

REVIEWER'S REPORT

Manuscript No.: IJAR-50547

Date: 7/03/2025

Title: Paper on Tourism.

I think the paper title is missing and it may be (Bibliometric Analysis of Consumer Behavior and Preferences Toward Green Hotels)

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality	✓			
Clarity		✓		
Significance		✓		

Reviewer Name: Dr. Bishwajit Rout

Date: 7/03/2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This paper advances the understanding of consumer behavior towards green hotels using bibliometric analysis. It bridges the gap between sustainable tourism research and industry applications, providing insights into how green hotels influence environmental sustainability and attract eco-conscious travelers.
- Strength:**
 - ✓ Employs bibliometric mapping (citation, co-citation, co-word analysis) to analyze key trends.
 - ✓ Identifies consumer motivations for choosing green hotels.
 - ✓ Provides actionable insights for hoteliers to enhance sustainability practices.
- Key Insight:** Green hotels appeal to eco-conscious travelers, despite higher costs. Public perception, pricing, and environmental policies significantly influence adoption. The study highlights future research opportunities in green hospitality.

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Reviewer's Comment / Report

The paper titled “*Paper on Tourism*” presents a bibliometric study investigating the factors influencing consumer behavior and intentions toward green hotels. The study analyzes 526 documents from Scopus (1994–2024), ensuring a comprehensive view of the literature. Using VOS Viewer and RStudio (Biblioshiny), the study applies citation, co-citation, and co-word analyses to map past, present, and future research trends in green hotel studies. In addition to that, the paper offers valuable insights for hotel operators, policymakers, and marketers to improve the adoption and promotion of green hotels. It integrates the Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN) theory, and the Model of Goal-Directed Behavior (MGB), offering a strong theoretical foundation.

Suggestions for Improvement:

1. The Literature Review Needs Stronger Justification. While the paper references key studies on green hotels, a clearer research gap should be stated.
2. The choice of the Scopus database is justified, but what are the limitations of excluding Web of Science, Google Scholar, or industry reports?
3. The citation analysis highlights highly cited studies (e.g., Han et al., 2010; Ajzen, 1991), but how do these citations reflect the field's evolution?
4. The study suggests that green hotels should focus on pricing strategies and service quality, but specific examples of successful strategies are missing.
5. Address how future research can explore regional differences and emerging trends.

The paper is well-structured and methodologically sound but requires minor revisions to enhance clarity, interpretation, and practical relevance.

I recommend this paper for publication after minor revision.