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Bibliometric Analysis of Green Hotel at Sustainable Tourism Destination Area

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Abstract. Green hotel plays a critical role in contributing success of sustainable tourism as well as hotel as a main supporting system at the destination. The aims of the study are to achieve the most pivotal themes in green hotel, and determine gasp research related to the research subjects, themes, and methodologies. The research employs a literature review by narrative approach and draws upon a comprehensive selection of 47 papers obtained from Taylor & Francis and MDPI Publishers, published between 2020 to 2024. It uses Vosviewer for analysis that revealed 10 authors who garnered between 73 and 289 citations within green hotel at sustainable tourism destination. The result was revealed providing environmental-based hotel management, developing sustainable tourism destination where the hotel resides, and constructed the hotel guest' behavior to experiential learning to green concept hotel in energy saving, food waste, waste water conservation, anticipation for climate change, and built environmental green hotel.

Keywords: bibliometrics analysis, green hotel, sustainable tourism, hotel guest' behavior

Introduction

The government's significance in developing the potential of superior tourist destinations is interpreted into continuing priority scale programs which are the right actions in creating superior Indonesian tourism products (Devi et al., 2022). The various enthusiasms and proactive actions of the government are positive indications of the rolling of the national tourism collective project "10 New Balis" which has been narrowed down to Five Super Priority Destinations (DSP), which raises the priority of superior hyper in Lake Toba Destination, North Sumatra; Borobudur Destination, Central Java; Mandalika, West Nusa Tenggara; Likupang; North Sulawesi, and Labuan Bajo, East Nusa Tenggara (Suasapha et al., 2020).

However, achieving what has been targeted by the government is not as easy as assumed. This is because the development and management of destinations involve not only technological processes to organize the area and its infrastructure, but also social processes that provide a realm for the growth and development of a relationship between actors, institutions, and tourism actors interacting dynamically (van der Duim et al., 2017).

However, the implementation of the Priority Acceleration program for the development of "10 New Balis" did not result in the success of achieving the target of 20 million foreign tourist visits by the end of 2019. The "10 New Balis" program leaves a question mark about the effectiveness of the existing acceleration program (Damanik et al., 2022).

Mandalika is one of the Special Economic Zones (SEZ) with an area of 1,035.67 hectares which is developed through tourism policies in the Super Priority Destination Area (DSP). The special character of this area is that it is developed into an international MotoGP Circuit (Alfian et al., 2022). The name Mandalika comes from the name of a local legend, namely the Legend of Princess Mandalika or better known as Princess Nyale (sea worms). This legend is an annual tourism event on Lombok Island known as the Princess Nyale Festival which is held every August. In this event, local people and tourists look for sea worms in the Mandalika coastal area and then consume them as one of the dishes that have high protein (Kusuma Ningrum, 2023).

Tourism management using ecogreen principles or based on environmental quality preservation is now a goal to be achieved, especially in the management of accommodation businesses (Sinangjoyo, 2013). Thus, a sustainable effort is needed based on green hotel management (ecogreen hotel) in its management in a Super Priority Destination area. Hotels at Lombok Management must create policies that support the implementation of the ecogreen hotel concept (Arismayanti et al., 2022) which has an impact not only on the Hotel, but also has a positive impact (Garda, 2022) on the Mandalika Super Priority Destination area.

Hotels are the amenity facilities in the DSP Mandalika area, whether it is an international luxury hotel brand or local brand. The hotel does not only serve luxurious and pleasant accommodation facilities, it should plan to offer a stay experience by enjoying the ecogreen concept (Alvianna et al., 2022) which pays attention to environmental and socio-cultural quality factors in the Mandalika area as a Super Priority Destination of Indonesia.

However, there are several obstacles that become the formulation of the problem in this study. The first obstacle is the unclear level of heterogeneity of social relations stimulated in the activities of innovation, production, packaging, management, and sustainability of green policies (Dedeke, 2017) for the hotels located in the Mandalika Super Priority Destination Area (DSP).

The research reviewed to describe the themes in green hotel concept discussed on providing environmental-based hotel management, developing sustainable tourism destination where the hotel resides, and constructed the hotel guest' behavior to experiential learning to green concept hotel in energy saving, food waste, waste water conservation, anticipation for climate change, and built environmental green hotel, as the most and the research gap related to research object, themes, and methodology.

Methodology

Articles were collected through search engine data base; Google Scholar and MDPI. These data base use keyword of "Green Hotel" as the focus od the study. The article search method employs inclusion and exclusion approach to facilitate PRISMA (Preferres Reporting Items for Systematic Reviews and Meta-Analysis for more transparent article chosen. The articles were selected (Table 1) and concluded 47 papers for analysis (Figure 1).

Table 1. Inclusion and exclusion criteria

No.	Criteria	Inclusion	Exclusion
1	Language, year and Scopus Indexed	English, in the year of 2020-2024, Scopus indexed.	Non-English, < the year of 2018, non-Scopus indexed
2	Context appropriateness	Green hotel	Non green hotel concept
3	Unit of analysis	Green hotel and sustainable tourism destination	Green hotel in non-sustainable tourism destination
4	Research design and type of writing	Original papers and literature review	Proceeding, website, essay, book chapter, encyclopedias, book review, calendar, publication note, annal index, research note, conference report, viewpoint, research probe

Source: Researcher (2024)

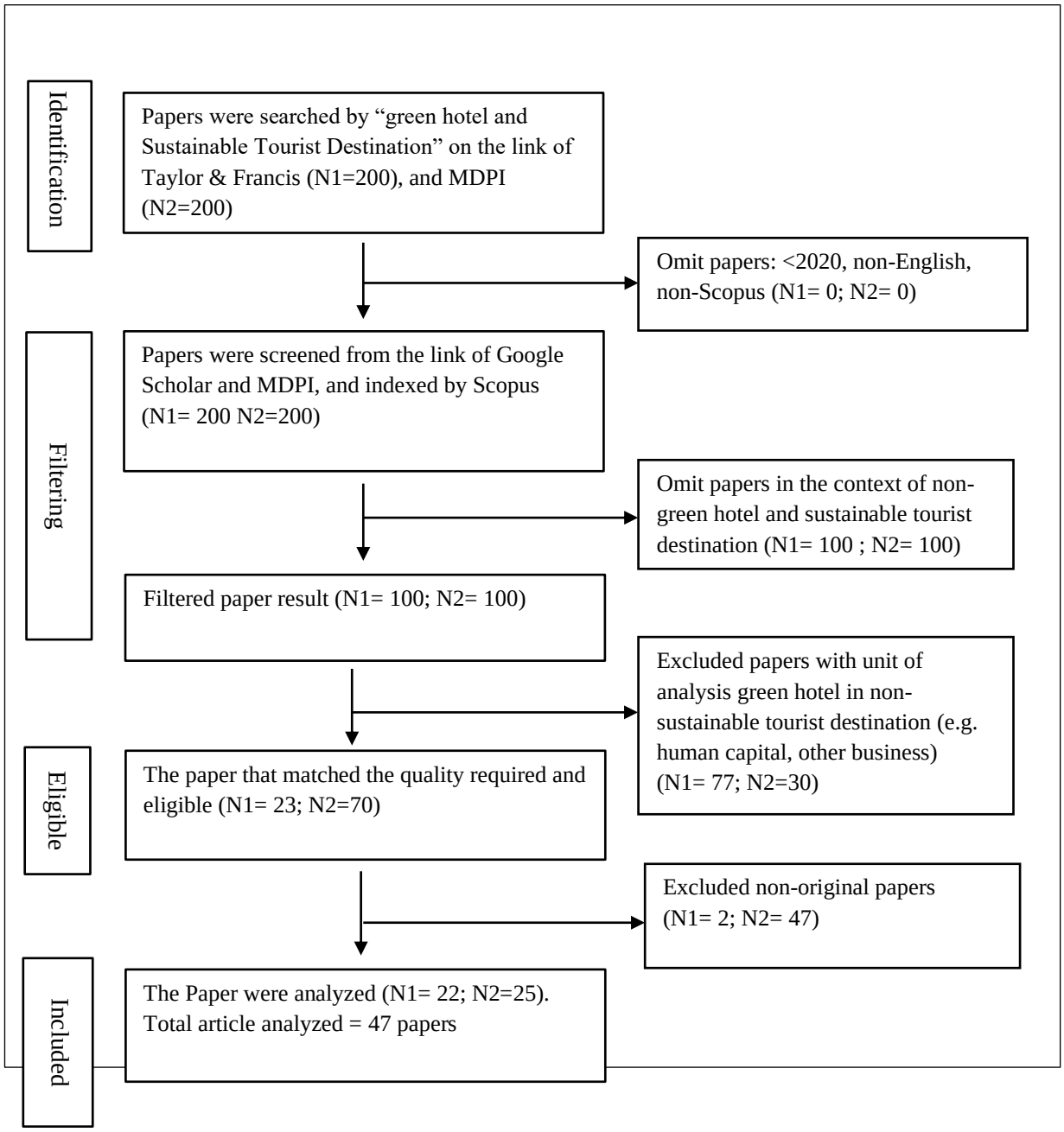

Figure 1. Prisma Model of selected papers
Source: Researcher's (2024)

Moreover, 10 out of 47 articles with the most citations were selected to find the most favorite themes in green hotel concept. The Vosviewer application was applied to identify the network, overlay, and density visualization. Network visualization employed to find the interrelationship of the research themes on green hotel at the tourist destination, that have been discussed; the closer the relationship between papers, the stronger the relationship between research themes. It uses overlay visualization to identify relationship between groups years of publication by color. Meantime, density visualization was used to identify the opportunity of themes to study. Eventually, all included papers are group based on the research methodology to determine novelty of methodology.

Results and Discussion

The 10 of the 47 papers were the most citation listed to find the most referred research on green hotel at tourism destination (Table 2).

Table 2. Ten articles with the highest number of citations

No.	No. of citation	Titles	Journals	Authors/issued
1	289	A description of green hotel practices and their role in achieving sustainable development	Sustainability	(Abdou et al., 2020)
2	199	An investigation of pro-environmental behavior and sustainable development in Malaysia	Sustainability	(Yusliza et al., 2020)
3	192	"Why do we buy green product?" An extended theory of the planned behavior model for green product behavior	Sustainability	(Kamalanon et al., 2022)
4	176	The impacts of fear and uncertainty of Covid-19 on environmental concerns, brand trust, and behavioral intention toward green hotels	Sustainability	(Jian, et.al. 2020)
5	172	Sustainability of green tourism among international tourist and its influence on the achievement of green environment: Evidence from North Cyprus	Sustainability	(Ibnou-Laaroussi, et.al., 2020)
6	140	A conceptual model for green human resources management: Indicators, differential pathway, and multiple pro-environmental outcomes	Sustainability	(Ari, et. al. (2021)
7	142	The effect of green human resource management on environmental performance in small tourism enterprises: Mediating role of pro-environmental behavior	Sustainability	(Elshaer et al., 2022)
8	132	Influences of green human resources management on environmental performance in small lodging enterprise: The role of green innovation	Sustainability	(Sobaih et al., 2020)
9	110	Sustainability practices in hospitality: Case study of a luxury hotel in Arrabida Natural Park	Sustainability	(Pereira et al., 2021)
10	73	The role of performance and environmental sustainability indicators in hotel competitiveness	Sustainability	(Duric & Topler, 2021)

Source: Researcher's (2024)

The work of Abdou et al. (2020) entitled "A description of green hotel practices and their role in achieving sustainable development" placed the highest number of citation (289). The paper was published in Sustainability Journal (MDPI Publisher). It reveals that that green hotel in sustainable tourist destination proposed by Abdou et al. (2020) is the most popular among scholars in term of papers selected. Meanwhile, the lowest citation (73 citations) study entitled

"The role of performance and environmental sustainability indicators in hotel competitiveness" which was written by Duric and Topler (2021).

It is published in Sustainability Journal. All selected paper shows that the model of green hotel in sustainable tourist destination, which is correlated to green hotel performance (management, building, and nature based of the hotel, and green innovation), sustainable tourist destination (Destination Management Organization, local community, local heritage, and protected area), and guest behavior on green hotel (green buying motives, visit intense, satisfaction, and revisit intension).

A Network, Overlay, and Density Visualization

The VOSviewer application visualizes a network, overlay, and density visualization. The results of the network visualization classify different study results into study themes. Based on network visualization, the themes are simplified into 3 (three) themes. The first theme is green hotel which covers four items (management, building, and nature based of the hotel, and green innovation) (27 papers/ 55 %). The second theme is sustainable tourist destination, which discusses four items (Destination Management Organization, local community, local heritage, and protected area) (18 papers/ 24 %). The third theme is guest' behavior which includes three items (green buying motives, visit intense, satisfaction, and revisit intension) (8 papers/ 16 %). The study found that scholars mostly discussed green hotel in terms of green hotel management. The network visualization can be seen in Fig.3, and Table 3 explains the results of the clusters, themes, journal's name, authors, the number of papers, the total number of papers, and the percentage per theme).

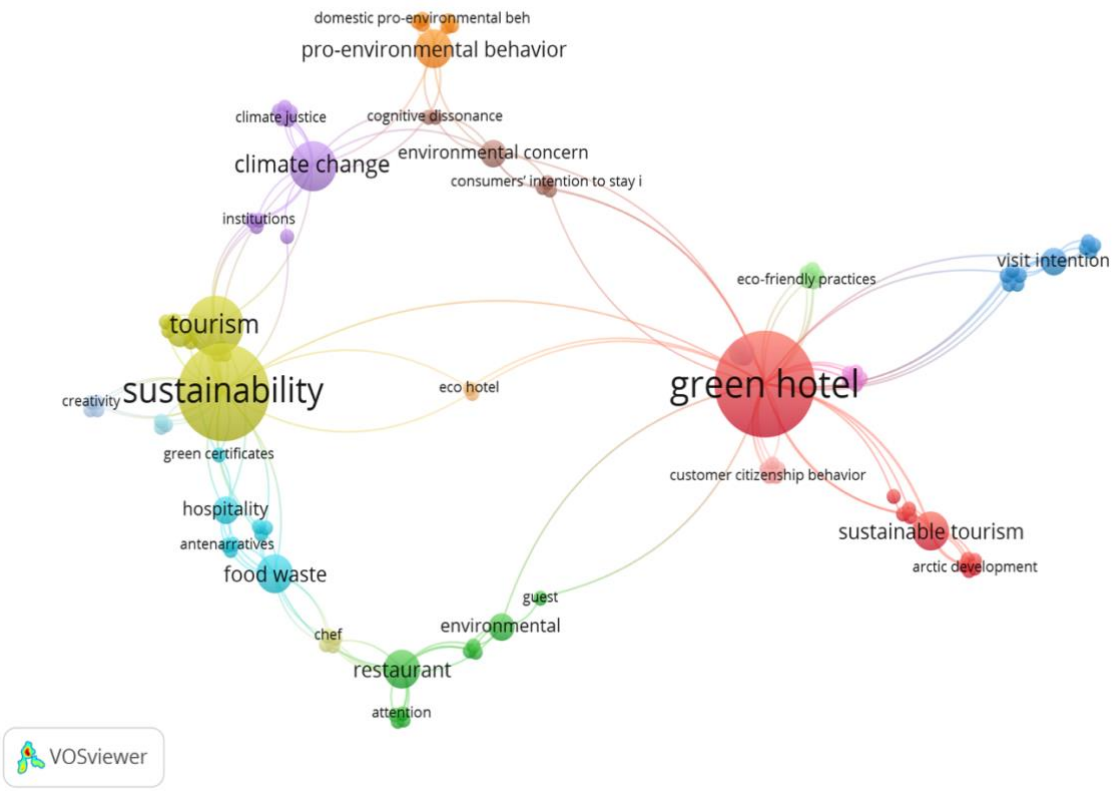

Figure 3. Network visualization
Source: Researcher's (2024)

Table 3. Articles based on themes

No.	Clusters/themes	Journal Names	Authors	Number of Papers	Total papers (percentage)
1	Green hotel management	Journal of Sustainable Tourism	1. McGregor, et.al. (2024) 2. Bhaskara, et. al. (2024) 3. Riberio, et.al. (2023) 4. Pearson (2024) 5. Asante (2024) 6. Mariani & Borghi (2020) 7. Babakhani, et.al. (2020) 8. Mehrotra, et.al. (2024) 9. Mohammaed & Al-Swidi (2020)	9	27 papers/ 55 %
		Business Strategy and the Environment	1. Arun, et.al. (2021)	1	
		Horticulturae	1. Elshaer, et.al. (2023)	1	
		International Journal of Environmental Research and Public Health	1. Yu, et.al. (2021)	1	
		ISPRS International Journal of Geo-Information	1. Chen, et.al. (2021)	1	
		Sustainability	1. Apostolakis, et.al. (2020) 2. Han, et.al. (2020) 3. Abdou, et.al. (2020) 4. Moise, et.al. (2020) 5. Yan & Chai (2021) 6. Kim, et.al. (2021) 7. Ahmed, et.al. (2021) 8. Yu (2022) 9. Kim & Yun (2022) 10. Salama, et.al. (2022) 11. Abdou, et.al. (2022) 12. Bharti, et.al. (2022) 13. Langgat, et. al. (2023) 14. Lin, et. al. (2023)	14	
2	Sustainable tourism destination	Journal of Sustainable Tourism	1. Bruin, et.al. (2024) 2. Loeher & Becken (2024) 3. Majid, et.al. (2024) 4. Zhang, et.al. (2024) 5. Becken & Scott (2024) 6. Wadham & Dashper (2024) 7. Zhou, et.al. (2024) 8. Farstad, et.al. (2024) 9. Nguyen, et.al. (2024) 10. Shrestha, et.al. (2024) 11. Scuattari, et.al. (2023) 12. Agyeiwaah & Zhao (2023) 13. Majid, et.al. (2023)	14	14 papers/ 28 %

3	Hotel guest behavior	Sustainability	1. Salem, et.al. (2022) 2. Abdou, et.al. (2022) 3. Ali, et.al. (2023) 4. Qubbaj, et.al. (2023) 5. Lin & Chiu (2023) 6. Damigos (2023) 7. Elshaer, et.al. (2024) 8. Chang, et.al. (2024)	8	8 papers/ 16 %

Source: Researcher's (2024)

Theme 1: Green hotel management

Hotel is a supporting system at the tourism destination, that accommodates tourist place to stay and relax during visitation (Damanik et al., 2022). A hotel's services on rooms, and food and beverage to the their guest or tourist (Kusuma Ningrum, 2023). Hotel rooms provide bed, and showering that use water and lighting energy, and produce grey water, and restaurants at hotel produced food waste for certain period (Widiana et al., 2022). Water and food waste tends to impact to the tourism destination, therefore a hotel need to manage with sustainable tourism concept, such as green or eco-friendly hotel to overcome negative impact to the destination (Tölkes, 2018).

Hotel operation and management need to develop within the concept of environmental-based, including top management perception to green concept (Fissi et al., 2024). The role of top management to conduct is important. Top management will decide to apply environmental-based product in the business, such as green marketing, eco-friendly building, energy saving, waste water management, and food waste management (Scholz et al., 2020). Meanwhile, at the level of operational, hotel staff will be introduced by environmental-based product to implement what the top management instructed as the hotel policy (Elshaer et al., 2023).

Green innovation at eco-hotel business is a modern creativity to adjust with hotel waste production (He et al., 2018). Green innovation employed a concept of Reduce, Reuse, and Recycle (3R), such producing fertilizer made of waste food, essence made of waste of frangipani flower, and waste water management for watering hotel garden (Yu et al., 2021). This innovation created a scientific and technology process that connected between hotel top management, operational level, and environmental authority at the destination into green hotel social construction (Diaz-Leon, 2015; Jóhannesson & Bærenholdt, 2020).

Theme 2: Sustainable tourism destination

A tourism destination is a physical environment that varied from different geography, landscape, and people that related to tourism business (Ramadhan & Kusumah, 2022). Different geography and landscape shaped into form of mountain, river, beach, sea, rural, urban, historical, and culture setting those connected each other to provide some tourist attraction at the destination (Andéhn & L'Espoir Decosta, 2021). Furthermore, tourism destination has its own life-cycle product in a development process that impacted to economy, social, culture, and environment (Salinas Fernández et al., 2020).

Tourism destination need to managed well by tourism authority at local, regional, and national level. Some tourism authority stated a policy for special territory tourism destination to develop, and to protect the destination from negative impact and gaining more positive impact (Alvianna et al., 2022), so called sustainable concept (Zulvianti et al., 2022), sustainable development goas or SDG's (Kattiyapornpong et al., 2023). Meanwhile in tourism, it is well-known as a sustainable tourism destination (Duric & Topler, 2021).

Sustainable tourist destination employs a Destination Management Organization (DMO), Destination Management Cooperation (DMC), satisfaction local community, local heritage, protected area, global climate change (Pereira et al., 2021). Sustainable concept at the

destination is to make sure a contingency proses of tourism business that minimizing negative impact and maximizing the positive impact of tourism (Tölkes, 2018).

Theme 3: Hotel guest behavior

Hotel guests have their own behavior and demographic factor, such as sex, ages occupation, education, income, and frequency of travelling, and included guest' perception on green and environmental based accommodation at the destination (Varmazyari et al., 2018). Green buying motives constructed hotel guest to understand the importance of green hotel concept although it is not easy to purchase and it is not popular in certain tourism destination (Chen et al., 2021).

Green marketing plays important role to construct guest' mindset about green hotel product (Park & Kang, 2022). Selling hotel rooms in a concept of green hotel need to present environmental and social experiential learning education attractiveness of the hotel (Fanelli & Romagnoli, 2020). On the other way, experiential learning process of the new hotel product also increase the rooms rate (Yu et al., 2021). Nevertheless, the hotel guest understand what are balancing between serving experiential learning and more expensive room rates of the green hotel (Fissi et al., 2024). Green hotel should increase revisit intention as well as a challenging in selling thematic hotel in environmental-based, and it is such a special interest tourist attraction for the hotel, even created a guest' hotel loyalty (Chang et al., 2024).

Based on Overlay Visualization, the latest study on green hotel in sustainable tourism destination (from 2020-2024) is the yellow one with the themes of sustainability tourism destination on green hotel research, and hotel guest's behavior (Figure 4).

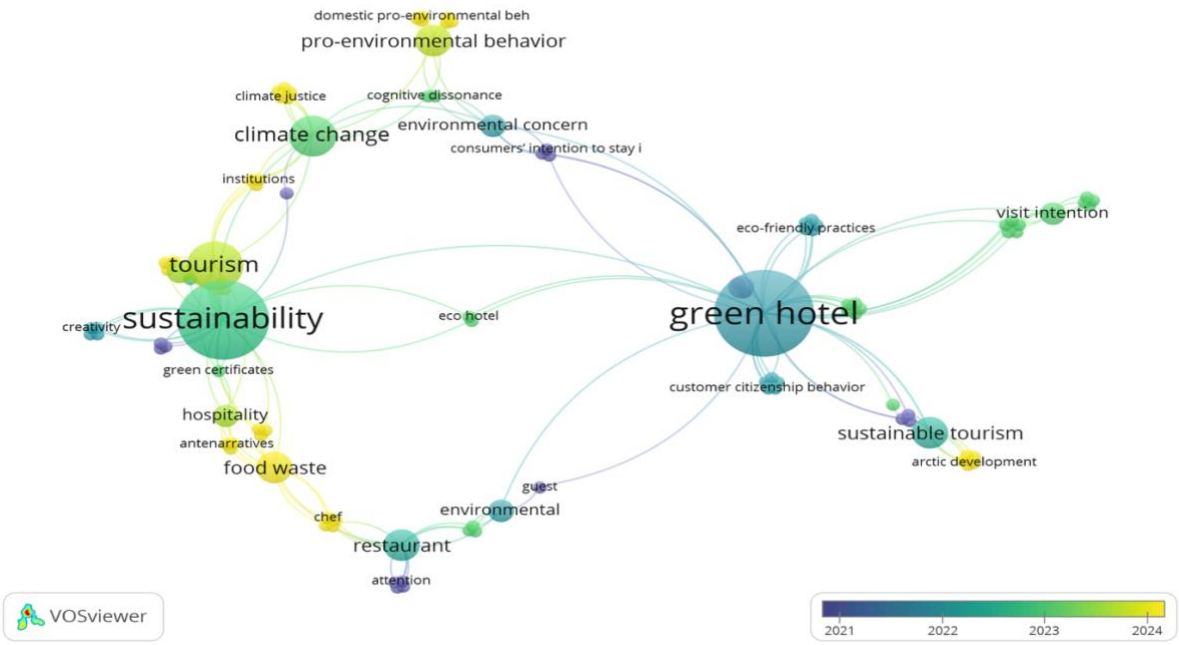

Figure 4. Overlay Visualization
Source: Researcher's (2024)

The result of density visualization shows that he variables regarding green management that still have the opportunity to be researched are eco institution, hotel, eco-friendly practices, green certificates, cognitive dissonance, guest behavior, environmental concern, consumer intention to stay (see Figure 5).

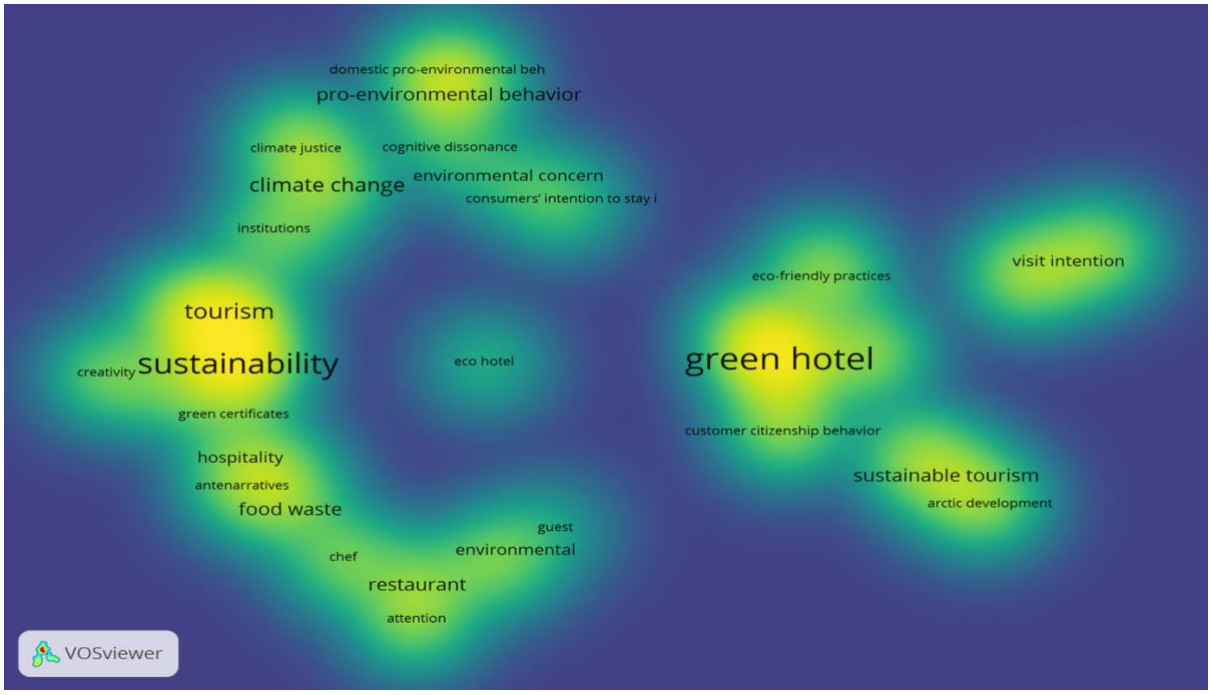

Figure 5. Overlay Visualization
Source: Researcher's (2024)

Paper Category Based on Methodology

Based on the research methodology approach (Table 4), most studies on talent management were conducted to use quantitative method (31 papers equal to 65%). Other works using qualitative Method (10 papers equal to 21%), Mixed-Method (3 papers equal to 7%), and Meta-Analysis (PRISMA) method (3 papers equal to 7%).

Table 4. Articles based on themes

No.	Methodology	Number of Papers	Paper' Percentage
1	Qualitative	10	21%
2	Quantitative	31	65%
3	Mixed-method	3	7%
4	Meta-analysis	3	7%
	Total	47	100%

Source: Researcher's (2024)

Conclusion

It concludes that green hotel covers four items (management, building, and nature based of the hotel, and green innovation). The second theme is sustainable tourist destination, which discusses four items (Destination Management Organization, local community, local heritage, and protected area). The third theme is guest' behavior, includes three themes (green buying motives, visit intense, satisfaction, and revisit intension). The study found that scholars mostly discussed green hotel in terms of green hotel management.

The limitation of the study is that the literature review obtained between 2020 and 2024 discussed many certain studies with research location in 4 and 5-star hotels. It is suggested that future study report an investigate to chained global group hotel. The results of the this literature review imply that there is still a wide range of opportunities for research in green hotel at sustainable tourism destination, especially in terms of providing environmental-based hotel management, developing sustainable tourism destination where the hotel resides, and

constructed the hotel guest' behavior to experiential learning to green concept hotel in energy saving, food waste, waste water conservation, anticipation for climate change, and built environmental green hotel.

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