

# Bibliometric Analysis of Natural Phenomena and Experiential Tourism

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## ABSTRACT

This study does a thorough bibliometric analysis to delineate the intellectual framework, thematic progression, and international collaboration patterns in research on natural phenomena and experiential tourism. The study analyzes publication trends, prominent authors, national networks, institutional collaborations, and keyword co-occurrence patterns using data sourced from Scopus and processed with VOSviewer and Bibliometrix. The findings indicate that experiential tourism has transitioned to experience-centered paradigms that incorporate emotional involvement, sustainability, digital connection, and effects from the natural environment. Prominent clusters encompass tourist behavior, heritage tourism, destination development, and the experience economy, whereas emerging themes underscore netnography, experiential consumption, and lifestyle-oriented travel. The study offers theoretical insights, practical ramifications, and future research prospects, enhancing the comprehension of how environmental and experiential factors influence modern tourist scholarship.

**Keywords:** *Experiential Tourism, Natural Phenomena, Bibliometric Analysis, Experience Economy, Tourist Behavior, Sustainability, VOSviewer.*

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## 1. INTRODUCTION

Tourism research indicates a significant shift from standardized travel experiences to more engaging, meaningful, and experiential types of tourism [1], [2]. This evolution signifies tourists' increasing demand for authenticity, emotional involvement, and personal enrichment in tourism experiences. Experiential tourism prioritizes multimodal involvement, education, and contemplative engagement, positioning natural landscapes as the primary medium for shaping experiences [3]. In this transition, natural phenomena—encompassing wildlife migrations, seasonal alterations, and celestial occurrences—are progressively esteemed as sources of distinctiveness, emotional significance, and profound personal meaning in travel experiences. These phenomena enhance memorable travel narratives, strengthen place identification, and affect destination competitiveness [4].

Natural phenomena serve as unique attractions and cultural elements that define the identity of tourism destinations. Phenomena like Japan's cherry blossoms, Scandinavia's aurora borealis, and East Africa's Great Migration exemplify how environmental rhythms shape destination branding and tourist anticipations [5]. These events produce cultural symbolism, foster community engagement, and yield economic advantages while influencing demand trends. Research reveals that tourists increasingly desire experiences that include nature, culture, and emotion, rendering natural phenomena essential to the experiential tourism environment [6]. Such experiences enhance travelers' appreciation of environmental heritage and promote responsible interaction with natural environments [7].

The interdisciplinary aspect of natural-phenomena-based tourism enhances the conceptual depth of the area. Environmental sciences elucidate the biological and geophysical processes that underpin natural phenomena [8], whereas psychological theories elucidate how emotions, sensory immersion, and awe influence visitor experiences [9]. Geographic scholarship enhances

understanding through spatial examination of natural attractions, accessibility, and landscape interpretation [10]. Sustainability study emphasizes the intricate equilibrium between tourist demand and the conservation of ecologically vulnerable habitats [8]. These viewpoints illustrate that natural-phenomena tourism is intricate and dynamic, necessitating a methodical comprehension of its intellectual progression.

The volume of scholarly research on experience tourism and natural phenomena has significantly increased in the last twenty years. Current research investigates tourist motivations [11], transformational travel [12], climate-induced alterations in tourism patterns [13], and the application of technology like virtual reality and GIS to augment nature-based experiences [14]. Nevertheless, despite this intellectual advancement, the discipline continues to be split among tourism studies, environmental sciences, psychology, and geography. The variety of themes, contexts, and approaches complicates the identification of predominant research clusters, significant works, or conceptual trajectories [15]. As interest in nature-based and experience tourism expands, the synthesis of this intellectual landscape becomes progressively vital.

A bibliometric method offers a robust framework for delineating this burgeoning knowledge realm. Bibliometric analysis facilitates a comprehensive investigation of publication trends, prominent authors, journal networks, and essential thematic structures utilizing quantitative and visual methodologies [16]. Co-citation and co-occurrence mapping facilitate the identification of interconnections among themes such as natural attractions, seasonal occurrences, tourist feelings, sustainability, and climate change within scholarly discourse. Temporal investigations elucidate the evolution of conceptions and the locations of intellectual shifts [17]. Utilizing these methodologies, bibliometrics reveals the structural trends, research deficiencies, and growing prospects within the area, providing a thorough comprehension of the evolution of natural phenomena and experiential tourist study.

Despite the increasing global interest in experience tourism influenced by natural occurrences, current research is scattered across various fields, resulting in fragmented information and a lack of conceptual coherence. There is a lack of clarity concerning significant research themes, intellectual clusters, prominent scholars, and methodological approaches within this discipline. Furthermore, there is currently no extensive bibliometric mapping that incorporates viewpoints on natural phenomena—from ecological processes to climate-induced changes—within the framework of experiencing tourism. The absence of synthesis limits scholars and practitioners in recognizing gaps, aligning research goals, and developing sustainable tourism models that effectively utilize natural phenomena to improve visitor experiences.

This study intends to provide a thorough bibliometric analysis to delineate the progression and conceptual framework of research concerning natural phenomena and experiential tourism. This study aims to: (1) investigate publication trends over time; (2) identify prominent authors, journals, institutions, and countries; (3) analyze co-citation, co-occurrence, and collaboration networks; (4) unveil dominant and emerging thematic clusters pertaining to experiential tourism and natural phenomena; and (5) propose future research directions to deepen theoretical understanding, foster interdisciplinary collaboration, and inform sustainable tourism development. This bibliometric approach offers a thorough comprehension of the field's conceptual roots and prospective developments.

## 2. METHODS

This study utilized a bibliometric research design to systematically delineate the structure, evolution, and theme progression of academic literature on natural phenomena and experience tourism. Bibliometrics offers an objective, transparent, and reproducible approach for assessing extensive academic literature, identifying significant publications, and displaying conceptual connections across disciplines [16]. The methodology framework adhered to the science-mapping principles established by [17], incorporating performance analysis to measure publishing outputs and network analysis to delineate intellectual structures. The comprehensive workflow included database selection, search string creation, data extraction, data cleaning, and bibliometric visualization utilizing specialist software tools often employed in tourism and environmental research.

The Scopus database was chosen as the principal data source because of its comprehensive coverage of peer-reviewed articles and robust representation of interdisciplinary research across tourism, environmental science, psychology, and geography [18]. The search method integrated terms pertaining to “experiential tourism,” “natural phenomena,” “nature-based tourism,” “environmental events,” and related concepts through Boolean operators to enhance thematic comprehensiveness. The search was performed without temporal constraints to document the historical development of the field, retaining only English-language materials for uniformity. The document types encompassed articles, conference papers, reviews, and book chapters. Subsequent to initial retrieval, data cleansing protocols were implemented to eliminate duplicates, irrelevant records, and publications that exceeded the conceptual parameters. The final dataset was exported in BibTeX and CSV formats for subsequent processing.

Bibliometric analyses were conducted with VOSviewer, the Bibliometrix R program, and Microsoft Excel. VOSviewer enabled the creation of co-authorship networks, co-citation networks, and keyword co-occurrence maps to illustrate collaboration patterns and conceptual clusters [19]. Bibliometrix was employed to calculate descriptive measures including annual scientific output, prominent authors and journals, national productivity, topic progression, and cluster mapping [17]. Excel facilitated enhanced coding, filtering, and tabulation of extracted data. The incorporation of these analytical techniques facilitated a thorough analysis of structural patterns and emergent themes, yielding a full understanding of the evolution of research on natural phenomena and experiential tourism.

## 3. RESULTS AND DISCUSSION

### 3.1 Network Visualization

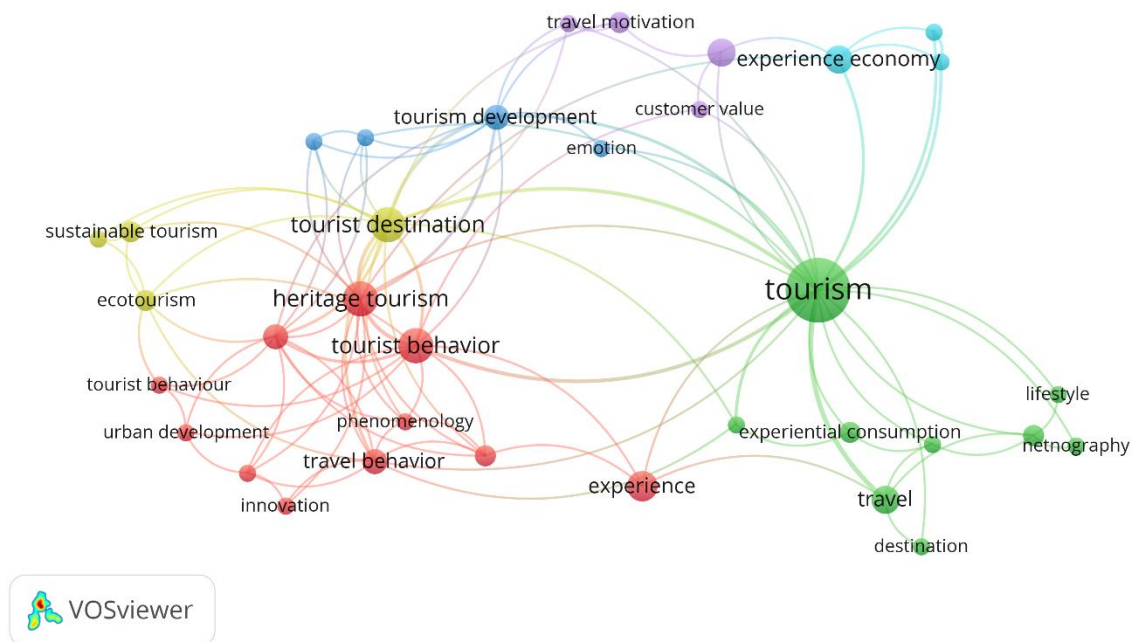


Figure 1. Network Visualization

Source: Data Analysis Result, 2025

The VOSviewer map positions "tourism" at the core of the network, highlighting its role as the fundamental and most commonly associated concept in the literature. The intricate linkages originate from "tourism" suggest that it functions as the conceptual nexus uniting many subject clusters, including experience economy, visitor behavior, heritage tourism, sustainability, and destination development. The characteristics of the "tourism" node indicate significant frequency and relevance, serving as a convergent domain where theoretical, practical, and experience aspects cross. The extensive connections indicate that research in this domain frequently employs multidisciplinary approaches, integrating environmental, behavioral, cultural, and experiential viewpoints to comprehend the tourist system.

On the right side of the network, the experience-related cluster has terms such as experience economy, experiential consumption, experience, customer value, emotion, and travel motivation. This cluster underscores the increasing impact of Pine and Gilmore's Experience Economy framework and modern theories of experience tourism. The intricate links suggest that contemporary research prioritizes emotional responses, value co-creation, lifestyle patterns, and immersive travel habits. The inclusion of sub-nodes such as netnography and lifestyle indicates a methodological and sociocultural broadening, as researchers increasingly investigate digital behavior, online communities, and identity expression in tourism encounters.

In the lower left quadrant, the cluster representing tourist behavior and heritage tourism is depicted in red, indicating a robust thematic group focused on visitor psychology, behavioral patterns, and interactions with cultural assets. Terms like tourist behavior, heritage tourism, travel behavior, and phenomenology suggest that this field of study centers on comprehending how tourists perceive, interact with, and ascribe significance to cultural or historical sites. The relationship between innovation and urban development indicates that heritage tourism research frequently overlaps with topics such as placemaking, urban regeneration, and creative experience design in historically important settings. This cluster demonstrates an intellectual tradition shaped by phenomenological approaches and behavior-focused frameworks.

The green-yellow region on the left displays terms such as sustainable tourism, ecotourism, tourist destination, and tourism development. This cluster represents research focused on environmental sustainability integrated with destination management principles. The strong correlation between tourism destinations and sustainability concepts suggests that planning at the destination level frequently emphasizes ecological responsibility, conservation, and long-term viability. Keywords such as ecotourism underscore nature-based tourism as a significant subfield, emphasizing low-impact participation, education, and conservation principles. The relationship between sustainability and tourist development highlights the ongoing discourse regarding environmental conservation vs economic advancement in tourism policy.

The network has significant interconnection, indicating that experiencing tourism is not isolated but overlaps with sustainability, history, development, and behavioral research. Connections between "experience" and heritage tourism, consumer value, and sustainability suggest that experiential thinking is increasingly influencing many subfields of tourist research. The network indicates a shift from conventional tourist models to more comprehensive, emotionally driven, and sustainability-focused frameworks. The varied clustering patterns underscore the development of tourism as an interdisciplinary domain influenced by psychology, sociology, environmental science, cultural studies, and marketing. The image collectively depicts an expanding, converging research landscape that increasingly emphasizes the design of meaningful, responsible, and culturally embedded tourism experiences.

### 3.2 Overlay Visualization

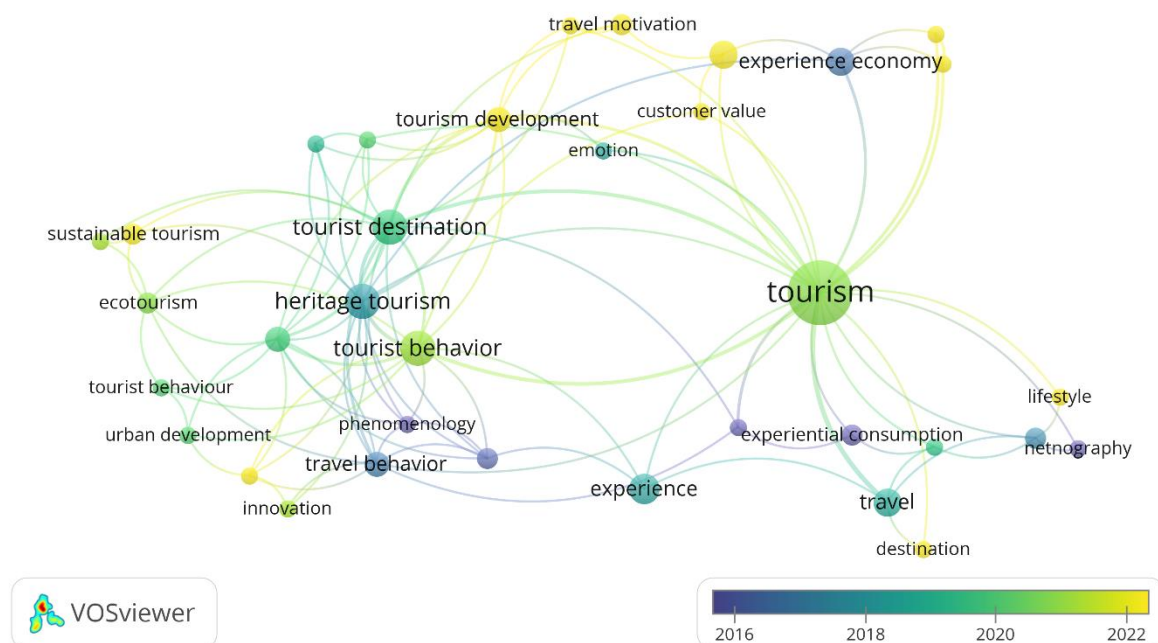


Figure 2. Overlay Visualization

Source: Data Analysis Result, 2025

The overlay visualization illustrates distinct historical tendencies in tourism scholarship, with earlier studies (shown by deeper blue nodes from 2016–2018) concentrating mostly on core constructs such as experience, phenomenology, heritage tourism, and travel behavior. The darker clusters indicate a prior research focus on comprehending tourists' perceptions and interpretations of sites, particularly in cultural and heritage contexts. The prominent positioning of tourism, characterized by a consistent green tone, indicates its enduring relevance throughout time,

supporting both traditional and contemporary themes. Previous study seems more conceptually anchored, focusing on psychological and experiential ideas, which serve as the foundation for further advancements in tourist studies.

The green-toned nodes indicative of the mid-period (approximately 2018–2020) illustrate a transition towards the incorporation of expansive theoretical frameworks, including the experience economy, customer value, and tourist development. These nodes signify an increasing academic focus on how locations generate value through tailored encounters, emotional involvement, and experience design. Themes such as tourist destinations, ecotourism, and sustainable tourism gain prominence during this period, underscoring a growing convergence between experiential tourism and sustainability factors. The shift towards these themes indicates that tourism research in this period prioritized strategic destination management, visitor pleasure, and the environmental consequences of experiential travel.

The yellow nodes, indicative of the years 2021–2022, demonstrate a significant current focus on travel motivation, lifestyle, netnography, and the ongoing development of the experience economy discourse. The developing themes indicate that tourism research is progressively shaped by digital culture, online community involvement, and lifestyle-centric travel behaviors. The emergence of netnography indicates an increasing application of digital ethnographic techniques to examine visitor interactions in online environments. The emergence of motivation- and lifestyle-oriented research suggests that contemporary tourism is perceived not merely as an economic or environmental construct, but also as a profoundly personal and socially ingrained phenomena. The overlay graphic illustrates the field's progression from fundamental experiential principles to modern concerns influenced by digitalization, individual meaning-making, and evolving traveler motivations.

### 3.3 Citation Analysis

To comprehend the intellectual underpinnings of experiential tourism, natural phenomena, and the overarching discourse on experience-based travel, it is crucial to pinpoint the most impactful publications that have influenced the domain. Works with the highest citation counts typically signify theoretical advancements, methodological improvements, or conceptual expansions that inform subsequent research. The table below encapsulates significant studies commonly referenced in the literature on experiential and nature-based tourism. These articles encompass diverse themes—experience economy, well-being, smart tourism, dark tourism, responsible consumption, and cultural heritage experiences—underscoring the transdisciplinary essence of tourism studies.

Table 1. The Most Impactful Literatures

Citations	Authors and year	Title
315	Mody, M.A., Suess, C., Lehto, X. (2017)	The accommodation experiencescape: a comparative assessment of hotels and Airbnb
156	<u>Buzinde, C.N.</u> (2020)	Theoretical linkages between well-being and tourism: The case of self-determination theory and spiritual tourism
98	Ballina, F.J., Valdes, L., Del Valle, E. (2019)	The Phygital experience in the smart tourism destination
93	Biran, A., Hyde, K.F. (2013)	New perspectives on dark tourism
90	<u>Bock, K. (2015)</u>	The changing nature of city tourism and its possible implications for the future of cities
81	Ponsignon, F., Lunardo, R., Michrafy, M. (2021)	Why Are International Visitors More Satisfied with the Tourism Experience? The Role of Hedonic Value, Escapism, and Psychic Distance



Citations	Authors and year	Title
74	Lehto, X.Y., Fu, X., Li, H., Zhou, L. (2017)	Vacation Benefits and Activities: Understanding Chinese Family Travelers
73	Ulusoy, E. (2016)	Experiential responsible consumption
67	Mkono, M. (2013)	Using Net-Based Ethnography (Netnography) to Understand the Staging and Marketing of Authentic African Dining Experiences to Tourists at Victoria Falls
58	Alexander, M., Bryce, D., Murdy, S. (2017)	Delivering the Past: Providing Personalized Ancestral Tourism Experiences

Source: Scopus, 2025

These significant publications collectively highlight the development of experience tourism as a research field influenced by many theoretical perspectives and evolving technological, cultural, and behavioral trends. Significant research, such those by [20], [21], illustrate the transition towards comprehending the multimodal "experiencescape" and the amalgamation of phygital (physical–digital) interactions in contemporary tourism settings. Contributions by [22], [23] broaden the discussion to encompass psychological well-being, responsible consumption, and spiritual fulfillment. Studies on dark tourism [24], urban tourism [25], and ancestral tourism [26] underscore the growing thematic variety of experience-oriented travel. These papers establish a solid conceptual framework, demonstrating how experiential value, identity formation, emotional involvement, and cultural authenticity influence both academic research and practical advancements in modern tourism.

### 3.4 Density Visualization

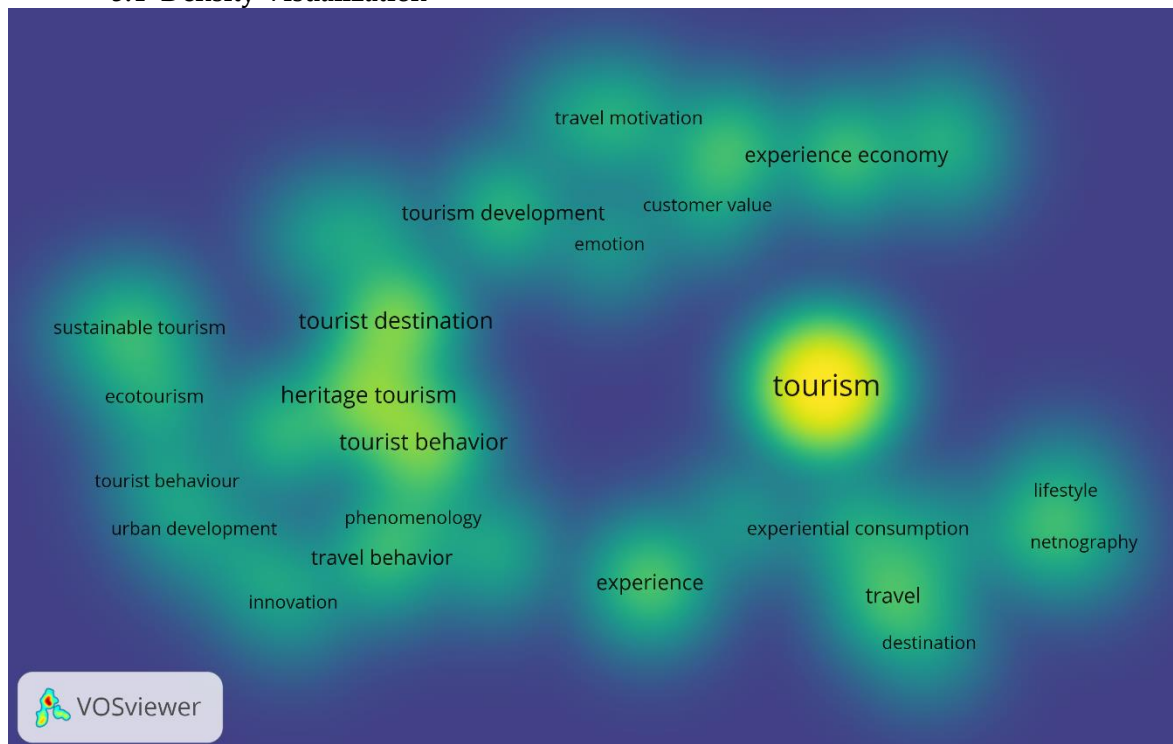


Figure 3. Density Visualization

Source: Data Analysis Result, 2025

The density graphic illustrates the density visualization emphasizes "tourism" as the primary and most prominently lighted node, signifying its preeminent frequency and robust connectedness within the keyword network. The vivid yellow encircling this term indicates that it

serves as the focal point for most talks, acting as the conceptual nucleus for many study issues. Adjacent clusters, including tourist behavior, tourist destinations, historical tourism, and tourism development, exhibit medium-to-high density (green zones), indicating that these subjects frequently emerge in study and constitute the foundational framework of experiential tourism studies. The proliferation of focus on terms like as experience, experiential consumption, and experience economy indicates an increasing academic interest in comprehending how emotional, cognitive, and sensory aspects influence the tourism experience. This trend signifies a transition from conventional tourist research to more sophisticated, experience-focused viewpoints.

The extensive dissemination of green and blue hues in domains including sustainable tourism, ecotourism, innovation, lifestyle, and netnography indicates an expanding yet increasingly specialized study corpus. These subjects are peripheral to the fundamental tourism principles yet exhibit growing significance, especially in current dialogues around digital involvement, responsible travel, and sustainable development. The moderate correlation between travel motivation, customer value, and emotion indicates the need for further exploration into the psychological and value-oriented aspects of tourism behavior. Simultaneously, the density clusters on the periphery—such as netnography and lifestyle—signal growing methodological and sociocultural tendencies that enhance conventional experiencing tourist research. The density map illustrates a harmonious landscape where established topics coexist with emerging, quickly evolving domains that expand the conceptual frontiers of tourist research.

### 3.5 Co-Authorship Network

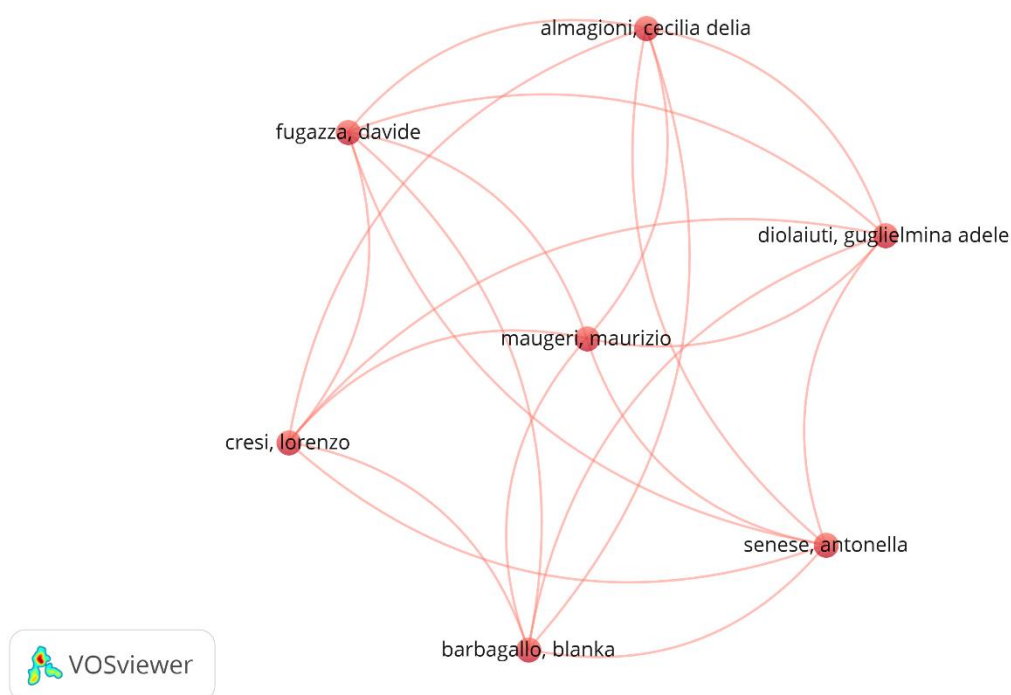


Figure 4. Author Visualization

Source: Data Analysis Result, 2025

The VOSviewer co-authorship collaboration network demonstrates a closely linked cluster of seven researchers—Fugazza Davide, Cresi Lorenzo, Almagioni Cecilia Delia, Maugeri Maurizio, Senese Antonella, Barbagallo Blanka, and Diolaiuti Guglielmina Adele—signifying a highly cohesive research group with robust co-authorship connections. The intricate connections among all authors indicate frequent collaboration across various publications, signifying either a common institutional affiliation or a sustained relationship within a particular research initiative or thematic focus. The



prominence of individuals like Fugazza Davide and Maugeri Maurizio, who exhibit several direct connections to other authors, suggests significant responsibilities in orchestrating or directing collaborative research initiatives. This design emphasizes a cooperative academic setting where knowledge creation is collective, interdisciplinary, and mutually supportive. Cohesive author networks typically indicate a specialized sector marked by a persistent thematic focus, methodological congruence, and ongoing intellectual synergy.



Figure 5. Affiliation Visualization  
*Source: Data Analysis Result, 2025*

The institutional collaboration network depicts a compact but intricately linked array of affiliations, highlighting two important institutions—Aethos Consulting Group (Dallas) and Instituto Politécnico de Gestão—that serve as the principal hubs of academic collaboration. These institutions demonstrate robust bilateral connections with various partners, including Manchester Metropolitan University and the Institute for the Study of Religion in the left cluster, alongside Integrated Knowledge Systems and another division of the Institute for the Study of Religion in the right cluster. The symmetrical arrangement implies that collaborations are interconnected rather than isolated, signifying a multi-institutional research ecosystem in which applied consulting businesses and academic institutions engage in cooperative efforts. This pattern indicates that knowledge development in this theme area is influenced by cross-sector collaborations, integrating academic rigor with practical expertise. This inter-institutional connectivity exemplifies a wider trend in modern tourism and experiential research, where multidisciplinary and practice-oriented collaborations augment methodological diversity and yield more comprehensive research outcomes.

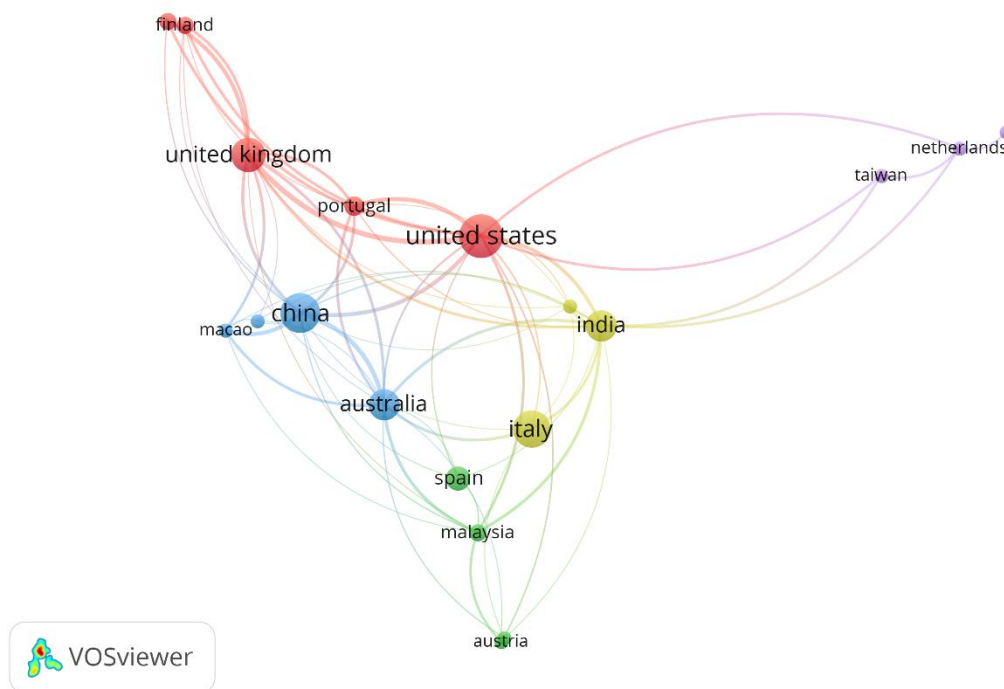


Figure 6. Country Visualization

Source: Data Analysis Result, 2025

The VOSviewer co-country collaboration map network underscores a highly integrated global research environment, with the United States, United Kingdom, China, and Australia serving as the principal centers of international academic collaboration. These nations exhibit robust connections with various partners, indicating their significant research productivity, academic mobility, and prominence in tourism and experiential studies. The United States and United Kingdom constitute the most powerful coalition, demonstrating significant inter-country cooperation with European countries including Finland, Portugal, Spain, Italy, and Austria. Simultaneously, China and Australia serve as significant conduits linking Western nations with Asian counterparts, such as Malaysia, Macao, Taiwan, and India, reflecting an increasing variety of research contributions across various areas. The existence of smaller nodes such as the Netherlands and Finland signifies engagement in more specialized or nascent thematic domains. The network illustrates a globalized research ecosystem where knowledge production is influenced by dynamic cross-national collaboration, highlighting the international character of tourism scholarship and the growing significance of comparative and multicultural perspectives in experiential tourism research.

### Practical Implications

This bibliometric study's findings present numerous practical implications for policymakers, destination managers, tourism planners, and industry professionals. The study delineates significant subject clusters—namely experiential consumption, tourist behavior, destination development, heritage tourism, and sustainable tourism—offering a strategic overview of the focal points of global scholarly interest. This enables practitioners to synchronize destination strategies with empirical trends, especially in crafting experience-oriented tourism offers that adapt to changes in passenger motivations, emotional involvement, and lifestyle choices. The prominent occurrence of sustainability and ecotourism keywords highlights the increasing need for environmentally responsible actions. Destinations can leverage these data to include sustainable design, conservation messaging, and nature-based programming into their tourism offerings. The partnership patterns among nations and institutions indicate prospects for transnational innovation, knowledge

exchange, and comparative policy formulation. For industry stakeholders, comprehending these study trajectories may guide investment strategies, experience design, market positioning, and the creation of digital or “phygital” solutions that augment visitor engagement in accordance with evolving tourism habits.

### **Theoretical Contributions**

The study substantially enhances theoretical understanding by delineating the intellectual framework and progression of experiential tourism research, thus elucidating the evolution of fundamental notions throughout time. The bibliometric analyses indicate that experiential tourism is not an isolated notion but rather an interdisciplinary amalgamation of behavioral psychology, sustainability science, cultural studies, and experience economy theory. The study enhances theoretical comprehension of the interrelations among notions such as memorable experiences, tourist emotions, hedonic value, motivation, and destination identity by identifying prominent clusters and crucial theme transitions within the broader tourism discourse. The visualization of keyword evolution illustrates the theoretical transition from conventional tourist models to more experience-focused and value co-creation paradigms. The mapping of co-authorship and institutional networks elucidates how knowledge generation in this domain is driven by worldwide academic ecosystems, highlighting collaborative patterns that have impacted theoretical advancements and methodological diversity. This study reinforces the theoretical underpinnings of experiential and nature-based tourism research through a systematic synthesis of its intellectual development.

### **Limitations**

This study, while its thorough methodology, has numerous limitations that must be recognized. The research relies exclusively on data obtained from the Scopus database, which, while comprehensive, may not encompass all pertinent publications indexed in other repositories such as Web of Science, Google Scholar, or regional databases. This may lead to the underrepresentation of research from developing or non-English-speaking areas. Secondly, bibliometric analyses are significantly dependent on the precision of keywords and the information supplied by authors; discrepancies in keyword allocation or insufficient metadata may affect clustering and network visualization results. Third, whereas bibliometrics efficiently demonstrates structural correlations, it fails to provide qualitative insights into the depth, rigor, or contextual subtlety of individual research. Consequently, the results have to be regarded as a comprehensive structural summary rather than a replacement for systematic narrative evaluations. Ultimately, the evolving landscape of experiential tourism research indicates that emerging themes—particularly concerning digital transformation, post-pandemic travel behavior, and sustainability transitions—may swiftly advance beyond the scope of existing data. Future research should incorporate multi-database integration and mixed-method approaches to provide a more comprehensive and nuanced view of the area.

### **CONCLUSION**

This bibliometric analysis offers a thorough and organized examination of the intellectual terrain related to natural occurrences and experiencing tourism. The study reveals the evolution of experiential tourism into a diverse and fast developing field through the integration of performance analysis, co-authorship mapping, national collaboration networks, keyword co-occurrence patterns, and thematic density visualizations. The findings indicate that tourism research has progressively transitioned from conventional supply-driven models to experience-centered paradigms that prioritize emotional engagement, psychological worth, sustainability, and the impact of natural or environmental factors on travel behavior. Fundamental themes such as tourist behavior, tourist destinations, heritage tourism, and tourism development serve as foundational pillars, while emerging topics like experience economy, experiential consumption, netnography, and lifestyle-

driven travel underscore the diversification of current research interests. Moreover, the collaboration networks depict a globally integrated research environment, with the United States, United Kingdom, China, and Australia serving as pivotal hubs that facilitate international relationships. These networks not only improve the dissemination of knowledge but also promote methodological innovation and cross-cultural comprehension in tourist research. The patterns of institutional collaboration bolster this worldwide dynamic, illustrating how academic and consulting companies collaboratively strive to develop the area. Author-level collaborations represent specialized groups of expertise that consistently enhance theoretical development and empirical progress. The study's findings highlight the growing significance of incorporating digital transformation, sustainability, and psychological issues into experiential tourism research. Future study must examine how natural phenomena—such as seasonality, biodiversity cycles, and environmental changes—affect destination appeal and experiential value, as tourists pursue immersive, meaningful, and transforming experiences. The emergence of digital ethnography and phygital experiences indicates novel avenues for exploring tourist engagement with place, culture, and community via hybrid physical-digital interactions. This bibliometric analysis provides significant insights into the structural patterns, conceptual development, and emerging trends in natural phenomena and experiential tourism research. It lays the groundwork for additional investigation, highlighting the necessity for interdisciplinary cooperation, mixed-method strategies, and a more profound examination of the interplay between environmental and experiential factors in shaping the future of tourism. The study consolidates existing knowledge and offers a forward-looking perspective for academics, practitioners, and policymakers aiming to formulate experience-driven and sustainable tourism plans based on empirical evidence and global research trends.

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