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A Bibliometric Exploration of Sustainable Tourism Destinations: Trends, Perspectives, and Future Directions

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Abstract

Sustainable tourism has become a focal point for governments, stakeholders, and academics, recognizing its role in promoting environmentally friendly and responsible development. The tourism industry, encompassing hotels, transportation, restaurants, and travel services, has made significant strides in adopting sustainable practices. However, comprehensive attention to destination management remains limited, largely due to the complexity of its elements. This study aims to systematically examine research on sustainable tourism destinations from 2012 to 2022 using Scopus data. A descriptive qualitative approach, combining bibliometric analysis and literature review, was employed. The study analyzed 200 international publications in English, sourced from the Scopus database with the keyword "sustainable tourism destinations." Findings indicate that the growth of Scopus-indexed publications peaked between 2018 and 2022, with 152 articles published. Notably, the journal Sustainability (Switzerland) frequently covers this topic, contributing 30 articles. Research trends were categorized into four major areas: research locations, approaches, scopes, and topics. Additionally, the study identified four primary perspectives in sustainable tourism destination research: social and cultural factors, business, economy and marketing, environment and ecology, and infrastructure and technology. A limitation of this study is its reliance on a single database, suggesting future research should incorporate broader literature sources. The findings provide valuable insights for academics and researchers focused on sustainable tourism destinations.

Keywords: ***Sustainable tourism, Destination, Bibliometric analysis***.

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INTRODUCTION

Tourism is thought to have increased locals' pride in their culture and traditions. People's ability to adapt to changing times is thought to be influenced by this modern industry. Tourism has even been considered an integral part of the culture of the community whose area is a potential tourist destination (Arcana & Wiweka, 2016; K. Wiweka & Arcana, 2019; Wiweka, 2021). This phenomenon is frequently discussed among tourism stakeholders, including academics and community organizations. The benefits and drawbacks of tourism destination development will continue to be a topic of discussion, particularly in terms of sustainability (Arcana & Wiweka, 2015b, 2015a; K. Wiweka, 2014; K. Wiweka & Arcana, 2016).

The covid pandemic that hit almost every country in the world at the start of 2020 dealt a major blow to all industries in around the world, including tourism (Karyatun et al., 2022; Wachyuni et al., 2022; Wachyuni & Wiweka, 2020). According to industry data, the food and beverage industry experienced positive quarterly (q on q) growth of 2.30 percent in the second quarter of 2022. Meanwhile, the food and beverage industry sector's annual growth rate (year on year) is 3.71 percent in semester 1 of 2022. This year's positive growth performance was consistent with previous years' (dataindustri.com, 2022).

Since 1973, people have been talking about the concept of sustainability, and in 1980, the World Conservation Strategy was implemented to make that discussion more widespread (Arcana & Wiweka, 2015b). Since then, this problem has spread to a number of different industries, one of which is tourism (Ritchie & Crouch, 2003). Therefore, the phrase sustainable tourism encapsulates the industry's awareness of the importance of addressing sustainability concerns (Demolingo et al., 2022; Indrajaya, Kartini, et al., 2022). A number of tourism organizations, such as the World Travel and Tourism Council (WTTC) and the United Nations World Tourism Organization (UNWTO), are campaigning for the involvement of countries in the world to support this movement politically. This movement is advocating for sustainable practices across all spheres of society, including the economic, environmental, and sociocultural spheres. The tourism destination industry is one of the tourism industries sectors that has been identified as having the potential to support the growth of sustainable tourism.

On the other hand, tourism destination management is expected to adhere to the principles of sustainable development outlined in the Rio Declaration on Environment and Development (hereinafter referred to as the Rio Declaration 1992). The Rio Declaration of 1992 established 21 principles, including seven main principles for sustainable development: "(1) principles of interrelationship and integration; (2) inter- and intra-

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generational equity principles; (3) principles of the right to develop; environmental safeguards principles; (4) precautionary principles; (5) polluter pays principle; (6) transparency principles; and (7) other process-oriented principles" (Parantika et al., 2020; Setiawan et al., 2020; Setiawan & Wiweka, 2018; K. Wiweka et al., 2021).

Sustainable tourism principles have been known since 1980 (Ruhanen et al., 2019). The emergence of this term cannot be separated from the negative effects of tourism activities. Until now, the issue of sustainable tourism has been heavily promoted, particularly in several destinations that have been adversely affected by the industry. As a result, current tourism development is expected to consider future generations' interests (Sunarta & Arida, 2017).

In practice, this development must also be adapted to local wisdom or cultural values. This means that the global principles outlined above must be translated into local languages so that they can be easily understood and implemented by local communities (Demolinggo et al., 2020; K. Wiweka, 2014). One approach that can be said to be quite successful in elaborating "glocalization" values. Academics, researchers, and practitioners, among others, have increasingly recognized the significance of sustainable tourism development (Sugiarto et al., 2022).

In general, this literature investigates phenomena that emerge in the practical realm, particularly how destinations develop and manage their potential as tourism products based on sustainability principles (Indrajaya et al., 2019, 2021; Indrajaya, Wibowo, et al., 2022). Some research findings are even used as a reference in determining development strategies and designing tourism policies in various destinations. As a result, researchers are interested in investigating how the development of literature relates to global sustainable tourism.

Based on this context, the purpose of this research is to conduct a systematic and comprehensive review of the literature on sustainable tourism destinations from 2012 to 2022. This study will look specifically at the publication pattern of sustainable tourism destinations. Furthermore, this research will look into journals and authors who frequently discuss this topic. On the other hand, this review aims to reveal the themes that have emerged in research on sustainable tourism destinations over the last decade, as well as future research recommendations.

This study specifically seeks to investigate the author's profile, particularly in terms of their nationality. Furthermore, this research examines several aspects of the literature used, such as the type of publication, the research method used, the topics of interest discussed, and the research objects studied.

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LITERATURE REVIEW

Sustainable tourism concept

According to UNWTO (UNWTO & UNDP, 2018; World Tourism Organization (UNWTO) et al., 2018), sustainable tourism is defined as tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities (worldbank.org, 2020). Currently sustainable tourism has been defined in various ways, but several ideas emphasize the ability of a tourism development product or concept to maximize the positive impacts and at the same time minimize the negative impacts of tourism (Bramwell, 1994; Harris et al., 2012; Miller & Twining-Ward, 2005; Moisey & McCool, 2001; Weaver, 2006). Meanwhile, Suwantoro (2002:88-89) argues that, development is advancing and improving or improving something that already exists. Furthermore, Suwantoro explained the principles of sustainable tourism development, namely:

1. Must be assisted by planning processes and community participation.
2. There must be certainty, balance, economic, socio-cultural and community goals.
3. The relationship between tourism, environment and culture must be managed in such a way that the environment is sustainable for the long term.
4. Tourism activities must not damage and produce impacts that cannot be accepted by the community.
5. Tourism development should not grow too fast and be small or medium scale.
6. At the location there must be harmony between the relationship between tourists, places and local communities.
7. The success of any activity depends on harmony between the government, the local community and the tourism industry.
8. Education that leads to socio-culture at every level of society related to tourism activities, including tourist behavior must be seriously organized.
9. Legislation that definitely protects culture must be issued and implemented while at the same time revitalizing it.
10. Investors and tourists must be educated to respect the customs, norms and values of a place. Meanwhile, things that cause negative impacts are avoided and the positive impacts are utilized.

Literature review and bibliometric analysis

The literature used in this study is based on data based on Scopus publications which are then critically analyzed using a literature review approach. This approach is a

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method of critical analysis of ongoing research on specific topics, in this case sustainable tourism destinations through various literary sources (Booth et al., 2016; Knopf, 2006; Randolph, 2009). This approach is quite popular and has been used in various fields such as economics, management, to information technology.

While bibliometric analysis is a quantitative method for analyzing bibliographic data in articles/journals. This analysis is usually used to investigate references to scientific articles cited in a journal, to map the scientific fields of a journal, and to classify scientific articles according to a research field. This method can be used in the fields of sociology, humanities, communication, marketing, and other social groups (Effendy et al., 2021).

METHODOLOGY

This research combined the bibliometric approach with a literature review (see figure 1) to adhere to the mixed method approach (Celebi et al., 2020; Evren & Kozak, 2014). Web-scraped information from the Scopus database was used to compile this study's timeline of international publications covering the topic of "sustainable tourism destinations" from 2012 through 2022 (see Fig. 2.) (www.scopus.com).

VOSviewer was also used to analyze data on the number of publications per year, the journal that published the article, the first author, and the research scope. Furthermore, this software is used to analyze trends in the development of international publications using qualitative content analysis. VOSviewer is bibliometric network construction and visualization software. This network could include the names of individual journals, authors, or publications, for example. Citations, bibliographical amalgamations, co-citations, and co-authorship relationships can all be used to build this data. VOSviewer also includes text mining functionality for creating and visualizing co-occurrence networks of key terms from scientific literature.

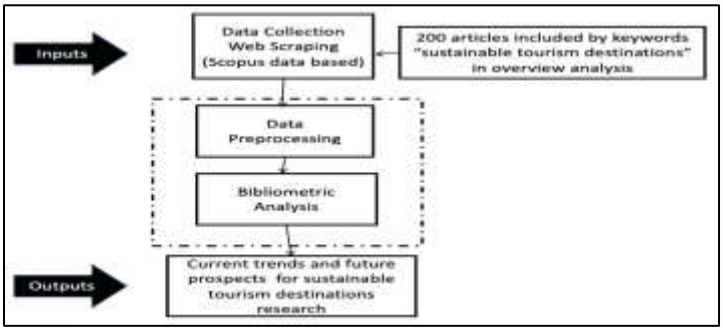


Figure 1. Bibliometric flow chart

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RESULT AND DISCUSSION

Corpus profile

According to the context of this research, there are up to 200 articles in the search results, as shown in Figure 1. According to the review, studies on sustainable tourism destinations have shown consistent growth from 2012 to 2022. Based on the study, academics and researchers from various fields have taken notice of the trend in the distribution of publications on the topic of sustainable tourism destinations. Figure 2 depicts the initial growth phase of sustainable tourism destination research, which lasted from 2012 to 2014. The number of publications in this context increased by more than 100% between the second three-year term, or from 2015 to 2017. Meanwhile, there was a significant increase between 2018 and 2022, with a total of 139 articles. Nonetheless, when viewed on an average, the trend over a decade shows a fairly stable cycle. The figure below depicts the distribution of literature on the topic of sustainable tourism destinations.

Figure 2 demonstrates that research on sustainable tourism destinations is still a popular topic among academics today. This argument is at least supported by a yearly distribution. However, the figure represents that there are no researchers or articles that dominate the scope of research related to sustainable tourism destinations when viewed from the network between articles. The nodes, which are depicted by a circle on each article, have a fairly even magnitude, though there are some articles that appear larger than others, but not by much. This trend data will also be used to analyze the scope of research discussed over the last ten years and to make recommendations for future research issues. This topic will be thoroughly discussed during the discussion session

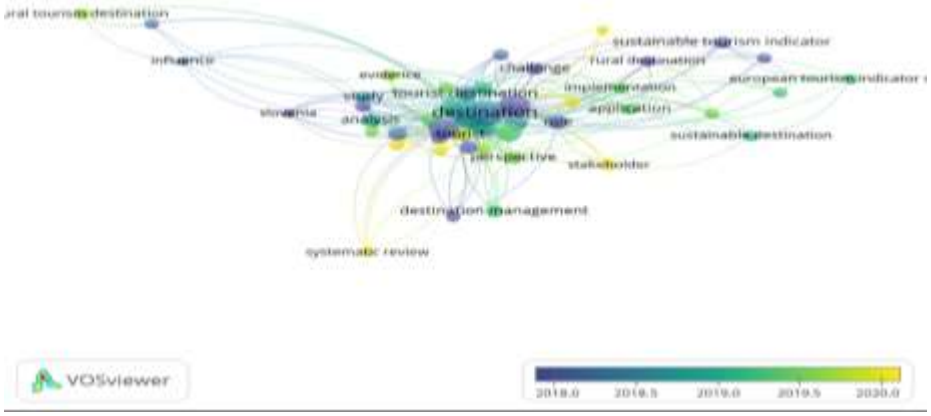


Figure 2. Distribution of literature on sustainable tourism destinations for the 2012-2022 period

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This study, in addition to analyzing trends in the development of literature, investigates the types of publications from 2012 to 2022, as shown in the figure below

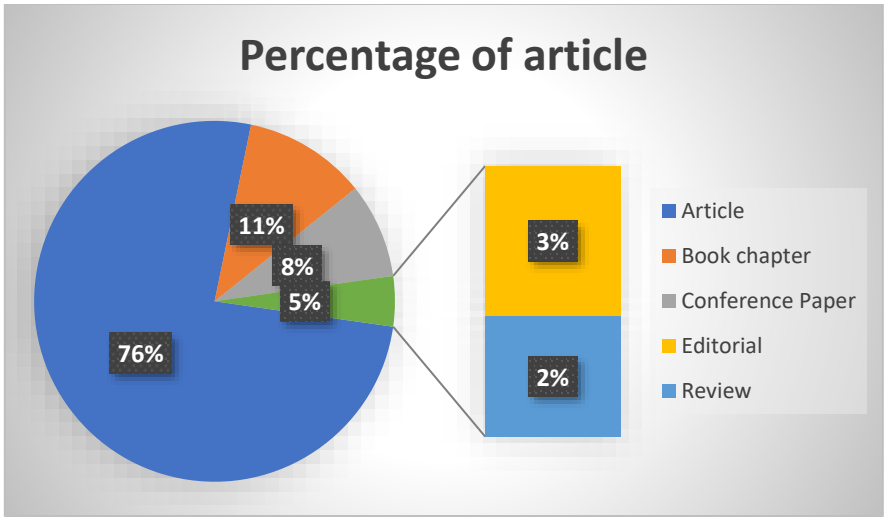


Figure 3. Types of publications during the 2012-2022 period

There are five types of publications: articles, book chapters, conference papers, reviews, and editorials. According to the review's findings, 76% of the types of publications are articles, with a total of 152 literatures. Meanwhile, book chapters are the second most common, accounting for 22% of all literature. Conference papers rank third with 8%, or up to 17 pieces of literature. While review and editorial publications have the lowest percentages of 5%, 2%, and 3%, respectively. This analysis demonstrates that the majority of the data or literature can be classified as valid and reliable, particularly because the three highest types of publication have gone through various processes, such as review and proofreading.

Current research on sustainable tourism destinations

Furthermore, the content of the articles or references used will be examined, particularly the title and context. During this phase, all literature will be analyzed and classified as a text or corpus based on topic and context aspects. This review employs DTM as the output of the text mining process, which is visualized using VOSviewer and analyzed descriptively and qualitatively.

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On Scopus data, 200 publications were obtained based on search results with the keywords sustainable tourism destinations in the category article title, abstract, keywords from 2012 to 2022. The review found that Sustainability had the most publications on sustainable tourism destinations, with a total of 30 articles. The Journal of Sustainable Tourism comes in second place with 21 articles. Tourism Planning and Development, African Journal of Hospitality, Tourism and Leisure, and IOP Conference Series: Earth and Environmental Science ranked third, fourth, and fifth, with a total of five articles each. Table 1 displays several journals with the most publications on sustainable tourism destinations, as shown below.

Table 1. Top 5 journals in the scope of sustainable tourism destination for the 2012-2022

Name of journal	Number of articles
Sustainability (Switzerland)	30
Journal of Sustainable Tourism	21
Tourism Planning and Development	5
African Journal of Hospitality, Tourism and Leisure	5
IOP Conference Series: Earth and Environmental Science	5

Table 1 shows that the majority of journals that discuss a lot about issues of sustainable tourism destinations have backgrounds or scope areas of sustainable tourism, tourism planning and development, hospitality, leisure, environment, and sustainability. Although not the scope with the most publications, several scopes that frequently publish sustainable tourism issues include aspects of rural and urban development, tourism information technology, business, transportation, and ecology, all of which are frequently explored. Smart innovation, systems and technologies, ecological economics, transportation and sustainability, and the international journal of tourism cities are all journals in this field. Aside from that, the scope that is also quite dominant from an economic and marketing standpoint is tourism. A number of journals in this field cover emerging innovative marketing strategies in the tourism industry.

This review discovered the first seven authors with the most articles, in addition to analyzing the journal aspect. One of the seven authors is a national (Indonesian) academic or researcher. The remaining six are all foreign authors

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Table 2. Top 7 first author in research on sustainable tourism destinations for the 2012-2022 period

Name of the author	Number of articles
M. Lozano-Oyola	3
A. Van Der Zeijden	2
M. Hasyim	2
S. Graci	2
S. Shafiee	2
U. Wagenseil	2
Y.Y. Liu	2

These seven names are the first authors with the most publications. Other authors may have published more about sustainable tourism destinations than those listed in table 2. Their roles, however, may differ, such as co-authors, second, third, and so on. As a result, this study does not intend to draw the conclusion that these seven authors are the authors who most frequently publish articles about sustainable tourism destinations. Rather, it is the authors who are most often the first author in an article.

Comprehensive network analysis of research on sustainable tourism destinations

All articles will be bibliographically analyzed in this session using the VOSviewer tool, which directly visualizes the network and literature density. Figure 4 shows that the development map of the topic of sustainable tourism destinations in the Scopus database from 2012 to 2022 can be divided into six clusters of 50 items based on keyword analysis (co-words). Cluster 1 is colored red and contains fifteen topic items such as application, assessment, challenge, community, destination competitiveness, European tourism indicator system, implementation, importance, role, rural destination, stakeholder, sustainable destination, sustainable destination management, sustainable tourism indicator, and tourism. Cluster 2 is shown in green and includes ten topic items such as China, effect, environment, evidence, influence, rural tourism destination, Slovenia, study, sustainable development, and tourist destination.

Cluster 3 is blue in color and contains nine topic items: case study, destination image, factor implication, Indonesia, intention, sustainable tourism development, tourism destination, and tourist. Cluster 4 is a light green color and contains eight topic items: analysis, destination development, destination management, development, model,

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perspective, sustainable tourism, and systematic review. Cluster 5 is purple and includes seven topic items: case, destination indicator, perception, resident, sustainable tourism development, urban, and destination. Cluster 6 is light blue and consists only one topic item, namely island destinations.

Figure 4 depicts the network analysis results, which revealed that the correlation between nodes is divided into six network clusters. Inner core clusters have a high frequency of occurrence of nodes and large edge weights. This cluster is a visual representation of the most commonly discussed issues regarding sustainable tourism destinations. A cluster with a low frequency of node occurrence and a low edge weight, on the other hand, can be classified as an outer core. This cluster is the least discussed topic in the literature on sustainable tourism destinations

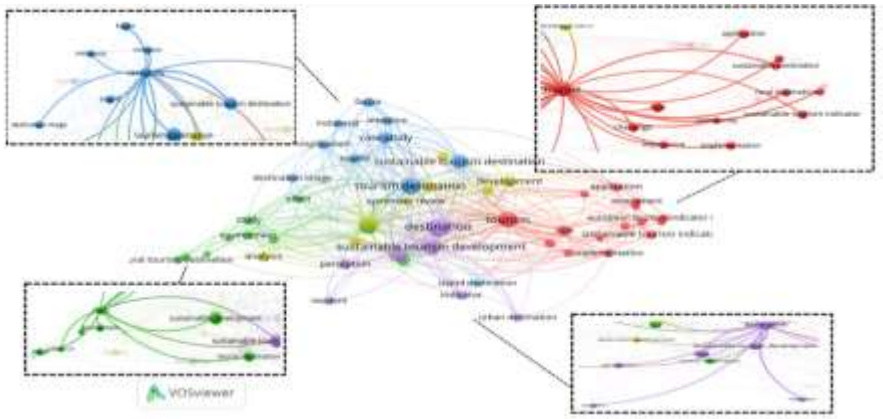


Figure 4. Text network analysis of sustainable tourism destinations research

This review also demonstrates that the weights of nodes and edges in the inner core network vary, as indicated by the size scale of the circles and connecting lines. The greater the weight or degree, the thicker the line connecting the two nodes and the larger the circle. It can be said that large-scale nodes and edges are frequently discussed issues that have become the essence of the topic of sustainable tourism destinations. This visualization is emphasized by labeling each node, as indicated by the token identity. These tokens or nodes represent commonly discussed issues in the literature.

According to the definition, a sustainable tourism destination is a development concept that involves local communities in environmental awareness campaigns while also providing a positive tourist experience. This concept's primary focuses are social sustainability, economic sustainability, and environmental sustainability (Bramwell &

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Sharman, 2002; Miller & Twining-Ward, 2005). The UNWTO defines sustainable tourism as "tourism that meets the needs of current tourists and host regions while protecting and enhancing future opportunities" (UNWTO & UNDP, 2018). As a result, the above network analysis visualization is contextually related to empirical studies of sustainable tourism destinations. As a consequence, some of the nodes that appear are terminologies that are commonly used in tourism and sustainable development destinations.

Furthermore, the VOSviewer tool allows for the visualization of density-based analysis. This means that based on the color density in the visualization area, this illustration will make it easier to determine the context that is most frequently studied.

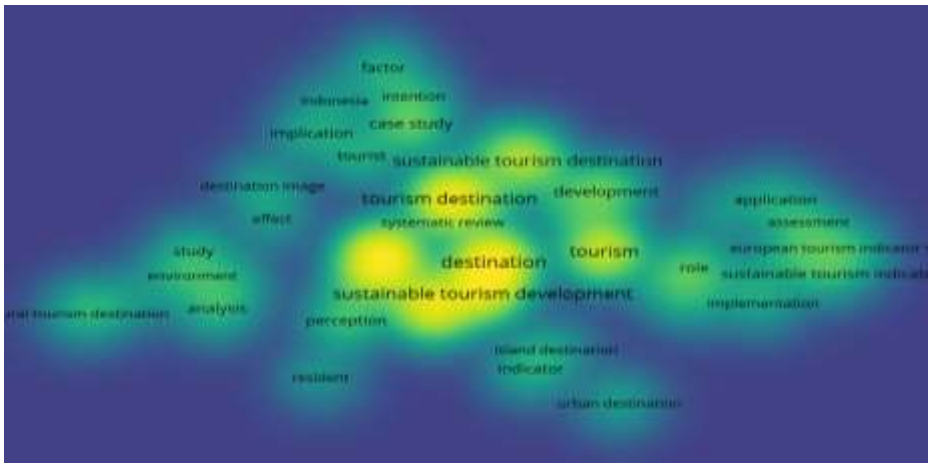


Figure 5. Density analysis of sustainable tourism destinations research scope

The review provides some important information that can be divided into three categories: research locations, research approaches, and research scope or topic of sustainable tourism destinations being studied. According to the research location, European countries, one of which is Slovenia, and Asian countries such as China and Indonesia are among the most frequently explored. These countries are tourist destinations that are very appealing to tourists and are experiencing rapid tourism growth. While island destinations and village excursions are popular tourist attractions.

The type of research approach used reveals both, though the review does not show many variations of the approach. However, data analysis results show that case studies, modeling, and systematic review techniques are among the most commonly used analytical approaches or techniques. Impact analysis and causal relationships are two

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examples of research. In general, the research scope of sustainable tourism destinations is dominated by a qualitative approach.

Third, the review identifies several contexts that are frequently used as research ideas, such as destination competitiveness, sustainable destination management, sustainable tourism indicators, rural destinations, sustainable development, destination image, resident perception, island destinations, tourism, impact, model implementation, and the role of society, among others.

This study confirms that the visualization that appears in network analysis is a representation of issues that are frequently discussed based on the topics that are frequently researched. However, this review does not argue that low frequency is a minor issue. On the other hand, these issues (outer core) could be areas of study that are still understudied or approaches that are rarely used. This cluster may require more attention in future research.

This study formulates comprehensively and systematically the knowledge clusters that are frequently used to support studies related to sustainable tourism destinations, based on the framing context of network analysis and supported by various literature on sustainable tourism destinations. The results of the analysis are shown in the table below.

Table 3. Perspectives and variables on the concept of sustainable tourism destinations

Main concept	Sustainable tourism destinations			
Perspective	Social and cultural	Business, economics and marketing	Environment and ecology	Infrastructure and technology
Variable	Community based tourism, rural and urban management, tourist and residents perception	Destination image,business strategy,sustainable economic competitive, tourism indicator system	Sustainable environment management, rural tourism, island destination	Technology commercialization, application utilisation, information system

According to the findings of the review, there are at least four main perspectives that are dominantly used when discussing sustainable tourism destinations (see Table

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3). However, this does not imply that no other perspectives are used in addition to these findings. Of course, many perspectives have yet to be explored because they are not the dominant perspective. Furthermore, this analysis discovered that the contexts that are frequently discussed are cross-disciplinary or multi-disciplinary issues. This means that when discussing an issue, a study will typically employ more than one viewpoint

CONCLUSION

Based on the study's findings and discussion, it is possible to conclude that the development of publication growth on the topic of sustainable tourism destinations indexed by the highest Scopus occurred from 2018 to 2022, with a more than 300% increase. Furthermore, 76% of the publications are articles, with a total of 152 literatures. This means that the data is valid and reliable, thanks to the review and proofreading processes that are used for each journal. Sustainability (Switzerland) has the most international publications, with 30 articles. While the first author with the most publications is a global author. Furthermore, development maps are classified into six clusters based on co-occurrence and keywords. This review, on the other hand, abstracts research trends on sustainable tourism destinations into four major issues: research locations, research approaches, and the research scope or topic of sustainable tourism destinations being studied.

According to the research location, European countries, one of which is Slovenia, and Asian countries such as China and Indonesia are among the most frequently explored. While island destinations and village tours are popular tourist attractions. The type of research approach used reveals both, though the review does not show many variations of the approach. However, data analysis results show that case studies, modeling, and systematic review techniques are among the most commonly used analytical approaches or techniques. Impact analysis and causal relationships are two examples of research. In general, the research scope of sustainable tourism destinations is dominated by a qualitative approach.

Third, the review identifies several contexts that are frequently used as research ideas, such as destination competitiveness, sustainable destination management, sustainable tourism indicators, rural destinations, sustainable development, destination image, resident perception, island destinations, tourism, impact, model implementation, and the role of society, among others. Furthermore, this review categorizes four major perspectives that are commonly used when discussing sustainable tourism destinations:

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social and cultural; business, economy, and marketing; environment and ecology; and infrastructure and technology.

The research is limited by the scope of the articles used, which are sourced from a single Scopus database. In the future, in addition to research with broader literature sources, the recommendations in this study can be used as hypotheses and in-depth follow-up research. The findings of this research can serve as a point of reference for professionals in the tourism industry as well as academics who are interested in researching the topic of sustainable tourism. The findings that can be used include a comprehensive understanding of sustainable tourism issues that have been carried out by a number of researchers, as well as an identification of issues that still require additional research. The findings of this study can also provide an understanding that several research methods have also been used quite frequently, and that there are still so many research methods that have never been used, such as statistical analysis. This understanding can be gained by looking at the results of this study. This research not only provides contextual information that has been studied extensively, but it also does so in the context of the object that was studied. As a result, it is anticipated that future research will be able to investigate a more varied context.

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