Tourism Research is an Academic Field or a Multidisciplinary Subject, a Systematic Literature Review on Theoretical Development in Tourism Research

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ABSTRACT

The relatively short history of tourism research is characterized by an ongoing debate on whether tourism is an independent academic field or an independent field of research with sole characteristics. In scientific research, tourism has been approached by different disciplines using different theoretical backgrounds and methods. That could conclude that tourism, lacking its theory and method, is merely a research object. This study is formulating the overall theoretical development of tourism research. For this purpose, two reputed databases, web of science and Scopus, are select to review the literature. Quality assessment criteria of inclusion and exclusion are followed by PRISMA statement 2015 for better results. The final 47 studies are selected after the comprehensive process. The classification of literature is a critical phase, and theories are used in tourism research are discussed in detail, and social exchange theory, theory of planned behavior, and tourism theories are more commonly discussed in the literature. The bibliometric analysis is done to find the collaborations on citations and co-occurrence of the author's keyword in the literature used. Finally, the study's findings show that tourism research is about the theories that are the focus of the literature. The surfacing of the literature is strongly recommended that the tourism research is individual discipline.

Keywords: Theoretical development; Tourism; TPB.

JEL Classification: C1, L2

La Investigación Turística es un Campo Académico o una Materia Multidisciplinar, una Revisión Sistemática de la Literatura sobre el Desarrollo Teórico en la Investigación Turística

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RESUMEN

La historia relativamente corta de la investigación sobre el turismo se caracteriza por un debate permanente sobre si el turismo es un campo académico independiente o un campo de investigación independiente con características únicas. En la investigación científica, el turismo ha sido abordado por diferentes disciplinas utilizando distintos fundamentos teóricos y métodos. De ello podría concluirse que el turismo, al carecer de teoría y método, es un mero objeto de investigación. En este estudio se formula el desarrollo teórico global de la investigación turística. Para ello, se seleccionan dos reputadas bases de datos, web of science y Scopus, para revisar la literatura. Los criterios de evaluación de la calidad de la inclusión y la exclusión son seguidos por la declaración PRISMA 2015 para obtener mejores resultados. Los 47 estudios finales se seleccionan después del proceso exhaustivo. La clasificación de la literatura es una fase crítica, y las teorías se utilizan en la investigación del turismo se discuten en detalle, y la teoría del intercambio social, la teoría del comportamiento planificado, y las teorías del turismo se discuten más comúnmente en la literatura. El análisis bibliométrico se realiza para encontrar las colaboraciones en las citas y la co-ocurrencia de la palabra clave del autor en la literatura utilizada. Por último, las conclusiones del estudio muestran que la investigación sobre el turismo gira en torno a las teorías en las que se centra la literatura. Se recomienda encarecidamente que la investigación en turismo sea una disciplina individual.

Palabras clave: Desarrollo teórico; Turismo; TPB.

Clasificación JEL: C1, L2

1. Introduction

The importance of tourism developing the economies and community living the tourism destinations is a hot topic for the researchers. However, places turn into tourist destinations; their inhabitant's life is undoubtedly affected in both manner, positive or negative (Pera, 2017). Tourism behavior researchers believe that destination development also opens opportunities and value for the inhabitants around the tourism destinations. Sometimes cultural and customs-related miner issues occur, but the economic prosperity of the tourism destinations change the minds of the community (Prat Forga & Cànoves Valiente, 2017). According to Sifolo (2020), Tourism is recognized as an agent of social and cultural change. It has been identified as a force for cultural enrichment and rejuvenation of territories that develop the pro-tourism behavior among all the critical payers related to tourism. However, residents' personality and their perspectives about the community and those visiting can play an essential role in forming overall support for tourism development. The highly influential and integral part of tourism behavior is resident's perception and attitude. According to Sharpley (2014), fundamental to the successful development of tourism is the balanced or harmonious relationship between tourists, the people and places they encounter, and the organizations and businesses that provide tourism services. That is forming a better position for sustainable tourism in recent times. However, sustainable tourism behavior is also a more significant challenge for destinations and researchers due to very few existing pieces of literature available (Budeanu, 2007). Tourism behavior development is in tourism research is strengthen with the theoretical foundation is an essential topic in the last decades and researchers believe that the tourism behavior field is mainly dependent on the theoretical models and framework. The data analysis is involved in very few studies (Žabkar, Brenčič, & Dmitrović, 2010).

However, the development of behavior towards tourism in the research is supported by the theoretical background (Moghavvemi, Woosnam, Paramanathan, Musa, & Hamzah, 2017). Many different theories are developed to measure and investigate the involvement of the stakeholders in tourism behavior. Theoretical development in tourism is an integral part of tourism researchers, and many theories are developed over the years (Shariff & Abidin, 2013). Furthermore, despite the significant attention paid by tourism academics and practitioners to tourism development in recent years, many tourism researchers believe that tourism development has not enough theoretical support for the tourism behavior of the residents, tourists, and other essential players within the tourism destinations (Sharpley, 2000).

This study aims to provide the theoretical development in the tourism behavior foundation and overview of the existing literature published on tourism behavior. The study's contribution is to overview the comprehensive analysis of the literature and critically evaluate the theoretical development in the research. However, this study will also identify the theories related to tourism and researchers supported for the area in which they apply for the theoretical support. Although tourism is gradually developing, and challenges are also higher for the researchers in tourism. In that context, this study will give a future agenda for the researchers to find the direction of theoretical development in tourism behavior.

Furthermore, this study also reviews the conceptualization of tourism behavior in recent decades and how sustainable tourism behavior is emerging from past and researcher's opinions towards the conceptualization of tourism behavior. For that purpose, existing literature will be review and shortlisted through a robust screening process and apply the PRISMA statement 2009 for the quality assessment criteria. The Scopus database is based on many reputed journals in the tourism and social sciences field. This study mainly concerns the tourism literature and social science field using the theoretical models for the research.

2. Materials and Methods

The theoretical development of tourism is one of the essential topics in the field of tourism research. The study used a systematic literature review (SLR) approach to examine the previous

literature (REYES, 2015). To illustrate the general process of picking and rejecting articles for the tourism review, the PRISMA framework templet is employed. The PRISMA declaration aids the researcher in improving the review paper's reporting. The review is limited to published literature in the Scopus and Web of Science databases. The keyword used "tourism" AND "theories" to access the literature. A total number of 6,336 articles were listed on an initial search. The search was then narrowed to the subject areas to Business, Management and Accounting, Social science, and earth Environmental Science; the total number of research articles was 5,162.

The study is based only on articles, while review papers, chapters, and conference papers are not included. However, with

in the databases, all published papers have keywords option, and the search option is used for the more purification and used keyword Social Theory, Social Exchange Theory, Theory Of Planned Behavior, Grounded Theory, Theory, Game Theory, Theory Of Planned Behavior, Economic Theory, System Theory, Actor-network Theory, and Decision Theory. The results are 793, and only published papers are selected for the study that remains 777 papers. For maintaining the quality of the review, every kind of duplication is checked very thoroughly. The other significant problem was the citation checking during the study, and the process citation is checked very strictly, and a minimum of 80 times cited paper is included in the study. Abstracts and conclusions of the articles are checked deeply for the analysis and purification of the articles to make sure at the possible level. A careful evaluation of each research paper was carried out at a later stage. The following exclusion criterion was to limit the papers published in the English language only. There was 1 article in the non-English language and was excluded from the study. Furthermore, after the filtration of duplicate records, nine more articles are removed from the study. We selected 47 articles after assessing each article on the inclusion and exclusion criteria. Figure 1 shows the literature inclusion and exclusion at every stage.

Figure1: PRISMA 2009 selection and rejection criteria
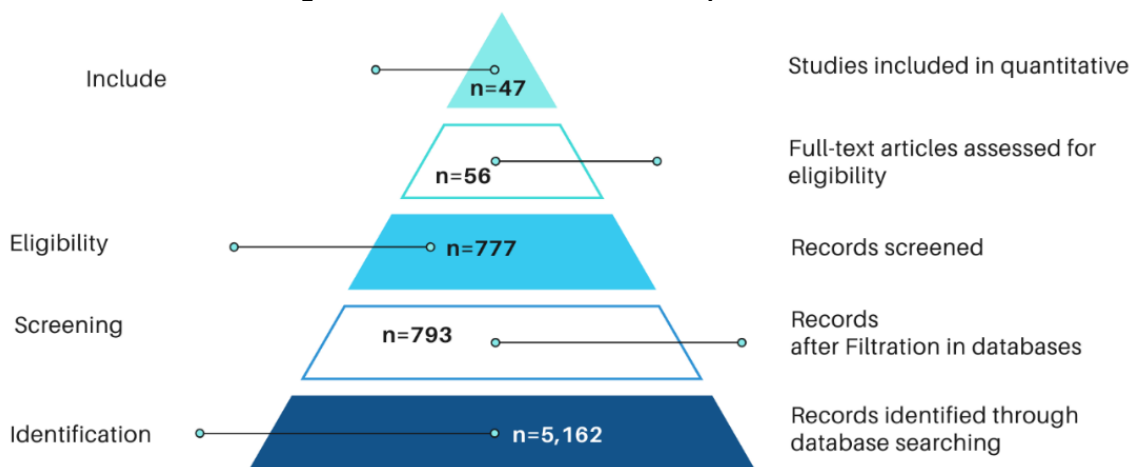

3. Descriptive Analysis

We selected 47 articles after a careful inclusion and exclusion process. Only original articles and written in the English language available in SCOPUS and Web of Science (WoS) databases were included in the review.

The distribution of the studies based on subject categories indicated that the Business, Management, and Accounting is contributed to the highest number with 18 articles included in the current study for review. The second-largest papers were selected from the subject of Social Sciences with 17 from each subject. The third-highest number of articles is included from the Environmental Science that is 12. Figure 2 is showing the results of the subject-wise selection of the articles for the current study.

Figure 2: Subject Base Distribution
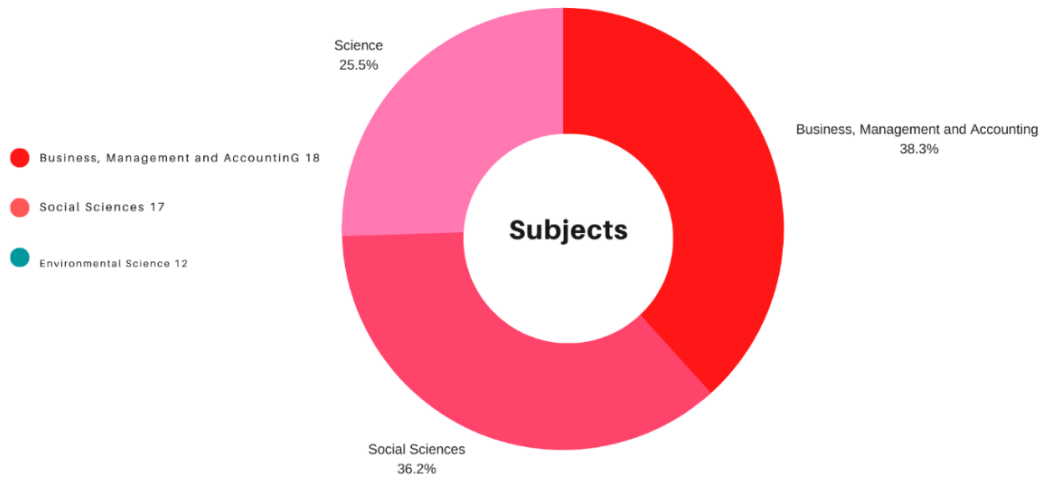
The study is not focusing on the specific time frame for the articles published in which year. The primary purpose of the year-wise distribution is to understand the number of publications in a year selected and fulfill the criteria for the review. Figure 3 depicts a year-by-year graph of publications from various years. The year 2012 contributed the most articles, with seven in a single year. With five articles about tourism behavior, the year 2011 ranks second on the list. The year 2010, 2009, 2008, and 2005 contributed to the four studies each year. So, the number of contributions in the recent past is high rather than in the past.

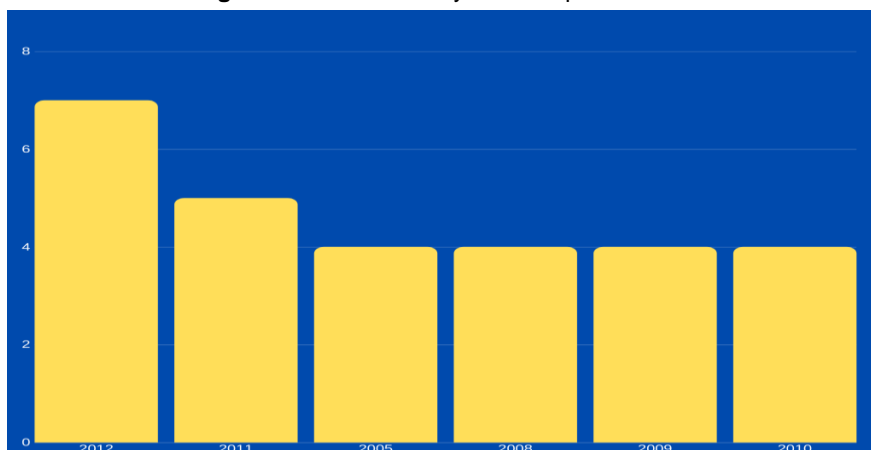**Figure 3:** distribution of year base publications

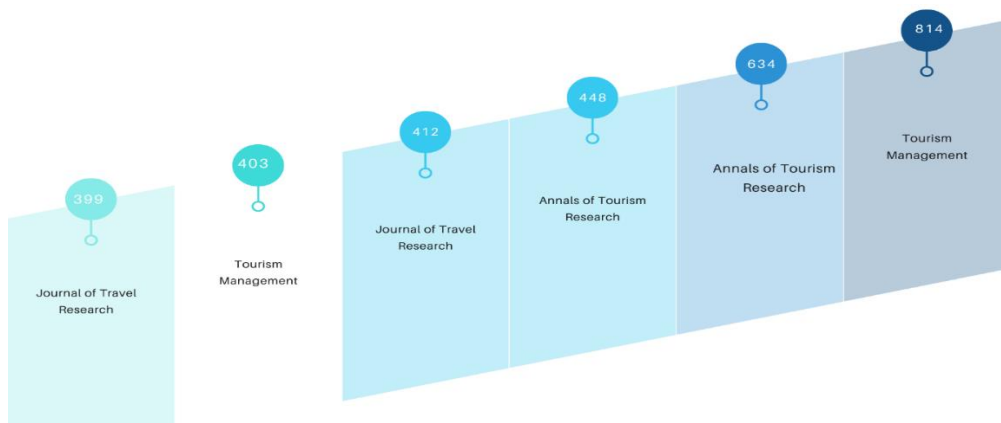**Figure 4:** Distribution of cited papers with journal wise

Figure 4 indicates the highly cited papers. The article "Event tourism: Definition, evolution, and research" cited 814 times in Tourism Management, the article "Residents' perceptions of community

tourism impacts" cited 634 times and published in Annals of Tourism Research. The figure is showing the detailed citation report of the studies included in the current study.

This study also screens the journal base publications, and most studies are contributed by Annals of Tourism Research by 17 studies, and second, the Tourism Management contributes most studies with 14 studies. Further details of the journal base publications are shown in figure 5.

Figure 5: Journal base distribution of articles
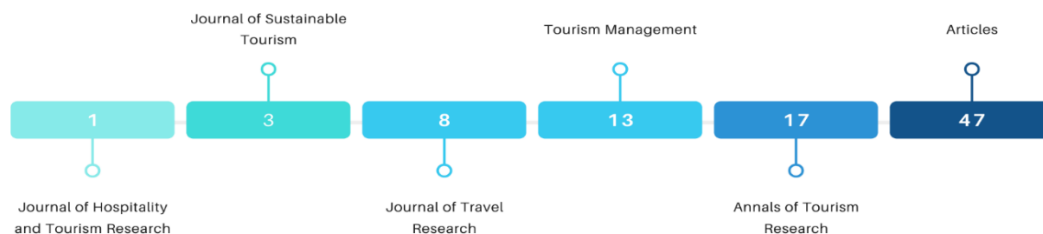
4. Conceptualizing of Tourism Behavior

Most of the literature criticizes the tourism field due to being theoretical because of the poverty tourism theory. Poverty theory is influenced by economic and policy research constructed with the statistical analysis and developing the map on the cultural and social theories (Dritsakis, 2004). However, literature criticizes tourism as a too theoretical and low number of empirical case studies conducting tourism theory in tourism-related and subfields (Croes & Vanegas, 2008). At the same time, many tourism researchers and scholars cannot maintain the balance in theory and data analysis related to tourism research (Dann et al., 1988). Furthermore, in the writer's opinion, on the world scene, tourism research is also very much ignored and unappreciated by the history and contemporary relevance industries (R. Butler, 2015). Leigh, Webster, & Ivanov, (2012) tourism research and academics are studied under the business almost two or more decades and treated as unimportant, lightweight, and most importantly, out of place research quality. However, the concepts of model and theories are used in tourism research by the researchers. The years saw the early development in research, theory, concept, and related literature were followed (R. W. Butler, 1999). In recent decades, the characterized tourism research reflects multidisciplinary subject research, borrowing the concepts and models from established disciplines and applying them in tourism research(Bramwell, 2015). Perhaps, tourism research is adopting ideas and concepts from a different field; maybe the realities related to tourism are ignored and differences from the other aspects like human and social-economic behavior (Ryan, 2010). Wiens & Graham (2005) argue that the concepts, frameworks, and ideas established in individual subject fields may combine storage and bridging devices (Wiens & Graham, 2005). They have the potential function of keeping the summarized results of work in one research area in the form of theoretical notions that can later be transferred to others, thus acting as bridges between research areas.

However, sustainability is purely related to tourism research, and the majority of current tourism research is in the two areas. Aramberri & Liang (2012) described tourism's social/cultural theories and management aspects from the 'two blades of scissors analogy. Some of the confusion over tourism development is the consequence of believing that whatever occurred before the advent of what is now known as mass tourism was not tourism. Alarmingly, according to some, mass tourism is perceived to have started just half a century ago or so. Perhaps even more alarmingly, mass tourism itself is perceived by some to have begun only half a century or so ago. It has recently been described (Liu, 2003).

5. Theoretical Development in Tourism Behaviour

5.1. Social Exchange Theory

In the classification of theoretical development of the literature, most of the literature is grounded with the social exchange theory. That is used in many different perspectives of tourism behavior development. Most literature in theoretical development in tourism behavior related to the social exchange theory talks about the resident's perceptions of tourism. Social exchange theory is defined by Ap (1992) as "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation." According to Butler (2015), finding with the social exchange theory showed perceived better and residents' perceived benefits significantly influence positive impacts of volunteer tourism activities. The volunteer activities of tourism and cultural understanding were also showed significantly in the study using social exchange theory. However, the findings of the Nunkoo & Ramkissoon (2012) findings of the SET are different, and residents' support for tourism using the social exchange theory have failed to consider these constructs simultaneously. The author concluded that many scholars and researchers are developed models for community development with the SET; trust is the most critical variable considered by the researchers' findings in the social exchange theory-based models. Wang & Pfister, (2008) earlier recommended that SET use in many fields and disciplines like economics, sociology, and social psychology with the tourism that is building the social relations with the exchanges that occur with them. The study's final findings suggested that the residents' favorable attitude is vital for tourism development and significantly increases social values. However, SET mainly literature is related to community perceptions and social values about tourism.

The use dominates most literature about the social exchange theory for implicitly and explicitly, the predominant bases. The proper concern of the theory is to understand the exchange of resources between individuals and groups in a particular situation (Andereck, Valentine, Knopf, & Vogt, 2005). When the perspective of SET is in tourism, an individual attitude towards the tourism industry, support for the development and use for the development of the community, exchange of values must be for the development of the residents and to serve and promote the tourists (Mcgehee & Andereck, 2004). Látková & Vogt, (2012) argue that the SET model for the residence attitudes towards tourism and the individual benefits from the perceptions are not related to the resident's advantage except education and gender. However, the findings related to the resident's attitude with the social exchange theory principles are that residents perceive tourism on average greater social and economic advantages than many do not have any benefits after the residents have a positive attitude towards tourism (Andriotis & Vaughan, 2003). Furthermore, tourism and residents involved in or not social exchange theory have provided a solid theoretical ground. However still, there are weaknesses in the theory and its applications by researchers (Nunkoo & Gursoy, 2017).

According to (Jurowski, Uysal, & Williams, 1997), the Social exchange doctrine suggests that individuals will engage in exchanges if (1) the resulting rewards are valued, (2) the exchange is likely to produce valued rewards, and (3) perceived costs do not exceed perceived rewards. So, the study results concluded that residents involved in tourism and exchange favorable toward tourism are more beneficial and get advantage from tourism. However, social exchange theory is related to developing a theoretical model towards tourism and individual to group involvement in tourism development. The tourism development moving forward sustainable tourism development is another critical element related to the SET. Some of the literature also highlighted the importance of sustainable tourism development with social exchange theory. Sustainable research has many issues about community involvement, planning, and environmental sustainability. Almost every issue is related to the attitude toward tourism. The findings of Social exchange theory and sustainable tourism are that the residents appreciate the importance of environmental sustainability and community involvement in tourism sustainability. Most community residents understand the value of protecting the environment, upholding proper standards and regulations, and creating positive environmental ethics. Finally, the literature is demonstrated about the resident's perceptions and attitudes towards tourism with the

social exchange theory. Some of the literature is also researched the sustainable tourism perspective and environmental concerns of residents in recent years.

Table1: Social exchange theory

Authors	Year	procedures	Settings	Findings
Andriotis K., Vaughan R.D.	2003	attitude statements	Education and employment	The findings of the study are discussed with reference to the social exchange and the social representations theories and the conclusions of the study are provided.
McGehee N.G., Andereck K.L.	2004	predicting attitudes	tourism planning	Findings indicated that in general, personal characteristics did not predict attitudes toward tourism, but community dependence on tourism was a predictor
McGehee N.G., Andereck K.	2009	attitudes	residents' perceptions	Results indicate mixed support for social exchange theory of community stakeholders in the volunteer tourism development process.
Jurowski C., Gursoy D.	2004	theoretical model	homes and tourism attractions	Environmentally sensitive residents who lived closest to the site were more supportive of tourism than more distant residents.
Nunkoo R., Ramkissoon H.	2012	community support	perceived benefits	The practical implications of the findings and the limitations of the study are discussed.
Bramwell B.	2011	governance of tourism	review	These perspectives and themes are directions for future research on governance, the state and sustainable tourism.
Jurowski C., Uysal M., Williams D.R.	1997	influence factors	theoretical paradigm	The analysis demonstrates that potential for economic gain, use of the tourism resource, eccentric attitude, and attachment to the community.
Wang Y., Pfister R.E.	2008	residents' attitudes	residents' perceptions	the data lend support for social exchange theory and improve its understanding in tourism investigations.
Látková P., Vogt C.A.	2012	attitudes	tourism development	After considering the level of tourism development in conjunction with the total economic activity, residents of the three county-level areas showed.
Choi H.C., Murray I.	2010	tourism development	sustainable tourism	The findings revealed that three major components of sustainable tourism, namely long-term planning, full community participation and environmental sustainability within tourism
Andereck K.L., Valentine K.M., Knopf R.C., Vogt C.A.	2005	impact on communities	tourism's negative consequences	Those who feel tourism is important for economic development, benefit from it, and are knowledgeable about the greater positive impacts.
Madrigal R.	1993	community tourism development	perceptions	Results indicate that differences existed between cities, and that balance of power measures were significant predictors of perceptions. Implications are discussed

5.2. Theory of Planned Behaviour (TPB)

The theory of planned behavior is the second most literature contributed theory in the current study; TPB has been applied to various social behaviors with robust predictive utility (Ajzen, 1991). TPB usually is focusing on developing behavior with the help of other variables. The theory of planned behavior is an extension of the Theory of Reasoned Action. However, in the current study and the perspective of tourism behavior, most of the research is related to tourism intentions. Choi & Murray (2010) conducted a study to find the behavioral intentions of travelers with the help of the theory of planned behavior. This study demonstrated the partial utility of TPB as a conceptual framework for predicting the behavioral intention of choosing a travel destination among the different destinations. Attitude, perceived behavioral control, and past behavior was found to be related to the behavioral intention of choosing a travel destination. Theoretical and marketing implications were derived— findings of the study conducted about the consumer's intention of online buying. The study uses the Theory of Planned Behaviour and Theory of Reasoned Action, the Technology Acceptance Model, and the Innovation Diffusions Theory. The empirical study is conducted to find online buy intentions of travelers. Online travel intentions are dependent variables in the model derived from the theory of reasoned action, and that posits that behavioral intentions, rather than attitudes, are the main predictors of actual behavior. The findings of the study support that perceived risk play a vital role in purchasing travel online (Choi & Murray, 2010). Another study on online consumer prospective is also developed the theoretical model in wine online buying intention. Thus, within the context of wine tourism, it is vital to understand better how consumers might value the myriad of experiences available within wine tourism. Primarily research is conducted with the help of TPB to predict intentions into the actual behavior (Lockshin & Corsi, 2012). However, pro-environmental behavior context is also to load the green and sustainable environment intentions merging the value belief theory and theory of planned behavior into one theoretical framework used. The study results prove the hypothesis

relationship among the variables significantly, and the role of attitude perceived behavioral control is essential toward the pro-environmental behavioral intentions (Han, 2015).

Furthermore, the theory of planned behavior is used in alternative tourism from the context of mass tourism. Alternative tourism, precisely the ecotourism behavior toward the conservation of the natural environment and education of the tourists, is playing a vital role (Lee, 2009). According to TPB, tourism behavior is gradually developed, and attitude, subjective norms, and perceived behavior trigger the intention, and actual behavior is formed due to the intention. Many different tourism-related types of research follow the pattern for developing sustainable tourism behavior in the research models (Dixit, Jyoti Badgaiyan, & Khare, 2019). However, electronic word of mouth is also significant for tourism behavior in the tourism industry. According to TPB, one's attitude toward a behavior, coupled with prevailing subjective norms and perceptions of behavioral control factors, influences an individual's intention to perform a given behavior. However, the recent developments of the literature also include electronic word of mouth. The consumer's behavior in the era of high-rated technologies and advanced development of choices in the tourism industry develop the destinations choices more relaxed and comfortable for the travelers. The e-WOM among tourists has a significant, positive, and direct impact on attitude toward visiting Isfahan, subjective norm and perceived behavioral control. It also has a substantial impact on the intention to travel (Jalilvand & Samiei, 2012). According to Sparks & Pan (2009), the theory of planned behavior (TPB) is an established theoretical model explaining the relationship between consumers' beliefs, attitudes, intentions, and behaviors. Study findings show the results that whereby attitude seems to have little impact on travel intentions. Thus, it might well be that for travel behavior, prospective tourists place greater importance on social norms or perceived control factors than attitudes.

Table 2: Theory of planned behavior (TPB)

Authors	Year	Procedures	Settings	Findings
Lam T., Hsu C.H.C.	2004	Attitude	behavioural intention	Recommendations were provided for government and tourism bodies to market Hong Kong as a destination for Mainland Chinese travellers.
Sparks B., Pan G.W.	2009	attitudes	outbound tourists	The evidence obtained suggests that television programs are an important source of information used by Chinese people to learn about target destinations. The role of the Internet as an information source was also shown to be substantial and stands to have a stronger impact over time
Lam T., Hsu C.H.C.	2006	travel destination	travel intentions	The data fitted the TPB model moderately well. Attitude, perceived behavioural control, and past behaviour were found to be related to behavioural intention of choosing a travel destination. Theoretical and marketing implications were derived
Quintal V.A., Lee J.A., Soutar G.N.	2010	Online consumer	intentions	Finally, perceived risk influenced attitudes toward visiting Australia in South Korea and Japan, while perceived uncertainty influenced attitudes toward visiting Australia in South Korea and China and perceived behavioural control in China and Japan.
Han H.	2015	non-green alternatives tourism	pro-environmental intentions	Findings also supported the hypothesized relationships among study variables, identified the prominent role of awareness of consequences and normative process in generating intention, and verified the mediating impact of study variables
Sparks B.	2007	attitudinal	tourist intentions	The findings have implications for predicting and promoting future wine tourism
Jalilvand M.R., Samiei N.	2012	television advertising	word of mouth	There has been a lot of marketing research on eWOM but none has focused on covering eWOM in tourism industry and its impact on tourism destination choice by adding new dimension of eWOM to the theory of planned behaviour.

5.3. Stakeholder theory & Grounded theory

Social exchange theory and Theory of Planned behavior mainly focus on attitude, intentions, and behavior, usually regarding the resident's perspectives towards tourism behavior. However, initiating the stakeholder theory Freeman (1984) suggests that organizations are considering their association with different individuals, groups, consumers, intermediaries, internal and external forces (government and community representatives), and organization employees. In the current study,

literature is related to green travel's environmental sustainability and advancement with tourists and community involvement. Sautter & Leisen (1999) suggested that sustainable development is viable with all critical stakeholder involvement, and all planning authorities actively involve those stakeholders agreeing with a strategic orientation towards sustainable tourism. Furthermore, the literature is also supporting destination management with the involvement of stakeholders, and all key players are contributing to the destinations of tourism. When all stakeholders are involved in making progress towards tourism destinations sustainable, that also generates responsible behavior among the tourists are visiting the destinations (Sheehan & Ritchie, 2005). Ryan (2002) also uses the management theories to develop sustainability on the tourism destinations with the stakeholder theory. Sustained value creation-related research is minimal as a purpose. While stakeholders and managers working with tourism are trying to indulge value for the environment, society, the business community, and visitors of ethical objectives. The study's findings are shown many issues related to the power structure among the stakeholders related to sustainability. Notably, both the stakeholder and sustained value creation theories highlight the problems and develop a consistent understanding among the key players in tourism.

Furthermore, the Grounded theory uses the research as a middle-range approach having the standard method based on systematic and organized guidance to collect data for analysis. The conceptualization of the grounded theory approach is reflecting fundamentally on the analysis of empirical data. The researchers can establish theory and develop the data analysis using grounded theory (Viola & Tamás, 2018). The first study used the grounded theory is from a china perspective and conducted the interviews for the data collection. The background of the study is to motivate the Chinese seniors for tourism. The study suggests four propositions to motivate the Chinese seniors, and results are related to the sign with the propositions. However, in the literature, the grounded theory is also evidence of local food and beverage consumption on the tourist destinations. The study interviews the 20 respondents with the basic concept of the grounded theory approach in experiencing the local food consumption. Results outcome and findings are showing nine different motivating reasons for pleasuring and enjoying the visiting experience. The outcomes are escaping routine, health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, and physical environment (Kim, Eves, & Scarles, 2009).

Table 3: Stakeholder theory & Grounded theory

Authors	Year	Procedures	Settings	Findings
Ryan C.	2002	environments	intentions	The article ends with a series of issues that need to be considered if there is to be a 'new tourism'
d'Angella F., Go F.M.	2009	tourism marketing	Destination Management	It is concluded that a strategy of social inclusion is a precondition to jointly carry out contingent activities, converge the goals of firms into a congruent DMO goal, decrease free riding behaviour and, consequently, bring about stable relations.
Sautter E.T., Leisen B.	1999	development	sustainable development	The article concludes with market segmentation strategies designed to promote alignment of the stakeholder orientations
Sheehan L.R., Ritchie J.R.B.	2005	management strategy	tourism destination	The paper concludes with an agenda for future empirical research with specific emphases on the relationship between destination management organizations and their stakeholders.
Hsu C.H.C., Cai L.A., Wong K.K.F.	2007	global tourism	china	Further, the study puts forward eight propositions, each of which is discussed about extant tourism motivation literature
Kim Y.G., Eves A.,	2009	food and beverages	destinations	This study established an in-depth understanding of consumption of local food in destinations

5.4. Tourism theory and Actor-network theory

The evidence from the literature in context on theoretical development in tourism behavior in tourism theory and actor-networking theory is on the last in the list. Tourism theory is used in a study concerned with the place of the family in tourism research. The study concluded that general perspective use in tourism research is not developed well, and most families are visiting together on holidays. The tourism theory supports the values and privacy of families on tourism destinations (Obrador, 2012). Tourism theory-related studies are influenced towards the destinations, and Prayag & Ryan, (2012) conducted the study with a theoretical model presented, namely destination image, place attachment, personal involvement, and visitors' satisfaction as antecedents of loyalty. Data is collected from the 600 visitors are staying in the island hotels and find the relationship of the variables. The tourism theory findings in the article are confirning the factor analysis. The management level related results are very important. Highly contributing factors of study with destination attachment are satisfaction in attractions, infrastructure development and imperceptible attributes. These are contributing in context of history, culture, accessibility, accamodation, and reputation of the destination. The findings of the study are implications of the tourism theory are confirmed with using the factor analysis. However, Echtner & Jamal (1997) used the tourism theory in the literature, and the study recommended that the current tourism theory constructs are not enough for tourism development. The development of an appropriate definite field or discipline of tourism development is due to difficulties. The researchers of the tourism discipline are studied different fields and areas like geography, sociology, marketing, and management. All these researchers contribute to tourism development as a particular field of study. That is the reason most of the tourism theories are reflecting the other areas and fields. That is the reason every discipline is behaving in according to their terms and references. This is the example of academic imperlisam that one field is explain according to the other terms and reference.

Table4: Tourism theory and Actor-network theory

Authors	Year	Procedures	Settings	Findings
Obrador P.	2012	tourism	family in tourism research	The article makes references to research on mass tourism in Menorca to discuss the implications of the re-socialization of tourism theory. The idealized notions of the nuclear family that are formed and performed on coastal resorts are contrasted to the complex realities of family life.
Echtner C.M., Jamal T.B.	1997	tourism	distinct discipline destination	The current state of debate in this area is introduced, and several disciplines impacting on tourism studies are examined. Insights are drawn from two distinct philosophy of science perspectives
Prayag G., Ryan C.	2012	hotels	image tourism research	The findings offer important implications for tourism theory and practice
van der Duim R.	2007	tourisms capes		The article summarizes this agenda for studies based on actor-network theory by proposing seven constituents for future research.
Ren C., Pritchard A., Morgan N.	2010	power relations	tourism research	The article argues that tourism research can be conceptualised as fractionally coherent, hence cancelling out unproductive discussions of the tourism studies/management divide.
Tribe J.	2010	territories and tribes	academics	Here actor-network theory is deployed to link relevant objects and reveal academic networks.
Cohen E., Cohen S.A.	2012	social trends	paradigm	We then identify several current research issues as important areas for problem-oriented work at the intersections of tourism and contemporary society: social

However, the actor-network theory properly represents the social theory that the world views from a social and natural reference point. Actor-network theory is emerging as a methodology and theory based on social relationships between the moving variables to develop networks. We use the actor-network theory in the context of tourism researches in an alternative way of looking in. The author used the concept of tourism scapes and argued that things, people, organizations, objects, technologies, and spaces come in the tourism scapes performance. At the same time, another study

issued the actor-network theory to link objects and academic networks territories and tribes of tourism studies. The study was divided into objectives, nature, and structure of the field. The second objective was related to the academic practices and culture in the field with the help of actor-network theory (Tribe, 2010).

Furthermore, Ren, Pritchard, & Morgan (2010) also recommended in their study that the actor-network theory encompasses knowledge in tourism research and tourism realities. Using a research narrative is regularly updating the conceptualization of tourism research towards tourism behavior in actual positioning. Tourism research on the plot of management and social theories that are using in the context of tourism. The bare roots of tourism research nothing in these multidisciplinary fields. The development of tourism research conceptualizes these areas and fields. Although, all the historical and socializing factors are involved in influencing tourism.

5.5. Bibliometric Analysis of theoretical development in tourism

Theoretical development in tourism research is described comprehensively in the current study; understanding the collaboration between the researchers in different countries also a very vital parameter to understand the theoretical development of the literature. The current study uses the VOS viewer software for bibliometric analysis to explore the research between the citations of the authors in the research. Figure 6 show that the researchers cited the other countries in their research. The United States, China, and the United kingdom are top of the list.

The second study identifies the number of co-occurrence of the keywords in the literature. Most results show that Figure 7 is related to the co-occurrence of the keyword in the research—tourists, ecotourism, theory, and tourism in the literature. The researchers in the literature use these words.
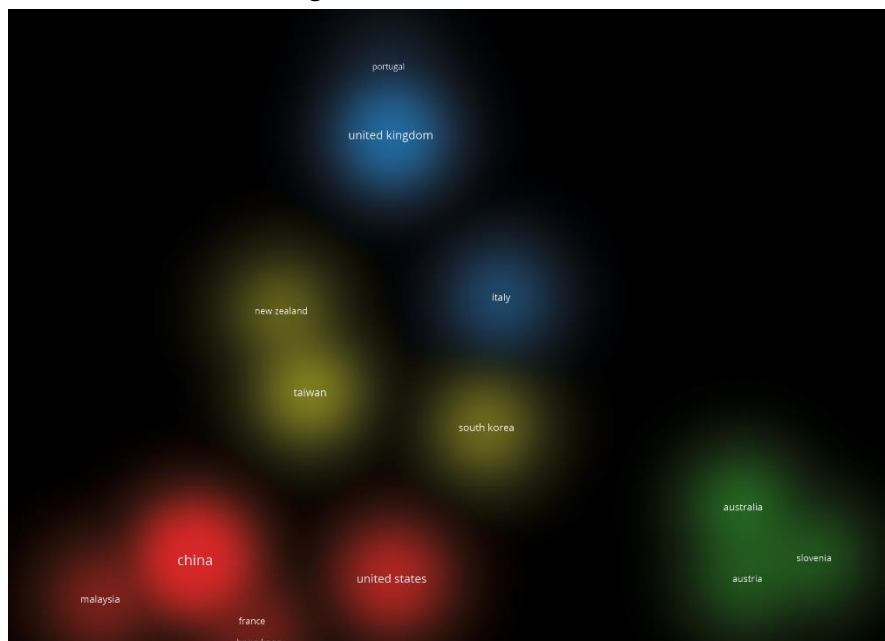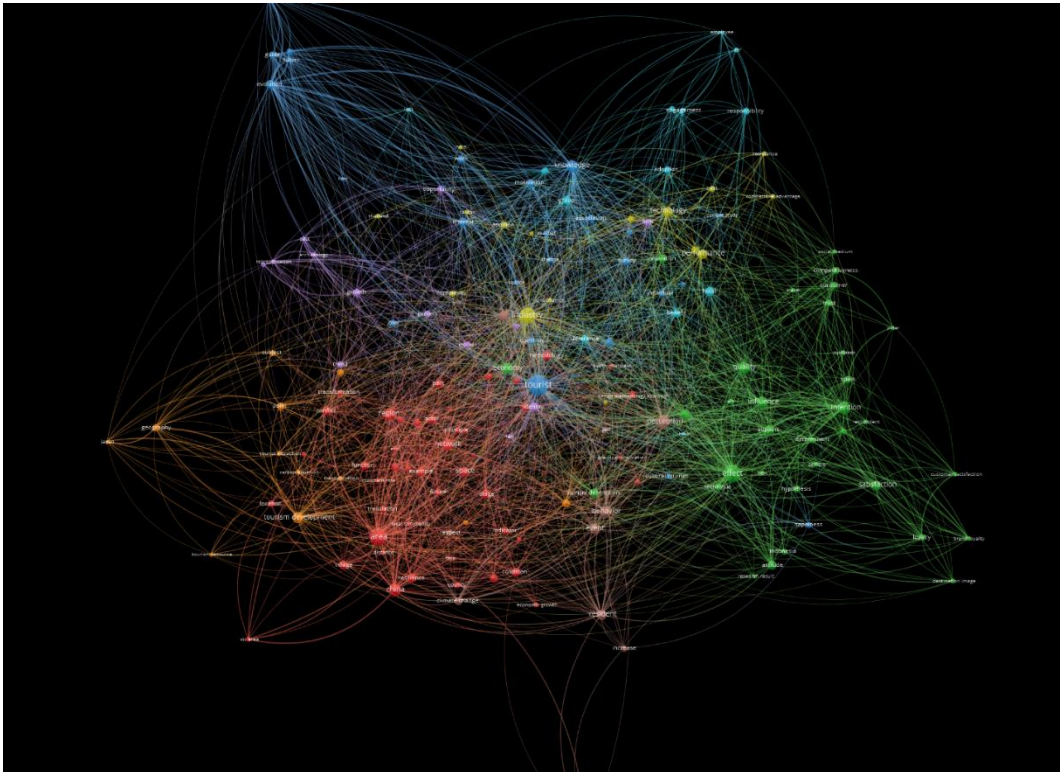
Figure 6: Citations of countries

Figure 7: co-occurrence of the keywords

6. Conclusion and Discussion

This study provides and contributes an explanation of current literature with mapping the literature on the studies of theoretical development in tourism behavior. The past literature and background of the evaluation stages will be pinpointed to understand the study's easy conceptualization. By combining the currently published research and splitting them into theoretical development classification, this study contributed a logical and universal description of tourism behavior research. The literature selected and referenced in this paper published in scholarly journals of good repute and peer-reviewed in the strong quality in the field related to tourism expresses it very representatively. The maximum of the selected papers with solid methodology and empirical results are included in the study. The conference papers, review papers, and book chapters are not included in the study. Moreover, tourism-related journals sometimes do not have enough theoretical background and surfacing literature; for that, internal screening was done to select the literature on tourism behavior better.

Furthermore, an essential contribution of this study is to highlight the future base research direction and opportunities related to the theoretical development in tourism and fields related to alternative tourism like ecotourism and wildlife tourism behavior. The results and findings of this systematic literature review, a research agenda can be proposing for future studies. Theoretical development is an essential element for research development in any field, and that is surfacing the research according to the theories. Tourism field literature is based on the theoretical process, and very few kinds of literature are related to the data analysis. In the current study, both quantitative and qualitative studies are included. The current study's initial concept is to find out the theoretical development in the existing literature, and most of the literature is dominated by the social exchange theory. Social exchange theory is surfaced for the development of tourism perceptions and intentions in many different studies. Social exchange theory is in all studies mainly contributed to the community involvement and development due to tourism behavior. The social exchange theory findings are related to the tourism exchange and sustainability in some of the literature. The novel and important phenomena of modern times are sustainable tourism behaviour that helps all the players involved in

tourism. However, the second theory studied more is the theory of planned behavior, and literature also has strong evidence of the theory in the existing literature. The theory is contributed more literature related to the attitude and intention that turns into actual behavior. The common understanding of the Theory of Planned behavior is about the tourist's behavior during the visit and community involvement in tourism (Sparks, 2007).

Figure 6: Theoretical development in tourism

Besides, stakeholder theory is existing mainly literature in the current study, stakeholder related theory findings are related to the tourism destination development and community involvement in tourism behavior. Existing literature with the stakeholder theory suggested that all key players contribute to the destination development so that the community benefits and the tourists enjoy their visit. Stakeholder theory data is critically overviewing the sustainable development of tourism destinations related to research and academic work. However, the Grounded theory, Actor-network theory, and tourism theory-related literature also contribute to the current studies. Existing literature related to theoretical development in tourism behavior is critically observed in the findings and results of literature, and enough evidence finds that tourism behavior development needs theoretical support. In the systematic review, quantitative and qualitative studies apply robust methodologies and data analysis techniques. At the same time, comprehensive interview-related studies are also used theoretical support in the findings.

7. Limitations

This study provides a novel contribution by explaining a detailed drawing of the current body of knowledge on the study's theoretical development in tourism behavior. The methodology and classification process of research presents a more straightforward design, and knowledge of do research. After developing the existing literature and dividing it into the three different classifications of tourism behavior conducted, the article still has limitations. The articles included in this article are already published in the Scopus base journals that are completely following the standard reputation in particular areas of study, making them very representative. Almost every article comes on eligibility criteria includes methods and experimental findings, and review papers do not mention the empirical results and methodology, but still, they have the efficient image of the review in the concerned field.

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