

Understanding the Value of Sustainable Tourism: Insights from Consumer Perception Studies

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Abstract

Research on consumer perceptions of sustainable tourism is growing due to concerns over unsustainable practices. This study reviews literature on consumer perspectives, focusing on theoretical and methodological frameworks to identify key concepts and highlight the need for more rigorous evaluation. Findings reveal that consumers often narrow sustainability to environmental aspects, overlooking its social and economic dimensions. This limited understanding impedes holistic preservation and responsible tourism management. The study emphasises gaps in clarity and consistency within methodologies, advocating for approaches in future research. Improved consumer awareness can foster responsible behaviours and support sustainability goals, advancing sustainable tourism practices.

Keywords

sustainable tourism, consumer perceptions, systematic review

Track

Tourism Marketing