Sustainable Tourism Research in India : A Review Study

Shekhar [1]
Poonam Singh [2]
Sanket Shekhar [3]

Abstract

Purpose : Sustainable tourism (ST) has been a buzzword in the tourism industry globally. In the Indian context, the theme has been rigorously researched, uncovering various theoretical and practical aspects. However, the strategists find themselves overwhelmed with the recommendations of researchers, which limit their efficiency in formulating plans. The study aimed to map the evolution of research on sustainable tourism in India and suggested future research actions and practical implications for managers.

Methodology : The study applied SPAR-4-SLR, a scientific research protocol, to identify the 56 articles published in the Web of Science (WoS)-indexed journals. The study then used Science of Science (Sci2) and Gephi to conduct descriptive and network analyses, such as bibliographic coupling, keyword co-occurrences, and co-authorship analysis.

Findings : The findings revealed that ST research in India revolved around managing the impact of tourism on the environment, developing economic avenues for sustainable tourism, balancing environment conservation and development, and understanding communities' perceptions and eco-tourism. The results further highlighted a lack of empirical research linking SDG attainment to tourism sustainability.

Practical Implications : The study will help researchers focus more on identifying the interlinkages between the SDGs that could be attained through sustainable tourism. Industry practitioners could benefit by identifying the knowledge gap in the theory and practice of effective strategy development.

Originality : The study is one of a kind in using bibliometrics to study the themes in ST research in India and suggests future research areas post-pandemic that would assist researchers and policymakers.

Keywords : **sustainable tourism, bibliometrics, Sci2, Gephi, economic, social, literature review**

JEL Classification Codes : L83, Q01, Z32

Paper Submission Date : July 15, 2022 ; Paper sent back for Revision : March 12, 2023 ; Paper Acceptance Date : March 25, 2023 ; Paper Published Online : April 15, 2023

Sustainability is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987). Sustainability has attracted researchers for the last two decades (Lima et al., 2023; Mensah & Casadevall, 2019; Qureshi et al., 2020).

[1] *Research Scholar,* Faculty of Management Studies, University of Delhi, Prof. ND Kapoor Marg, Opp. Kirorimal College, Delhi School of Economics, University Enclave, New Delhi, Delhi - 110 007. (Email : Shekhar0481.sa@gmail.com)
ORCID iD : https://orcid.org/0000-0002-7329-2994
[2] *Assistant Professor,* Galgotias University, Plot No. 2, Yamuna Expy., Oppo. Buddha International Circuit, Sector 17A, Greater Noida - 203 201, Uttar Pradesh. (Email : Poonam96@gmail.com)
[3] *Assistant Professor,* Aryabhatta College, University of Delhi, Plot No. 5, Benito Juarez Marg, South Campus, Anand Niketan, New Delhi - 110 021. (Email : Sanket.phd19@fms.edu)

DOI : https://doi.org/10.17010/pijom/2023/v16i4/170747

Acceptance of the sustainable development goals (SDGs) further attracted the attention of the industries to achieve their sustainable goals (Kumar et al., 2018). The tourism industry has also evolved to incorporate sustainability in its operation. It led to the emergence of a form of tourism that respects nature while generating economic gains. Sustainable tourism (ST) is defined as "a form of tourism that aims at continuous improvement of tourist experiences with simultaneous concerns for environment and society" (Guo et al., 2019; Sharpley, 2000; Streimikiene et al., 2021; Zolfani et al., 2015). It helps society by tackling its socioeconomic challenges through job creation, financial inclusion, and the upliftment of marginalized groups (Ghosh & Chakraborty, 2020).

Research on ST in India has attracted the attention of academicians as it empowers the industry by giving it a competitive advantage, enhances customer satisfaction, improves the relationship with society and stakeholders, and ensures that business flourishes in the long run. However, researchers have viewed the ST literature in India through different thematic lenses, such as business and economic aspects, environmental studies, sociology, management, operations, strategy, biomedicine, geography, geosciences, and ethics, which have led to the research being scattered.

The pandemic changed tourism sustainability from the perspective of various stakeholders, including tourists (Jamgade & Joshi, 2022; Kasliwal & Agarwal, 2015). Instead of sustainability, industries and economies focus on rejuvenating and re-energizing. Thus, industry sustainability has changed, affecting research. Due to this, upcoming researchers must spend a lot of time finding and summarizing research themes, finding suitable research gaps, and finding collaborating authors and institutes to expand their knowledge base.

This study addresses these literature gaps by answering the following research questions:

- **RQ1 :** What are India's ST research publication trends and top contributors?
- **RQ2 :** How has sustainable tourism research in India evolved?
- **RQ3 :** How can future sustainability researchers link tourism to SDGs?

The study helps researchers build their theoretical framework by providing a knowledge base of previous research and identifying research gaps. Second, it shows managers and industry practitioners how to balance the three pillars of sustainability in tourism. Third, it shows how tourism is working toward sustainable development goals. Fourth, how policymakers prioritize sustainability and SDGs adds to the value of the study.

Research Methodology

Literature review studies have gained popularity in recent times as a means to explore past trends on a topic and suggest future research actions (Jha & Arora, 2019; Kumar & Kumra, 2021; Singh & Verma, 2017). To conduct the study, we applied scientific procedures and rationales for systematic literature review (SPAR-4-SLR), a scientific literature review protocol. Since the available literature is large, we preferred conducting the bibliometric analysis over other review forms like structured and systematic (Shekhar et al., 2022). This technique also allows the authors to extract necessary information using the software by restricting information processing biases (Ahuja & Madan, 2022; Ubgade & Joshi, 2022). Furthermore, using software eases the development and investigation of clusters and reporting findings. The use of software aligns with the recommendations of Kumar and Shekhar (2020) that suggest enhanced use of technology in tourism research in India. The detailed process of the protocol is given in Figure 1. The following sub-sections detail the steps taken in the current study.

Assembling

This stage is comprised of two substages: identification and acquisition. In the identification phase, plausible

sources for data collection are identified. The purpose of this study is to determine the publication trends (RQ1) in ST research in India, to identify and develop thematic clusters (Rq2), and to comprehend the evolution of research by mapping knowledge clusters (RQ3) of the publications. Only journal articles published in the Web of Science

Figure 1. ***Steps Followed to Retrieve the Data Using the SPAR-4-SLR Protocol***

Assembling

- ***Identification***

o Research Questions : What is the publication trend, the most productive authors, top publication names, top cited articles in sustainable tourism research in India? (RQ1); What are the central themes in the sustainable tourism research in India? (RQ2); How has sustainable tourism research in India evolved over the years? (RQ3); How can future researchers connect research on sustainability to attain SDGs? (RQ4)

o Domain : Sustainability and Tourism

o Source Type : Journals

o Source Quality : Web of Science Core Collection (SCI, SSCI, and ESCI)

- ***Acquisition***

o Search Mechanism and retrieval : Web of Science

o Search Period : Up to 1st May 2022

o Search Keywords : ALL-FIELDS ("Sustainable Tourism" OR "Green Tourism" OR "Responsible Tourism" OR "Ethical Tourism" OR "Eco tourism" OR "Rural Tourism" OR "Nature-based tourism" OR "wildlife tourism") AND TOPIC ("India"))

- Total Documents retained in the stage: 58

↓

Arranging

- ***Organization***

o Organization codes : Language, Source type, document type, subject area

- ***Purification codes***

o Language Type : English

- **Source Type : Journals**

o Document Type : Articles

o Subject Area : Hospitality, Leisure, Environmental Science, Management, Green Science and technology, Geography and Geological Sciences, Ecology

- Total Documents retained in the stage: 56

↓

Assessing

- ***Evaluation***

o Total documents for analysis : 56

o Software: Microsoft Excel, Sci2, Gephi, OpenRefine, and Inkscape

o Findings : Answered in RQ2

o Future Research Agenda : Answered in RQ3

- ***Reporting***

o Convention : Figures, Tables, and Words

o Limitations : Metrices based on bibliographic data from a single database

o Source of Support : None

database were considered. Other types of publications, such as conference proceedings, review articles, viewpoints, and editorials, were excluded due to uncertainty regarding the quality perception and review process of such articles.

We collected publication bibliographic data from the Web of Science (WoS). WoS has more relevant and trustworthy bibliographic information than Google Scholar and ProQuest. WoS is preferred over Scopus because its review process is stricter. The data search began on 1 May 2022, and we retrieved all records. Sustainable tourism keywords were based on previous scholarly definitions. If the searched term appeared anywhere in the paper, the "All-field" criteria selected it. If the search term appeared in the abstract, title, or keywords, the "topic" field returned the result. The query yielded 58 articles.

Arranging

Organizing and purifying comprised this stage. This stage focused on filtering data for analysis. In the organizing sub-stage, we filtered data using WoS analyze results filters. Next, we limited our search to articles and used the language filter to select English-only documents. As a result, 56 articles were analyzed after arranging. The final search string: TOPIC ("Sustainable Tourism" OR "Green Tourism" OR "Responsible Tourism" OR "Ethical Tourism" OR "Ecotourism" OR "Rural Tourism" OR "Nature-based Tourism" OR "Wildlife Tourism") AND TOPIC ("India") AND LIMIT-TO (DOC TYPE ("ARTICLE") AND LANGUAGE ("ENGLISH"). We separately collected articles published since 2020 to assess post-pandemic ST research in India. It resulted in 20 articles published in the period 2020–2022 to the search date.

Assessing

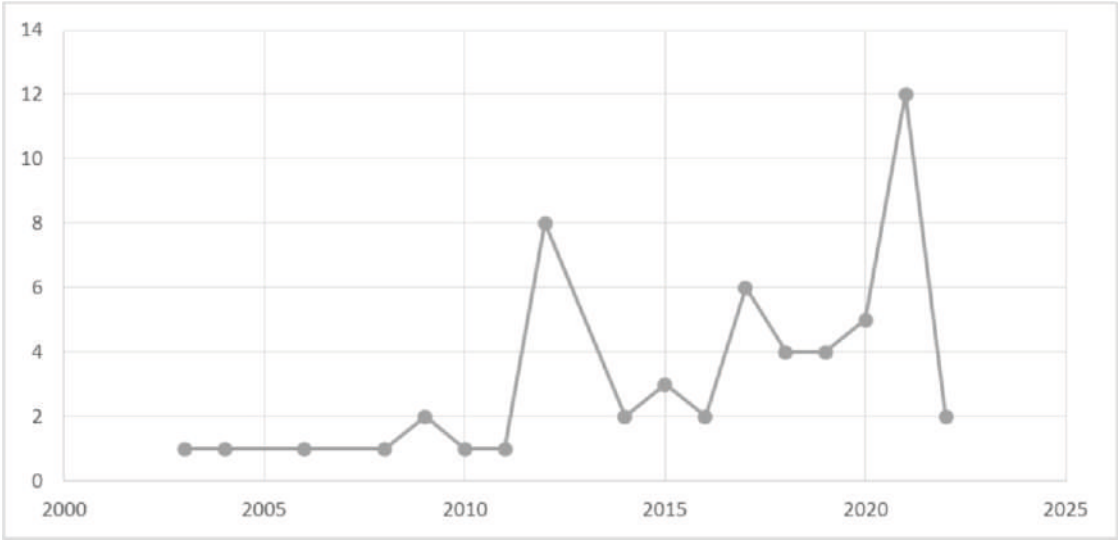
This stage had two sub-stages, evaluation and reporting, like the previous two. This stage involved analysis and reporting to users. We mapped thematic clusters in Indian ST research using 56 articles from 2003–2022. Comparing 36 and 20 documents revealed evolutionary themes. Trend or descriptive analysis (Shekhar, 2022) was conducted using Microsoft Excel and the Science of Science tool. It identified publication trends, top authors, most-cited publications, and leading journals. Sci2 and Gephi identified author network collaboration. Keyword co-occurrence mapped knowledge clusters (Rq3), and Open Refine, Sci2, and Gephi drew bibliographic coupling networks. Two statistics—modularity class and PageRank—were applied to the networks to draw meaningful conclusions. We used Sci2, OpenRefine, and Gephi to conduct the desired analysis. OpenRefine clustered similar terms and removed unwanted data. Sci2 extracted and Gephi visualized networks. Inkscape refined networks.

Analysis and Results

Publication Trends of ST Research in India (RQ1)

The data indicate a recent rise in ST research in India (Figure 2). ST publications have grown in number and productivity with an h-index of 17. These 56 articles have been cited 954 times (without self-citations), averaging 17.05. The first publication, Silori (2004), balanced environmental concerns with stakeholder livelihoods to develop sustainable tourism at a site. From 2000 – 2016, India published one or two ST articles, except in 2012, when eight were published. The last three years have seen 33% of ST publications in India (2020–2022). This suggests that since the pandemic began, researchers have increased exploring its impact on sustainability strategies and should have found substantial evidence for the development of new strategies. Sustainable tourism studies in India peaked in 2021 with 12 studies. A few studies in 2022 showed that academia is still interested in the theme due to its potential.

Figure 2. ***Publication Trends in ST Research in India***



Top Journals Publishing ST Research in the Indian Context

Researchers publishing ST research in India prefer *Sustainability* (six publications) and the *Journal of Sustainable Tourism* (six publications). It is understood as these journals are dedicated to sustainability themes. *Environment Development and Sustainability* has three publications, *Asia-Pacific Journal of Tourism Research* and *Current Issues in Tourism,* follow with two publications each (Table 1). These high-quality and indexed journals welcome qualitative and quantitative ST research in India. The *Journal of Sustainable Tourism* has total citations (TC) of 88. The *Journal of Travel & Tourism Marketing* has 51 citations, *Tourism Management Perspective* has 46, and *Current Issues in Tourism* follows with 43 citations. The average citations per article (ACP) also follow a similar pattern.

Table 1. ***Most Preferred Publication Titles for Sustainable Tourism Research in the Indian Context***

S. No	Publication Title	TP	TC	ACP	JIC 2020
1	*Sustainability*	6	12	2.00	0.56
2	*Journal of Sustainable Tourism*	6	88	14.67	1.51
3	*Environment Development and Sustainability*	3	12	4.00	0.54
4	*Asia Pacific Journal of Tourism Research*	3	20	6.67	0.26
5	*Current Issues in Tourism*	2	43	21.50	1.99
6	*Tourism Management Perspectives*	2	46	23.00	1.58
7	*Journal of Travel & Tourism Marketing*	2	51	25.50	1.98
8	*Biodiversity and Conservation*	2	26	13.00	0.75
9	*International Journal of Tourism Research*	2	39	19.50	1.11
10	*Journal of Mountain Science*	2	8	4.00	0.42

Table 2. ***Most Cited Articles on Sustainable Tourism Research in the Indian Context***

S. No	Title	Year	Author	TC	PageRank
1	Local People's Attitudes Towards Conservation and Wildlife Tourism Around Sariska Tiger Reserve, India	2003	Sekhar NU	151	0.020565
2	Impact of Responsible Tourism on Destination Sustainability and Quality of Life of the Community in Tourism Destinations	2017	Mathew PV	112	0.020879
3	Vulnerability to Climate Change of Nature-Based Tourism in the Nepalese Himalayas	2009	Nyaupane GP	76	0.017706
4	Nature-based Tourism in Indian Protected Areas: New Challenges for Park Management	2011	Karanth KK	68	0.02786
5	Consuming the Forest in an Environment of Crisis: Nature Tourism, Forest Conservation and Neoliberal Agriculture in South India	2012	Munster D	34	0.010174
6	Willingness to Pay for Biodiversity Conservation	2010	Bhandari AK	33	0.01127
7	Homestays at Korzok: Supplementing Rural Livelihoods and Supporting Green Tourism in the Indian Himalayas	2012	Anand A	33	0.027066
8	Sustainability of Tourism Development in Kashmir - Is Paradise Lost?	2015	Malik MI	32	0.032157
9	Sustainable Tourism Rapid Indicators for Less-Developed Islands: An Economic Perspective	2008	Reddy MV	30	0.016882
10	Wildlife Tourists in India's Emerging Economy: Potential for a Conservation Constituency?	2012	Karanth KK	29	0.035181

Top Articles on ST Research in India

Citation metrics measure article impact. Global and local citation counts are common measures. We ranked article impact using the Global Citation count in this study. With 151 global citations, NU Sekhar's "Local People's Attitudes Towards Conservation and Wildlife Tourism Around Sariska Tiger Reserve, India" is our most influential article (Table 2). It is followed by "Impact of Responsible Tourism on Destination Sustainability and Quality of Life of the Community in Tourism Destinations" by Paul B. Mathew with 112 citations, "Vulnerability to Climate Change of Nature-Based Tourism in the Nepalese Himalayas" by GP Nyaupane with 75 citations, and "Nature-Based Tourism in Indian Protected Areas: New Challenges for Park Management" by KK Kranth with 68 citations. These articles are a decade old, indicating slow research and a lack of in-depth study and innovation in research.

Top Authors Publishing ST Research in the Indian Context

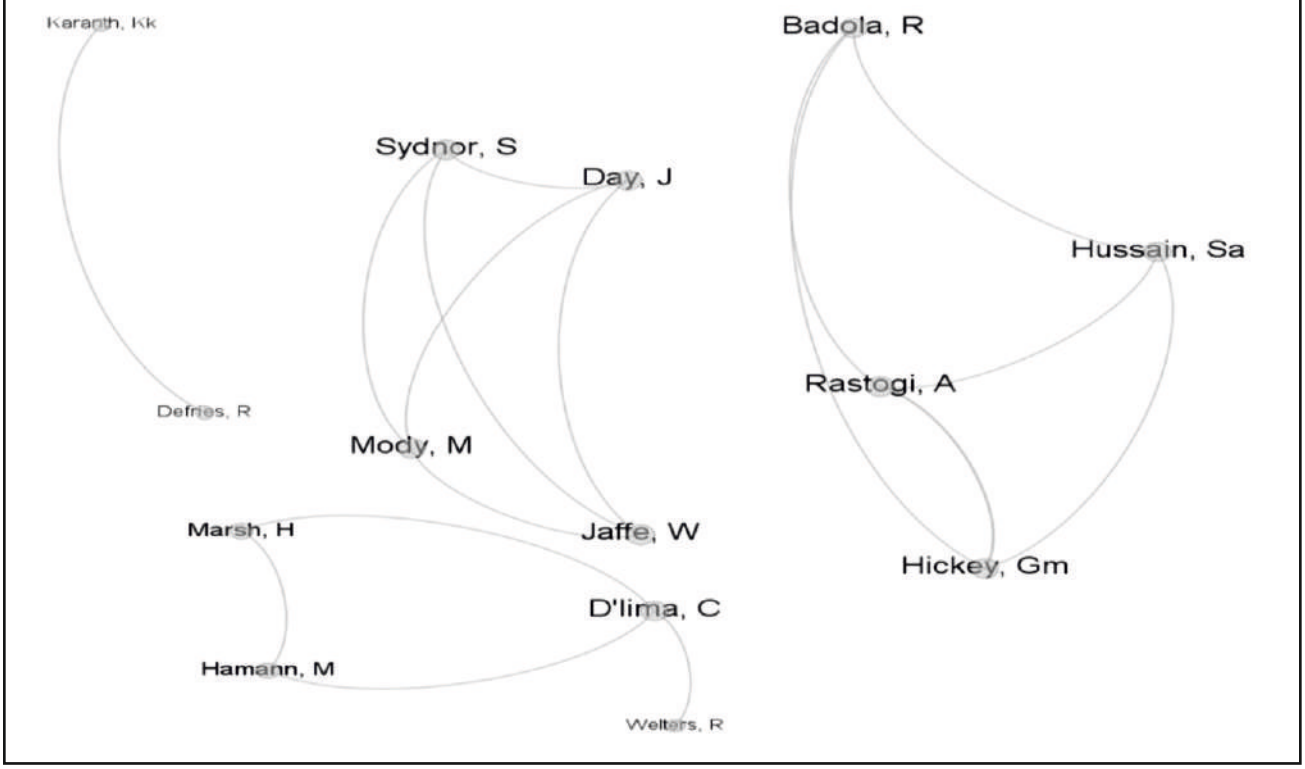
The bibliographic data suggests several authors have three ST research publications in India (Table 3). These authors are Coralie D'lima, Archi Rastogi, and Gordon M. Hickey. Authors with two or more publications follow them. Then there are authors with two or fewer publications. The low publication count of authors worries the industry. It suggests authors are less interested in studying tourism sustainability. They hesitate to apply their findings to new research. Research constraints prevent concept exploration, resulting in inefficient and ineffective policies.

We also sought collaboration between authors from different countries or institutes who have published articles on ST in India (Figure 3). Thus, we identified collaboration linkages with weights above 2.0. We only included authors who collaborated more than twice. Results indicate little author collaboration. Four authors — A.

Table 3. ***Top Authors and Institutes Publishing Research on Sustainable Tourism in the Indian Context***

S. No	Authors	TP	Institute	TP
1	D'lima C.	3	Indian Institute of Technology System IIT System	6
2	Hickey G.M.	3	University of Delhi	4
3	Rastogi A.	3	Wildlife Institute of India	4
4	Anand A.	2	Hemwati Nandan Bahuguna Garhwal University	3
5	Badola R.	2	James Cook University	3
6	Day J.	2	Mcgill University	3
7	Defries R.	2	Boston University	2
8	Hamann M.	2	Columbia University	2
9	Hussain S. A.	2	Council of Scientific Industrial Research CSIR India	2
10	Jaffe W.	2	CTR Wildlife Studies	2
11	Karanth K. K.	2	Delhi School of Economics	2
12	Marsh H.	2	Indian Institute of Technology Kanpur	2
13	Mody M.	2	League of European Research Universities	2
14	Sydnor S.	2	Purdue University	2
15	Welters R.	2		

Figure 3. ***Co-Authorship Network***



Rastogi, S. A. Hussain, G. M. Hickey, and R. Badola—are in our largest network. A. Rastogi collaborates with three authors in this network. R. Badola and S. A. Hussain share three publications. These studies reveal the socio-political issues in tiger reserve management and the biggest obstacles to protected area tourism. In India, ST research lacks cross-institutional collaboration. Enhancing collaboration will help institutions with limited resources share novel methods and ideas. In addition, it will aid ground-level exploration.

Top Institutes Collaborating on ST Research in the Indian Context

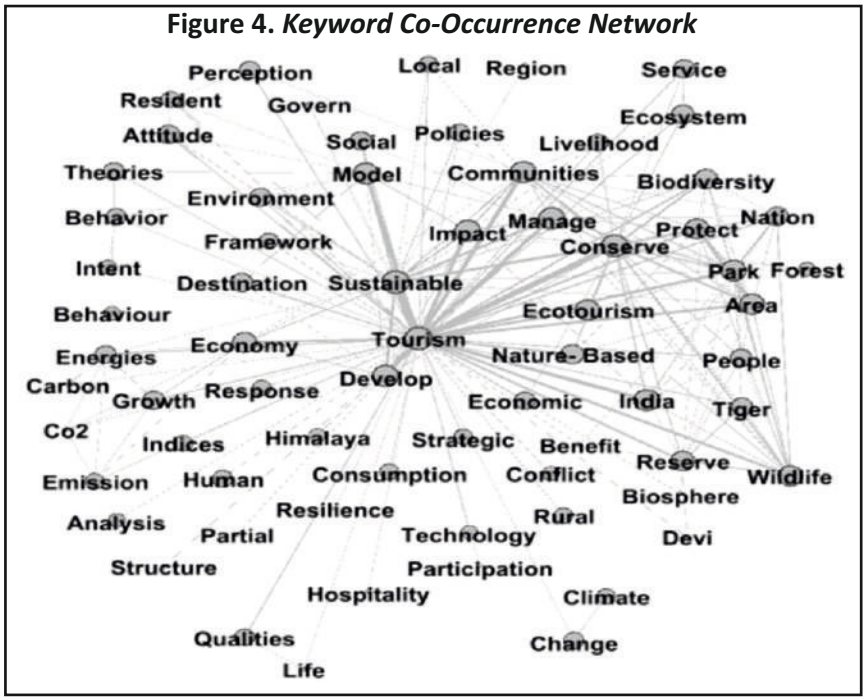
Table 3 lists the top Indian tourism and hospitality sustainability research institutes. Six publications by Indian Institute of Technology authors indicate ST research in India. They are followed by researchers from the University of Delhi (four publications), Wildlife Institute of India (four), Hemwati Nandan Bahuguna Garhwal University (three), James Cook University (three), and Mcgill University (three publications). These institutes conduct multidisciplinary research, so ST research in India has been viewed through multiple disciplines. Considering the topic's importance and research potential, the count is low. This list lacks several top national institutes.

Mapping of ST Research in India

Keyword Co-Occurrence Network

Keyword co-occurrence networks are widely used to identify research themes. An author-provided keyword network shows research patterns over time. In our study, the most common keywords in ST studies in India are "conserve," "manage," "develop," "economic," "social," "ethical," "impact," "communities," "perception," "attitude," "biodiversity," "wildlife protection," "behavior," "resident," and "rural." ST research has five

Figure 4. ***Keyword Co-Occurrence Network***



keyword communities. The following subsection briefly discusses these clusters. Figure 4 shows ST studies' keyword co-occurrence network, and Table 4 shows network keyword clusters and PageRank. PageRank indicates the word's network importance.

Cluster 1 (56 keywords) is the largest and most important cluster. Sustainable, tourism, perception, communities, and attitude dominate this cluster. This cluster pioneered Indian ST research. These studies developed ST development and implementation theories. The studies examined how local communities view ST development and its effects. The studies showed how ST affects rural livelihoods and how technology improves lifestyles. Cluster 2 (28 keywords) studied ecotourism, a niche form of sustainable tourism. These studies focused on park biospheres, wildlife protection, and tourism. Studies showed that nature-based tourism could combine conservation and tourism.

In Cluster 3 (14 keywords), the focus of the studies switched to the developing and developed nations' arguments and the need to control the carbon emissions from tourism and allied activities. The studies stressed that developing economies should meet the set targets for emissions, and developed nations should assist them. In Cluster 4 (12 keywords), the studies focused on developing an ecosystem for the ST industry development in India. The studies argue that a service-based industry can only be developed if an ecosystem is built in which all the allied sectors can grow together. Finally, in Cluster 5 (08 keywords), the studies focused more on climate change due to tourism and how ST can assist in reducing the challenges and crises that arise from over-tourism. The increased temperature in the tourist destination is one of the challenges that need to be overcome through ST.

Table 4. ***Cluster-Wise Top Keywords in Sustainable Tourism Research in the Indian Context***

Keywords	Occurrence	PageRank	Keywords	Occurrence	PageRank
Cluster 1: (Keywords = 56)			**Cluster 2: (Keywords = 28)**		
Sustainable	100	0.164144	Conserve	34	0.050959
Tourism	80	0.053659	Ecotourism	22	0.017978
Perception	64	0.024978	Nature-based	20	0.03248
Communities	60	0.019171	Park	19	0.026767
Attitude	56	0.020261	Forest	19	0.011241
Impact	54	0.033458	Wildlife	15	0.021466
Livelihood	48	0.029951	Tiger	12	0.028918
Technology	39	0.00819	Reserve	10	0.023347
Rural	36	0.010371	Biosphere	10	0.021279
Local	36	0.008204			
Environment	32	0.009937	**Cluster 4: (Keywords = 12)**		
			Service	12	0.010344
Cluster 3: (Keywords = 14)			Ecosystem	8	0.008352
Emission	21	0.019972			
Carbon	20	0.01513	**Cluster 5: (Keywords = 08)**		
Economy	20	0.01703	Climate	8	0.009861
Growth	16	0.012673	Change	7	0.006394
Energy	12	0.008632	Temperature	6	0.00415
Developed	10	0.012673	Crisis	6	0.00218

Figure 5. ***Keyword Co-Occurrence of Studies Published Since 2020***

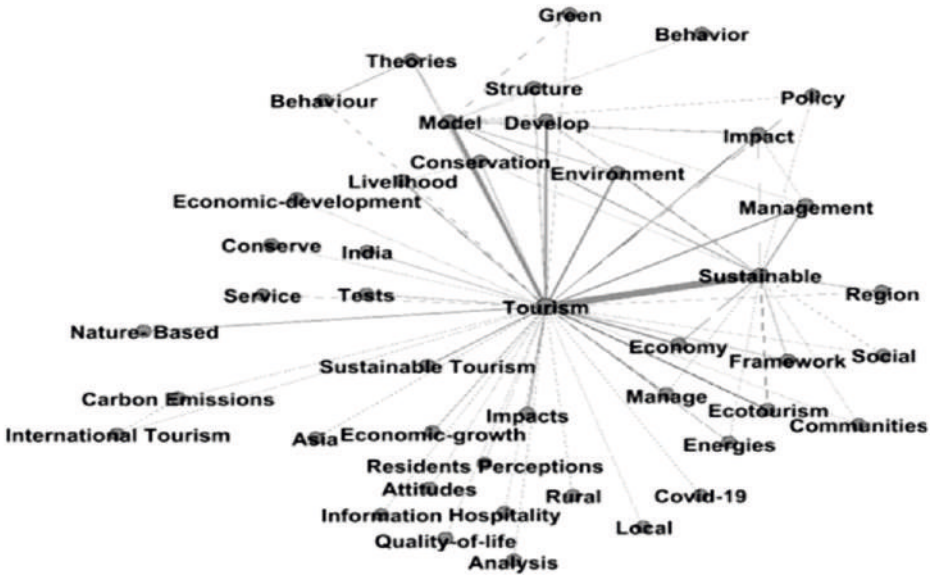


Figure 5 shows India's post-pandemic ST research keyword co-occurrence network (2020–2022). The network shows that keywords have changed and new keywords have appeared. Due to ST's economic growth and job opportunities, research on residents' quality of life increased. Carbon emission debates stopped when international tourism stopped. Using behavioral theories, researchers examined residents' and communities' views on sustainable tourism development. Studies frequently mentioned Covid-19. Methodologies and a structural model for economic development were also studied. Overall, we conclude that ST research focuses more on behavior, enriching methodologies, and examining how Covid-19 affects residents' economic livelihoods and how ST development can boost local economies.

Bibliographic Coupling Network

The bibliographic coupling (BC) network is an advancement over the co-citation network to map the knowledge clusters used in bibliometric studies. In our study, we observe five knowledge clusters in sustainable tourism research in the Indian context. These clusters originated at different points in time. Some gained prominence in due course, and some phased out as the concept gained structure in academia. The results (Figure 6) suggest that Cluster 2 (2003–2019) is the largest and oldest cluster. It has 18 studies, and every year except for a few years, there has been a study in this cluster. The major themes in this cluster are local people, attitude, conflict management, mitigation strategies, the importance of ST in employment opportunities, green tourism, and tiger conservation. Cluster 4 (2008–2021) has 11 studies focusing on rural tourism, the economic impact of responsible tourism, motivation, social entrepreneurship, and brand image. Cluster 5 (2020–2022) is the latest in the theme and has 12 studies. The main theme includes satisfaction, behavioral theories, decarbonization, energy consumption, carbon emission, smart tourism, and building competitiveness. Cluster 1 (2004–2022) is the third-largest cluster, with 12 studies focusing on the social, economic, and cultural impact of ST. The studies have focused on rafting tourism and tourism in mountains or hilly areas. The smallest is Cluster 3 (2016–2018), with only three studies focusing on wildlife tourism and its forms, a niche of sustainable tourism. Table 5 illustrates the evolution of these clusters, and Table 6 lists the top two articles in each cluster.

Table 5. ***Evolution of the Bibliographic Coupling Clusters***

Year	C1	C2	C3	C4	C5	Grand Total
2003		1				1
2004	1					1
2006		1				1
2008				1		1
2009	2					2
2010		1		1		2
2011		1				1
2012	3	5				8
2014		2				2
2015	1	1				2
2016			1	1		2
2017		2	1	2		5
2018	1	1	1			3
2019		3		1		4
2020	1			3	4	8
2021	1			2	7	10
2022	2				1	3
Grand Total	**12**	**18**	**3**	**11**	**12**	**56**

Figure 6. ***Bibliographic Coupling Network***

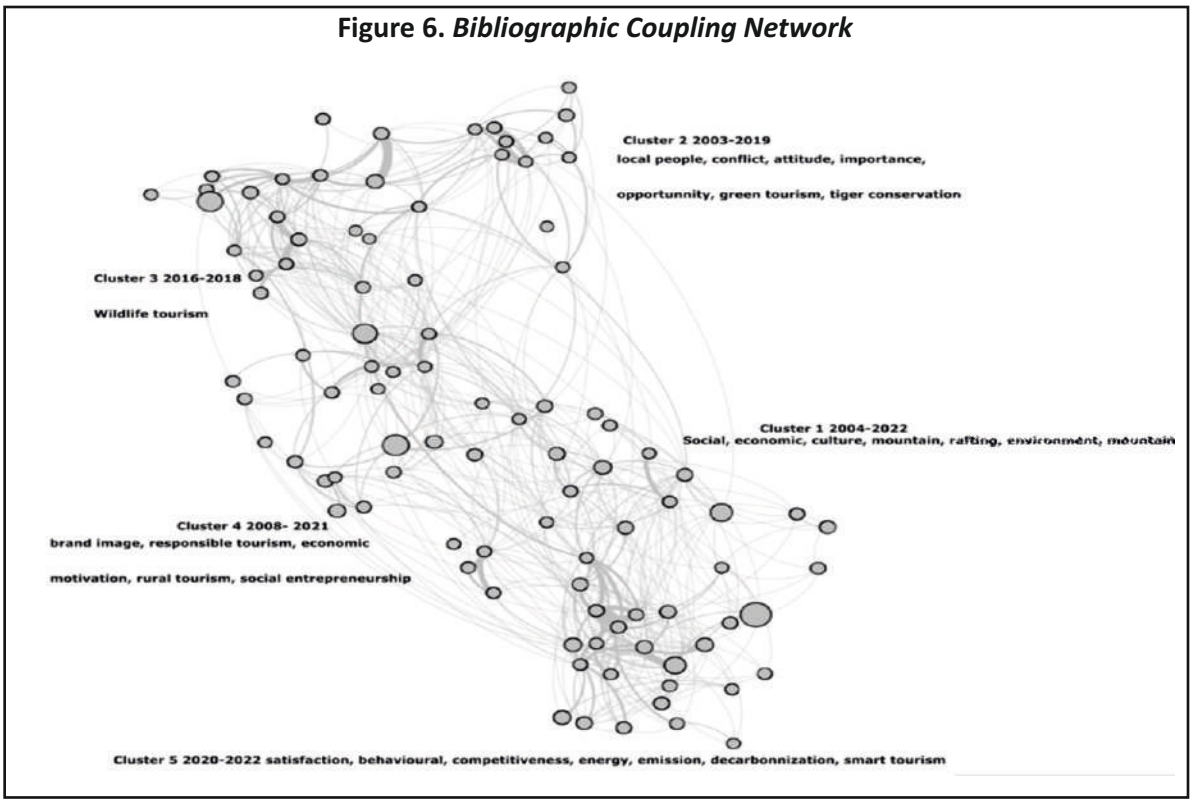


Table 6. ***Top Two Articles in Each of the Clusters***

S. No	Title	Author	TC	PageRank	Cluster
1	Sustainability of Tourism Development in Kashmir - Is Paradise Lost?	Malik & Bhat (2015)	32	0.032157	1
2	Understanding Environmentally Significant Behavior Among Whitewater Rafting and Trekking Guides in the Garhwal Himalaya, India	Serenari et al. (2012)	21	0.029264	1
3	Wildlife Tourists in India's Emerging Economy: Potential for a Conservation Constituency?	Karanth et al. (2012)	29	0.035181	2
4	Wildlife-tourism, Local Communities, and Tiger Conservation: A Village-Level Study in Corbett Tiger Reserve, India	Rastogi et al. (2015)	14	0.030927	2
5	Using Multiple Indicators to Evaluate the Sustainability of Dolphin-Based Wildlife Tourism in Rural India	D'Lima et al. (2018)	4	0.028613	3
6	Using Regional Geographic Scale Substitution to Value Coastal Wildlife Tourism: Implications for Stakeholders, Conservation and Management	D'Lima et al. (2016)	4	0.0096	3
7	Can Tourism Social Entrepreneurship Organizations Contribute to the Development of Ecotourism and Local Communities: Understanding the Perception of Local Communities	Kummitha et al. (2021)	1	0.030617	4
8	Local Community Satisfaction Toward Tourism Development in the Pushkar Region of Rajasthan, India	Tiwari et al. (2021)	2	0.024428	4
9	The Role of Government in Tourism Competitiveness and Tourism Area Life Cycle Model	Javed &Tučková (2020)	2	0.021502	5
10	What Drives the Eco-Friendly Tourist Destination Choice? The Indian Perspective	Nowacki et al. (2021)	3	0.019975	5

Discussion and Implications

Cluster 1 (2004–2022) studies followed the second cluster. This cluster of studies focused on a specific aspect of sustainable tourism—tourism in mountainous and hilly regions. Silori (2004) investigated the repercussions of abandoning tourism at the Nanda Devi site in the western Himalayas. The study indicated that ecotourism development and nature-based employment could mitigate the damage to the residents' economic well-being. Nyaupane and Chhetri (2009) studied the effects of climate change on the growth of nature-based tourism. They concluded that the presence of mountains exacerbates the damage to the development of nature-based tourism at such destinations. Sebastian and Rajagopalan (2009) concluded that planned tourism events are more sustainable than unplanned events.

According to Serenari et al. (2012), current sustainable tourism practices are ineffective in reducing waste at mountain sites. Therefore, the study suggested that tour guides can influence the responsible behavior of tourists. Mahapatra et al. (2012) investigated the diverse effects of rafting tourism on the locals' way of life. The study proposed several measures to safeguard community interests while promoting sustainable tourism. Badar and Bahadure (2020) provided a tool for assessing the sustainability of a tourist destination. They suggested a more balanced tourism development (balance of tourist potential and infrastructure), emphasizing ecotourism that could ensure sustainable development. According to Chandra and Kumar (2021), policymakers should balance a destination's ecology and tourist influx. Acharya et al. (2022) assessed the potential for sustainable tourism development in the state of West Bengal using GIS and suggested that location-specific planning may be appropriate for effective, sustainable tourism development. Numerous studies in the cluster focused on Himachal

Pradesh and Uttarakhand because these tourist destinations are hilly. However, researchers should focus on the remaining destinations and determine if the existing mountain sites qualify as "matured mountain destinations." If the answer is yes, researchers must devise strategies to create new mountain destinations and balance the tourist population at existing mountain destinations.

The research on ST in India began in 2003, with the retrieval of Sekhar's (2003) paper as the first in our dataset. This study is also the most-cited research on sustainable tourism in India. Cluster 2 represents the evolution of the research (2003–2018). Karanth and DeFries (2011) investigated the demand for tourism in protected areas and proposed an action plan to develop the industry sustainably. Continuing their research, Karanth et al. (2012) suggested educating tourists about wildlife conservation challenges to encourage responsible behavior. Anand et al. (2012) identified the environmental damage that unplanned tourism development could have on a destination. The study also suggested measures to strike a balance between community needs and conservation objectives. Banerjee (2012) analyzed whether ecotourism is practiced according to the ecotourism principles in protected national parks and proposed actions to increase resident participation in building support for sustainable development. Rastogi et al. (2015) observed the negative impact of tourism on national tiger parks and proposed that stronger village institutions are required to support conservation goals outside of Tiger Reserves. Sharma et al. (2019) found that transgression is prevalent among tiger park visitors. However, this behavior can be altered by increasing tourists' attachment to the location through repeated visits, enhanced experiences, and information exchange. Rai et al. (2019) highlighted the significant problems caused by government intervention in prohibiting tribal practices in protected areas. This intervention has harmed the relationship between humans and the forest and has resulted in economic and ecological losses.

Only three studies in Cluster 3 (2003–2018) are concerned with the growth of wildlife tourism. D'Lima et al. (2016) advocated for the sustainable growth of the shark tourism industry in the country's coastal regions. The study identified several stakeholders crucial to the industry's sustainable development. Mustika et al. (2017) found that dolphins face a high risk at dolphin-watching destinations in India. The study compared several nations and determined that dolphins face a low risk in several of them. Extending their study, D'Lima et al. (2018) observed a decline in dolphin-watching tourism in developing countries and proposed a holistic framework to conserve wildlife and promote tourism. These clusters of research are limited to dolphin-watching tourism at coastal locations. However, future research could focus on the commercial and practicable aspects of this type of tourism. The increasing environmental consciousness and affection for animals may hinder the longevity of such tourism. Additionally, the economic feasibility must be evaluated. If tourism is not feasible, researchers and practitioners must seek tourism typologies that could be developed sustainably in the country's coastal regions.

In Cluster 4 (2008–2021), the first study, conducted by Reddy (2008), focuses on evaluating the sustainable tourism rapid indicators framework to improve sustainable island tourism development methods. Mody et al. (2016) created a framework to comprehend the motivations for social entrepreneurship in India's responsible tourism sector. According to Mathew and Sreejesh (2017), residents' attitudes toward sustainable tourism have a significant impact on their quality of life. According to Mody et al. (2017), tourists' loyalty to tour operators is determined by their motivations to participate in responsible tourism, perceptions of the destination, and perceptions of the operator's brand. In their most recent study of this cluster, Bhat et al. (2020) found that local communities support tourism development due to its economic and environmental benefits. Tiwari et al. (2021) suggested that socioeconomic and cultural benefits have a significant impact on resident support for sustainable tourism development. However, there are certain research gaps within this cluster. The resident support will depend on the destination's resource availability. If resources are scarce, stakeholders must balance their economic loss (if they try to limit tourist influx) with their economic gain from conserving resources. This distinction or trade-off in motivations must be addressed economically. The researchers must also determine whether all stakeholders benefit equally from sustainable development or whether assistance is limited to residents.

Cluster 5 (2020–2022) is where the most recent studies on sustainable tourism in the Indian context have been published. The Tourism Area Life Cycle (TALC) model was utilized by Javed and Tuková (2020) to investigate the role of government in enhancing the competitiveness of tourism destinations. Sharma and Gupta (2020) investigated the pro-environmental behavior of park-visiting tourists and proposed measures to promote more responsible behavior. Balakrishnan et al. (2021) investigated the role of smart tourism technology in promoting sustainable tourism development and heritage tourism development. Rej et al. (2022) provided low-carbon tourism models that could assist the country in reducing the industry's "smoke." Akash and Aram (2022) emphasized the significance of communication in fostering greater community participation in sustainable tourism development. Nowacki et al. (2021) discovered a positive correlation between education and the desire to engage in ecotourism. However, there is a weak correlation between their willingness to spend more on eco-friendly travel and their environmental awareness. Although this cluster is new, there is much to discover within its themes. Researchers must investigate the price sensitivity of sustainable tourists in depth. It will help with sustainable tourism development planning. Future research should also aid in classifying tourists according to their carbon footprints. As drinking water is scarce in India, water footprints should be measured and combined with carbon footprints to determine responsible behavior.

Future Research Actions

To achieve the Sustainable Development Goals, researchers must precisely define sustainability in tourism. Before determining whether a destination is sustainable or not, scholars must establish the criteria that will be used to determine the destination's viability. Additionally, sustainability will depend on the type of tourism practiced. Consequently, the scale of sustainability will be determined for each cluster. The spread of the pandemic has spawned several research opportunities for the coming decade. Before the last decade, researchers were primarily concerned with limiting the number of tourists and balancing the economic interests of the various stakeholders. Now, the studies must concentrate on revitalizing the tourism industry while maintaining a commitment to sustainability.

Additionally, tourism research should concentrate on economic expansion fuelled by sustainable tourism development. Now is the time for researchers to construct theories on the behavioral aspect of post-pandemic travelers, including their intention to engage in sustainable tourism and their willingness to spend more money on responsible conduct. The pandemic has increased the industry's operating expenses. The costs are marginally increased by the stakeholder's sustainable behavior. Implementing responsible and sustainable behavior will now be more expensive. The price elasticity of post-pandemic travelers and their continued willingness to pay for sustainable products must be determined. Researchers can also develop a "sustainability spectrum" to assess a destination's level of sustainability. Then, a list of top destinations could be compiled based on this spectrum. It would serve as a promotional measure for the destinations and aid their marketing. Future research can also employ qualitative and quantitative methods to identify the most important sustainability factors that tourists prioritize. Before this point, research has primarily focused on the environmental and economic aspects of sustainability, ignoring the social context. Future research should consider the Triple Bottom Line's three pillars when formulating strategies. In brief, it is time to "rethink" the sustainability of India's tourism industry.

Theoretical Implications

The research findings contribute to the growing body of knowledge on ecotourism and the pursuit of environmental and social sustainability. This study fills a vacuum in the literature by highlighting areas where further research is needed in the tourism industry. The study contributes to the sustainability literature by

examining the ideas and concepts of sustainability in a service sector that has a significant negative influence on the environment and society. Economies worldwide are looking for strategies to speed up their progress toward sustainable development targets. The research confirms that the tourism industry has the potential to be one of the most effective means of accomplishing the goals. Researchers could propose various strategies for achieving sustainable development objectives in the tourism sector. Kumar and Shekhar (2020) stress the potential for tourism to aid in rural and women's development, which might go a long way toward ending world hunger and poverty. The theme of tourist motivation contributes to the consumer behavior literature by providing useful insights and research gaps.

Practical Implications

The study offers implications for industry practitioners and managers. First, there is some research on the use of smart tourism and technology in tourism to promote sustainable tourism. Technology and innovation have been proven factors for enhancing customer satisfaction. Thus, practitioners can implement technology and innovation effectively to promote satisfaction and sustainability. There are conflicting motives for sustainable tourism development among the stakeholders. The practitioners should balance the stakeholders' interests by implementing a shared value chain, thus aligning their vision and interests toward sustainability. Planned events are more suitable than unplanned ones. Thus, practitioners must carefully plan tourism at mountain sites (at destinations where mountains are a major attraction). Practitioners must also consider finding the carrying capacity of the mountain destinations and engaging in destination discontinuity. Further, tourists with a longer stay should be welcomed, as studies suggest that these tourists generate more revenue. The practitioners must reward the responsibly behaving tourists, as it would motivate the other co-passengers to behave responsibly. Practitioners must also ensure communication among the stakeholders so that they understand their role in practicing sustainable development.

Conclusion, Limitations of the Study, and Scope for Future Research

We wanted to make a map of how research on sustainable tourism in India has changed over time and find out if the themes and patterns of research have changed significantly since the pandemic. We applied the bibliometric analysis to summarize the research on ST in the Indian context and carried out descriptive and network analysis. We retrieved the data from the WoS database using a scientific and robust SPAR-4-SLR method. The study results suggest that there has been an impressive improvement in the number and quality of publications on ST in the Indian context. In the initial years, the research focused on conceptualization and theory building. In contrast, since the pandemic, the research has focused on using sustainable tourism to re-energize the industry and develop livelihood. As a result, the researchers moved from considering the weak form of sustainability to the strong form.

The findings suffer from the limitations observed in the bibliometric analysis. The bibliographic data has been collected from a single database. Researchers can explore studies published in other databases and compare the results in future studies. Further, the study is restricted in offering suggestions based on the bibliometric techniques applied. Increasing the methodological scope in future studies can provide much deeper insights to managers and industry practitioners for policy formulation. Nevertheless, the study will be beneficial for the researchers working in the field of sustainable tourism in the Indian context, as it provides a summarized version of the existing seminal research and provides future direction.

Authors' Contribution

Shekhar conceived the idea and developed the framework and protocol to undertake the review study. Then, Poonam Singh retrieved the data required for bibliometric analysis relevant to the study design. Next, Sanket Shekhar and Poonam analyzed the data using the Sci2 and Gephi software. Finally, Shekhar wrote the manuscript in consultation with the other authors.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgement

The authors received no financial support for this article's research, authorship, and/or publication.

References

Acharya, A., Mondal, B. K., Bhadra, T., Abdelrahman, K., Mishra, P. K., Tiwari, A., & Das, R. (2022). Geospatial analysis of geo-ecotourism site suitability using AHP and GIS for sustainable and resilient tourism planning in West Bengal, India. *Sustainability, 14*(4), 2422. https://doi.org/10.3390/SU14042422

Ahuja, D., & Madan, P. (2022). Fifty years of research on Vedas: A bibliometric analysis. *Prabandhan: Indian Journal of Management, 15*(8), 59–72. https://doi.org/10.17010/PIJOM/2022/V15I8/171526

Akash, J. H., & Aram, I. A. (2022). A convergent parallel mixed method of study for assessing the role of communication in community participation towards sustainable tourism. *Environment, Development and Sustainability, 24*, 12672–12690. https://doi.org/10.1007/S10668-021-01959-Z

Anand, A., Chandan, P., & Singh, R. B. (2012). Homestays at korzok: Supplementing rural livelihoods and supporting green tourism in the Indian Himalayas. *Mountain Research and Development, 32*(2), 126–136. https://doi.org/10.1659/MRD-JOURNAL-D-11-00109.1

Badar, R. N., & Bahadure, S. P. (2020). Assessing tourism sustainability in hill towns: Case study of Shimla, India. *Journal of Mountain Science, 17*, 2241–2261. https://doi.org/10.1007/S11629-019-5683-5

Balakrishnan, J., Dwivedi, Y. K., Malik, F. T., & Baabdullah, A. M. (2021). Role of smart tourism technology in heritage tourism development. *Journal of Sustainable Tourism*. https://doi.org/10.1080/09669582.2021.1995398

Banerjee, A. (2012). Is wildlife tourism benefiting Indian protected areas? A survey. *Current Issues in Tourism, 15*(3), 211–227. https://doi.org/10.1080/13683500.2011.599367

Bhat, A. A., Majumdar, K., & Mishra, R. K. (2020). Local support for tourism development and its determinants: An empirical study of Kashmir region. *Asia Pacific Journal of Tourism Research, 25*(11), 1232–1249. https://doi.org/10.1080/10941665.2020.1837890

Brundtland, G. H. (1987). *Report of the world commission on environment and development: Our common future.* https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf

Chandra, P., & Kumar, J. (2021). Strategies for developing sustainable tourism business in the Indian Himalayan region: Insights from Uttarakhand, the Northern Himalayan state of India. *Journal of Destination Marketing & Management, 19*, 100546. https://doi.org/10.1016/J.JDMM.2020.100546

D'Lima, C., Everingham, Y., Diedrich, A., Mustika, P. L., Hamann, M., & Marsh, H. (2018). Using multiple indicators to evaluate the sustainability of dolphin-based wildlife tourism in rural India. *Journal of Sustainable Tourism, 26*(10), 1687–1707. https://doi.org/10.1080/09669582.2018.1503671

D'Lima, C., Welters, R., Hamann, M., & Marsh, H. (2016). Using regional geographic scale substitution to value coastal wildlife tourism: Implications for stakeholders, conservation and management. *Ocean & Coastal Management, 128*, 52–60. https://doi.org/10.1016/J.OCECOAMAN.2016.04.019

Ghosh, B., & Chakraborty, S. (2020). Implications of paradigm shift in tourism policy: An evidence of Bhutan. *Prabandhan: Indian Journal of Management, 13*(12), 23–35. https://doi.org/10.17010/PIJOM/2020/V13I12/156587

Guo, Y., Jiang, J., & Li, S. (2019). A sustainable tourism policy research review. *Sustainability, 11*(11), 3187. https://doi.org/10.3390/SU11113187

Jamgade, S., & Joshi, N. (2022). Impact of COVID-19 on hospitality professionals : Study on physio-psychological-social and financial effects. *Prabandhan: Indian Journal of Management, 15*(11), 24–42. https://doi.org/10.17010/PIJOM/2022/V15I11/172521

Javed, M., & Tučková, Z. (2020). The role of government in tourism competitiveness and tourism area life cycle model. *Asia Pacific Journal of Tourism Research, 25*(9), 997–1011. https://doi.org/10.1080/10941665.2020.1819836

Jha, A., & Arora, S. (2019). Literature review of capital budgeting practices with special reference to capital intensive industries of India. *Prabandhan: Indian Journal of Management, 12*(5), 21–34. https://doi.org/10.17010/PIJOM/2019/V12I5/144276

Karanth, K. K., & DeFries, R. (2011). Nature-based tourism in Indian protected areas: New challenges for park management. *Conservation Letters, 4*(2), 137–149. https://doi.org/10.1111/J.1755-263X.2010.00154.X

Karanth, K. K., DeFries, R., Srivathsa, A., & Sankaraman, V. (2012). Wildlife tourists in India's emerging economy: Potential for a conservation constituency? *Oryx, 46*(3), 382–390. https://doi.org/10.1017/S003060531100086X

Kasliwal, N., & Agarwal, S. (2015). A study on Indian consumers' attitude and choice of preferences for green attributes of the hotel industry. *Prabandhan: Indian Journal of Management, 8*(1), 21–33. https://doi.org/10.17010/PIJOM/2015/V8I1/61258

Kumar, P., & Kumra, R. (2021). Rural self employment training institutes in India: A systematic review. *Prabandhan: Indian Journal of Management, 14*(10), 38–49. https://doi.org/10.17010/PIJOM/2021/V14I10/166643

Kumar, S., & Shekhar. (2020). Technology and innovation: Changing concept of rural tourism – A systematic review. *Open Geosciences, 12*(1), 737–752. https://doi.org/10.1515/geo-2020-0183

Kumar, S., Attri, K., & Shekhar. (2018). Strategies for holistic development of tourism industry in India: A case study of Himachal Pradesh. *Journal of IMS Group, 15*(2), 12–22.

Kummitha, H. R., Kolloju, N., Jancsik, A., & Szalók, Z. C. (2021). Can tourism social entrepreneurship organizations contribute to the development of ecotourism and local communities: Understanding the perception of local communities. *Sustainability, 13*(19), 11031. https://doi.org/10.3390/SU131911031

Lima, C. D., Kieling, D. L., Veiga Ávila, L., Paço, A., & Zonatto, V. C. (2023). Towards sustainable development: A systematic review of the past decade's literature on the social, environment and governance and universities in Latin America. *International Journal of Sustainability in Higher Education, 24*(2), 279–298. https://doi.org/10.1108/IJSHE-09-2021-0394

Mahapatra, P. S., Pandey, R., & Pradhan, S. (2012). River rafting in mountainous regions of Uttarakhand: Impacts, suggested mitigation measures and sustainability. *Journal of Mountain Science, 9*, 511–522. https://doi.org/10.1007/S11629-012-2234-8

Malik, M. I., & Bhat, M. S. (2015). Sustainability of tourism development in Kashmir — Is paradise lost? *Tourism Management Perspectives, 16*, 11–21. https://doi.org/10.1016/J.TMP.2015.05.006

Mathew, P. V., & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of Hospitality and Tourism Management, 31*, 83–89. https://doi.org/10.1016/J.JHTM.2016.10.001

Mensah, J., & Casadevall, S. R. (2019). Sustainable development: Meaning, history, principles, pillars, and implications for human action: Literature review. *Cogent Social Sciences, 5*(1), Article 1653531. https://doi.org/10.1080/23311886.2019.1653531

Mody, M., Day, J., Sydnor, S., & Jaffe, W. (2016). Examining the motivations for social entrepreneurship using Max Weber's typology of rationality. *International Journal of Contemporary Hospitality Management, 28*(6), 1094–1114. https://doi.org/10.1108/IJCHM-05-2014-0238

Mody, M., Day, J., Sydnor, S., Lehto, X., & Jaffé, W. (2017). Integrating country and brand images: Using the product—Country image framework to understand travelers' loyalty towards responsible tourism operators. *Tourism Management Perspectives, 24*, 139–150. https://doi.org/10.1016/J.TMP.2017.08.001

Mustika, P. L., Welters, R., Ryan, G. E., D'Lima, C., Sorongon-Yap, P., Jutapruet, S., & Peter, C. (2017). A rapid assessment of wildlife tourism risk posed to cetaceans in Asia. *Journal of Sustainable Tourism, 25*(8), 1138–1158. https://doi.org/10.1080/09669582.2016.1257012

Nowacki, M., Chawla, Y., & Kowalczyk-Anioł, J. (2021). What drives the eco-friendly tourist destination choice? The Indian perspective. *Energies, 14*(19), 6237. https://doi.org/10.3390/en14196237

Nyaupane, G. P., & Chhetri, N. (2009). Vulnerability to climate change of nature-based tourism in the Nepalese Himalayas. *Tourism Geographies, 11*(1), 95–119. https://doi.org/10.1080/14616680802643359

Qureshi, M. I., Khan, N., Qayyum, S., Malik, S., Hishan, S. S., & Ramayah, T. (2020). Classifications of sustainable manufacturing practices in ASEAN region: A systematic review and bibliometric analysis of the past decade of research. *Sustainability, 12*(21), 8950. https://doi.org/10.3390/SU12218950

Rai, N. D., Benjaminsen, T. A., Krishnan, S., & Madegowda, C. (2019). Political ecology of tiger conservation in India: Adverse effects of banning customary practices in a protected area. *Singapore Journal of Tropical Geography, 40*(1), 124–139. https://doi.org/10.1111/SJTG.12259

Rastogi, A., Hickey, G. M., Anand, A., Badola, R., & Hussain, S. A. (2015). Wildlife-tourism, local communities and tiger conservation: A village-level study in Corbett Tiger Reserve, India. *Forest Policy and Economics, 61*, 11–19. https://doi.org/10.1016/J.FORPOL.2015.04.007

Reddy, M. V. (2008). Sustainable tourism rapid indicators for less-developed islands: An economic perspective. *International Journal of Tourism Research, 10*(6), 557–576. https://doi.org/10.1002/JTR.700

Rej, S., Bandyopadhyay, A., Murshed, M., Mahmood, H., & Razzaq, A. (2022). Pathways to decarbonization in India: The role of environmentally friendly tourism development. *Environmental Science and Pollution Research, 29*, 50281–50302. https://doi.org/10.1007/S11356-022-19239-2

Sebastian, L. M., & Rajagopalan, P. (2009). Socio-cultural transformations through tourism: A comparison of residents' perspectives at two destinations in Kerala, India. *Journal of Tourism and Cultural Change, 7*(1), 5–21. https://doi.org/10.1080/14766820902812037

Sekhar, N. U. (2003). Local people's attitudes towards conservation and wildlife tourism around Sariska Tiger Reserve, India. *Journal of Environmental Management, 69*(4), 339–347. https://doi.org/10.1016/J.JENVMAN.2003.09.002

Serenari, C., Leung, Y.-F., Attarian, A., & Franck, C. (2012). Understanding environmentally significant behavior among whitewater rafting and trekking guides in the Garhwal Himalaya, India. *Journal of Sustainable Tourism, 20*(5), 757–772. https://doi.org/10.1080/09669582.2011.638383

Sharma, R., & Gupta, A. (2020). Pro-environmental behaviour among tourists visiting national parks: Application of value-belief-norm theory in an emerging economy context. *Asia Pacific Journal of Tourism Research, 25*(8), 829–840. https://doi.org/10.1080/10941665.2020.1774784

Sharma, T., Chen, J. S., & Liu, W.-Y. (2019). Investigating Environmental Transgressions at Corbett Tiger Reserve, India. *Sustainability, 11*(20), 5766. https://doi.org/10.3390/SU11205766

Sharpley, R. (2000). Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable Tourism, 8*(1), 1–19. https://doi.org/10.1080/09669580008667346

Shekhar, Gupta, A., & Valeri, M. (2022). Mapping research on family business in tourism and hospitality: A bibliometric analysis. *Journal of Family Business Management, 12*(3), 367–392. https://doi.org/10.1108/JFBM-10-2021-0121

Shekhar. (2022). Mapping research on food tourism : A review study. *Paradigm: A Management Research Journal, 26*(1), 50–69. https://doi.org/10.1177/09718907221088798

Silori, C. S. (2004). Socioeconomic and ecological consequences of the ban on adventure tourism in Nanda Devi Biosphere Reserve, Western Himalaya. *Biodiversity & Conservation, 13*, 2237–2252. https://doi.org/10.1023/B:BIOC.0000047922.06495.27

Singh, A., & Verma, P. (2017). Investigating the nexus of corporate social responsibility and brand equity: A systematic review. *Prabandhan: Indian Journal of Management, 10*(2), 7–25. https://doi.org/10.17010/PIJOM/2017/V10I2/110625

Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable Development, 29*(1), 259–271. https://doi.org/10.1002/sd.2133

Tiwari, S., Tomczewska-Popowycz, N., Gupta, S. K., & Swart, M. P. (2021). Local community satisfaction toward tourism development in Pushkar Region of Rajasthan, India. *Sustainability, 13*(23), 13468. https://doi.org/10.3390/SU132313468

Ubgade, P. N., & Joshi, S. (2022). A review of brand anthropomorphism: Analysis of trends and research. *Prabandhan: Indian Journal of Management, 15*(10), 47–62. https://doi.org/10.17010/PIJOM/2022/V15I10/172408

Web of Science. (2022). *Sustainable tourism' (topic) and India (Topic) – 27 – Web of Science Core Collection.* https://www.webofscience.com/wos/woscc/summary/70a81474-906f-46a2-8b23-e76354469e10-7ba4b978/relevance/1

Zolfani, S. H., Sedaghat, M., Maknoon, R., & Zavadskas, E. K. (2015). Sustainable tourism: A comprehensive literature review on frameworks and applications. *Economic Research-Ekonomska Istraživanja, 28*(1), 1–30. https://doi.org/10.1080/1331677X.2014.995895

About the Authors

Shekhar is a Ph.D. Research Scholar at the Faculty of Management Studies, University of Delhi. His research interests include tourism development, strategic management, rural development, and sustainability. He has published articles in several journals of national and international repute.

Poonam Singh works as an Assistant Professor of Finance at Galgotias University. She has a teaching experience of more than five years and a research experience of above 10 years. Her area of research interest is public finance, sustainability, and banking.

Sanket Shekhar is an Assistant Professor at Aryabhatta College and has a teaching experience of more than five years. His teaching and research areas include marketing, tourism, small businesses, sustainability, and branding.