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BIBLIOMETRIC ANALYSIS OF GREEN TOURISM IN THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT GOALS

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INTRODUCTION

Actuality . In the conditions of the accelerated development of productive forces, the movement to Industry 5.0 and the transition of business processes to their sustainable development, international tourism companies pay more and more attention to their sustainability and the implementation of the Sustainable Development Goals. In turn, this increases the differentiation of tourist services and expands tourism market segments.

Investigation problem. The formation of key areas of green tourism development in order to form modern trends in the field of tourism, which in turn can be useful in the development of national and international grant programs for the protection and protection of the natural environment when using the organizational mechanism of green tourism by companies that provide tourist services.

Purpose. The main goal of the study is to conduct a bibliometric analysis of green tourism in the context of the implementation of the Sustainable Development Goals by international tourism companies. Tasks. The main tasks of the research should include: conducting a literary analysis of the main scientific schools and scientists in the world who research green tourism; conduct a bibliometric analysis and reveal the interaction of the main definitions that interact with the definition of green tourism.

Methodology of investigation The following research methods were used during the research. Systematic method - when systematizing the scientific works of scientists who researched green tourism in the work of international tourism companies; the method of bibliometric analysis - in the formation of the main authors in the world who research green tourism in the format of the implementation of the Sustainable Development Goals, as well as in the interaction of the main definitions that interact with the definition of green tourism; factor analysis – when establishing prerequisites and factors for the implementation of the Sustainable Development Goals by international tourism companies; synthesis method - when forming the main conclusions of scientific research.

Theoretical assumptions	Research results
Let's examine the main scientific works related to green tourism in the work of international tourism companies in the implementation of the Sustainable Development Goals. Scientists Shang, Y., Bi, C., Wei, X., Taghizadeh-Hesary, F., Rasoulinezhad, E. [1] studied the implementation of green (eco) tourism, climate change and environmental policy in the work of companies in developing countries. Scientists Sunarya E., Nur T., Rachmawati I., Suwiryo D.H., Jamaludin M. [2] considered the effects of socio-demographic factors that influence the formation of associations between innovators and green suppliers in the tourism sector. Scientific staff Tandon A., Dhir A., Madan P., Srivastava S., Nicolau J.L. [3] analyzed the receipt of green income from the implementation of the management system of male resources of tourism companies, as a factor in increasing the role of the company's staff orientation towards green tourism. Specialists Xu D., Shang Y., Yang Q., Chen H. [4] investigated the age structures of customers, with an emphasis on retirement age, who use	When obtaining the resulting bibliometric analysis, the authors found that the concepts of "sustainable development", "green economy", "tourism industry", "ecology", "energy policy", "human" interact with the concept of "green tourism" ("ecotourism"), China, "economic development". This interaction of other definitions with the definition of "green tourism" makes it possible to study modern trends in the development of green services and their development in other industries or directions of economic activity, including international tourism companies. Also, the interaction of key words that are identical with "green tourism" make it possible to form modern topics of scientific research both in global scientific practice and in the formation of strategic plans and operational programs in the work of international tourism companies. Let's examine the main representatives of scientific schools that study green tourism of international travel companies. We will conduct a bibliometric analysis of the main authors of scientific schools by citation, who conducted research on green tourism in the work of international tour operators.

As can be seen from the conducted analysis, representatives of the Great Britain, the USA, China, Australia, Spain, Portugal, Malaysia, and Indonesia are the leaders of the scientific schools that research green tourism and whose works are indexed in the Scopus database. This is primarily due to the development of their own markets for tourist services, which are focused on green tourism programs in the countries.

We will investigate the main prerequisites and factors for the implementation of the Sustainable Development Goals by international tourism companies, based on the analyzed scientific works [1-5], which are devoted to green tourism.

In order to improve the quality of the bibliometric analysis, we will perform the same task, but with the analysis of another platform, lens.org [7] (18,000 scientific publications with the keyword

green tourism were processed.

green tourism. Scientists Van Rensburg T.M., Brennan N., Howard A. [5] investigated the benefits

We will conduct a bibliometric analysis in order to reveal the interaction of the main definitions,

Near 2,900 documents recorded in the Scopus database for the period 1969-2023 were taken as

of renting green hydrogen vehicles for the implementation of green tourism services in Spain.

which are identified with the definition of green tourism using the Scopus database [6] (Fig.1)

the basis for processing this array of scientific sources.



Fig.1 Bibliometric analysis of the main definitions that interact with the definition of green tourism according to the Scopus database (author's research using the VOSviewer 1.19 program)

The main prerequisites are: innovative prerequisites - in the promotion of the economic system of companies to technological structures of a higher level in order to increase the level of competitiveness of tourist services; economic prerequisites - when the added value is increased through the introduction of environmentally-oriented measures in the tourism sphere, as a trigger for the implementation of the Sustainable Development Goals (SDG 6, 7, 8, 11, 12, 13, 14, 15); personnel prerequisites - in the formation of personnel support of tourist companies with green thinking as a component of the promotion of creative ideas in the field of green tourism, which affects the increase in the differentiation of organizational systems of tourism companies that are focused on customer orientation in the field of green tourism and the implementation of the Sustainable Development Goals (SDG 6, 7, 8, 11, 12, 13, 14, 15).

Regarding the factors of the implementation of the Sustainable Development Goals by international tourism companies (SDG 6, 7, 8, 11, 12, 13, 14, 15), the following should be included: the resource efficiency factor (SDG 6, 7, 8, 11) – in the formation of clean water, energy, the growth of jobs in the tourism sector and the formation of the sustainability of cities and communities, as a center of green culture in the implementation of green tourism; environmental protection factor (SDG 12, 14, 15) – with careful consumption and provision of tourist services, preservation of marine fauna and land resources in the implementation of green tourism; climate change factor (SDG 13) – when taking into account green tourism destinations by international tour operators. We will form proposals for the development of green tourism in the context of the implementation of the Sustainable Development Goals by international tourism companies at the level of the EU countries.

CONCLUSIONS AND RECOMMENDATIONS

The main conclusions of the study include: an analysis of scientific works devoted to green tourism in the course of the implementation of the Sustainable Development Goals by international tourism companies; a bibliometric analysis of green tourism was carried out and the dependence of various definitions on the concept of green tourism, activities of various representatives of scientific schools of the world countries in the direction of the development of the theory of green tourism development were established; the main prerequisites (innovative, economic, personnel, organizational) and factors of the implementation of the Sustainable Development Goals by international tourism companies were investigated, which include the following factors: resource efficiency, environmental protection, and climate change.

Further scientific research should be aimed at the bibliometric analysis of the main modern topics of green tourism for the purpose of submitting grant applications in grant projects of the European Union, such as the Erasmus program, Horizon 2020 and for the purpose of forming effective organizational and economic support for green tourism in these projects.

The main proposals include:

- according to the goal of SDG 6 (clean water and sanitation), in the implementation of green tourism by international tourism companies, there is a need to commission tourist services aimed at protecting the water environment, forming a careful attitude of tourists to water resources, creating information maps of water sources for free refilling of water, especially in cities and visiting water protected areas.

- according to the goal of SDG 7 (affordable and clean energy), during the implementation of green tourism, international travel companies of EU countries must use tourist services that are aimed at visiting wind, solar and hydrothermal energy facilities and forming a careful attitude to energy consumption in customers.

- according to the goal of SDG 8 (decent work and economic growth), during the implementation of green tourism by international travel companies of the EU countries, it is necessary to form training courses for employees of travel companies and new jobs for tour operators that are oriented towards ecological tourism through national programs to support such initiatives.

- according to the goal of SDG 11 (sustainable cities and communities), during the implementation of green tourism by international tourism companies of the EU countries, it is necessary to form road maps of green tourist places in cities (park areas, water locations, green construction of buildings and structures as objects of tourist routes).

according to the goal of SDG 2 (responsible consumption and production), during the implementation of green tourism by international tourism companies of the EU countries, it is necessary to carry out tourist activities with a vector of caring attitude towards nature, to form directions of industrial tourism with visits to non-working factories (the experience of German tourist companies in Dresden, Berlin).
according to the goal of SDG 13 (climate action), in the course of the implementation of green tourism by international tourism companies of the EU countries, it is necessary to form new tourist services that are oriented towards green tourism in the agricultural sector (visiting tree planting locations by logging companies, green agriculture).