



## Mapping the Research Landscape of Green Marketing and Sustainable Tourism: A Bibliometric Perspective

Namita Sharma<sup>1</sup>, Ishani Sharma<sup>2\*</sup>  and Nitin Patwa<sup>3</sup>

<sup>1</sup>*Punjab Institute of Management & Technology, Mandi Gobindgarh, Punjab, India.*

<sup>2</sup>*School of Hospitality and Tourism, Bahra University, Himachal Pradesh, India.*

<sup>3</sup>*S P Jain School of Global Management, Dubai, United Arab Emirates.*

[sharmaishani918@gmail.com](mailto:sharmaishani918@gmail.com) (Corresponding Author)

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### ABSTRACT

**Background:** Through bibliometric analysis, this study offers a systematic understanding of green marketing and sustainable tourism research, contributing to the academic discourse and offering a foundation for future scholarly work in this evolving field.

**Purpose:** This study aims to conduct a comprehensive analysis of the existing literature on green marketing and sustainable tourism. Additionally, it seeks to identify emerging trends and propose a future research agenda within this domain.

**Methods:** A thorough review was conducted on a dataset of 117 articles sourced from the Scopus database, spanning the years 1999 to 2023. Using the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) methodology, bibliometric techniques, including science mapping and performance analysis, were applied with VOSviewer to evaluate the selected literature.

**Results:** The study reveals a structured overview of current scientific research on green marketing and sustainable tourism. The majority of publications originate from developed countries, with a notable increase in international research collaborations over recent years. Key themes and emerging trends were identified through keyword co-occurrence, suggesting future research opportunities in sustainable practices within the tourism sector.

**Conclusion:** This analysis highlights patterns in the literature on green marketing and sustainable tourism, providing valuable insights for tourism industry stakeholders. The findings can aid researchers and organizations in developing strategic initiatives that align with sustainable practices.



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## 1. Introduction

Organizations worldwide are now confronted with the difficulty of incorporating ecological issues into their company strategy and operations, as global worries about the changing climate and ecological sustainability continue to escalate. Sustainability has evolved into a critical necessity for the majority of businesses, as opposed to simply an option (Gelderman *et al.*, 2021; Ghosh, 2018).

Green marketing, also known as sustainable or environmental marketing, has become a significant field of research in academia and industry, propelled by growing apprehensions regarding environmental degradation, climate change, and the exhaustion of natural resources. It signifies a transformation in conventional marketing methodologies by integrating environmental factors into the

manufacturing, promotion, and consumption of products and services. Green marketing includes the promotion of eco-friendly products, the implementation of sustainable business practices, life cycle analysis, and the minimization of ecological footprints along the supply chain.

Green marketing is an approach in marketing that focuses on promoting goods and services that are ecologically sound or contribute positively to the preservation of the environment. It encompasses a wide array of operations such as product alteration, product process modification, changes in packaging, and revised advertising, all intended to mitigate the adverse effects of goods and their usage and disposal on the ecosystem (Mishra & Sharma, 2014). Given the scarcity of resources and the boundless nature of human desires, it is imperative for businesses to employ resources efficiently and without

waste while also fulfilling the organization's objectives. Consequently, green marketing has evolved, reflecting the expanding market for sustainable and socially responsible products and services. Despite substantial research into the concept of green marketing and its limited authentic contribution to the transition towards sustainability, numerous recent studies have provided empirical evidence of the favorable effects of ecological behaviors on company profitability and corporate image (Mukonza & Swarts, 2020; Hang *et al.*, 2019; Zubeltzu-Jaka *et al.*, 2018). As a result, corporate social responsibility has garnered significant scholarly attention about its primary justifications for implementation in many industries. Considering the standpoint of corporate sustainability, organizations formulate green marketing strategies to meet the demands of corporate social responsibility and the expectations of stakeholders (Chung, 2020).

Sustainable tourism has emerged as a critical approach to balancing economic growth with environmental preservation and cultural sensitivity in tourism-dependent regions. As global awareness of climate change, biodiversity loss, and cultural degradation increases, so too does the need for tourism practices that promote ecological integrity, social equity, and long-term economic resilience. Sustainable tourism aims to mitigate the adverse effects of tourism activities by incorporating practices that reduce environmental impact, foster local community involvement, and respect local cultures and traditions. This paper explores the current trends, challenges, and strategies in sustainable tourism, providing insights into the policies and practices that can guide the sector toward a more responsible and resilient future.

Consequently, green marketing, which promotes products and practices that are environmentally friendly, is closely related to sustainable tourism, as both strive to reduce environmental impacts and promote ecological responsibility. In the context of tourism, green marketing can enhance the appeal of eco-friendly travel options, such as accommodations with energy-efficient systems, activities that minimize ecological footprints, or services committed to waste reduction and resource conservation. By highlighting the sustainable aspects of tourism offerings, green marketing can encourage tourists to choose destinations and providers that align with environmentally conscious values. This approach not only attracts environmentally aware travelers but also raises awareness about sustainable practices, fostering a culture of responsibility in the tourism industry. Moreover, green marketing can serve as a powerful tool for tourism businesses to differentiate themselves in a competitive market, creating value for both the business and the environment while supporting broader goals of sustainable development.

Sustainable tourism refers to an approach where tourism activities respect environmental integrity and prioritize resource conservation (UNEP & UNWTO, 2005). Numerous studies emphasize the dual goals of sustainable tourism: promoting economic benefits while minimizing environmental degradation (Bramwell & Lane, 2013). Gössling (2002) highlights that sustainable tourism practices include reducing resource consumption, protecting natural habitats, and supporting the local economy. However, critics argue that the tourism industry's rapid growth still poses challenges to sustainability, as high tourism levels can exceed local carrying capacities and strain natural resources (Buckley, 2012).

Further, in the tourism sector, green marketing is employed by companies to differentiate their offerings and appeal to the environmentally conscious consumer (Chan & Hsu, 2010). According to Kumar and Polonsky (2017), businesses in the tourism industry have been adopting green certifications and eco-labels, such as the Green Globe and Earth Check, to communicate their sustainability initiatives. These labels foster transparency and credibility, which positively influence consumer trust and perception (Font & McCabe, 2017). Studies by Leonidou *et al.* (2013) and Chan *et al.* (2016) have shown that green marketing can create a competitive advantage by improving brand loyalty among eco-conscious tourists.

The objective of this study is to offer valuable perspectives on the subsequent research questions pertaining to green marketing and sustainable tourism:

1. What is the observable trend in the distribution of scholarly literature about green marketing and sustainable tourism across the years 1999-2023?
2. Which countries, keywords, and authors are considered the most noteworthy in the available literature?

The article is structured in the subsequent manner. Section 2 offers a comprehensive analysis of pertinent scholarly works concerning green marketing within the framework of sustainable tourism. The third section of this article provides a comprehensive description of the materials and procedures employed in conducting bibliometric analysis. Moreover, Section 4 provides an in-depth examination of data analysis. Section 5 of the document offers a more detailed explanation of the preceding debate, along with an examination of the consequences and limitations.

## 2. Background of the Study

As consumers become more environmentally conscious, businesses are responding by integrating sustainability into their brand identity and value propositions. This paradigm shift is fueled by the demand for products that are less

harmful to the environment, recyclable, energy-efficient, or produced using sustainable resources. However, green marketing extends beyond the production and sale of eco-friendly products. It includes corporate responsibility in reducing environmental impact through sustainable operations, resource conservation, and minimizing pollution.

Despite its growing popularity, green marketing is not without challenges. Companies face the risk of being accused of “greenwashing”—the practice of misleading consumers by falsely claiming environmental benefits. Thus, credibility and transparency are essential components in the implementation of successful green marketing strategies. Furthermore, balancing environmental goals with economic performance requires firms to develop innovative solutions that appeal to eco-conscious consumers while maintaining profitability.

In the academic realm, green marketing has attracted significant attention as it intersects various fields such as environmental studies, business ethics, consumer behavior, and corporate social responsibility. Research in this area focuses on understanding consumer perceptions and attitudes toward green products, the effectiveness of sustainable marketing strategies, and the role of government regulations in promoting green business practices. As the global economy shifts toward sustainability, green marketing remains a critical driver of organizational change and an essential contributor to the broader goal of sustainable development.

Green marketing, a component of environmental or eco-marketing, has grown as a focal point for businesses and consumers driven by environmental concerns. As identified by Peattie (2001), green marketing involves promoting products based on their environmental benefits, covering production processes, packaging, and disposal methods. In parallel, sustainable tourism is aimed at managing resources to fulfill the economic, social, and aesthetic needs of stakeholders while maintaining cultural integrity and ecological balance (UNWTO, 2004). Green marketing strategies are often integral to sustainable tourism, given the industry’s direct dependence on natural resources.

Green marketing strategies can vary widely, from highlighting the environmentally friendly features of a service to adopting sustainable practices in operations. Peattie and Crane (2005) introduced a three-stage model, highlighting green spinning, greening, and green management as fundamental strategies. Ottman *et al.* (2006) suggested that consumers are more likely to support companies that transparently communicate their green efforts. This has implications in tourism, where transparent marketing and the commitment to green practices can substantially impact consumer choices (Chen & Chai, 2010).

Green marketing and sustainable tourism intersect where businesses in the tourism sector integrate environmentally friendly practices with effective communication to promote their commitment to sustainability. According to Dolnicar and Leisch (2008), green marketing can encourage tourists to make sustainable choices, but authenticity in communication is essential, as “greenwashing” risks losing customer trust. Meanwhile, Font and Hindley (2017) argue that while green marketing promotes sustainable practices, the potential for superficial claims challenges credibility. Studies by Han *et al.* (2011) also show that sustainable tourism initiatives can influence tourists’ willingness to pay a premium, supporting the viability of green tourism.

Despite the potential benefits, several challenges hinder the effectiveness of green marketing in promoting sustainable tourism. Greenwashing is a significant risk, where companies may exaggerate or falsely advertise their environmental credentials to appeal to eco-conscious consumers (Delmas & Burbano, 2011). Furthermore, the lack of standardized green practices or certifications can lead to inconsistent sustainability claims, creating confusion among consumers (Borden *et al.*, 2021). The tourism sector also faces difficulties in balancing the commercial benefits of green marketing with the need to limit environmental impacts due to high tourist volumes (Buckley, 2012).

### 3. Research Methodology

Management researchers are progressively employing the bibliometric method to analyze the interconnections across various publishing types, geographical regions, journals, and authors (Wu *et al.*, 2021).

Numerous academic studies have employed bibliometric analysis as a methodological framework to investigate institutions and nations (Farrukh *et al.*, 2021; Qamar & Samad, 2022; Wijewickrema, 2023), notable publications (Wu *et al.*, 2021; Farrukh *et al.*, 2021; Qamar & Samad, 2022; Wijewickrema, 2023; Saha *et al.*, 2020), and key terminologies (Qamar & Samad, 2022; Mahadevan & Joshi, 2021; Ülker *et al.*, 2022). Bibliometric analysis is a technique employed to evaluate the corpus of published academic literature by scrutinizing bibliographic data, including citation counts, publishing volumes, thematic patterns, trends, and co-authorship (Farrukh *et al.*, 2021; Ellitan & Richard, 2022).

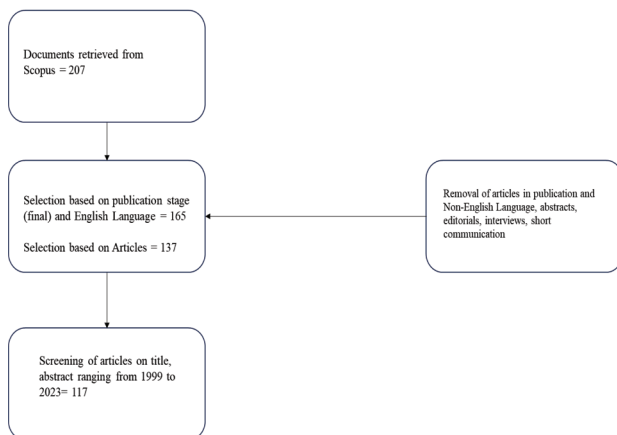
This study involves the analysis of performance metrics and science mapping, which are essential elements of bibliometric analysis. Performance analysis entails the evaluation of diverse publications and citations, which operate as metrics of output and influence. Science mapping visually represents the structure and dynamics of a specific topic (Gao *et al.*, 2021). Consequently, the study aims

to fulfill its objectives by the application of bibliometric analysis.

The bibliographic data was obtained from the Scopus database, which offers wide article coverage, exceeding that of other databases like Web of Science, thereby establishing it as a significant repository of academic publications (Farrukh *et al.*, 2021). Prior studies have widely employed Scopus for bibliometric analysis, as demonstrated by the works of Donthu *et al.* (2021), Nobanee *et al.* (2021), Chabowski *et al.* (2013), and Budd (1988).

Multiple search algorithms were employed to find all pertinent material and resources related to green marketing and sustainable tourism. TITLE-ABS-KEY ( ( “green marketing” OR “sustainable marketing” OR “sustainability marketing” OR “eco-marketing” OR “green advertising” OR “responsible marketing” OR “carbon-neutral marketing” OR “eco-friendly marketing” OR “low-carbon marketing” ) AND ( “tourism” OR “hospitality” ) ) AND ( LIMIT-TO ( DOCTYPE, “ar” ) OR LIMIT-TO ( DOCTYPE, “cp” ))AND ( LIMIT-TO ( SRCTYPE, “j”)) AND ( LIMIT-TO ( LANGUAGE, “English”)).

The title-abstract-keyword section of the Scopus database was utilized to search the aforementioned string. The initial inquiry encompassed a thorough analysis of 207 scholarly articles published from 1999 to 2023. The study's authors implemented inclusion and exclusion criteria for the papers. This study examined article publications published in English. Consequently, a thorough compilation of 117 academic articles was obtained for the research undertaken between 1999 and 2023. Figure 1 outlines the stages of data retrieval.



**Figure 1:** Data Retrieval Process

### 3.1. Bibliometric Analysis

The bibliometric method is currently employed extensively by scholars in management to analyze numerous elements,

including countries, authors, publications, and sources (Wu *et al.*, 2021). Donthu *et al.* (2021) suggested a two-stage analytical framework for bibliometric analysis, encompassing science mapping and performance analysis.

Performance analysis uses descriptive statistics to illustrate the contributions of different study components. Science mapping is a technique that visualizes and evaluates the relationships and associations among different elements of study. The assessment relates to the existing academic literature, employing bibliographic data including citation and publishing metrics, thematic analysis, trends, and co-authorship (Arora *et al.*, 2022). Consequently, the study intends to achieve its objectives through the utilization of bibliometric analysis.

### 3.2. Software

The bibliographic data was analyzed using VOSviewer software (version 1.6.19). VOSviewer software efficiently constructs and graphically represents bibliometric networks through co-authorship, bibliographic coupling, and co-occurrence (Arora *et al.*, 2022). This program enhances the use of visual aids, such as maps, and aids in the understanding and interpretation of literature by visually illustrating the similarities among different items (Nandiyanto & Al Husaeni, 2021). Moreover, analyzing keyword frequency through the examination of co-occurrence networks of pertinent phrases within the collection of articles is advantageous (Aggarwal *et al.*, 2019).

### 3.3. Data Analysis

Table 1 provides an examination of the data obtained from the Scopus database. A comprehensive collection of 117 papers was obtained, comprising contributions from 320 individuals across 52 nations. These papers were sourced from diverse origins, encompassing the period from 1999 to 2023. Table 1 highlights the count of the articles studied, countries and authors involved in the study, and the trajectory of the study.

**Table 1:** Descriptive Analysis

Description	Count
Total Documents	117
Publication Period	1999-2023
Articles	117
Countries	52
Authors	320

### 3.4. Publication Trend

A significant number of research studies have been carried out on the subjects of green marketing and sustainable tourism



from the span of 1999 to 2023. Since 2013, there has been a growing availability of empirical studies that explore the linkage of green marketing and sustainable tourism. Figure 2 offers valuable insights into the temporal progression of this research's subjects. A number of articles in this specific area were published in 2014 and witnessed a rise in publications till 2015. A slight reduction is observable in the year 2016. Concerns about green marketing and sustainable tourism began to attract attention and examination in the broader sphere starting in 2016 till 2020, where a crisscross curve can be viewed, creating a roller coaster ride for the publications. A slight decrease in 2020 can be noticed in the count of publications, succeeded by a significant rise from there on till 2022. Despite a decline in the publication count, an enormous spike in publication is anticipated in 2024, within the domains of green marketing and sustainable tourism.

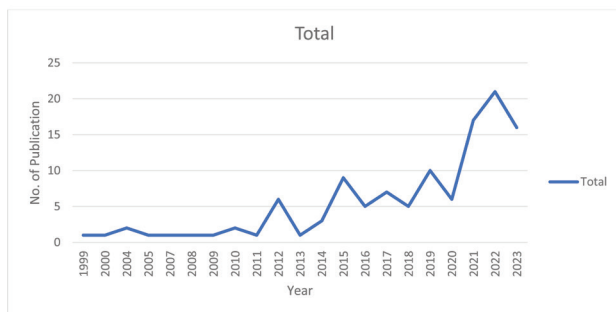


Figure 2: Key Trends in Publication

### 3.5. Co-Citation of Cited Authors

Co-citation analysis of cited authors is a technique employed to assess the connections between the researchers by examining the frequency with which they are cited in conjunction by other authors. The citation of two authors within a single article implies an academic relationship between their contributions, highlighting potential methodological as well as thematic connections. Figure 3 highlights that Han H. served as a pivotal node signifying considerable impact in the fields of green marketing and sustainable tourism. He emerged as a significant contributor to the field of sustainable research, especially in the domains of tourism and green marketing. The prominent connections among Hair J.F., Ringle C.M., and Sarstedt M. indicated a significant degree of citation due to their contribution to quantitative analysis using PLS-SEM, therefore, playing a crucial role in the advancement and implementation of statistical methodologies in multiple fields. The interconnecting lines among the clusters signify an extent of overlap between the fields. In totality, the network demonstrated a robust connection among experts in sustainability and quantitative methodology, highlighting

the essential role of data analysis techniques in progressing studies within these fields.

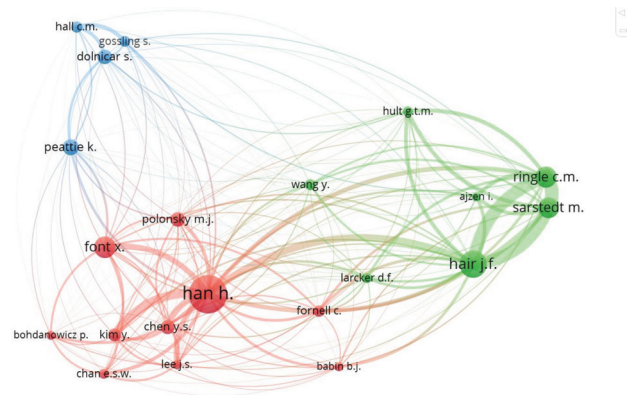


Figure 3: Co-citation of Authors

### 3.6. Bibliographic Coupling of Countries

Figure 4 illustrates a graphic depiction of countries involved in research on green marketing and sustainable tourism. Bibliographic coupling analysis was conducted on countries that have published at least three documents and have received a minimum of three citations. Of the 52 countries, 17 meet the specified criteria. The diameter of the circle in the network diagram signifies the extent of contribution from that country; a larger circle indicates a more substantial contribution. Each circle in the network graphics signifies a distinct nation. The formation of four unique clusters resulted from a process termed bibliographic coupling. The red cluster consists of countries including the United States, Australia, South Africa, Italy, and Greece, with the United States in the forefront. The green cluster predominantly comprises Malaysia, with the addition of Pakistan, Indonesia, Portugal, and Thailand. The cluster in blue consists of China, India, Taiwan, and Romania, whereas the yellow cluster comprises the United Kingdom, Spain, and Hong Kong.

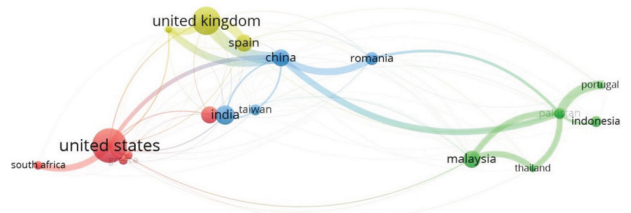


Figure 4: Bibliographic Coupling

### 3.7. Top Cited Authors

Table 2 provides a detailed summary of the most prominent authors in the fields of green marketing and sustainable

tourism, determined by an examination of the citations garnered by their published works. The criteria for author selection based on citations were a minimum of two authored documents and at least five citations obtained by an individual. Of the 320 authors, 10 met the specified requirements, which were selected for additional investigation. Font X. emerged as a preeminent author with the highest citations in the domains of green marketing and sustainable tourism. Furthermore, Smith V.L. and Chhabra D. made notable contributions by receiving numerous citations in the fields.

**Table 2:** Top Authors Based on Citations

S.No.	Author	No. of Documents	Citations
1	Font X.	5	451
2	Smith V.L.	2	122
3	Chhabra D.	2	114
4	Chen Q.	2	60
5	Moscardo G.	2	54
6	Mohamed Sadom N.Z.	2	17
7	Mohammad J.	2	17
8	Quoquab F.	2	17
9	Hermawati A.	3	14
10	Abdullah S.I.N.W.	2	10

### 3.8. Countries' Co-authorship

Table 3 represents the co-authorship among different regions of the globe in a tabular format. The examination of co-authorship patterns across various countries can provide significant insights into the connections individual authors maintain with diverse national associations, provided that the appropriate questions are posed. The collaboration between China and the United Kingdom has been significant in the extensive body of research published on green marketing and sustainable tourism.

**Table 3:** Countries' Co-authorship

From	To	Total Link Strength
China	Pakistan	1
China	Romania	1
China	India	1
China	Taiwan	1
China	United Kingdom	2
China	Hong Kong	1
China	United States	1

Pakistan	Thailand	1
Pakistan	Portugal	1
Pakistan	Romania	1
Malaysia	Pakistan	1
Indonesia	Pakistan	1
Hong Kong	United Kingdom	1
Spain	United Kingdom	1

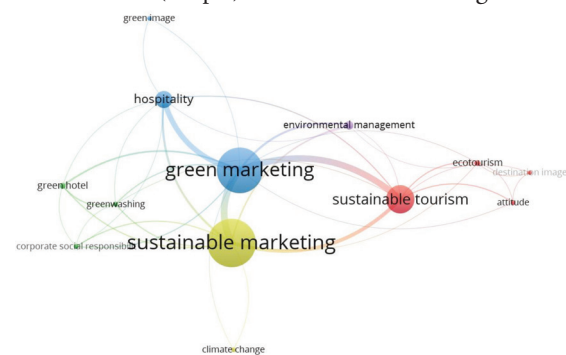
### 3.9. Keyword Co-occurrence

The employment of a co-occurrence network of keywords is an academic approach that provides link-based insights into the interrelations of diverse research fields, aimed at discovering significant research themes (Ulker *et al.*, 2022). When executed effectively, keyword co-occurrences can reveal significant patterns within textual data, hence enhancing the understanding of the relationships among various concepts and terms (Arora *et al.*, 2022). Of the 442 terms analyzed, only 13 met the minimum requirement of three occurrences.

The investigation concentrated on the network visualization of keyword co-occurrence, as illustrated in figure 5. This visualization displayed nodes and connections that illustrated the associations among keywords. The nodes served as placeholders of keywords, with their size indicating the frequency of occurrence of these terms in the documents. A larger node size indicates a higher frequency of occurrence, whereas a smaller size denotes a lesser frequency.

The thirteen identified keywords were further classified into five distinct clusters, which are as follows:

- Cluster 1 (Red): Attitude, Destination Image, Ecotourism, Sustainable Tourism
- Cluster 2 (Green): Corporate Social Responsibility, Green Hotel, Greenwashing
- Cluster 3 (Blue): Green Image, Green Marketing, Hospitality
- Cluster 4 (Yellow): Climate Change, Sustainable Marketing
- Cluster 5 (Purple): Environmental Management



**Figure 5:** Author Keyword Co-occurrence

The visualization underlines a conceptual network map related to themes in green marketing and sustainable tourism. Here's an analysis of the clusters and relationships in the network:

- Central Themes:
  - Sustainable marketing and green marketing are major nodes, indicating these are central topics with multiple connections. These two concepts are highly interconnected, as sustainable marketing encompasses the practices of green marketing, which focuses specifically on environmental consciousness.
  - Sustainable tourism is another prominent node linked to both sustainable and green marketing, suggesting that tourism is a significant area of application for sustainable marketing practices.
- Connected Sub-themes:
  - Hospitality: This is strongly connected to green marketing and has links to sub-topics such as "green hotel" and "greenwashing," implying that sustainable practices in the hospitality industry (like eco-friendly hotels) are key areas of interest. The presence of "greenwashing" also highlights concerns about misleading eco-friendly claims.
  - Environmental Management and Climate Change: Both are linked to sustainable marketing, indicating their importance in marketing strategies aimed at promoting sustainability. These links suggest that sustainable marketing strategies often address broader environmental challenges.
- Tourism-Specific Themes:
  - Ecotourism and Destination Image: These are closely tied to sustainable tourism, showing that sustainable practices in tourism often include promoting ecotourism and building eco-conscious destination images.
  - Attitude: Connected to sustainable tourism, this likely refers to consumer attitudes towards sustainable tourism initiatives, which can impact the success of green tourism marketing strategies.
- Corporate Social Responsibility (CSR): CSR is associated with sustainable marketing, showing that companies aim to incorporate broader social and environmental responsibilities into their marketing strategies.

## 4. Discussion

Based on the bibliometric analysis findings regarding green marketing and sustainable tourism, the study aims to improve consumer experiences and align with growing ethical and

ecological concerns. The bibliometric approach, focusing on notable authors, geographic areas, and publication trends, provides a model for identifying influential contributors and geographic hubs in these domains as well. The domain of green marketing, alongside sustainable tourism, is an emerging topic of research within academia.

The primary objective of this research was to investigate the integration of green marketing techniques in the development of sustainable tourism and their influence on the marketing strategies employed by enterprises. This study expands on current literature and utilizes bibliometric analysis as its research approach. This research contributes to the academic literature on green marketing within the framework of sustainable tourism.

It accomplishes this by the application of bibliometric analysis and content analysis tools, which augment the methodological rigor and comprehensiveness of the literature in the domain of the current study. The aim of this study is to identify the prominent authors, geographic regions, and publications in the domain of green marketing and sustainable tourism.

The study performed a co-citation analysis and determined that Han H. functioned as a crucial node, indicating significant influence in the domains of green marketing and sustainable tourism.

The bibliographic coupling analysis among countries revealed that the United States, Malaysia, China, and the United Kingdom had the highest publication counts.

Moreover, in the realm of citations, Font X. distinguished himself as a leading author with the highest number of citations in the areas of green marketing and sustainable tourism. Additionally, Smith V.L. and Chhabra D. significantly contributed by garnering multiple citations in their respective domains.

## 5. Implications

### 5.1. Theoretical Implications

- Integration of Theories: This study enriches existing literature by integrating theories from green marketing, environmental psychology, and sustainable tourism. It supports the idea that sustainable practices influence consumer behavior, contributing to a nuanced understanding of eco-friendly consumption within the tourism industry.
- Behavioural Insights: By examining the underlying motivations for green consumer behavior, this research adds depth to the Theory of Planned Behavior (TPB) and related behavioral models, specifically regarding how attitudes, subjective norms, and perceived control influence sustainable travel decisions.

- **Framework Development:** The research introduces a conceptual framework that links green marketing strategies with tourist behaviors, which may serve as a foundation for future studies investigating the long-term impact of sustainable tourism practices on brand loyalty and trust.
- **Cultural Influence:** By incorporating cultural dimensions into the framework, the study offers insights into how different cultural contexts affect sustainable tourism adoption, contributing to a cross-cultural perspective in green marketing research.

### 5.2. Practical Implications

- **Strategic Green Marketing:** Tourism businesses can leverage this study to develop and implement targeted green marketing strategies that resonate with eco-conscious travelers. Emphasizing green certifications, eco-friendly practices, and sustainable amenities can enhance perceived brand value and attract more tourists.
- **Sustainable Tourism Experiences:** Insights from this research suggest that tourism operators should focus on designing experiences that align with environmental values. This includes offering eco-friendly accommodations, sustainable transport options, and activities that minimize environmental impact, catering to the growing segment of environmentally aware tourists.
- **Policy Development:** Policymakers can use these findings to design and enforce regulations promoting green practices across the tourism sector, such as waste reduction policies, sustainable resource management, and incentives for eco-friendly businesses. This aligns industry practices with broader environmental goals.
- **Stakeholder Collaboration:** The study underscores the importance of collaboration among stakeholders, such as tourism businesses, local governments, and community groups, to develop sustainable tourism infrastructure. By fostering partnerships, they can collectively promote eco-friendly travel options and enhance tourists' sustainability perceptions.

### 5.3. Managerial Implications

- **Brand Positioning and Marketing:** Managers in the tourism industry can capitalize on green marketing as a differentiator, positioning their brands as environmentally responsible. Emphasizing sustainability in branding and advertising can appeal to environmentally aware consumers, potentially increasing market share.

- **Customer Education:** Managers can invest in educational campaigns that inform tourists about the benefits of sustainable practices and how their choices contribute to environmental preservation. This approach can help build brand loyalty by aligning brand values with customer beliefs.
- **Monitoring and Evaluation:** Managers can implement systems to track the effectiveness of green marketing efforts, adjusting strategies based on performance metrics. This ensures that green marketing initiatives yield a high return on investment while reinforcing a brand's commitment to sustainability.
- **Cost and Resource Efficiency:** By adopting sustainable practices such as energy conservation, waste reduction, and resource recycling, tourism businesses can reduce operational costs. Managers can use these savings to fund further green marketing efforts, creating a sustainable cycle that supports both profitability and environmental responsibility.

These implications contribute to advancing research, influencing practical applications, and offering actionable insights for managerial decision-making in green marketing and sustainable tourism.

## 6. Conclusion

In conclusion, this bibliometric analysis highlights the interconnectedness between green marketing and sustainable tourism, providing valuable insights into key contributors, influential geographic regions, and publication trends. By examining notable authors and conducting co-citation and bibliographic coupling analyses, this study identifies crucial nodes and influential research hubs that shape the development of green marketing strategies within the context of sustainable tourism. The findings underline the relevance of integrating green marketing techniques to meet the rising ethical and ecological demands of modern consumers, ultimately enhancing consumer experiences while supporting sustainable tourism initiatives. This research contributes to the literature by establishing a foundation for further investigation into how green marketing principles can be effectively aligned with sustainable tourism to foster responsible and enduring tourism practices.

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All the authors have contributed to all the sections.



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