

The Emergence and Evolution of Corporate Social Responsibility (CSR) in Tourism, Hospitality and Related Areas: A Bibliometric Analysis of Literature

O Surgimento e Evolução da Responsabilidade Social Corporativa (RSC) no Turismo, Hospitalidade e Áreas Correlatas: Uma análise Bibliométrica da Literatura



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RESUMO

Até onde sabemos, não há artigos bibliométricos ou revisões que tenham buscado compreender as bases teóricas e temáticas da responsabilidade social corporativa (CSR) e suas trajetórias atuais em relação aos limites do campo do turismo e áreas relacionadas, apesar de sua importância. Neste sentido, visando atuar neste gap, realizamos um estudo bibliométrico com análises de citação e de acoplamento bibliográfico. O objetivo, portanto, foi analisar as bases conceituais que sustentam as pesquisas em responsabilidade social corporativa e as fronteiras do conhecimento atual

sobre o tema. Seguimos como protocolo as recomendações de Zupic & Cater (2015), que atualmente é referência principal quando se trata de bibliométricos. A coleta de dados foi realizada na *Web of science* restringindo a artigos científicos em inglês publicados até 2022 dentro das categorias turismo, hospitalidade, lazer, gestão, negócios e economia. Nossa amostra final foi de 361 artigos científicos. Apresentamos resultados descritivos e mapeamentos gráficos. Nossos resultados descritivos incluíram evolução de trabalhos por ano e publicações por periódico. Nossos mapeamentos gráficos foram divididos em mapa de análise de cocitação e mapa de acoplamento bibliográfico. Entre nossos principais resultados, identificamos que as pesquisas sobre responsabilidade social corporativa nestes campos tiveram um crescimento exponencial entre os anos de 2019 e 2021, ou seja, durante a pandemia de Covid-19, é compreensível uma vez que organizações que atuam nestas áreas foram mais severamente afetadas pelas restrições impostas pela pandemia quando comparamos com outros segmentos do mercado. O mapa de cocitação apresentou 4 *Clusters*. O mapa de pareamento bibliográfico, por sua vez, apresentou 5 *Clusters*. Nossas descobertas constataram que os estudos sobre responsabilidade social corporativa (CSR) enfatizaram analisar a temática apenas no campo da hotelaria, utilizando como unidade de análise hotéis ou redes hoteleiras internacionais, levando a necessidade de estudos futuros sobre a temática mais abrangentes

Palavras-chave: Responsabilidade Social Corporativa, Turismo, Hotelaria, Análise Bibliométrica

ABSTRACT

Despite the importance of corporate social responsibility (CSR) in the field of tourism and related areas, to the best of our knowledge, there are no bibliometric or revisionary articles that sought to understand the theoretical-thematic roots of corporate social responsibility (CSR) and the current paths of the construct in relation to its borders. In this sense, aiming to address this gap, we carried out a bibliometric study with co-citation and bibliographic coupling analyses. The objective, therefore, was to analyze the conceptual bases that support research on corporate social responsibility and the frontiers of current knowledge on the topic. As a protocol, we followed the recommendations of Zupic & Cater (2015), which is currently the main reference when it comes to bibliometrics. Data collection was carried out on the *Web of science*, restricting it to scientific articles in English published until 2022 within the categories tourism, hospitality, leisure, management, business and economy. Our final sample was 361 scientific articles. We present descriptive results and graphic mappings. Our descriptive results included evolution of works per year and publications per journal. Our graphical mappings were divided into a co-citation analysis map and a bibliographic coupling map. Among our main results, we identified that research on corporate social responsibility in these fields had exponential growth between 2019 and 2021, that is, during the



Covid-19 pandemic, it is understandable since organizations operating in these areas were more severely affected by the restrictions imposed by the pandemic when compared to other market segments. The co-citation map showed 4 *Clusters*. The bibliographic matching map, in turn, presented 5 *Clusters*. Our findings found that studies on corporate social responsibility (CSR) emphasized analyzing the topic only in the field of hospitality, using hotels or international hotel chains as the unit of analysis, leading to the need for more comprehensive future studies on the topic.

Keywords: Corporate Social Responsibility, Tourism, Hospitality, Bibliometric Analysis

INTRODUCTION

The importance of the integration of social perspectives with the organizational performance has become an emergence discussion in the literature and comes from the perspective that the companies which acquire financial and human resources from the society and should act with reciprocity, which means, they should give back to the society (Sharma, 2019). In the last years, the corporate social responsibility (CSR) has gained relevance leading managers and academics to emphasize the investigation of such phenomenon (Sharma, 2019). Although the dimensions of the CSR are being continuously researched nowadays, companies around the world are facing growing pressures to become more socially responsible and to implement actions which in fact may contribute in an active form to their local and global community (Awaysheh et al., 2020).

Companies understand the CSR as policies of social responsibility that provide a good environment for business, which, in last analysis affect the organizational performance, which means, such policies influence the ability of a company to reach their organizational goals (Awaysheh et al., 2020). It is worth mentioning that the CSR is inter-related with the ability of the company to improve its relationship with its main *stakeholders*, as for example, with stock owners and investors, and managers, staff and clients (Hopkins, 2004).

In this same context, there is substantial pressure for the organizations to disclosure information related to their social actions, as well as their environmental actions and performance information of the company in the



last years (Waris, 2014; Sharma, 2019). Major corporations with global acting, which is, multinationals, have understood the importance of the CSR to improve their reputation and consequently their performance once they put an effort in the implementation of social and environmental actions, which means, in ethically responsible actions (Sharma, 2019).

The interest of the companies in ethically responsible actions is far more understood with some examples, such as the reputation of Ben & Jerry's Foundation to CSR going back to 1985, with 7.5% of the actions of the company in the IPO promised to philanthropy (Ben and Jerry's Foundation, 2018). Starbucks, opened in the 70's decade, ensured that its operations were grounded with sustainability and with the responsibility with the communities, and with that invested in the opening of special stores for hearing disabled with all staff fluent in training of ASL (American Sign Language) for greater inclusion (Marcus, 2018).

Regarding the evolution of the CSR theme in the field of tourism and co-related areas, it is important to highlight that in the last years, more attention has been given by policy formulators to tourism (Alola et al., 2020). There has been an increase in the importance of sustainable business practices, together with a wide broad of issues faced by the societies, such as the diminishing of the natural resources, the degradation of the environment, climate change and social inequality (Jones et al., 2016). Moreover, it was recently presented a climate agenda in the context of tourism in Brazil, with important contributions to public policies of adaptation in face of climate changes (Gil et al., 2023). It is worth mentioning that up until then, the tourism sector, had not received many criticism compared to other industries, which means, manufacture, mining and chemical (Khan et al. 2023).

Currently in the field of tourism and in co-related areas, a movement in which the consumers and the public in general have been raising their voices on the advanced CSR effects of the industry of tourism and demanding from the companies that act in such areas more transparency in terms of businesses



practices, with disclosure of social and environmental information from them (De Grosbois, 2012; Ghaderi et al., 2019). For example, it has been discussed the elaboration of visitation tourism destinations that consider different public profiles, as well as possible themes that may be used in the environmental interpretation (Sousa et al., 2023). Due to the growing pressures from the public in general and from other influential *stakeholders*, tourism companies in co-related areas have been able to include social and environmental practices in their operations which means, those companies were obligated to relate themselves with the environmental and social issues with the practices of consumption (Khan et al. 2023). In summary previous studies state that the CSR contributes a lot to the society and improves the community support and consequently improves the reputation and the financial results of the companies (Khan et al. 2023). In tourism and co-related areas actions based on policies of CSR generates support from the communities, as well as increases the performance of the business (Farmaki, 2019).

However, the focus of previous studies was limited to a single sector of tourism (Guix et al., 2018; Medrado & Jackson, 2016). Despite these results emphasizing issues of sustainability in the industry of tourism, the practices of CSR still remain an unexplored area in terms of research studies, including with the absence of review studies that allow understanding the evolution of the theme in such fields.

In addition, the main focus of CSR in tourism has been the hotel industry, being visible the neglect to other sub-sectors (De Grosbois, 2012; Khan et al. 2023). Due to the lack of more broad studies on the theme Rhou & Singal (2020) and Khan et al. (2023) highlighted the need of research studies to make the actual flow of research on the theme and other co-related areas richer, including with the development of review studies that allow the mapping of the domain of knowledge in such theme.

In such sense, this research through a bibliometric review has the purpose of analyzing the conceptual-theoretical evolution of the corporate



responsibility in the field of tourism and in co-related areas, as well as to identify the mapping of the domain of knowledge (co-citation of the most quotes articles) and present frontier studies (bibliographic pairing). It is hoped that this study contributes to the literature presenting elements to increase the comprehension of the evolution of the construct and to the identification under the light of the corporate social responsibility in such areas.

Theoretical foundation

Corporate Social Responsibility

The practices of CSR illustrate the social aspect of sustainability (Kleindorfer et al., 2005). The practices of CSR include organizational programs to contribute with staff and with the well-being of the community. The CSR may be categorized in two aspects, internal (staff) and external (society). The internal aspect of the social sustainability includes the well-being and the equity of the staff (Agan et al., 2016; Kleindorfer et al., 2005), meanwhile the external aspect focuses on the social well-being and on the responsible organization (Bibi & Amjad et al., 2017).

According to Carroll (1991), the structure of the CSR comprehends four social responsibilities, including economic responsibility, regulation compliance (legal obligation), community compliance (ethical obligation) and discretionary responsibility. The CSR practices involve the organizations to consider the interest of all the interested parts, including the work labor, communities and society to the sustainable development (Fuji et al., 2018). However, in this study, we conceptualize three main CSR practices, including “well-being and equity of the staff”, “sustainability reports” and “practices of social involvement” of the organizations (Kim et al., 2018).

Despite the fragmentation of the concept of corporate social responsibility, it is consensus that it regards a group of policies and practices that the organizations develop based on their financial return on behalf of



either the society or on environmental good practices, being a strategic decision of the companies and it is rooted on the organizational culture of the company, which means, it is not related to isolated actions of the companies (Sharma, 2019; Awaysheh et al., 2020). For a better understanding of the main definitions present in the literature on the construct, we present Table 1, which groups the definitions of CSR from several researchers on the relevant literature on the theme of CSR.

Table 1

Definitions and evolution of the Corporate Social Responsibility - CSR

Definitions of the Corporate Social Responsibility - CSR

Authors	Definition
Bowen (1953)	Defined that the social responsibility of the business executives is to make decisions according to the values of our society.
Davis (1960)	The businessmen have an obligation to the society in terms of economical and human values. As consequence, the social responsibility of businessmen should be proportional to their social power (p. 71).
Carroll (1979)	The corporate social responsibility encompasses ethical, moral and discretionary expectations that the society has regarding the companies.
Jones (1980)	Sates that the CSR should be seen as a decision making process that influences the corporate behavior.
Wood (1991)	Elaborates a Corporate Social Performance model based on the principles of corporate social responsibility and identifies the effects on the results of companies and social impacts.



Carroll (1991)	Represents the four main responsibilities of the companies with the CSR Pyramid and states that the companies should focus on social aspects.
Burke & Logsdon (1996)	Define five dimensions of the strategic CSR which result in indicators of creation of measurable value (in the form of economy benefits to the company).
Lantos (2001)	The CSR answers to the social contract implicit between the company and the society and may become fundamental when it is part of the management of the company.
Marrewijk (2003)	The corporate social responsibility is an answer to the new roles and responsibilities of each sector of the society to the development of the countries and of the world economy.
Chandler & Werther (2006)	Recognize a chance in the social responsibility that transformed the CSR from a minimal commitment, transforming it into a "strategic need" (p. 319) which can be translated into a competitive sustainable advantage to the companies.
Porter & Kramer (2006)	The corporate social responsibility helps companies to obtain a competitive advantage that results in the creation of shared value.
Heslin & Ochoa (2008)	Explain that the corporate social responsibility should be performed in a tailored way, and should follow 7 common principles which are: a) to cultivate the talent b) necessary to develop new markets, c) to protect the well-being at work , d) to reduce the environmental footprint, e) profit



	from products, f) to involve the clients and g) to make the supply chain green.
Porter & Kramer (2011)	State that "the purpose of the corporation should be redefined as shared creation of value" (p. 2) and, as such, the concept of shared creation of value (CSV) should substitute the CSR.
Chandler (2016)	Defines the generation of value to the organization and its <i>stakeholders</i> as the main purpose of the corporate social responsibility.

Source: Adapted from Sharma (2019)

As we can observe in table 1, the social responsibilities attributed to the corporations have evolved over the years, being at first such practices merely recognized, currently the research flow of the theme states that it is essential for the organizations, in fact, to adopt social and environmental actions in their operations. Perhaps more important is the fact that the discussion on which such social and environmental responsibilities are is still relevant for both academic but also to the organizations.

Another relevant issue regards the fact that the corporate social responsibility (CSR) has developed from a personal decision from managers in the 1950's decade to be defined as business decision making process in the '980's decade, and has become to be comprehended as a strategic need that impacts on the survive of the organizations in the early 2000's. Notably, the purpose of the existence of the corporations has also evolved from the limitation to economic profit generation to the 1950's and 60's to the belief that business should exist to serve the society as pointed out in the 1970's and to the belief in the year 2010 that the purpose of the corporations should be of generating value to the organization and to its *stakeholders*.



Methods

This study was developed with the use of bibliometric techniques. The bibliometric analysis uses techniques and tools that enable to map a board regarding the development of a certain scientific field (Zupic & Cater, 2015). More specifically it allows to identify how has an area of knowledge appeared and evolved throughout the years, including it presents in a clear form the trend of growth in a certain discipline, as also the dispersion and obsolescence of scientific fields, authors and most influential institutions, and most searched journals by authros in the disclosure of researches in a certain area of knowledge (Zhu et al., 2021).

In a more precise way it refers to a method that systematize th existing literature on a certain theme, with this it allows quantitative analysis from patterns of publication of a field of knowledge together with its authorship by mathematical and statistical calculus (Donthu et al., 2022). More specifically the bibliometric is used to analyze how the areas of knowledge have been formed and have developed throughout the years (Zupic & Cater, 2015). In summary, it analyzes the results of previous researches, including most investigated themes, most frequent methods, employed theories and selected samples (Ye, Song, & Li, 2012), through the basic application of advanced statistical techniques to the obtained data from previously published studies, such as books, articles and journals (Cobo et al., 2011).

In the literature, four specific techniques are found to perform bibliometric studies, being the most used the analysis of co-citations, analysis of co-words, analysis of co-authorship and bibliographic pairing (Koseoglu et al., 2016). The study was developed through a bibliometric analysis. To reach the purposed goals of this research the techniques of co-citation and bibliographic pairing will be used to evaluate the formation and the evolution of the domain of innovation knowledge in the fields of hospitality and hotel business, as well as to trace directions regarding the trends of future studies in such field of knowledge. Including, these two techniques are considered predominant in



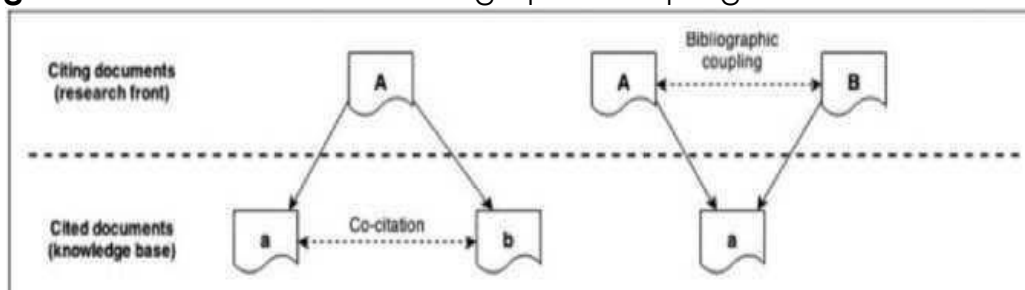
other seminal bibliometric studies (Marshakova, 1981; Zupic & Cater, 2015).

The analysis of co-citation uses metrics of co-citations to construct measures of similarities between documents, authors or journals (Donthu et al., 2022). In a general way the co-citation evaluates the frequency in which two units are quoted in a group form (Small, 1973).

There are different types of co-citations, including the analysis of co-citation of author and analysis of co-citation of journal (White & McCain, 1998), it is worth highlighting that this study will analyze the co-citation of authors. The analysis of co-citation is employed to map the intellectual structure of different disciplines, such as marketing (Jobber & Simpson, 1988), management of operations and strategy (Pilkington & Fitzgerald, 2006), management of services (Pilkington & Chai, 2008) and tourism (Benckendorff, 2009).

On the other hand, the bibliographic pairing analyzes the amount of common references by two documents as measure of similarity among them to analyze the trends and the convergences between studies from the same field of knowledge (Zupic & Čater, 2015). Both techniques are focused on the relations between the citations from the studies and are adopted in scientific studies to map a domain, being that they aim at presenting the domains of scientific communication reflected on scientific literature and on the connections of the citations from the researchers (Börner; Chen; Boyack, 2003), figure 1 represents a summary of these two techniques.

Figure 1 – Co-citation and bibliographic coupling



Source: (Zupic & Cater, 2015)

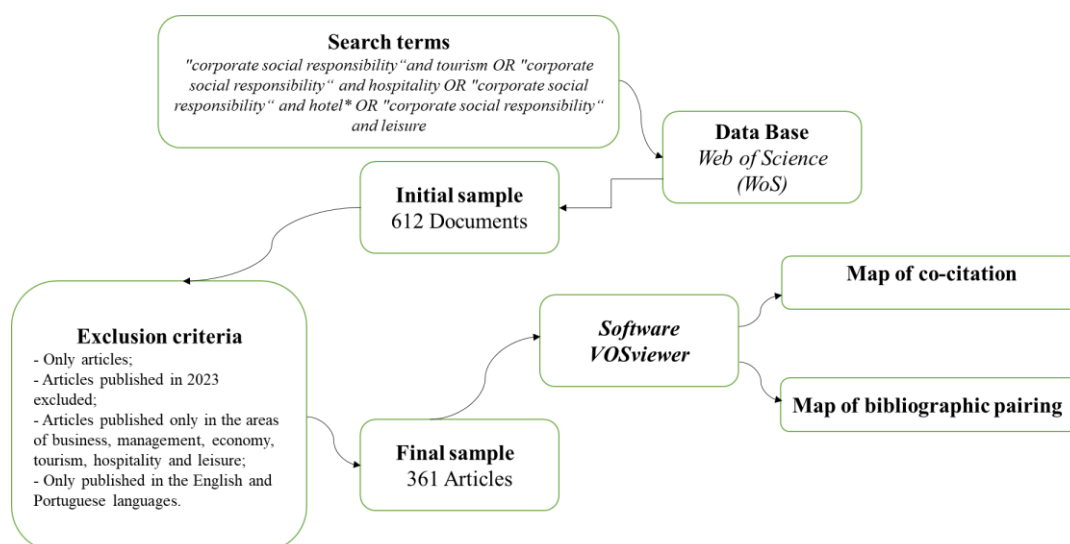
Many softwares may be employed to perform the analysis of the co-

citations and bibliographic pairing, however among such tools of analysis it is worth mentioning the software VOSviewer, once that its graphic results are in high resolution, allowing more clearness in the generated Clusters and its access is free, allowing, therefore, its use in a broad form in the literature (Van Eck & Waltman, 2018). An important metric that will be presented in the data analysis is the link strength from the studies, according to the manual of the software each link is associated to a strength, expressed by a whole and positive value. The higher the value, the stronger the link. The strength of a link may reflect, for example, the number of references shared between two articles.

The methodological design will be presented in figure 2 to summarize the methodological path of the bibliometric analysis and to allow its replicability. It is worth mentioning that we have chosen the data base *Web of science* (Wos) to select the articles that will compose the sample of such study. The choice of such base took into consideration the amount and the quality of the indexed studies under such theme, including many with open access when compared to the data base Scopus we realized that the WoS was more appropriate to the purposes of this research, in addition to its global coverage, which comprehends even the analyzed theme the basis is also recognized by presenting a structure to analyze the information on the production of indicators, without having the need to great previous manipulation of the data (Pinto, Ferreira & Goulart, 2015). Several review and bibliometric studies from the tourism segment are performed in the WoS (for example: Ribeiro et al., 2023; Lima et al., 2023).

Figure 2 – Design of the Methodological Path of the Research





Source: The authors (2023)

To select the articles of the sample, the terms "corporate social responsibility" and tourism OR "corporate social responsibility" and hospitality OR "corporate social responsibility" and hotel* OR "corporate social responsibility" and leisure were researched in the field topic (title, abstract and keywords) on the main research interface of the data base Web of science. First and foremost 612 documents on the theme were identified, after the first step of the application of filters, where we excluded documents with anticipated access, which means, that will be published in 2023, there were 582 documents left. Posteriorly, we excluded from the sample articles from the current year of 2023, the procedure was necessary to ensure the validation and replicability of the research, with this, there were 569 documents left.

Aiming at selecting documents with rigorous methodology and with high quality criteria we selected only articles, with this the sample was reduced to 478 articles. As follows, we selected only articles developed in the areas of management, business, economy and tourism/hotel business and leisure, once that it regards the objectives proposed in this research. It is worth highlighting that few studies on hotel business and hospitality are published in the correspondent area, being generally indexed in journals of management, business and economy. After the application of filter in the areas of knowledge



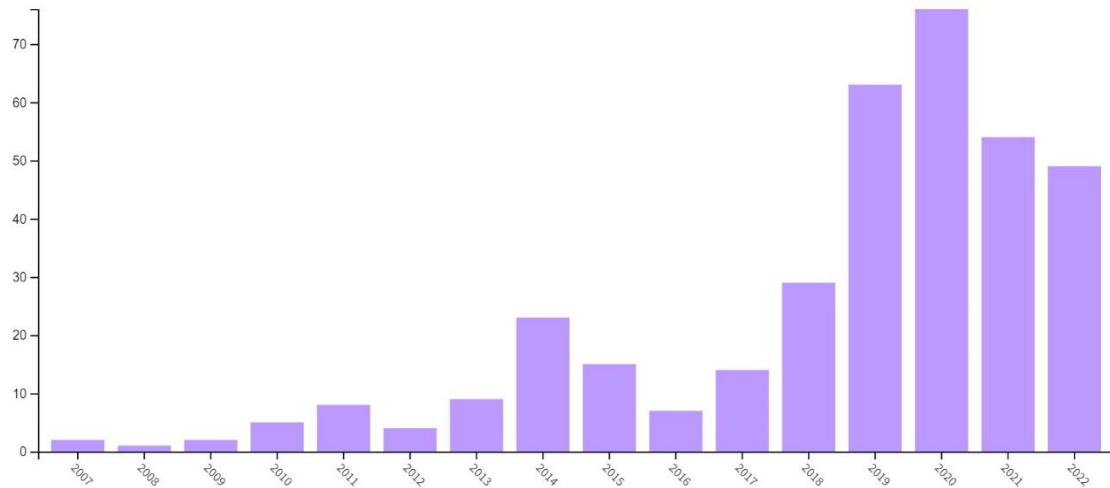
from the WoS the sample was reduced to 365. At last, only articles written in the English language were selected and, from such step, we dismissed 04 articles, leading to a final sample of 361 articles, which was used as final sample from this study.

In figure 3, we present the evolution of studies on corporate social responsibility in tourism, hospitality and correlated areas, the figure makes it evident that from 2017 the volume of publication on the theme had exponential growth, it is worth mentioning that in 2015 the UNO (United Nations Organizations) performed an assembly with the countries members and defined a goal of 17 purposes of strategic development (ODS) for countries to fulfill up to the year of 2030, such objects include social aspects such as better income and environmental distribution, protection of the environment and sustainability, to reach such goals it is evident that the organizations have undergone greater pressure from governmental agencies regarding the adoption of actions, which, in fact, contribute to the society and preserve the environment.

At last it is worth highlighting the increase of the publications on the theme in the years of the Covid-19 Pandemic, it is noticed in the graph that the peak of publications, as the majority of the enterprises in such area had greater restrictions due to the implications of the pandemic. This led to a search for organizational changes, including what is referred to social and environmental actions.

Figure 3 – Evolution of the Publications on Corporate Responsibility in the Fields of Tourism, Hospitality and Co-related areas in Web of Science





Source: Web of science – WoS (2023)

We presented in figure 4 a compiled of information on the main journals that the authors search for publishing their studies on the theme, which means, they are the most important journals for such theme, including the state of the art of the corporate social responsibility in the fields of tourism, hospitality and co-related areas.

It is worth highlighting that the *International Journal of Hospitality Management*, from the 361 articles from the sample of this research 50 articles were published in this journal, it regards a journal of high impact factor and extreme relevance for the hospitality and hotel business, which means, in such journal, are found mainly publications on corporate social responsibility in such fields.

The second main journal searched for authors is the *International Journal of Contemporary Hospitality Management* with 39 publications from the 361 articles of the sample, this journal is also considered one of the most important in the area of hospitality and hotel business. The analysis of the journals enabled to notice that the focus of the studies on corporate social responsibility (CSR) have prioritized the context of hotel business, which means, great part of the studies from our sample were developed in the fields of hospitality and hotel business.



Figure 4 – Main Journals on Corporate Social Responsibility (CSR) in the Field of Tourism, Hotel Business and Co-related Areas



Source: Web of science – WoS (2023)

Analysis of the Results

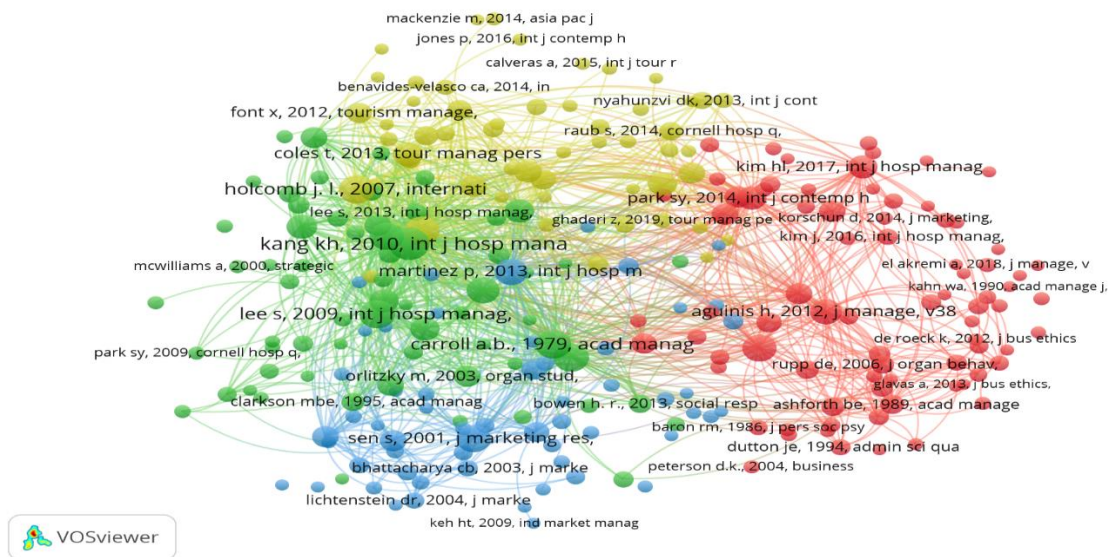
The 361 studies that compose the sample of this research were imported in the software VOSviewer to enable the elaboration of the co-citation map and bibliographic pairing, regarding the map of co-citation, it resulted in the identification of four *Clusters* which are approached more deeply in the sequence of this research.

Analysis of co-citation

Figure 5 presents the Clusters identified in the map of co-citation in this research, thus, as the links between such groups of study on the corporate social responsibility, these clusters will be discussed deeply in such section.

Figura 5 – Map of Co-citation





Source: VOSViewer (2023)

Perspectives and Engagement of the Collaborators regarding the Actions of Corporate Social Responsibility Developed by Hotels (Red Cluster) :

the main Cluster of the map of co-citation is the red according to the manual of the software VOSviewer (Van Eck & Waltman, 2018), such Cluster is composed by 79 studies, the predominant analyzed theme by the studies from such Cluster refers to the analysis of the perspectives and engagement of the collaborators in the actions of corporate social responsibility that are developed by hotels.

The main study from such Cluster was developed by Park & Levy (2014), the authors examined the perceptions of the front line employees of the hotel regarding the activities of corporate social responsibility in the hotel where they currently worked and how their perceptions influenced their level of organizational identification, an indicator of quality in their relationship with the hotel. The results show that the perceptions of the employees of the hotel on the activities of CSR encompass the host community, colleagues and clients, in addition to ecological practices. It has a link strength of 1.192, was quoted 45 times by other studies and has 239 links with other studies.

The second most influential study belonging to this Cluster was elaborated by Kim et al. (2018), the authors analyzed in such cluster the bonds



between Corporate Social Responsibility and their internal consequences using the perception of CSR from the hotel employees, Quality of Life at Work (QVT), affective behavior, behavior of organizational citizenship (CCO) and performance at work. Although the CSR has been widely studied in the perspective of the employees, no prior study has related it to the QVT in the field of research in hospitality. This study has the link strength of 1.033, was quoted 42 times by other studies and has 224 links with other studies.

Positive Effects of Corporate Social Responsibility and Corporate Financial Performance (Green Cluster): The green Cluster is considered the second most influential Cluster in the analysis of co-citation, this Cluster is composed by 64 studies. The theme analyzed by the studies from such Cluster refers to the positive effects on the corporate social responsibility and on the corporate financial performance.

The main study from such *Cluster* was published by Kang et al. (2010), the authors stated that the relation between the CSR activities and the financial performance is a subject rarely examined in the context of hospitality. Within such sense the purpose of the research was to measure the impacts separated from the positive and negative CSR activities on the financial performance of the companies has not yet been considered. Therefore, this study examines the different impacts of the positive and negative CSR activities on the financial performance of hotels, casinos, restaurants and airlines, theoretically based on the effects of positivity and negativity. This study has the link strength of 1.801, was quoted 82 times by studies from the sample and has link with other 251 studies.

The study of Lee & Heo (2009) is the second most influential study from such *Cluster*, in this study the authors stated that the activities of corporate social responsibility may not directly impact, but indirectly the performance of the company, which means that possible factors may mediate the impacts of the activities of CSR in the performance of the company. According to the



theory of the *stakeholders* (Freeman, 1984), the CSR activities may improve the image of the brand, not only to clients but also to collaborators and other *stakeholders*. The study has a link strength of 1.424, was quoted 64 times by other studies of the sample and has link with 242 studies.

The Role of the Actions of Corporate Social Responsibility in the Ability of Client and Consumers Fidelization (Blue Cluster): The blue Cluster is the third Cluster in order of importance in the map of co-citation, such Cluster is composed by 57 studies, being the theme of analysis predominant in such studies the importance of the actions of corporate social responsibility in the ability of fidelization of clients and consumers.

The main study from this *Cluster* was elaborated by Martínez & Del-Bosque (2013), in such study the authors presented a model of influence of CSR on the loyalty of the hotel client by including simultaneously trust, the client identification with the company and the satisfaction as mediators, showing the direct and indirect effects between such constructs. In the proposed model, loyalty is indirectly affected by the perceived CSR, through the mediation, trust, identification and satisfaction. This study has the link strength of 1.385, was quoted 57 times by other studies from the sample and has 245 links with other studies.

The second most important study from the blue *Cluster* was developed by Sen & Bhattacharya (2001), the authors stated in 2001 a growing influence of the corporate social responsibility on the purchase behavior of the consumers, the article examines when, how and to whom the specific CSR initiatives work. The findings implicate both specific factors from the companies, such as the CSR issues that a company chooses to focus on and the quality of its products, as well as specific factors from the individual, such as the personal support of the consumers to the issues of CSR and the general beliefs on CSR, as the main moderators from the answers of the consumers the actions of social responsibility of the companies.

The results also highlight the mediator role of the perceptions of the



consumers on the congruence between their own characters and the ones from the company in their reactions to the CSR initiatives, which may, under certain conditions, increase the performance of the organizations. This study has the link strength of 1.206, was quoted 57 times by other studies from the sample and has 237 links with other studies.

It is important to notice that not only in this cluster, but in many others discussed in this article, there is an excessive focus on researches in hotel business and hospitality. Nonetheless, there is an important path of investigation on social responsibility to be explored in other tourism fronts, such as leisure, transportation and excursions, restorations, among others. Mainly with the advent of the shared economy, the personal interactions have been more meaningful to the economy activities of the everyday life (Whalen et al., 2019). The advances in information technologies and communication enable the appearance of several platforms for sharing, opening new markets and opportunities based on people's interactions (Buhalis et al., 2020). Engaged clients are more active on sharing information and on the search for opportunities to co-build their experiences (Ostrom et al., 2010; Ribeiro et al., 2023)

The importance of the Publication of Reports on Sustainability of Social and Environmental Actions Developed by Hotels (Yellow Cluster): The yellow *Cluster* is considered the fourth most important in the map of co-citation, this last *Cluster* identified on the map of co-citation is formed by 54 publications in a general form the studies from this Cluster rely on the analysis and the general studies from this Cluster regard the importance of the publication and reports of sustainability having the social and environmental actions developed by hotels.

The main study from this *Cluster* was written by De Grosbois (2012), this study evaluates the practice of reports of corporate social responsibility among the biggest hotel companies in the world. Based on the content analysis from websites and reports published online by the 150 biggest hotel companies in



the world in the summer of 2010, the methods of communication used by the hotel companies have been identified, as well as the reach of the reported information. Specifically, it shows that, although a great number of companies reports the commitment with CSR goals, a smaller number of those provides details of specific initiatives invested to contribute with such goals and even less reports the real reached performance. This study has the link strength of 1.424, was quoted 66 times by other studies and has 245 links with other studies.

The second most influential study from such *Cluster* was elaborated by Holcomb et al. (2007), this study analyzed the level of socially responsible behavior among the ten biggest hotel companies in the world, the results reveal that 80 per cent of the analyzed hotel companies reported socially responsible activities related somehow to charity donations. A policy of diversity was reported by 60% of the hotel companies, meanwhile 40% mentioned the CSR in their disclosures of vision or mission. This study has the strength link of 1.244, was quoted 66 times by other studies from the sample and has 231 links with other studies.

In table 2 a summary of the identified cluster on the map of co-citation is presented, with information about the number, place and theme analyzed by each group.

Table 2.

Summary of the clusterization of the map of co-citation

Place and number of the Cluster	Temática do Cluster
<i>Red Cluster - 1</i>	Perspectives and Engagement of the Collaborators regarding the Actions of Corporate Social Responsibility Developed by Hotels
<i>Green Cluster - 2</i>	Positive Effects of the Corporate Social Responsibility and Corporate Financial Performance
<i>Blue Cluster - 3</i>	The Role of the Corporate Social Responsibility on the Ability of Fidelization of Clients and Consumers
<i>Yellow Cluster - 4</i>	The importance of the Publication of Reports of Sustainability of the Social and Environmental Actions Developed by Hotels

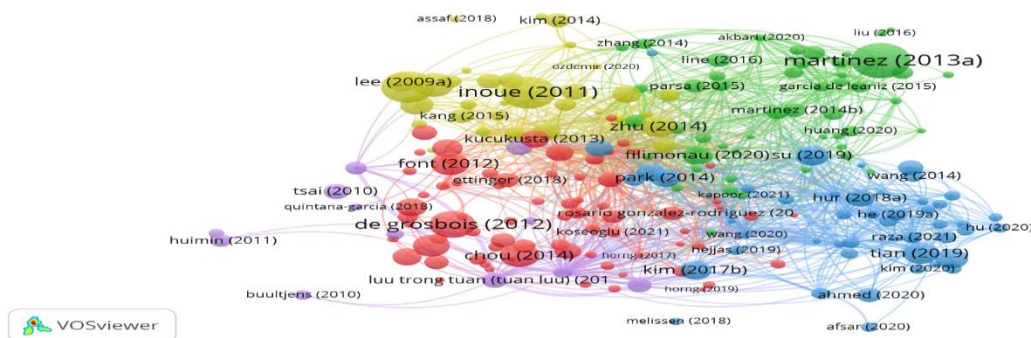
Source: The authors (2023)



Analysis of Bibliographic Pairing

Figure 6, presents the Clusters identified in the map of co-citation of this research, just as the links among the groups of studies on corporate social responsibility, such clusters will be discussed deeply in such section.

Figure 6 – Map of Bibliographic Pairing



Source: Software VOSviewer (2023)

The analysis of bibliographic pairing enabled to present the frontier studies, which means, what the trends of researches are and the paths for future researches on corporate social responsibility in the field of tourism, hotel business and co-related areas. The map of bibliographic pairing resulted in the identification of five *Clusters* that will be discussed deeply in this research.

Analysis of the Corporate Social Responsibility in Tourism and Hotel Business and the Gaps of Performance of Corporate Social Responsibility Actions that are Developed by the Companies (Red Cluster). The most important *Cluster* of the map of bibliographic pairing is the red *Cluster*, such *Cluster* is composed by 73 studies, the main analyzed theme in such *Cluster* regards the gaps of performance of the corporate social responsibility actions that are developed by companies that act in such areas, which means, the actions are not consistent or are implemented to attend legal, moral or ethical issues and do not portrait in fact the vision of the company.

The main study of such *Cluster* was elaborated by Fonte & Lynes (2018), the authors observe that, although there is on the theme the corporate social

responsibility (2018) broad research on certain groups of *stakeholders*, such as management, staff, stockholders and consumers, there is less emphasis on the role of the communities and ecosystems as interested parts and very little on suppliers, non-governmental agencies and government. Although the companies of tourism and hotel business may not be under the same pressure that other sectors are, there are still important opportunities to document and to involve such interested external in the journey towards sustainability. This study has the link strength of 1.155, was quoted 82 times and has 198 links.

The second most important study from this *Cluster* was developed by Font et al. (2012), the authors stated that the corporate systems do not necessarily reflect the real operations, the environmental performance is guided by the ecological economy, the work policies aim at fulfilling the legislation, the social-economical policies are focused on the inside with little acceptance of the impacts on the destination and the client's involvement is limited. Generally, the bigger hotel groups have broader policies, but also with more gaps on the implementation, meanwhile the smaller hotel groups focus only on the environmental management and fulfill what they have promised. The study has link strength of 422, was quoted 189 times by other studies of the sample and has 156 links with other studies.

The Role of the Corporate Social Responsibility on the Ability of Fidelization of Clients and Consumers and on the Construction of the Brand's Loyalty under the Clients' Perspective (Green Cluster): The second *Cluster* considerate most important in the bibliographic pairing map is the Green Cluster, such Cluster is composed by 50 studies, the analyzed theme by studies from such Cluster regards the analysis of how actions of corporate social responsibility contribute to the ability of fidelization of clients and consumers and the effects of such actions on the construction of the loyalty of the brand of the company.

The most important study from this *Cluster* was elaborated by Martínez & Del-Bosque (2013), in this study the authors present a model of CSR influence



on the loyalty of the hotel client by simultaneously including the trust, the client identification with the company and the satisfaction as mediators, showing the direct and indirect effects between such constructs. In the proposed model, loyalty is indirectly affected by the perceived CSR through the mediation of trust, identification and satisfaction. This study has the link strength of 597, was quoted 476 times by other studies from the sample and has 153 links with other studies.

The second study considered the most influential of the green *Cluster* was developed by Martinez et al. (2014), this study has the link strength of 316, was quoted 74 times by other studies of the sample and has 116 links with other studies. The authors analyzed in this research the influence of the corporate social responsibility on the image and loyalty of the brand in the hotel industry. The authors stated that the role of the CSR as tool to generate image of the functional and affective brand and loyalty has been confirmed. The CSR has the greatest influence in the affective dimension of the image of the brand, as for the functional image has the greatest influence on the fidelity to the brand. In addition, the CSR may be seen as having a positive direct effect to the loyalty of the brand.

The Importance of the Engagement of the Collaborators for that the Actions of Corporate Social Responsibility are Implemented and Result in Benefits to the Hotels (Blue Cluster): The third *Cluster* identified on the map of bibliographic pairing is the blue, formed by 49 studies, the main theme investigated by studies from such *Cluster* refers to the analysis of the importance of the engagement of the collaborators on social and environmental actions from the organizations so that such actions may be institutionalized and generate the expected benefits by the hotels that implement them.

The most influential study from this *Cluster* was developed by Su & Swanson (2019), in this research the authors investigated the influence of the corporate social responsibility perceived on the employee-company relation



(organizational trust, organizational identification) and subsequent well-being of the employees and their engagement in behaviors regarding the environmental sustainability at the workplace. The study has strength 1.166, was quoted 149 times by other studies from the sample and has links with 190 studies.

The second most important study from the yellow *Cluster* was developed by Wang et al. (2020), in this study the practices of corporate social responsibility from international hotel chains that operate in China were investigated and their effects on local Chinese employees. Since the practices of CSR vary from countries and contexts, this study developed a scale of CSR metrics, which was based on reports of social responsibility published by international hotel chains in China and a broad review of the literature. Posteriorly, the proposed model, which portrays the relations between the practices of CSR and the metrics of the work of local employees. It has a link of 985, was quoted 29 times by other studies of the sample and has links with 188 studies.

The Positive Impacts of the Corporate Social Responsibility on the Corporate Financial Performance of Hotels (Yellow Cluster): The fourth *Cluster* in order of importance on the map of bibliographic pairing is the yellow *Cluster*, this *Cluster* is composed by 32 studies, the investigated theme on such *Cluster* refers to the analysis of positive impacts that are generated on the financial performance of hotels when hotels in fact develop social and environmental actions.

The main study in such *Cluster* was published by Inoue & Seoki (2011), in such research the authors proposed a model with the separation of the CSR activities into five dimensions based on corporate volunteer activities to five main issues of the *stakeholders*: (1) relations with staff, (2) quality of the product, (3) relation with the community, (4) environmental issues and (5) questions of diversity, and to examine how each dimension affects the financial performance between the companies in four sectors related to tourism (airline



companies, casinos, hotels and restaurant). Although all the CSR dimensions have been proposed to have positive financial effects, the results revealed that each dimension had a different effect on the short term profitability.

The second most important study in this Cluster was conducted by Kang et al. (2010). The authors stated that the relationship between CSR activities and financial performance is a rarely examined topic in the hospitality context. In this sense, the objective of the research was to measure the separate impacts of positive and negative CSR activities on the financial performance of companies, which had not yet been considered. Thus, this study examines the different impacts of positive and negative CSR activities on the financial performance of hotels, casinos, restaurants, and airlines, theoretically based on the effects of positivity and negativity. The study has a link strength of 222, has been cited 226 times by studies in the sample, and is linked to 127 other studies.

The influence of the Actions of Corporate Social Responsibility on the Engagement of Line of Front Collaborators from Hotels (Purple Cluster): The fifth Cluster identified on the co-citation map is the purple one, consisting of only 12 studies. The predominant theme addressed by studies in this Cluster concerns how the social and environmental actions of hotels affect the engagement of front-line hotel employees. It is important to emphasize that these employees have the most intense interactions with customers, meaning they are essential in promoting these actions to clients. The studies in this Cluster have a strong relationship with the blue Cluster, which analyzed the importance of employee engagement for the implementation of corporate social responsibility actions and their resulting benefits for hotels.

The most influential study in this Cluster was conducted by Gurlek & Tuna (2019). This research aimed to test a research model explaining how corporate social responsibility affects work engagement. The relationships between variables were assessed through structural equation modeling (SEM). The research data were collected from full-time hotel employees (N: 680) and managers (N: 325) in Antalya Province, Turkey. This study has a link strength of



1,692, has been cited 48 times by other studies in the sample, and has 198 links with these studies.

The second most influential study from such *Cluster* was elaborated by Luu (2017), in such research the main purpose was to evaluate the predictive role of the corporate social responsibility to the perception of citizenship from tourists. This research also aimed at investigating the effect of the CSR on the behavior of the organizational citizenship of the line of front collaborators, which means, their perception in contributing with emergent social and environmental issues. It has a link strength of 1.165, was quoted 92 times by other studies from the sample and has links with 186 of these studies.

In table 3 a summary of the identified clusters on the map of bibliographic pairing is provided, with informing regarding the number, place and analyzed theme by each group.

Table 3. Summary of the clusterization of the map of bibliographic pairing

Place and Number of the <i>Cluster</i>	Theme of the <i>Cluster</i>
<i>Red Cluster</i> - 1	Analysis of Corporate Social Responsibility in Tourism and Hospitality and the Performance Gaps of CSR Actions Disclosed by Companies
<i>Green Cluster</i> - 2	The Role of Corporate Social Responsibility Actions in Enhancing Customer and Consumer Loyalty and Building Brand Loyalty from the Customers' Perspective
<i>Blue Cluster</i> - 3	The Importance of Employee Engagement for the Implementation of Corporate Social Responsibility Actions and Their Benefits for Hotels
<i>Yellow Cluster</i> - 4	The Positive Impacts of Corporate Social Responsibility on the Financial Performance of Hotels
<i>Purple Cluster</i> - 5	The Influence of Corporate Social Responsibility Actions on the Engagement of Front-Line Hotel Employees

Source: The authors (2023)

It is apparent from the boundary results that corporate social responsibility in tourism has been studied from the perspective of different stakeholders, notably: companies, consumers, and employees. There is an effort in the research to link the outcomes of corporate social performance with financial results (such as ROA, ROE, among others) of companies. It is also



evident that research seeks to relate corporate social responsibility to behavioral and cognitive variables such as loyalty, engagement, satisfaction, and service innovation. Another link that has gained attention in tourism is the relationship between brand value of companies and tourist destinations with corporate social responsibility. Finally, as previously argued, there is a noticeable excess of research in the field of hospitality and a scarcity of research in other areas, such as leisure, gastronomy, and excursions.

Final Considerations

The bibliometric analysis conducted enabled the identification of the intellectual structure guiding the evolution of research on corporate social responsibility (CSR) within the fields of tourism, hospitality, and leisure through a co-citation map. The application of this technique facilitated the identification of four clusters on the co-citation map. The most significant cluster examined the perceptions of front-line hotel employees regarding CSR activities and how these perceptions influence their level of organizational identification, which is an indicator of the quality of their relationship with the hotel. It is noteworthy that these employees have more intense interactions with external stakeholders, such as customers, suppliers, and government agencies, making them potential advocates for the social and environmental initiatives developed by hotels.

The second main cluster of the bibliometric analysis investigated the positive effects of CSR on corporate financial performance (green Cluster). The third cluster identified on the co-citation map explores the role of CSR activities in customer and consumer loyalty (blue Cluster). Finally, the fourth cluster focuses on analyzing the importance of publishing sustainability reports on the social and environmental actions undertaken by hotels (yellow Cluster).

The analysis of the co-citation has reached the purposed goals in this research, through it, it was possible to understand as the corporate social responsibility as theme has developed itself in the fields of tourism, hotel



business and leisure, including it noticed as the theme evolved that the investigation focused only on the social and environmental actions that the hotels disclose and in certain way how reports are published by hotels on such actions are capable of affecting the financial performance, having at sight the transparency of the actions of the company in many cases to attend the external pressure of their *stakeholders*.

The bibliographic pairing identified five Clusters concerning corporate social responsibility (CSR) in the field of applied social sciences, specifically within tourism and hospitality, and the performance gaps in CSR actions reported by companies (*red Cluster*); the role of CSR actions in customer and consumer loyalty and brand loyalty from the customers' perspective (*green cluster*); the importance of employee engagement for the implementation and effectiveness of CSR initiatives in hotels (*blue Cluster*); the positive impacts of CSR on the financial performance of hotels (*yellow Cluster*); and the influence of CSR actions on the engagement of front-line hotel employees.

In a general way, the purposes regarding pairing have been reached by analyzing that despite the importance of the theme all the *Clusters* of the analysis emphasized actions and effects of the corporate responsibility in the field of tourism, neglecting the analysis in other co-related fields, with that there are gaps, even when we look at the frontiers and the trends of such studies, since, it is noticed that the researchers still remain interested only in analyzing the theme in the field of hotel business.

The present study presented the theoretical-conceptual evolution of the theme corporate social responsibility in the field of tourism, hospitality, hotel business and leisure, identified them, through bibliographic pairing the frontier studies on such theme, just as the trends of researches and insights for future studies.

The main contribution of such study, is of exploratory character and goes beyond the mapping of the theoretical-conceptual, their main theoretical influences, existing theoretical currents and the current theoretical fronts on



corporate social responsibility in such fields, since it allows to increase the comprehension of the formation and the evolution of the scientific field and presents the current frontiers of studies, making therefore a starting point for future descriptive and casual studies, mainly, in the *Clusters* formed on the bibliographic pairing map.

In such sense, we emphasize the urgency for more comprehensive studies on corporate social responsibility (CSR), aiming at analyzing other sectors related to hospitality. This is particularly important as all clusters identified in the bibliographic pairing focused on CSR actions and their effects specifically within hotels or multinational hotel chains, thus neglecting the analysis of other related fields.

The study has some limitations. The first consists on the choice of only a single data base *Web of science (WoS)*, even that the majority of the influential studies on the theme are indexed on such base and despite the high rate of over-position regarding the database Scopus, it is recommended that future studies embody studies of the database Scopus to increase the amplitude of the findings of this research.

Another limitation refers to the method, bibliometric studies do not have in their scope deep analysis of the analyzed relations, which means, despite being a bibliographic review regarding a technique to identify the theoretical evolution of the theme corporate social responsibility in such fields, it does not allow analyzing deeply as the divergences among the studies in each Cluster occur, this would enable new *insights* and other theoretical and management recommendations. Therefore, it is recommended that future studies perform systematic reviews of the literature, mainly in areas identified in bibliographic coupling, since the *Clusters* identified in such map approach trends of studies and the frontiers of knowledge of the theme corporate social responsibility in the field of tourism, hospitality, hotel business and leisure.

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