

# Perceived Values in Regenerative Tourism Research: A Systematic Literature Review and Avenues for Future Research

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# **Perceived Values in Regenerative Tourism Research: A Systematic Literature Review and Avenues for Future Research**

## **Abstract**

In many academic disciplines, including tourism, marketing, and management studies, there is a broad interest in perceived values. But does this hold true for the literature on regenerative tourism? This is the first study linking the relationship between regenerative tourism and the perceived values of tourists. The study first presents a systematic literature review of regenerative tourism regarding perceived values. The results show that academic interest in perceived values in regenerative travel has been very limited. It then argues for the necessity for increasing scholarly research into perceived value in regenerative tourism and it develops numerous avenues for future research along the lines of (1) Construct a Tourist Behavior Model specific to the Regenerative Tourism (RT) context, incorporating elements of destination image and perceived value; (2) Examine the influences of perceived value, expectations, and visitor management on visitor satisfaction within the RT context; (3) Exploring the impact of perceived value on satisfaction and revisit intention within Regenerative Tourism; (4) Investigate the relationship between value perceptions and satisfaction, providing researchers with a theoretical framework for authenticity and perceived value in future empirical studies within the RT context. (5) regenerative tourism branding, development, and promotion, (6) values that regenerative tourism generates not only for tourists and tourism businesses/players but also for society as a whole.

**Keyword:** *regenerative tourism; perceived value; sustainable tourism*

**Track:** *Tourism Marketing*

## 1. Introduction

Papers on regenerative tourism surged post-2019, concentrating in 2022 and 2023. This emphasizes its current relevance, evolving from sustainable principles for a net positive impact [Bellato et al. \(2022b\)](#); [Dredge \(2022\)](#); [Pollock \(2019\)](#). Representing a new paradigm, regenerative tourism aims for a positive influence on residents and the environment [Bellato et al. \(2022a\)](#); [Dredge \(2022\)](#). However, empirical research is lacking, with limited scientific publications and evidence of implications [Bellato et al. \(2022a,b\)](#); [Zaman et al. \(2023\)](#); [Dredge \(2022\)](#).

Since the 1990s, scholars have predominantly viewed perceived value, a key business focus, from a functional perspective, emphasizing a balance between quality and price [Agarwal and Teas \(2001\)](#); [Sweeney and Soutar \(2001\)](#). In marketing, [Grewal et al. \(1998\)](#) explores consumer perceived value through two dimensions: perceived acquisition value tied to product benefits and perceived transaction value linked to psychological satisfaction. Perceived value significantly influences tourism behavioral intentions [Duman and Mattila \(2005\)](#); [Lee et al. \(2007a\)](#). In terms of the connection between perceived value and regenerative tourism, as far as the author is aware, there exists no research in this domain. Consequently, there is a pressing need to investigate perceived values in the context of regenerative tourism.

The purpose of the research is to raise scholarly interest in the perceived value of regenerative tourism. Specifically, the research aims to answer these research questions:

**RQ1:** How is regenerative tourism (RT), perceived value defined in the tourism?

**RQ2:** What are the dimensions of RT in the tourism industry?

**RQ3:** Are there antecedent and/or consequential variables of perceived value (in the tourism industry)?

The remainder of this manuscript is structured as follows. First, it defines the field of regenerative tourism as well as perceived values studies. Second, it reviews the literature and presents the current state of academic research on perceived values in regenerative tourism. Third, drawing on core concepts of regenerative tourism to develop a research agenda for regenerative tourism and perceived values.

## 2. Literature review

### 2.1. Regenerative tourism

Jonathon Day of Purdue University defines sustainable tourism as a cleanliness-focused basic standard. Responsible tourism implements this, while regenerative tourism aims to enhance the environment for future generations through restoration and regeneration [Mihalic et al. \(2021\)](#); [Glusac \(2021\)](#). Regenerative tourism extends the "leaving no trace" principle to encompass economic, cultural, and conservation benefits [Glusac \(2021\)](#). Despite limited academic publications on regenerative tourism, this review offers an overview, noting its prominence post-COVID-19 [Zaman et al. \(2023\)](#). Although the concept dates back to 1995, it

gained recent attention [Zaman et al. \(2023\)](#); [Arfwedson \(1994\)](#); [Major and Clarke \(2022\)](#).

While regenerative tourism isn't entirely new, its application to contemporary frameworks is, explaining its recent focus in current publications.

Regenerative tourism, acknowledged by a limited group of scholars, lacks a standardized definition [Bellato et al. \(2022a,b\)](#). Recent work by [Luong et al. \(2023\)](#) scrutinizes regenerative tourism and hospitality from suppliers' perspectives, offering key dimensions for deciphering RT. Notably, Anna Pollock, Dianne Dredge, Loretta Bellato, and Ha Luong have significantly shaped the understanding of this emerging paradigm. Regenerative tourism is often seen as the successor to sustainable tourism, recognizing limitations in evolving its foundational principles [Bellato et al. \(2022a\)](#); [Nitsch and Vogels \(2022\)](#); [Pollock \(2019\)](#).

Regenerative tourism perspectives vary, encompassing circular economy, transformations, and natural values. Success depends on decision-makers' beliefs and values [Ateljevic \(2020\)](#); [Duxbury et al. \(2020\)](#); [Major and Clarke \(2022\)](#); [Bellato et al. \(2022a\)](#) Regenerative tourism transcends industry, focusing on net positive impact, well-being, and justice.

## 2.2. *Perceived values*

Perceived value is defined as “the consumer’s overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given” [Zeithaml \(1988\)](#).

Perceived value is studied through uni-dimensional and multi-dimensional approaches. The former sees it as a one-dimensional construct, assessing the consumer’s value perception [Agarwal and Teas \(2001\)](#); [Sweeney and Soutar \(2001\)](#). The latter considers perceived value as multi-dimensional, comprising interrelated attributes for a holistic representation [Sweeney and Soutar \(2001\)](#).

In marketing, [Grewal et al. \(1998\)](#) examines consumer perceived value through two dimensions: perceived acquisition value (product/service gains) and perceived transaction value (psychological satisfaction). Recent studies suggest perceived value is a more effective predictor of repurchase intentions than satisfaction or quality alone [Cronin Jr et al. \(2000\)](#). In tourism, perceived value significantly influences behavioral intentions [Duman and Mattila \(2005\)](#); [Lee et al. \(2007b, 2011\)](#).

The literature has long acknowledged the positive impact of perceived value on consumer behavior [Zeithaml \(1988\)](#), particularly among tourists [Gallarza and Saura \(2006\)](#); [Sánchez et al. \(2006\)](#), influencing variables like satisfaction and loyalty. Perceived value has been recognized as a reliable concept for anticipating tourist behaviors [Eid and El-Gohary \(2015\)](#); [Pandža Bajcs \(2015\)](#) and holds practical implications for marketing eco-travel packages [Kim and Thapa \(2018\)](#). While regenerative tourism is a new field, no research on the perceived value of regenerative tourism has been identified, highlighting the urgent need for exploration and understanding in this area.

Prior studies identify perceived quality and price as main perceived value antecedents [Duman and Mattila \(2005\)](#), crucial for satisfaction and behavioral intentions [Cronin Jr et al. \(2000\)](#).

This systematic literature review, delimited to 2007-2023, explores perceived values in regenerative tourism. Acknowledging its early stage, the author focuses on adjacent domains, contributing to a prospective regenerative tourism model.

### 3. Methodology

For study selection, we used the PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analyses) method [Moher et al. \(2015\)](#), a guideline for reporting systematic review recognized by the scientific community in hospitality and tourism [Carvalho and Alves \(2023\)](#). The use of this method rather than a bibliometric or solely thematic review of the literature helps to ensure that the process of selecting and analyzing articles is transparent and provides a clear reference point for others in the field, thereby distinguishing this research from previous studies on similar topics [Booth et al. \(2020\)](#). There are four steps: identification, screening, eligibility, and inclusion (See Figure 1).

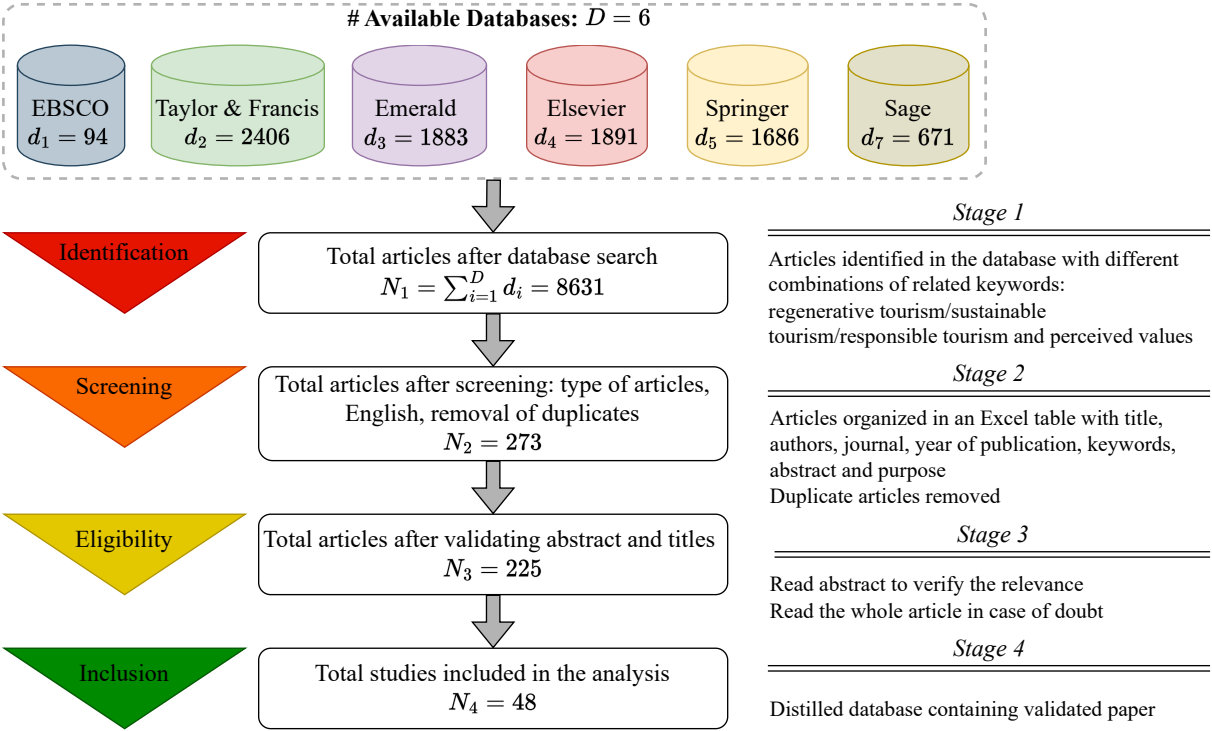


Figure 1: Database distillation process.

#### 3.1. What are selected as “search terms”

The literature search and identification of records we conducted using six academic databases: EBSCO, Taylor & Francis, Emerald Insight, Elsevier, Springer Nature, and Sage. The author refrains from relying solely on Google Scholar for a systematic literature review, recognizing its limitations. However, it may be utilized as an additional source for cross-checks, as suggested by [Kraus et al. \(2020\)](#) as it lists too many non-academic sources. The systematic literature review exclusively selects English papers published in online peer-reviewed

academic journals listed by FNEGE/CNRS/HCERES/SCIMAGO from 2007 to 2023. This meticulous approach ensures the review's quality, given the author's proficiency in English. Notably, the term "regenerative tourism" emerged in 2007, and the review may prioritize articles emphasizing key points, considering the rarity of publications on this topic.

### 3.2. *Key words and criteria*

**Target journals:** A and B classes or Q1 but might include other peer-reviewed journals as there is a rarity of journals on regenerative tourism.

**Search period:** The search for publications on regenerative tourism was confined to the years 2007-2023, aligning with the emergence of the term in 2007. The search criteria specifically included English, considering the author's language proficiency, and focused on regenerative words to capture the essence of discussions related to regenerative tourism.

**Most relevant keywords:** The author also incorporates related terms like green tourism or heritage tourism in the inquiry to ensure comprehensive coverage and avoid any omissions in the search string: Sustainability; Sustainable tourism; Responsible tourism; Green tourism.

## 4. **Result**

This literature review used two approaches: a manual search in major marketing and management journals. The research reveals a significant gap in documented studies on perceived value in regenerative tourism. While some touch on this in green eco-tourism, the majority rely on case studies and stakeholder discussions. Scarcity exists in papers addressing awareness of regenerative behavior among tourism stakeholders. The review confirms this gap and proposes a research agenda for future studies on perceived values in regenerative tourism. Stage 1: Identified articles in databases using keywords like regenerative tourism, sustainable tourism, responsible tourism, perceived value, and values ( $N_1 = 8,631$ ).

Stage 2: Screened articles for type, language (English), and inclusion criteria, resulting in  $N_2 = 273$  articles. After reviewing abstracts/titles,  $N_3 = 225$  articles remained.

Stage 3: Reviewed abstracts for relevance to tourism regeneration, perceived value in sustainable tourism, and/or responsible tourism. Excluded articles do not meet these criteria.

Inclusion: The final sample of articles included in the review ( $N_4 = 48$ ).

### 4.1. *Publication by year*

During the search process, the earliest research that focused on this concept in the regenerative tourism industry was published by Owen in 2007. Moreover, there were no salient articles published in 2008, 2009, 2011. In 2020, the number of publications began to increase, with the highest number of relevant publications in 2022 ( $n = 12$ ), and 2023 with  $n = 8$  up to date.

#### 4.2. Publication by journals and research methodology

Publications are evenly distributed across various journals, each hosting one to eight articles. Notably, the Journal of Sustainable Tourism and Sustainability each features eight papers, Journal of Tourism Futures has five, and Tourism Geography has four. The Journal of Travel Research is also notable, featuring three published articles. See Tab. 1.

Table 1: Journal Distribution of Studies

Journal	Quantitative	Qualitative	Mixed	Conceptual	#
Tourism Management Perspectives	-	-	-	1	1
Tourism Management	2	-	-	-	2
Tourism Geographies	-	3	-	1	4
Sustainability	4	3	-	1	8
Open House International	-	1	-	-	1
Journal of Travel Research	2	1	-	-	3
Journal of Travel & Tourism Marketing	1	1	-	-	2
Journal of Tourism Futures	-	2	-	3	5
Journal of Sustainable Tourism	4	2	1	1	8
Journal of Cleaner Production	1	1	-	-	2
Journal of Business Research	1	-	-	-	1
International Journal of Tourism Research	1	-	-	-	1
International Journal of Tourism Cities	-	-	1	-	1
International Journal of Contemporary Hospitality Management	2	-	-	-	2
Environment, Development & Sustainability	1	-	-	-	1
Current Issues in Tourism	1	1	-	-	2
Journal of Vacation Marketing	1	-	-	-	1
Journal of Cleaner Production	-	1	-	-	1
Corporate Social Responsibility & Environmental Management	1	-	-	-	1
Total	24	16	1	7	48

#### 4.3. Conceptualization & Dimension

Regenerative tourism reframes travel positively, replacing harmful elements with net benefits.

##### 4.3.1. Definition

Regenerative tourism is a multifaceted concept explored by diverse academic authors. The following list offers key definitions from different perspectives in the academic discourse:

- [Owen \(2007\)](#): Regenerative tourism critically engages with place, creating positive impact, connecting nature with socio-political processes.
- [Duxbury et al. \(2020\)](#): It goes beyond sustainable tourism and concentrates on giving back to the natural and human environments.
- [Matunga et al. \(2020\)](#): Preserving and ameliorating places.
- [Cave and Dredge \(2021\)](#): Provides social, physical and mindful wellbeing.
- [Bellato et al. \(2022a\)](#): It's a transformative strategy that produces positive outcomes through the regenerative endeavors of both human and ecosystem systems.
- [Luong et al. \(2023\)](#): Regenerative tourism prioritizes sustainability, rejuvenates resources, and fosters cohesive communities through carbon offsetting and energy conservation initiatives.

### 4.3.2. Dimension

The five dimensions include Sustainability, Harmonized Communities, Resource Restoration, Carbon Offsetting, and Energy Saving [Luong et al. \(2023\)](#).

## 4.4. Antecedents & Consequences

### 4.4.1. Antecedents

Overall, the academic literature justifies the coexistence of different dimensions to measure perceived value in Marketing. However, specifically in the tourism industry, different measures have been used. The total of antecedents and consequences of perceived value in tourism were identified in Fig.2. Certain variables may be present in both antecedents and consequences. Some antecedents and/or consequences can mutually influence each other.

*Local communities' attitudes:* [Chin et al. \(2020\)](#); *Quality:* [Duman and Mattila \(2005\)](#); [Cronin Jr et al. \(2000\)](#); [McDougall and Levesque \(2000\)](#); *Destination image:* [Duman and Mattila \(2005\)](#); *Destination loyalty:* [Chen \(2013\)](#) [Cui et al. \(2019\)](#); *Risk:* [Stollery and Jun \(2017\)](#), [Horton \(1976\)](#); *Motivation:* [Steele \(1964\)](#); [Crompton \(1979\)](#); [Gnoth \(1997\)](#); [Correia and Moital \(2009\)](#); [Gnoth \(1997\)](#); *Experience:* [Lee et al. \(2011\)](#); [Schmitt \(1999\)](#); [Song et al. \(2015\)](#).

### 4.4.2. Consequences

*Word-of-mouth or Recommendation:* [Khuong and Phuong \(2017\)](#); *Satisfaction:* [Khuong and Phuong \(2017\)](#); [Lee et al. \(2016\)](#), [Song et al. \(2015\)](#); *Loyalty:* [Chen and Tsai \(2007\)](#); *Behavior intention or Revisit intention:* [Chen and Tsai \(2007\)](#).

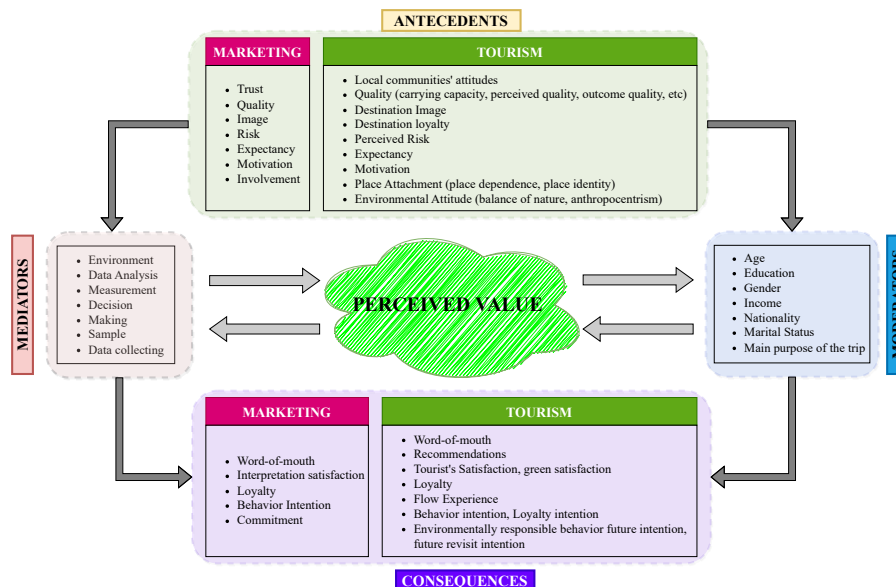


Figure 2: Summary model on perceived value, antecedents, and consequences in Marketing and Tourism.



## **5. An agenda for future research on perceived values of regenerative tourism**

### *5.1. Limitations and research avenues*

Our search and compilation of articles spanned 6 databases. For future research, it's recommended to expand the search to include other relevant studies. Despite using the PRISMA approach to select 48 articles, it may not cover the entire marketing literature on the concept.

Future research on perceived value in regenerative tourism could focus on:

Developing a Tourist Behavior Model specific to Regenerative Tourism (RT), integrating elements of destination image and perceived value and/or other antecedents, consequences.

Examining the influences of perceived value, expectations, and visitor management on visitor satisfaction in the context of RT. Exploring the impact of perceived value on satisfaction and revisit intention within RT. Investigating the relationship between value perceptions and satisfaction, providing a theoretical framework for authenticity and perceived value in future empirical studies within the RT context.

Future research on regenerative tourism could address:

Analyzing the impact of regenerative tourism brand attributes on tourist behavior. Conducting a comprehensive study of perceptions, motivations, intentions, and behaviors related to RT in a specific context, using both qualitative and quantitative methods. Investigating determinants of behavioral intention in regenerative tourism places. Examining how age and cross-cultural profiles influence perceived value. Assessing the tourism experience at pre-trip, on-site, and post-trip stages. Studying regenerative tourism branding, development, and promotion.

Evaluating the values generated by regenerative tourism for tourists, businesses, and society.

### *5.2. Managerial outcomes*

This study presents a comprehensive literature review and proposes potential avenues for future research, urging scholars to engage in both theoretical and empirical investigations. It underscores the significance of offering practical insights for managers.

The limited scholarly attention on perceived values in regenerative tourism poses difficulties for industry practitioners and policymakers, who presently depend on findings from allied sub-disciplines.

The dearth of research on perceived values in regenerative tourism emphasizes the necessity for a collaborative effort between academics and industry professionals in empirical inquiries. This situation introduces challenges in obtaining insights from informed respondents representing diverse tourist demographics and backgrounds.

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