



A Bibliometric Review on Sustainable Wellness Tourism

Mimma Maripatul Uula¹

¹Airlangga University, Indonesia

Sustainable wellness tourism is one of the tourism segments that is growing rapidly as global awareness of health, well-being, and environmental sustainability increases. This research aims to map the development of global research related to sustainable wellness tourism and identify key themes and future research opportunities. The method used was a descriptive qualitative approach through meta-analysis and bibliometrics-based literature studies on 237 Scopus indexed journal articles. The analysis was performed using the VOSviewer software to visualize the keyword, author, and research cluster maps. The results of the analysis show that sustainable wellness tourism research is grouped into seven main clusters, namely the socio-economic impact of health tourism, the competitiveness of sustainable wellness destinations, wellness tourism during health crises, the integration of ecotourism and sustainability, community-based wellness tourism, cultural and recreational wellness tourism, and the spa tourism economy. These findings confirm that sustainable wellness tourism not only contributes to improving the health and well-being of tourists, but also plays a strategic role in local economic development, environmental conservation, and the achievement of the Sustainable Development Goals (SDGs). This research makes a conceptual contribution by presenting a comprehensive research map as well as recommendations for future research directions that are more integrative and sustainability-based.

OPEN ACCESS

*Correspondence:
Mimma Maripatul Uula
mimma@gmail.com

Received: 7 September 2025
Accepted: 4 November 2025
Published: 30 November 2025

Citation:
(2025) A Bibliometric Review on Sustainable Wellness Tourism. *Halal Tourism and Pilgrimage*. 5.1.

Open access under Creative Commons Attribution-NonCommercial 4.0 International License (CC-BY-NC)
©Author(s)



Keywords: Sustainable Wellness Tourism; Bibliometric Analysis; VOSviewer; Wellness Tourism

INTRODUCTION

Global lifestyle changes that increasingly emphasize physical health, mental well-being, and quality of life have driven significant growth in the wellness tourism sector. Unlike conventional tourism that is solely recreation-oriented, wellness tourism combines travel experiences with promotive and preventive health activities, such as spas, nature therapy, meditation, yoga, as well as cultural and spiritual practices. In recent decades, the concept of sustainability has become a key element in the development of health tourism, thus giving birth to the term sustainable wellness tourism.

Wellness Tourism refers to travel undertaken with the primary purpose of maintaining or enhancing one's physical, mental, emotional, and spiritual well-being. Unlike medical tourism, which focuses on curing illnesses, wellness tourism emphasizes prevention, holistic health, and lifestyle improvement. The Global Wellness Institute (GWI) defines wellness tourism as: Travel associated with the pursuit of maintaining or enhancing one's personal well-being. This concept integrates multiple dimensions of wellness, including physical health, mental balance, emotional resilience, social harmony, and spiritual fulfillment.

Sustainable wellness tourism emphasizes the balance between health benefits for tourists, the socio-economic well-being of local communities, and environmental conservation. This approach is in line with the Sustainable Development Goals (SDGs), especially SDG 3 (Good Health and Well-being), SDG 8 (Decent Work and Economic Growth), and SDGs 12, 14, and 15 related to environmental sustainability. Therefore, sustainable wellness tourism is seen as a strategic instrument to encourage inclusive, competitive, and sustainable tourism development.

Although the number of studies on wellness tourism and its sustainability continues to increase, studies that systematically map the development of global research, dominant themes, and future research directions are still relatively limited. Bibliometric analysis is a relevant approach to answer this need, because it is able to identify publication patterns, knowledge networks, and thematic clusters in a field of study. Utilizing Scopus-indexed publication data and visual analysis using VOSviewer, this study aims to provide a comprehensive overview of the global sustainable wellness tourism research landscape.

METHOD

In this study, various scientific journal publications related to the theme "*Sustainable Wellness Tourism*" around the world were used as data sources. Data was collected by searching for journal publications indexed by the Scopus database using the keyword "*Sustainable Wellness Tourism*". After that, scientific articles or journals relevant to the research theme will be selected based on the publication data that has been collected. There are 237 journal articles published under the research theme "*Sustainable Wellness Tourism*". The development of publication trends related to the research topic is analyzed using the VOSviewer software, which can generate bibliometric maps and allow for more detailed analysis.

In order to build a map, VOSviewer uses the abbreviation VOS which refers to Visualizing Similarity. In previous studies, VOS mapping techniques have been used to obtain bibliometric visualizations which are then analyzed. Furthermore, VOSviewer is able to create and display an author's journal map based on co-citation data or a keyword map based on shared incident data. Therefore, in this study, an analysis of journal maps related to "*Sustainable Wellness Tourism*" will be carried out, including author maps, and keywords which will then be analyzed for research paths that can be carried out in the future through clusters on *keyword mapping*.

This study uses a descriptive qualitative approach with meta-analysis and a descriptive statistical literature study based on 237 journal publications that discuss the theme "*Sustainable Wellness Tourism*". Meta-analysis is a method that integrates previous research related to a specific topic to evaluate the results of existing studies.

Furthermore, the qualitative method used in this study is also referred to as a constructive method, where the data collected in the research process will be constructed into a theme that is easier to understand and meaningful. The sampling technique used in this study is the purposive non-probability sampling method, which aims to meet certain information according to the desired research objectives.

Bibliometric analysis is widely applied in studies across various scientific fields. In economics and finance, for example, bibliometric studies can be found in [Laila et al. \(2021\)](#), [As-Salafiyah et al. \(2021\)](#), [Nasution et al. \(2022\)](#), and [Puspita \(2023\)](#). In tourism studies can be found at [Rusydia et al., \(2021\)](#) and also [Al-Qital et al., \(2022\)](#).

an immersive experience that refreshes the body and mind without medical intervention (Liao et al., 2023; Sthapit et al., 2025). On the other hand, health tourism promotes economic sustainability by creating jobs in MSMEs, infrastructure, and local products such as herbal therapies, while preserving cultural and ecological assets. The program promotes environmental health through nature-based activities that promote conservation and a dynamic ecosystem balance. Multi-stakeholder collaboration ensures inclusive growth, aligned with sustainable development goals (Liao et al., 2023; Junita et al., 2025; Hardyanti & Anggara, 2025).

In another study from Talukder et al (2025) on the health and wellness tourism industry from a literature review and case studies of health and wellness destinations. The sector has adopted the idea of health and wellness as the main focus of its activities, and technology has opened up opportunities to make everyone's improvement programs unique. Consumers are looking for personalization and quality and are more likely to use sustainable tourism products that are characteristic of green destinations. The advantages of health and wellness tourism illustrate the potential to increase productivity in local and international markets. In addition, the study emphasizes cultural incorporation in tourism operations and calls for a strategic response to address the dynamic demands of customers in the tourism sector.

Evangelia & Costas (2018) investigated the impact of the current socio-economic crisis on the behavior and attitudes of Greek health tourists. The findings of this study show that although the behavior of the Greek people as consumers is negatively affected by the economic downturn, there is a positive intention to continue to use and spend money on health services. In addition, the results show a positive attitude towards health tourism as a means of promotion and improvement of health. Luo et al (2018) identified the relationship between customer experience, leisure and non-leisure satisfaction, and quality of life in health tourism. This research shows that customer experience affects leisure satisfaction, which further leads to non-leisure satisfaction. It was also found that both leisure and non-leisure satisfaction contribute to the quality of life of customers.

Cluster 2 : Competitive Sustainable Wellness Destinations

This cluster contains 15 keyword items, namely behavioral intention, competitiveness, destination competitiveness, health care, health tourism, hot spring,

marketing, satisfaction, southern region, spa tourism, sustainability, tourism management, tourism market, tourist destination, wellness tourism. This cluster highlights the factors that shape the competitiveness of health and wellness destinations, including satisfaction, return intent, and marketing strategies. Sustainability is understood as a source of competitive advantage that strengthens the position of health and wellness destinations in the health tourism and spa markets, particularly in destination management and product differentiation.

Research by Zeng et al (2021) and Phuthong et al (2022) explains, factors such as tourist satisfaction, return intent, and marketing strategies significantly shape the competitiveness of health and wellness destinations. Satisfaction arises from high-quality service, natural environment, and perceived value, which directly affects loyalty and word-of-mouth promotion. Competitiveness increases when destinations encourage repeat visits through unique experiences and sustainable practices. In addition, satisfaction plays an important role, often mediating the relationship between destination attributes and behavioral outcomes. Studies show that elements such as infrastructure, cultural resources, and novelty potential increase visitor satisfaction, which in turn increases return visitor intent in fitness tourism environments such as mountain-based resorts. Positive experiences, including personalized fitness programs, are indirectly correlated with the overall competitiveness of destinations by driving long-term loyalty (Zeng et al., 2021; Gan et al., 2023; Seow et al., 2024).

On the other hand, return visit intentions depend on factors such as perceived value, motivation, and unique travel experiences. Research shows that travelers who are satisfied with a strong motivation to get health benefits are more likely to return, especially when electronic word-of-mouth promotion reinforces positive perceptions (Gan et al., 2023; Seow et al., 2024). In contexts such as health tourism locations in Yogyakarta, the search for novelties and sustainable practices increasingly mediate the impact of satisfaction on revisit plans (Thipsing et al., 2022). Marketing strategies reinforce this dynamic through proactive promotion, digitalization, and cooperative efforts. Effective approaches include highlighting accredited facilities, policy support, and targeted campaigns that emphasize quality and safety, as seen in the medical tourism competitiveness model. Health destinations gain an edge by integrating sustainability narratives and e-word-of-mouth incentives to drive satisfaction and

loyalty (Phuthong et al., 2022; Gulyas & Molnar, 2023; Yilmaz & Güneren, 2023).

Cluster 3 : Wellness Tourism During Health Crises

This cluster has 14 keyword items, namely covid-19, hospitality industry, human, medical tourism, mental health, nature-based tourism, pandemic, perception, public health, quality of life, sustainable development goal, tourist behavior, travel behavior, well-being. This cluster focuses on the impact of global health crises, such as the COVID-19 pandemic, on tourist behavior, mental health, and quality of life. The research in this cluster emphasizes the role of health tourism and nature-based tourism in supporting public health recovery and building the resilience of the tourism sector in line with sustainable development goals. Sann et al (2024) and Sigala (2020) explained that the Covid-19 pandemic has profoundly changed tourist behavior, mental health, and quality of life by introducing unprecedented health risks, travel restrictions, and economic uncertainty.

Global lockdowns and global quarantines have caused travelers to prioritize safety, resulting in a sharp decline in international tourism—a 78% drop in arrivals during 2020—and a shift towards domestic or "revenge travel" after restrictions were lifted. Aversion to risk is increasing, with a preference for contactless technology, outdoor wellness destinations, and shorter trips to minimize exposure. Vaccination status and further strict policies determine the recovery pattern, delaying full industrial recovery until 2023-2024 (Okafor & Yan, 2020; Li et al., 2022).

On the other hand, travel disruptions exacerbate anxiety, depression, and stress among travelers and industrial workers, as canceled plans and isolation erode coping mechanisms such as vacations for well-being. Pacinho et al (2022) highlight how positive attitudes and virtual tourism help mitigate their impacts, but prolonged uncertainty damages mental health, especially for dependent communities. The crisis has also reduced overall life satisfaction through job losses and limited access to recovery journeys, although some have adapted through repurposed health resorts for local prevention. In the long term, this encourages sustainable practices that improve the quality of life post-pandemic through safer and technology-enabled experiences (Sigala, 2020; Szromek, 2021).

Cluster 4 : Ecotourism and Sustainable Wellness

This cluster has 9 keyword items, namely biodiversity, conservation, cultural heritage,

development, ecology, ecotourism, forest conservation, stakeholders, sustainable development goals. This cluster discusses the integration of ecotourism, biodiversity conservation, and cultural preservation in the development of health tourism. The main focus is on the role of stakeholders and SDGs in ensuring that the health of tourism activities not only improves the welfare of tourists, but also maintains environmental and social tourism. Slivar (2018) and Salman et al (2022) explain that stakeholders and the SDGs play an important role in balancing the benefits of healthy tourism for the well-being of tourists with protection of environmental and social dimensions.

Governments, local communities, businesses, and tourists should collaborate to integrate health-focused activities such as health retreats with sustainability measures. Local communities ensure social equality by advocating for equitable access to resources and cultural preservation, while businesses adopt eco-friendly practices such as waste reduction at spas. This multi-stakeholder approach aligns interests, preventing overburdened ecosystems in popular health destinations (Slivar, 2018; Feyers et al., 2019; Salman et al., 2021).

A number of SDGs that can be integrated with ecotourism include SDG 3 (Good Health and Well-being) directly supporting tourists' health through safe and restorative experiences, but SDG 12 (Responsible Consumption and Production), SDG 14 (Life Underwater), and SDG 15 (Life on Land) protect the environment by requiring low-impact operations such as plastic-free health resorts. SDG 8 (Decent Work and Economic Growth) and SDG 10 (Reducing Inequality) promote social well-being through inclusive job creation and community benefits from tourism revenues (Salman et al., 2022; Gravitiani et al., 2022).

Salman et al's (2021) research sheds light on an effective stakeholder framework, resulting in resilient destinations where tourist satisfaction increases along with biodiversity conservation and poverty reduction. Challenges such as conflicting worldviews are addressed through consensus building, ensuring long-term sustainability for all aspects of well-being (Boom et al., 2021; Salman et al., 2021). Bhuyan et al (2025) provide a comprehensive review of health tourism in India, analyzing its current status, ecological and economic prospects, and alignment with the Sustainable Development Goals (SDGs). The study reveals that studies on health tourism have focused on themes such as its needs, its contribution to the SDGs, its development in India, and future directions, including technology and case studies. India's rich cultural

heritage, including ayurveda, yoga, and meditation, places it uniquely in the global market. Health tourism in India covers various categories: spa and thermal tourism, medical health tourism, yoga and meditation retreats, ecology and nature-based health tourism, wellness and wellness adventures, and cultural and spiritual health tourism, and directly achieve SDGs 2, 3, 4, 7, 8, 10, 11, 12, 13, 14, and 15, while indirectly supporting other SDGs.

Cluster 5 : Community-Based Sustainable Wellness Tourism

This cluster has 9 keyword items, namely accessibility, local community, rural development, strategic approach, sustainable city, sustainable practices, sustainable tourism, tourism development, wellness. The cluster emphasizes the importance of local community involvement, accessibility, and regional development in the development of sustainable health tourism. Health tourism is positioned as an inclusive rural and urban development strategy, which aims to improve people's well-being while maintaining sustainable tourism practices.

[Khalid et al \(2019\)](#) and [Khazae-Pool et al \(2024\)](#) explain that local community engagement, accessibility, and regional development are the cornerstones of sustainable health tourism by ensuring equitable benefits, inclusivity, and long-term sustainability. The active participation of residents fosters a sense of ownership and cultural authenticity in health tourism offerings, such as health retreats rooted in local healing traditions. Empowered communities support tourism through resource management and service delivery, bridging empowerment-to-sustainability relationships while improving host well-being and visitor satisfaction. This bottom-up approach reduces conflict and increases resilience to external shocks ([Khalid et al., 2019](#); [Quang et al., 2023](#); [Khazae-Pool., 2024](#)).

Better infrastructure, including affordable transportation and health facilities, expands participation for diverse demographics, from international visitors to locals seeking preventive health. Universal design in spas and nature trails ensures inclusivity, increasing economic spillover while aligning with the goal of health equity in a sustainable model. The study highlights how easily accessible locations in rural areas strengthen the flow of tourists without straining resources ([Wibowo et al., 2021](#); [Rico & Peterek, 2024](#)).

Further, integrating health tourism into broader regional plans encourages balanced growth, connecting

health centers with agriculture, education, and environmental preservation for holistic prosperity. This creates jobs, preserves cultural heritage, and funds public health initiatives, as seen in the model of Vietnam's coastal villages and villages in Indonesia. Ultimately, these elements maintain the integrity of the environment along with the well-being of tourists and locals ([Nova, 2021](#); [Brooks et al., 2023](#); [Setini et al., 2025](#)).

Cluster 6 : Cultural and Recreational Wellness Tourism

This cluster contains 7 keyword items, namely cultural tourism, environmental protection, leisure, recreational activity, recreational tourism, south korea, tourist attraction. This cluster focuses on the role of cultural tourism, recreational activities, and tourist attractions in shaping the health tourism experience. The study in this cluster highlights how the integration of local culture and eco-friendly recreation can strengthen the attractiveness of destinations while supporting tourism. [Wu et al \(2022\)](#) and [Shakya & Vagnarelli \(2024\)](#) integrating local culture and eco-friendly recreation significantly enhances the appeal of a destination by creating authentic and immersive experiences that attract environmentally conscious tourists while driving sustainable tourism growth.

Local culture enhances its appeal through storytelling, rituals, and cultural heritage activities that provide emotional depth and differentiation from mass tourism. Tourists seek relaxation and cultural learning, such as participating in traditional health practices or culinary heritage events, which build memorable experiences and positive word-of-mouth promotion, encouraging repeat visits ([Shakya & Vagnarelli, 2024](#); [Yuxin et al., 2024](#); [Nangong & Mohammad, 2024](#)).

Eco-friendly recreation complements this by offering low-impact activities such as nature trails, organic farming tours, or zero-waste adventures that align with environmental values. These practices conserve natural assets, increase perceived value, and support social entrepreneurship, ensuring long-term sustainability and benefits to society ([Li et al., 2022](#); [Wu et al., 2022](#)). When combined, the two create synergy, cultural authenticity attracts many people while eco-friendly measures prevent degradation, as seen in the rural models of Europe and Asia that are transitioning into sustainable cultural hubs. This holistic approach improves the competitiveness of destinations and the quality of life of residents ([Tomljenović & Kunst, 2014](#); [Ostrowska-Tryzno & Pawlikowska-Piechotka, 2016](#); [Li et al., 2022](#)).

Cluster 7 : Spa-Based Wellness Tourism Economics

This cluster has 6 keyword items, namely health impact, rural tourism, spa, thermal spring, tourism economics, wellbeing. This cluster examines the contribution of spa and thermal tourism to the health, well-being, and economy of tourism, especially in rural areas. The main focus of this cluster is to balance health benefits with economic impact, so that spa-based health tourism can be a driver of sustainable local development. [Torres-Pruñonosa et al \(2022\)](#) explain that spa-based health tourism provides therapeutic benefits such as stress reduction, improved circulation, and pain relief through treatments such as hydrotherapy and massage, which improve the overall well-being of tourists.

For example, Balneotherapy in the spa alleviates chronic conditions including musculoskeletal disorders, respiratory problems, and skin diseases by utilizing mineral-rich water and natural therapies. Regular spa visits improve mental health through relaxation, lower cortisol levels and foster awareness, which supports long-term preventive treatment. This result attracts health-conscious tourists, positioning spas as holistic wellness centers ([Bacsi et al., 2012](#); [Torres-Pruñonosa et al., 2022](#)).

Further, spa tourism generated substantial multipliers—1,529 for direct/indirect effects and 1,712 including induced effects—creating jobs in hospitality, therapy, and support services while stimulating local supply chains. In regions such as Maresme in Spain or spa towns in Hungary, this drives income through visitor spending throughout the year, with a social cost-benefit ratio of 1,858 by combining improved health and economic activity ([Bacsi et al., 2012](#); [Ljubisavljević & Gnjatović, 2020](#); [Torres-Pruñonosa et al., 2022](#)). Investment in spa infrastructure is also driving rural revitalization, as seen in Kuršumljija, Serbia, by funding eco-friendly facilities and community programs that conserve natural resources. This model balances growth with sustainability, channeling tourism profits to education, healthcare, and green initiatives for inclusive prosperity ([Szromek, 2020](#); [Ljubisavljević & Gnjatović, 2020](#); [Gemar et al., 2023](#)).

CONCLUSION

This study concludes that sustainable wellness tourism is a rapidly growing field of study and has a strategic role in supporting public health, economic development, and environmental sustainability. Through bibliometric analysis of 237 Scopus indexed publications, this study succeeded in identifying seven

main clusters that reflect the complexity and multidimensionality of sustainable wellness tourism research.

Key findings show that sustainability is not just a normative value, but has been a key factor in building destination competitiveness, increasing tourist satisfaction, and ensuring long-term benefits for local communities. In addition, global health crises such as the COVID-19 pandemic have strengthened the position of wellness tourism as an instrument for the recovery of health and resilience of the tourism sector.

Conceptually, this research contributes by presenting a global research map that can be the basis for researchers, practitioners, and policymakers in designing sustainable wellness tourism development strategies. Going forward, further research is suggested to integrate empirical quantitative approaches, cross-border studies, as well as exploration of the role of digital technology and green innovation in strengthening the sustainability of wellness tourism.

REFERENCES

- Al-Qital, S., Sunarya, S. L., & Rusydiana, A. S. (2022). Manajemen Pariwisata Halal. *Ar Rehla: Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy*, 2(2), 140-157.
- As-Salafiyah, A., Rusydiana, A. S., & Mustafa, M. I. (2021). Meta analysis on mosque economics. *Library Philosophy and Practice*, 0_1-14.
- Bacsi, Z., Kovács, E., & Lőke, Z. (2012). Spa successes and challenges in Transdanubia, Hungary—Results of a survey in three spa towns. *Deturope*, 4(1), 27-47.
- Bhuyan, K. N., Naik, R., & Khangarot, G. (2025). Wellness tourism: nurturing nature and achieving sustainable development goals (SDGs) while travelling. *Environment, Development and Sustainability*, 1-32. <https://doi.org/10.1007/s10668-025-06183-7>
- Boom, S., Weijschede, J., Melissen, F., Koens, K., & Mayer, I. (2021). Identifying stakeholder perspectives and worldviews on sustainable urban tourism development using a Q-sort methodology. *Current Issues in Tourism*, 24(4), 520-535. <https://doi.org/10.1080/13683500.2020.1722076>
- Brooks, C., Waterton, E., Saul, H., & Renzaho, A. (2023). Exploring the relationships between heritage tourism, sustainable community development and host communities' health and wellbeing: A systematic review. *PloS one*, 18(3), e0282319.

- <https://doi.org/10.1371/journal.pone.0282319>
- Evangelia, T. A., & Costas, A. (2018). Study on the impact of socio-economic crisis on Greek wellness tourists' spending behavior. *Journal of Tourism, Heritage & Services Marketing*, 4(2), 24-31.
<https://doi.org/10.5281/zenodo.1490419>
- Feyers, S., Stein, T., & Klizentyte, K. (2019). Bridging worlds: Utilizing a multi-stakeholder framework to create extension–tourism partnerships. *Sustainability*, 12(1), 80.
<http://dx.doi.org/10.3390/su12010080>
- Gan, T., Zheng, J., Li, W., Li, J., & Shen, J. (2023). Health and wellness tourists' motivation and behavior intention: The role of perceived value. *International Journal of Environmental Research and Public Health*, 20(5), 4339.
<https://doi.org/10.3390/ijerph20054339>
- Gemar, G., Soler, I. P., & Moniche, L. (2023). Exploring the impacts of local development initiatives on tourism: A case study analysis. *Heliyon*, 9(9).
<https://doi.org/10.1016/j.heliyon.2023.e19924>
- Gravitiani, E., Sasanti, I. A., Sartika, R. C., & Cahyadin, M. (2022). The role of stakeholders in sustainable tourism using mactor analysis: evidence from kragilan's top selfie, Magelang, Indonesia. *Equilibrium: Scientific Journal of Economics*, 17(2), 102-109.
- Gulyas, G., & Molnar, E. I. (2023). Wellness tourism management research a bibliometric analysis. *Management & Marketing*, 18(2), 172-191.
<https://doi.org/10.2478/mmcks-2023-0010>
- Hardyanti, & Anggara, B. (2025). Sustainable tourism development combining health and culture as a local community-based wellness tourism attraction in Gebong Memarong Tradisional Village, Airabik, Bangka Regency. *Journal of Tourism Sustainability*, 5(2), Article 142.
<https://doi.org/10.35313/jtospolban.v5i2.142>
- Junita, M., Adiatmika, I. P. G., Sudiarta, I. N., Gusti, I., & Mananda, P. B. S. (2025). Wellness Tourism Development Model based on Natural Environment to Support Sustainable Development Goals. *Journal of Sustainability Science and Management*, 20(11), 2325-2338.
- Khalid, S., Ahmad, M. S., Ramayah, T., Hwang, J., & Kim, I. (2019). Community empowerment and sustainable tourism development: The mediating role of community support for tourism. *Sustainability*, 11(22), 6248.
<http://dx.doi.org/10.3390/su11226248>
- Khazae-Pool, M., Pashaei, T., Rastegar, H., & Ponnet, K. (2024). A comprehensive perspective on local drivers in community-based health tourism industry development: a qualitative study of Mazandaran Province, Iran. *BMC Health Services Research*, 24(1), 910.
<https://doi.org/10.1186/s12913-024-11375-4>
- Laila, N., Rusydiana, A. S., Irfany, M., Hr, I., Srisusilawati, P., & Taqi, M. (2021). Energy Economics in Islamic Countries: A Bibliometric Review. *International Journal of Energy Economics and Policy*, 11(2), 88-95.
- Liao, C., Zuo, Y., Xu, S., Law, R., & Zhang, M. (2023). Scopuss of the health benefits of wellness tourism: A review. *Frontiers in Psychology*, 13, 1071578.
<https://doi.org/10.3389/fpsyg.2022.1071578>
- Ljubisavljević, T., & Gnjatović, D. (2020). Direct Investments in SPA Tourism of Undeveloped Rural Regions: Case Study of the Municipality of Kuršumljija. *Економика пољопривреде*, 67(1), 207-222.
- Luo, Y., Lanlung, C., Kim, E., Tang, L. R., & Song, S. M. (2018). Towards quality of life: The effects of the wellness tourism experience. *Journal of Travel & Tourism Marketing*, 35(4), 410-424.
<https://doi.org/10.1080/10548408.2017.1358236>
- Nanggong, A., & Mohammad, A. (2024). Does tourism experience matter in cultural tourism destinations? Predicting future tourist behavior. *Asian Management and Business Review*, 122-136.
<https://dx.doi.org/10.20885/AMBR.vol4.iss1.art8>
- Nasution, A. A., Harahap, D., & Uula, M. M. (2022). Environmental, Social, Governance (ESG) and Islamic Finance: A Review. *Management and Sustainability*, 1(1). Li, X., Abbas, J., Dongling, W., Baig, N. U. A., & Zhang, R. (2022). From cultural tourism to social entrepreneurship: Role of social value creation for environmental sustainability. *Frontiers in Psychology*, 13, 925768.
- Nova, M. (2021). Community tourism–Development of rural areas in developing countries. In *SHS Web of Conferences* (Vol. 92, p. 07043). EDP Sciences.
<https://doi.org/10.1051/shsconf/20219207043>
- Ostrowska-Tryzno, A., & Pawlikowska-Piechotka, A. (2016). PlannIng short-stay ‘weeKend breAKs’ based on the cultural, natural and social resources of the small town. *Ekonomiczne Problemy Turystyki*, 36, 153-163.
- Phuthong, T., Anuntavoranich, P., Chandrachai, A., & Piromsopa, K. (2022). Developing and validating an assessment scale to measure the competitiveness of wellness destinations. *Sustainability*, 14(7), 4152.
<https://doi.org/10.3390/su14074152>
- Pocinho, M., Garcês, S., & De Jesus, S. N. (2022). Wellbeing and resilience in tourism: A systematic literature review during COVID-19. *Frontiers in Psychology*, 12, 748947.
<https://doi.org/10.3389/fpsyg.2021.748947>

- Puspita, A. T. (2023). Text Analytics on Green Economy using Bibliometrix. *Economics and Sustainability*, 1(1).
- Quang, T. D., Nguyen, Q. X. T., Nguyen, H. V., Dang, V. Q., & Tang, N. T. (2023). Toward sustainable community-based tourism development: Perspectives from local people in Nhon Ly coastal community, Binh Dinh province, Vietnam. *Plos one*, 18(10), e0287522. <https://doi.org/10.1371/journal.pone.0287522>
- Rico, S. R., & Peterek, M. (2024). Empowering Rural Communities: A Theoretical Approach to Sustainable Tourism through Community-Based Development. *Technical Transactions*, e2024005. <https://doi.org/10.37705/TechTrans/e2024005>
- Rusyidiana, A. S., Hasib, F. F., & Rahayu, S. S. (2021). Islamic hotel indicators: A bibliometric study. *International Journal of Religious Tourism and Pilgrimage*, 9(1), 13.
- Salman, A., Jaafar, M., Mohamad, D., & Khoshkam, M. (2022). Understanding multi-stakeholder complexity & developing a causal recipe (fsQCA) for achieving sustainable ecotourism. *Environment, Development and Sustainability*, 1. <https://doi.org/10.1007/s10668-022-02488-z>
- Salman, A., Jaafar, M., Mohamad, D., & Malik, S. (2021). Ecotourism development in Penang Hill: a multi-stakeholder perspective towards achieving environmental sustainability. *Environmental Science and Pollution Research*, 28(31), 42945-42958. <https://doi.org/10.1007/s11356-021-13609-y>
- Seow, A. N., Foroughi, B., & Choong, Y. O. (2024). Tourists' satisfaction, experience, and revisit intention for wellness tourism: E word-of-mouth as the mediator. *Sage Open*, 14(3), 21582440241274049. <https://doi.org/10.1177/21582440241274049>
- Setini, M., Putra, I. B. U., Wahyuni, N. M., Asih, D., Triandini, E., & Santikayasa, I. P. (2025). Innovative strategy: Utilizing social capital to develop green products. *Journal of Project Management (Canada)*, 10(2), 429-440. <https://doi.org/10.5267/j.jpmp.2024.12.003>
- Shakya, M., & Vagnarelli, G. (2024). Creating value from intangible cultural heritage—The role of innovation for sustainable tourism and regional rural development. *European Journal of Cultural Management and Policy*, 14, 12057. <https://doi.org/10.3389/ejcmp.2024.12057>
- Slivar, I. (2018). Stakeholders in a tourist destination—matrix of possible relationships towards sustainability. *Open Journal for Research in Economics*, 1(1), 1. <https://doi.org/10.32591/coas.ojre.0101.01001s>
- Sthapit, E., Ji, C., Li, M., Garrod, B., Ibrahim, B., & Björk, P. (2025). Memorable wellness tourism experiences: antecedents that lead to enjoyable outcomes. *International Journal of Spa and Wellness*, 1-27. <https://doi.org/10.1080/24721735.2025.2473124>
- Szromek, A. R. (2020). Model of business relations in spa tourism enterprises and their business environment. *Sustainability*, 12(12), 4941. <http://dx.doi.org/10.3390/su12124941>
- Szromek, A. R. (2021). The role of health resort enterprises in health prevention during the epidemic crisis caused by COVID-19. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 133. <https://doi.org/10.3390/joitmc7020133>
- Talukder, M. B., Khan, M. R., Singh, K., Kumar, S., & Kabir, F. (2025). The Business of Wellness Tourism: Emerging Trends and Economic Impacts. *Human Capital Management and Competitive Advantage in Tourism*, 445-476.
- Thipsingh, S., Srisathan, W. A., Wongsachia, S., Ketkaew, C., Naruetharadhol, P., & Hengboriboon, L. (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. *Cogent Social Sciences*, 8(1), 2068269. <https://doi.org/10.1080/23311886.2022.2068269>
- Tomljenović, R., & Kunst, I. (2014). From sun and sea tourism to cultural tourism—the case of Split-Dalmatia county. *European Journal of Tourism Research*, 8(1), 83-98.
- Torres-Pruñonosa, J., Raya, J. M., Crespo-Sogas, P., & Mur-Gimeno, E. (2022). The economic and social value of spa tourism: The case of balneotherapy in Maresme, Spain. *Plos one*, 17(1), e0262428. <https://doi.org/10.1371/journal.pone.0262428>
- Wibowo, A., Karsidi, R., Sudardi, B., & Wijaya, M. (2021). The development of organic tourism villages based on participation and local wisdom in Indonesia. In *E3S Web of Conferences (Vol. 232, p. 04004)*. EDP Sciences. <https://doi.org/10.1051/e3sconf/20212320404>
- Wu, J., Ju, L. H., Lin, P. H., & Lyu, Y. (2022). The relationship between form and ritual in cultural sustainability. *Sustainability*, 14(15), 9157. <https://doi.org/10.3390/su14159157>
- Yilmaz, V., & Güneren, E. (2023). Determining destination competitiveness in medical tourism: A study based on AHP-QFD framework. *Journal of multidisciplinary academic tourism*,

- 8(2), 141-157.
<https://doi.org/10.31822/jomat.2023-8-2-141>
- Yuxin, F., Jianpeng, Q., Xiaoyu, L., Yunxia, T., & Weilong, M. (2024). Exploring the influence of historical storytelling on cultural heritage tourists' revisit intention: A case study of the Mogao Grottoes in Dunhuang. *Plos one*, 19(9), e0307869.
<https://doi.org/10.1371/journal.pone.0307869>
- Zeng, L., Li, R. Y. M., & Huang, X. (2021). Sustainable mountain-based health and wellness tourist destinations: The interrelationships between tourists' satisfaction, behavioral intentions, and competitiveness. *Sustainability*, 13(23), 13314.
<https://doi.org/10.3390/su132313314>.