

## **BIBLIOMETRIC ANALYSIS OF MINIMALISM IDEOLOGY SHAPING TOURIST BEHAVIOUR**

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### **Abstract**

*Purpose: This study reviews how minimalism ideology has been examined in relation to tourist behaviour within academic research. The focus is on identifying and synthesizing measurement scales and thematic patterns used by scholars to understand the influence of minimalism on travel-related decision making.*

*Design and methodology: Data were collected from the Scopus database, covering 567 publications published between 2025-2025. Bibliometric techniques were applied using R studio (R 4.5.1) and VOSviewer (1.16.18) to examine publication trends, influential authors, leading journals, contributing countries, and keyword structures within the field.*

*Findings: The results reveal a steady increase in research addressing minimalism-oriented tourist behaviour, with sustainability, ecotourism, and pro-environmental behaviour emerging as dominant themes. Highly cited studies are largely published in established tourism and sustainability journals, while recent research increasingly emphasize behavioural frameworks, alignment with Sustainable Development Goals, and the use of advanced analytical methods. Overall, the literature reflects a gradual transition from descriptive tourism studies toward more integrated, behavior-focused sustainability research.*

*Limitations: This study is limited to publications indexed in the Scopus database. Future research may broaden the scope by incorporating additional databases to enhance coverage and comparative insights*

**Keywords:** *Tourist Behaviour, Sustainable Tourism, Pro-Environmental Behaviour, Ecotourism, Minimalism Ideology.*

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### **Introduction**

Rising concern over excessive consumption and increasing environmental pressure have prompted scholars to re-examine contemporary consumption patterns across multiple domains. Within this context, consumer minimalism has emerged as a lifestyle orientation that emphasizes intentional consumption, reduced material ownership, and value based decision making (Stankov et al., 2020). Rather than focusing on accumulation minimalism encourages sufficiency and mindful engagement with possessions, experiences, and resources (Graham, 2019). These principles have gained particular relevance in tourism, where travelers are increasingly seeking experiences that align with low impact, meaningful, and sustainable travel practices (Fennell, 2019). The title of this paper “Analysis of Minimalism in shaping tourist behaviour,” highlights the need to dissect validated instruments that quantify minimalism and link it to travel choices.

Consumer minimalism reflects a deliberate shift away from material excess toward living with fewer, but more meaningful possessions (Lee & Furukawa, 2026). This approach prioritizes functional value, aesthetic simplicity, and conscious selection which together shape individual preference and behavioural choices (Sorour et al., 2026). In tourism setting, such values influence travelers to favor experiential consumption over material acquisition, adopt lightweight travel practices, and select destinations that minimize environmental harm (Verma et al., 2025). As a result, minimalist oriented tourists often challenge conventional mass tourism models that depend on high levels of consumption and resource use, in doing so supporting broader sustainability objectives (Ellison et al., 2025).

The growing scholarly interest in minimalism is closely linked to wider societal concern regarding environmental degradation, overconsumption, and psychological overload in modern life (Zhang et al., 2025). Tourists who adopt minimalist values tend to avoid impulse purchases, excessive luggage, and luxury-oriented travel, instead prioritizing authentic cultural engagement and environmentally responsible choices (Xu, 2025). Understanding these behavioural patterns requires reliable measurement instruments capable of capturing the multidimensional nature of minimalism and its influence on tourist decision making. Accordingly this study focuses on reviewing and synthesizing existing measurement scales used in minimalism research and evaluating their relevance in tourism contexts (Rasheed & Balakrishnan, 2025).

Minimalism is conceptually distinct from related constructs such as frugality, which primarily emphasizes cost saving, and voluntary simplicity, which is often rooted in ethical or moral considerations (Pandita et al., 2025). Minimalism, in contrast, highlights the perceived benefits of “having less,” including reduced maintenance effort, improved focus, and greater satisfaction derived from intentional consumption. Prior studies particularly the work of Wilson and Bellezza conceptualize consumer minimalism through three core dimensions: limited possessions ownership, preference for sparse aesthetics, and mindfully consumptions practices. These dimensions have been validated across diverse consumption settings and provide a useful foundation for examining how minimalism extends into tourism-related behaviours.

Tourism research indicates that individuals who hold minimalist values demonstrate distinct travel preferences and behavioural patterns. Such tourists often favor slow travel, nature based destinations, and experiences that require fewer material resources (Phu et al., 2022). Lightweight travel, limited on-site consumption, and avoidance of unnecessary purchases are commonly reported among minimalist-oriented travelers. These practices not only reduce environmental pressure but also enhance perceived authenticity and personal satisfaction during travel experiences (Chen et al., 2022). Consequently, minimalism provides a useful lens for understanding contemporary shifts in tourist behaviour toward sustainability-oriented decision making.

Despite the growing body of literature on consumer minimalism, its application within tourism research remains fragmented. Existing minimalism scales have largely been developed in general consumption contexts and have not been systematically reviewed for their sustainability in explaining tourism-related behaviours. This creates a methodological gap, particularly in identifying whether established measurement instruments adequately capture tourism-specific dimensions such as destination choice, travel planning, and sustainable behaviour at destinations. Addressing this gap is essential for advancing empirical tourism research and improving the theoretical integration of lifestyle ideologies into tourist behaviour models.

The present study contributes to this area by bridging consumer behaviour and tourism research through a structured bibliometric review. By mapping publication trends, influential contributors, and dominant research themes, the study provides an overview of how minimalism ideology has evolved within tourism scholarship. This is particularly relevant in emerging tourism markets such as India, where rapid urbanization and cultural traditions of simplicity coexist, creating a unique context for minimalist travel practices. The findings offer insights for researchers, destination managers, and policymakers seeking to align tourism development with sustainability objectives.

From theoretical perspective, minimalism has been increasingly integrated into behavioural frameworks such as the Theory of Planned Behavior (TPB) and Stimulus-Organism-Response (S-O-R) model. Prior studies suggest that individuals with stronger minimalist orientations exhibit more favorable attitudes toward sustainable travel, higher perceived behavioural control, reduced motivation for conspicuous consumption (Jain et al., 2022). These relationships highlight minimalism’s potential role as a moderating or explanatory construct within tourism behaviour models, reinforcing the need for robust measurement and systematic synthesis of existing research.

Cross-cultural considerations are crucial. Western scales, developed on individualistic samples, may underperform in collectivist contexts like Haryana, India, where family-oriented travel blends with minimalist values from spiritual traditions (Duong et al., 2023). Expanding on conceptual boundaries, minimalism aligns with positive psychology outcomes. Studies correlate it with higher life satisfaction, reduced anxiety, and fulfillment of basic needs like autonomy. In tourism, this translates to “transformative travel” where minimal possessions heighten sensory engagement with destination. Bogaerts’ exploration reinforces these ties, showing minimalism buffers travel-related stress through psychological need satisfaction.

Sustainability imperatives amplify minimalism’s relevance. The UNWTO reports tourism accounts for 8% of global emissions; minimalist practices counter this via reduced waste and resource use. Scales measuring these traits enable segmentation of “green minimalists,” informing targeted marketing for eco-lodges or slow tourism routes (Shafiqat et al., 2023).

Practitioner implications extend to hospitality. Hotels adopting minimalist designs (sparse rooms, essential amenities) attract this segment, boosting occupancy and reviews. Airlines promote carry-on policies aligning with curation values. Policymakers use scales for green certification metrics.

### **Literature Review**

Consumer minimalism, has gained recognition as an important predictor of sustainable consumption behaviors, including those observed in tourism contexts. (Wilson & Bellezza, 2022) provided a foundational conceptualization of minimalism by identifying three core dimensions: reduced possessions ownership, preference for sparse aesthetics, and mindful consumption. Their validated measurement framework has since been applied across various consumption settings. Subsequent studies expanded his framework by positioning minimalism as a lifestyle orientation linked to reduce acquisition behaviour, emotional well-being, and sustainability outcomes (Kang et al., 2021). Similarly Eckmann, L., & Landwehr, J. R. (2020) theorized minimalism in material possessions, proposing early measurement items that emphasize sufficiency, which researchers have adapted to assess tourist curation of experiences over material mementos. In tourism research, minimalism has been associated with environmentally responsible travel choices, experiential consumption, and lower material dependence during trips. Studies indicate that minimalist-oriented tourists are more likely to engage in slow tourism, eco-tourism, and low-impact travel practices, often deriving satisfaction from experiences rather than material souvenirs (Seraphin, 2024). Measurement scales adapted from consumer research have been used to predict behaviours such as lightweight packing, reduced on-site spending, and preference for sustainable accommodation options.

Measurement rigor remains a central concern in minimalism research. Scholars have proposed multi-motive frameworks distinguishing voluntary, financial, ecological, and identity-driven minimalism, each demonstrating varying influences on sustainable behaviour and tourist loyalty (Chen et al., 2025). Empirical evidence suggests that these scales exhibit strong reliability and validity, making them suitable for behavioural modeling in tourism contexts. However, cross-cultural studies highlight the need for contextual adaptation, as collectivist values may shape minimalist expressions differently in family-oriented travel settings, particularly in Asian contexts (“Discussion,” 1998). Reliability metrics across these scales ( $\alpha > 0.80$ , CFA fits  $> 0.95$ ) support their use in modeling tourist well-being pathways, where curation predicts experiential satisfaction over luxury excess (Bogaerts et al., 2024). Sustainability literature reinforces this applying minimalism to hospitality waste. Emerging works integrate scales with behavioural theories, showing minimalism moderates Theory of Planned Behaviour in travel, enhancing intentions for responsible choices (Lee et al., 2020). In Indian contexts, minimalism aligns with spiritual traditions, influencing domestic tourism towards essentialist pilgrimages (Joy et al., 2026). Overall, the literature demonstrates increasing convergence between minimalism, sustainability, and tourist behaviour research. Nevertheless, gaps persist in systematically reviewing measurement instruments and evaluating their applicability across tourism contexts. This study addresses these gaps through a bibliometric synthesis that identifies dominant research streams, methodological trends, and future research directions. While the existing literature provides valuable insights into minimalism-oriented tourist behaviour, the field remains conceptually diverse and methodologically uneven. Several studies rely on cross-sectional designs and self-reported measures, generalization and further empirical validation, particularly in tourism contexts that differ culturally and economically.

### **Scales**

<b>S. No</b>	<b>Scale/construct (what it measures)</b>	<b>Typical items (themes, not verbatim)</b>	<b>Citation</b>
1.	Consumer Minimalism (3D: possessions, aesthetics, curation)	Own fewer; prefer uncluttered; buy intentionally	(Wilson & Bellezza, 2022)
2.	Minimalistic motives (multi-motive)	Simplicity; financial; ecological; identity motives	(Kang et al., 2021) (Pangarkar et al., 2025)
3.	Minimalist lifestyle (behavioral consequence)	Reduced acquisition; sustainable actions outcomes	(Kang et al., 2021)
4.	Material possessions minimalism (prototype)	Sufficiency; “enough”; avoid excess	(Ferren et al., 1975)
5.	Sustainable travel intention	Likely to choose sustainable trips	(Ruan et al., 2025)

6.	ERTB (Environmental Responsible Tourist Behaviour)	Reduce waste; conserve resources; respectful conduct	(Rasheed & Balakrishnan, 2024)
7.	Environmental concern	Worry about environment ;support protection	(Blackburn et al., 2025)
8.	Attitude(TPB)	Positive evaluation of sustainable/minimal travel	(Ruan et al., 2025)
9.	Subjective norm (TPB)	Others expect sustainable travel	(Ruan et al., 2025)
11.	Personal norm	Moral obligation to behave sustainably	(Nguyen et al., 2025)
12.	Tourist satisfaction	Overall satisfaction with trip	(Chen & Wei, 2022)
13.	Perceived value	Functional/Emotional/social value of trip	(Kang et al., 2021)
14.	Well being	Positive affect/life satisfaction from lifestyle	(Hook et al., 2023)
15.	Need Satisfaction	Autonomy/Competence/relatedness	(Hook et al., 2023)
16.	Materialism (contrast/control)	Importance of possessions/status	(Wilson & Bellezza, 2022)
17.	Frugality (contrast/control)	Spending restraint/thrift	(Wilson & Bellezza, 2022)
18.	Voluntary Simplicity	Preference for simple living	(Kang et al., 2021)
19.	Authenticity seeking	Desire for genuine experiences	(Weaver, 2005)
20.	Ecotourism depth orientation	Minimalist vs. comprehensive engagement	(Esculier et al., 2015)

### Objectives of the Study

1. To analyze the publication trends (year-wise growth).
2. To identify leading authors, institutions, and countries contributing to minimalism shaping tourist behaviour literature.
3. To detect research clusters and thematic evolution of minimalism shaping tourist behaviour.
4. To highlight research gaps and future direction in this study.

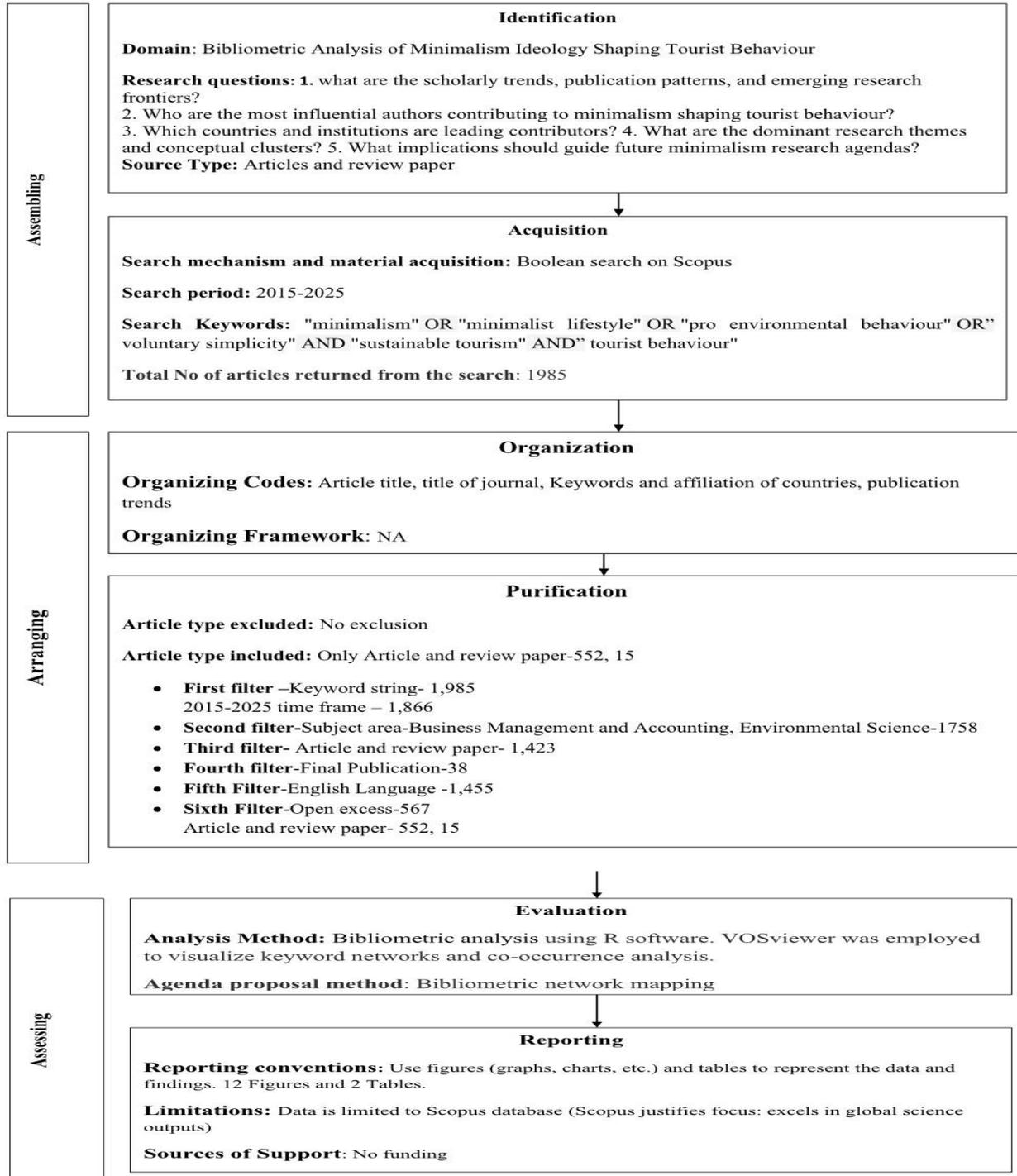
### Research Questions

1. What are the scholarly trends, publication patterns, and emerging research frontiers?
2. Who are the most influential authors contributing to minimalism shaping tourist behaviour?
3. Which countries and institutions are leading contributors?
4. What are the dominant research themes and conceptual clusters?
5. What implications should guide future minimalism research agendas?

### RESEARCH METHODOLOGY

The Present research adopts a bibliometric research design to systematically examine scholarly output related to minimalism ideology and tourist behaviour. Bibliometric analysis enables the quantitative evaluation of publication patterns, influential authors, collaboration networks, and thematic structures within a research domain. Data were retrieved from the Scopus database on 19 January 2026, selected for its comprehensive coverage of peer-reviewed literature in social sciences and tourism research. A structured keyword search strategy was employed-Such as "minimalism" OR "minimalist lifestyle" OR "pro environmental behaviour" OR" voluntary simplicity" AND "sustainable tourism" AND" tourist behaviour" -to identify relevant publication within the 2015 to 2025 . An initial screening of the

search results yielded 1,985 documents. The first filter applied (2015-2025) and content eligibility, resulting in a narrowed subset of 1866 documents. The second stage of refinement targeted relevant subject areas, especially “Business Management and Accounting” and Environmental, thereby further reducing the count to 1758 records. Only primary research articles and review papers written in English and demonstrating high-quality data, with open access, were included in the final analysis, leaving a total of 567 documents for assessment, which included 552 articles and 15 review papers.



**Table.1 Overview of data**

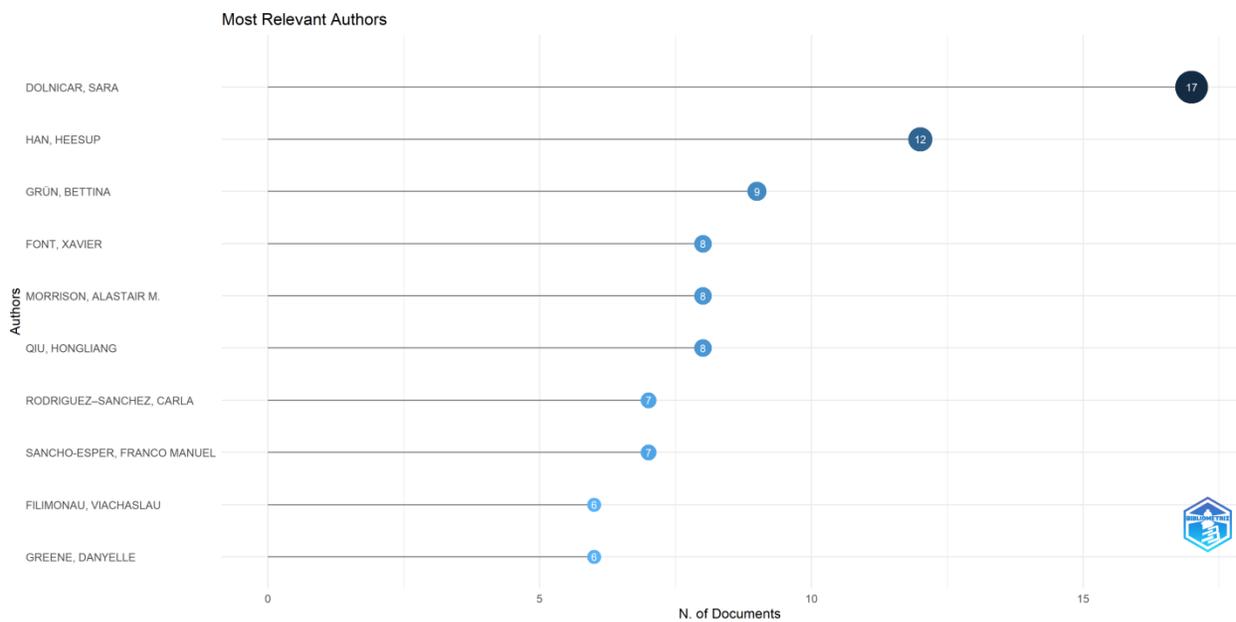
Description	Results
<b>MAIN INFORMATION ABOUT DATA</b>	
Timespan	2015:2025
Sources (Journals, Books, etc)	142
Documents	567
Annual Growth Rate %	42.53
Document Average Age	3.11
Average citations per doc	25.2
References	4473
<b>DOCUMENT CONTENTS</b>	
Keywords Plus (ID)	1098
Author's Keywords (DE)	1964
<b>AUTHORS</b>	
Authors	1719
Authors of single-authored docs	31
<b>AUTHORS COLLABORATION</b>	
Single-authored docs	32
Co-Authors per Doc	3.61
International co-authorships %	44.09
<b>DOCUMENT TYPES</b>	
Article	552
Review	15

Source: Authors own work

Table.1 The dataset covers bibliometric trends from 2015-2025, revealing a dynamic field with 567 documents published across 142 sources like journals and books. This period shows an impressive annual growth rate of 42.53%, signaling surging scholarly interest and momentum on how minimalist principles- emphasized reduced consumption and mindfulness choices-reshape travel patterns, destination preferences, and sustainable tourism practices. This surge indicates rising global interest in minimalism as a driver of behavioural shifts among tourists seeking clutter-free, value driven experiences. The average document age of 3.11 years highlights a fresh literature base, ideal for mapping current frontiers in minimalism-tourism interactions, such as low impact travel or anti-materialistic itineraries. High Impact is evident in 25.2 average citations per document and 4,473 total references, demonstrating how minimalist ideology informs evolving tourist decision making and sustainability pressures. Recent publications ensure analyses capture up-to-date trends like digital detox trips or capsule wardrobes for wanderlust. Strong teamwork define the niche, with 3.61 co-authors per document and just 32 single-authored works, fostering diverse insights into cross-cultural minimalist behaviours. International co-authorships at 44.09% underscore global partnerships, enable richer exploration of how ideology adapts across regions-from Europe's slow travel to Asia's heritage minimalism. Such networks boost innovation in understanding tourist psychology and policy implications. Original research dominates with 552 articles, advancing empirical research studies on minimalism role in curing over tourism or promoting ethical consumption.

**Table.2 Top productive authors**

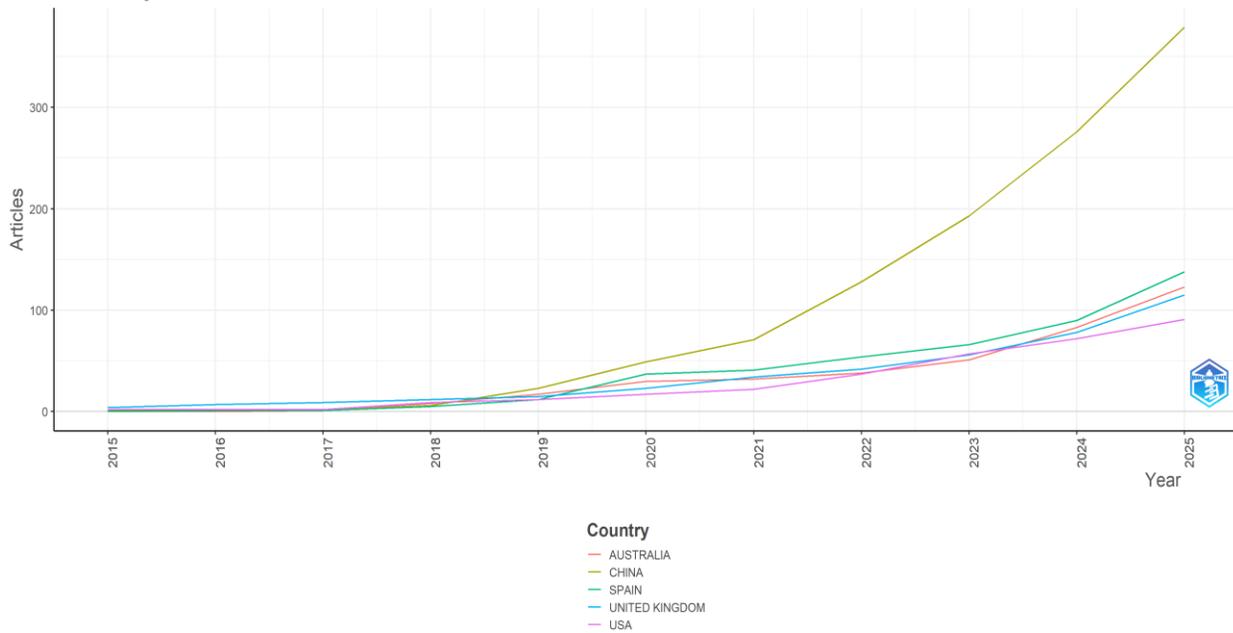
Authors	Articles	Articles Fractionalized
DOLNICAR, SARA	17	5.25
HAN, HEESUP	12	3.53
GRÜN, BETTINA	9	2.75
FONT, XAVIER	8	2.53
MORRISON, ALASTAIR M.	8	2.07
QIU, HONGLIANG	8	2.07
RODRIGUEZ-SANCHEZ, CARLA	7	1.83
SANCHO-ESPER, FRANCO MANUEL	7	1.83
FILIMONAU, VIACHASLAU	6	1.70
GREENE, DANYELLE	6	1.83



**Figure.1**

Leading researchers in the bibliometric analysis of minimalism ideology’s impact on tourist behaviour (2015-2025) demonstrate focused expertise, with fractionalized article counts adjusting for collaborative contributions to fairly gauge individual influence. Sara Dolnicar (Juvan & Dolnicar, 2014) leads prominently with 17 articles (fractionalized to 5.25), her work often pioneering sustainable travel practices that resonate with minimalist principles like mindful consumption and waste minimization during trips. Heesup Han (Han et al., 2010) ranks second at 12 articles (3.53 fractionalized), emphasizing psychological factors that align tourist toward restrained, value focused journeys.

### Country Production over Time



**Figure.2**

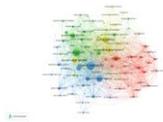
It reveals Australia as the dominant leader, with a steep upward trajectory signaling its forefront role in pioneering research on mindful, low consumption travel. Spain, UK, USA, and others follow with rising but shallower slopes, collectively underscoring widening global engagement in how minimalist values curb excessive tourism and promote sustainable choices. This pattern aligns with the overall 42.53% annual growth rate, highlighting geographic hotspots driving field expansion. Australia’s pronounced ascent-evident in the chart’s thick yellow line-ties to prolific authors like Sara Dolnicar, fueling studies on ideology-led behavioral shifts such as “nudging” tourists toward fewer possessions and eco-vacations. Spain emerges strongly (blue line), likely via contributors like Xavier Font and Franco Manuel Sancho-Esper, emphasizing policy-driven minimalism in hospitality amid over tourism challenges.

### Country Collaboration Map



**Fig.3**





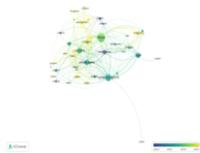
**Fig.5 Keyword Co-occurrence Network**

The blue cluster centers on tourist behavior and tourist destination, emphasizing research related to destination image, tourist satisfaction, place attachment, revisit intention, and market-oriented analyses. This cluster focuses on behavioral outcomes and destination-level decision making, where minimalist preference influence tourist's evaluations of attractions, heritage sites, and nature-based destinations. The green cluster is dominated by keywords such as ecotourism, sustainable tourism, environmental values, and willingness to pay. This cluster represents the environmental and value driven dimension of minimalism ideology, highlighting tourist's preference for low-impact travel, reduced consumption, and nature-oriented experiences. The strong linkage between ecotourism and environmental concern indicates that minimalist ideology is frequently operationalized through pro-environmental attitudes and sustainable travel choices. The yellow cluster revolves around sustainability and sustainable development, acting as a conceptual bridge between behavioral and environmental themes. The red cluster focuses on psychology, attitude, intention, and human behaviour, reflecting the methodological and theoretical foundation of the field. This cluster highlights the extensive use of behavioral theories, experimental studies, and survey-based approaches to examine how minimalism values shape tourist intentions, decision making processes, and consumption patterns.



**Fig.6 Co-authorship analysis-authors**

In this Visualization, each node represents an Individual author, while the link between nodes indicates co-authored publications. The color-coded clusters signify distinct research groups or collaborative communities, reflecting shared research interests and repeated scholarly interactions. The network reveals the presence of several small yet well-defined clusters, suggesting that research in this domain is characterized by specialized collaboration pattern rather than large, centralized author groups. Prominent clusters include collaboration among authors such as zheng, w.:qiu, h:, (Zheng et al., 2024) Morrison, A., Han, J.H.:, Lee, M.J.:, Hwang, Y., and Kuseni, M.:, Hermann, U.P., (Kuseni et al., 2025) indicating consistent joint contributions to the literature on sustainable and behaviour oriented tourism studies. Another notable cluster involves authors such as Dolnicar, S.:, Knezevic Cvelbar, who are widely recognized for their work on sustainable tourist behaviour and ethical consumption, reinforcing their intellectual influence within the minimalist tourism research stream. Similarly, collaborative pairs such as Dodds, R.:, Holmes, M.R. and Lopez-Bonillia, (Luna-Cortes et al., 2025), J.M.:, Reyes- Rodriguez (López-Bonilla et al., 2018) reflect focused partnerships addressing niche themes within tourism sustainability and behavioral analysis.



**Fig.7 Co-authorship analysis with countries**

The map identifies China, the United Kingdom, the United States, and Australia as central collaboration hubs, characterized by larger node sizes and dense inter-country linkages. These countries demonstrate strong and sustained international co-authorship ties, suggesting their pivotal role in coordinating and disseminating research on minimalist and sustainability-oriented tourism behaviour. China, in particular appears in lighter shades, indicating a more surge in collaborative research output, which align with the growing academic interest in sustainable consumption and value driven tourism in Asian contexts. European such as Spain, Portugal, Italy, and the Netherlands exhibits extensive co-authorship connections, often collaborating with both Western and Asian research partners. Their relatively recent average publication years highlight Europe's active contribution to contemporary empirical and policy-oriented discussions surrounding sustainable and minimalist tourism practices. Similarly, Asian countries including Thailand, Malaysia, Vietnam, and Saudi Arabia are shown in lighter colors, reflecting their emergence as new collaborative actors in the field during recent years.



**Fig.8 Citation Analyses Sources**

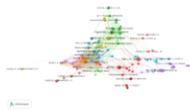
The network clearly identifies Sustainability (Switzerland) as the most dominant source, evidenced by its substantially larger node size. The prominence indicates that the journal serves as primary outlet and citation hub for research related to minimalist consumption, sustainable tourism, and the environmentally responsible tourist behaviour. Its interdisciplinary scope enables the integration of environmental, social, and behavioural perspectives, making it central to research domain. Other highly cited tourism-specific journals such as the Journal of Sustainable Tourism, Journal of Travel Research, Tourism Management perspectives, and Current Issues in Tourism occupy strategically important positions within the network. Environmental and interdisciplinary outlets, including the Journal of Cleaner Production, Sustainable Futures, and Land, further emphasize the cross –disciplinary nature of the field. Their citation links suggest that research on minimalism ideology frequently draws upon environmental management, policy, and sustainability science, extend beyond traditional tourism boundaries.



**Fig.9 Citation analysis – Authors**

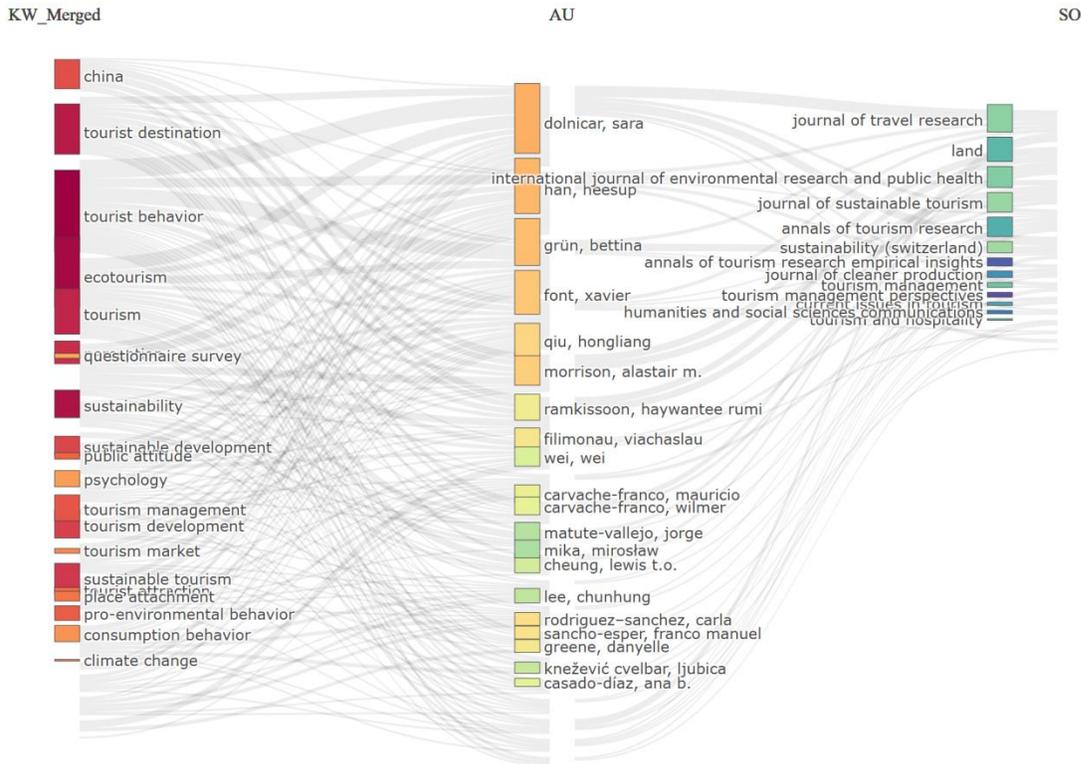
In this visualization, each node represents an author, with node size reflecting citation Impact, while spatial positioning indicates citation proximity and intellectual relatedness. The color gradient represents the average publication year of cited works, ranging from earlier contributions (Blue) to more recent scholarship (yellow). The map highlights several influential authors whose work has significantly shaped the theoretical and empirical foundations of minimalist and sustainability –oriented tourism research. Authors such as Dolnicar, S., Knezevic Cvelbar, Dodds, R., (Butler & Dodds, 2022) and Holmes, M.R. appear in darker shades, indicating their role as early contributors whose foundational studies continue to receive citations. Their research has been instrumental in establishing link between tourist behaviour, ethical consumption, and sustainable tourism practices. In contrast authors displayed in lighter shades, including Zheng, W., Qiu, H., Morrison, A. Han, jh., Lee, M.J., Hwang, Y., (Zheng et al., 2023) and Wu, J., Fpnt, X., Liu, J. (Wu et al., 2021) represent more recent and emerging contributors. Their work reflects contemporary research direction focusing on

minimalist values, pro-environmental behaviour, and advanced behavioural modeling approaches within tourism contexts



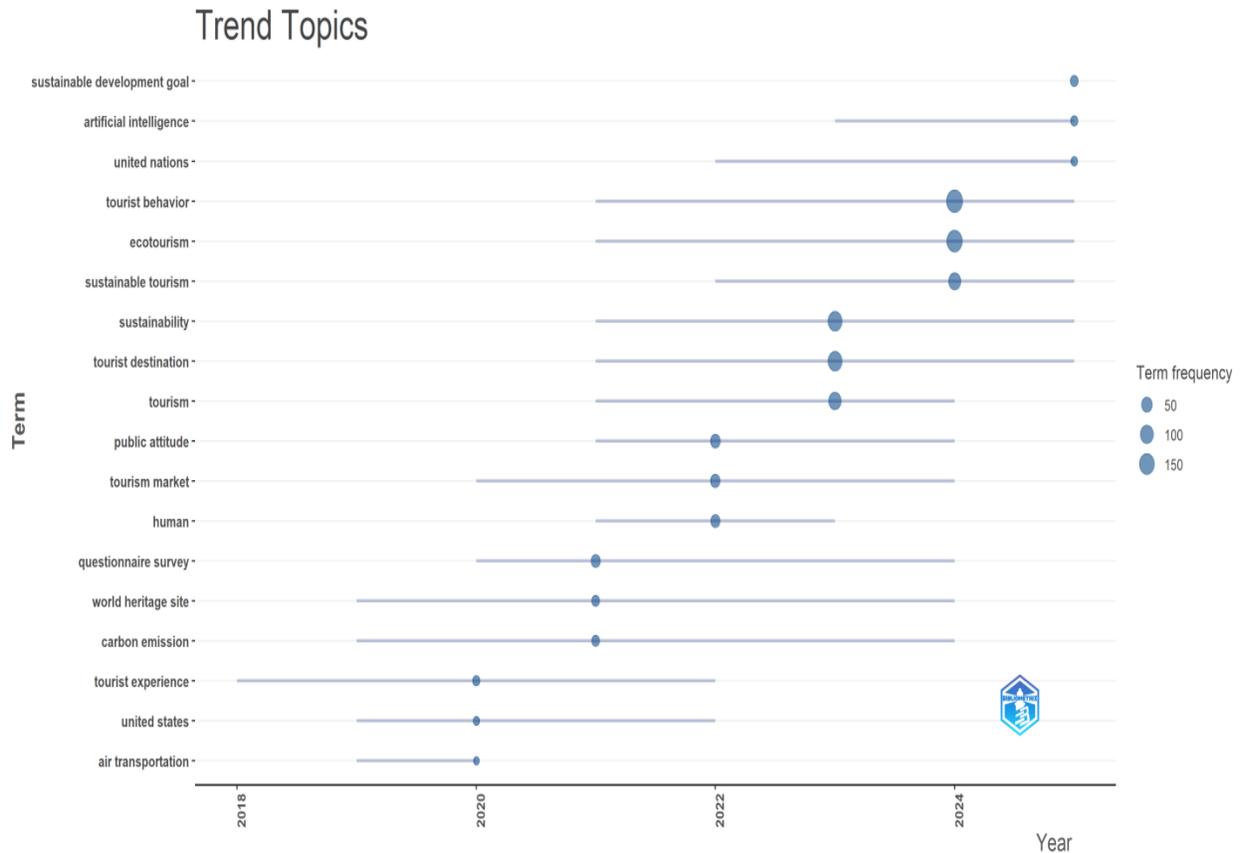
**Fig.10 Bibliographic Coupling- authors**

The network identified several well-defined clusters, indicating that research on minimalism-oriented tourism behaviour is structured around distinct yet interconnected scholarly traditions. One prominent cluster centers around authors such as Dolnicar, S. and Knezevic Cvelbar, whose work strongly aligns with sustainability, pro-environmental behaviour, and ethical consumption. The dense coupling within the cluster suggests a shared reliance on foundational sustainability and behavioural literature. Another influential cluster includes authors such as Han, Jh., Lee, M.J., Hwang, Y. and Rao, X., Qiu, H., Morrison, A., reflecting a research stream grounded in behavioural theory, psychological constructs, and empirical modeling. The strong bibliographic coupling among these authors indicates convergence around similar theoretical frameworks, such as attitude- Intention models and Value-based decision- making.



**Fig.11 Threefold analysis**

The three-field plot presents an integrated visualization of conceptual, intellectual, and publication structure on minimalism ideology and tourist behaviour by linking keywords (KW-Merged), authors (Au0, and sources (SO). On the left side, keywords highlight the dominant research themes, including tourist behaviour, tourist destination, ecotourism, sustainability, sustainable development, and pro- environmental behaviour. The prominence of these keywords confirms that the literature on minimalism-Oriented tourism is strongly grounded in sustainability discourse, behavioral analysis, and destination studies. The central author field identifies influential scholars who act as bridge between thematic areas and publication outlets. Authors such as Dolnicar, s., Han, H., Grun, B., Font< X., Qiu, H., and Morrison, A.M. show strong connection with, multiple keywords, reflecting their significant contributions to sustainability-driven tourist behavior, ethical consumption, and minimalism- related tourism research. On the right side, the source field highlights key journals disseminating this body of knowledge. Leading outlets such as sustainable Tourism, Journal of Travel Research, and Annals of Tourism Research emerge as principal publication platforms. The strong linkage between sustainability-oriented keywords and these journals underscore the interdisciplinary nature of minimalism research, spanning tourism studies, environmental management, and social sciences.



**Fig.12**

In the earlier phase of the literature (2018-2020), research attention was primarily concentrated on foundational tourism-related concepts such as tourist experience, tourism market, world heritage site, air transportation, and carbon emission. During the middle phase the literature shows a noticeable shift towards behavioural and attitudinal dimensions, indicating an increasing focus on empirical investigations of tourist perceptions, attitudes, and decision-making processes. In most recent phase, dominant and rapidly emerging themes include sustainability, sustainable tourism, and sustainable development goals, artificial intelligence. The increased frequency and recency of these terms suggest that current research is increasingly aligned with global sustainability agendas, particularly the UN Sustainable development goals, and beginning to integrate advanced technologies such as artificial intelligence to support sustainable tourism planning, management, and behavioral analysis.

#### **Future research direction**

1. **Integration of Minimalism ideology with Sustainable development goals:** - The recent emergence of keywords such as sustainable development goal and United Nations indicates a strong opportunity for future studies to explicitly link minimalism-oriented tourist behaviour with specific SDGs (e.g. responsible consumption, climate action, sustainable cities).
2. **Application of Artificial intelligence in Sustainable and minimalist tourism:-** The appearance of artificial Intelligence as a recent trend highlights a nascent but promising research avenue. Future research studies can explore how AI- driven tools- such as predictive analytics, recommender systems, and sentiment analysis- can be used to promote minimalist consumption, optimize tourist flows, and reduce environmental footprints at destinations.
3. **Advanced behavioural Modeling of Tourist Decision- Making:** - Given the sustained importance of tourist behaviour, public attitude, and questionnaire survey, future research should move beyond descriptive studies and adopt advanced behavioural models, such as structural equation modeling, machine learning-based classification, or longitudinal designs.

4. **Expansion of Ecotourism and Sustainable Tourism contexts:-** The growing prominence of ecotourism and sustainable tourism suggests scope for comparative and cross-cultural studies examining how minimalism ideology manifests across different destinations, including emerging economies, heritage sites and fragile ecosystems.
5. **Linking Tourist Experience with low-carbon and Minimalist Practices:-** Earlier themes such as carbon emission, air transportation, and tourist experience should be revisited in future research to assess how minimalist travel choices (e.g., slow tourism, low impact transport, reduced consumption ) influence both tourist satisfaction and environmental outcomes.

## Implications of the study

### Theoretical Implications

The study highlights a shift in tourism research toward behaviour-oriented and sustainability-driven perspectives. Minimalism emerges as a valuable construct for extending existing behavioural theories by linking individual consumption values with global sustainability frameworks.

### Managerial Implications

Tourism managers can leverage minimalist values by designing low-impact, experiences-focused offerings and using data-driven tools to guide tourists toward sustainable choices. Understanding minimalist preferences can support destination positioning and responsible tourism strategies.

### Policy Implication

Policymakers should incorporate minimalist and sustainability principles into tourism policies, emphasizing carbon reduction, responsible consumption, and environmentally friendly transportation. International research collaboration further supports coordinated policy responses to global tourism sustainability challenges.

### Limitations of the study

Although this analysis employed Scopus as the primary academic database, significant research likely exists in alternative sources that remain outside the investigation scope .In addition, the deliberate exclusion of conference proceedings and non-peer- reviewed publications potentially relevant insights from emerging research communities. This analysis capture only formally published academic work.

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