

Evolution and perspectives of ecotourism

Aida Caballer Fonollosa
Universitat Jaume I
Norat Roig-Tierno
ESIC Business & Marketing School
Alicia Mas-Tur
Universitat de València

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Abstract

Ecotourism is a tourist modality that has experienced an extraordinary growth in recent years. In this study, a bibliometric analysis of the key concept 'ecotourism' is developed. The main objective is to know the scientific productivity and impact of this field of research through a bibliometric analysis. The Web of Science (WoS) has been the tool to collect the data. Productivity, citations, impact factor, institutions, countries, journals and authors have been analyzed. In total, 2906 scientific articles of the period 1990-2018 have been studied. Complementarily, the representation of maps through VOS Viewer has been used, with bibliographic coupling, co-citation and the co-occurrence of keywords analysis. The results show that the interest in this tourist modality has increased in the last decade.

Keywords: *Ecotourism; bibliometrics; Web of Science*

Track: Tourism Marketing