



Chapter 1

Bibliometric Perspectives on Sustainable Tourism and Future Research Agenda

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ABSTRACT

Tourism, a global economic engine, has faced escalating concerns regarding environmental and sociocultural repercussions amid its rapid expansion. This research explores the imperative paradigm shift towards sustainable tourism development, emphasizing the prioritization of enduring ecological equilibrium and conscientious resource management. Employing a robust bibliometric study utilizing the Scopus database, the investigation meticulously analyzes the vast landscape of academic scholarship. This comprehensive inquiry discerns influential contributors, unveils trending topics, and identifies emergent areas within sustainable tourism. From the intricate relationships between authors and countries to thematic clusters encapsulating diverse issues, the study provides a panoramic view of the sustainable tourism discourse. Serving as a compass for future research endeavors, this chapter not only addresses current concerns but also outlines a trajectory for a more responsible and environmentally conscious tourism industry. With its insights into social, managerial and policy implications, the research positions sustainable tourism as a catalyst for positive change, advocating for community empowerment, inclusivity, and gender equality. Ultimately, this research contributes to the evolving narrative of sustainable tourism, illuminating pathways for a harmonious coexistence between economic prosperity and environmental stewardship.

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1. INTRODUCTION

Ecotourism, characterized by its global perspective, encompassing both environmental and sociocultural dimensions, is rooted in sustainable practices supporting environmental enhancement (Weaver, 2005). This extensive model anticipates that ecotourists seek profound understanding and life-changing experiences while actively caring for the surrounding environment of attractions (Dolnicar & Leisch, 2007). However, studies reveal a challenge: a considerable number of tourists resist necessary adjustments in hospitality consumption practices for environmental conservation (Juvan & Dolnicar, 2014). Tourism, while a significant economic driver, brings forth a host of environmental implications that warrant careful consideration. One of the primary concerns is the substantial carbon footprint associated with travel, particularly air transportation, contributing significantly to global greenhouse gas emissions and climate change. Additionally, the demand for resources, including water, energy, and land, in popular tourist destinations can strain local ecosystems, leading to environmental degradation. The generation of waste, such as plastic pollution and non-biodegradable materials, poses a persistent threat to the natural environment, with improper disposal practices exacerbating the problem. Biodiversity is also at risk, as tourism-related activities like habitat destruction and overfishing can disturb local ecosystems and threaten plant and animal species. The development of tourist infrastructure often involves extensive land use changes, leading to deforestation and alterations in natural landscapes. Water pollution is another environmental consequence, with tourism activities like cruise ships and water sports contributing to marine pollution. Moreover, the vulnerability of certain destinations to climate change impacts, such as rising sea levels and extreme weather events, adds an additional layer of concern. Mitigating these environmental implications necessitates a commitment to sustainable tourism practices, responsible waste management, conservation efforts, and the promotion of eco-friendly infrastructure to ensure a harmonious coexistence between tourism and the environment.

Cohen, Higham, & Cavaliere (2011) provide an example of travelers expressing concern about holiday flights while paradoxically engaging in frequent air travel. Recognizing the growing prominence of ecotourism, researchers have reviewed literature to address uncertainties and research needs, such as ecotourists' behavior towards climate change (Gossling et al., 2012; Deery et al., 2012). Offering a global viewpoint, a separate team examined Chinese literature, finding a comparable term, "shengtai luyou," reinforcing the multidisciplinary nature of ecotourism concepts (Buckley et al., 2008; Boley, Maruyama, & Woosnam, 2015). Concerns about unfettered tourism, economic sustainability, and cultural preservation have gained traction (Bhati and Pearce, 2017; Nunkoo and Smith, 2013). The United Nations declared 2017 the International Year of Sustainable Tourism for Development, emphasizing the role of hospitality and tourism as catalysts for sustainable development (Job et al., 2017).

The concept of "green tourism" primarily addresses environmental concerns (Lu et al., 2009). However, tourism contributes to 8% of global carbon dioxide emissions (Lenzen et al., 2018), urging the need for environmentally conscious practices. Despite being a major economic sector, tourism can have detrimental effects on the environment and public health, necessitating attention to environmental challenges (Butler, 1999; Lu & Nepal, 2009; Pjerotic et al., 2017; Waligo et al., 2013).

While sustainable tourism literature has grown, there is a lack of systematic review of contributions, especially concerning digital and interactive components in the era of open-source innovation (Desbiolles et al., 2019). The focus on environmental components over social and economic dimensions highlights the need for a comprehensive approach (Desbiolles et al., 2019). Additionally, marine ecologists stress the importance of collaboration between ecotourism and industries supporting local economies, empha-

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