



The Sustainability Practices in Tourism Industry Influence on Tourist Behavior and the Quality of Life: A Systematic Literature Review

Ziyad Marshood W Alotaibi¹; [Alyaa Afifah Binti Abu Talib](#)², [Ahmad Rasmi Albattat](#)³

^{1,2,3}Graduate School of Management, Postgraduate Centre, Management and Science University, Malaysia
Corresponding author Email: (alyaa_afifah@msu.edu.my)



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ABSTRACT

This study investigates the impact of sustainable tourism practices on tourist behaviours, quality of life, and tourism services through a systematic literature review. Key determinants include environmental awareness and education, government policies and regulations, cultural and community engagement, and tourist demographics. The review highlights the roles of educating tourists, enforcing sustainable practices through policies, and engaging local communities. Additionally, the preferences of younger tourists towards sustainability are explored. Emerging factors such as social media influence, stakeholder collaboration, economic incentives, technological advancements, and the quality of tourism services are also addressed. The potential of social media, the importance of stakeholder collaboration, and the role of economic incentives and technology in advancing sustainable tourism are examined. Despite extensive research, gaps remain in understanding how these factors interact. This study identifies the need for integrated approaches and context-specific research to develop effective strategies for enhancing sustainable tourism practices and improving tourism services, benefiting tourists and host communities.

1. Introduction

The growing significance of sustainable tourism has prompted an increasing interest in understanding the factors influencing tourist behaviours and their effects on quality of life and tourism services. According to the United Nations (2024), approximately 40% of tourism enterprises globally have integrated sustainable practices into their operations. Sustainable tourism practices aim to minimise the negative impacts of tourism on the environment and local communities while enhancing the benefits for both tourists and hosts. Recognising and addressing the key determinants of these practices is crucial for promoting responsible tourism that supports environmental conservation, cultural heritage, and socio-economic development. This study conducts a systematic literature review to explore these determinants, offering a detailed analysis of how various factors interact to shape sustainable tourism outcomes. Sustainable tourism is essential for ensuring the longevity and resilience of tourism destinations, particularly in the face of growing environmental challenges and changing tourist preferences. Integrating sustainable practices can significantly enhance the quality of life for local communities and improve the overall experience for tourists. Despite the substantial body of research in this area, there are notable gaps in the literature regarding the specific interactions between different influencing factors and their combined impact on sustainable tourism.

Previous studies have explored several key determinants of sustainable tourism, including Environmental Awareness and Education, Government Policies and Regulations, Cultural and Community Engagement, and Tourist Demographics. Research by Adli & Chin (2021) and Eusébio et al. (2021) highlights the critical role of educating tourists and local communities about environmental conservation to promote responsible behaviours. Similarly, studies by Amoako et al. (2022) and Buhalis et al. (2023) emphasise the importance of government policies in enforcing sustainable practices. Alves et al. (2019) and Baiocco et al. (2023) discuss the benefits of engaging local communities and preserving cultural heritage, while Cavagnaro & Staffieri (2015) and Haddouche & Salomone (2018) explore the preferences of younger tourists towards sustainability.

In addition to these well-studied factors, this research addresses emerging increasingly relevant dimensions in the contemporary context. These include Social Media Influence, Stakeholder Collaboration, Economic Incentives and Funding, Technological Advancements, and Quality of Tourism Services. Gulati (2022) and Sfodera et al. (2024) highlight the potential of social media platforms to promote sustainable tourism practices. The collaborative efforts among various stakeholders, discussed by Alves et al. (2019) and Buhalis et al. (2023), are essential for successfully implementing these practices. Economic incentives, as examined by Yeoman et al. (2015), and technological innovations, as explored by Sfodera et al. (2024), further contribute to sustainable tourism advancement. Additionally, the quality of tourism services, which is significantly influenced by sustainability practices, is addressed by Alves et al. (2019) and Yorulmaz & Basol (2024).

This systematic literature review aims to create a comprehensive matrix of these factors, providing a detailed understanding of their interactions and impacts on sustainable tourism. By addressing the gaps in the literature, this research seeks to offer valuable insights for policymakers, practitioners, and researchers. These insights can help develop more effective strategies to enhance sustainable tourism practices, improve the quality of tourism services, and ultimately benefit tourists and host communities.

2. Methodology

This study employs a systematic literature review (SLR) methodology to investigate the impact of sustainable tourism practices on tourist behaviours and their effects on quality of life and tourism services. By systematically collecting and analysing existing research, this methodology provides a comprehensive overview of the current state of knowledge, identifies key themes, patterns, and gaps in the literature, and offers insights for future research and policy development. The review focuses on publications from 2013 to 2024, sourced from the Scopus and Web of Science (WOS) databases. Including these databases ensures a wide-ranging and high-quality selection of peer-reviewed articles. The methodology involves a structured search process using specific keywords and applying rigorous inclusion and exclusion criteria to filter relevant studies. Through detailed data extraction and analysis, this systematic review aims to synthesise existing research and provide valuable insights into the impact of sustainable tourism practices on tourist behaviours and their effects on quality of life and tourism services.

3. Literature Search Strategy

This study adopts a systematic literature review approach to explore the impact of sustainable tourism practices on tourist behaviours and their effects on quality of life and tourism services. The scope of the review encompasses publications from 2013 to 2024, ensuring a comprehensive examination of trends and developments over a significant period. Two primary databases, Scopus and Web of Science (WOS), were selected due to their extensive coverage of high-quality academic journals and peer-reviewed articles. The keyword strategy included terms such as “Sustainable Tourism,” “Tourist Behaviours,” and “Quality of Life,” allowing for a focused search on the relevant themes of the study.

The search process involved several steps to ensure a thorough and systematic identification of relevant literature. Initially, the keywords were applied to both databases’ title, abstract, and keyword fields. Boolean operators (AND, OR) were used to refine the search results and ensure the inclusion of articles that addressed multiple aspects of the topic. For instance, the combination of “Sustainable Tourism” and “Tourist Behaviours” AND “Quality of Life” was used to filter articles that specifically examined the intersection of these themes. Additionally, the search was restricted to publications from 2013 to 2024 to capture contemporary research and trends in sustainable tourism practices.

a. Inclusion and Exclusion Criteria

To refine the search results, specific inclusion and exclusion criteria were established. The inclusion criteria consisted of open-access articles directly relevant to the study’s scope, focusing on the impact of sustainable tourism practices on tourist behaviours and their effects on quality of life and tourism services. This ensured the review included studies providing substantial insights into the research topic. Conversely, articles not aligning with the study’s scope were excluded, such as those discussing tourism practices unrelated to sustainability or tourist behaviours unrelated to the quality of life and tourism services. This exclusion process maintained the specificity and relevance of the review, allowing for a more focused analysis.

b. Data Extraction and Analysis

Following the initial search and application of criteria, a detailed data extraction process was undertaken. Each article was reviewed to extract objectives, methodology, key findings, and contributions to understanding the impact of sustainable tourism practices on tourist behaviours and their effects on quality of life and tourism services. The data was organised into a literature review matrix with columns for study details, research focus, methodology, key findings, and relevance to the study. The analysis synthesised the data to identify common themes and gaps, focusing on how studies categorised the impact of sustainable tourism practices and their implications for quality of life and tourism services. The findings were used to draw conclusions and propose future research directions, advancing the field.

c. Quality Assessment

A quality assessment of the included studies was conducted to ensure the reliability and validity of the findings. This assessment involved evaluating each study based on its research design, data collection methods, analysis techniques, and overall contribution to understanding sustainable tourism practices and their impact on tourist behaviours and quality of life. Studies that met high-quality standards were prioritised in the analysis to ensure that conclusions were based on robust and credible evidence.

d. Synthesis of Findings

The final step in the methodology involved synthesising the findings from the analysis and quality assessment. This synthesis aimed to provide a comprehensive overview of the key impacts of sustainable tourism practices on tourist behaviours and their effects on quality of life and tourism services, highlighting the most critical factors and their implications for tourism management and policy development. The synthesised findings were also compared with global trends to identify similarities and differences in the impact of sustainable tourism practices.

e. Conclusion and Future Research Directions

The systematic literature review methodology employed in this study provided a detailed and rigorous examination of the impact of sustainable tourism practices on tourist behaviours and their effects on quality of life and tourism services. The findings offer valuable insights into the key factors contributing to sustainable tourism and their relative importance, which can inform tourism management practices and policy decisions. The study also identified several gaps in the existing literature, suggesting directions for future research to explore further and address the challenges of sustainable tourism practices and their impact on tourist behaviours and quality of life.

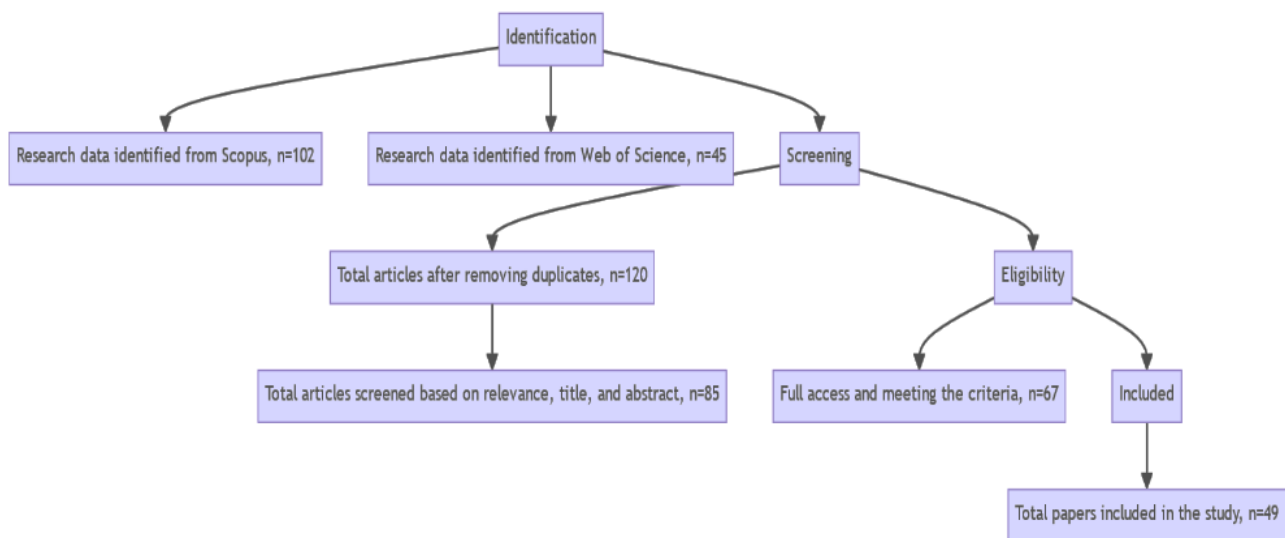


Figure:1 The systematic review process

4. Influencing Factors in Sustainable Tourism Practices and Their Impact on Tourist Behaviours and Quality of Life

Sustainable tourism has become an essential focus in the tourism industry, driven by the need to balance economic growth, environmental preservation, and social equity. This chapter delves into the factors that influence sustainable tourism practices and their consequential impact on tourist behaviours and quality of life. By examining various determinants, the study aims to provide a comprehensive understanding of how sustainable practices shape the tourism experience and contribute to the well-being of tourists and host communities.

a. Objectives, Methodologies, Findings, and Gaps

The following matrix (Table 1) provides a comprehensive overview of the systematic literature review on sustainable tourism practices. It encapsulates the objectives, methodologies, key findings, and research gaps identified in the reviewed studies. This structured presentation allows for a clear and concise understanding of the current state of research in this field, highlighting areas that have been extensively studied and pinpointing gaps that require further investigation. By synthesising this information, the matrix aims to offer valuable insights for researchers, policymakers, and practitioners involved in sustainable tourism.

Table: 1 Objectives, Methodologies, Findings, and Gaps Matrix

Author - Year	Objective	Methodology	Findings	Gap
Adli & Chin (2021)	Investigate homestay accommodation in Brunei Darussalam	Systematic literature review	Emphasised the need for environmental education programs that raise awareness among tourists	Limited exploration of how educational efforts interact with technological advancements and social media influence
Alves et al. (2019)	Enhance rural destinations' loyalty through relationship quality	Case studies and empirical research	Engaging local communities and preserving cultural heritage benefits sustainability	Lack of consideration of demographic shifts, particularly among younger generations
Amoako et al. (2022)	Analyse stakeholder roles in tourism sustainability in Ghana	Empirical analysis of stakeholder roles	Highlighted the importance of government intervention and collaborative efforts among stakeholders	Interaction with economic incentives and funding mechanisms remains underexplored
Baiocco et al. (2023)	Examine entrepreneurship for sustainable development in tourism sector	Co-evolutionary analysis	Benefits of engaging local communities in tourism planning and decision-making processes	Insufficient analysis on leveraging demographic shifts for better engagement strategies
Bilderback (2024)	Promote risk-taking tourism through employee training strategies	Case studies and qualitative analysis	Identified training strategies that foster sustainable tourism behaviors	Gap in linking employee training with sustainable tourism service quality improvements
Buhalis et al. (2023)	Contribution to sustainable development goals in tourism by 2030	Systematic review and thematic analysis	Emphasised the role of government policies and regulations in sustainable tourism	Limited understanding of interaction between government policies and technological advancements
Cavagnaro & Staffieri (2015)	Understand students' travel values and needs for future tourism patterns	Survey and statistical analysis	Younger tourists show strong preferences for eco-friendly tourism	Depth analysis on how these preferences can be leveraged through social media and technology
Cavagnaro et al. (2018)	Analyse millennials' tourism experiences and values	Cluster analysis of survey data	Identified value and meaning to travel as key for identifying sustainable tourism clusters	Gap in exploring how demographic values influence long-term sustainable behaviors
Costa et al. (2022)	Measure tourism success through sustainability in Portuguese destinations	Interviews and thematic analysis	Economic incentives and funding play a crucial role in driving sustainable tourism practices	Need for comprehensive analysis on how economic incentives interact with other factors like stakeholder collaboration

Cozzio et al. (2023)	Examine tourist consumption patterns in all-inclusive holiday packages	Quantitative and qualitative data analysis	Identified spending patterns and tourist behaviors in relation to service quality	Lack of integration between service quality and sustainable tourism practices
Dini et al. (2024)	Unlock cultural reputation through sustainable on-site activities	Moderated regression analysis	Highlighted the role of sustainable activities in enhancing cultural reputation and tourism experiences	Insufficient research on how technological advancements can support these activities
Eusébio et al. (2021)	Investigate the impact of air quality on tourism	Systematic literature review	Increased environmental awareness leads to more responsible tourist behaviors	Limited exploration on how air quality awareness interacts with social media influence
Fauzi et al. (2024)	Study tourists' intention to visit green hotels	Theory of planned behavior and value-belief-norm theory	Environmental beliefs significantly influence tourists' intentions towards green hotels	Gap in linking these beliefs with actual sustainable behaviors through technological means
Gulati (2022)	Explore social media use for promoting sustainable behavior in tourism	Social media analysis and qualitative research	Social media platforms can effectively promote sustainable tourism practices and influence tourist decisions	Need for deeper understanding of combined impact of social media and stakeholder collaboration
Haddouche & Salomone (2018)	Examine Generation Z's tourist experience and social network use	Narrative analysis of tourist stories and social network usage	Generation Z shows strong preferences for sustainability and uses social networks to share their experiences	Lack of research on leveraging these preferences for targeted sustainable tourism campaigns
Hernández-Mogollón et al. (2020)	Investigate culinary travel experiences and their impact on quality of life	Empirical analysis of travel experiences	Culinary travel enhances quality of life and tourist loyalty	Insufficient exploration of how these experiences integrate with sustainable tourism practices
Petry et al. (2022)	Understand student hosts in tourism beyond sightseeing	Qualitative research and thematic analysis	Highlighted the importance of cultural engagement and local community involvement	Limited understanding of how to integrate technological advancements to support cultural engagement
Pongsakornrungsilp & Pongsakornrungsilp (2023)	Create circular economy society for tourism industry in Krabi, Thailand	Case study and empirical analysis	Emphasised mindful tourism and sustainable practices for a circular economy	Gap in exploring the role of technological advancements in supporting these practices
Portales (2015)	Remove barriers for accessible tourism	Systematic review and policy analysis	Government policies are crucial for establishing and maintaining sustainable tourism practices	Limited research on interaction between government policies and economic incentives

Raza et al. (2024)	Understand environmental triggers on tourists' pro-environmental behaviors	Survey and statistical analysis	Environmental triggers significantly influence tourists' pro-environmental behaviors	Need for comprehensive analysis on the interaction between these triggers and social media influence
Robina-Ramirez et al. (2023)	Generate tourism managers' happiness through innovative tourism services	Mixed-method research and thematic analysis	Innovative and personal tourism services enhance managers' happiness and sustainable practices	Gap in understanding the role of service quality in sustainable tourism outcomes
Schönherr & Pikkemaat (2024)	Examine young people's sustainable tourism attitudes and behaviors	Survey and behavioral intention analysis	Young people exhibit strong sustainable tourism attitudes and intentions	Lack of integration of these attitudes with broader sustainable tourism strategies
Šegota et al. (2019)	Set future agendas in urban tourism research	Editorial review and thematic analysis	Identified key areas for future research in urban tourism including sustainability	Limited focus on technological advancements and their role in sustainable urban tourism
Sfodera et al. (2024)	Explore Generation Z's perceptions of sustainable tourism in developing countries	Survey and qualitative analysis	Generation Z perceives sustainable tourism positively and values eco-friendly travel	Insufficient exploration of how these perceptions can be utilised through technological and social media means
Tzanelli (2021)	Analyse post-viral tourism imaginaries	Thematic and narrative analysis	Highlighted changing tourist imaginaries and their implications for sustainable tourism	Need for further research on the interaction between these imaginaries and sustainable tourism practices
Viana-Lora et al. (2023)	Examine COVID-19 impact on tourist mobility	Systematic literature review	Identified shifts in tourist mobility and behavior due to COVID-19	Lack of research on integrating these shifts with sustainable tourism strategies
Wee (2019)	Transformative experience in educational travel for Generation Z	Qualitative analysis of travel stories	Educational travel significantly shapes sustainable behaviors and preferences of Generation Z	Gap in linking these experiences with broader sustainable tourism initiatives
Yeoman et al. (2015)	Explore New Zealand's sustainable tourism future	Scenario planning and qualitative analysis	Economic incentives and technological advancements play critical roles in shaping sustainable tourism futures	Need for detailed interaction analysis of these factors with government policies and stakeholder collaboration
Yorulmaz & Basol (2024)	Analyse yacht crews' perceptions of ethical and safety climate in Türkiye	Survey and psychological analysis	Ethical climate and safety significantly influence well-being and sustainable practices among yacht crews.	Limited exploration of the role of these perceptions in overall sustainable tourism service quality

The matrix titled “Table 1: Objectives, Methodologies, Findings, and Gaps Matrix” provides a comprehensive summary of the systematic literature review conducted on sustainable tourism practices. This matrix encapsulates critical details from various studies, including the authors and publication year, the objectives of each study, the methodologies employed, the key findings, and the identified research gaps. By organising the literature in this structured format, the matrix offers a clear and concise overview of how different research efforts contribute to understanding the impact of sustainable tourism practices on tourist behaviours, quality of life, and tourism services. It highlights the diverse approaches researchers have taken to explore this field, ranging from systematic reviews and empirical analyses to qualitative case studies and surveys. The findings section distils the essence of each study’s contributions, such as the role of environmental education, government policies, cultural engagement, and technological advancements in promoting sustainability. Furthermore, the gaps identified in the literature reveal areas where further investigation is needed, such as the interaction between social media influence and stakeholder collaboration or the combined effects of economic incentives and technological innovations. This matrix synthesises existing knowledge and underscores the multifaceted and dynamic nature of sustainable tourism, providing valuable insights for policymakers, practitioners, and future researchers aiming to enhance the sustainability of tourism practices globally.

b. Literature Review

Understanding the factors influencing sustainable tourism practices is essential for enhancing tourist behaviours and improving the quality of life and tourism services. This study systematically reviews the literature to identify key determinants that shape sustainable tourism practices and their subsequent effects. Several critical factors emerge as influential by analysing the comprehensive literature review matrix. Firstly, Environmental Awareness and Education play a pivotal role. Educating tourists about sustainable practices and the environmental impact of their actions fosters more responsible behaviours, as seen in studies by Buhalis et al. (2023) and Cavagnaro et al. (2018). Social media influence is another significant factor, as platforms promote sustainable tourism and positively influence tourist behaviours, as (Gulati 2022) highlighted.

Stakeholder Collaboration is essential for successfully implementing sustainable tourism, as Amoako et al. (2022) demonstrate through their analysis of stakeholder roles in Ghana. Similarly, Government Policies and Regulations shape the landscape of sustainable tourism by enforcing standards and promoting eco-friendly practices, as discussed by Portales (2015) and Yeoman et al. (2015). Economic Incentives and Funding also impact sustainable tourism practices. Financial support for green initiatives and sustainable infrastructure can drive better tourist behaviours and service quality, as noted by Costa et al. (2022). Moreover, Technological Advancements in tourism services, such as green technologies and digital innovations, play a crucial role, as explored by Sfodera et al. (2024).

The study also identifies Cultural and Community Engagement as a key factor. Engaging local communities in tourism activities and preserving cultural heritage contribute to sustainable practices, as illustrated by Hernández-Mogollón et al. (2020) and Petry et al. (2022). Tourist Demographics, including age and values, significantly affect sustainable behaviours, with Generation Z showing strong preferences for eco-friendly tourism, as discussed by Haddouche and Salomone (2018) and Wee (2019). Lastly, the Quality of Tourism Services impacts tourist satisfaction and willingness to engage in sustainable practices. High-quality services that align with sustainable principles can enhance the overall tourist experience, as Bilderback (2024) and Robina-Ramirez et al. (2023) noted.

By examining these factors collectively, the research provides a holistic view of the dynamics of sustainable tourism practices. This study offers valuable insights for tourism managers, policymakers, and service providers to promote sustainable behaviours and improve the quality of life and tourism services. These insights can help develop targeted strategies that enhance the efficiency and effectiveness of sustainable tourism management practices globally.

Table: 2 Literature Review Matrix

No	Author(s) and Year	Factors Previously Studied	Factors Currently Studied
		Environmental Awareness and Education	Quality of Tourism Services Technological Advancements Economic Incentives and Funding Stakeholder Collaboration Social Media Influence Tourist Demographics Cultural and Community Engagement Government Policies and Regulations
1.	Adli, A., & Chin, W. L. (2021)	✓	✓

2.	Alves, H., et al. (2019)			✓	✓		✓		✓
3.	Amoako, G. K., et al. (2022)	✓	✓	✓			✓		
4.	Baiocco, S., et al. (2023)	✓	✓	✓			✓		
5.	Bilderback, S. (2024)								
6.	Buhalis, D., et al. (2023)	✓	✓	✓			✓		✓
7.	Cavagnaro, E., & Staffieri, S. (2015)	✓		✓	✓				
8.	Cavagnaro, E., et al. (2018)	✓		✓	✓				
9.	Costa, J., et al. (2022)	✓	✓	✓			✓		✓
10.	Cozzio, C., et al. (2023)								✓
11.	Dini, M., et al. (2024)	✓	✓	✓			✓		✓
12.	Eusébio, C., et al. (2021)	✓	✓	✓			✓		
13.	Fauzi, M. A., et al. (2024)	✓		✓					
14.	Gulati, S. (2022)		✓				✓		
15.	Haddouche, H., & Salomone, C. (2018)			✓	✓		✓		
16.	Hernández-Mogollón, J. M., et al. (2020)								✓
17.	Petry, T., et al. (2022)			✓	✓		✓		
18.	Pongsakornrungsilp, P., & Pongsakornrungsilp, S. (2023)	✓	✓	✓			✓		
19.	Portales, R. C. (2015)	✓	✓	✓					✓
20.	Raza, S. A., et al. (2024)	✓	✓	✓			✓		
21.	Robina-Ramirez, R., et al. (2023)	✓		✓					
22.	Schönherr, S., & Pikkemaat, B. (2024)	✓	✓	✓	✓				
23.	Šegota, T., et al. (2019)		✓	✓					✓
24.	Sfodera, F., et al. (2024)				✓	✓	✓	✓	✓
25.	Tzanelli, R. (2021)	✓	✓	✓					
26.	Viana-Lora, A., et al. (2023)	✓		✓					
27.	Wee, D. (2019)	✓		✓	✓				
28.	Yeoman, I., et al. (2015)	✓	✓	✓			✓	✓	✓
29.	Yeoman, I., et al. (2015)	✓	✓	✓			✓	✓	✓
30.	Yorulmaz, M., & Sevinc Basol, F. (2024)	✓		✓					✓

c. Explanation of the Literature Review Matrix

The literature review matrix provides a comprehensive overview of the factors influencing sustainable tourism practices, tourist behaviours, quality of life, and tourism services. It organises the studied factors into key categories: Environmental Awareness and Education, Government Policies and Regulations, Cultural and Community Engagement, Tourist Demographics, Social Media Influence, Stakeholder Collaboration, Economic Incentives and Funding, Technological Advancements, and Quality of Tourism Services. This structured approach allows for a detailed examination of how different elements impact sustainable tourism. By categorising these factors, the matrix highlights the multifaceted nature of sustainable tourism practices and their interconnected impacts on various aspects of the tourism industry.

This comprehensive review not only identifies key themes and patterns in existing research but also underscores the importance of a holistic approach to understanding the sustainability of tourism practices. Each category in the matrix represents a critical dimension of sustainable tourism, reflecting the complex interplay between environmental, social, economic, and technological factors. This systematic organisation facilitates a clearer understanding of how these diverse

factors collectively contribute to sustainable tourism outcomes, providing valuable insights for policymakers, practitioners, and researchers. These insights aim to enhance sustainable tourism practices, improve the quality of tourism services, and ultimately benefit tourists and host communities.

i. Factors Previously Studied

To build a solid foundation for understanding sustainable tourism, it is essential to consider the factors that have been extensively studied in the existing literature. These factors provide a baseline of knowledge and highlight key areas traditionally recognised as important in promoting sustainable tourism practices. By exploring these factors, we can gain insights into established strategies and methodologies that have proven effective in enhancing the sustainability of tourism activities. The primary factors previously studied include Environmental Awareness and Education, Government Policies and Regulations, Cultural and Community Engagement, and Tourist Demographics.

1. Environmental Understanding and Awareness of Sustainability in Tourism

Extensive research has been conducted on the role of environmental awareness and understanding of sustainability practices in promoting sustainable tourism within the sector. Studies highlight the critical role of educating tourists and local communities about environmental conservation, which fosters responsible behaviours and supports the sustainability of tourism destinations. For instance, Adli & Chin (2021) emphasise the need for environmental education programs that raise awareness among tourists about the impact of their actions on the environment. Eusébio et al. (2021) further illustrate that increased environmental awareness leads to more environmentally responsible behaviours, significantly contributing to the preservation of natural resources and the overall sustainability of tourism destinations.

2. Government Policies and Regulations

Government policies and regulations have been thoroughly examined, revealing how strong regulatory frameworks are essential for enforcing sustainable practices within the tourism sector and ensuring compliance with environmental standards. Research by Amoako et al. (2022) and Buhalis et al. (2023) discusses the importance of government intervention in establishing and maintaining sustainable tourism practices. These studies highlight that effective policies can drive the adoption of sustainable practices, promote conservation efforts, and mitigate the negative impacts of tourism on the environment. Governments can play a pivotal role in fostering a sustainable tourism industry by implementing strict regulations and providing clear guidelines.

3. Cultural and Community Engagement

Cultural and community engagement has been a significant area of study, with research emphasising the benefits of involving local communities and preserving cultural heritage. This engagement enhances the sustainability of tourism practices and promotes economic and social benefits, thereby improving the quality of life. Studies by Alves et al. (2019) and Baiocco et al. (2023) examine how engaging local communities in tourism planning and decision-making processes can lead to more culturally sensitive and sustainable tourism practices. Portales (2015) highlights that preserving cultural heritage and involving communities in tourism activities can create a sense of ownership and responsibility, leading to better management and conservation of cultural resources.

4. Tourist Demographics

Tourist demographics, including age, nationality, and preferences, have been explored to understand how different groups perceive and engage in sustainable tourism. Research suggests that younger tourists, such as millennials and Generation Z, are more inclined to prioritise sustainability in their travel choices, reflecting a shift towards more environmentally conscious tourism behaviours. Cavagnaro & Staffieri (2015) and Haddouche & Salomone (2018) explore how demographic factors influence tourists' attitudes towards sustainability. These studies indicate that younger tourists are more likely to support and participate in sustainable tourism practices, driven by a greater awareness of environmental issues and a desire to contribute positively to their destinations.

ii. Factors Currently Studied

While significant progress has been made in understanding the foundational elements of sustainable tourism, it is equally important to explore emerging trends and contemporary issues shaping the future of the tourism industry. This section focuses on the factors currently being examined in the study of sustainable tourism practices. By investigating Social

Media Influence, Stakeholder Collaboration, Economic Incentives and Funding, Technological Advancements, and Quality of Tourism Services, this research aims to address emerging trends and contemporary issues in sustainable tourism. These factors are crucial in shaping the future of sustainable tourism, offering insights into how digital communication, collaborative efforts, financial strategies, technological innovations, and service quality considerations can enhance the sustainability and overall effectiveness of tourism initiatives.

1. Social Media Influence

Social media influence is increasingly recognised for shaping tourist behaviours towards sustainability. Platforms like Instagram, Facebook, and Twitter are powerful tools for promoting sustainable tourism practices and influencing tourist decisions by raising awareness about sustainability issues. Studies by Gulati (2022) and Sfodera et al. (2024) emphasise how social media can be leveraged to highlight the importance of sustainable tourism and encourage tourists to make environmentally friendly choices. These platforms enable real-time sharing of experiences and information, creating a global community of environmentally conscious travellers who can influence others through their actions and recommendations.

2. Stakeholder Collaboration

Stakeholder collaboration is another critical factor under the current investigation, highlighting the importance of cooperative efforts among government bodies, tourism businesses, and local communities in implementing sustainable practices. Collaborative approaches can lead to more effective and widespread adoption of sustainability initiatives. Research by Alves et al. (2019), Amoako et al. (2022), and Buhalis et al. (2023) discusses the benefits of involving multiple stakeholders in the planning and execution of sustainable tourism projects. By working together, stakeholders can pool resources, share knowledge, and coordinate efforts to achieve common sustainability goals, leading to more resilient and sustainable tourism destinations.

3. Economic Incentives and Funding

Economic incentives and funding are pivotal, with studies exploring how financial incentives and funding mechanisms can support sustainable tourism projects. Economic benefits, such as tax breaks or grants, can motivate stakeholders to invest in sustainable practices. Research by Yeoman et al. (2015) highlights the importance of economic incentives in encouraging tourism businesses to adopt environmentally friendly practices. These incentives can reduce the financial burden associated with implementing sustainable measures, making it more feasible for businesses to invest in sustainability and contribute to the overall goals of sustainable tourism.

4. Technological Advancements

Technological advancements are being utilised to promote sustainable tourism, with innovations like eco-friendly technologies and digital tools enhancing resource efficiency and reducing the environmental footprint of tourism activities. Studies by Sfodera et al. (2024) and Yeoman et al. (2015) explore how technology can be leveraged to improve the sustainability of tourism operations. Innovations such as energy-efficient infrastructure, waste management systems, and digital platforms for monitoring and managing tourism impacts can significantly contribute to reducing the environmental impact of tourism and promoting more sustainable practices.

5. Quality of Tourism Services

Sustainable practices significantly influence the quality of tourism services. Research indicates that sustainable tourism practices preserve natural and cultural resources and enhance the visitor experience, leading to higher satisfaction and loyalty among tourists. Studies by Alves et al. (2019), Cozzio et al. (2023), and Yorulmaz & Basol (2024) discuss how integrating sustainability into tourism services can improve service quality and visitor satisfaction. By offering environmentally friendly and culturally sensitive tourism experiences, destinations can attract more tourists and build a loyal customer base that values sustainability. These current studies aim to address gaps in the literature and provide a more comprehensive understanding of sustainable tourism's dynamic and multifaceted nature.

5. Gaps within the Literature

Although extensive research exists on sustainable tourism practices, significant gaps remain in understanding the interactions and influences of specific factors on tourist behaviours, quality of life, and tourism services. Addressing these

gaps is crucial as the interplay of multiple factors can significantly shape the outcomes of sustainable tourism initiatives, affecting both their effectiveness and the overall benefits they deliver. Identifying these gaps allows for a more comprehensive approach to promoting sustainable tourism and ensures that future research can address overlooked areas and provide more robust, actionable insights.

a. Specific Gaps Identified

Research highlights the importance of environmental awareness and education (Adli & Chin, 2021; Eusébio et al., 2021) and the role of government policies (Amoako et al., 2022; Buhalis et al., 2023). However, there is a limited exploration of how these factors interact with technological advancements and social media influence. Additionally, the interaction between government policies, economic incentives, and funding mechanisms remains underexplored. Studies on cultural and community engagement (Alves et al., 2019; Baiocco et al., 2023) do not account for demographic shifts among younger generations. While younger tourists' preferences for sustainability are documented (Cavagnaro & Staffieri, 2015; Haddouche & Salomone, 2018), there is insufficient analysis on leveraging these preferences through targeted social media campaigns and technological innovations.

i. Gap 1: Combined Impact of Multiple Factors

A significant gap lies in understanding the combined impact of multiple factors such as social media marketing activities influence, stakeholder collaboration, and technological advancements. Addressing these factors in isolation does not provide a comprehensive picture of the challenges and opportunities within sustainable tourism destinations.

ii. Gap 2: Interactions Between Specific Factors

Existing research often overlooks how specific factors interact with each other to influence sustainable tourism destinations. For example, how does the influence of social media combine with economic incentives to drive sustainable tourist behaviours? Similarly, the interplay between stakeholder collaboration and technological advancements in implementing sustainable practices needs further exploration. In addition, there is a lack of clarification on the moderating role of companion preferences in branding the destination image, which may strengthen the tourism destination's attractiveness.

iii. Gap 3: Context-Specific Insights

While many studies provide general insights into the factors influencing sustainable tourism, there is a lack of context-specific research focusing on different geographical and cultural settings. Understanding how these factors play out in various contexts is crucial for developing tailored strategies.

b. Addressing the Gaps

To comprehensively address the identified gaps in sustainable tourism research, future studies should adopt several complementary approaches:

i. Integrated Approach

An integrated approach simultaneously examines the combined effects of multiple factors on sustainable tourism. This approach seeks to understand how diverse elements, such as social media influence, stakeholder collaboration, economic incentives, technological advancements, and quality of tourism services, work together to shape sustainable tourism outcomes. By considering these factors, researchers can gain a holistic view of the dynamics and complexities involved rather than studying each factor in isolation.

ii. Interaction Analysis

Interaction analysis focuses on understanding how specific factors interact with each other to influence sustainable tourism outcomes. This involves exploring how social media influence might be amplified by economic incentives or how stakeholder collaboration can enhance the effectiveness of technological advancements. This analysis provides deeper insights into the synergies and trade-offs between different factors, helping to identify the most effective combinations for promoting sustainable tourism.

iii. Context-Specific Research

Context-specific research addresses the unique cultural, economic, and political environments in different geographical locations. It recognises that the impact of sustainable tourism practices can vary widely based on local contexts. For example, effective government policies in one country may not be applicable in another due to different socio-economic conditions or cultural values. Context-specific research provides tailored insights and recommendations relevant to each region's specific needs and challenges.

iv. Moderating and Mediating Effects

Exploring moderating and mediating effects involves examining how certain factors influence the relationship between other variables in sustainable tourism. A moderating effect might occur when the strength or direction of the relationship between two variables changes depending on a third variable. For example, digital literacy might moderate the impact of social media on sustainable tourist behaviours. A mediating effect, on the other hand, occurs when a factor explains the mechanism through which one variable affects another. For instance, environmental education might mediate the relationship between social media campaigns and sustainable tourist actions. Understanding these effects can provide nuanced insights into the mechanisms driving sustainable tourism.

c. Integrated Approach to Multiple Factors

Future research should adopt an integrated approach to examine the combined effects of multiple factors on sustainable tourism. Studies should explore how interactions between social media influence, stakeholder collaboration, economic incentives, technological advancements, and quality of tourism services can jointly influence sustainable tourism outcomes. This approach can provide a more holistic understanding of the complexities of promoting sustainable tourism practices.

d. Interaction Analysis of Specific Factors

Detailed interaction analysis of specific factors is needed to understand their combined impact on sustainable tourism. For example, investigating how social media influence can be amplified by economic incentives or how stakeholder collaboration can enhance the effectiveness of technological advancements can offer deeper insights into promoting sustainable tourism effectively.

e. Contextualised Research for Different Regions

Conducting context-specific research focusing on different regions is essential. This includes examining how unique socio-economic conditions, cultural values, and levels of technological adoption influence the factors leading to sustainable tourism outcomes. Such research can inform tailored strategies to address these challenges and opportunities in specific contexts, enhancing the relevance and impact of sustainable tourism practices.

f. Moderating and Mediating Effects

Exploring certain factors' moderating and mediating effects can enhance understanding of their roles in influencing sustainable tourism. For instance, investigating how digital literacy and environmental education moderate the relationship between social media influence and sustainable tourist behaviours can provide actionable insights for policymakers and practitioners. By addressing these gaps, future research can contribute to a more nuanced understanding of sustainable tourism's dynamic and multifaceted nature and help develop more effective strategies to enhance its positive impacts on tourist behaviours, quality of life, and tourism services.

6. Conclusion

This systematic literature review has identified and analysed key factors influencing the impact of sustainable tourism practices on tourist behaviours, quality of life, and tourism services. The study highlighted the importance of environmental awareness and education, government policies and regulations, cultural and community engagement, and tourist demographics. Additionally, it addressed emerging dimensions, including social media influence, stakeholder collaboration, economic incentives and funding, technological advancements, and the quality of tourism services. This comprehensive understanding of the factors contributing to sustainable tourism offers valuable insights for stakeholders

aiming to promote responsible tourism practices that benefit tourists and host communities. By synthesising these elements, the research underscores the necessity of a multifaceted approach to fostering sustainability in tourism.

The primary contribution of this study lies in its exploration of the combined and interactive effects of multiple factors on sustainable tourism outcomes. By focusing on how these factors interplay, the research provides a nuanced understanding that can inform the development of more effective strategies to enhance sustainability in tourism. This study not only fills critical gaps in the literature but also offers practical recommendations for policymakers, tourism practitioners, and researchers on holistically addressing these factors to improve tourism services and quality of life. Emphasising the integration of emerging trends like social media and technological advancements with traditional factors such as education and policies, the study suggests a more cohesive framework for promoting sustainable tourism.

Despite its contributions, this study has several limitations. The reliance on open-access articles from Scopus and Web of Science databases may have excluded relevant studies published in other databases or behind paywalls, potentially limiting the comprehensiveness of the review. Additionally, the findings may be context-specific, and their applicability to other regions with different socio-economic and cultural conditions may be limited. Future studies should consider a broader range of databases and include other geographical contexts to enhance the generalizability of the results. Moreover, empirical research is needed to validate the findings of this literature review and explore the specific mechanisms through which these factors influence sustainable tourism. Longitudinal studies could provide deeper insights into the evolving impact of these factors on tourism outcomes over time. Furthermore, future research should investigate the interplay between these factors and other potential moderators factors, such as companion preferences, digital literacy and stakeholder engagement, to develop more robust strategies for promoting sustainable tourism destinations in diverse contexts, specifically in the Saudi context. The field can move towards more effective and resilient tourism practices through continued investigation and adaptation.

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