







Pro-environmental behavior in tourism and hospitality: science mapping of present and future trends

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ABSTRACT

This study evaluates the knowledge structure of pro-environmental behavior in the tourism and hospitality industry. Two bibliometric analyses explore current and emerging themes through bibliographic coupling analysis and co-word analysis. Findings depict that the current and emerging streams in pro-environmental behavior are primarily associated with the determinants of tourists' behavior. The future streams suggest that themes are related to driving pro-environmental behavior through attitudes, values, norms and the development of satisfaction and loyalty. The implications of this study are relevant to stakeholders, operators, and destination practitioners to encourage and promote pro-environmental behavior as part of sustainability development initiatives.

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Introduction

Tourism and hospitality have extended into one of the largest and most advanced industries (Lee & Min, 2013; Manosuthi et al., 2020b). It has grown to be the third largest export category behind fuels and chemicals and leading the automotive and food industry (UNWTO, 2021). The export earnings from passenger and travel transport are fundamental sources of foreign revenue for many world destinations, creating jobs and developing local economies (Chi & Han, 2021; Ryu & Lee, 2013). The tourism industry is expected to expand as the world population increases over the coming years (Dong et al., 2022; Fakfare et al., 2022; Yu et al., 2022). With higher tourist and traveling influx, carbon emission from this industry is expected to increase, requiring intervention and mitigating strategies to dampen its impact. The tourism industry will inevitably be a major contributor to environmental pollution and waste generation in the future. As the primary consumers in this industry, tourists can contribute to reducing environmental problems through responsible and sustainable pro-environmental behavior (Pearce et al., 2022). As such, interest in understanding tourist pro-environmental behavior has increased significantly, posing an abundance of opportunity in this specific tourism field (Agag, 2019).

In the sustainable behavior context, the “pro-environmental behavior” term has been the most

commonly used, which will be the focal terminology in this study. Several terms refer to pro-environmental behavior, including environmentally friendly, green, and eco behavior (Le et al., 2021). Specifically, it refers to behavior or action leading to the reduction of environmental impact through sustainable consumption of natural resources (Esfandiar et al., 2020; Pearce et al., 2022). Pro-environmental behavior is rooted in environmental psychology and is aimed at improving and understanding the relationship between human with the natural environment and its related biodiversity (Loureiro et al., 2022). Encouraging pro-environmental behavior helps to alleviate both the environmental damage caused by tourists' behavior and conflict in the industry to attain sustainable tourism development. Understanding tourist pro-environmental behavior and strategizing initiatives and mitigation effort is seen as a step towards reducing the detrimental environmental impact caused by tourism activities (Kunchambo et al., 2021).

Currently, there is a lack of studies that employ bibliometric analysis on pro-environmental behavior within the tourism and hospitality industry. Applying such a bibliometric approach would provide a fundamental knowledge structure and central themes in understanding the underlying reasoning of tourist pro-environmental behavior. This study will bridge the gap between current and emerging