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Review of Tourism Responsibility Literature and Sustainable Tourism Visualised Using CiteSpace

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Abstract

Since the concept of sustainable development was introduced in the 1980s, there has been a rapid increase in the literature on sustainable development in tourism. Responsible tourism has become a sustainable development practice, and the related literature has developed rapidly. Tourists are recognised as the central actors responsible for responsible tourism; however, there is a lack of research on responsible tourism. To determine the current state of research in Social Science Citation Index (SSCI) database, this study conducted a series of content analyses using CiteSpace and examined network structure maps between publications, including the distribution of core authors and institutions, and high-frequency categories; the contribution of the number of articles by country; the number of highly cited papers and research hotspots; as well as the analysis of co-authorship relationships, the analysis of co-occurrence of keywords, and the clustering analysis and emergence analysis. This study focuses on Responsible Tourist (RT) research in SSCI in a scientometric way and draws the following findings. First, the contributing authors of articles in RT research are mainly from China, the United States, Australia and South Korea. Second, existing research in RT research focuses on (tourism) business and economics, environmental science, and public administration. Third, new trends in RT research have shifted from the relationship between tourists and responsible tourism and the factors influencing tourists' environmentally accountable behaviour to the motivations of responsible tourists at the micro level. In the context of emission reduction targets, post-pandemic tourism recovery, tourism's guidance and demand response to tourist behaviour may define new research frontiers in RT research.
Keywords: Responsible tourist; Hot topics; Emerging trends; Scientometric methods

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Introduction

In the face of outstanding development problems such as resource depletion, environmental pollution and urbanisation, the international community has gradually developed the concept of sustainable development, which was formally presented in the United Nations General

Assembly in 1987 in the form of the report "Our Common Future"(Chichilnisky, G.,2010). Without exception, tourism was initially recognised as an industrial approach to sustainable development. However, with tourism's increasing negative impacts, such as the natural environment's overloading and cultural erosion, advocating sustainable tourism has become the industry's and academia's consensus. Sustainable tourism emphasises resource conservation and economic development. Proposals for sustainable tourism can be found in many tourism planning documents, but their meaning and operation were initially vague and inconsistent (Hardy, Beeton, and Pearson,2002). Sustainable tourism is not simple - it requires a responsible approach, careful management, planning, education, training, etc., and will become increasingly important (Jefferson, A., 1995). Tourism approaches that promote new tourism, measure carrying capacity, encourage community involvement and reduce environmental impacts are increasing in the literature. Hardy, Beeton, and Pearson (2002) provide a historical review of integrating sustainable development and tourism. International organisations have attempted to encourage sustainable development practices through several Green Mark certifications, among them the International Ecotourism Society (TIES).

Among the many forms of travelling, there are diverse frameworks for sustainable forms of tourism development in academic research and industry development. Ecotourism, fair trade tourism, community tourism, pro-poor tourism, responsible tourism and justice tourism are considered to be the more developed forms of frameworks for sustainable development (in Weeden C,2014:44). Although the International Ecotourism Society considers ecotourism as a legitimate precursor to responsible and sustainable tourism (in Weeden C,2014:45) if tourists visit pristine areas, it is precisely these areas that are put at risk of being destroyed by tourism activities (in Butcher,2005:49), and thus, responsible tourism is a more brilliant resource- and environment-friendly way. Sustainability is the idea, responsibility is the practice, and action is the action (Mihalic,2016). In tourism, the responsible behaviour of tourists, governments, the tourism industry, NGOs, employees and local community residents may contribute to sustainable tourism development (Bramwell et al., 2008).

The perspectives of responsible tourism research are the behaviour of consumers and producers, the types of relationships between actors (e.g. between tourists, between consumers and producers, between the tourism sector and the host population, etc.), ethics and behaviour, and the political assumptions behind responsible tourism (Bramwell et al., 2008). Corporate social responsibility consumer actions are all factors that influence responsible tourism practices, and corporate social responsibility may also be influenced by competence. Thus, the implementation of responsible tourism practices is often complex (Sin, 2014). One of the earliest articles to comment on third-world tourism ethics (Lea, 1993) concluded that one of the shifts in focus in tourism ethics is the ethics of individual tourism, i.e. the tourists. This implies a specific prominence of the tourist in tourism development and many possible outcomes of influence.

As scholars have argued, tourists are the core stakeholders in tourism (Moscardo, &Murphy, 2014), and tourist behaviour is a crucial factor influencing the achievement of responsible tourism. Although green tourists, eco-tourists, new moral tourists, and ethical tourists also show responsible behaviour, it is restrictive and misleading and is not precise enough compared to the term responsible tourists (Stanford, 2008). In response to the problem of social, economic, cultural and environmental damage caused by mass tourism, Poon proposed a new tourist in the form of ethical tourism (i.e. the moralisation of leisure tourism), which he used to describe tourists who respect the environment and culture. Ecotourism has been promoted as a form of ethical tourism (Butcher, 2005:13-15). However,

the ethical tourist is a broader concept than the responsible tourist, and there is little alternative use in the relevant literature. The responsible tourist is, therefore, a more accurate term and an individual or group of individuals who contribute to promoting sustainable tourism.

Some scholars have also written review articles on the study of responsible tourists. Yu, Ma & Ren, (2021) provided a research review of the pro-environmental behaviours of tourists, analysing 159 articles in Web of Science (WoS) from 2003 onwards utilising CiteSpace and Vosviewer to derive the main research content and to predict the direction of research. Passafaro (2020) outlined the role of attitudes in understanding tourists' sustainable choices, illustrating the origins of attitudes, concepts, and types of attitudes in the environmental domain and their relevance to sustainable tourism research, behavioural outcomes of attitudes, and issues related to the inclusion of psychosocial models of attitudes in sustainable tourism research. Daryanto and Song (2021)[9] conducted a meta-analysis of place attachment and pro-environmental behaviours (the literature analysed was 38 papers over 2002-2019), where the tourist is one of the place users, not a separate analysis of tourists. Greene, Demeter, and Dolnicar (2023) summarised interventions in tourists' more environmentally friendly ways of acting with the meta-analysis, i.e., focusing on towel reuse, food waste or resource use. In a word, there have been reviews of how responsible tourists act or behave, indicating that there is a sufficient amount of research literature to evaluate this topic. In contrast, some of the reviewed studies are one-sided descriptions of responsible tourists. Comprehensive reviews on responsible tourists are rare.

Scientometrics, which focuses on the quantitative aspects of science, provides a perspective on the process of scientific knowledge production and extensive statistical analyses of research topics (Ivancheva, 2008). In recent years, many researchers have used scientometric methods to review research trends and identify hot topics. CiteSpace is a type of information visualisation software that has an important role to play in knowledge management activities. In contrast to other common types of information visualisation software, CiteSpace has the advantage of enabling cluster analysis, social network analysis, and multidimensional scaling through integration. In addition, CiteSpace can detect emerging trends in research frontiers, analyse the relationship between research frontiers and the knowledge base, and identify the internal relationships between different research frontiers. In addition, CiteSpace's strengths lie in detecting emerging trends in research frontiers, analysing the relationship between research frontiers and the knowledge base, and the internal relationships between different research frontiers. From the existing scientometrics literature, it can be seen that CiteSpace is used by several researchers. Song et al. analysed the current status of public-private partnerships (Song et al., 2016) using scientometric analysis methods such as cluster analysis and explored the emerging trends in research. A scientific discipline, a field of study, or a subject area that involves a specific research question can be scientifically mapped and thus visually analysed (Chen, 2017[6]). Yan, Shao &Wu (2019) used CiteSpaced to conduct a visual analysis of the research theme of ecosystem health to identify ecological research areas in terms of discipline categories, research dynamics at different stages, research priorities, and emerging trends.

Given the importance of responsible tourism development and the centrality of tourists in responsible tourism, and the strengths of CiteSpace, there is an urgent need to use the tool to analyse the current state of research in the field of responsible tourism and to explore the evolutionary trends in the field of responsible tourism. Therefore, this article aims to use CiteSpace to visualise the intellectual structure and development of responsible tourist research in the database SSCI up to 2023. Specifically, this paper focuses on co-citation and

co-occurrence analyses to (1) summarise the yearly changes in SSCI publications in the research field and identify the categories of significant research themes; (2) identify influential authors and journals, major research areas, and representative literature; (3) reveal the main elements of the RT research field through keyword co-occurrence and clustering analyses; and determine RT through keyword emergence analysis research emerging hotspots and predict their development trends.

Instrument and Methods

Data collection

The representativeness and accuracy of the dataset depend on the choice of academic databases and search strategies. For most disciplines, WOS is the most authoritative data source for research publications because it contains the world's most important and influential journals (Van Leeuwen, 2006), and the Social Sciences Citation Index (SSCI) database among them covers the most valuable and authoritative social science journals. Therefore, SSCI in Web of Science Core Collection was used as the data collection platform in this study. The bibliometric search strategy can be described as Topic = ("responsible tourist" or "responsible traveller" or "green tourist"), period = unlimited - 2023, language = English (Chen, 2006). By checking the title, abstract, and keywords of each entry one by one and removing irrelevant documents (Chen et al., 2010), we finally selected 657 documents. The main considerations for the subject search terms were based on the following. Travellers are self-aware tourists who are emotionally interested in culture and the environment (Butcher, 2005:41), so tourists OR traveller are used in the search terms. Green tourists are often associated with the environment and nature and are therefore widely understood to be concerned with and supportive of environmental protection. Therefore, green tourists are synonymous with pro-environmental behaviour tourists (Stanford, 2008). During the data collection process, "spam" in the entries was first identified, and record types, such as editorial materials, conference papers, etc., were removed. Then, the literature was screened using an article-by-article cross-referencing method to make the literature entries more accurate. Therefore, there is no limitation on the starting time of the literature search. After the article-by-article screening, 658 documents were obtained, and the literature dates from 1993 to 2023.

CiteSpace

CiteSpace is a scientific mapping tool that uses a set of bibliographies to document research areas, generating overviews of research areas (Chen, 2006). Systematic reviews facilitated using CiteSpace have covered a wide range of disciplines such as medicine, ecology, management, and economics. Currently, the primary source of English-language data collection using CiteSpace is the Web of Science (WoS). According to the software's steps and requirements, the first step of literature analysis is to collect data in WoS, conduct bibliographic searches with subject terms, and make a complete record of abstracts, keywords and cited references. It is because WoS covers the views of scholars from all over the world; thus, the argument bias can be significantly reduced (Chen et al.; J.,2010). The main interface functions of CiteSpace are literature de-emphasis, time slicing, co-occurrence analysis, co-citation co-occurrence analysis, and threshold selection. Both co-occurrence analysis and co-citation analysis can generate clusters. After the data is run, the selection of visual analyses allows the formation of nodes, the betweenness centrality metric is defined for each node in the network, and the betweenness centrality metric measures the degree to which a node is in the middle of the path connecting other nodes in the network (Chen et al.;

J.,2010).In this study, bibliographic information from SSCI, a representative database in WoS, was used to analyse influential authors, popular journals, fundamental studies and significant research areas in the field of Responsible Tourist (RT) knowledge by using the co-occurrence analysis functions of author, country and keywords and the co-citation analysis of authors and documents in CiteSpace. The version used in this study was CiteSpace 6.2.R7.

Parameter design

In this study, we follow CiteSpace, which is the manual for operation and use. At the same time, the network node type should be selected appropriately according to the actual situation of the network of interest and the research objectives during the execution process (Song et al.; W.,2016).In the graphical user interface of CiteSpace, different settings and choices of parameters lead to different levels of reliability of the results, which are the intellectual basis for the visual analysis of research trends and addressed research topics. Among these settings, it is essential to note that the time slices reflect the division of the literature into annual intervals, thus generating a snapshot-generated picture of the literature for the period. A single snapshot network consists of an integrated network with multiple types of nodes and links. In this study, due to the sizeable yearly span of the literature, the default setting of 1 for time slices was modified to 3, i.e., the entire time interval from January 1993 to December 2023 was divided into eleven 3-year slices for data processing, to detect the phasing trends in the research field (Song et al., 2016).

Results

Annual changes in publications and research categories

The annual number of publications from 1993-2023 is shown in Figure 1. According to Figure 1, the annual analyses allow us to get an initial idea of the research on responsible tourists. On the one hand, the overall literature trend has increased from 1993 to 2023, reflecting the research topic's development rate. On the other hand, the yearly increase in literature thoroughly explains the increase in research on responsible tourists and is characterised by a slow to rapid increase. Overall, the literature on responsible tourists can be divided into three phases: steady growth and rapid growth.

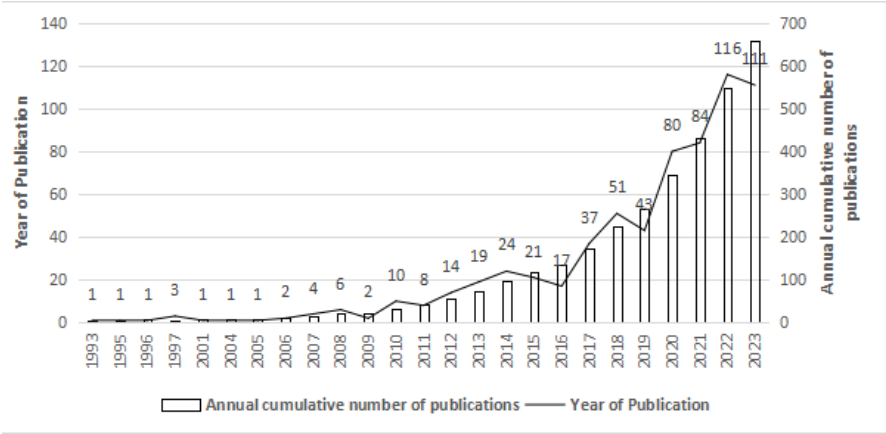

Figure 1. Annual variations of publications on responsible tourism in the Web of Science (SSCI).

(1) Initial phase (1993-2009). The number of papers published each year before 2009 was in the low single digits, and the number grew slowly. With the International Summit on

Sustainable Development and the World Responsible Tourism Day being adopted by the World Trade Tourism Council and the publication of the review of Ethics of Tourism Development in the Third World, scholars began to pay attention to the concepts and importance of responsible tourism and to carry out related research including tourists.

(2) Slow development stage (2010-2018). Except for 2008, when the amount of literature was less than double-digit, the amount of literature was double-digit in all other years. Although in 2015, international organisations adopted the 2030 Agenda for Sustainable Development and established 2017 as the International Year of Sustainable Tourism Development. As of 2018, the number of papers published each year shows a fluctuating and slowly increasing trend. The reason for this could be that the research on sustainable tourism development is biased towards other areas than the field of tourism, or that the results of that phase of research are in databases other than SSCI.

(3) Rapid development phase (2019-2023). In contrast, the post-2019 years show a rapid growth trend in the number of publications compared to the previous years. This may be related to environmental pressures and climate deterioration due to the growth of tourist numbers and economic growth, as well as increased tourism risks due to the New Crown Epidemic. Achieving sustainable tourism development around tourist supply and responsible consumption by tourists has been a priority matter emphasised in the paper's framework. Since then, this area of research has received increasing attention.

SSCI peer-reviewed article publications on responsible tourists cover multiple subject categories on scientific networks. Co-occurrence category analysis in CiteSpace can help us understand the distribution of subject categories and dominant categories to help us identify disciplines in developing a research area (Yang et al., 2019). In this paper, we set a period from 1993 to 2023 and select the top 20% of the most frequent subject categories in each time slice to analyse the developmental characteristics of these categories. Table 1 shows the seven theme categories that appear frequently under frequency and centrality. The findings reveal the contextual significance of the object of study, the responsible tourist. From Table 1, the following results can be drawn:

Table1.Top 7 categories during 1993–2023.

#	Frequency	Centrality	Year	Subject Categories
1	284	0.48	2008	HOSPITALITY, LEISURE, SPORT & TOURISM
2	246	0.66	2008	GREEN & SUSTAINABLE SCIENCE & TECHNOLOGY
3	209	0.51	2012	ENVIRONMENTAL SCIENCES
4	201	1.25	2011	ENVIRONMENTAL STUDIES
5	94	1.03	2011	MANAGEMENT
6	30	0	2017	BUSINESS
7	16	0	2020	PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH

(1) Hospitality, leisure, sport, and tourism is the most significant node, or most popular subject category, with a frequency of 284 times. The second most popular subject category is green sustainable science technology, with a frequency of 209 times. Again, environmental sciences (201), management (94), business (30), and public, environmental, and occupational health (16). This indicates that scholars in this field are concerned with business operations, the environment, and health.

(2) Among the seven disciplinary categories with the highest frequency of occurrence, Leisure Tourism and Hospitality has the highest centrality; tourism and leisure activities and hospitality play an important role in the study of responsible tourists as a vehicle for leisure and stay of tourists and thus is a key pivot for communication across disciplines. Environmental science comes second, followed by public service management. Therefore, leisure tourism and hospitality, environmental science, and public service management mediate and play a crucial role in studying network structure.

(3) Based on the years in the table, we can determine when the research themes emerged. It can be seen that the focus on responsible tourists is mainly in the areas of leisure tourism and hospitality, and environmental sciences, and has appeared relatively earlier. The duration of research is relatively longer. Public services, health, and tourism are relatively new areas. The study of responsible tourists is, therefore, multifaceted and covers a fairly wide range of interests, including leisure tourism and hospitality, environmental science, public services, and health.

National contribution

The network of collaborating countries consists of 76 nodes and 145 links for 1993-2023 (Figure 2.), and the top ten countries contributing to the total output are listed in Table 2. China is the largest contributor, with 227 publications, followed by the USA (100). The two prominent nodes in Europe are the UK (60) and Spain (56), ranking fourth and fifth in the number of publications. Australia ranked third with 62 publications. China, South Korea and India are the three prominent nodes in Asia. According to the centrality indicator, Spain (0.1), the UK (0.24), Portugal (0.1) and the USA (0.8) play a crucial role in linking with other countries. India (0.28) plays a central role in linkages with Southeast Asian countries. The colour of the lines shows that the timing of the partnerships between the 10 countries is concentrated in the 21st century. Co-operation between the UK and the USA is relatively obvious; the lines between the other countries are not distinct, implying a lower level of cooperation.

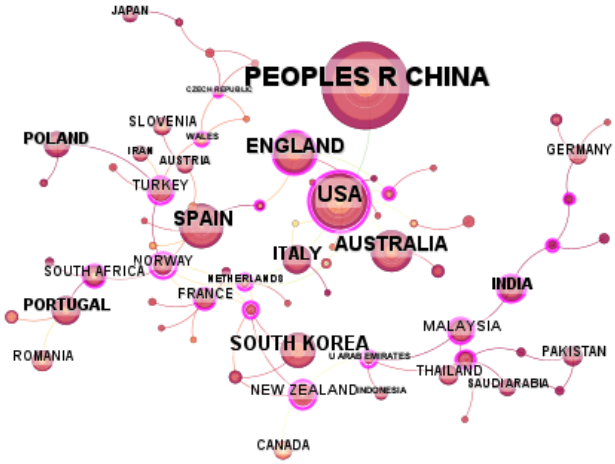

Figure2. The Network of Collaborating Countries with 76 nodes and 145 links

Table 2. Top 10 countries based on frequency.

Country	Frequency	Centrality	Country	Frequency	Centrality
PEOPLES R CHINA	227	0	SOUTH KOREA	42	0
USA	100	0.8	ITALY	31	0.05

AUSTRALIA	62	0.05	PORTUGAL	22	0.1
SPAIN	60	0.1	INDIA	19	0.28
ENGLAND	56	0.24	POLAND	19	0.05

3.3.Co-cited author analysis

Author co-citation is the phenomenon where two authors are jointly cited by other literature(Yang, et al., 2019). Figure 3 shows the author co-citation network, containing 500 authors and 1024 self-selected links. The size of each node reflects the number of citations of the author it represents, and the links between authors represent indirect cooperation established based on citation frequency (Song et al., 2016).

The authors with the highest citation frequency (including their institutions) and their citation frequency can be clearly seen in the authors' co-citation network (Figure 3). Among them, Professor Han H (Heesup Han, 20 citations) from the School of Hotel and Tourism Management, Sejong University occupies the first place, followed by Hair JF (18 citations, USA) and Kiatkawsin K (17 citations, Korea). In addition, Su LU (16 citations, China), Landon AC (14 citations, USA), Lee TH (12 citations, China), Dolnicar S (12 citations, Australia), Li QC (11 citations, China), Lenzen M (11 citations, Australia), Font X (10 citations, UK), Kim MS (10 citations, USA), Chiu YTH (10 citations, China), Verma VK (9 citations, India), Wang J (9 citations, China), Miao L (9 citations, USA), Chen MF (9 citations, China) (see Table 3). The top 16 authors with the highest number of citations are all university scholars, including six from China, four from the United States, two from Korea, two from Australia, one from Australia, and one from India. The spatial characteristics of the multi-country distribution of scholars indicate that RT research is thriving worldwide, which aligns with global initiatives for sustainable tourism development.

Among them, Prof Heesup Han specialises in (green) hotel operations management and marketing, air and medical tourism. His research on RT includes pro-environmental behaviour, tourism intention, behavioural norms, and sustainable behavioural causality. Hair JF is a participant in the RT project and has extensive experience in model construction and analytical methods for quantitative research. Many empirical research papers draw on the experience of PLS-SEM or CB-SEM analytical methods.Prof. Kiatkawsin K focuses on research on Consumption intentions and other topics. Empirical evidence suggests that highly cited authors may not have high intermediary centrality; however, when high citation counts and high intermediary centrality co-occur, these findings indicate the importance of the researcher's fundamental influence on the development and growth of RT research. Based on the intermediacy centrality metric, the co-cited authors in this study had less than 0.1 centrality, and none of these factors seem to be considered as major intellectual drivers of RT research. However, this study restricted the literature entries to SSCI, and the paper's journal level is very high, making these articles of great academic reference value.

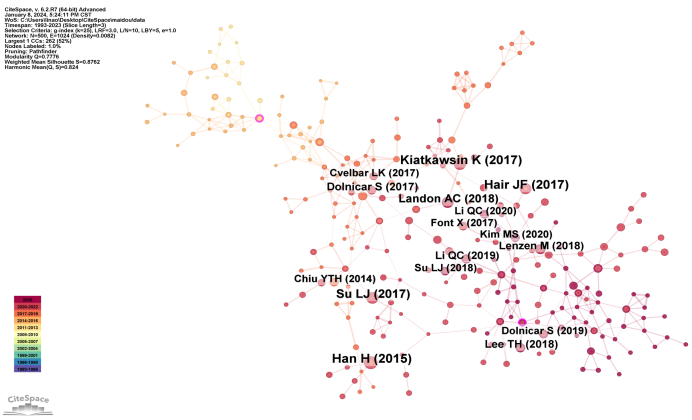

Fig. 3 Author co-citation map, with 500 nodes and 1024 links

Table 3. The publication frequencies, departments and employer institutions of the top 15 most productive authors

Frequency	Year	Author	Employer institution	Department
20	2015	Han H	Sejong University	College of Hospitality and Tourism Management
17	2017	Kiatkawsin K	Sejong University	College of Hospitality and Tourism Management
16	2017	SU LJ	Central South University	Business School
14	2018	Landon AC	University of Illinois at Urbana-Champaign	Illinois Natural History Survey
12	2018	Lee TH	National Yunlin University of Science and Technology	Graduate School of Leisure and Exercise Studies
12	2017	Dolnicar S	Business School	The University of Queensland
11	2019	Li QC	School of Tourism and Urban-Rural Planning	Zhejiang Gongshang University
11	2018	Lenzen M	School of Physics	University of Sydney
10	2017	Font X	School of Hospitality and Tourism Management	University of Surrey, Guildford
10	2020	Kim MS	College of Business	Louisiana State University in Shreveport
10	2014	Chiu YTH	Department of Marketing and Distribution Management	National Kaohsiung First University of Science and Technology

9	2019	Verma VK	Department of Management Studies	IIT ISM Dhanbad
9	2018	Wang J	School of Management	University of Science and Technology of China
9	2013	Miao L	School of Hospitality and Tourism Management	Purdue University

'Year' means the media publication year of each author

3.4. Analysis of cited references

Through literature co-citation analysis, we can easily identify the key literature in the relevant field. Table 4 lists the ten most cited literature among responsible tourists based on co-citation network analysis. It is important to note that the references mentioned are not the most cited items on webscience sites and Google Scholar but rather the most cited items of the 658 studies collected for this paper. As mentioned earlier, the prominent importance of nodes is indicated when both centrality and citation frequency are high.

Table 4. Top 10 highly cited references based on frequency in responsible tourism.

#	Citation Frequency	Centrality	Author	Publication year	Document Title	Source	Document Type
1	20	0.07	Han, H	2015	Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior	Tourism Management	Journal article
2	17	0.16	Kiatkawsin, K., & Han, H	2017	Young travelers' intention to behave pro-environmentally: Merging the value-belief-norm theory and the expectancy theory	Tourism management	Journal article
3	16	0.03	Su, L., & Swanson, S. R	2017a	The effect of destination social responsibility on tourist environmentally responsible behavior: Compared analysis of first-time and repeat tourists	Tourism Management	Journal article
4	14	0.18	Landon, A. C et al.	2018	Modeling the psychological antecedents to tourists' pro-sustainable behaviors: An application of the value-belief-norm model.	Journal of Sustainable Tourism	Journal article
5	12	0.09	Dolnicar, S et al.	2017 a	Do pro-environmental appeals trigger pro-environmental behavior in hotel guests?	Journal of Travel Research	Journal article

6	11	0.05	Li, Q. C., & Wu, M. Y	2019 a	Rationality or morality? A comparative study of pro-environmental intentions of local and nonlocal visitors in nature-based destinations	Journal of Destination Marketing & Management	Journal article
7	10	0	Chiu et al.	2014	Environmentally responsible behavior in ecotourism: Antecedents and implications	Tourism management	Journal article
8	10	0.18	Dolnicar, S et al.	2019 b	A sharing-based approach to enticing tourists to behave more environmentally friendly	Journal of Travel Research	Journal article
9	10	0.19	Li, QC., & Wu, M	2020 b	Tourists' pro-environmental behaviour in travel destinations: Benchmarking the power of social interaction and individual attitude	Journal of Sustainable Tourism	Journal article
10	10	0.1	Juvan, E., & Dolnicar, S.	2016	Measuring environmentally sustainable tourist behaviour	Annals of Tourism Research	Journal article

Of the top 10 references cited, six relate to the causes of environmentally responsible behaviour, one to the outcomes of environmentally responsible behaviour, one to the assessment of sustainable behaviour and three to the development of a framework for environmental behavioural factors. Han (2015) is the most frequently cited, with a frequency of 20. This paper integrates the normative theory of value beliefs and the theory of planned behaviour into a theoretical framework to test that non-green alternatives have a moderating role in the environmental intentions of green lodging guests. Kiatkawsin, K., & Han, H. (2017) are ranked second with 17 frequencies. This paper empirically analyses the environmental intentions of young people in group travel represented by student groups. For the first time, the expectation theory and Value-Believe-Norm theory are formed into a compositional model, which is tested to have improved predictive ability compared to a single model. Su & Swanson (2017) ranked third, with a frequency of 16. The article discusses the mediating variables affecting the relationship between the perception of social responsibility in tourism destinations and the environmentally responsible behaviour of Chinese tourists, i.e., positive and negative consumer sentiment and tourist-destination identification. It analyses the potential moderating effect of visit frequency.

Landon, Woosnam, and Boley (2018) have a citation frequency of 14 and is ranked fourth. The article used structural equation modelling to validate the intrinsic attributes of personal dimensions that may influence sustainable behaviour by administering a questionnaire to 623 tourists in the United States, i.e., the three-dimensional attributes of the biosphere and altruistic values, egoistic values, and awareness of consequences were associated with willingness to choose sustainability, ultimately validating the hypothesised model for predicting sustainable behaviour. Dolnicar, Knezevic Cvelbar, and Grün (2017) have a citation frequency of 12 and are ranked fifth. Using an eco-hotel in Slovenia as an

experimental site, the paper demonstrates that environmental appeals are insufficient to change tourists' environmental behaviour in a hedonistic context and that environmental habits in the family cannot be sustained in tourism activities with hedonistic intentions. Thus, the authors call for other strong measures that favour the implementation of tourists' environmental behaviours. Li & Wu (2019) Citation Frequency 11, ranked sixth. Sustainable tourism and environmental education are the research direction of Professor Li Qiu Cheng, and the comparison of the advantages of rational and moral models in verifying human pro-environmental behaviours is the research goal of Professor Li in this article. To this end, the authors researched nature-based destination tourists and concluded that the norm activation model is superior in explaining the pro-environmental willingness of out-of-town tourists. Chiu, Lee&Chen (2014), Dolnicar, Knezevic Cvelbar&Grün (2019), Li and Wu, (2020) and Juvan & Dolnicar, (2016) were all cited with a frequency of 10. Chiu, Lee, and Chen (2014) proposed a conceptual model for eco-tourists' environmentally responsible behaviours, which validated the effect of perceived value and activity participation on the responsibility behaviours and illustrated the direct effect between perceived value and activity participation on environmental responsibility behaviours and illustrated the mediating role of satisfaction. Dolnicar, Knezevic Cvelbar, and Grun (2019) demonstrated that compensating tourists for the cost of adopting environmental behaviours based on fairness theory is more likely to motivate tourists to be willing to change. Advocating fair trade rather than appealing to tourists' environmental values is one of the paper's contributions. Li & Wu (2020) provided the first simultaneous assessment of the role of personal attitudinal factors and social interaction factors (affective ties, in-group norms, and cooperative trust) in tourists' willingness to adopt pro-environmental behaviours and were the first to identify the influence of social interaction factors on tourism motivation. Juvan and Dolnicar (2016) introduced the concept of sustainable tourism behaviours and made recommendations for future behavioural assessment research.

Co-authorship network analysis

Collaboration co-occurrence mapping can be used to identify the core researchers in the field of research and to identify the intensity of collaboration among scholars. By analysing the author's information obtained from the dataset, it is possible to scientifically reveal and identify the leading researchers, institutions and countries of RT research. By analysing the co-authors, a network of co-authors (Figure 5) and a network of institutions and countries of co-authors (Table 5) were generated as described below.

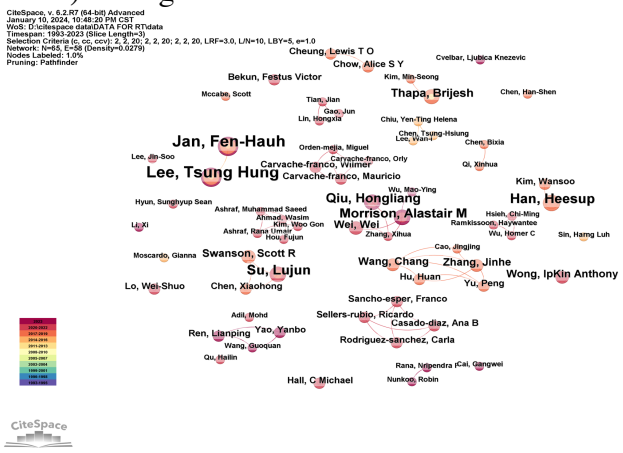

Fig. 5 Co-authorship network, with 65 nodes and 58 links

To a certain extent, the number of research publications and the level of publication of an author can be representative of the invested effort of that researcher, and this can be better demonstrated, mainly since this study limited the results of the research area to the SSCI database. A co-author analysis identified a small group of prolific authors from the co-author network who contributed to SSCI publications on responsible tourists. The co-authorship network, with a total of 65 nodes and 58 links, contains all the principal authors of the literature included in the dataset. Figure 5 reveals the output and co-authorship relationships of the lead authors in the RT study. Each node in the figure represents an author, with larger nodes indicating a more significant number of publications by the author and the links between nodes representing direct collaborative relationships established through co-authorship of papers. Lee, Tsung Hung and Jan Fen-Hauh of the National Yunlin University of Science and Technology are the most prolific authors in RT research in SSCI journals, followed by Lujun Su, Heesup Han, Alastair M Morrison, Hongliang Qiu and Brijesh Thapa. In Figure 5, different colours - blue, green, yellow, purple, and rose - represent different stages, corresponding to different years from January 1993 to December 2023. The author's node's size indicates the author's number of postings. Thus, as shown in Figure 5, the researchers listed in Table 5 have had a high scholarly output at the SSCI level in recent years.

Table5.Top 12 frequently cited authors in responsible tourism.

#	Frequency	Author	Institution
1	10	Lee, Tsung Hung	National Yunlin University of Science and Technology
2	10	Jan, Fen-Hauh	National Yunlin University of Science and Technology
3	7	Su, Lujun	Central South University
4	7	Han, Heesup	Sejong University
5	6	Morrison, Alastair M	University of Greenwich
6	6	Qiu, Hongliang	Tourism College of Zhejiang ； Zhejiang Academy of Culture & Tourism Development
7	5	Thapa, Brijesh	University of Florida,
8	4	Zhang, Jinhe	Nanjing University
9	4	Swanson, Scott R	University of Wisconsin-Eau Claire
10	4	Wei, Wei	University of Central Florida
11	4	Wong, IpKin Anthony	Sun Yat-Sen University
12	4	Wang, Chang	Nanjing University

In terms of collaborative relationships, we can see that some nodes are connected into clusters by connecting lines, the relationship between Su, Lujun, Swanson, Scott R and Cheng, Xiaohong, the relationship between Qiu, Hongqiang, Morrison, AlastairM, Wei, Wei and Zhang, Xinhua The relationships between Wang, Chang, Zhang, Jinhe, Hu, Huan, Yu, Peng, and Cao, Jingjing, and these connections form a closed-loop circuit. Between Lee, Tsung Hung and Jan, Fen-Hauh, between Han, Heesup and Kim, Wansoo, between Thapa, Brijesh and Kim, Brijesh, and between Brijesh and Brijesh, and between Brijesh and Brijesh,

and between Brijesh and Brijesh, and between Brijesh and Brijesh, and between Brijesh and Kim, and between Brijesh and Brijesh. Brijesh and Kim Min-Seong show collaborative, solid relationships. In addition, based on these co-author relationships and the employing institutions of scholars with a high volume of publications, we can identify the National Yunlin University of Science and Technology as an essential research community. Meanwhile, Chinese researchers contributed to most of the publications. Other collaborative teams showed cross-institutional and transnational characteristics, with extensive collaborative relationships established between researchers. Among them, most authors with high output are tourism or business administration experts. Some other nodes have no connecting relationship, meaning several scholars have already carried out relevant research but with a low degree of cooperation. Overall, the small number of high-output authors, the low degree of cooperation among the authors, and the fact that a cohesive research team has not yet been formed around the high-output authors, may affect the refinement of this study.

Research hotspots and frontiers in knowledge mapping

Research hotspots: keyword co-occurrence mapping and clustering mapping

Keywords reflect a high degree of condensation of the core ideas and content of the literature. The co-occurrence relationship and the intensity of keywords are analysed to form research hotspots. WoS provides one kind of keyword, i.e., keywords provided by authors, and one kind of keyword, Keywords Plus (ID), i.e., keywords provided by journals in which the articles are published. To avoid confusion, this study merged synonymous keywords, such as theory of planned behaviour merged into planned behaviour, tourist attitude merged with attitude, pro-environmental behaviour merged with environmentally responsible behaviour, destination attachment with place attachment, etc., and the resulting keyword co-occurrence mapping is shown in Fig. 6. The theme " Responsible Tourist" generates a total of 359 nodes and 614 links in the graph. Each node represents a keyword, and each line represents an association. In Figure 6, "environmentally responsible behaviour" has the most prominent font and node circles, the highest frequency, and the strongest centrality. The high-frequency keywords can show the research hotspots, removing the same tourists as the search terms; the top fifteen co-occurring keywords are environmentally responsible behaviour, attitudes, intention, planned behaviour, place attachment, model, sustainable tourism, satisfaction, perception, impact, green, management, antecedents, climate change, consumers (Table 6).

As stated earlier, the centrality index of a keyword represents its influence in the co-occurrence network, and nodes with high centrality are more closely connected to other nodes, represent the core research themes in a certain period, and are also the key nodes connecting different research themes. Nodes with centrality greater than 0.1 are regarded as critical nodes. Therefore, keyword nodes with centrality greater than 0.1 are screened in this paper to derive essential keywords. Environmentally responsible behaviour (0.23), model (0.2), policy (0.19), destination management (0.16), preferences (0.15), place attachment (0.14), climate change (0.14), perception (0.12), hotels (0.12), and community (0.11), which are the hotspots of this research direction.

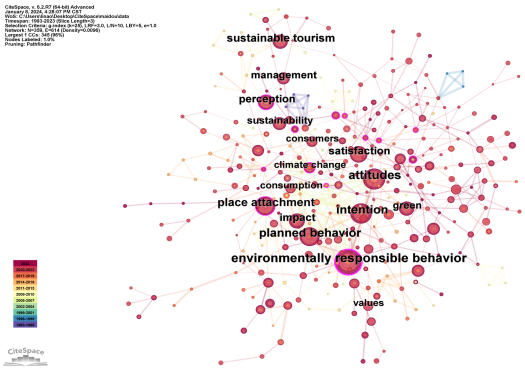

Fig. 6 Network of co-occurring keywords, with 359 nodes and 614 links

Table6.Top 15 most co-keywords with frequency

#	Frequency	Centrality	Year	Co-Keyword
1	158	0.23	2007	environmentally responsible behavior
2	128	0.03	2007	attitudes
3	119	0.04	2007	intention
4	113	0.05	2007	planned behavior
5	93	0.14	2011	place attachment
6	90	0.2	2007	model
7	85	0.06	2008	sustainable tourism
8	73	0.05	2013	satisfaction
9	67	0.12	2011	perception
10	65	0.03	2013	impact
11	60	0.03	2010	green
12	58	0.06	2011	management
13	46	0.02	2013	antecedents
14	43	0.14	2007	climate change
15	43	0.05	2013	consumers

To further perspective the association between the keywords, the keywords were clustered to obtain Fig. 7. The modularity Q score is 0.7776, and the average silhouette score is 0.8762, which indicates that the clustering structure is significantly reasonable. Combined with the keyword clustering map, the hotspot area is divided into the following five types of studies: (1) Using the contingent valuation method and social exchange theory as keywords, we study the interactive emotional factors that generate the green willingness to pay and responsible behaviours among tourists (e.g., Saayman, A and Saayman, M (2019) used the contingent valuation method to assess wine tourists' willingness to pay a premium for socially responsible labelled wines to improve the working and living environments of farm workers; Tu&Ma (2022) explained and verified that residents' positive interactions with tourists directly influence tourists' environmentally responsible behaviours using social exchange theory). (2) Research on responsible tourists and the environment, keywords environmental knowledge, environmental attitudes and pro-environmental behaviour. As Greene, Demeter&Dolnicar (2023) described in their paper, tourists' environmentally responsible behaviour is the hotspot and core of responsible tourism research, and tourists' environmentally responsible behavioural expressions or terminological descriptions are diverse, such as environmentally responsible behaviour-ERB, pro-environmental behaviour,

environmental conservation, climate-friendly behaviour, green tourism behaviour. According to Kollmuss & Agyeman (2002), "pro-environmental behaviour" refers to behaviours that consciously seek to minimise the negative impacts of one's actions on the natural and built world (e.g., minimising resource and energy consumption, using non-toxic substances, and reducing waste generation). (3) Empirical research on Chinese tourists as the primary research object, with the keyword cluster Chinese tourists and protected areas (including nature reserves and national parks). (4) With community-based tourism, perceived value, and tourist experienc as the keywords, the market management of community tourists is studied, and the behavioural factors of community tourists are targeted to advocate that the community take measures to promote tourists' behaviours in line with community expectations. The responsible behaviour of community tourists and other destination tourists is influenced by social norms, personal values, and the perceived value (e.g., quality, emotional, social value) at the destination (Kim&Thapa,2018). (5) Tourist green behaviour preferences and incentives, with green consumer behaviour guest engagement as keywords, to encourage tourists to participate in rule-making.

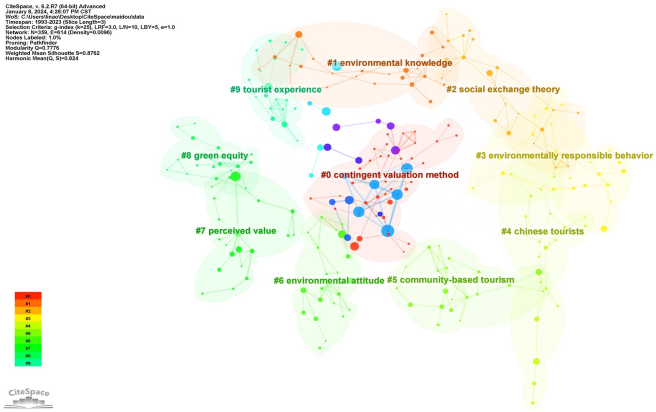

Fig. 7 Network of clusters, with 359 nodes and 614 links

3.6.2. Research frontier: Keyword emergence analysis

Keyword emergence mainly reflects emerging trends in research and the degree of activity in related fields on the timeline. In the research theme "responsible tourists" (Table 7), "responsible tourism" began to emerge in 1993 and continues to do so until 2019. This suggests that research on responsible tourists has been studied and discussed in the context of responsible tourism as a practice, and it is a popular theme that has attracted the attention of scholars and has become a research direction since the 1990s. It was not until 2007 that a new hot research topic, namely "climate change", emerged. 2008 saw the emergence of keywords such as "ethics", "sustainable tourism", "tourism", and "tourism", as well as the emergence of "responsible tourism". The keywords "ethics", "sustainable tourism", and "ecotourism" that emerged in 2008 are the research trends associated with "responsible tourism". Climate change, sustainable tourism, ecotourism, destination management, participatory culture. Keywords that emerged between 2017 and 2019 were impact, savings, green hotels, and travellers. In addition, willingness to pay and traveller motivation emerged in 2017 and 2020, respectively, indicating that scholars began to pay attention to the relationship between psychological motivation and payment behaviours of travellers and tourists' responsibility, which became a hot research topic and will continue.

Table7. Keywords with stronger citation bursts in different periods.

Keyword	Year	Strength	Begin	End	1993-2023
responsible tourism	1993	4.1	1993	2019	
climate change	2007	3.44	2007	2013	
sustainable tourism	2008	3.04	2008	2016	
ethics	2008	2.98	2008	2019	
ecotourism	2008	2.41	2008	2016	
impacts	2011	3.47	2011	2019	
management	2011	3.15	2011	2013	
conservation	2012	3.36	2012	2019	
green hotel	2014	2.69	2014	2019	
involvement	2014	2.55	2014	2016	
culture	2014	2.49	2014	2016	
willingness to pay	2013	2.62	2017	2022	
extended theory	2018	2.73	2018	2022	
travelers	2018	2.7	2018	2019	
motivation	2020	2.35	2020	2023	

(1) Exploring Responsibility in Tourism, Whose Responsibility it is

The results show that "responsible tourism" (4.1) was the only emergent and persistent keyword from 1993-2006. It can be argued that the research related to this keyword can be considered a research pioneer in responsible tourists. It can be an essential and fundamental source for responsible tourists to be noticed and studied. Tourism activities negatively impact society and the environment and pose further threats to society and the environment with the annually increasing scale of tourism, such as the impact on the social consciousness of the destination.[9]. Concerns about these issues and the concept of responsible tourism with the prediction of the value of possible outcomes have made tourists the subject of concern. The World Tourism Organisation held a seminar on alternative tourism in 1989, and Smith proposed responsible tourism as an alternative to alternative tourism(Stanford, D.,2008).In 1991, the Ecological Society's definition of ecotourism mentioned the issue of responsibility, i.e., "ecotourism is a way of travelling with a sense of environmental responsibility," so the performance of ecotourists became the focus of attention. In the bibliography of SSCI searched in this paper, there are only 11 papers on the topic of responsible tourists during this period, among which the representative papers discussing the responsible shift in tourism from the perspective of ecotourism development and the issue of stakeholder responsibility in tourism from the perspective of tourism planners (Carrier & Macleod,2005; Ickis &

Rivera,1997).

(2) Tourist migration and the impact and management of tourism activities

Tourist mobility and tourism activities impacts and management, 2007-2011, CLIMATE CHANGE (3.44), SUSTAINABLE TOURISM (3.04), ETHICS (2.98), ECOTOURISM (2.41), IMPACTS (3.47), MANAGEMENT (3.15) are the hotspots of scholars' attention. Human activities have reduced the stability of the global climate. For this reason, the IPCC has proposed emission reduction targets. Many contracting parties entered the first emission reduction period in 2008 and the second in 2012 with the agreement of the newly revised Kyoto Protocol. The carbon emissions caused by tourism, although a small percentage, will have a more significant impact as the scale of tourism increases, with the main mode of impact being passenger transport, followed by accommodation and tourist activities (Dubois et al.,2011). Thus, the dependence on transport for the mobility of tourism drives a shift in public transport modes or energy sources in favour of the environment. The climate impacts of tourism activities are sometimes unknown to tourists, and green tourists to the Arctic are not aware of the impacts of their activities on the degradation of the ice and the health of polar bears[Error! Reference source not found.]. Who is responsible for sustainable tourism and ecotourism and tourists are important subjects to be assessed and guided(Blackstock et al.,2008); the manifestation of tourists' responsibility is complex, dynamic, and challenging to determine(Stanford, D.,2008), but a paradigm shift in tourists' awareness and behaviours (Budeanu, A.,2007)is the basis for achieving tourists' responsibility.

(3) Tourists' Engagement and Willingness to Pay

Environmental participation and willingness to pay of tourists from 2012 to 2017, CONSERVATION (3.36), GREEN HOTEL (2.69), INVOLVEMENT (2.55), CULTURE (2.49), and WILLINGNESS TO PAY (2.62) are the hotspots of tourist concern. Tourists' environmental participation is manifested in the type of participation on the one hand and willingness to participate on the other. This type of participation is mainly reflected in tourists' choice preferences and consumption behaviour towards green hotels. The environmental protection of hotels is getting more and more attention, so scholars pay attention to the green consumption of tourists in hotels (Prud`homme et al.; L.,2013). Thrifty behaviours such as reducing the use of disposable consumables, reducing the frequency of room cleaning, and saving energy have become the focus of attention. The willingness to participate is reflected in environmental attitudes on the one hand and the willingness to pay for premium goods on the other (Chia-Jung& Pei-Chun,2014).

(4) Tourists' willingness to behave environmentally and their interpretive frameworks

The emergent keywords for 2018-2023 are EXTENDED THEORY (2.73), TRAVELLERS (2.7), and MOTIVATION (2.35). It is worth noting that motivation (2.35) may represent a new theme or even a significant frontier in the study of responsible tourists because of the duration of their bursts that have lasted until now. In recent years, the use of extended theoretical models of planned behaviour to study the pro-environmental behaviour of different types of tourists has become a hot topic. For example, the theory of planned behaviour is integrated with the theory of normative activation model to form an extended model of planned behaviour (Ibnou-Laaroussi et al.,2020). To study tourists' waste reduction behaviours, the 'cognitive-affective-conative' framework and the theory of social exchange (Liu, Jang & Zhao, 2022)[9] To study the image of coastal tourism destinations and environmentally responsible behaviour.

Both the types of tourists' motivations for sustainable tourism (Santos-Roldán et al.,2020) and the motivational factors of tourists in specific behaviours, such as the motivation for choosing e-bike travel (e.g., cost-benefit motivation, intrinsic motivation, and

technological motivation), can be retrieved in the SSCI. The study of tourists' motivations for pro-environmental behaviour shows that scholars have shifted the factors of tourists' responsible behavioural shifts from focusing on tourists' external factors to tourists' intrinsic factors. With the global COVID-19 pandemic leading to tourism depression and stimulating health awareness, tourist motivations to preserve the environment and individual health have increased significantly, a phenomenon that has attracted the attention of scholars (Kim et al.,2023), and this research trend will likely continue.

Conclusions

The CiteSpace-based analysis of the literature records in the field of responsible tourism provides a unique and interesting snapshot of the responsible tourism knowledge area in SSCI. Many conclusions can be drawn from the results. Firstly, the publication data suggests that there has been a strong growth in researchers' SSCI output from 1993 to 2023, especially in the last four years. Responsible Tourism research has become an interdisciplinary field of study in terms of the distribution of disciplinary categories, covering leisure tourism and hospitality, environmental sciences, science and technology, etc. Secondly, Responsible Tourist research is concentrated in China, USA, Australia, South Korea and European countries (represented by Spain, UK, Italy and Portugal), which are the most prolific in terms of authors and research organisations. Co-operation between countries has gradually emerged, especially between Chinese and American scholars, and this cooperation has been gradually established in the 21st century. Third, the most influential authors are reasonably congruent with the most prolific authors. At the same time, there is a lower level of congruent relationship between the most cited authors and the most prolific countries. Interestingly, some tourism journals are more influential than the interdisciplinary nature of the research themes, suggesting that responsible tourist research, despite its multidisciplinary nature, is still dominated by the discipline of tourism. Finally, four different research directions have been identified over the past decades. The first research direction focuses on the relationship between tourists and responsible tourism, which lays the foundation for the study of responsible tourists; the second part discusses tourists' participation and willingness to pay; the third research direction is the responsible performance and explanatory framework of tourists' environmental behaviour; and the fourth research direction is the motivation of responsible tourists. Specifically, the hotspots of responsible tourist research in recent years have focused on studying tourists' environmental responsibility and its influencing factors, assessing tourists' perceived value, the impact of social norms on tourists' responsibility, and tourism's guidance and demand response to tourists' behaviours (in the context of carbon emission reduction targets, and tourism recovery after a pandemic).

Despite the more significant influence of tourists on destinations, responsible tourist performance on destinations is not only reflected in environmental aspects, and responsible tourist research beyond the environmental perspective of destinations should be strengthened, such as the consumption of local food and the sustainability of local food (Sahin & Yılmaz,2022) is relatively little studied. On the other hand, some new directions have emerged in responsible tourist research, such as responsible tourist motivations, the concept of value co-creation, tourists' cultural omnivory and local food and the impact of local food on tourists' behaviours. Similar to other studies, this study has limitations, which can be a future study. Firstly, the sample of this paper contains only journals from the SSCI database of the WoS. Since the study of responsible tourists is in other databases, future studies should include other databases such as Scopus or other core databases in WoS. Second, in this review, the sample removed book reviews, books, conference papers, etc.

and included only journal articles. Therefore, future research could extend the literature categories of the existing study by combining other types of databases and literature to reveal a broader knowledge map of the responsible traveller domain. Thirdly, in terms of language, this study limited the research to English-language studies only. Fourthly, researchers could use other analysis and visualisation software, such as VOSviewer, to cluster, analyse and display the data. Also, learning about other review methods, such as meta-analysis (Sun et al.,2022), might be something we should try. Fifth, stakeholders' role in sustainable tourism development is self-evident. In addition to tourists, communities, organisations, and other groups should also be concerned about the future (Guo et al.,2023).

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