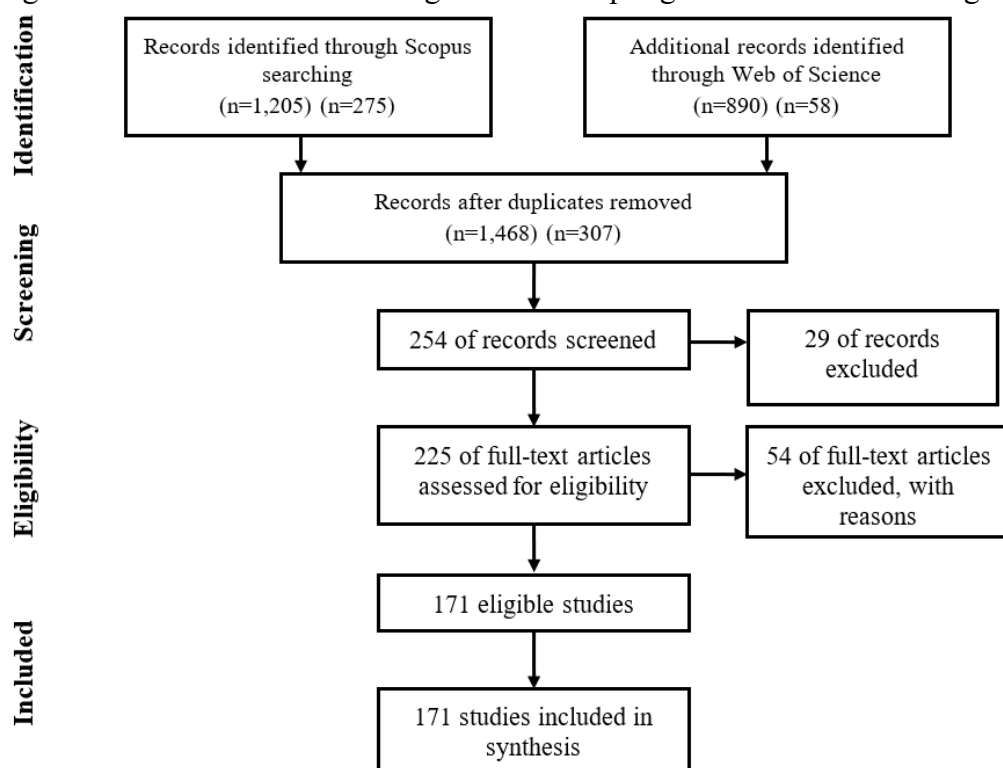
(Modified from Liberati et al., 2009)

Compared to other review studies in the diaspora tourism field, this review adopts a more complete database combining both Scopus and WoS databases and has a wider coverage of keywords in the search query. Thus, it bridges tourism studies to other related fields, which better accommodate the cross-disciplinary nature of diaspora tourism. This review also considers that journal impact factors provide imperfect surrogates of the quality of research, especially as

they vary across disciplines. This review has therefore created a more comprehensive and inclusive database by expanding the source type to books and book chapters in addition to a relatively wide range of journal articles (Table 1).

Table 1: Summary of diaspora tourism review articles

Year	Author(s)	Database	Search Query	Document Types	Screening and Filtering
2012	Higginbotham	N/A	N/A	Unspecified	N/A
2019	Li, T.E.; McKercher, B.; Chan, E. T. H.	N/A	N/A	Unspecified	N/A
2021	Panibratov, A.; Rysakova, L.	Scopus	"diaspor*"	Journal articles	subject area: business, management and accounting; association of business schools' list
2021	Zhu, J. J.; Airey, D.	Mainstreaming academic sources	"diaspora tourism", "Chinese diaspora" and "Chinese diaspora tourism"	Unspecified	N/A
Current Study		Scopus and WoS	diaspora OR migrant AND touri* OR "return visit" OR vfr OR "ancestral touri*" OR "genealogical touri*" OR "roots touri*" OR "heritage touri*"	Journal articles, books, book chapters	Literature search and organisation adopting the PRISMA flow diagram

4. FINDINGS AND DISCUSSION

4.1 Bibliometric analysis

The descriptive statistics from the bibliometric analysis are presented in Table 2. Given that they have different formats, books and book chapters may not have keywords and abstracts and therefore cannot be included in the bibliometric analysis, although they will be included in the discussion where relevant. They account for a relatively small proportion of the identified relevant publications in this field, but are important in defining the research field. This review

adopts a time span ranging from 2004 to 2021. The first study of diaspora tourism (Bruner, 1996) was excluded from the analysis since it was published several years ahead of the others. The extremely high number of citations of this study, compared to other articles in the diaspora tourism field, also affects the overall statistical results. The average number of citations is low on both cumulative (n = 11.99) and per-year (n = 1.404) bases. Moreover, almost half of the publications received less than five citations, and more than 80% received 20 citations or less. Although diaspora tourism has received relatively little academic interest to date, a growing number of publications were shown and studies in this field were published in a broad spread of journals (n = 89), including both tourism and non-tourism. Studies also cover diverse topics, including a total of 464 keywords, which directs 313 indexed keywords.

A substantial number of authors have been attracted to the field and collaborations are common. A total of 225 authors contributed to 154 articles. Only 67 authors had single authorship, but 158 had co-authorship in the field. Over 80% of the authors (n = 188) published only one article, which leads to a low index of documents per author being less than one (n = 0.684). In terms of research methods, qualitative research dominated the field, with interviews as the principal research methodology. However, the number of quantitative studies doubled in the past three years and an exponential growth trend in adopting the quantitative method is appearing among scholars in the hospitality and tourism field. Thus, diaspora tourism is a niche but emerging research field; it is worth taking a step further to review the contents of these research studies.

Table 2*: Descriptive statistics of journal articles in diaspora tourism

Description	Results
Main Information	
Timespan	2004–2021
Sources (Journals)	89
Documents	154
Average years from publication	6.22
Average citations per document	11.99
Average citations per year per document	1.404
Document Contents	
KeyWords Plus	313
Author's keywords	464
Authors and Collaborations	
Authors	225
Authors of single-authored documents	67

Authors of multi-authored documents	158
Authors with one document	188
Documents per author	0.684

Includes journal articles only.

In the bibliometric analysis, the co-occurrence network analysis of KeyWords Plus identified three major clusters of research themes: *identity*, *experience* and *attachment* (Figure 2). The theme of *identity* centres on the diaspora's sense of self, while the theme of *experience* considers the diaspora's behaviours and travel experiences in the home country. The theme of *attachment* links diaspora tourism with migration and places it under the broader discipline of mobility. However, since existing studies, especially in the tourism field, mostly emphasise the relationship between diasporas and their home and host nations, this theme is called a*ttachment*. Although the diaspora tourism studies reviewed used a wide range of theories due to the diverse research forms and focal points between disciplines, some theories were applied in multiple studies and across home continents, especially among tourism scholars, but less so among geography and migration researchers. Three research themes will be analysed in detail by geographical context in the next section, as noted in Figure 2.

Figure 2. Co-occurrence network analysis on KeyWords Plus
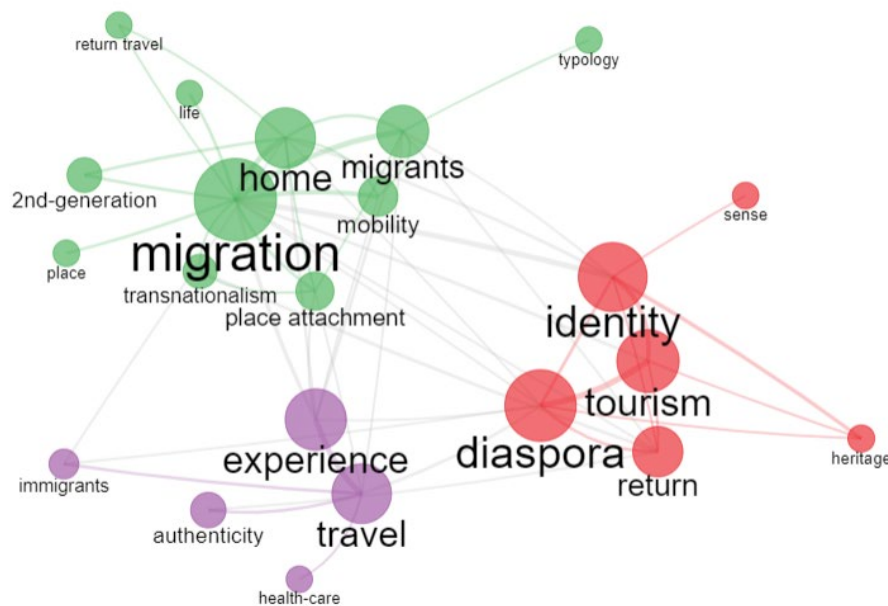
4.2 Geographical context
Most tourism literature reviews tend to decontextualise the research they study, but this is highly problematic when specific situational factors have a significant impact on individual studies. Empirical studies in diaspora tourism commonly discuss diaspora movements across national borders, involving two regions, the home and the host destinations; however, the relationships between these depend on the types of diasporas, with R. Cohen (2008) having identified five main types of migration diasporas, each of which potentially has a distinctive geography. Victim diasporas have historical experience in servitude, forced migration and exile. Labour and

imperial diasporas migrate internationally, searching for work and establishing an empire. Trade and business diasporas seek commercial opportunities, focusing on the major economic hubs and drawing on the relationships between the two ethnic groups in the host and homeland.

The distinctive geographies of different diasporas not only reveal their past and current economic and political conditions but also influence the nature of diaspora tourism, resulting in various academic traditions and practices in different countries. For instance, African victim diasporas strengthen their remembrance of slavery history by visiting Africa (Holsey, 2013); Europeans and their descendants, who emigrated during colonisation, return to their homeland of Europe to trace family roots (Murdy et al., 2018); Chinese merchants emigrated for trade opportunities sending remittance and returning to their homeland for local constructions (Lew & Wong, 2002); Jewish youth connect and change their attitudes to Israel through Taglit-Birthright tours (Litvin & Schancupp, 2016); and return visits enhance transnationalism, and ultimately facilitate return migration of Caribbean-Canadians (Duval, 2004). Thus, the key focus of this review is to investigate the geographical contexts of diaspora tourism studies and how they differ from one country to another.

The seven-continent model was adopted in this review, including Africa, Asia, Europe, North America, South America, Antarctica and Oceania. Antarctica was excluded because there is no permanent population living on this continent. As illustrated in Supplement Figure 1, over half (n = 106) of the articles studied Europe, with a relatively equal distribution between being home (n = 57) and host (n = 49) destinations. Thirty-nine per cent studied Asia as the home continent, followed by 28% in Europe and 19% in Africa. For the host continent, 32% studied in North America and 24% in Europe. Supplement Table 1 summarises the national views of leading home and host countries by the number of publications. For home countries, ethnic Chinese take the leading position (n = 25), followed by multiple African nations (n = 23), Israeli Jews (n = 17) and the United Kingdom (UK) (n = 13). Unlike other continents, over half of the African home studies (n = 23) focus on different homeland countries sharing the same Pan-African phenomenon. The global distribution of the host country was dominated by the United States (n = 56), followed by the UK (n = 21).

Compared to other continents, Europe is popular for being both home and host, but in terms of different countries, except for the UK, which takes the dominating role as both home (n = 13) and host (n = 21). There is no single country in Europe that takes on the dominant role of sending diasporas. The UK, the most popular diasporic community, has only 13 studies, or 23% of the total studies, with Europe as its home continent. The host countries and regions for the European diasporas are also relatively diverse, including North America, South America, Oceania and intracontinental studies within the European continent. Northern and Eastern Europe play the leading role as diaspora homes, while Northern and Western Europe are the host regions. The value of Northern Europe being both home and host is attributed to the popularity of the Scottish diaspora and studies on the UK. As stated in Supplement Table 1, the UK ranks fourth in being a home country (n = 13) and second in being a host country (n = 21) by total publications. Detailed discussions are provided in subsequent sections.

For the diaspora tourism field, study results can differ substantially from one geographical region to another, and choices of topic and geographical context are usually affected by the researcher's background and data reachability. Thus, most of the studies were conducted by authors with geographically related affiliations and many have the same national, ethnic or religious

background as their study context. Most attention has been paid to the diaspora's travel experience in their home countries with investigations of home country impacts. Hence, the rest of this section and the focus of this study are to analyse the above-mentioned three research themes under different focus and perspectives of the diaspora's home continent.

4.3 Research topics by geographical context

4.3.1 Identity

A substantial amount of attention has been paid to *identity* across all three continents. Theories of identity are rooted in multiple stems and adopted variously across research and geographical contexts, such as Phinney's (1989) ethnic identity applied to Asian diasporas (Du Preez & Govender, 2020), Tajfel and Turner's (1985) social identity (Otoo, Kim, & Choi, 2021; Otoo, Kim, & King, 2021) and Dubois' theory of double consciousness (Dillette, 2021; Parry, 2018) applied to African diasporas, and Nash's (2002) genealogical identity applied to European diasporas (Prince, 2021). Studies on all three continents cover identity formation and construction (Bandyopadhy, 2008; Godis & Nilsson, 2018; Parry, 2018), sense of belonging (Bhandari, 2016; Desai, 2019; Graf, 2017) and transnationalism (Dillette, 2021; Iarmolenko & Kerstetter, 2015). Asia and Europe include identity development and negotiation (Maruyama, 2017; Pelliccia, 2018). Moreover, Africa uses consumer culture theory to discuss diaspora tourists' identity with ethnicity (Ndione et al., 2017) and their relationship with their place of origin (Ndione et al., 2018).

Asia has had more in-depth discussions of different types of identity. There are differences across countries and regions of Asia due to their national backgrounds and migration histories. The communities of China, Israel, India and Iran attract more than two-thirds of studies on Asian diasporas. Although all of them investigate the national identity of the diasporic community, studies on China focus on ethnic Chinese who may or may not have an original homeland in China, while studies on Israel, India and Iran focus more on religious obligation and purpose. Moreover, the United States and Canada are the most popular host countries for Asian diasporas due to the overall large population and long migration history of Asian migrants and descendants in North America.

Identity in Asian diasporas also reflects different characteristics. Studies on ethnic Chinese communities commonly discuss first and recent migration generations with inter-generational comparisons (Huang & Chen, 2021). Studies on Jewish youth analyse immigrants with Israeli backgrounds and see the educational trip of Taglit-Birthright as an identity-forming exercise for diasporas (Abramson, 2017; E. Cohen, 2008). Others also investigate diaspora identities with political views on the Israeli-Palestinian conflict (Schneider, 2020). India, as a host country, examines more culture, considering Bollywood movies as having a cultural impact on identity construction (Bandyopadhy, 2008) and homeland image (Nanjangud & Reijnders, 2022). Finally, studies on the Iranian diasporic community usually consider the limits of returning home and challenge ways of maintaining identity (Etemaddar et al., 2015) and being at home (Etemaddar et al., 2016). This is because of asylum seekers' religious persecutions, lack of job security and social freedom, as well as economic, political and family issues in their home countries (Gholampour & Simonovits, 2021).

4.3.2 Experience

Various topics are found under *experience*. Authenticity is a shared interest among scholars on all three continents, and Wang's (1999) existential authenticity is used. Lev Ari and Mittelberg (2008) constructed an experience of authenticity to support the personal and collective identity-bridging diasporas and homeland in the context of the Jewish diaspora. Carter (2019) discusses authenticity, place and memory making based on the African diasporas with relatively more ancestral migration generations. Bryce et al. (2017) interviewed curators, archivists and volunteers to investigate the relationships between zones of supply and demand under the notion of authenticity. Another topic shared by the three continents is motivation. Io (2016) proved the effect of travel motives on tourist activity preference and emotional experience, Harper (2017) offered a typology of motives of return, and Otoo, Kim and Choi (2021) developed and validated measurement scales for the motivations of diaspora tourists drawing on social identity theory. Asia also comprises the home image and imagination, together with Africa. It is challenged by return travel experiences, especially for generations born in their host countries (Darieva, 2011).

African and European studies contribute more to travel experiences than Asian studies. On one hand, African studies cover tourism consumption and the tourist–host relationship. Dzikiti and van der Merwe (2017) analysed the expenditure pattern of diaspora tourists in Zimbabwe by adopting the customer behaviour theory. Wagner (2017) stated the economic divisions between diaspora tourists and the Moroccan consuming public through car-based consumption, and Afrifah and Mensah (2021) investigated the bargains on handicrafts between local sellers and diasporic buyers in Ghana. For the tourist–resident relationship, Williams (2017) stated that the interactions between residents and diaspora tourists occurred within the diasporic contact zone in the home destination. Parry (2018) and Teye et al. (2011) investigated the local relationship between diaspora tourists, the perceptions and attitudes of residents of diaspora tourists, and the different local attitudes towards African Americans versus other white tourists. Holsey (2013) also stated the differences between local Ghanaians and African Americans by analysing their black cultural citizenship.

On the other hand, European studies incorporate the supply side of diaspora tourism and focus on local organisations and national actions for marketing and promotion, more specifically, the supplier entities that served and were involved in the diasporic travel experience. Most of these studies apply to the Scottish diaspora, such as the motivators from home destination that pulled the Scottish diaspora (Murdy et al., 2018) and the packaged event provided for them to return (Basu, 2004). Studies also aim to assist diasporic organisations, where Leith and Sim (2016) conducted research within Scottish diasporic organisations to suggest giving more participative roles to this group.

4.3.3 Attachment

Attachment is relatively weak compared to *identity* and *experience*. Adopting the theory from environmental psychology (Williams and Vaske, 2003), scholars, especially in the tourism field, employ a four-dimension scale to measure diaspora's place attachment, including place identity, place dependence, social bonding and affective attachment (Huang et al., 2018; Yankholmes & McKercher, 2019) to discuss the relationship between diaspora and place. Studies have investigated the post-migration mobilities of diasporas and their relationship with ancestral homeland (Maruyama, 2016; Parry, 2018). Nostalgia, memories and social bonding with the homeland drive them to return, and assimilation and integration attract them to stay in the host

nations (Ali & Holden, 2006; Cakmak, 2021; Huang et al., 2018). Attachment to the homeland has also proven to be strengthened after diaspora travel (Bhandari, 2016), and new technology adoption and ability triggered caregiving duties for diasporas to return to transnational families (Baldassar, 2011).

Anwar's (1979) 'myth of return' is another concept that has been exposed in Asian and European contexts (Cakmak, 2021). For instance, Ali and Holden (2006, 2011), focused on UK Pakistanis, identified the embodiment of the myth of return and investigated the importance of diaspora tourism in preserving the myth of return. Although research on African diasporas also studies the myth of return, they are rarely covered in this review since they made little or no connection with tourist and tourism. For example, Sinatti (2011) investigated transmigrants taking regular movements and residing between home and host countries.

4.3.4 Superdiversity of diasporas and diaspora tourism

Table 3 summarises the research topics across the three home continents discussed in this section: Asia, Africa and Europe. Although the three home continents share the same interests in *identity*, *experience* and *attachment*, the sub-themes and theories applied vary. Understanding diasporas as being superdiverse means looking beyond a single defining characteristic (typically ethnicity) and seeing them as being constructed and affected by a set of traits, such as country of origin, migration channel, legal status, generation and transnationalism. It is noteworthy that tourism scholars have adopted a relatively narrow focus on the tourism field without placing diaspora tourism within the broad research frame of human mobilities. This has two consequences. First, one theory is often applied in one or more research works conducted by the same scholar or team of scholars, but there is a lack of validation in the work of other authors. Second, limited attention has been given to *attachment*, which limits the understanding of key aspects of diasporas beyond the tourism context and the relationship between diasporas and their home and host nations; yet, attachment is an important influence on, and is influenced by, diaspora tourism, as their travel experiences can influence the level of attachment to their home country or current place of residency. Although 'migration' and 'migrants' are shown to be two of the keywords in this cluster, the research originalities and theoretical contributions are mostly tourism-centred.

Table 3: Research Topics Across Home Continents

	Asia	Africa	Europe
Identity	Formation and construction	Formation and construction	Formation and construction
	Sense of belonging	Sense of belonging	Sense of belonging
	Transnationalism	Transnationalism	Transnationalism
	Development and negotiation		Development and negotiation
Experience	Authenticity	Authenticity	Authenticity

	Home image and imagination	Home image and imagination	Supply entities
			Motivation
	Motivation	Motivation	
		Tourism consumption	
		Tourist–host relationships	
Attachment	Homeland attachment	Homeland attachment	Homeland attachment
	Myth of return		Myth of return

Diaspora tourism scholars have also shown considerable interest in typologies of diaspora tourists and mostly have sought to apply these across diasporic communities across geographical context. Cohen's (1979) existential typology of tourist experiences, from sociology, has been widely employed (Maruyama, 2016), followed by Li and McKercher (2016), who conducted a diaspora tourism-specific typology based on migration history, cultural identity, place attachment, motivation, perception, return destination, frequency and length of stay. However, the very nature of superdiversity means that considerable care is required when seeking to generalise about either diasporas or diaspora tourism; rather, they are shaped by multiple characteristics that produce a complex and highly variable landscape of diaspora tourism.

5. EMERGING TOPICS
A systematic review of the research themes and contexts found that memory and nostalgia have emerged as an increasing research focus over the past decade, representing an important extension of the three identified themes. There is also growing interest in the impact of diaspora tourism on four key areas of everyday life: *healthcare*, *well-being, migration* and *economy*. This section discusses these emerging topics and potential directions for future research that further reflect the superdiverse nature of diasporas and diaspora tourism.

5.1 Memory and nostalgia
There is potential for more research into memory and nostalgia and for extending the research themes of *identity*, *experience* and *attachment*. The diaspora experience of return travel is not an isolated phenomenon; rather, it consolidates and reinforces the diaspora's memories of the ancestral hometown. Also, nostalgia stimulates diaspora tourism and affects the diaspora's perception of home-return travel, and it can be evoked by the diaspora's identity with and without actual living experience in the homeland (Zeng & Xu, 2021). Although the previous literature mentioned nostalgia and diaspora return travel, memory and nostalgia have emerged as key elements and themes of research studies since 2019. Nostalgic memory and affective arousal bind to moment and place, enhance the understanding of migrants' subjective experience of place and strengthen the sense of identity and belonging, and hometown attachment as nostalgia can connect tourists back to their ancestral hometowns (Carter, 2019; Zou et al., 2021). It also acts as an instrument for navigating and forging diaspora relationships with the home country (Petra, 2022) and plays a mediating role in migrants settling in host societies while making cultural accommodations (Christou & Janta, 2019). Moreover, nostalgia affects the involvement and behavioural intentions of diaspora tourists (Seraphin et al., 2021; Zeng & Xu, 2021). Despite

the influence of memory and nostalgia on diaspora tourism in different cross-continental contexts, there is limited research on how this is shaped by culture and space: how differences in generations, immigrant status, segregation and a range of other factors may impact diaspora tourism behaviours in complex ways that challenge simplifications assuming nationality or ethnicity homogeneity. Thus, future research may explore such influences on diaspora tourism within the superdiversity framework (Vertovec, 2007).

5.2 Healthcare

Research in diaspora tourism is also broadening discussions on the purpose of diaspora travel, which is associated with *experience*. Studies have investigated motivations from both tourist and supplier perspectives. As proposed by Marschall (2018), homeland is also an important and multifarious resource for diaspora's present and future needs, not only seeking family and kin work (Wojtyńska & Skaptadóttir, 2020). A notable number of diasporas (especially the first generation) have a common motivation to visit their homeland for healthcare and medical treatment. Eight studies mapped diaspora tourism with medical purposes, and over half of them have been published in the past three years. Four of them examined intra-European movements made by Polish migrants. Topics include reasons and motivations (Main, 2014; Mathijsen, 2019), influential factor (van den Broek, 2021), and health-migration nexus (Horsfall, 2020). Beyond intra-Europe movement, Lee et al. (2010) and Jang (2017) also linked health and place and focused on the medical transnationalism of first-generation South Koreans, while Lunt (2020) conceptualised the term 'medical nomadism' to claim that home-return travel is a form of health-seeking mobility. Such emerging themes require more intentions regarding how healthcare and medical tourism can influence other aspects of diaspora tourism, such as age, sense of belonging and homeland attachment. Access to, and practices of, health visits are differentiated across not only nationalities but also by immigration status and migrant generation, with important implications for the diversity of individuals' identities, experiences and attachments; in turn, this can further impact return migration intentions in different ways.

5.3 Well-being

One emerging topic on the impact of diaspora tourism is individual tourists' well-being. Well-being includes a variety of hedonic and eudaimonic aspects. Only one team of co-authors in the diaspora tourism field discussed happiness achieved through the experience of meaning and purpose. They apply the Chinese diaspora as the research context, linking diaspora tourism and subjective well-being through the lens of eudaimonia and identifying the change patterns of diaspora tourism over tourists' life courses (Li & Chan, 2017, 2020). Although there is limited research on well-being in the diaspora tourism field, following the trend of well-being studies in the tourism literature (Hu et al., 2022), tourist well-being with a focus on the eudaimonic lens will be a key interest in future diaspora tourism studies. This is associated with a sense of belonging and *identity,* as tourists can find or experience happiness through self-actualisation in a diasporic setting.

5.4 Migration

Another key impact that broadens both *identity* and *attachment* beyond tourism is the tourism–migration nexus. Although the first study linking return visits with return migration focused on Caribbean diasporas in Canada was published at a relatively early date (Duval, 2004), more studies that investigate this impact were conducted on Asian communities, including diaspora's

identity under the migration-tourism nexus (Le, 2014) and homeland relationship (Darieva, 2017). Future research is expected to include the facilitating roles of return visits and family relationship maintenance in return migration (Pelliccia, 2018). However, it is worth noting that the boundaries between tourism and migration are blurred in terms of length of stay and frequency of mobility. Temporary migration has various definitions that may overlap with long-stay tourism but with different motivations. For frequency of mobility, transport and technology allow shorter-term return visits by migrants for VFR, seasonal travel and second-home purchases (Hall, 2005). This questions the existing arguments about tourism and *attachment*, as well as *identity* and their diverse impact on tourist behaviours, while also reinforcing the need to consider the superdiversity of migration, as, for example, in the barriers to international mobility encountered by irregular migrants. It is also necessary to invoke a fuller understanding of the complex relationship between migration and tourism in future research.

5.5 Economy

Attachment to one's homeland can also be affected by national policies and this has an important economic dimension. Several recent studies have investigated remittance as a way of contributing to the homeland (Dzikiti & van der Merwe, 2017). The national-level economic impact of diaspora tourism is also significant, especially for the leading countries of emigration, such as China (Zhu & Airey, 2021). Additionally, diaspora tourism's contribution to sustainable development is attracting attention. Leith and Sim (2016) contended that Scotland could benefit from a strategy of acknowledging heritage group contributions. For sustainable development, Zhu (2020) evaluated the political promotion of the 'Belt and Road' initiative in China, and Ferrari et al. (2022) discussed the socio-cultural impact in Italy. Finally, Seraphin et al. (2020) also found that diaspora tourism has important distributional consequences because it is not seasonal, and diaspora tourists visit secondary regional sites, consume local products and perform as the cultural ambassadors of Haiti. However, the economic dimension of sustainability has not been systematically explored in the context of diaspora tourism. Thus, the investigation of the nationwide economic impact (Liu & Wu, 2019) and the spillover effect to neighbouring regions (Kim et al., 2021) to achieve sustainable development in different ways represent potentially fruitful lines of investigation in diaspora tourism. These impacts will vary according to generations, integration in the destination society and between generations. How this superdiversity influences diaspora tourists' attachment to the homeland and how they construct their identity, especially if they are considered cultural ambassadors, needs further understanding.

6. CONCLUSION

This review acknowledges the diversity of diaspora beyond ethnicity and makes an original contribution to exploring the notion of superdiversity in diaspora tourism. The approach of this review has three main contributions. First, it recognises the diversity of diaspora tourism across research sources and disciplines. Diaspora tourism is a shared research field, where tourism, migration and other fields of study bring different concepts and terminology to the study of return mobilities. Therefore, to capture more fully the extent and richness of research on this topic, this review looks beyond journal articles, tourism field of studies, and even the term 'diaspora tourism' to situate the literature review more broadly and avoid the trap of only reviewing research from a partial and, somewhat arbitrary, perspective. Future research should critically appraise relevant literature from both tourism and other disciplines, such as migration and mobility. Moreover, the recent rapid growth of research on diaspora tourism indicates a

potential time lag in the diffusion between research clusters on different continents and cross-disciplinary fields of study, with significant consequences for the disciplinary diversity of approaches.

Second, this review not only identifies three key themes: *identity*, *experience* and *attachment*, but also acknowledges the diversity of sub-themes across home continents and research forms and focal points between disciplines. Research on all three continents discusses diaspora tourist's identity formation and construction, sense of belonging, transnationalism, the authenticity and motivation of their travel experiences and homeland attachment between home and host nations. Individuals, and each home continent, also have diverse interests and focus. For individual diasporas, and—reflecting the notion of superdiversity—for groups within these, the emerging trends also indicate the impact of diaspora and diaspora tourism on everyday life, including *healthcare*, *well-being*, *migration* and *economy*.

However, the coverage of diaspora tourism studies is still patchy, especially for tourism scholars. This review shows the uneven nature of research coverage across disciplines and fields of study, reflecting different interests of researchers but also because of the relatively small distribution of tourism researchers interested in this subfield of tourism studies. Tourism scholars contribute mostly to *identity* and *experience,* but with limited attention to *attachment*. Migration connections are under-investigated by tourism scholars, and future research can further extend the scope of diaspora tourism studies and broaden the research frame of human mobilities.

The superdiversity of diaspora is also a reflection of the diverse immigration and integration histories, varying by economic and cultural conditions and the timing of migration, which shape migration experiences. Research on diaspora tourism has tended to focus on the regular migrations that create diasporas, but this is very partial. More attention needs to be given to diaspora tourism (or possibly non-tourism because of regulatory constraints) resulting from increasing and globalised irregular migration. These migrants, and their family and friends in the 'home' countries, encounter substantial travel restrictions that limit their diaspora tourism until they acquire residence or citizenship rights in the destination countries. The changing opportunities and meanings of diaspora tourism for these migrants present an important and challenging topic for researchers. Ethnographic approaches, such as community observation, can be used to study irregular migration communities, considering the difficulties of reaching and interviewing them. Additionally, of the potential restrictions or unwillingness of irregular migrants to physically visit their homeland, future studies may also focus on the forms of contact or the relationships between irregular migrants and their homeland in the digital era.

Third, recognising the strongly situated superdiverse nature of diasporas and diaspora tourism, this review investigates diaspora tourism literature by geographical context. Diasporas have distinctive histories and vary in their drivers, temporality and connectivity with their 'home' countries. This has produced a distinctive geography of diaspora tourism that can be captured through continent-level bibliometric analysis. Asia (n = 80), Europe (n = 57) and Africa (n = 39) are the three major home continents of diasporas. More generally, it can be useful to consider the geographical context in other tourism literature reviews, especially those with strong situational elements, such as those concerning culture.

Future studies will set research contexts across and within continents to better address the socially situated nature of migration, return and diasporic tourism. Interest in the cross-continental research context has been a global phenomenon observed in articles studying

different home countries and continents. As shown in Supplement Figure 2, although the number of publications with both cross-continental home and host destinations is growing, even more remarkable is the growth of research that focuses only on multiple cross-continental host destinations, showing an extensive analysis of host country impact on migrants and making the research findings on diasporic communities more persuasive. Future studies may also compare different diasporic communities in one host country. Comparative studies are expected to reveal the highly socially situated character of diaspora communities and their diasporic tourism practices.

For both multiple-home and multiple-host research studies, long-haul travel attracts more interest than short-haul travel. Europe contributes the most to short-haul travel compared to other continents. Among the 38 studies focusing on intracontinental movement, nearly half were conducted within Europe (n = 18). Most of these 18 studies investigate diaspora movement within the European Union (EU) and European Free Trade Association (EFTA) countries (note that the UK separated from the EU with the ending of the Brexit transition period on 31 December 2020) benefit from the free-moving and working policies for EU nationals between EU countries. There is also an obvious movement pattern that exists from Eastern Europe to Western and Northern Europe. The East–West migration trend in Europe has been vibrant, with a large population in recent decades, such as labour migration, refugee migration and family reunification (Van Mol & De Valk, 2016). Future research design can be tailored to address the characteristics of long-haul versus short-haul travellers, including drawing on distance decay theory (McKercher & Lew, 2003) for length of stay and expenditure, the impact of cultural affinity on tourism patterns (Fourie & Santana-Gallego, 2013) and the myth of return (Anwar, 1979).

Methodologically, this review integrates bibliometric and systematic analyses, and this mixed-method approach generates more comprehensive and critical insights. More longitudinal studies are expected to be used in the diaspora tourism field (e.g. Arnone, 2017). Longitudinal research can provide a better understanding of the dynamics of diaspora and diaspora tourism and their changes over time, which addresses the shifting superdiversity nature of this group, especially in terms of generational differences. Migrants, especially the first generation born in the home country, travel periodically between home and host countries, but these practices vary over the life course of individuals and between generations so that longitudinal studies can play a key role in tracing behavioural and other changes over time. This will also help to better understand diaspora tourism under the wide scope of the overall migration movement.

To conclude, the future of diaspora tourism research provides opportunities to 'celebrate' the diversity that currently characterises the literature, with a broader diffusion of research ideas and possible conceptual and methodological convergence between continents occurring as research on the topic matures. Globalisation has transformed the scale and nature of human migration, facilitating close and increasingly diverse relationships between countries. Migration and human mobility patterns are becoming more dynamic, where more places are sending while receiving immigrants. Thus, it is essential for future research to embrace how the 'superdiversity' emanating from the above-mentioned and other variables, including types of mobility, influences diasporic communities and diaspora tourism, for instance, secondary migration patterns in the contemporary global migration process.

This review has certain limitations. The databases used in this review are limited to English publications; other languages can be considered in future research. Also, future research is suggested to include academic conference proceedings and other formats of research works, in addition of journal articles and books and book chapters, to offer additional insights into diaspora tourism studies.

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