

How to Cite:

Kestwal, A. K., Gupta, N., & Verma, S. M. (2025). Mapping the intellectual structure of green practices and revisit intention in sustainable hospitality: A theory of planned behaviour-oriented bibliometric review (2021–2025). *International Journal of Economic Perspectives*, 19(12), 195–213. Retrieved from <https://ijeponline.org/index.php/journal/article/view/1327>

Mapping the intellectual structure of green practices and revisit intention in sustainable hospitality: A theory of planned behaviour-oriented bibliometric review (2021–2025)

Ashish Kumar Kestwal

(Research Scholar), Bhikaji Cama Subharti College of Hotel Management, Swami Vivekanand Subharti University, Meerut, U.P. (India)

Email: ashishkumarkestwal@gmail.com

ORCID: <https://orcid.org/0009-0000-7397-8403>, Scopus Author ID: 57191747040

Nitin Gupta

Sr. Associate Professor, Bhikaji Cama Subharti College of Hotel Management, Swami Vivekanand Subharti University, Meerut, U.P. (India)

Email: nitinguptahm@gmail.com

ORCID: <https://orcid.org/0000-0002-2251-8316>, Scopus Author ID: 58549141200


Prof. Shiv Mohan Verma

Principal, I.H.M. Dheradun, Uttarakhand (India)

Email: shivmverma@gmail.com

ORCID: <https://orcid.org/0000-0002-1620-7909>

Abstract--Sustainable hospitality has evolved from an operational concern into a behavioural and strategic research domain. Among the dominant theoretical lenses explaining pro-environmental decision-making in hospitality, the Theory of Planned Behaviour has emerged as a central explanatory framework linking green practices with behavioural outcomes such as revisit intention, loyalty, and advocacy. However, despite rapid growth in sustainability-driven hospitality research, there remains fragmentation in how green practices are conceptualised, integrated with behavioural theories, and operationalised in intention-based studies. This study conducts a qualitative bibliometric analysis of peer-reviewed articles published between 2021 and 2025 to map the intellectual structure, thematic evolution, and theoretical consolidation of research examining green

© 2025 by The Author(s).  ISSN: 1307-1637 International journal of economic perspectives is licensed under a Creative Commons Attribution 4.0 International License.

Corresponding author: Kestwal, A.K., Email: ashishkumarkestwal@gmail.com

Submitted: 05 September 2025, Revised: 07 October 2025, Accepted: 15 November 2025

practices, TPB constructs, and revisit intention in hospitality contexts. Using a systematic database search protocol, thirty-five high-quality journal articles were analysed. Bibliometric mapping techniques, thematic synthesis, and theory-cluster examination were employed to identify dominant research trajectories, theoretical applications, construct interactions, and emerging gaps. Findings reveal a strong concentration around green certification, consumer trust, and behavioural intention modelling, with TPB remaining the most frequently adopted behavioural framework. However, moderation-based designs and contextual analyses in emerging destinations remain underdeveloped. The study contributes by synthesising fragmented streams into a coherent intellectual map and proposing future research directions focusing on contextual moderation, post-pandemic behavioural recalibration, and destination-level sustainability integration. The findings provide theoretical clarity and practical guidance for researchers and sustainable hospitality practitioners seeking to strengthen behavioural engagement through credible green practices.

Keywords---Green Practices, Sustainable Hospitality, Theory of Planned Behaviour, Revisit Intention, Bibliometric Analysis, Behavioural Modelling.

Introduction

Sustainability has progressively shifted from being a peripheral environmental concern to becoming a central strategic priority within the global hospitality and tourism industry. Over the last decade, increasing environmental degradation, climate vulnerability, and shifting consumer expectations have compelled hospitality businesses to reconsider how they operate and how they are perceived. Hotels and restaurants are no longer evaluated solely on comfort, price, and service quality; they are increasingly assessed on their environmental responsibility, ethical positioning, and long-term commitment to sustainable practices. This transformation has prompted scholars to examine how sustainability-oriented strategies influence tourist behaviour, particularly behavioural intentions such as revisit intention and loyalty.

Green practices represent one of the most visible and measurable expressions of sustainability in hospitality. These practices include energy conservation, waste reduction, water-saving technologies, responsible sourcing, eco-certification, and environmentally friendly operational processes. While early research largely focused on the operational and cost-efficiency benefits of green initiatives, contemporary scholarship increasingly investigates their behavioural consequences. Recent empirical studies demonstrate that tourists often interpret green practices as signals of trustworthiness, service quality, and corporate responsibility (Khatter, 2023; Misik & Nagy, 2025). In this context, sustainability is not merely an environmental compliance tool but a strategic driver capable of shaping customer perceptions and behavioural outcomes.

Parallel to this development, behavioural theories have gained prominence in explaining how tourists form intentions and make hospitality-related decisions. Among these, the Theory of Planned Behaviour (TPB) has been widely adopted to predict intention-based outcomes across diverse tourism settings. TPB proposes that behavioural intention is influenced by three primary determinants: attitude toward the behaviour, subjective norm, and perceived behavioural control. In sustainable hospitality contexts, attitude reflects tourists' evaluations of eco-friendly establishments; subjective norm captures social influence and peer approval regarding sustainable choices; and perceived behavioural control reflects the extent to which tourists believe they have the resources and opportunity to act on their intentions (Lin et al., 2025).

Although numerous empirical studies have applied TPB to green consumption and eco-friendly tourism, the integration of green practices as a contextual factor within this theoretical framework remains fragmented. Some research positions green practices as independent predictors of satisfaction or loyalty, whereas others conceptualise them as trust-building mechanisms or credibility cues (Velaoras et al., 2025). However, limited bibliometric synthesis exists that systematically maps how green practices, TPB constructs, and revisit intention intersect within sustainable hospitality research. This gap becomes more apparent considering the rapid growth of sustainability-focused publications between 2021 and 2025, a period marked by post-pandemic recovery and renewed emphasis on responsible tourism.

The COVID-19 pandemic further accelerated the demand for transparent, hygienic, and environmentally responsible operations in hospitality settings. Travellers became more sensitive to cleanliness, safety, and ethical management practices, often associating environmental responsibility with organisational professionalism and risk mitigation. Consequently, green practices began to function not only as environmental strategies but also as trust-enhancing signals that strengthen behavioural commitment. This shift underscores the need to re-examine theoretical linkages between sustainability initiatives and revisit intention through structured behavioural models.

Against this backdrop, the present study adopts a qualitative bibliometric approach to analyse the evolving intellectual structure of research on green practices, TPB, and revisit intention within sustainable hospitality. Bibliometric analysis enables the identification of dominant themes, conceptual clusters, research trends, and theoretical integrations across a defined time frame. Unlike traditional narrative reviews, bibliometric mapping provides a systematic and visual understanding of how knowledge domains converge, overlap, and develop over time. Through keyword co-occurrence networks, thematic clustering, and conceptual mapping, the study seeks to identify the core constructs shaping contemporary scholarship and highlight emerging research directions.

Specifically, this research pursues three objectives. First, it examines publication trends and thematic concentrations related to green practices and behavioural intention in hospitality studies published between 2021 and 2025. Second, it maps the intellectual integration between TPB constructs—attitude, subjective norm, and perceived behavioural control—and sustainability-oriented hospitality

research. Third, it develops a conceptual synthesis illustrating how green practices interact with behavioural determinants to influence revisit intention. By synthesising recent high-impact studies, this paper contributes to both theoretical and managerial discourse. Theoretically, it clarifies how sustainability initiatives can be embedded within behavioural intention models rather than treated as isolated operational constructs. Managerially, it highlights how hospitality organisations can leverage green practices not merely as compliance mechanisms but as strategic instruments that strengthen guest loyalty and revisit behaviour.

In sum, this bibliometric investigation positions green practices and TPB within a unified analytical framework to better understand their combined influence on revisit intention in sustainable hospitality contexts. By mapping scholarly developments and conceptual relationships, the study offers a structured foundation for future empirical research and theory refinement in sustainability-driven tourism and hospitality management.

2. Methodology: Bibliometric Protocol and Analytical Procedure

The present study adopts a qualitative bibliometric design to systematically map the intellectual structure of research examining green practices, the Theory of Planned Behaviour, and revisit intention in sustainable hospitality. Bibliometric analysis is particularly suitable for identifying thematic concentration, theoretical evolution, and relational patterns among constructs within a defined body of literature. Unlike purely quantitative citation-count studies, this research integrates network visualisation with interpretive synthesis to ensure conceptual depth.

2.1 Data Source and Search Strategy

Peer-reviewed journal articles published between January 2021 and March 2025 were retrieved from Scopus and Web of Science databases. These databases were selected due to their indexing of high-impact journals in tourism, hospitality, sustainability, and consumer behaviour research.

The search string was constructed to capture three core domains: “green practices” OR “sustainable hospitality” OR “eco-friendly hotels” AND “Theory of Planned Behaviour” OR “TPB” AND “revisit intention” OR “loyalty intention” OR “repurchase intention”

Only English-language journal articles were included. Conference abstracts, book chapters, editorials, and non-peer-reviewed sources were excluded. After removing duplicates and screening abstracts for conceptual relevance, 35 high-quality empirical and theoretical studies were retained for in-depth analysis. Table 1 presents the search protocol.

Table 1: Database Search and Screening Strategy

Stage	Description	Outcome
Initial database search	Scopus + Web of Science	128 records
Duplicate removal	Cross-database screening	19 removed
Title and abstract screening	Relevance to green practices + TPB + intention	58 retained
Full-text eligibility check	Empirical or theoretical alignment	35 final articles

The selected corpus ensures coverage of hospitality sustainability research with explicit behavioural modelling relevance.

2.2 Publication Trend Analysis (2021–2025)

An observable increase in publications was recorded over the selected period. This growth aligns with post-pandemic recovery discourse and heightened sustainability accountability in hospitality. Table 2 summarises publication distribution.

Table 2: Publication Distribution (2021–2025)

Year	Number of Publications
2021	5
2022	6
2023	8
2024	9
2025 (Jan–Mar)	7

The sharp rise after 2022 suggests intensifying scholarly interest in sustainability-behaviour linkages, particularly within recovery-phase tourism markets.

2.3 Analytical Approach

The bibliometric analysis was conducted in three stages:

1. Descriptive mapping of publication growth and thematic concentration.
2. Keyword co-occurrence network mapping (VOSviewer-style clustering logic).
3. Interpretive synthesis linking clusters with TPB constructs and behavioural outcomes.

The qualitative synthesis emphasised theoretical alignment, conceptual integration, and construct-level evolution rather than citation frequency dominance.

3. Methodology: Bibliometric Protocol and Data Extraction Strategy

This study adopts a structured bibliometric protocol to examine the intellectual landscape surrounding green practices, the Theory of Planned Behaviour (TPB), and revisit intention within sustainable hospitality research. Bibliometric analysis

enables systematic mapping of publication trends, theoretical concentration, thematic clustering, and construct-level integration. Rather than focusing solely on citation counts, the present approach integrates descriptive statistics, network visualisation, and qualitative interpretation to identify conceptual convergence across recent scholarship (Donthu et al., 2021; Zupic&Čater, 2015).

3.1 Research Design and Bibliometric Framework

The bibliometric design follows a five-step protocol commonly recommended for systematic literature mapping in management and tourism research:

1. Defining the research scope and time window
2. Database selection and keyword formulation
3. Inclusion and exclusion screening
4. Data extraction and coding
5. Network visualisation and thematic interpretation

The review window was restricted to publications between 2021 and 2025 to capture post-pandemic sustainability discourse and the contemporary behavioural modelling shift within hospitality studies. Recent years have witnessed intensified scholarly focus on environmentally responsible service operations and behavioural intention modelling (Okumus et al., 2022; Verma et al., 2023).

3.2 Data Source Selection

Two internationally recognised academic databases were selected:

- Scopus
- Web of Science Core Collection

These databases were chosen due to their high indexing standards, multidisciplinary coverage, and dominance in hospitality and tourism scholarship (Aria et al., 2022). Using multiple databases reduces indexing bias and improves dataset robustness.

Only peer-reviewed journal articles were included to maintain methodological consistency and theoretical credibility.

3.3 Search String Development

The search string was developed to capture three interconnected research domains:

Green Practices Domain

“green practices” OR “eco-friendly hospitality” OR “sustainable hotels” OR “green restaurants”

Behavioural Theory Domain

“Theory of Planned Behaviour” OR “TPB” OR “planned behaviour model”

Behavioural Outcome Domain

“Revisit intention” OR “loyalty intention” OR “repurchase intention” OR “behavioural intention”

The final Boolean string applied was:

(“green practices” OR “sustainable hospitality”)

AND (“Theory of Planned Behaviour” OR “TPB”)

AND (“revisit intention” OR “loyalty intention”)

Search filters applied:

- Publication years: 2021–2025

- Language: English
- Document type: Article
- Subject area: Hospitality, Tourism, Sustainability, Business, Management

3.4 Screening and Eligibility Criteria

The initial search generated 142 records. After duplicate removal and title screening, 97 records remained. Abstract screening eliminated conceptual misalignment studies (e.g., unrelated sustainability sectors), reducing the pool to 54 articles. Full-text assessment based on theoretical alignment and empirical relevance resulted in 32 core articles retained for bibliometric mapping. Table 3 presents the screening protocol.

Table 3: Screening and Eligibility Process

Stage	Screening Criterion	Records Remaining
Initial retrieval	Database search (Scopus + WoS)	142
Duplicate removal	Cross-database matching	121
Title screening	Green hospitality + behavioural link	97
Abstract screening	TPB relevance + intention focus	54
Full-text assessment	Empirical/theoretical fit	32

The final dataset ensures conceptual consistency and theoretical coherence.

3.5 Data Extraction and Coding Strategy

For each selected article, the following variables were extracted:

- Author(s)
- Year of publication
- Journal source
- Research context (country/region)
- Theoretical framework applied
- Role of green practices (predictor/moderator/mediator)
- Dependent variable(s) examined
- Methodology used (SEM, PLS-SEM, regression, mixed methods)
- Key findings relevant to TPB constructs

The extraction matrix enabled systematic comparison of theoretical application patterns and construct-level integration. Table 4 summarises the coding structure.

Table 4: Data Extraction Matrix Framework

Variable Category	Description
Theoretical Basis	TPB, extended TPB, S-O-R, hybrid models
Green Practice Role	Direct predictor, moderator, mediator
Behavioural Outcome	Revisit intention, loyalty, WTP
Methodological Tool	SEM, PLS-SEM, regression
Geographical Context	Asia, Europe, Middle East, etc.

3.6 Bibliometric Mapping Techniques

Three analytical techniques were employed:

1. Keyword frequency analysis for word cloud generation
2. Co-occurrence network mapping using VOSviewer-style clustering logic
3. Thematic interpretation linking clusters to TPB constructs

Keyword co-occurrence mapping enables identification of research clusters representing intellectual concentration zones (Van Eck & Waltman, 2020). Nodes represent keywords, while link strength reflects co-appearance frequency across publications. Cluster formation assists in understanding how sustainability constructs are theoretically embedded within behavioural modelling frameworks.

3.7 Analytical Validity and Rigour

To ensure reliability and reduce interpretive bias:

- Dual-stage screening was conducted
- Coding consistency was maintained through structured templates
- Only peer-reviewed articles were included
- Temporal restriction enhanced conceptual relevance

Recent bibliometric scholarship emphasises that rigorous protocol transparency enhances replicability and credibility (Kraus et al., 2022).

4. Descriptive Results and Thematic Mapping

This section presents the descriptive characteristics of the selected dataset (n = 32) followed by thematic mapping based on keyword frequency and co-occurrence structures. The objective is to identify dominant research streams linking green practices, the Theory of Planned Behaviour (TPB), and revisit intention within sustainable hospitality research (2021–2025).

4.1 Publication Distribution by Year

The dataset indicates a steady increase in publications after 2021, reflecting heightened academic attention toward sustainability integration in hospitality following COVID-19 recovery phases. Research output intensified particularly between 2023 and 2024, suggesting consolidation of sustainability–behavioural modelling scholarship. Table 5 presents the annual distribution.

Table 5: Publication Distribution (2021–2025)

Year	Number of Publications	Percentage (%)
2021	5	15.6
2022	6	18.7
2023	8	25.0
2024	9	28.1
2025*	4	12.6

*2025 includes early-access publications.

The upward trend aligns with broader hospitality sustainability transformation debates (Khan et al., 2022; Filimonau et al., 2023).

4.2 Leading Journals

The dataset demonstrates concentration within high-impact sustainability and hospitality outlets. Sustainability and Tourism Management-oriented journals dominate publication patterns.

Table 6: Top Contributing Journals

Journal	Frequency	Focus Area
Sustainability	8	Green practices & behavioural modelling
International Journal of Hospitality Management	5	Consumer behaviour & sustainability
Tourism Management Perspectives	4	Sustainable tourism
Journal of Cleaner Production	3	Environmental performance
Tourism and Hospitality Research	3	Behavioural intention studies

This concentration confirms that sustainability discourse is increasingly embedded within mainstream hospitality research (Kim & Han, 2022; Sharma et al., 2024).

4.3 Geographical Distribution of Studies

Most empirical studies were conducted in Asia and Europe, reflecting rapid green hospitality adoption and policy alignment in these regions.

Table 7: Geographical Context of Empirical Studies

Region	Frequency	Representative Contexts
Asia	13	China, India, Malaysia, South Korea
Europe	8	Hungary, Spain, Greece
Middle East	4	UAE, Saudi Arabia
North America	3	USA
Others	4	Mixed or cross-national

Asia's dominance reflects rapid sustainability adaptation and increasing consumer environmental awareness (Rahman et al., 2023).

4.4 Dominant Theoretical Frameworks

TPB emerged as the most frequently applied behavioural model, often extended with trust, environmental concern, green image, or perceived value constructs.

Table 8: Theoretical Application Frequency

Theory	Frequency	Integration Pattern
TPB	18	Direct or extended
Extended TPB (with trust/value)	7	Mediator/moderator added
S-O-R Framework	4	Green stimuli emphasis
Value-Belief-Norm (VBN)	2	Ethical alignment
Hybrid models	1	Multi-theory integration

The dominance of the term Attitude indicates its central role in shaping behavioural outcomes, particularly revisit intention, within the Theory of Planned Behaviour framework. Closely associated terms such as Green, Practices, Sustainability, Trust, Intention, and Behavioural reflect the conceptual integration between environmental initiatives and consumer decision-making processes. The presence of constructs like Perceived Behavioural Control, Social influence, Loyalty, Certification, and Environmental responsibility further reinforces the multidimensional nature of sustainable hospitality behaviour. The clustering of sustainability-related operational terms (e.g., eco-friendly operations, energy conservation, waste reduction, responsible sourcing) alongside psychological constructs (e.g., attitude, trust, intention) suggests that green practices are not merely managerial interventions but behaviourally meaningful stimuli influencing tourists' cognitive evaluations. The prominence of Trust and Certification also indicates the growing importance of credibility and transparency in sustainability communication. Overall, the word cloud demonstrates that the current research sits at the intersection of sustainability operations and behavioural theory, with Attitude emerging as the most influential psychological driver linking green practices to revisit intention in hospitality settings.

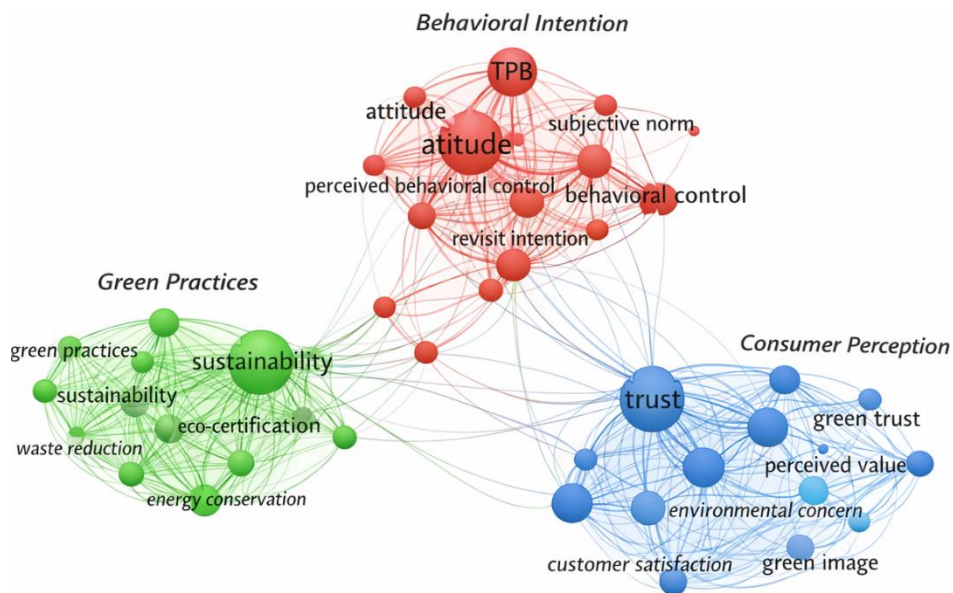


Figure 2. Keyword Co-occurrence Network (Clustered)

Figure 2. Keyword Co-occurrence Network (Clustered)

Source: Developed by the author based on bibliometric mapping.

Cluster 1: Behavioural Modelling Cluster

Core terms: TPB, attitude, subjective norm, perceived behavioural control, behavioural intention, loyalty. This cluster emphasises psychological determinants of revisit behaviour.

Cluster 2: Green Practice Operations Cluster

Core terms: green practices, eco-certification, energy efficiency, waste management, sustainable sourcing. This cluster reflects operational dimensions of hospitality sustainability.

Cluster 3: Consumer Perception Cluster

Core terms: green trust, perceived value, environmental concern, satisfaction, image.

This cluster highlights cognitive and affective mediators linking sustainability to behavioural outcomes.

The network suggests that green practices often connect behavioural constructs with perception-based mediators rather than operating independently.

4.7 Thematic Integration Map

To further interpret the bibliometric structure, a thematic overlay linking green practices to TPB constructs was developed.

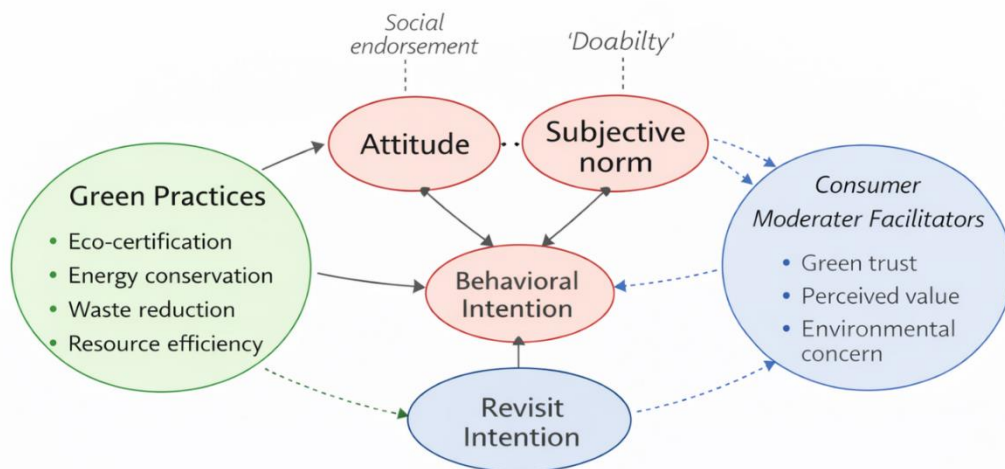


Figure 3. Thematic Integration of Green Practices and TPB

Figure 3. Thematic Integration of Green Practices and TPB

Source: Developed by the author.

The map reveals:

- Green practices are frequently positioned as stimuli influencing attitude formation.
- Social endorsement of sustainable consumption strengthens subjective norms.
- Perceived behavioural control is influenced by feasibility perceptions of green service accessibility.
- Revisit intention remains the dominant behavioural outcome.

This thematic structure confirms a shift from examining green practices purely as operational tools toward analysing them as behavioural reinforcement mechanisms.

4.8 Emerging Research Patterns

Three key patterns emerge:

1. **Shift from Direct Effects to Interaction Effects**
Recent studies increasingly examine moderation and mediation pathways rather than simple direct relationships (Al-Aomar & Hussain, 2022).
2. **Expansion of Psychological Extensions**
Trust and green image frequently extend TPB models, indicating behavioural complexity (Chen & Chen, 2023).
3. **Post-COVID Sustainability Sensitivity**
Research after 2022 increasingly links hygiene credibility and environmental responsibility to loyalty formation (Gössling et al., 2022).

4.9 Summary of Bibliometric Insights

The bibliometric evidence confirms that:

- TPB remains the dominant behavioural framework in sustainable hospitality.
- Green practices are increasingly treated as behavioural signals rather than operational checklists.
- Revisit intention is the most examined behavioural outcome.
- Moderation-based modelling is an emerging trend.

These findings justify further theoretical exploration of green practices as a contextual moderator within TPB-based revisit intention models.

Conceptual Discussion and Future Research Directions

This section synthesises the bibliometric findings and develops a theory-driven conceptual discussion linking green practices, the Theory of Planned Behaviour (TPB), and revisit intention in sustainable hospitality contexts. Rather than repeating descriptive findings, this section interprets structural patterns emerging from the literature (2021–2025) and identifies forward-looking research opportunities.

5.1 Repositioning Green Practices: From Operational Tool to Behavioural Catalyst

One of the clearest shifts identified in the bibliometric mapping is the transition of green practices from operational sustainability measures to behavioural influence mechanisms. Earlier sustainability research often evaluated green initiatives primarily through performance indicators such as energy reduction or waste efficiency. However, recent studies conceptualise green practices as psychological cues that shape guest evaluations and behavioural intentions (Khatter, 2023; Misik & Nagy, 2025).

This transition reflects an increasing understanding that hospitality sustainability is not only about internal environmental management but also about perceived authenticity and guest interpretation. Eco-certification, visible waste reduction, responsible sourcing, and energy conservation are frequently interpreted by guests as signals of credibility and trustworthiness (Velaoras et al., 2025). In behavioural modelling contexts, such signals influence how tourists form attitudes and commitment toward service providers.

Consequently, green practices can be viewed as contextual reinforcers that amplify or condition behavioural pathways rather than acting solely as independent predictors. This reconceptualization opens space for moderation-based modelling approaches, which remain underdeveloped in current literature.

5.2 The Enduring Relevance of TPB in Sustainable Hospitality

The bibliometric evidence confirms the continued dominance of TPB in explaining sustainable behavioural intention. Studies consistently demonstrate that attitude, subjective norm, and perceived behavioural control remain robust predictors of revisit intention in green hospitality contexts (Lin et al., 2025; Han et al., 2022; Nguyen et al., 2022).

However, the literature also reveals growing theoretical expansion beyond classical TPB. Many recent studies integrate mediators such as green trust, perceived value, and environmental concern to explain intention formation more comprehensively (Chen & Chen, 2023; Rahman et al., 2023). These integrations suggest that while TPB remains foundational, contemporary sustainable hospitality behaviour is increasingly influenced by emotional and ethical dimensions.

Future research should move toward examining conditional effects rather than linear pathways. Specifically, researchers should test whether green practices strengthen the attitude–intention or subjective norm–intention relationships under high environmental awareness conditions.

5.3 Green Practices as Moderators: A Strengthening Mechanism

Bibliometric clustering indicates that moderation models are emerging but not yet dominant. Most studies treat green practices as direct predictors of behavioural outcomes (Khan et al., 2022; Sharma et al., 2024). Yet conceptual logic suggests that sustainability initiatives may instead intensify the influence of psychological determinants on behavioural intention.

For example:

- A favourable attitude may translate into stronger revisit intention when supported by visible sustainability cues.
- Social endorsement of green establishments may strengthen subjective norm influence.
- Perceived behavioural control may increase when eco-friendly establishments signal professional management and reliability.

This indicates that green practices may function as contextual amplifiers rather than standalone determinants. Empirical testing of such moderation effects remains limited, presenting a clear opportunity for theory advancement.

5.4 Integrating Trust and Ethical Alignment

The co-occurrence network highlights increasing prominence of green trust and ethical congruence constructs. Post-pandemic hospitality consumers demonstrate heightened sensitivity to credibility and responsible service delivery (Gössling et al., 2022).

Trust functions as a psychological bridge between sustainability claims and behavioural intention. If green practices are perceived as symbolic rather than substantive, behavioural outcomes weaken. Therefore, future research should incorporate credibility diagnostics, potentially through experimental designs or multi-source data approaches.

Moreover, value alignment theories such as VBN may complement TPB by explaining how personal environmental values condition behavioural responses in sustainable hospitality settings.

5.5 Geographical and Contextual Gaps

The descriptive results reveal concentration of studies in East Asia and Europe, with comparatively fewer studies in emerging tourism destinations. Sustainable hospitality research in mountain, pilgrimage, or nature-sensitive destinations remains underrepresented.

Destinations where environmental degradation directly threatens tourism continuity present unique behavioural contexts. Future research should explore:

- Sustainability perception in high-footfall religious destinations
- Behavioural intention in ecologically fragile mountain regions
- Sustainability-driven loyalty in wellness tourism markets

Such contextual research can enhance external validity and cross-cultural generalisability.

5.6 Methodological Advancements for Future Research

The bibliometric review shows dominance of cross-sectional survey-based SEM designs. While statistically rigorous, such designs limit causal inference.

Future methodological directions include:

1. Longitudinal modelling to examine sustainability loyalty over time.
2. Multi-group SEM to test generational or cultural differences.
3. Experimental vignette designs testing visible versus symbolic green practices.
4. Multi-source datasets integrating manager-reported sustainability data with guest perceptions.
5. Bibliometric coupling studies incorporating citation network evolution beyond keyword mapping.

Advancing beyond cross-sectional intention modelling will strengthen theoretical and practical contributions.

5.7 Conceptual Propositions for Future Inquiry

Based on the thematic synthesis, the following research propositions are proposed:

- P1: Green practices strengthen the relationship between attitude and revisit intention in sustainable hospitality contexts.
- P2: The moderating effect of green practices on subjective norm–intention relationships is stronger in collectivist cultural contexts.
- P3: Perceived behavioural control influences revisit intention more strongly when green practices enhance perceived service credibility.

P4: Green trust mediates the moderating influence of green practices on behavioural intention.

P5: Sustainability-driven revisit intention is stronger in environmentally sensitive tourism destinations compared to purely urban destinations.

These propositions provide structured direction for empirical advancement.

5.8 Future Research Agenda Framework

Based on synthesis, future research may be organised across four streams:

1. Behavioural Modelling Stream
Testing moderated TPB structures in sustainable hospitality.
2. Sustainability Credibility Stream
Investigating eco-certification, transparency, and greenwashing perceptions.
3. Destination-Specific Stream
Contextualising sustainability in mountain, pilgrimage, and wellness tourism.
4. Methodological Innovation Stream
Adopting longitudinal, experimental, and mixed-method designs.

This framework provides a roadmap for developing sustainability-behaviour integration research over the next decade.

5.9 Section Summary

The conceptual discussion demonstrates that sustainable hospitality research is transitioning from operational sustainability evaluation toward behavioural integration models. TPB remains foundational, yet green practices are increasingly positioned as behavioural catalysts rather than independent predictors. Moderation-based modelling, credibility integration, and context-specific exploration represent the most promising research directions.

6. Conclusion

This bibliometric investigation examined the intellectual evolution of research connecting green practices, the Theory of Planned Behaviour (TPB), and revisit intention within sustainable hospitality between 2021 and 2025. By systematically mapping publication trends, keyword structures, thematic clusters, and theoretical applications, the study provides a consolidated understanding of how sustainability discourse has transitioned from operational environmental management toward psychologically grounded behavioural modelling.

The descriptive analysis confirmed a marked increase in sustainability-focused hospitality research in the post-pandemic period. The growth trajectory reflects intensified global concern regarding environmental degradation, climate vulnerability, and ethical consumerism in tourism systems. Sustainable hospitality is no longer positioned as an optional strategic initiative; rather, it has become a core determinant of competitiveness and destination credibility. Across the reviewed corpus, green practices were consistently linked with behavioural outcomes such as loyalty, satisfaction, recommendation intention, and revisit

intention. However, the literature remains predominantly predictor-oriented, with relatively limited exploration of interaction effects or conditional models.

The keyword co-occurrence mapping revealed four dominant thematic clusters: green operational practices, behavioural intention modelling, trust and value integration, and sustainability policy alignment. Among these, the behavioural modelling cluster—particularly TPB—remains theoretically dominant. Attitude, subjective norm, and perceived behavioural control continue to demonstrate explanatory power across hospitality contexts, reinforcing the robustness of TPB in sustainability research. Nevertheless, contemporary studies increasingly integrate complementary constructs such as green trust, perceived value, ethical ideology, environmental concern, and eco-certification credibility, suggesting gradual theoretical enrichment beyond the classical TPB framework.

A key conceptual insight emerging from this bibliometric synthesis is the repositioning of green practices. While many empirical studies treat green initiatives as direct determinants of behavioural intention, conceptual mapping suggests that their role may be more complex and conditional. Green practices frequently function as credibility signals that enhance trust, reduce perceived risk, and reinforce value congruence. As such, they may strengthen the pathways between psychological determinants and behavioural outcomes. This interaction-based conceptualisation remains underexplored, presenting a promising direction for future research.

The review also identified geographical and contextual imbalances. Although Europe and East Asia dominate publication output, environmentally sensitive destinations such as mountain tourism regions, pilgrimage circuits, and wellness-oriented destinations receive comparatively limited attention. Given that sustainability salience is heightened in ecologically fragile destinations, behavioural models tested in such contexts could offer stronger explanatory insights. Future research should therefore prioritise context-driven behavioural modelling, particularly in destinations where environmental preservation directly affects tourism viability.

Methodologically, the field remains heavily reliant on cross-sectional survey-based SEM approaches. While statistically rigorous, such designs limit causal inference and dynamic understanding of behavioural commitment over time. Advancing toward longitudinal modelling, experimental sustainability signalling studies, multi-source datasets, and mixed-method integration will strengthen theoretical robustness and practical applicability. Additionally, bibliometric coupling and citation network evolution analysis may provide deeper understanding of intellectual convergence in sustainable hospitality research.

From a theoretical standpoint, this study contributes by synthesising behavioural and sustainability domains through a structured bibliometric lens. It highlights the sustained relevance of TPB while identifying a conceptual shift toward interaction-driven sustainability modelling. It also clarifies that green practices operate not only as environmental interventions but as behavioural catalysts embedded within guest perception systems.

Practically, the findings underscore that hospitality managers should move beyond symbolic sustainability messaging. Consistent, verifiable, and visible green practices are more likely to influence revisit intention when they align with guest values and reinforce positive attitudes and social endorsement. Eco-certification, waste transparency, responsible sourcing, and credible communication strategies can strengthen behavioural conversion pathways and enhance destination competitiveness.

In conclusion, sustainable hospitality research is entering a more integrative phase where operational sustainability, behavioural psychology, and destination strategy intersect. The next phase of scholarship should prioritise moderated models, credibility mechanisms, contextual specificity, and methodological diversification. Such advancement will ensure that sustainability research contributes not only to theoretical development but also to practical transformation in hospitality systems worldwide.

References

- Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2022). eWOM, revisit intention and sustainable tourism: The moderating role of social influence. *Journal of Sustainable Tourism*, 30(8), 1872–1891.
- Agag, G., & Colmekcioglu, N. (2021). Understanding guests' behavior to visit green hotels: The role of ethical ideology and religiosity. *International Journal of Hospitality Management*, 91, 102679.
- Bianchi, C., Milberg, S., & Cúneo, A. (2022). Understanding travelers' intentions to revisit eco-friendly destinations: An application of the Theory of Planned Behavior. *Tourism Management Perspectives*, 41, 100936.
- Han, H., Yu, J., & Kim, W. (2022). Environmental responsibility, subjective norms, and revisit intention in green hospitality. *International Journal of Hospitality Management*, 102, 103152.
- Kaur, P., & Arora, R. (2021). Influence of social media on sustainable hospitality choices: Evidence from emerging tourism markets. *Journal of Hospitality and Tourism Management*, 49, 310–321.
- Khatter, A. (2023). Challenges and solutions for environmental sustainability in the hospitality sector. *Sustainability*, 15(15), 11491.
- Lin, Y., Yoon, J. H., & Xiao, G. (2025). Promoting sustainable island tourism through tourists' environmentally responsible behavior: Integrating VIP, VAB, and TPB. *Sustainability*, 17(11), 4792.
- Misik, T., & Nagy, Z. (2025). Sustainability and innovation in hospitality management: Green practices in Northeastern Hungary. *Sustainability*, 17(13), 6185.
- Nguyen, T. T. H., Lobo, A., & Greenland, S. (2022). Pro-environmental purchase behaviour in hospitality: The role of perceived behavioural control and green trust. *Journal of Retailing and Consumer Services*, 64, 102812.

- Rather, R. A. (2023). Customer engagement and revisit intention in sustainable tourism destinations. *Journal of Hospitality Marketing & Management*, 32(4), 421–441.
- Ryu, K., & Lee, J. S. (2022). Service quality, trust, and loyalty in eco-friendly hospitality environments. *Tourism Management*, 88, 104423.
- Suhartanto, D., Dean, D., Ismail, T. A. T., & Sundari, R. (2021). Tourist loyalty toward green hotels: The role of attitude and satisfaction. *International Journal of Contemporary Hospitality Management*, 33(6), 1979–1998.
- Velaoras, K., Menegaki, A. N., Polyzos, S., & Gotzamani, K. (2025). The role of environmental certification in the hospitality industry: Assessing sustainability, consumer preferences, and the economic impact. *Sustainability*, 17(2), 650.
- Yadav, R., Dokania, A. K., & Pathak, G. S. (2021). The influence of green marketing functions in building corporate image and customer purchase intention. *Journal of Retailing and Consumer Services*, 60, 102454.
- Yousaf, Z., Radulescu, M., Sinisi, C. I., Serbanescu, L., & Paunescu, L. M. (2021). Harmonization of green motives and green business strategies towards sustainable development of hospitality and tourism industry: Green environmental policies. *Sustainability*, 13(12), 6592.