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LITERATURE REVIEW ON GLOBAL TOURISM TRENDS AND THEIR IMPLICATIONS FOR SUSTAINABLE TOURISM DEVELOPMENT IN MANGALURU

Manjukeerthi S [1*], Dr.Venkatesh Amin[2]

[1]*Research Scholar, College of Management & Commerce, Srinivas University, Mangalore, India. Orc ID: 0009-0009-5265-6750*

[2]*Research Guide, Institute of Management & Commerce, Srinivas University, Mangalore: 575001, India. Orc ID: 0000-0003-1408-2329*

Corresponding Author

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ABSTRACT

This literature review explores various dimensions of tourism, encompassing its economic impact, sustainability challenges, digital transformation, and evolving niche segments. Drawing from a diverse range of studies, the review highlights the critical role of tourism in economic development, regional competitiveness, and cultural preservation across Europe and Southeast Asia. Key themes include the efficiency of tourism economies, climate change implications, sustainable tourism strategies, and the intersection of digitalization with eco-tourism. The review also examines contemporary concerns such as benefit tourism, pandemic resilience, and tourism-driven environmental degradation. By synthesizing findings from multiple case studies and empirical analyses, this paper provides a comprehensive understanding of the current trends and future directions of global tourism. The insights generated offer valuable perspectives for policymakers, industry stakeholders, and researchers seeking to enhance tourism's contribution to sustainable economic growth and cultural enrichment.

1. INTRODUCTION

1.1 Research Topic and Its Significance

Tourism plays a pivotal role in economic development, cultural exchange, and environmental sustainability worldwide. As an industry that significantly contributes to GDP, employment, and regional growth, tourism has been extensively studied across various dimensions, including efficiency, sustainability, digitalization, climate impact, and economic competitiveness. Given the dynamic nature of the sector, understanding its multifaceted challenges and opportunities is crucial for policymakers, industry stakeholders, and researchers. This literature review synthesizes existing studies on tourism in Europe and beyond, highlighting critical issues such as sustainable tourism practices, climate risks, digital transformation, and socio-economic impacts.

1.2 Scope of the Review

This review examines key themes in tourism research, including:

1. Tourism Efficiency and Economic Impact – Studies assessing tourism's contribution to economic growth, employment generation, and competitiveness.
2. Sustainable and Eco-Tourism – Research on environmental challenges, coastal and rural tourism, and the role of digitalization in promoting green tourism.
3. Climate Change and Tourism – Analyses of tourism's vulnerability to climate risks and adaptation strategies for sustainability.
4. Tourism Policy and Regional Development – Evaluations of government interventions, EU policies, and cross-country tourism relations.
5. Emerging Tourism Trends – Niche tourism segments such as api-tourism, medical tourism, and senior tourism, along with the role of cultural heritage in tourism development.

By integrating these aspects, this literature review provides a comprehensive overview of the evolving tourism landscape, offering insights into sustainable development strategies and emerging market trends.

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1.3 Overview of Existing Theoretical Frameworks

The reviewed studies apply various theoretical and methodological approaches to understand tourism dynamics. These include:

- Data Envelopment Analysis (DEA) – Used to measure tourism efficiency across different regions and economies.
- Panel Data and Econometric Models – Employed to assess the relationship between tourism and economic growth.
- Carrying Capacity Models – Evaluating the environmental impact of tourism on coastal and rural destinations.
- Climate Adaptation Frameworks – Examining the risks posed by climate change to tourism and potential mitigation strategies.
- Tourism Life Cycle Models – Assessing the long-term sustainability and development phases of tourism destinations.

This review contributes to the academic discourse by identifying research gaps, comparing theoretical perspectives, and suggesting future directions for tourism research.

2. LITERATURE REVIEW

2.1 Analysis of Overall and Pure Technical Efficiency of Tourism in Europe

Prorok, Šerić, and Peronja (2019) [1] conducted a study assessing the overall and pure technical efficiency of tourism in European countries using Data Envelopment Analysis (DEA). They categorized the countries into European Union and non-European Union groups and used principal component analysis to identify input variables. The study highlights that Western Balkan countries, despite limited resources, can enhance tourism efficiency through strategic development policies. The research emphasizes the significance of tourism in economic growth and its labor-intensive nature, making it a crucial factor in regional development.

2.2 Api-Tourism in Europe

Woś (2014) [2] explores the concept of api-tourism, an emerging niche in sustainable tourism that revolves around beekeeping and associated activities. The study discusses how api-tourism contributes to environmental conservation, economic diversification, and rural development. European destinations are increasingly promoting beekeeping tourism as an educational and recreational activity, fostering ecological awareness among visitors.

2.3 Aspects of Digitalization and Its Impact on Green Tourism in Europe

Saseanu et al. (2020) [3] analyze the role of digitalization in promoting sustainable tourism. They examine how technological advancements, including online booking systems, digital marketing, and smart tourism applications, influence tourist behavior and green accommodation preferences. Their findings indicate that digital transformation aids in the sustainable development of tourism by enhancing accessibility and awareness of eco-friendly travel options.

2.4 Benefit Tourism and EU Migrant Citizens

Ehata and Seeleib-Kaiser (2017) [4] investigate the concept of benefit tourism, which refers to EU migrants accessing social benefits in host countries. The study, based on interviews conducted in the UK, refutes the welfare magnet theory by demonstrating that most migrants were unaware of social benefits before relocating. Instead, labor market opportunities primarily influenced migration patterns. Despite some discriminatory barriers in access to services, the study finds that EU migrants contribute positively to the economy.

2.5 Carrying Capacity Study of Coastal Tourism in Kumarakom, Kerala

Syamlal (2011) [5] conducts a carrying capacity analysis of coastal tourism in Kumarakom, Kerala, highlighting the region's rapid tourism expansion. The study assesses the pressure on natural resources and infrastructure due to increased tourist footfall. The findings suggest that sustainable tourism management strategies, including regulated resort development and improved waste management, are essential for preserving coastal ecosystems.

2.6 Climate and Carbon Risk of Tourism in Europe

Steiger et al. (2024) [6] provide an assessment of climate change and carbon risk in European tourism. Their systematic literature review reveals that climate risk dominates tourism studies, with concerns over rising temperatures, changing precipitation patterns, and their impact on tourism demand. The study underscores the need for climate adaptation strategies and carbon footprint reduction in the tourism sector.

2.7 Coastal Pollution and Eco-Problems in Kerala
Jinu (2018) [7] explores the impact of coastal pollution on Kerala's tourism industry. The study identifies urbanization, improper waste disposal, and population growth as primary contributors to coastal degradation. It argues for stronger conservation policies to protect marine biodiversity and maintain the economic viability of tourism.

2.8 Coastal Tourism and Beach Sustainability
Ghosh and Datta (2012) [8] analyse community perceptions of beach sustainability in Kovalam, India. The study finds that coastal tourism heavily depends on the quality of beaches, necessitating stringent environmental regulations. Sustainable tourism practices, including eco-friendly infrastructure and waste management initiatives, are recommended to preserve beach ecosystems.

2.9 Coastal Tourism Development Perspectives
Jadhav (2024) [9] examines factors influencing tourist satisfaction in coastal tourism in India. The study identifies infrastructure, environmental conservation, and local community involvement as critical determinants of successful coastal tourism development. Recommendations include enhanced government support for coastal tourism infrastructure and the promotion of niche tourism segments.

2.10 Costing the Impact of Climate Change on Tourism in Europe
Amelung and Moreno (2011) [10] assess the economic impact of climate change on European tourism. Their findings suggest that Southern Europe may experience decreased tourist inflow due to rising temperatures, whereas Northern Europe might benefit from a more favourable climate. The study emphasizes the importance of climate-responsive tourism policies and market adaptability.

2.11 (Post-) Pandemic Tourism Resiliency in Southeast Asia
Adams et al. (2021) [11] investigate how tourism practitioners and communities in Southeast Asia have adapted to the COVID-19 pandemic. The study highlights four key resilience trends: livelihood diversification, ecosystem regeneration, cultural revitalization, and domestic tourism development. Findings emphasize the role of local agency in overcoming crises and call for policies that support sustainable, resilient tourism development.

2.12 Evaluation of Hopa's Rural Tourism Potential
This study by Aytuğ, H. K., & Mikaeili, M. (2017) [12] evaluates the rural tourism potential of Hopa, Turkey, within the European Union's tourism policy framework. The research identifies strengths and weaknesses in the region's tourism infrastructure and suggests strategies for sustainable rural tourism development. Findings indicate that rural tourism can serve as a vital economic driver when integrated with EU policies promoting regional tourism growth.

2.13 A Comparative Analysis of European Tourism
This study by Gabor, M. R., Conţiu, L. C., & Oltean, F. D. (2012) [13] compares emerging and developed tourism markets in Europe, Analyzing competitiveness factors, economic contributions, and policy interventions. The research identifies trends in tourism development and competitiveness strategies, emphasizing the importance of innovation, digital transformation, and policy coherence in sustaining tourism growth.

2.14 Panel Data Analysis of Tourism and Economic Development in Southeast Asia
Yunitaningtyas et al. (2019) [14] employ panel data analysis to examine the relationship between tourism and economic development in Southeast Asia. The study finds that tourism significantly contributes to economic growth, with infrastructure, policy frameworks, and regional cooperation playing key roles in shaping tourism's impact on development.

2.15 A Study on Coastal Tourism in India
Chandravanshi et al. (2020) [15] review the potential and challenges of coastal tourism in India. The study explores the historical evolution of coastal tourism, its economic significance, and sustainability concerns. Recommendations include enhanced coastal conservation efforts, improved waste management, and policy support for eco-friendly tourism initiatives.

2.16 Competitiveness of International Tourism in Southeast Asia
The study on the competitiveness of international tourism in Southeast Asia by Wang & Wu (2003) [16] examines factors influencing tourism growth in the region. It identifies economic liberalization, transportation advancements, and market trends as key determinants of international arrivals. The study found that while some

countries, such as Indonesia and Malaysia, gained ground in international tourism, others like the Philippines and Taiwan lost market share. These fluctuations are attributed to differences in policy frameworks, infrastructure investments, and marketing strategies.

2.17 Backwater Tourism in Kerala

"A Study on Backwater Tourism in Kerala and Its Impact" by Nishad, M., Edwin Gnanadhas, M., & Rathiha, R. (2018) [17] focuses on the unique ecosystem of Kerala's backwaters and their role in the tourism industry. The study highlights that houseboats, eco-tourism initiatives, and cultural heritage have contributed to the growing appeal of backwater tourism. However, the sector faces issues such as pollution, unregulated commercialization, and the need for better waste management strategies to preserve ecological balance.

2.18 Tourism in Romania: Natural Strengths and Market Potential

The research on "Romanian Tourism Potential: The Natural Strengths of the Main Tourist Destinations" by Băleanu, V., Irimie, S., & Ionică, A. (2006) [18] identifies Romania's diverse tourism offerings, including the Carpathian Mountains, the Danube Delta, and cultural heritage sites. The study emphasizes the need for better marketing strategies, infrastructure development, and policy interventions to leverage Romania's tourism assets effectively. Key recommendations include investment in eco-tourism, digital marketing, and diversification of tourism products.

2.19 Economic Impact of Tourism in Southeast Asia

Research on "Tourism as a Determinant of Economic Growth: The Case of Southeast Asian Countries" by Sica, E. (2005) [19] underscores the role of tourism in economic development. The study employs panel data analysis to examine the correlation between tourism and GDP growth. Findings suggest that tourism contributes significantly to employment and foreign exchange earnings, with nations such as Thailand and Malaysia showing strong positive linkages. However, challenges such as over-reliance on tourism and environmental degradation are also noted.

2.20 Cross-Country Relations in European Tourism

Silva et al. (2016) [20] examine the cross-country relations of European tourism arrivals using an optimized Multivariate Singular Spectrum Analysis (MSSA). Their findings highlight significant interdependence among European countries, suggesting that tourist arrivals in one nation can be indicative of demand trends in another. This has implications for tourism policy, forecasting, and strategic planning (Silva et al., 2016).

2.21 Cultural Tourism in Europe

Richards (1996) explores the role of culture in European tourism, emphasizing that cultural heritage is one of the primary drivers of travel within the region. Similarly, Pahos et al. (2010) [21] discuss the importance of cultural tourism as a means of urban regeneration and economic development. They note that cultural attractions, such as museums and historical sites, have become central to urban tourism strategies (Richards, 1996; Pahos et al., 2010).

2.22 Cultural and Rural Tourism: Evidence from Canada

MacDonald, R., & Jolliffe, L. (2003) [22] present evidence from Canada, demonstrating how rural tourism initiatives have successfully leveraged cultural heritage to attract visitors. Their study suggests that rural areas can benefit significantly from cultural tourism through strategic promotion and investment in local traditions and historical sites (Macdonald & Jolliffe, 2003).

2.23 Heritage and Tourism in Southeast Asia

Hitchcock, M., & King, V. T. (2003) [23] analyse the role of heritage in Southeast Asian tourism, emphasizing the commodification of culture. They highlight the tension between preserving authenticity and catering to tourist expectations. Additionally, King, V. T. (2012) [24] discusses how globalization and tourism have reshaped cultural landscapes, making heritage tourism a dynamic and evolving sector in the region (Hitchcock & King, 2003; King, 2012).

2.24 Tourism Demand Determinants in Europe

Malec, L., & Abrham, J. (2016) [25] investigate the determinants of tourism demand in selected European countries using a smooth partial least squares (PLS) approach. Their findings suggest that macroeconomic variables, such as income levels, exchange rates, and employment rates, significantly influence tourism demand. The study also highlights the impact of economic crises on travel behaviours and demand patterns (Malec & Abrhám, 2016).

2.25 Tourism Life Cycle and Destination Assessment: The Case of Goa
Kamat, S. B. (2010) [26] applies the Destination Life Cycle Model to assess Goa's tourism industry. The study reveals that while Goa's beach tourism remains strong, there is a need for diversification to avoid stagnation. The research suggests that incorporating sustainable tourism practices and developing village tourism could enhance Goa's long-term appeal (Kamat, 2010).

2.26 Senior Tourism in Europe
Zsarnoczky, M. A. R. T. I. N. (2017) [27] explores the emerging trends in senior tourism, often referred to as "silver tourism." The study emphasizes the growing importance of catering to aging populations, highlighting the role of health tourism, mobility assistance, and wellness services in attracting senior travellers. The paper underscores the need for tailored tourism experiences to accommodate this demographic shift (Zsarnoczky, 2017).

2.27 Dynamic Analysis of Tourism Competitiveness
Gabor et al. (2021) [28] conduct a dynamic analysis of tourism competitiveness among European countries. Their study employs discriminant statistical analysis to assess the relative strengths and weaknesses of various destinations. The findings suggest that factors such as infrastructure, policy support, and branding play crucial roles in determining a country's tourism competitiveness (Gabor et al., 2021).

2.28 Tourism Planning and Organization in the EU
Costa, C., Panyik, E., & Buhalis, D. (Eds.). (2014) [29] analyse the tourism planning and organization systems across EU member states. The study highlights how EU countries maintain a strong global share in tourist arrivals and revenue despite economic uncertainties. The authors advocate for a comprehensive tourism planning system that enhances competitiveness by integrating policies, economic factors, and territorial planning (Costa et al., 2014).

2.29 Tourism Sustainability and Economic Benefits
Chong, K. Y., & Balasingam, A. S. (2018) [30] explore the sustainability of tourism in Southeast Asia, emphasizing the economic advantages of conservation and heritage preservation. Their study underscores the necessity for sustainable strategies that balance economic growth with environmental conservation, highlighting the role of responsible tourism in preserving cultural heritage (Chong & Balasingam, 2018).

2.30 Tourism as a Factor of Economic Growth
Proença, S., & Soukiazis, E. (2008) [31] investigate the role of tourism in the economic convergence of Southern European countries. Using panel data techniques, the study finds that tourism significantly contributes to improving living standards and acts as a convergence factor in GDP growth. The authors argue that investment in tourism infrastructure is crucial for sustained economic benefits (Proença & Soukiazis, 2008).

2.31 Challenges of Tourism in Southeast Asia
Hitchcock, M., King, V. T., & Parnwell, M. (Eds.). (2008) [32] provide a multidisciplinary examination of tourism in Southeast Asia, addressing challenges such as globalization, cultural authenticity, ecotourism, and the role of state identity. The book offers insights into how tourism has shaped socio-political landscapes and emphasizes the importance of sustainable tourism practices in the region (Hitchcock et al., 2008).

2.32 Tourism Policy and Regional Development in Spain and Portugal
Almeida, F., Cortés, R., & Balbuena, A. (2015) [33] analyse tourism policies in Spain and Portugal, focusing on regional imbalances. Their research suggests that mass tourism has contributed to economic disparities, necessitating new policies to ensure equitable tourism benefits across regions. The study highlights the Spanish low-cost tourism model as an influential factor in shaping tourism strategies in other countries (Almeida et al., 2015).

2.33 Coastal Transformations Due to Tourism
Lakshmi, S. R., & Shaji, T. L. (2016) [34] explore the transformation of coastal settlements due to tourism, with a case study on Varkala, India. Their findings reveal that while tourism boosts economic growth and infrastructure, it also leads to environmental degradation, urban sprawl, and socio-cultural shifts. The study calls for immediate policy interventions to mitigate negative impacts (Lakshmi & Shaji, 2016).

2.34 Transport Infrastructure and Tourism Development
Khadaroo, J., & Seetanah, B. (2007) [35] emphasize the critical role of transport infrastructure in tourism development, using Mauritius as a case study. Their findings indicate that both transport and non-transport

infrastructure significantly influence tourism demand, particularly among European and American tourists. The study suggests that enhancing transportation facilities is essential for fostering tourism growth (Khadaroo & Seetanah, 2007).

2.35 The Structure of Travel Capitalism

Borocz, J. (1992) [36] investigates the historical evolution of travel capitalism in Europe, tracing the development of leisure migration and tourism as a socio-economic phenomenon. The study highlights the unequal patterns of tourism development and the influence of economic structures on tourism accessibility and expansion (Borocz, 1992).

2.36 European Tourists and E-Tourism Platforms

David-Negre et al. (2018) [37] analyse the use of e-tourism platforms by European tourists, employing social network analysis to map digital tourism interactions. Their study reveals that platforms like Facebook, TripAdvisor, Google, and Booking dominate the e-tourism ecosystem, shaping consumer behaviour and travel decisions. The findings suggest that destination marketing organizations must strategically engage with these platforms to enhance tourism promotion (David-Negre et al., 2018).

2.37 Urban Tourism in Developing Countries

Ismail, H. N. (2008) [38] investigates urban tourism in Melaka, Malaysia, employing qualitative methods to understand tourism planning from policymakers' perspectives. The study highlights urban tourism's role in economic revitalization and suggests that strategic urban planning is essential for sustainable tourism growth in developing nations (Ismail, 2008).

2.38 Tourism and Globalization: Impacts on European Small and Medium Enterprises (SMEs)

Globalization has profoundly affected the European tourism industry, particularly small and medium enterprises (SMEs). Smeral, E. (1998) [39] discusses how globally acting suppliers, decreasing transportation costs, and emerging new destinations have put pressure on European SMEs in traditional destinations. The study suggests that implementing flexible operating network alliances and holistic destination management techniques can help alleviate the impacts of globalization on SMEs.

2.39 Tourism and Environmental Concerns: A Case Study of Goa and the Maldives

Sawkar et al. (1998) [40] analyse the effects of tourism on the coastal environment of Goa, India. The study identifies key issues, including the over-concentration of tourists in coastal areas, environmental degradation, and socio-economic disparities between domestic and international tourists. The research highlights the need for sustainable tourism policies that balance economic benefits with environmental conservation.

2.40 Tourism as a Tool for Development in Southeast Asia

Dolezal, C., & Trupp, A. (2015) [41] argue that tourism in Southeast Asia is increasingly used as a tool for development and poverty alleviation. The study highlights the importance of alternative tourism strategies such as ecotourism, sustainable tourism, and community-based tourism (CBT), which aim to generate equitable benefits for local populations. However, the paper also acknowledges challenges such as unequal economic distribution and environmental exploitation.

2.41 Economic Growth and Regional Development Through Tourism in Southeast Asia

Mazumder et al. (2006) [42] examine the relationship between tourism and regional economic development in Southeast Asia. Their findings indicate that tourism contributes significantly to GDP growth, employment generation, and regional development. The study underscores the importance of integrating tourism planning with economic policies to maximize the benefits of the industry. Similarly, Maneejuk et al. (2022) [43] explore the nonlinear impact of tourism on economic growth using a panel kink regression model. Their findings indicate that economic growth benefits more in regimes with high tourism demand.

2.42 Tourism Development in Kerala, India

Tourism has emerged as a major economic driver in Kerala, India. Edward, M., & George, B. P. (2008) [44] analyse Kerala's destination attractiveness, highlighting its rich cultural and natural heritage, while also pointing out infrastructural and policy gaps that need to be addressed. Additionally, Manoj, P. K. (2010) [45] discusses the prospects and challenges of eco-tourism in Kerala, emphasizing the need for sustainable tourism strategies to mitigate environmental concerns.

2.43 Tourism in the European Union: Economic Contributions and Efficiency
Tourism plays a vital role in the European Union's economy. Rita, P. (2000) [46] notes that tourism constitutes 11% of the global GDP and supports 200 million jobs worldwide. Kosmaczewska, J. (2014) [47] explores the efficiency of tourism interest transformation into GDP growth and infrastructure development across EU countries. The study finds that wealthier EU countries achieve higher tourism efficiency compared to lower-income nations.

2.44 Case Study: Bekal Port, Kerala
The development of Bekal Port as a special tourism area in Kerala is examined in a case study by Sooraj, G., & Kumara, H. S. (2020) [48] that discusses the significance of strategic tourism planning. The study highlights how tourism in Bekal has grown due to targeted marketing campaigns and infrastructure investments.

2.45 Sustainable Tourism in Southeast Asia
The study by Ha Van et al. (2023) [49] emphasizes the nexus between tourism and sustainable development in Southeast Asia. It highlights the role of tourism in economic growth, job creation, and infrastructure development while also noting concerns over environmental degradation and cultural preservation. The study underscores the need for policies that balance tourism expansion with environmental conservation to ensure long-term sustainability.

2.46 Tourism Issues in Europe During the Pandemic
The COVID-19 pandemic significantly disrupted the tourism sector in Europe, as detailed by Palazzo et al. (2022) [50]. The research identifies the economic ramifications of travel restrictions and highlights the shift towards digital and green tourism. The study suggests strategies for economic recovery, emphasizing sustainable tourism practices that integrate technological advancements and eco-friendly approaches.

2.47 Determinants of African Tourism
African tourism is explored by Fourie, J., & Santana-Gallego, M. (2013) [51], who analyse factors influencing tourism development on the continent. The study identifies economic stability, infrastructure, and marketing as crucial determinants. It also discusses the role of regional trade agreements in promoting cross-border tourism and enhancing economic benefits.

2.48 Tourism Investment and Environmental Impact in the EU
The study by Paramati et al. (2020) [52] investigates the effect of tourism investment on economic growth and CO2 emissions in EU nations. The findings reveal a dual impact: while tourism investment stimulates economic growth, it also contributes to environmental challenges. The research suggests adopting sustainable investment strategies that mitigate adverse environmental effects while promoting economic gains.

2.49 The Euro Effect on Tourism in the European Union
Santana-Gallego et al. (2015) [53] analyse the impact of the Euro on tourism flows within the EU. Their findings indicate that the common currency has facilitated travel across member states, boosting tourism-related revenues. However, the study also highlights disparities among member countries, calling for inclusive policies that ensure equitable benefits across the region.

2.50 SMEs and Performance in the Romanian Hospitality Industry
The role of small and medium-sized enterprises (SMEs) in Romania's hospitality sector is examined by Iuliana, C. et al. (2016) [54]. The research emphasizes the challenges SMEs face, including financial constraints and regulatory burdens. It recommends targeted support programs and strategic marketing to enhance the competitiveness of SMEs in the tourism sector.

2.51 Urban Revitalization and Tourism in Industrial Cities
Kazimierczak, J. (2012) [55] investigates how urban revitalization in former industrial cities like Manchester and Lyon influences tourism. The study underscores the transformation of industrial spaces into cultural and tourism hubs, leading to economic revitalization and enhanced city branding. It highlights best practices for urban redevelopment that integrate tourism with heritage conservation.

2.52 The Relationship Between Tourism and Air Quality in Europe
Robaina et al. (2020) [56] explore the bidirectional relationship between tourism and air quality in five European countries. Their research reveals that tourism can lead to air pollution due to increased transportation and energy

consumption. Conversely, poor air quality can deter tourists, negatively impacting local economies. The study advocates for policies that promote eco-friendly tourism practices.

2.53 The Role of Regional Trading Blocs in Tourism Management

Anastasiadou, C., & de Sausmarez, N. (2006) [57] examine the impact of regional trading blocs, specifically the EU and ASEAN, on tourism development and crisis management. Their findings indicate that regional cooperation enhances tourism resilience and facilitates the implementation of sustainable tourism policies. The study suggests strengthening regional frameworks for better coordination and crisis mitigation.

2.54 Consumption of Cultural Tourism in Europe

Richards, G. (Ed.). (2001) [58] provides insights into the rising demand for cultural tourism in Europe. The research explores how historical sites, museums, and cultural festivals contribute to economic growth. It emphasizes the need for sustainable management of cultural tourism attractions to balance preservation with visitor experience.

2.55 Production and Consumption of European Cultural Tourism

Richards, G. (1996) [59] explores the intricate relationship between the production and consumption of cultural tourism in Europe. The study identifies a significant increase in heritage tourism demand, largely influenced by rising income and education levels. However, supply-driven demand, where cultural producers exploit existing heritage assets, also plays a crucial role. The research underscores the dominance of major historic centres in attracting tourists and highlights the difficulties in redistributing cultural tourism benefits beyond these traditional locations.

2.56 Promoting Sustainable Tourism: The Canadian Approach

D'Amore, L. J. (1992) [60] details Canada's efforts to integrate sustainable tourism practices into national policy. The study outlines the creation of a Code of Ethics and guidelines developed through a multi-stakeholder approach involving government, industry, and environmental organizations. The key focus is minimizing tourism's negative environmental impact while promoting economic benefits. The Canadian model serves as an example of balancing tourism development with conservation efforts.

2.57 Prospects and Problems in Promoting Tourism in South Asia

Rasul, G., & Manandhar, P. (2009) [61] discuss the potential and challenges of tourism development in South Asia. The region possesses rich cultural and natural attractions that remain underutilized due to infrastructure deficits, bureaucratic hurdles, and security concerns. The paper emphasizes the need for regional cooperation through organizations such as SAARC to improve intra-regional tourism and enhance its contribution to economic growth.

2.58 Religious Tourism Experience in Southeast Asia

Choe, J., & O'Regan, M. (2015) [62] analyse religious tourism in Southeast Asia, focusing on the motivations behind visiting Buddhist sites. The study highlights the increasing role of ASEAN in promoting religious tourism while acknowledging political, ethnic, and religious barriers. Thailand emerges as a leader in religious tourism, leveraging its infrastructure and strategic marketing. The study calls for greater cooperation among ASEAN nations to develop an integrated religious tourism strategy.

2.59 Research Progress in Tourism, Leisure, and Hospitality in Europe

Mulet-Forteza et al. (2018) [63] present a bibliometric analysis of European tourism research over several decades. The study identifies key trends, including the dominance of sustainability, digital transformation, and service quality in contemporary research. The findings suggest that European tourism research is increasingly interdisciplinary, with growing collaboration among institutions.

2.60 Analyzing Economic Contribution of Tourism in Southeast Asian Countries

This study by Hieu, V. M., & Yen, H. T. B. (2019) [64] investigates the economic impact of tourism in five Southeast Asian nations: Indonesia, Malaysia, Singapore, Thailand, and Vietnam. Utilizing secondary data from the World Travel and Tourism Council, the research evaluates tourism's contributions to GDP, employment, investments, and visitor exports from 2008 to 2017. The findings indicate a significant role of tourism in economic growth, with policy recommendations aimed at sustainable tourism development.

2.61 Measuring Integrated Rural Tourism
Clark, G., & Chabrel, M. (2007) [65] develop a methodology for assessing tourism's integration into local economies and cultures. Their study critiques statistical methods and introduces an alternative holistic approach, highlighting variations in perceptions of tourism value across stakeholders and regions. The findings emphasize the need for better integration strategies to enhance tourism's sustainability and local benefits.

2.62 Measuring the Economic Impact of Tourism in European Emerging Markets
This paper by Zurub, H. H. et al. (2015) [66] presents statistical evidence of tourism's influence on the economic stability of European emerging markets. It highlights tourism's role in employment, investment attraction, and GDP growth, while discussing economic vulnerabilities and dependencies created by tourism-driven economies.

2.63 Measuring Tourism Efficiency of European Countries
Soysal-Kurt, H. (2017) [67] applies Data Envelopment Analysis (DEA) to evaluate tourism efficiency in 29 European countries. The study finds that 16 countries exhibit high tourism efficiency, while 13 perform below optimal levels. Key efficiency determinants include tourism receipts, tourist arrivals, and infrastructure. The research offers insights into policies that could improve underperforming countries' tourism sectors.

2.64 Measuring Tourism Seasonality Across European Countries
Ferrante et al. (2018) [68] analyse seasonal variations in European tourism using novel indices for measuring seasonal amplitude. The study clusters countries based on their seasonal tourism patterns and proposes policy interventions to mitigate adverse effects of seasonality, such as economic instability and over-tourism during peak seasons.

2.65 Medical Tourism: An Assessment on Turkey
This study by Yilmaz, E., & Erdoğan, S. (2012, November) [69] examines Turkey's medical tourism sector, Analyzing its growth, challenges, and competitive advantages. The research identifies factors such as cost-effectiveness, quality healthcare services, and government incentives that make Turkey an attractive destination for medical tourists.

2.66 Modelling and Forecasting Tourism from East Asia to Thailand
Chang et al. (2008) [70] employ time-series analysis to forecast tourism demand from East Asia to Thailand. Using ARIMA and seasonal ARIMA models, they demonstrate the influence of economic and geopolitical factors on inbound tourism. The study provides recommendations for managing tourism fluctuations and enhancing economic benefits.

2.67 Mountain Tourism in Europe
Duglio, S., & Beltramo, R. (2006) [71] explore mountain tourism in Europe, focusing on its economic, environmental, and cultural dimensions. The research highlights key trends, such as the impact of climate change on winter tourism and the need for sustainable development strategies to balance tourism growth with ecological preservation.

2.68 Outdoor Recreation and Nature Tourism: A European Perspective
This study by Bell, S. et al. (2007) [72] reviews trends in outdoor recreation and nature tourism across Europe, emphasizing its benefits for regional economies and environmental conservation. It discusses challenges such as land-use conflicts and ecological degradation, proposing policy measures for sustainable outdoor tourism management.

2.69 Preferred Climates for Tourism: Case Studies from Canada, New Zealand, and Sweden
Scott et al. (2008) [73] investigate the role of climate in tourist destination preferences. Their findings suggest that weather conditions significantly influence travel decisions, with variations across different tourism environments (beach, urban, and mountain). The study contributes to climate impact assessments in tourism planning.

2.70 Tourism and Economic Growth in Europe
Antonakakis, N., Dragouni, M., & Filis, G. (2014) [74] examined the dynamic relationship between tourism and economic growth in Europe. Their study employed a spillover index approach, Analyzing data from 1995 to 2012 across ten European countries. The findings highlight a time-dependent and economic event-sensitive relationship between tourism and economic growth. Notably, the financial crises of 2007-08 and the Eurozone debt crisis significantly affected this relationship, especially in economically fragile countries like Greece, Spain, and

Portugal. Their research contributes to the debate on whether tourism leads economic growth (TLEG hypothesis) or vice versa (EDTG hypothesis).

2.71 Impacts of the World Recession on North American Tourism

Ritchie, J. R. B. et al. (2010) [75] investigated the effects of the 2008-09 global economic crisis on tourism in North America. Their analysis, based on statistical data from Canada, Mexico, and the United States, revealed a sharp decline in tourism demand. While the crisis negatively impacted the U.S. and Canadian tourism sectors, Mexico's tourism decline was exacerbated by the swine flu pandemic and fluctuating exchange rates. The study underscores the vulnerability of tourism to macroeconomic instability and suggests policies for resilience-building in the sector.

2.72 Climate Change and Tourism in Europe

Amelung, B., & Moreno, A. (2009) [76] explored the impact of climate change on European tourism within the PESETA framework. Their research identifies temperature shifts, sea-level rise, and extreme weather events as significant threats to coastal and ski tourism. Southern European destinations are particularly vulnerable due to rising temperatures reducing summer tourism demand, whereas northern regions may benefit from climate shifts. Their study calls for climate adaptation strategies and diversification of tourism offerings.

2.73 Indigenous Tourism Development in Canada

Notzke, C. (2004) [77] analysed the evolving indigenous tourism sector in southern Alberta, Canada. Despite the presence of Canada's largest indigenous reserves and renowned cultural sites, indigenous tourism remains underdeveloped. The study highlights barriers such as a lack of business expertise among indigenous operators and limited consumer awareness. Notzke advocates for professional development programs, market research, and strategic partnerships to foster indigenous tourism.

2.74 Influence of Beach Tourism in Mararikulam, India

Jose, M. (2017) [78] examined the socio-economic and environmental effects of beach tourism in the coastal community of Mararikulam, India. The study, based on qualitative and quantitative data, finds that while tourism has created employment and infrastructure improvements, it has also led to cultural dilution, environmental degradation, and increased cost of living. The study recommends sustainable tourism management strategies to balance economic benefits with cultural and environmental conservation.

2.75 Infrastructure as a Key Determinant of Tourism Development in South Europe

Jovanović, S., & Ilić, I. (2016) [79] emphasized the role of infrastructure in fostering tourism development in Southeast Europe. Their study finds that improved transportation networks, accommodation facilities, and digital connectivity significantly enhance a region's tourism competitiveness. They argue that governments should prioritize infrastructure investment to maximize tourism's economic impact.

2.76 Japanese Lifestyle Migration and Tourism in Southeast Asia

Mayumi, O. (2009) [80] explored Japanese lifestyle migration and long-stay tourism in Southeast Asia. The study identifies two main trends: retirees relocating to cheaper destinations and "Sotokomori"—individuals withdrawing from Japanese society to live abroad. The research highlights the economic advantages of such migration for host countries and the emerging challenges of sustaining these tourism flows.

2.77 Coastal Zone Management and Tourism in Kerala, India

Geevan, C. P. (1999) [81] examined the impact of tourism on Kerala's coastal environment. The study highlights the ecological fragility of the region, with tourism-related activities leading to shoreline erosion, loss of biodiversity, and resource overuse. The research argues for an integrated coastal zone management approach to ensure sustainable tourism development.

2.78 Environmental Impacts of European Tourist Transport

Peeters et al. (2007) [82] investigated the environmental effects of tourism transport in Europe. Their findings indicate that air travel contributes the most to carbon emissions, followed by road transport. The study suggests policy interventions such as carbon taxation and investments in sustainable transport to mitigate tourism's ecological footprint.

2.79 Mammalian Wildlife Tourism in Southeast Asia

Aihara et al. (2016) [83] explored the potential for mammalian wildlife tourism in Malaysia's Endau Rompin National Park. The study finds that while the park hosts diverse mammalian species, tourist expectations of

wildlife encounters are often unmet due to the dense rainforest environment. The research suggests using camera trapping and guided tours to enhance visitor experience while minimizing ecological disruption.

2.80 Estimating the Economic Impact of Tourism in the European Union

This study by Figini, P., & Patuelli, R. (2022) [84] examines tourism's economic contribution to GDP across EU nations. Utilizing Tourism Satellite Accounts (TSA) and Input-Output (I-O) models, the authors establish a method to calculate direct and indirect impacts of tourism on national economies. The study highlights discrepancies in data quality across EU states, showcasing significant variations in tourism's share of GDP. The research is particularly relevant for policymakers seeking to understand the broader economic implications of tourism and improve statistical reporting methodologies.

2.81 Estimating the Potential Impact of Entry Fees for Marine Parks

Pascoe et al. (2014) [85] explore the effects of entry fees on dive tourism in Southeast Asia. Applying a travel-cost model, they analyse demand elasticity for diving tourism in Indonesia, Thailand, and Malaysia. The study finds that demand is relatively inelastic, suggesting that moderate fee increases would not significantly deter visitors. This research underscores the potential of entry fees as a sustainable financing mechanism for marine conservation while maintaining economic benefits for local communities.

2.82 Ethnic Tourism in Mainland Southeast Asia

Cohen, E. (2016) [86] provides a comprehensive overview of ethnic tourism in China, Vietnam, Laos, and Thailand, exploring its socio-cultural implications. The study identifies trends such as commercialization, commodification, and the exoticization of ethnic cultures. While ethnic tourism generates economic benefits, it also raises concerns regarding authenticity and cultural erosion. The research calls for a more nuanced understanding of ethnic identity and tourism's role in shaping it.

2.83 European Cultural Tourism: Patterns and Prospects

Richards, G. (1999) [87] investigates cultural tourism trends in Europe, emphasizing its economic significance and rapid growth. Cultural tourists are identified as high-spending visitors, making this sector attractive to policymakers. However, the study warns against over-commercialization and the "build it and they will come" mentality, which can lead to unsustainable tourism development. The findings advocate for a balanced approach that integrates cultural preservation with tourism expansion.

2.84 Factors of Tourism Competitiveness in Europe

Maráková et al. (2016) [88] examine the factors influencing tourism competitiveness among EU nations. The study employs statistical models to analyse variables such as accommodation capacity, tourist arrivals, and expenditure patterns. Findings indicate that accommodation infrastructure and marketing strategies play pivotal roles in determining a country's attractiveness. The research highlights the importance of strategic investments in tourism infrastructure to enhance competitiveness.

2.85 Farm Tourism Across Europe

Potočnik-Slavič, I., & Schmitz, S. (2013) [89] analyse farm tourism in nine European countries, emphasizing its role in rural development. The study distinguishes between small-scale, family-operated agritourism businesses and larger, market-driven enterprises. It highlights the economic benefits of farm tourism, particularly in regions facing agricultural decline. The authors advocate for policies that support agritourism as a means of rural revitalization and economic diversification.

2.86 Gender Differences in Tourism Behavior in the European Union

Ibănescu et al. (2018) [90] explore gender disparities in tourism participation and expenditure across EU nations. Using Eurostat data, the study finds that while leisure tourism participation is relatively equal, business tourism remains male-dominated. Women tend to spend less on travel, reflecting broader economic disparities. The research underscores the persistence of gender inequalities in tourism-related activities and calls for policy interventions to address these gaps.

2.87 How Fast Are Tourism Countries Growing?

Brau et al. (2003) [91] assess the economic growth of tourism-dependent nations compared to other economies. Their cross-country regression analysis finds that tourism specialization correlates with higher economic growth rates. However, they caution that reliance on tourism alone may not be sustainable without diversification. This study contributes to the ongoing debate on whether small economies should prioritize tourism as a primary growth strategy.

2.88 The Development of Tourism: The Experience of Russia

Lavrova, T., & Plotnikov, V. (2018) [92] analyse Russia's tourism sector, emphasizing its underutilized potential. Despite its vast cultural and natural assets, Russia captures a minimal share of global tourism. The study identifies regulatory challenges, infrastructure deficits, and limited marketing as key barriers to growth. The authors recommend policy reforms and investments in infrastructure to unlock Russia's tourism potential.

2.89 Beach Tourism and Development

Beach tourism has become a major economic driver for coastal regions, attracting both domestic and international visitors. The study by Nishad, A. (2019) [93] on beach tourism in Trivandrum highlights the potential for economic growth through sustainable tourism initiatives. However, it also emphasizes the need for environmental conservation, community engagement, and infrastructural development to maintain long-term viability.

2.90 Tourism in Europe

The spatial diversity of tourism in the European Union (EU) has been extensively studied, with researchers identifying key factors influencing tourism development. A study by Paramati, S. R. et al. (2017) [94] on tourism in the EU used cluster analysis to examine the distribution of accommodation, tourist traffic, and economic benefits across member states. Findings indicate that tourism growth is uneven, with certain regions benefiting more due to better infrastructure and policy support.

2.91 Rethinking Tourism in Asia

Asian tourism is experiencing rapid growth, driven by increasing middle-class populations and improved connectivity. Winter, T. (2007) [95] study on tourism in Asia challenges Western-centric perspectives, advocating for policies that cater to intra-Asian tourist movements. The study focuses on Angkor, Cambodia, illustrating how Northeast Asian tourism markets influence local developments. It highlights the need for balanced tourism policies that consider cultural preservation and sustainable infrastructure.

2.92 Southeast Asian Mobility Transitions

Southeast Asia has seen dynamic shifts in tourism and migration patterns, with increasing intra-regional travel and economic dependency on the sector. A study on mobility transitions in the region by Husa, K. et al. (2014) [96] examines migration trends and tourism flows, highlighting the role of transnational investments and regional cooperation. The study emphasizes the need for sustainable tourism strategies to mitigate environmental and social impacts.

2.93Sustainable Coastal Tourism

Coastal tourism is one of the fastest-growing segments of the industry, but it also presents challenges related to environmental degradation and social equity. The study by Joseph, P. D., & Pakkeerappa, P. (2015) [97] on sustainable coastal tourism examines community participation, ecological preservation, and economic benefits. The findings suggest that local involvement in tourism planning leads to more sustainable and equitable outcomes. Effective coastal management policies are essential to balance economic growth with conservation efforts.

3. CONCLUSION

This literature review has explored various dimensions of global tourism trends, highlighting key themes such as economic impact, sustainability challenges, digital transformation, and niche tourism segments. Studies have consistently shown that tourism plays a vital role in regional development, employment generation, and cultural preservation. Sustainable tourism practices have emerged as a central theme, with research emphasizing the importance of eco-tourism, climate adaptation strategies, and responsible resource management. Additionally, the role of digitalization in enhancing tourism efficiency and sustainability has been widely acknowledged, particularly in promoting green accommodations and streamlining visitor experiences.

Despite the extensive research on global tourism, several gaps remain in the current body of knowledge, particularly concerning the development of tourism in Mangaluru. While numerous studies have assessed tourism efficiency and sustainability in Europe and Southeast Asia, there is a lack of targeted research on Mangaluru's unique tourism potential, including coastal tourism, cultural heritage, and eco-tourism initiatives. Additionally, studies addressing the impacts of climate change on tourism in the region are limited, leaving room for further exploration of mitigation strategies tailored to Mangaluru's environmental and economic context. Another significant gap lies in the role of digital transformation in promoting sustainable tourism in Mangaluru, including the integration of smart tourism applications and digital marketing strategies.

To address these gaps and support the development of tourism in Mangaluru, future research should focus on the following directions:

1. **Sustainable Tourism Strategies** – Investigating how Mangaluru can adopt eco-friendly practices, including responsible coastal tourism, waste management, and conservation initiatives.
2. **Digital Transformation and Tourism** – Exploring the role of technology in enhancing the tourism experience, including digital marketing, virtual tours, and smart infrastructure.
3. **Climate Resilience in Tourism** – Assessing the vulnerability of Mangaluru's tourism sector to climate risks and identifying adaptive measures to ensure long-term sustainability.
4. **Community-Based Tourism** – Examining ways to involve local communities in tourism development to ensure equitable economic benefits and cultural preservation.
5. **Niche Tourism Segments** – Investigating the potential of medical tourism, adventure tourism, and heritage tourism as emerging markets for Mangaluru's tourism industry.

Based on the insights from this review, policymakers and industry stakeholders should prioritize sustainable development initiatives that balance economic growth with environmental conservation. Strengthening infrastructure, enhancing digital tourism capabilities, and implementing regulatory frameworks for responsible tourism will be crucial in shaping the future of tourism in Mangaluru. Collaborative efforts among government bodies, local communities, and private enterprises can further drive innovation and resilience in the region's tourism sector. By addressing existing research gaps and leveraging global best practices, Mangaluru can position itself as a competitive and sustainable tourism destination in the years to come.

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