

RESEARCH DIRECTIONS ON TOURISM PRODUCT DEVELOPMENT THROUGH BIBLIOMETRIC ANALYSIS ON SCOPUS AND WOS

DIREÇÕES DE PESQUISA SOBRE O DESENVOLVIMENTO DE PRODUTOS TURÍSTICOS POR MEIO DE ANÁLISE BIBLIOMÉTRICA NO SCOPUS E WEB OF SCIENCE

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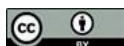
The authors declare that there is no conflict of interest

Abstract

This study is designed to explore and identify key research directions related to the topic of tourism product development. The data used for bibliometric analysis were collected on February 3, 2025, by retrieving information from the Scopus and Web of Science database systems. After merging the data and filtering English-language documents, 191 records were retained. The research methodology employed in this study includes descriptive statistics and keyword co-occurrence analysis, supported by the VOSViewer software. The study results indicate four main research directions in tourism product development: (1) Integrating the development of new tourism products with indigenous tourism to enhance visitor experiences; (2) Innovation in sustainable tourism product development at rural tourism destinations; (3) Marketing strategies for sustainable ecotourism development; (4) Sustainable development in the tourism industry. This study also suggests several potential future research directions on tourism product development, contributing to the diversification

Resumo

Este estudo foi concebido para explorar e identificar as principais direções de pesquisa relacionadas ao tema do desenvolvimento de produtos turísticos. Os dados utilizados para a análise bibliométrica foram coletados em 3 de fevereiro de 2025, por meio da obtenção de informações das bases de dados Scopus e Web of Science. Após a fusão dos dados e a filtragem de documentos em inglês, 191 registros foram selecionados. A metodologia de pesquisa empregada neste estudo inclui estatística descritiva e análise de coocorrência de palavras-chave, com o auxílio do software VOSViewer. Os resultados do estudo indicam quatro principais direções de pesquisa no desenvolvimento de produtos turísticos: (1) Integração do desenvolvimento de novos produtos turísticos com o turismo local para aprimorar as experiências dos visitantes; (2) Inovação no desenvolvimento de produtos turísticos sustentáveis em destinos turísticos rurais; (3) Estratégias de marketing para o desenvolvimento do ecoturismo sustentável; (4)



and enhancement of both the quantity and quality of research on sustainable tourism development, particularly in emerging economies.

Keyword: Tourism Product Development. Sustainable Development. Tourism. Bibliometrics. Keyword Analysis.

Desenvolvimento sustentável na indústria do turismo. Este estudo também sugere diversas direções potenciais para pesquisas futuras sobre o desenvolvimento de produtos turísticos, contribuindo para a diversificação e o aprimoramento tanto da quantidade quanto da qualidade da pesquisa sobre o desenvolvimento do turismo sustentável, particularmente em economias emergentes.

Palavras-chave: *Desenvolvimento de Produtos Turísticos. Desenvolvimento Sustentável. Turismo. Bibliometria. Análise de Palavras-chave.*

1 INTRODUCTION

Tourism product development (TPD) plays a crucial role in enhancing the competitiveness and sustainability of destinations worldwide. As the tourism industry continues to grow, the demand for innovative, diverse, and high-quality tourism products is increasing to cater to different market segments. The ability of destinations to offer unique and compelling travel experiences is a key factor in attracting both domestic and international tourists (Novelli *et al.*, 2006). Given this growing importance, analyzing the current research landscape on tourism product development is essential to identify trends, gaps, and future research directions. Bibliometric analysis, using databases such as Scopus and Web of Science (WOS), provides a systematic approach to mapping the knowledge structure of this field (Donthu *et al.*, 2021).

Bibliometric analysis has been widely applied across various fields, including tourism research, due to its ability to provide objective insights into research trends, author collaborations, and knowledge dissemination (Hall, 2011). By applying bibliometric techniques, researchers can assess the development of studies on tourism product development, identify influential works, and explore key research clusters. This approach not only enhances the understanding of the theoretical foundations of tourism product innovation but also helps identify emerging topics and underexplored aspects in this field. Although research on tourism product development has been growing, a comprehensive bibliometric review of this topic remains limited, highlighting the need for further studies.

Tourism product development encompasses various elements, including cultural and heritage tourism, ecotourism, adventure tourism, and technological innovations in travel experiences (D. Weaver, 2011). Previous studies have emphasized the importance of co-creation in tourism product innovation, where stakeholders such as tourists, local communities, and businesses play an active role in shaping tourism products (Buhalis & Foerste, 2015). Additionally, sustainable tourism product development has emerged as a critical research area, with growing attention to minimizing environmental impacts and promoting responsible tourism practices (Font *et al.*, 2008). However, existing literature often focuses on specific aspects of tourism product development rather than providing a comprehensive overview of the field.

The primary objective of this study is to conduct a bibliometric analysis of research on tourism product development based on publications indexed in Scopus and WoS. By examining highly cited works, influential authors, key themes, and research networks, this study aims to provide a comprehensive overview of the knowledge progression in this field.

The study's findings will contribute to the academic discourse by mapping the current state of research, identifying knowledge gaps, and suggesting potential future research directions. Furthermore, this study offers valuable insights for policymakers, industry professionals, and tourism stakeholders in designing innovative and sustainable tourism products that align with evolving market demands.

2 LITERATURE REVIEW

Tourism Product Development (TPD) is the process of designing, enhancing, and diversifying tourism products to meet the evolving demands of travelers. According to Smith (1994) a tourism product consists of five key components: physical facilities, services, hospitality, freedom of choice, and tourist involvement, all of which contribute to the overall travel experience. Fayos-Solà & Cooper (2019) emphasize that tourism products are not just individual elements but a combination of both tangible and intangible aspects that create value for tourists. The development of tourism products requires innovation, collaboration among stakeholders, and a strong focus on sustainability (Novelli *et al.*, 2006)

Tourism product development is also closely linked to marketing strategies and destination management. Buhalis & Foerste (2015) propose the eTourism model, highlighting the critical role of technology in creating and delivering tourism products. Meanwhile, Ritchie & Crouch (2003) stress that innovation in tourism product development goes beyond new services and experiences to include destination branding and image-building.

Tourism products can be categorized based on various criteria. Weaver (2011) divides tourism products into mass tourism and niche tourism, with niche tourism including: (1) Cultural and Heritage Tourism – Leveraging historical, artistic, and traditional elements of a destination; (2) Ecotourism – Focusing on nature conservation and sustainable development; (3) Adventure Tourism – Encompassing activities such as mountaineering, scuba diving, and outdoor sports; (4) Medical and Wellness Tourism – Catering to travelers seeking healthcare, wellness, and relaxation services; (5) Smart Tourism – Utilizing digital technology to enhance tourist experiences (Buhalis & Foerste, 2015). Additionally, other studies highlight the development of culinary tourism and creative tourism, where visitors engage directly in local crafts, arts, or cultural activities (Okumus *et al.*, 2018; Richards & Wilson, 2007).

Tourism product development plays a crucial role in enhancing a destination's competitiveness and sustainability. High-quality and innovative tourism products contribute to economic growth by attracting a diverse range of travelers (Hall, 2011). Moreover, tourism product development supports regional development, cultural preservation, and job creation (Prideaux, 2000).

A significant trend in this field is co-creation, where tourists, local communities, and businesses actively participate in the product development process, enhancing authenticity and customer satisfaction (Buhalis & Foerste, 2015). According to Prebensen *et al.*, (2016), tourist experiences become more meaningful when they are directly involved in shaping tourism products, from itinerary selection to interactions with local residents. Additionally, tourism product development plays a crucial role in sustainable development strategies. Font *et al.*, (2008) argue that integrating natural resource conservation with local economic development is key to ensuring the long-term sustainability of the tourism industry.

Studies on tourism product development have employed various methods to analyze trends, challenges, and opportunities in the field, including: (1) Bibliometric and

research network analysis; (2) Empirical research; (3) Case studies. Bibliometric analysis is a widely used method for mapping the knowledge structure of this field. Donthu *et al.*, (2021) utilized data from Scopus and Web of Science to identify the most influential studies on tourism product development. Their findings highlight key themes such as smart tourism, sustainable tourism, and co-creation in product development.

In recent years, empirical research has been conducted to assess the factors influencing the success of tourism products. For instance Ramos-Rodríguez & Ruíz-Navarro (2004) applied content analysis to identify strategic factors that enhance tourist satisfaction. Several quantitative studies have used regression models and factor analysis to evaluate the impact of variables such as pricing, service quality, and personal experiences on tourists' intention to revisit (Yoon & Uysal, 2005).

Meanwhile, case studies focus on specific destinations and best practices in tourism product innovation. For example, Ritchie & Crouch (2003) analyzed how Barcelona built its tourism brand through major cultural and sporting events. Halkier *et al.*, (2014) highlighted the role of innovation in tourism, covering product, organizational, and marketing innovations.

The growing trend of sustainable tourism product development has become a critical topic in academic research. Building sustainable supply chains in tourism can help minimize environmental impacts and ensure long-term benefits for local communities (Font *et al.*, 2008).

Tourism product development is a broad research area that encompasses various aspects, including product innovation, stakeholder participation, sustainability, and marketing strategies. Recent studies have emphasized the importance of technology, co-creation, and environmental conservation in developing tourism products. However, research gaps remain, particularly regarding the long-term impacts of tourism product development strategies on communities and the environment. Therefore, interdisciplinary and empirical studies are needed to provide deeper insights into this field.

3 METHODOLOGY

To obtain data for the bibliometric analysis, the research team relied on the Scopus and WOS databases. A search was conducted using the keyword filter "**tourism product development**", with the language restricted to English-language publications. As of

February 3, 2025, the search results identified 105 documents from WOS and 143 documents from SCOPUS, totaling 248 records from both databases. These documents were then merged for duplicate screening and relevance assessment in relation to the research topic. After removing duplicates and retracted articles, a final set of 191 documents was selected for analysis. The analysis process was conducted using two main techniques: (1) Descriptive statistics – Used to present key bibliometric indicators, including the number of publications, citation counts, publication types, leading countries, and high-frequency publishing journals. (2) Keyword co-occurrence analysis – Conducted using VOSviewer software to identify keyword clusters, allowing for an analysis of past research trends and the identification of potential future research directions (Luc, 2022).

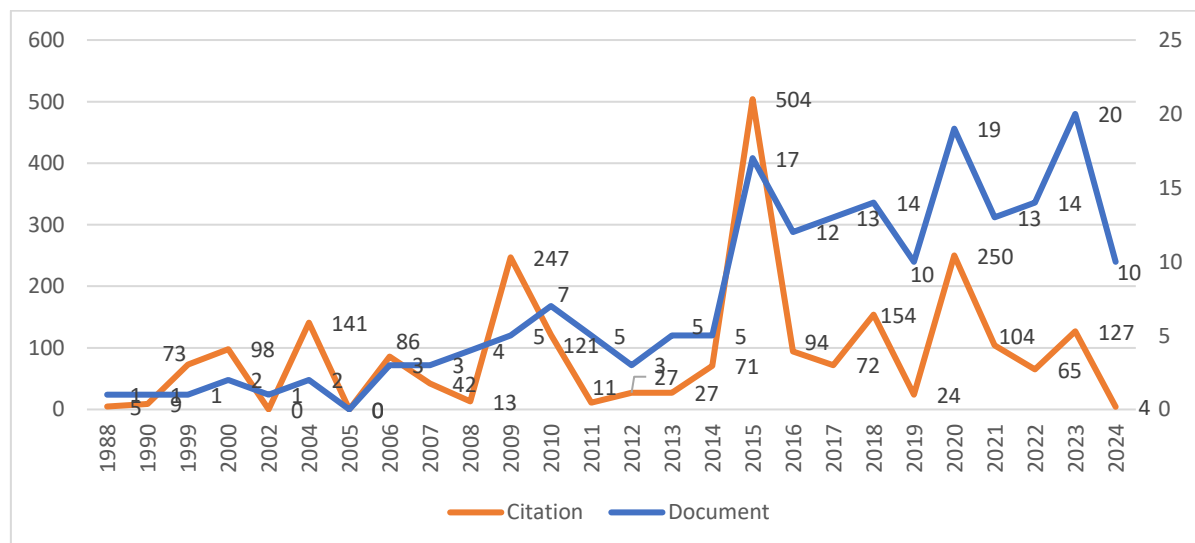
4 RESULT AND DISCUSSION

4.1 Descriptive statistics

4.1.1 Regarding the number of articles and citations

Figure 1

Analysis by the number of articles and citations



Based on Figure 1 and Table 1, it is evident that tourism product development has been a research interest for quite some time, with the first publication dating back to 1988. However, data from both SCOPUS and WOS reveal that the number of publications and citations on this topic has not followed a consistent growth pattern but has fluctuated irregularly, with periods where no related studies were published, such as 1991–1998, 2001, and 2003. While Scopus contains 143 documents with a total of 640 citations, averaging 15.44 citations per article, WoS includes 105 documents with 1,161 citations, averaging 11.05 citations per article. Combining both databases, the final dataset of 191 selected documents accumulated 2,651 total citations, with an annual average of 101.96 citations and 13.9 citations per article. Notably, 2023 saw the highest number of publications, with 20 articles. These findings suggest that research on tourism product development remains relatively modest, with inconsistent growth patterns, highlighting a promising opportunity for future research in this area.

Table 1

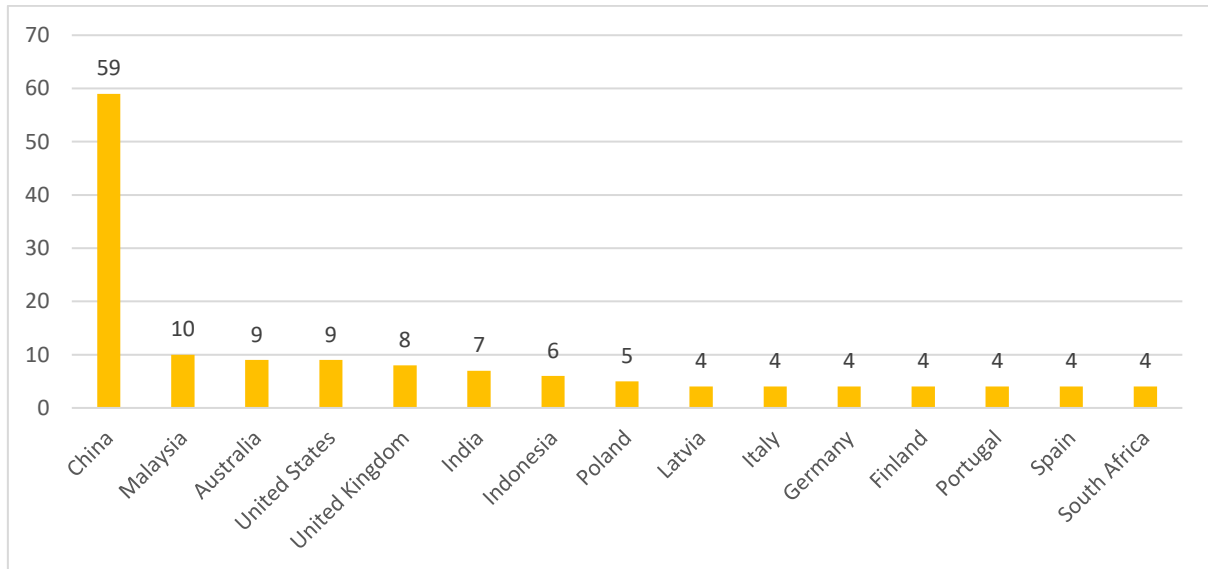
Some statistical indicators about the number of documents and citations

No	Some statistical indicators	SCOPUS	WOS	Combine
1	Number of articles	143	105	190
2	Number of citations	2209	1161	2651
3	Year with highest citations	2015 495 citations	2017 123 citations	2015 506 citations
4	Year with highest number of publications	2023 18 documents	2015 12 documents	2023 20 documents
5	Average citations over period	92.04	64.5	101.96
6	Average citations per article	15.44/ article	11.05/ article	13.9/ article

4.1.2 Regarding the countries

Figure 2

Top 15 countries leading in number of publications related to TPD topic



According to Figure 2, research publications on the topic of tourism product development have garnered interest from authors across various countries worldwide. Among them, China stands out with the highest number of publications (59 out of 191 documents, accounting for 30.89%). This aligns with China's highly developed tourism industry, which offers a diverse and abundant range of tourism products. Other Asian countries such as Malaysia, Indonesia, and India also have a significant number of publications, alongside nations like the United States and several European countries, including the United Kingdom, Italy, Germany, and Spain. This indicates that as tourism evolves, most countries worldwide place great emphasis on developing tourism products to promote the stable and sustainable growth of the tourism sector within their economies.

4.1.3 Regarding types of documents and published journals

Based on Figure 3, it is evident that the majority of publications on the topic are scientific journal articles (accounting for 54%), followed by conference papers (33%), book chapters (9%), books (2%), and review (2%). The two fields with the highest number of publications are Business, Management, and Accounting, particularly in Tourism, Leisure, and Hospitality Management, and Social Sciences. Most of the journals

publishing articles related to this topic are high-ranking journals (as shown in Table 2), with many articles receiving a significant number of citations (as indicated in Table 3).

Figure 3

Analysis by type of published document

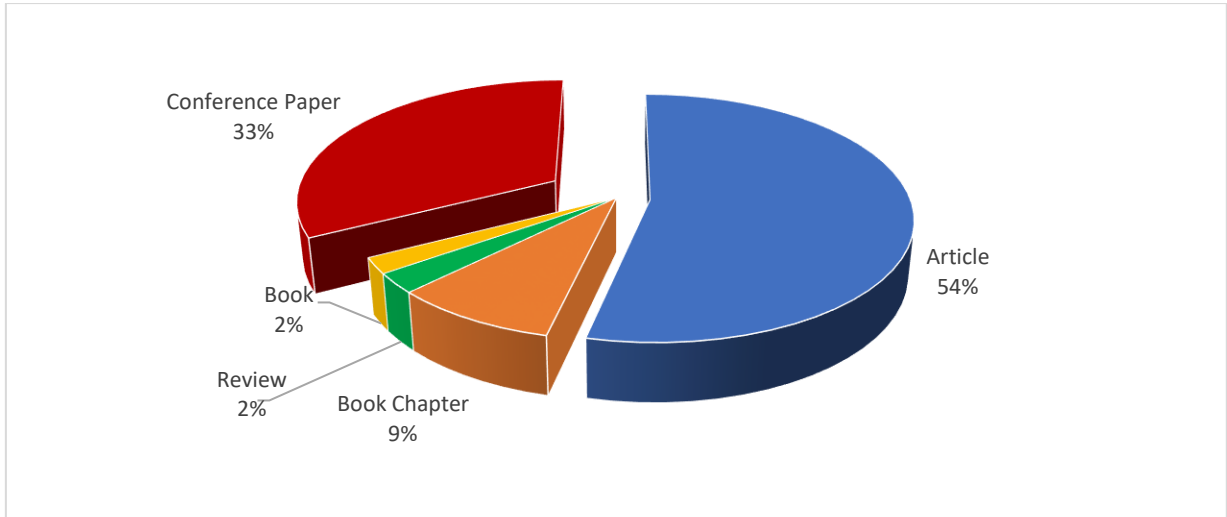


Table 2

Top 5 journals with the most publications related to TPD topics

No.	Journal name	Subject	Articles	Journal quartile	H-index
1	Sustainability	Computer Science Energy Environmental Science Social Sciences	8	SCOPUS Q1 SCIE SSCI	169
2	African Journal of Hospitality, Tourism and Leisure	Business, Management and Accounting Social Sciences	5	SCOPUS Q3	23
3	Tourism Recreation Research	Business, Management and Accounting Environmental Science Social Sciences	4	SCOPUS Q1 ESCI	63
4	Tourism Management	Business, Management and Accounting Social Sciences	4	SCOPUS Q1 SSCI	255
5	Tourism	Business, Management and Accounting Social Sciences	3	SCOPUS Q2 ESCI	30
6	Journal of Vacation Marketing	Business, Management and Accounting	3	SCOPUS Q1 SSCI	78
7	IOP Conference Series: Earth and Environmental Science	Earth and Planetary Sciences Environmental Science Physics and Astronomy	3	SCOPUS	48

No.	Journal name	Subject	Artic_les	Journal quartile	H-index
8	Worldwide Hospitality and Tourism Themes	Business, Management and Accounting Environmental Science Social Sciences	3	SCOPUS Q2 ESCI	32

Below are some of the most highly cited studies selected from the dataset of 191 articles.

Table 3

Some typical studies on the topic of TPD

Authors	Title of the document	Citations
Benur & Bramwell (2015)	'Tourism product development and product diversification in destinations'	305
Sellick (2004)	'Discovery, connection, nostalgia: Key travel motives within the senior market'	136
Gretzel & Jamal (2009)	'Conceptualizing the creative tourist class: Technology, mobility, and tourism experiences'	128
Smith (2015)	'A sense of place: Place, culture and tourism'	96
Glover & Prideaux (2009)	'Implications of population ageing for the development of tourism products and destinations'	95
Konu <i>et al.</i> , (2010)	'Lake Wellness - a practical example of a new service development (NSD) concept in tourism industries'	76
Cleaver <i>et al.</i> , (1999)	'Tourism product development for the senior market, based on travel-motive research'	73
George & Booyens (2014)	'Township tourism demand: Tourists' perceptions of safety and security'	60
Pechlaner <i>et al.</i> , (2006)	'Leadership and innovation processes - development of products and services based on core competencies'	56
Sándorová <i>et al.</i> , (2020)	'Design thinking-A revolutionary new approach in tourism education?'	53

4.2 Co-occurrence analysis

Using VOSViewer 1.6.20, a keyword analysis was conducted based on the keywords provided by the authors in the dataset of 191 selected articles from SCOPUS and WOS. The analysis was limited to keywords that appeared at least six times. The results identified 17 keywords with relationships that met the analysis criteria. The VOSViewer output shows that these 17 keywords, based on their frequency and total link strength, are categorized into four clusters, as illustrated in Figure 4 and Table 4 below:

Table 4

Results of co-occurrence by all keywords

Cluster	Number of keywords	Keywords	Occurrences	Total link strength	Research topic
1 (Red)	6	development	7	4	Integrating the development of new tourism products with indigenous tourism to enhance visitor experiences
		indigenous tourism	6	6	
		product design	8	13	
		product development	31	62	
		tourism	24	28	
		tourism product	28	8	
2 (Green)	6	innovation	8	25	Innovation in sustainable tourism product development at rural tourism destinations
		rural tourism	6	5	
		sustainable tourism	11	28	
		tourism development	28	51	
		tourism product development	21	15	
		tourist destination	10	32	
3 (Blue)	3	ecotourism	13	37	Marketing strategies for sustainable ecotourism development
		marketing	6	17	
		sustainability	10	23	
4 (Yellow)	2	sustainable development	13	25	Sustainable development in the tourism industry
		tourism industry	6	5	

Source: VOSviewer output and authors' analysis

Figure 4

Network Visualization of Co-occurrence by all keywords

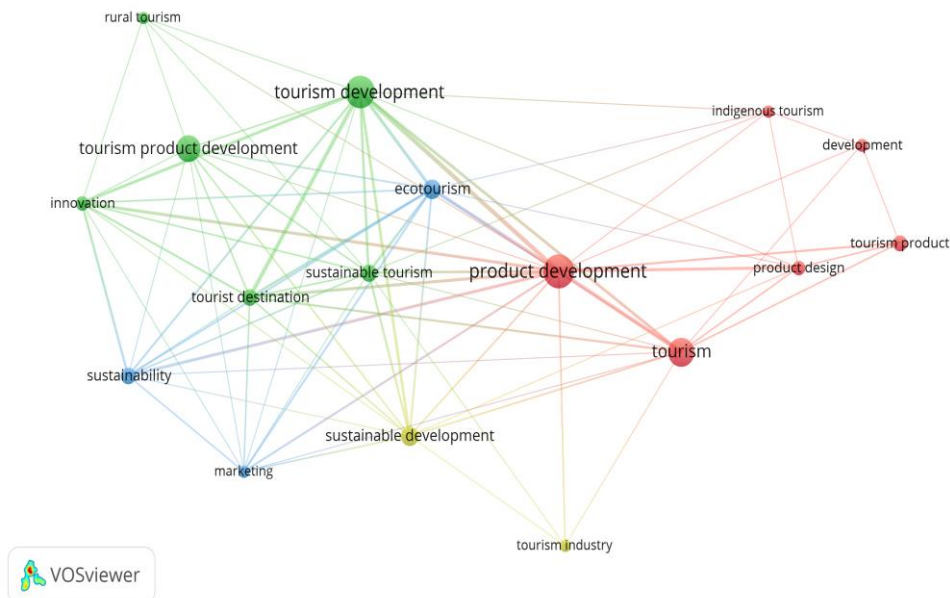
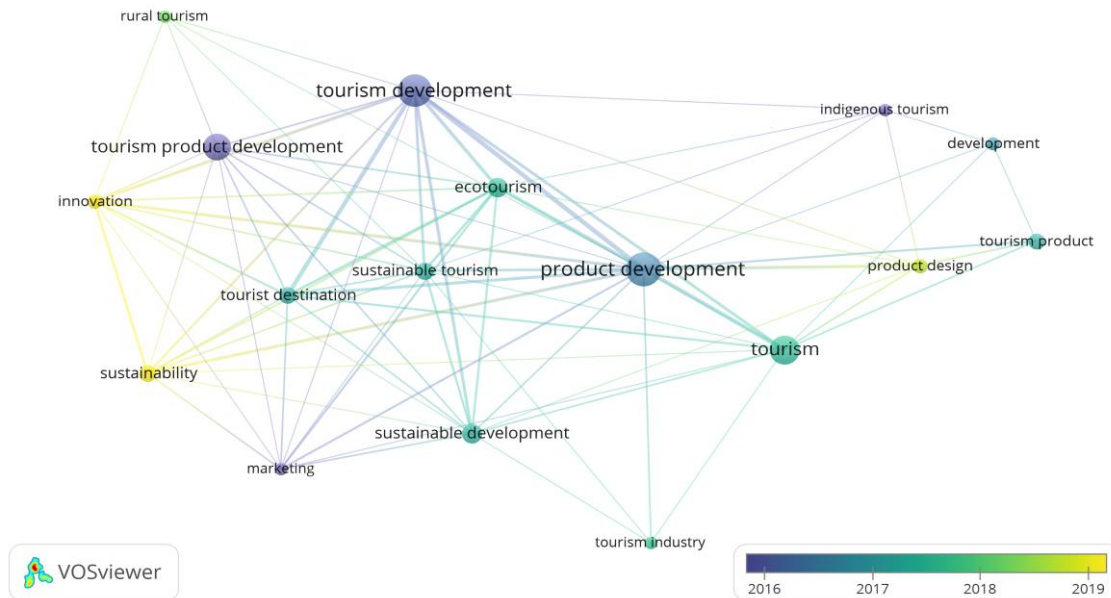


Figure 5

Overlay visualisation map of co-occurrence by keywords



Based on Table 4 and Figures 4 and 5, the keyword analysis results have formed four research clusters, each represented by a different color. Cluster 1, shown in red, consists of six keywords and focuses on the theme of *"Integrating new tourism product development and indigenous tourism to enhance visitor experiences."* Meanwhile, Cluster 2, represented in green, also consists of six keywords and centers around the theme of *"Innovation in sustainable tourism product development in rural destinations."* This research direction has been explored since as early as 2014. Cluster 3, shown in blue, comprises three keywords and focuses on the theme of *"Marketing strategies in sustainable ecotourism development."* Finally, Cluster 4, represented in yellow, is formed by two keywords and revolves around the theme of *"Sustainable development in the tourism industry"*.

5 DISCUSSION

Through descriptive statistical analysis and keyword analysis based on a filtered dataset from SCOPUS and WoS with 191 documents, the research results indicate that although *tourism product development* has received considerable attention, the number of published documents and citations remains relatively limited. Among the published

studies, research contributions from Chinese authors account for a significantly higher proportion compared to other countries. Studies on this topic have been primarily published in high-ranking international journals within the fields of Economics and Social Sciences, particularly in *Tourism*. The keyword analysis results have identified four research clusters corresponding to four key directions in *tourism product development*. Based on these research directions, future studies should be expanded across multiple dimensions and methodological approaches to provide deeper insights into the field.

Firstly, for the research direction of "*Integrating New Tourism Product Development with Local Tourism to Enhance Tourist Experiences*" this topic has been explored by many scholars since 2016, as integrating new tourism products with local tourism plays a crucial role in enhancing tourist experiences. Notable studies in this field include those by Richards (2018), Wang *et al.*, (2024), Tang & Xu (2023), García-Rosell *et al.*, (2007).

The findings from these studies indicate that tourists are increasingly seeking authentic and unique experiences, which drives the development of tourism products that combine innovative elements with local cultural heritage. This integration not only adds value for tourists but also contributes to the preservation and promotion of local cultural assets. Furthermore, it helps distribute tourist flows to lesser-known areas and off-peak seasons, fostering a more sustainable tourism model. This approach not only optimizes tourism distribution but also promotes underexplored areas and diversifies tourism offerings. However, achieving optimal effectiveness requires close collaboration among stakeholders, including local authorities, businesses, and local communities. Such cooperation ensures that newly developed tourism products align with the cultural and social context of the destination while meeting tourists' needs and expectations.

In the future, some potential research topics for this direction include: (1) Studying the application of technology (VR, AR, AI) to enhance tourist experiences in local tourism activities; (2) Evaluating international tourists' satisfaction when experiencing local tourism products combined with new tourism offerings; (3) Developing cooperative models between local communities and tourism enterprises for new tourism product development; (4) Marketing strategies for tourism products that integrate local cultural elements with innovation; (5) The transformation of rural tourism through the combination of local tourism products and modern tourism trends; (6) Examining the impact of local tourism experiences on tourist loyalty; (7) Researching how to integrate

local cultural elements with green tourism trends to create environmentally friendly tourism products; (8) Analyzing the economic contributions of integrating local tourism into new tourism product development at various destinations.

Secondly, regarding the research direction of "*Innovation in the Development of Sustainable Tourism Products at Rural Destinations*" this area of study emphasizes that innovation in sustainable tourism product development at rural destinations plays a crucial role in promoting local economic growth and preserving cultural and natural resources. Notable studies in this field include those by Lane & Kastenholz (2015), Mariani *et al.*, (2016), Flanigan *et al.*, (2014), Bramwell & Lane (2011).

Research in this area suggests that rural tourism should focus on creating unique tourism products that reflect local cultural and environmental characteristics while meeting the growing demand for authentic and sustainable experiences. One of the key innovations is the application of digital technology in the management and promotion of rural tourism. The use of online platforms and social media helps connect tourists with local experiences while providing transparent information about sustainability practices at destinations. In addition, the development of community-based tourism (CBT) is an essential approach. The CBT model not only generates income for local residents but also encourages their participation in resource and cultural conservation. Furthermore, diversifying tourism activities, such as integrating agriculture and tourism (agritourism), provides tourists with new and immersive experiences of rural life. This combined model not only increases farmers' incomes but also raises tourists' awareness of sustainable agriculture. However, ensuring sustainability requires strong collaboration among stakeholders, including local governments, businesses, and communities. Effective governance of these partnerships is a key factor in the sustainable development of rural tourism.

In the future, some potential research topics for this direction include: (1) Investigating the role of digital platforms such as artificial intelligence (AI), virtual reality (VR), and blockchain in optimizing destination management and enhancing tourist experiences in rural areas; (2) Assessing the effectiveness of community-based tourism (CBT) models in preserving and promoting local cultural heritage; (3) Transforming rural tourism business models towards sustainability - analyzing innovative tourism product strategies through the development of ecotourism, agritourism, and experiential tourism; (4) The role of collaborative governance in the sustainable development of rural tourism;

(5) The impact of green tourism on consumer behavior and tourist perceptions at rural destinations; (6) Analyzing how social media, online tourism platforms, and digital content can be used to attract and engage tourists in rural destinations in a sustainable manner.

Thirdly, regarding the research direction of "*Marketing Strategies in the Development of Sustainable Ecotourism*" this field has been explored by various authors, with notable studies including Weaver & Lawton (2007), Ballantyne & Packer (2016), Clifton & Benson (2006).

Research in this area consistently emphasizes that marketing strategies play a pivotal role in the sustainable development of ecotourism by balancing tourist attraction with natural resource conservation. Destination branding for ecotourism should highlight commitments to environmental protection and the provision of authentic experiences for tourists. This approach helps create a positive destination image and attracts travelers who prioritize sustainability. A key element of marketing strategies is educating and raising awareness among tourists about the importance of conservation. Environmental education programs at destinations can enhance tourists' sense of responsibility toward nature while encouraging their participation in conservation activities. Additionally, digital marketing channels significantly contribute to promoting sustainable ecotourism. Social media and online platforms allow for broad outreach to potential tourists while facilitating the sharing of experiences and information about sustainable practices. Furthermore, building partnerships with local communities is an essential component of marketing strategies. Community involvement not only ensures economic benefits for local residents but also creates unique and authentic experiences for visitors, thereby enhancing a destination's appeal. However, the development of sustainable ecotourism requires careful planning to prevent negative impacts on the environment and local culture.

In the future, several potential research topics in this area may include: (1) Examining the role of social media, SEO, and content marketing in attracting tourists interested in ecotourism; (2) Investigating the impact of sustainable brand identity on tourists' decision-making; (3) Assessing the effectiveness of conservation-focused marketing campaigns and their influence on tourist behavior; (4) Identifying key motivations driving tourists to choose ecotourism, including environmental awareness, experiential value, and the influence of media; (5) Exploring the role of eco-certification

in sustainable tourism marketing strategies; (6) Utilizing virtual reality (VR) and augmented reality (AR) experiences in ecotourism marketing.

Fourthly, regarding the research direction of "*Sustainable Development in the Tourism Industry: Opportunities and Challenges*" this topic has been widely explored by various scholars, with notable studies including Hall (2010), Sharpley (2009), Kasemsap (2020), Pulido-Fernández *et al.*, (2019).

Research in this area emphasizes that sustainable development in the tourism industry is a crucial goal that seeks to balance economic growth, environmental protection, and social development. Sustainable tourism not only meets the current needs of tourists and local communities but also preserves and enhances opportunities for the future. One of the key opportunities in sustainable tourism development is the creation of economic benefits for local communities by generating employment and stimulating related industries. Additionally, it promotes the conservation of natural and cultural resources while raising tourists' awareness of the importance of environmental protection. However, the implementation of sustainable tourism also faces numerous challenges. A major challenge is the heavy reliance on natural resources, which can lead to environmental degradation if not managed effectively. Moreover, the increasing number of tourists can place pressure on local infrastructure and services, potentially affecting residents' quality of life. Achieving a balance between economic development and environmental protection requires close collaboration among stakeholders, including governments, businesses, and local communities.

To capitalize on opportunities and overcome challenges, sustainable management strategies must be applied, such as establishing environmental protection policies and regulations, promoting education and awareness of sustainable tourism, and encouraging community participation in decision-making processes. In summary, while sustainable development in the tourism industry presents numerous opportunities, it also poses significant challenges. The implementation of effective management strategies and the promotion of stakeholder collaboration are essential to ensuring that tourism develops sustainably and provides long-term benefits for both tourists and local communities.

In the future, several potential research topics related to this area may include: (1) The impact of sustainable tourism on the local economy; (2) Environmental management strategies at sustainable tourism destinations; (3) The role of local communities in sustainable tourism development; (4) The role of digital technology, artificial intelligence

(AI), the Internet of Things (IoT), and blockchain in optimizing sustainable tourism operations; (5) Tourist perceptions of sustainable tourism and the factors influencing responsible travel decisions; (6) Evaluation of existing regulations, international agreements, and national policies in promoting sustainable tourism.

This study has certain limitations, as it relies solely on the Scopus and Web of Science (WoS) databases for retrieving publications used in data analysis, without expanding to other platforms such as ResearchGate, Google Scholar, or ORCID. Additionally, the research methodology is currently limited to descriptive statistical analysis and keyword analysis, without incorporating more advanced bibliometric techniques. This limitation also suggests future research directions for further exploration.

6 CONCLUSION

By employing keyword analysis to identify four main research clusters based on 191 selected documents from the SCOPUS and WoS databases as of February 3, 2025, this study highlights that tourism product development is an intriguing research topic; however, the number and frequency of publications remain relatively limited. The study further explores and reveals that within the domain of tourism product development, prior research has primarily focused on integrating new tourism products with local cultural identity, emphasizing rural-based tourism models that are environmentally harmonious and aligned with long-term sustainability goals. Additionally, the development of tourism products must be closely linked to the marketing strategies of individual tourism enterprises, as well as the tourism sector at both local and national levels. This study also proposes several potential research topics and suggests new directions within each identified cluster to expand both the quantity and quality of academic contributions on tourism product development in the future.

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Authors' Contribution

Both authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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