

Navigating Corporate Social Responsibility in Tourism: A Bibliometric Exploration

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Abstract

There has been a notable increase in scholarly research on corporate social responsibility (CSR) within the tourism and hospitality sector over the past ten years. Undoubtedly, a significant majority of articles pertaining to this subject have been disseminated within the last half-decade, amounting to over 70% of the total corpus. This paper examines the development of corporate social responsibility (CSR) within existing literature by adopting a bibliometric approach. For collecting bibliographic data Scopus database was used. A total of 308 research articles were extracted from the database and analyzed using the R Studio and VOSviewer software. The analysis showed the most prolific authors, journals, countries and articles using various types and units of analysis. The current research on corporate social responsibility (CSR) in the context of tourism industry is advancing beyond the limitations of previous reviews to corporate sustainability by providing a comprehensive understanding of the domain.

Keywords: Corporate Social Responsibility, Tourism Sector, Bibliometric Analysis, VOSViewer

1.0 Introduction

According to Carroll (1979), the contemporary age of CSR began with the publication of Bowen's "Social Responsibilities of Businessman" in 1953 (Bowen, 1953). The literature has explored corporate social responsibility (CSR) concerns in tourism of sustainability for decades (Holden, 2000). An organization's identity may be conveyed to customers through CSR activities (Sen & Bhattacharya, 2001) and established in the thoughts of customers through CSR activities (Gupta & Pirsch, 2006). CSR has been more important in recent years for businesses associated with tourism (Kang, Lee, & Huh, 2010) because tourism businesses have been under pressure to implement sustainability initiatives from a variety of stakeholders in recent years (Alvarado-Herrera et al, 2015; Font et al, 2012). Tour operators, clients, workers, vendors, NGOs, governments, etc. are all examples of stakeholders (Cheyne & Barnett, 2001). Consumers are the most powerful group, in terms of sway, in convincing hotels to embrace greener practices and a code of ethics (Ayuso, 2006). Recent research has concentrated on the tourist sector in India. As a service, tourism involves providing visitors with a variety of amenities and activities designed to make their trip memorable. When it comes to caring for the communities and ecosystems in which they operate, tourism businesses have a special obligation. Environmental progress must be taken into account with consumer preferences and stakeholder needs for effective tourist planning and management (Henderson, 2007). Today, these sectors confront difficult problems to meet the demands of socially conscious tourists who

are concerned with CSR concerns (ETN, 2009). A growing number of individuals are expressing their commitment to engaging in forms of tourism that prioritize the preservation of natural and cultural heritage (Stabler, 1997; Diamantis, 1999). To meet these consumers' needs, the sectors have begun engaging in a wide range of socially responsible activities (Bremner, 2009). From the standpoint of a for-profit business, the financial performance of its investments in socially responsible activities has consequences and advantages that must be taken into account. That's because it's possible to argue that a CSR investment isn't sustainable over the long term if it doesn't improve the firm's bottom line. Globally, firms are prioritizing CSR initiatives (Porter and Kramer, 2006). The vast majority of studies on corporate social responsibility have been conducted in the West (Pomeroy & Dolnicar, 2009; Maignan, 2001), with only a handful of studies published from an Asian perspective (Salmones et al., 2005; Fatma et al., 2014; Ramasamy et al., 2010; Chapple and Moon, 2005). To fully understand CSR and its causes, further studies are needed in a variety of settings (Fatma and Rahman, 2014; Jamali and Mirshak, 2007). Numerous corporate social responsibility (CSR) initiatives are being carried out by the tourism industry nowadays such as community service, environmental protection, customer care, and staff morale are all examples of CSR initiatives (Holden, 2003; Holcomb et al., 2007). A socially responsible tourism business can spread its message of social and environmental responsibility to its customers, encouraging them to act as good citizens by using and reusing the business's services and, more specifically, by caring for the environment in the form of environmental customer citizenship behavior.

Despite the importance of CSR to the tourist sector, relatively little study has been conducted in this field. Only a small number of tourism scholars have conducted extensive, systematic research on the topic, leading to an incomplete corpus of information (Coles et al., 2013; Franco et al., 2020). Therefore, it is essential to methodically gather the abundant literature on this subject and narrow its scope to CSR, and, consequently, the necessity to analyze trends and pattern in research in this field (Zanfardini et al., 2016), this paper aims to examine the evolution of the field, most productive authors, journals to search for articles in this domain, significant concerns of countries in this area in an effort of showing a more realistic picture by expanding the literature. Researches and professionals in the tourist industry will benefit from the insights provided by the analysis and visual representations.

Based on the former researches, it is not uncommon to expect the increasing numbers of papers in the field of tourism investigate the impact, participation, growth, or presence of social responsibility in this industry. This is not surprising (Koseoglu et al., 2016a). The amount of interest or growth in a field is important for researchers, professionals, managers, and editors to observe trends and develop an agenda for new practices or study ideas (Koseoglu et al., 2016b). We are echoing the mirror hypothesis put forward (Ramos & Ruiz, 2004), which states that once a field of science reaches a specific level of development, its academics must focus on the literature produced by its own community. So, it appears that a quantitative study of the published material is required (Strandberg et al., 2018). Because of this, bibliometric analysis is becoming more popular as a tool to chart the growth and development of scientific domains and evaluate the progress of individual subjects (Zupic & Ater, 2015).

Despite the abundance of recent bibliometric analyses (Virani et al., 2020; Celebi et al., 2020; Shasha et al., 2020; Johnson & Samakovlis, 2019; Serrano et al., 2019) in the tourism industry, only a handful of studies have looked at the top papers, journals, topics, institutions, authors, and countries in terms of social responsibility within the industry. Among these studies, Zanfardini et al., 2016, Niñerola et al., 2019, and Garrigos-Simon et al., 2018 are notable exceptions. Zanfardini et al., 2016 conducted the sole epistemological examination of the development of CSR research in the tourist setting over a 20-year

period (1992-2012), despite the fact that these publications exist. It ignored a comprehensive database in favor of analyzing the most prestigious publications in the subject. In contrast, the major emphasis of the studies conducted by Niñerola et al., 2019 and Garrigos-Simon et al., 2018 was the correlation between sustainability and tourism. While social responsibility and sustainability are linked ideas, they do not address the same issues. This is important to keep in mind in this context.

The primary concerns of this work are around the following research questions:

RQ1: What are the defining attributes of scholarly literature pertaining to CSR in the tourism sector, specifically encompassing the period from 2003 to 2022?

RQ2: What are the top authors, journals, and articles that have made the most significant scholarly contributions in the area of CSR in tourism?

RQ3: How is research on CSR in the tourist industry organized intellectually?

2.0 Resources & Techniques

The research work has employed the bibliometric assessment approach for its implementation. The ultimate focus of bibliometrics methodology is to identify, arrange, and analyze the principal elements within a particular research domain (Cobo et al, 2011; Lievrouw, 1989). There have been 308 papers analyzed using statistical, mathematical, and mapping approaches to determine the current relationships between Tourism and Corporate Social Responsibility (CSR). Scopus database was chosen because it has a large number of publications, journals indexed, authors, and match the scientific quality criteria of peer-review (Nobanee et al, 2021; Phillips et al, 2020). The R Studio's Biblioshiny (Aria & Cuccurullo, 2017) was one considered as the most useful and reliable tool for bibliometric in comparison to other tools (Janik et al., 2020). For the analysis, data is extracted from the Scopus database using various keywords. This allowed us to find the terms in the paper abstracts, keywords, and titles with relative ease. A total of 649 articles were acquired from the population, which comprised all publications up to July 20, 2023.

- **Keywords Identified:**

Corporate Social Responsibility, CSR, Tourist, Tourism – 649 Articles.

- **Subject Area:**

Business, Management & Accounting – 448 Articles.

- **Document Type:**

Articles – 332 Articles

- **Publication Stage:**

Final – 433 Articles

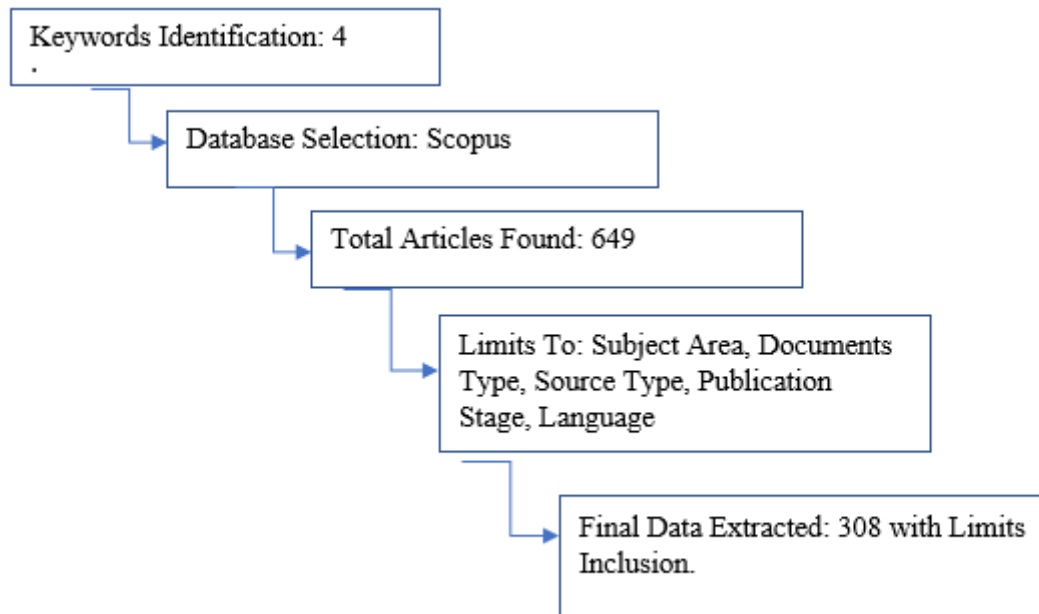
- **Source Type:**

Journals – 347 Articles

- **Language:**

English – 441 Articles

Figure 1: Data Extraction Process



Results & Discussions

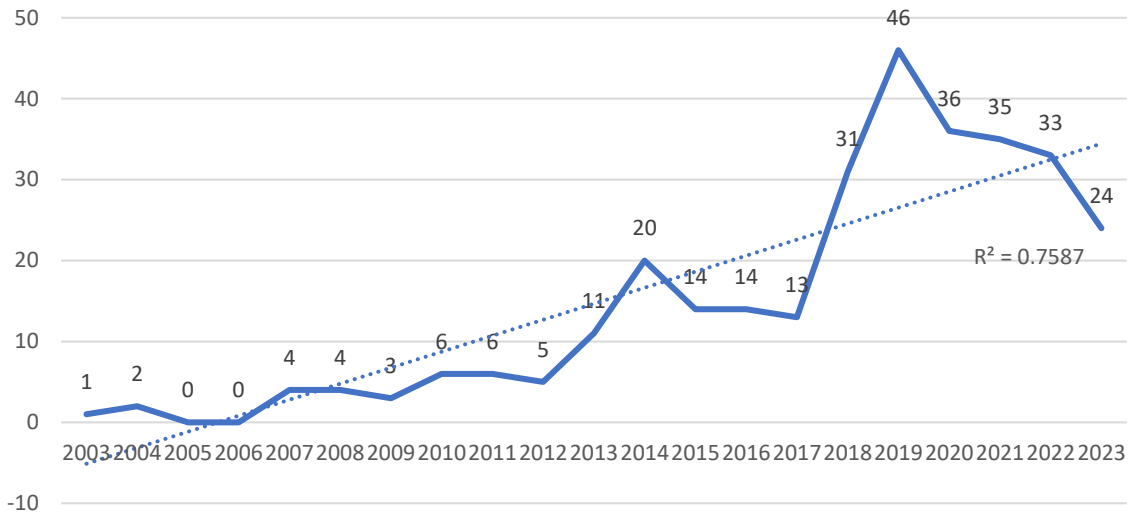
2.1 Descriptive Indicators

The data covers the period from 2003 to 2023 includes publications from 103 different sources, such as journals, books, and other academic materials with a total of 308 research documents. The average annual growth rate of the number of documents in the domain is 17.22%. The average age of the documents in the dataset is 5.06 years. The total number of references cited across all documents is 19,308. There are 367 unique keywords or terms used to classify and index the documents and 993 unique keywords or terms that authors have provided to describe their research. Out of the 686 authors, 52 have authored single-authored documents (documents with only one author). Approximately 33.12% of the co-authorships involve authors from different countries, indicating international collaboration.

2.2 Annual Scientific Production

This section provides the evolution stage of subject area. Even while the number of publications published increased slightly from 2003 to 2005, it still averaged just about two per year. There was a little rise throughout those two years, with four items appearing each time. Between 2009 and 2013, the annual average number of articles published varied from 3 to 11. Twenty articles were published in 2014, representing a considerable increase in research production. There was a stable annual publication rate of between 13 and 14 articles from 2015 to 2017. There was a dramatic increase in the number of articles published in 2018, with 31 being the most ever recorded. The number of papers published increased steadily from 2019 to 2023, with 46 being published that year. Nevertheless, the number of publications published dipped somewhat in 2022 and 2023, with 33 and 24 articles, respectively, which may be indicative of a slowing in research production. The $r^2 = 0.75$ which shows a high positive correlation between time period and number of publications. Figure 2 shows that the number of scholarly articles has been steadily rising over time, with occasional dips and surges along the way. Research production appears to have increased significantly from 2014 onwards, however there may have been a minor fall in the most recent years, as demonstrated by the decline in the number of publications in 2022 and 2023.

Figure 2: Evolution of Production in the field



2.3 Most Relevant Sources

This section provides information regarding the quantity of articles published by different sources within the domain of tourism industry as given in Figure 3. The "Journal of Sustainable Tourism" is the most prominent source in terms of publication output, having published 29 articles. This journal emerges as the primary contributor to the field among the journals listed. Another journal "Tourism Management" is a highly productive publication in the field, with 24 articles. The "International Journal of Contemporary Hospitality Management" and the "International Journal of Hospitality Management" have each published a significant number of articles, with the former publishing 15 articles and the latter publishing 14 articles. This demonstrates a noteworthy contribution to the field of hospitality management. The journals "Current Issues in Tourism" and the "Journal of Travel Research" have each published 13 and 12 articles, respectively, which highlights their substantial contribution in the dissemination of research within the field of tourism. In summary, the data demonstrates the heterogeneous levels of research productivity observed among distinct academic journals.

Figure 3: Density Visualization of Sources

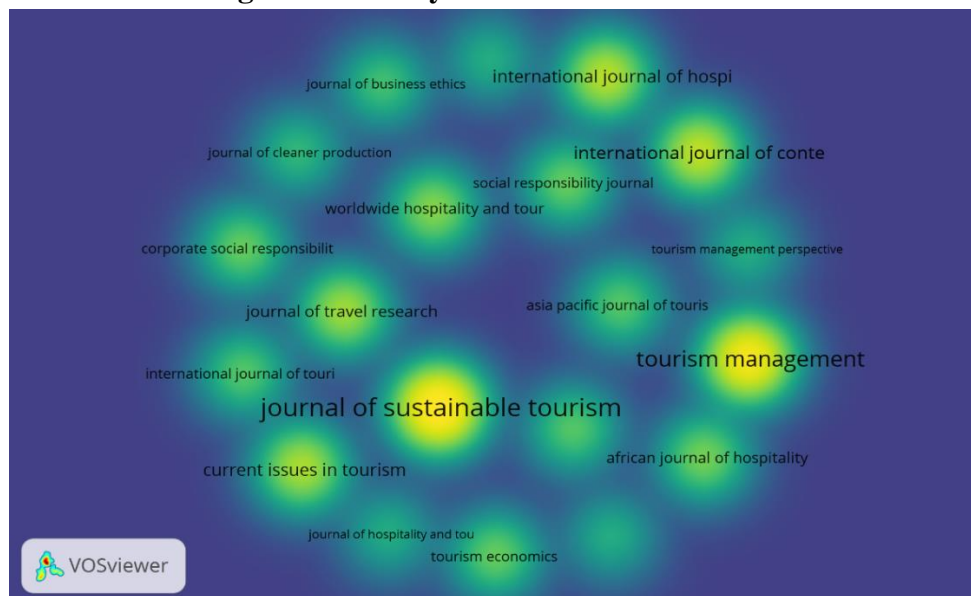
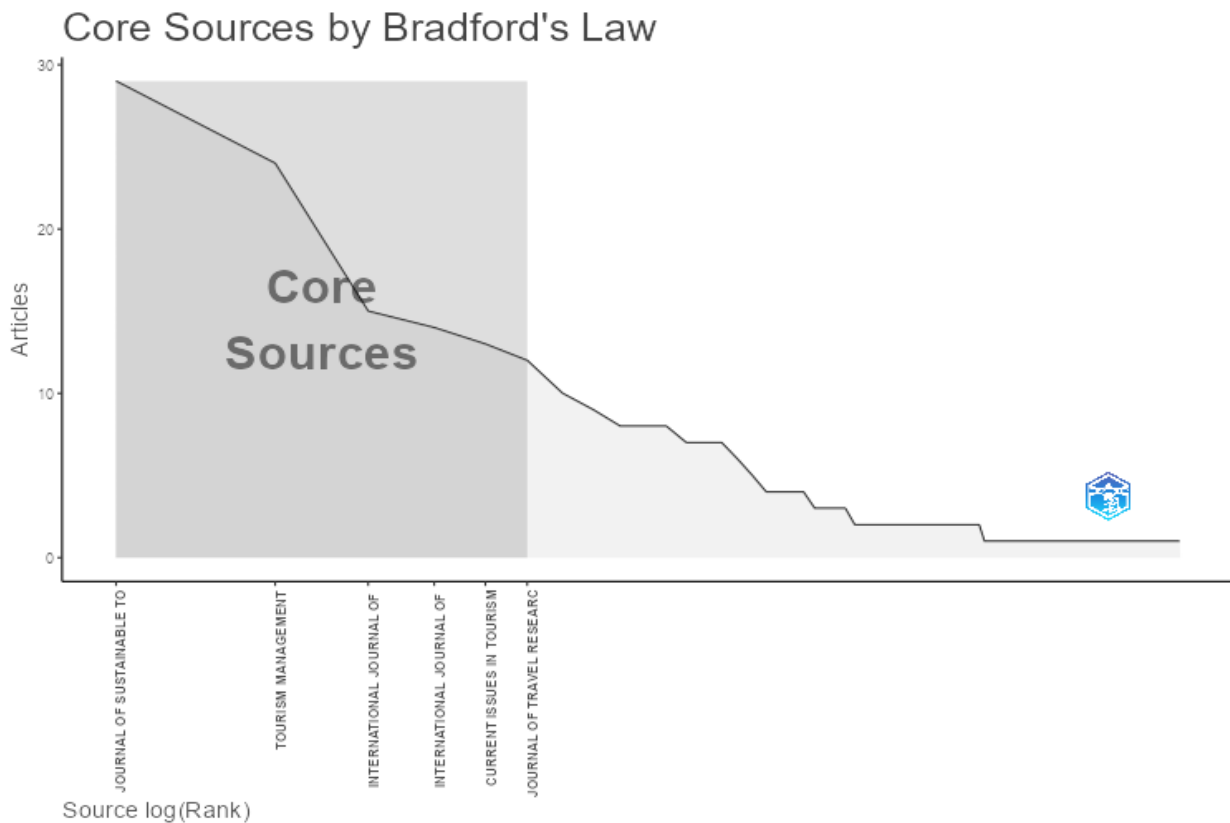


Figure 4 presents data pertaining to Bradford's Law, a theoretical framework that investigates the distribution patterns of scholarly articles among various academic journals or sources (Bradford, 1934). The Figure 4 presents data pertaining to ten journals, wherein their ranking is determined by their article frequency and subsequently categorized into two distinct zones. Zone 1 encompasses a selection of six esteemed scholarly journals that are recognized for their high level of productivity. These journals include the "Journal of Sustainable Tourism," "Tourism Management," "International Journal of Contemporary Hospitality Management," "International Journal of Hospitality Management," "Current Issues in Tourism," and "Journal of Travel Research." The combined total of articles published in these six journals amounts to 107, with the "Journal of Sustainable Tourism" ranking highest by publishing 29 articles, closely followed by "Tourism Management" with 24 articles. Zone 2 encompasses a collection of four scholarly journals, namely "Worldwide Hospitality and Tourism Themes," "African Journal of Hospitality, Tourism and Leisure," "Corporate Social Responsibility and Environmental Management," and "Social Responsibility Journal." These journals exhibit a lower level of productivity compared to those within Zone 1, collectively disseminating a total of 35 articles. In this dataset, there is a clear manifestation of Bradford's Law, which posits that a minority of journals (Zone 1) are responsible for a significant proportion of published articles, while a majority of journals (Zone 2) make a comparatively smaller contribution. The distribution pattern described herein facilitates the comprehension of the concentration of scholarly output by researchers and publishers, thereby aiding in the optimization of academic research and resource allocation.

Figure 4: Bradford's Law



2.4 Top Prolific Authors

Table 1 shed light on the output, influence, and cooperation of many authors in the subject. Impact and authority are quantified by the h- and g-indices, while collaboration is shown by the m-index. The entire research output and citation effect of each author's publications are represented by the total number of citations and the number of articles. FONT X and LEE S hold the top two positions in terms of the h-index, g-index, and m-index. Both researchers possess an h-index and g-index of 8. In contrast, FONT X exhibits a comparatively lower m-index of 0.4, suggesting a reduced degree of collaboration when compared to LEE S, whose m-index is higher at 0.615. This observation indicates that LEE S exhibits a comparatively higher prevalence of collaborative efforts within their published works. BONILLA-PRIEGO MJ, SU L, UYAR A, WANG C, WONG AKF, and XU H all possess comparable rankings, as indicated by their respective h-index, g-index, and m-index values, all of which are equal to 4. Among the aforementioned authors, UYAR A distinguishes themselves by possessing an m-index of 1, which signifies a consistent collaboration across all of their published papers. In contrast, the remaining individuals possess an m-index value that is less than 1, indicating a combination of single-authored and collaborative publications. Author AHN J has an h-index, g-index, and m-index of 4, however, what sets them apart is their notably higher m-index of 0.8 compared to other authors, indicating a relatively elevated degree of collaboration. BORGES AP exhibits the most modest values for the h-index, g-index, and m-index, indicating a comparatively limited number of publications and citations in relation to other authors included in the compilation.

Table 1: Top Prolific Authors

Authors	h_index	g_index	m_index	TC	NP	PY_start
FONT X	8	8	0.4	848	8	2004
LEE S	8	8	0.615	774	8	2011
AHN J	4	4	0.8	67	4	2019
BONILLA-PRIEGO MJ	4	4	0.4	283	4	2014
SU L	4	4	0.444	296	4	2015
UYAR A	4	4	1	142	4	2020
WANG C	4	4	0.667	71	4	2018
WONG AKF	4	4	1.333	58	4	2021
XU H	4	4	0.667	106	4	2018
BORGES AP	3	3	0.6	21	3	2019

2.5 Most Productive Countries

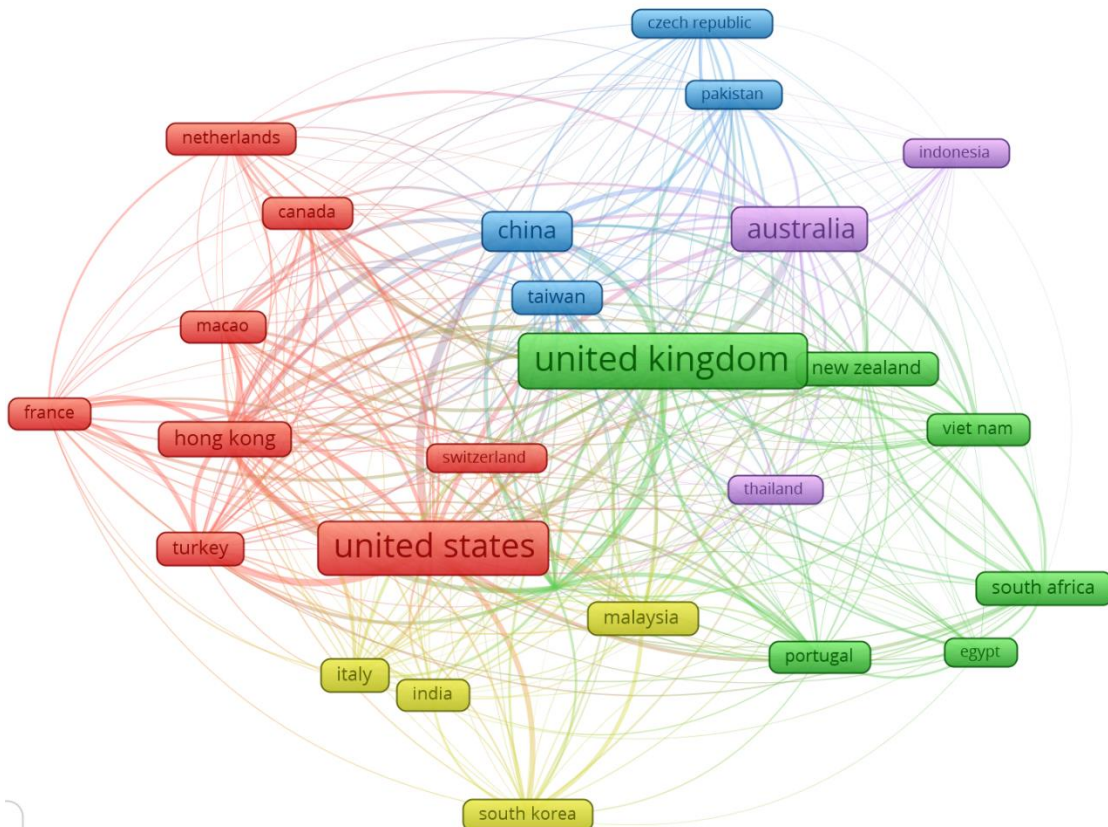
This section sheds light on the comparative research output and influence of various nations within the context of the studied field. Table 2 displays the average number of citations earned by research articles published in each nation, as well as the number of articles published in each country. In all, there are 78 research publications published in the United States with a total of 1496 citations for these pieces, or around 53.43 citations per piece on average. It is followed by United Kingdom with 88 research papers, which have been cited 1314 times in total and its articles typically receive about 46.93 citations on average. There have been 60 Australian research publications published, with a total of 1152 citations. About 48 times every item is cited on average in Australia. There are 78 research papers published in Spain, which have been cited 983 times. On average, each article has about 49.15 citations. 78 of China's research

publications have been cited 937 times. China has about 42.59 citations per article on average. There are fewer research papers from India (16 total) in the database. The average number of citations per article is rather high, though, at about 236.67 out of a total of 710.

Table 2: Top Productive Countries

Countries	Total Publication	Total Citations	Average Article Citations
USA	78	1496	53.43
UNITED KINGDOM	88	1314	46.93
AUSTRALIA	60	1152	48
SPAIN	78	983	49.15
CHINA	78	937	42.59
INDIA	16	710	236.67
SOUTH AFRICA	16	296	49.33
SINGAPORE	16	285	285
CANADA	16	196	65.33
AUSTRIA	16	187	62.33

Figure 5: Network Diagram of Productive Countries



2.6 Relevant Documents

The data in Table 3 is quite helpful for assessing the significance and effectiveness of individual research publications in the subject of management and tourism. The citation metrics and average yearly citation

rates for these works provide scholars and readers with a means of evaluating their value and influence over time. The most significant paper published in 2007 in the "International Journal of Contemporary Hospitality Management," MANAKTOLA K's article has been cited 622 times. Since its 2007 publication, it has received, on average, 36.59 citations per year, with the normalized total citations indicating an annual average of 2.43 citations. The second productive study has been cited 444 times and was written by INOUE Y and published in 2011 in the "Tourism Management" magazine. Since its publication in 2011, it has received an average of about 34.15 citations per year, with a normalized total of 3.65 citations per year. Followed by the third productive paper that has been cited 349 times and was written by SPARKS BA and published in the "Tourism Management" magazine in 2013. Normalized total citations reveal an average of 5.92 citations per year since 2013, with an overall average of 31.73 citations per year since its publication. Additional publications' citation metrics, such as total citations, annual average citations, and normalized total citations, are listed in the Table 3.

Table 3: Most Significant Documents

Paper	DOI	TC	ATC	Norm. TC
Manaktola K, 2007, Int J Contemp Hosp M.	10.1108/09596110710757534	622	36.59	2.43
Inoue Y, 2011, Tour Manage	10.1016/j.tourman.2010.06.019	444	34.15	3.65
Sparks Ba, 2013, Tour Manage	10.1016/j.tourman.2013.03.007	349	31.73	5.92
Henderson Jc, 2007, Int J Hosp Manage	10.1016/j.ijhm.2006.02.001	285	16.76	1.12
Chou C-J, 2014, Tour Manage	10.1016/j.tourman.2013.08.001	233	23.30	3.58
Font X, 2012, Tour Manage	10.1016/j.tourman.2012.02.012	213	17.75	3.46
Zhu Y, 2014, Asia Pac J Manage	10.1007/s10490-013-9369-1	205	20.50	3.15
Theodoulidis B, 2017, Tour Manage	10.1016/j.tourman.2017.03.018	178	25.43	3.60
Frey N, 2010, Tour Manage	10.1016/j.tourman.2009.06.017	176	12.57	2.41
Alvarado-Herrera A, 2017, J Bus Ethics	10.1007/s10551-015-2654-9	165	23.57	3.34

2.7 Keyword Analysis

In this section, one can see how frequently various terms appear the previous literature. There are 74 occurrences of the term "corporate social responsibility," making it the most common keyword. The emphasis on firms' ethical and social endeavors within the framework of tourism implies that the notion of corporate social responsibility is a significant subject in the area. After "travel," "tourism" is the next most frequent term, showing up 31 times. Since the research seems to focus on travel-related themes, this seems sense. The terms "tourism management" and "tourism economics" also appear often in the text (28 and 26 times, respectively), demonstrating their importance. This shows that it investigates the administrative and theoretical facets of tourist economics. The terms "tourism market" and "sustainability" appear 25 and 23 times, respectively, indicating their equal significance. This suggests that the dataset delves into questions concerning the tourist sector and sustainability as a whole. The terms "ecotourism" and "tourism development" appear 20 times apiece. This means that topics such as the development and evolution of tourist locations and environmentally friendly tourism practices are included in the dataset.

The prevalence (19 occurrences) of the term "corporate strategy" suggests that this section is concerned with the formulation and implementation of corporate tourist strategies. In conclusion, the word "stakeholder" appears 18 times, indicating that the dataset investigates the participation and interests of a wide range of stakeholders in the tourist business. In conclusion, it would appear that the dataset covers a wide variety of tourist-related subjects, with an accent on CSR, tourism management, economics, and sustainability.

Figure 6: Network Analysis of Important Keywords

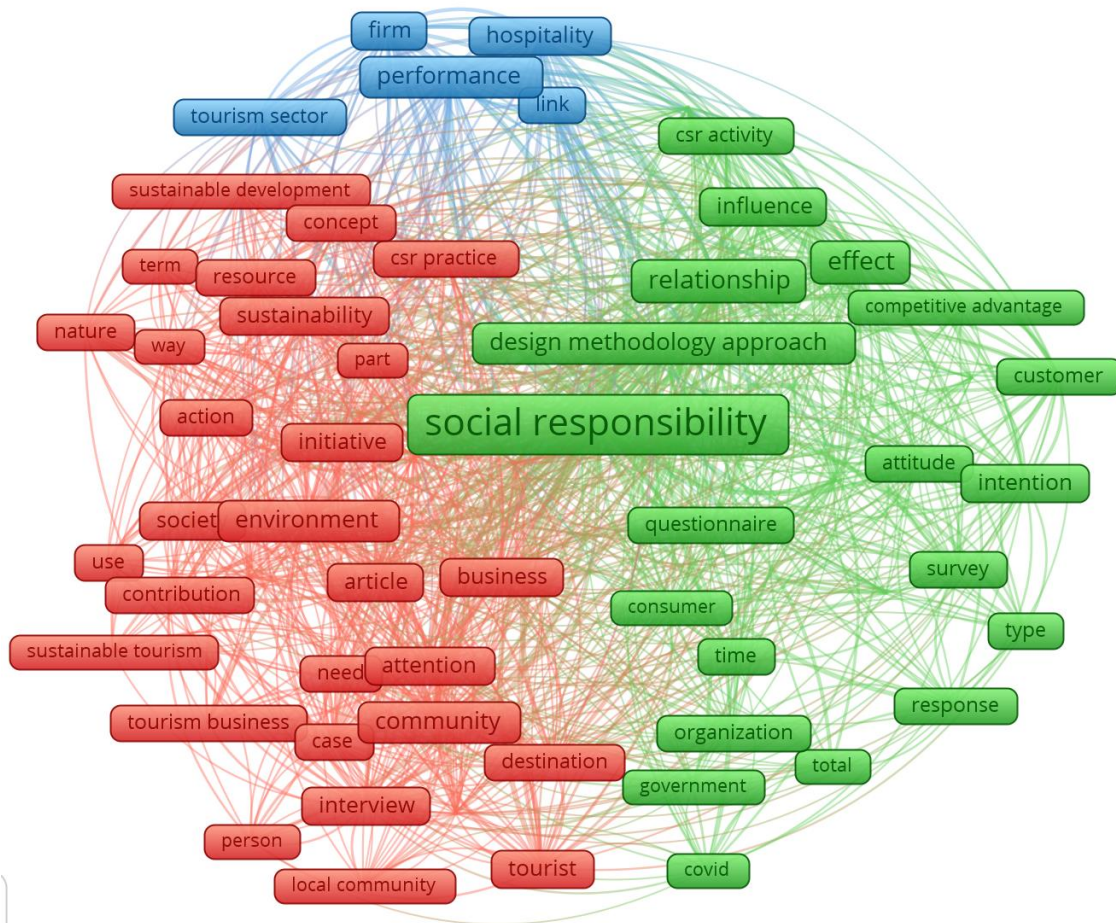


Figure 7: Word Cloud of relevant keywords in domain



4.0 Future Research Directions

An increasing number of publications and citations point to the growing popularity of sustainable tourism as a discipline (RQ1). Research on sustainable tourism has begun in developing nations, suggesting a large untapped market for studies in this area. To gain a comprehensive understanding of the academic landscape of tourist corporate social responsibility (CSR), scholars may consider exploring databases like Web of Science (WOS) and Scopus to assess their utility. Future researchers can also discover the distinctive features that characterize various nations and the valuable insights policymakers may get by comparing Corporate Social Responsibility (CSR) practices in the tourist industry across different regions, such as Asia and Europe. Potential future researches could also be conducted to gain further insights into the impact of COVID-19 and similar crises on corporate social responsibility (CSR) activities and practices in the tourist industry. Benavides Velasco et al. (2011) suggested using the appointment's technique as an alternative way to the bibliometric methodologies used in the study. This would provide a more advanced analysis of the article content. The use of several search engines to guarantee a more complete dataset and the use of alternative search phrases to obtain articles is another possible research gap that needs to be explored. Even, the tourist industry's crisis management is an area that needs further exploration. Researchers may also look at the ways in which tourist-related businesses deal with disasters and how corporate social responsibility mitigates their effects.

5.0 Conclusion

The "Journal of Sustainable Tourism" stands out as a preeminent scholarly publication, playing a pivotal role in advancing the field of tourism. Renowned for its substantial contributions, this journal is a key resource for researchers and practitioners committed to sustainable tourism development. Its authoritative content and comprehensive coverage make it an indispensable platform, fostering critical discourse and disseminating cutting-edge insights. Recognized within Zone 1, the journal's significance extends beyond its prolific publication volume, influencing scholarly discourse and shaping the trajectory of sustainable tourism research, establishing itself as a cornerstone in the academic landscape of tourism studies. Scholars in this particular discipline can employ these academic publications as a means to obtain a diverse array of research discoveries and remain informed about the most recent advancements. The prevalence of these terms in the dataset indicates their importance, and they provide useful context for understanding how tourism intersects with business practices and sustainability goals. Insightful judgments on tourist development and ethical business practices may be made with the help of these keywords, which researchers and industry stakeholders can use to delve more deeply into the subjects investigated in the dataset.

This study, while valuable, faces notable limitations that warrant careful consideration. Firstly, the chosen indicators and bibliometric approaches employed for analyzing article contents are acknowledged as flawed. To augment the robustness of the research, the integration of alternative data analysis approaches, such as the appointment's method proposed by Benavides Velasco et al. (2011), is suggested. Diversifying data searches by employing alternative terms and incorporating additional search engines is advocated to ensure a more comprehensive retrieval of relevant articles. A noteworthy limitation arises from the reliance on abstracts and titles rather than full texts during the article selection process. This potential shortcoming could impact the depth and accuracy of the findings, prompting a need for a more thorough examination through the inclusion of complete texts. Despite these challenges, it is emphasized that such limitations are inherent to bibliometric analyses, as elucidated by Vázquez-Carrasco and López-Pérez

(2013). The acknowledgment of these issues underscores the complexity of bibliometric studies and highlights the need for continuous refinement in methodology to enhance the reliability and validity of research in this domain

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