THE NEED FOR BUSINESS MODELS IN ACCESSIBLE, INCLUSIVE AND SUSTAINABLE TOURISM

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ARTICLE INFO	ABSTRACT
	Objective: Accessible, Inclusive and Sustainable Tourism has gained significant prominence, reflecting a growing global awareness of the need for inclusive and environmentally responsible travel practices. The literature gap found regarding the absence of a comprehensive business model is the main goal of this research. **Theoretical Framework:** This study systematically compiled and evaluated the recent research studies on Accessible, Inclusive and Sustainable Tourism to contribute to the evolution of business models in the broader scope of tourism and tourism services. **Method:** A three-step process was followed to achieve this goal, comprising an initial research phase and a detailed performance analysis using various bibliometric techniques and visualisation tools, culminating in carefully selecting pertinent articles. **Results and Discussion:** The study confirmed the scarcity of articles that address this topic, with a tendency to conceptualise entirely new business models instead of adapting existing frameworks with new value propositions making them more accessible, inclusive, and sustainable. **Research Implications:** The practical and theoretical implications of this research provided insights into how the results can be applied or influence practices in the field of tourism. These implications could encompass all tourism areas, from hospitality to restaurant offers. It presents an important managerial clue to guarantee the tourism businesses' true inclusiveness and sustainable characteristics. **Originality/Value:** This study contributes to the literature by filling a gap. The relevance and value of this research are its managerial contributions, which confirm the need to incorporate characteristics of accessibility, inclusion and sustainability into any tourism business model. Doi: https://doi.org/10.26668/businessreview/2024.v9i4.4542

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A NECESSIDADE DE MODELOS DE NEGÓCIOS EM TURISMO ACESSÍVEL, INCLUSIVO E SUSTENTÁVEL

RESUMO

Objetivo: O Turismo Acessível, Inclusivo e Sustentável ganhou importância refletindo uma crescente consciência global da necessidade de práticas de viagem inclusivas e ambientalmente responsáveis. A lacuna da literatura pela ausência de um modelo de negócio abrangente em relação a este tema é o principal objetivo desta pesquisa.

Referencial Teórico: Este estudo compilou e avaliou sistematicamente os recentes estudos de investigação sobre Turismo Acessível, Inclusivo e Sustentável para contribuir para a evolução dos modelos de negócio no âmbito mais alargado do turismo e dos serviços turísticos.

Método: Foi seguido um processo de três etapas para atingir este objetivo, compreendendo uma fase inicial de pesquisa e uma análise detalhada do desempenho utilizando várias técnicas bibliométricas e ferramentas de visualização, culminando na seleção criteriosa dos artigos pertinentes

Resultados e Discussão: O estudo confirmou a escassez de artigos que abordam este tema, com uma tendência para conceptualizar modelos de negócio inteiramente novos em vez de adaptar os negócios existentes com novas propostas de valor, tornando-os, assim, mais acessíveis, inclusivos e sustentáveis

Implicações da Investigação: As implicações práticas e teóricas desta pesquisa são discutidas, fornecendo informações sobre como os resultados podem ser aplicados ou influenciar as práticas no campo do turismo. Estas implicações podem abranger todas as áreas turísticas, desde a oferta da hotelaria à dos restaurantes. Apresenta uma importante pista de gestão para garantir a inclusão e sustentabilidade das empresas turísticas.

Originalidade/Valor: Este estudo contribui para a literatura ao preencher uma lacuna. A relevância e valor desta pesquisa são as contribuições de gestão, que confirmam a necessidade de incorporar características de acessibilidade, de inclusão e de sustentabilidade em qualquer modelo de negócio turístico.

Palavras-chave: Modelos de Negócios, Turismo Acessível, Turismo Inclusivo, Turismo Sustentável, Pesquisa Bibliométrica.

LA NECESIDAD DE MODELOS DE NEGOCIO EN EL TURISMO ACCESIBLE Y SOSTENIBLE

RESUMEN

Objetivo: El turismo accesible, inclusivo y sostenible ha cobrado importancia reflejando una creciente conciencia mundial sobre la necesidad de prácticas de viaje inclusivas y ambientalmente responsables. La falta de literatura debido a la ausencia de un modelo de negocio integral en relación con este tema es el objetivo principal de esta investigación.

Marco Teórico: Este estudio recopiló y evaluó sistemáticamente investigaciones recientes sobre Turismo Accesible, Inclusivo y Sostenible para contribuir a la evolución de los modelos de negocio en el ámbito más amplio del turismo y los servicios turísticos.

Método: Para lograr este objetivo, se siguió un proceso de tres pasos, que comprendió una fase inicial de investigación y un análisis detallado del rendimiento utilizando diversas técnicas bibliométricas y herramientas de visualización, que culminó con la cuidadosa selección de los artículos pertinentes.

Resultados y discusión: El estudio confirmó la escasez de artículos que aborden este tema, con una tendencia a conceptualizar modelos de negocio completamente nuevos en lugar de adaptar los negocios existentes con nuevas propuestas de valor, haciéndolos así más accesibles, inclusivos y sostenibles.

Implicaciones de la investigación: Se discuten las implicaciones prácticas y teóricas de esta investigación, proporcionando información sobre cómo los resultados pueden aplicarse o influir en las prácticas en el campo del turismo. Estas implicaciones pueden abarcar todas las áreas del turismo, desde hoteles hasta restaurantes. Presenta una importante vía de gestión para garantizar la inclusión y sostenibilidad de las empresas turísticas.

Originalidad/Valor: Este estudio contribuye a la literatura llenando un vacío. La relevancia y el valor de esta investigación son las aportaciones de gestión, que confirman la necesidad de incorporar características de accesibilidad, inclusión y sostenibilidad en cualquier modelo de negocio turístico.

Palabras clave: Modelos de Negocio, Turismo Accesible, Turismo Inclusivo, Turismo Sostenible, Investigación Bibliométrica.

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1 INTRODUCTION

The association between the words "tourism", "accessibility", "inclusion", and "sustainability" is a theme that has been developed in recent years in various aspects, such as at the level of academic research but also at the political and business level, which has contributed to the fact that Accessible, Inclusive and Sustainable Tourism is already a subject present in political discourses. in academic research and business strategies.

However, the development of studies from the point of view of tourism supply remains scarce (Mesquita & Carneiro, 2016). In this sense, the potential for an accessible, inclusive and sustainable tourism business model remains relatively unknown to tourism supply agents, demonstrating the importance of research in this area.

In terms of economic relevance, in 2019, 330 million jobs (about 10% of global employment) and 10.3% of global Gross Domestic Product (GDP) (World Travel & Tourism Council, 2021) were associated with tourism activity. In the case of Portugal, tourism is one of the most important economic activities. According to the World Travel & Tourism Council (2021), in 2019, the total contribution (direct, indirect, and induced) of travel and tourism in Portugal was 16.5% of GDP and 18.6% of total employment. On the other hand, according to information from the 2021 CENSUS, more than 39% of the Portuguese population has severe difficulty (physical, sensory or cognitive) (INE, 2021). Moreover, the population aged 65 and over is estimated at approximately 2.2 million people, representing about 22% of the total population (INE, 2020), making Portuguese society one of the five oldest societies in the world (Eurostat, 2019). In this way, people with special needs cannot be ignored by tourism, one of the main economic activities in the world. Thus, accessible, inclusive, and sustainable tourism should be seen as something comprehensive that includes different audiences, encompassing a wide range of people ranging from people with temporary needs, people travelling with children, seniors, and pregnant women to overweight people, among others. According to the statistics, this niche market has been growing and developing in recent years.

In this way, the long-term growth and competitiveness of the tourism industry will depend on its ability to meet the needs of all markets, i.e. its ability to be an accessible, inclusive, and sustainable industry. Given the importance of the tourism sector in the economy and society, an innovative approach is needed concerning the business model's value proposition. Therefore, it is crucial to have a contextualisation logic between academic research

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and the reality of tourism enterprises in the search for integration of accessibility, inclusion and sustainability in their offer.

Based on these arguments, this study aims to contribute to the evolution of business models in the broader scope of tourism and tourism services, systematically compiling and evaluating existing scientific articles related to Accessible, Inclusive and Sustainable Tourism using a bibliometric review.

2 LITERATURE REVIEW

2.1 ACCESSIBLE AND INCLUSIVE TOURISM

Although the concept of Accessible Tourism is a concept from the end of the last century, today it has become a new *buzzword* in Tourism. Thus, the designation of "Accessible Tourism" began to be developed in the 1980s by the World Tourism Organization (UNWTO), which, in its Manila Declaration, recognised tourism as a fundamental right and the main means for human development, encouraging the different member states to develop regulations related to tourism services, of which accessibility to different tourist activities stands out (Turismo de Portugal, 2013). Today, the concept of Accessible Tourism is recognised not only nationally but also internationally and contributes to a more inclusive and fair society (Ferreira, 2013). However, different approaches can be taken to Accessible Tourism. One of the approaches is related to the experiences of tourists with disabilities and, which some authors call tourism for the disabled, easy access tourism, barrier-free tourism, inclusive tourism, universal tourism (Darcy & Buhalis, 2010; Costa & Caetano, 2021).

Other authors, such as Neumann (2011) and Carvalho (2015), present a broader definition from a more socioeconomic perspective, in which, in addition to people with disabilities, they also encompass all travellers with limited economic resources.

Accessible and inclusive tourism is a tourism offer that guarantees the specific access requirements of customers/tourists with special needs and adequate service. It is estimated that 15% of the world's population has some disability and that by 2050, it will reach about 1.2 billion people (Caldeira et al., 2017). What ceases to be a simple niche market and becomes a true and inexhaustible business opportunity is the so-called Tourism for All, or Inclusive Tourism, in which all people, regardless of age, gender, physical, psychological and sensory

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abilities or cultural background, tastes and preferences, can participate, enjoy and enjoy tourism products and services, in destinations accessible to all.

However, not all tourism companies know how to deal with these cases, and the infrastructure and equipment are often unprepared to receive them (Montes & Aragall, 2009). In this way, Accessible Tourism always implies a commitment to the accessibility conditions of the various components of which the destination is made, including accommodation, restaurants, museums, parks and beaches, the services available there, the infrastructures that support travel to the destination (train stations, parks, beaches, etc.), as well as the means through which information about the destination is made available to the tourist who intends to plan their visit (tourist attractions and travel conditions). accessibility) and can result in a plurality of business models. "Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human rights imperative and an exceptional business opportunity. Above all, we have to start understanding that accessible tourism does not only benefit people with disabilities or with specific needs, it benefits us all" (Taleb Rifai, UNWTO Secretary-General, in Guide to Good Accessibility Practices – Active Tourism, Turismo de Portugal, 2015:6).

2.2 SUSTAINABLE TOURISM

Sustainable Tourism considers the current and future economic, social or environmental impacts arising from the activities carried out by visitors, local communities, and public or private organisations in a given tourist destination (UNWTO, 2013). In this way, sustainability in tourism has been assuming increasing importance on a global scale.

Thus, sustainable tourism must properly use environmental resources, respect the socio-cultural authenticity of communities, and ensure that business models are viable in the long term. It also requires the informed participation of *stakeholders* and the constant monitoring of its impacts while maintaining a high level of tourist satisfaction (UNWTO, 2013).

In 2015, the United Nations approved the 2030 Agenda of 17 Sustainable Development Goals (SDGs). Thus, Tourism must contribute directly or indirectly to all the SDGs, as well as the business models around Accessible and Inclusive Tourism must have this concern. The European Green Deal, which aims to transform the European Union into a modern, more efficient and resource-competitive economy, was recently presented at the European level. The

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Pact's action plan stresses the importance of the commitment and involvement of all sectors of activity, including Accessible and Inclusive Tourism.

In national terms, the vision of the Tourism Strategy 2027 is based on economic, social and environmental development throughout the national territory, positioning Portugal as one of the world's most competitive and sustainable tourist destinations (Turismo de Portugal, 2017). In this way, the business models related to Accessible and Inclusive Tourism must base their development on quality and sustainability principles. Therefore, a diversified offer must be developed based on the distinctive and innovative characteristics of the business models, placing people at the centre of its strategy.

2.3 BUSINESS MODELS

The ability of organisations to thrive and succeed is intricately tied to their capacity to generate and seize value. Consequently, business models are universally relevant to all organisations. Executives find business models to be a potent tool for scrutinising and conveying strategic decisions. Although there is a slight chance that companies with inadequately developed business models may achieve success in the market, the likelihood is minimal, as the fundamental rationale for creating and capturing value may not have been thoroughly articulated (Shafera et.al, 2005). Baden-Fuller and Mangematin (2013) highlight the utility of business models in classifying the business landscape, emphasising their nature as "manipulable instruments." They claim that these models serve as tools for exploring cause-and-effect relationships, providing a means to comprehend the business world's intricacies better. In this context, we can delve into the ways and timing by which business models assist entrepreneurial startups in acquiring resources. Additionally, we can investigate how varied interpretations of business models respond to constraints or opportunities, thereby gaining new insights into how companies innovate their business models to adapt to emerging technological, environmental, or market challenges.

A sustainable business model (SBM) is a simplified and combined illustration of a company's relevant activities that express its rationale, data and other evidence that justifies the value proposition to the customer and a viable structure in terms of revenues and costs that implies the creation of value, both monetary and non-monetary, for a wide range of stakeholders, which incorporates proactive multisectoral management (Paiva & Carvalho, 2021). Sustainable business models can be considered as a subcategory of business models.

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The literature suggests different perspectives on SBM. Bocken et al. (2014) advocated a perspective focused on the possibility for companies to promote, incorporate and implement business innovation for sustainability as one of the main drivers of competitive advantage. Other authors have provided a more complete definition of SBM, including, in addition to the environment, its contribution to society (Lüdeke-Freund, 2010) to improve quality of life (Garetti & Taisch, 2012). SBM deliver economic, social and environmental value for a diverse group of stakeholders (Bocken et al., 2014). Still, another perspective for SBM is to integrate business model innovations for sustainability (Bocken et al., 2014).

The sustainable business canvas has enlarged the original canvas by suggesting ten elements. This Business Canvas includes the perspective of organisational effectiveness and efficiency, positive and negative externalities, as well as *productivity drivers* (Sempels, 2014), or summarising building blocks considers sustainability perspectives, i.e., incorporating environmental business and societal approaches (Dewulf, 2010).

To obtain a comprehensive view of the existing research landscape on Business Models in Accessible, Inclusive and Sustainable Tourism and to respond to the proposed objectives, we proceed with a bibliometric analysis.

3 METHODOLOGY

Bibliometric studies are widely used as a methodology for the investigation of emerging or underexplored areas in the literature (Merino et al., 2006), to analyse the development of a theme over time, the identification of key researchers and their most important contribution to a topic, and also to determine the quality performance of an individual's or institution's research (Willett, 2007, 2022).

Thus, through bibliometrics, the researcher can analyse quantitative and qualitative data regarding the production and dissemination of information published in scientific articles and books, among other documents (Cobo et al., 2011). Bibliometrics has two main uses: performance analysis and science *mapping*. Performance analysis evaluates individuals' and institutions' research and publication performance. At the same time, science *mapping* aims to obtain information about the structure and development of a particular line of research (Cobo et al., 2011). Through bibliometrics, it is also possible to carry out analyses based on five main methods (Zupic & Čater, 2015): Citation - estimation of the influence/impact of articles, authors or magazines and newspapers through the analysis of citations (or frequency of citations); Co-

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citation - interconnects articles, authors, and journals based on their joint appearance in reference lists; Bibliographic Connection - lists articles, authors, and magazines and newspapers based on the number of shared references; Co-author - connects authors when there is co-authorship; Word co-occurrence - links keywords when they appear in the same summary or list of keywords.

The present bibliometric study followed the definition and steps proposed by Donthu et al. (2021) and, as such, began with the definition of objectives and purpose, where the focus was placed on the compilation of scientific literature that could be used for the development of innovative approaches for Accessible, Inclusive and Sustainable Tourism business models. It is important to note that the study recognised the absence of a business model dedicated to this specific niche and approached the task as an opportunity to enrich existing tourism models. Subsequent steps involved meticulously filtering the dataset through a "search-analysis-selection" methodology, leveraging the extensive capabilities of platforms such as Web of Science and Scopus. The analysis was further enhanced by employing advanced techniques, including bibliographic coupling by author and document, co-citation by cited authors and references, and co-occurrence of keywords facilitated by the sophisticated VOSviewer software. This software adopts the VOS (*Visualization of Similarities) method* to define the nodes and network connections of information obtained (Silva et al., 2011).

This strategic approach provided a comprehensive view of the existing research landscape. It allowed for the creation of demonstrative maps, revealing patterns and connections within the literature that further informed the process of selecting key articles. Through this systematic and detailed approach, this study seeks to contribute significantly to the ongoing discourse around Sustainable and Accessible Tourism.

4 RESULTS

A systematic search was carried out using a search term defined for the Web of Science and Scopus platforms. A set of scientific articles related to "Sustainable and Accessible Tourism" were gathered.

For the search terms, the following keywords were chosen: "*Business Model*"; "*Tourism*"; "*Sustainable*"; "*Inclusive"*; "*Accessible"*; "*Rural*"; "*Special Needs"*. According to the general search parameters, the following search term was constructed: "BUSINESS MODEL" AND "TOURISM" AND "SUSTAINABLE" AND "INCLUSIVE" AND

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"ACCESSIBLE" AND "RURAL" AND "SPECIAL NEEDS". Since the last keyword in the list (*Special Needs*) was massively associated with the word *"Education"*, a new *Boolean* term was added to remove all articles that were related to the topic of "Special Education": ALL = "BUSINESS MODEL" AND "TOURISM" AND "SUSTAINABLE" AND "INCLUSIVE" AND "ACCESSIBLE" AND "RURAL" AND "SPECIAL NEEDS" NOT EDUCATION. The search was limited to five years, including the years "2019", "2020", "2021", "2022" and "2023" (until September 2023), and 486 articles were found.

Using the VOSviewer software, the analyses and maps to be carried out were chosen, as well as the "variables", or constituents, to be studied. The Constituents to be studied are Authors, References/Citations, Documents, and Keywords.

The Analyses and Maps to be carried out are: Analysis of Articles by Year; Analysis and Citation Map by Author (Analysis and Map of Bibliographic Coupling by Author; Analysis and Map of "CoCitation" by Author); Analysis and Map Citation by Document (Analysis and Map of Bibliographic Coupling by Cited Reference; Analysis and Map of "CoCitation" by Cited Reference); Keyword Co-occurrence Map.

Table 1 presents an analysis that examines the number of articles published within the five years between 2019 and 2023. It shows the progression of the number of articles per year.

Table 1

Publications Made between 2019 and 2023

Year	Publications	% of Sample
2019	82	16,87%
2020	125	25,72%
2021	106	21,81%
2022	108	22,22%
2023	65	13,37%

We can see that 2020 was the year in which the most articles were published, corresponding to more than 1/4 of the total articles found. The year 2023, although at the time of the survey, only 9 months have elapsed, is the year with the lowest number of publications.

Through the analysis of citations by author, it is possible to find the authors who were most cited, allowing to delimit, within the universe of 1468 authors, those who probably contributed to the elaboration of articles that address topics relevant to the study. Given a large number of authors (1468), the following parameters were used: Minimum number of documents from an author: 2; Minimum number of citations from an author: 1. These

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parameters are the minimum with which relevant links can be found. Any value below considers all authors, which invalidates any analysis. Only 71 of the 1468 authors fit the parameters indicated. Of these 71, only 49 are interconnected, so those will be in the output. In the network visualisation (Figure 1), we can highlight the author Celeste Eusébio (Eusebio, Celeste), followed by the author Leonor Teixeira (Teixeira, Leonor).

Figure 1
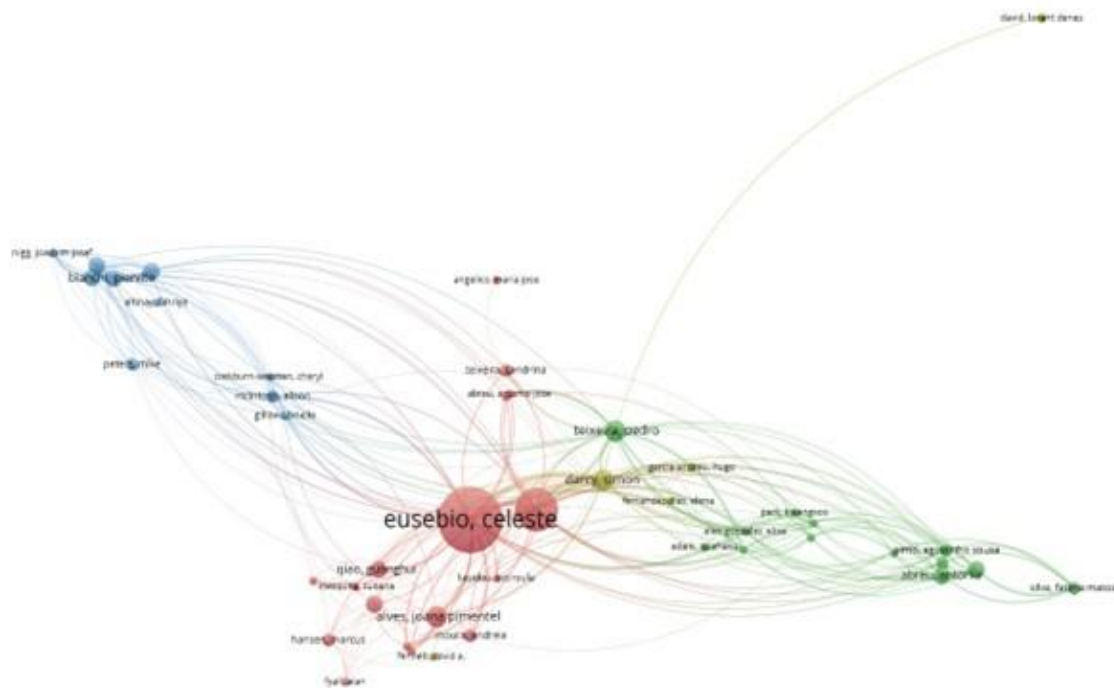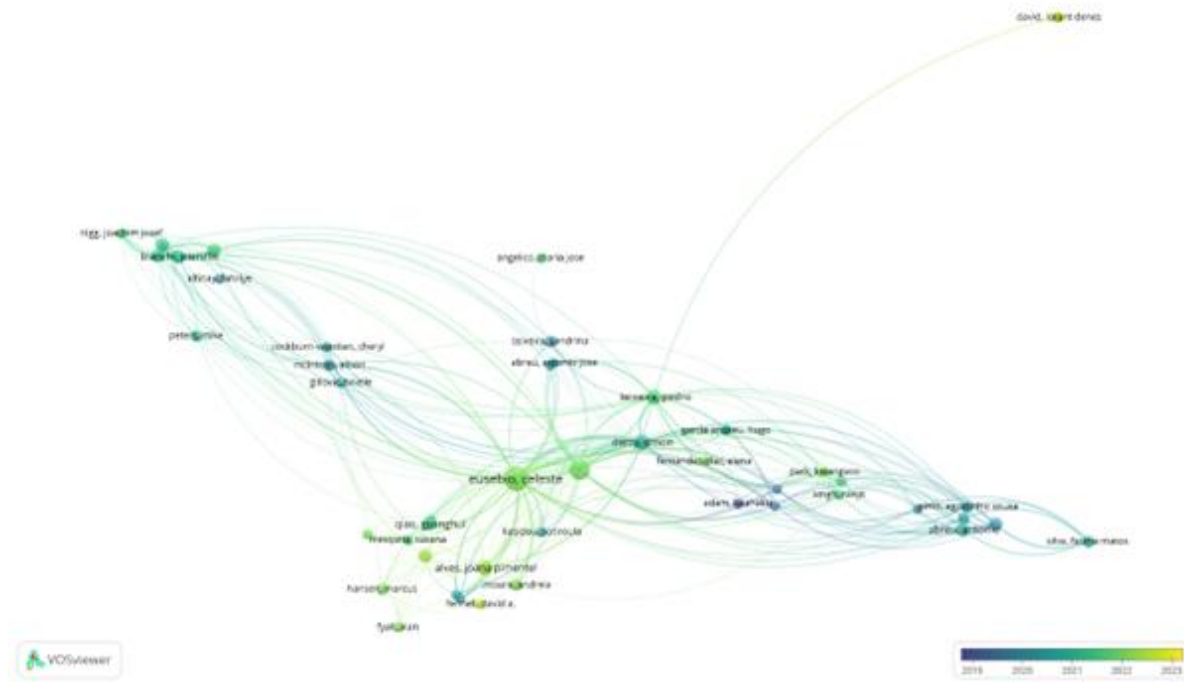
Network visualisation-citation Map by Author

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Figure 2

Overlay Visualisation-Citation Map by Author

Through the "*Overlay Visualization*" mode, we can see in Figure 2 that most of these authors were cited as of 2022 and earlier. Finally, we can verify four clusters through the "Density Viewer" mode (table 2).

Table 2

Citation Clusters by Author

Cluster 1	Cluster 2	Cluster 3	Cluster 4
Abreu, António José	Abreu, António	Altinay, Fahriye	Darcy, Simon
Alves, Joana Pimentel	Adam, Issahaku	Bianchi, Piervito	David, Lorant Denes
Angelico, Maria José	Alen Gonzalez, Elisa	Bcappelletti, Giulio Mario	Farkas, Jacint
Camarinha, Ana Paula	Borges, Isabel	Cockburn-Woottem, Cheryl	Fennell, David A.
Carneiro, Maria João,	Costa, Eusébio	Gillovic, Brielle	Fernandez-Diaz, Elena
Castello, Montserrat	Dominguez Vila, Trinidad	Mcintosh, Alison	Garcia-Andreu, Hugo
Eusébio, Celeste	Park, Kwangsoo	Nigg, Joachim Josef	Raffay, Zoltan
Freund, Daniela	Pinto, Agostinho Sousa	Peters, Mike	Rubio-Escuderos, Lúcia
Fyall, Alan	Sibi, P. S.	Sica, Edgardo	
Hansen, Marcus	Silva, Fátima	Sisto, Roberta	
Liasidou, Sotiroula	Silva, Fátima Matos		
Mesquita, Susana	Singh, Ranjit		
Moura, Andreia	Teixeira, Pedro		
Qiao, Guanghui			

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Teixeira, Leonor
Teixeira, Sandrina
Wan, Yim King Penny
Zhang, Junmiao

After a search, it is possible to verify that there is an overlap of the documents where these two authors are referenced, with Leonor Teixeira (Teixeira, Leonor) in all the articles where the author Celeste Eusébio (Eusébio, Celeste) is also found. Given this fact, the most referenced authors from each cluster will be selected: Eusébio, Celeste; Teixeira, Pedro; Bianchi, Piervito; Darcy, Simon. However, like Leonor Teixeira, the author Pedro Teixeira (Teixeira, Pedro) is also a co-author in all articles where Celeste Eusébio is referenced, creating the need to choose another author from Cluster 2.

The list then looks like this: Eusébio, Celeste; Abreu, António; Bianchi, Piervito; Darcy, Simon. With these four authors, we then studied the articles and observed that, of the 49 interconnected authors, these four are the most referenced, with 30 articles written between them.

To study the "Author" variable a little more, a bibliographic coupling analysis was carried out, verifying when two authors refer to a common third in their bibliographies. It is an indication that there is a likelihood that the two authors will address a related subject. Two authors are bibliographically coupled if they both cite one or more authors in common.

For this analysis, a parameter was imposed, and the minimum number of documents of an author was 5.

Given that most authors are coupled to at least two other authors, the chosen parameter considerably reduces the results, showing the most relevant authors.

Out of a universe of 1468 authors, only five fit into the designated parameter, all of which must be interconnected (Figure 3).

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Figure 3

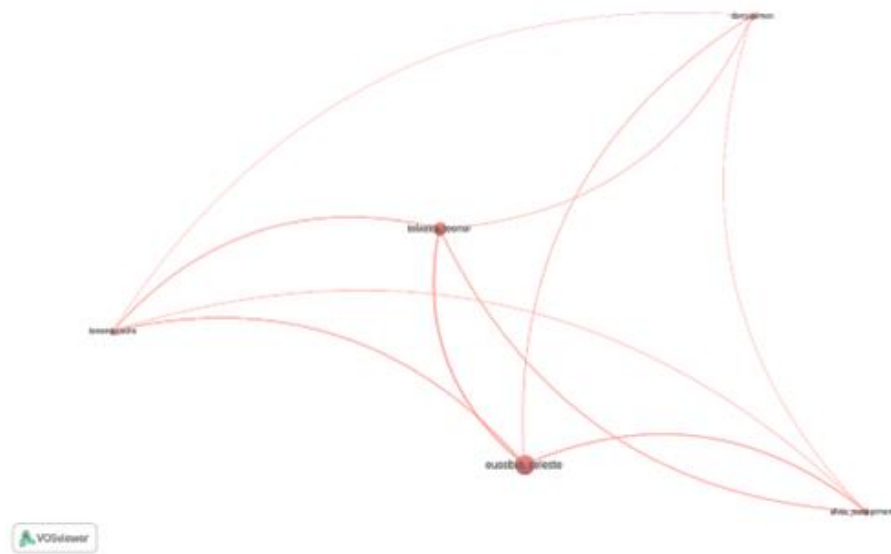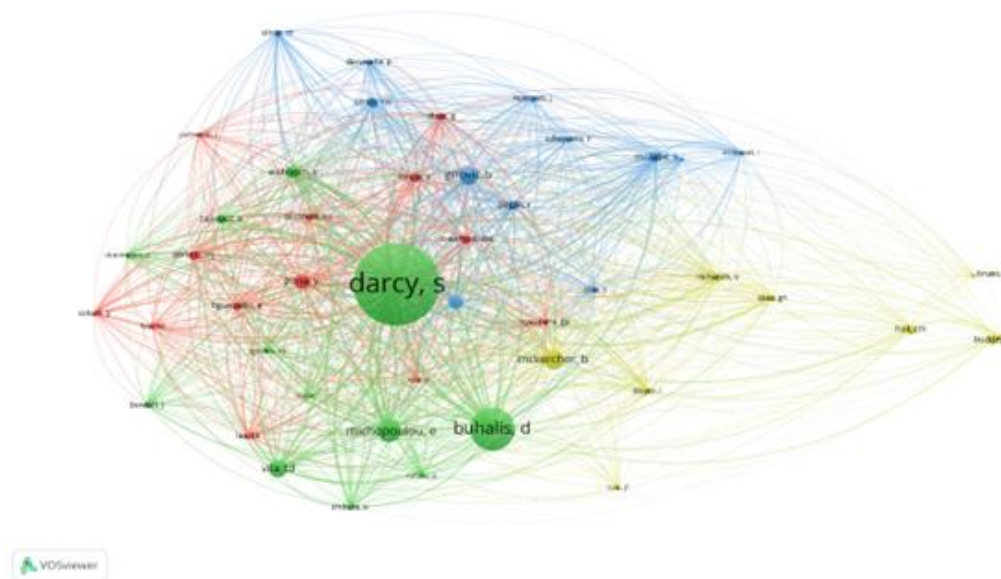*Map of Bibliographic Coupling by Author*

Figure 4

Co-Citation Map by Author

We can verify that the bibliographically coupled authors are Eusébio, Celeste; Teixeira, Leonor; Darcy, Simon; Teixeira, Pedro; Alves, Joana Pimentel. There is a high probability that these authors will address the same topics.

To complete the analysis by authors, an Author Co-Citation Analysis was performed. This consists of searching for pairs of articles that are cited together in the source articles. When

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the same pairs of articles are co-cited by several authors, research groups begin to form. The articles co-cited in these clusters tend to share a common theme. A parameter was imposed for this analysis, and an author's minimum number of citations was 20. Given the high number of citations from a given author, the above parameter can significantly reduce the results. Out of a universe of 1468 authors, only 59 fit into the designated parameter, and only 47 are interconnected (Figure 4).

Because of the high number of correlations, the analysis was done again, and the search parameter was changed to a *minimum number of citations by an author*: 50. Out of a universe of 1468 authors, only 13 fit the designated parameter, all interconnected. Of these 13, 5 were removed that, as in the previous analysis, were not correctly characterised (Figure 5).

Figure 5

Simplified Co-Citation Map by Author

It is possible to verify the eight authors who are most cited simultaneously (Figure 5): Darcy, Simon; Buhalis, Dimitrios; Michopoulou, Eleni; Gillovic, Brielle; Mckercher, Bob; Poria, Yaniv; Vila, Trinidad Dominguez; Kastenholz, Elisabeth. Of these, Simon Darcy (Darcy, Simon) is common to all, meaning that all these authors are, in a way, tackling similar topics. With 486 documents, the parameter applied was the *minimum number of citations of a document*: 2.

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Most documents are cited at least once, making at least two citations per document acceptable. Only 252 of the 468 documents fit the chosen parameter. Of these 252, only 81 are interconnected, so these will be in the output (Figure 6). In the network view, we can see that the most cited documents are (Figure 6): Pillai (2020); Jovicic (2019); Darcy (2020); Natalia (2019); Qiao (2022); Dominguez Vila (2019); Connell (2019); Bianchi (2020); Sisto (2022); Cassia (2021); Adam (2019a); Freund (2019).

Figure 6

Network visualisation -Citation Map by Document

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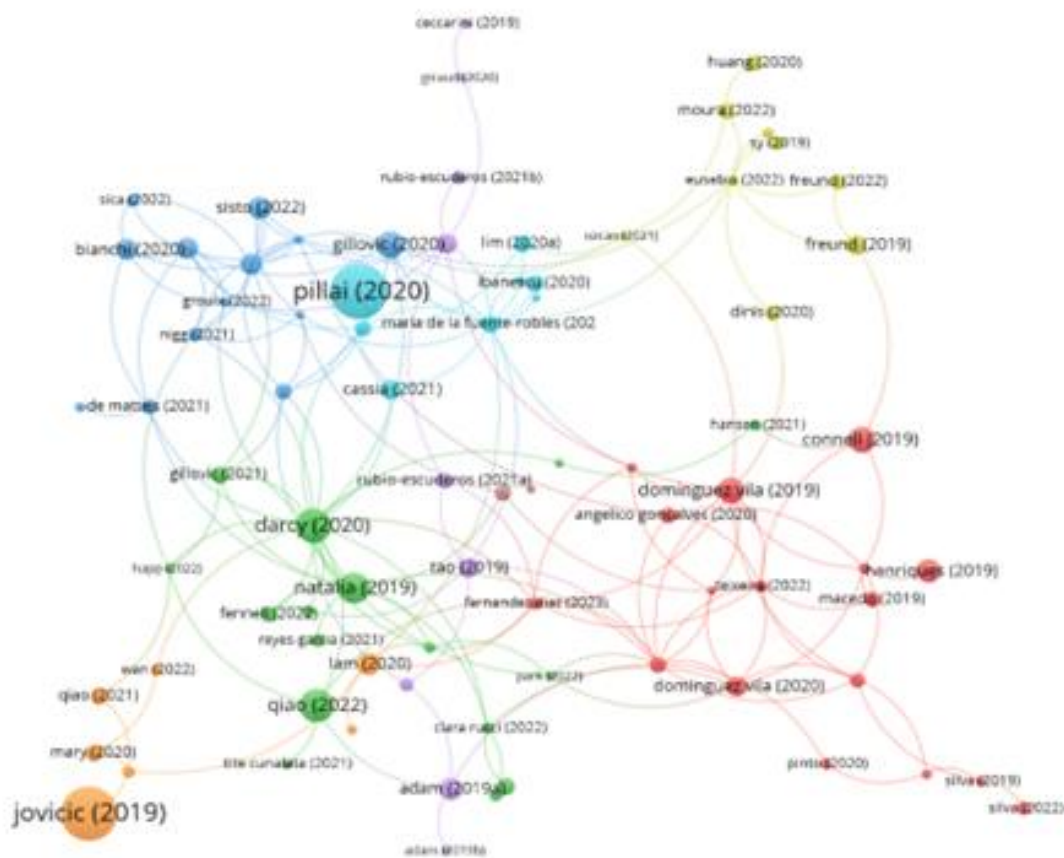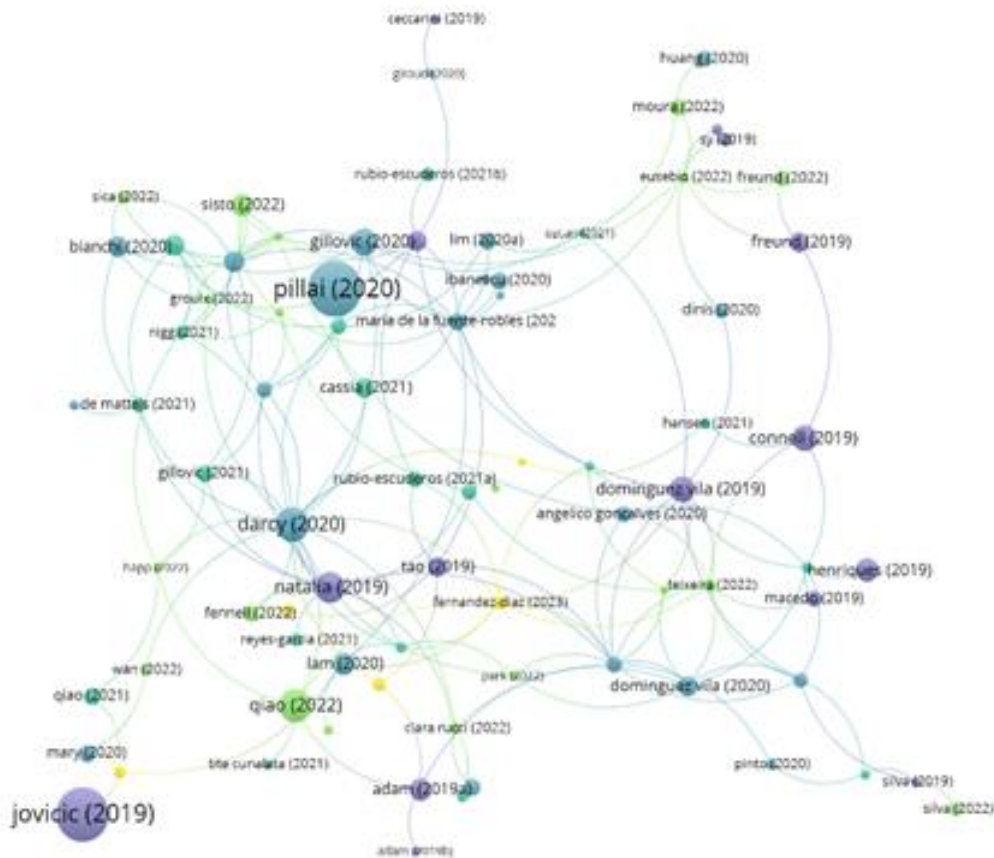
15

Figure 7

Overlay visualisation-Citation Map by Document

We can see that the most cited documents are usually two or more years old (Figure 7).By examining the cluster density, we can identify eight clusters as shown in Table 3.

Table 3

Citation Clusters per Document

Cluster 1	Cluster 2	Cluster 3	Cluster 4
Agrawal (2022)	Beatriz Santana-Santana (2020)	Beltramo (2022)	Dinis (2020)
Angelico Gonçalves (2020)	Beatriz Santana-Santana (2021)	Bianchi (2020)	Eusebio (2022)
Borges (2020)	Bellucci (2023)	Cockburn-wooten (2020)	Freund (2019)
Connell (2019)	Casais (2021)	De Matteis (2021)	Freund (2022)
Costa (2021)	Clara Rucci (2022)	Gillovic (2020)	Huang (2020)
Dominguez Vila (2019).	Darcy (2020)	Groulx (2022)	Liasidou (2019)
Dominguez Vila (2020)	Fennell (2022)	Machado (2020)	Moura (2022)
Fernandez-Diaz (2021)	Garrod (2023)	Mcintosh (2020)	Ozcan (2021)
Fernandez-Diaz (2023)	Gillovic (2021)	Nigg (2021)	Sy (2019)
Henriques (2019)	Hansen (2021)	Nigg (2022)	
Macedo (2019)	Happ (2022)	Sica (2021)	
Pinto (2020)	Natalia (2019)	Sica (2022)	
Silva (2019)	Park (2022)	Sisto (2022)	

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Silva (2022)	Qiao (2022)		
Singh (2020)	Reyes-Garcia (2021)		
Teixeira (2021a)	Tite Cunalata (2021)		
Teixeira (2022)			
Cluster 5	Cluster 6	Cluster 7	Cluster 8
Adam (2019a)	Calheiros (2020)	Jovicic (2019)	Gregory (2022)
Adam (2019b)	Cassia (2021)	Iam (2020)	Orakani (2021)
Ceccarini (2019)	Costa (2020)	Mary (2020)	
Giraud (2020)	Ibanescu (2020)	Qiao (2021)	
Mayordomo-Martinez (2019)	Lim (2020a)	Qiao (2023)	
Rubio-Escuderos (2021a)	Maria De La Fuente-Robles (2020)	Rickly (2022)	
Rubio-Escuderos (2021b)	Pillai (2020)	Wan (2022)	
Singh (2023)	Tlili (2021)		
Tao (2019)			

After a search, the six most cited documents were chosen: Pillai (2020)", which corresponds to the article "*Adoption of AI-based chatbots for hospitality and tourism*"; "Jovicic (2019)", which corresponds to the article "*From the traditional understanding of tourism destination to the smart tourism destination*"; *"Darcy (2020)",* which corresponds to the article *"From tourism and disability to accessible tourism: a perspective article"*; *"Dominguez Vila (2019)",* that corresponds to the article "*Accessible tourism online resources: a Northern European perspective*"; *"Bianchi (2020)"*, that corresponds to the article "*Accessible Tourism in Natural Park Areas: A Social Network Analysis to Discard Barriers and Provide Information for People with Disabilities*"; *"Adam (2019)"* corresponds to the article "*Accommodators or non-accommodators? A typology of hotel frontline employees' attitude towards guests with disabilities*".

To study the Author variable a little more, a Bibliographic Coupling Analysis was performed, verifying when two authors refer to a common third in their bibliographies. It is an indication that there is a likelihood that the two authors will address a related subject. Two authors are bibliographically coupled if they both cite one or more authors in common.

For this analysis, the minimum number of citations of a document was imposed as a parameter: 30.

Out of a universe of 486 documents, only 16 fit the designated parameter, and only four are interconnected, as illustrated in Figure 8.

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Figure 8

Bibliographic Coupling Map by Cited Reference
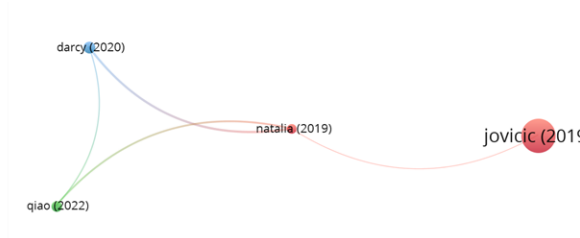
Then we observed that the bibliographically coupled documents are: *"Darcy (2020)"*, which corresponds to the article *"From tourism and disability to accessible tourism: a perspective article"*; *"Jovicic (2019)"*, which corresponds to the article "*From the traditional understanding of tourism destination to the smart tourism destination*"; "*Natalia (2019)*" that corresponds to the article "*Critical elements in accessible tourism for destination competitiveness and comparison: Principal component analysis from Oceania and South America*"; "*Qiao (2022)*" that corresponds to the article "*Accessible tourism: a bibliometric review*".

A co-citation analysis was performed using cited references to complete the analysis. This analysis, like co-citation by authors, consists of searching for peer references cited together in the source articles. For this analysis, the minimum number of citations of a cited reference *was imposed as a parameter*: 30. Out of a universe of 22088 references, only 15 fit the designated parameter (Figure 9).

Figure 9

Co-Citation Map by Cited Reference

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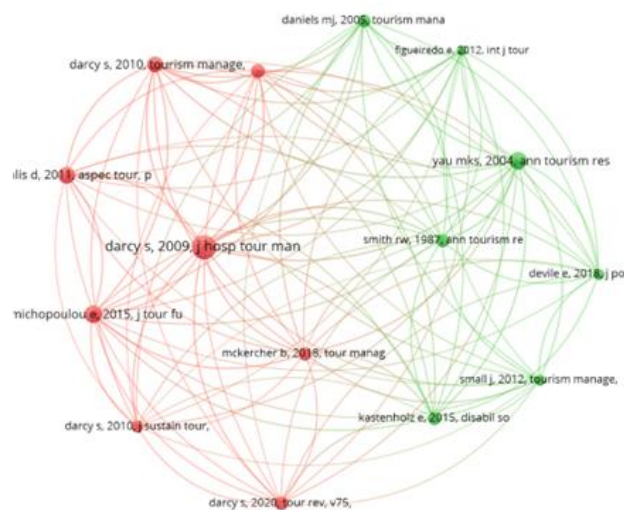
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Figure 10

*Simplified Co-Citation Map by Cited Reference*

It is possible to see that most of these references are not older than the designated period of 2019-2023, so those that are less close to it are removed. Those that are in the designated period or just before it is considered, leaving only three (Figure 10): "*Mckercher, Bob (2018)*", which corresponds to the article "*Re-conceptualizing barriers to travel by people with disabilities*"; "*Darcy, Simon (2020)*", that corresponds to the article "*From tourism and disability to accessible tourism: a perspective article*"; "*Devile, Eugenia (2018)*", which corresponds to the article "Accessible Tourism Experiences: the Voice of People *with visual disabilities*".

Of these three citations, the only one referring to a document/article in our sample is that of the author Simon Darcy, "*From tourism and disability to accessible tourism: a perspective article, (2020)*".

Finally, a keyword analysis was conducted to find new keywords related to documents that address the area in question, facilitating future searches. This is done through a keyword occurrence search. For this analysis, the minimum number of occurrences of a keyword, *10,* was imposed as a parameter, and out of a universe of 2555 keywords, only 42 fit the designated parameter (Figure 11).

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Figure 11

Keyword Co-occurrence Map
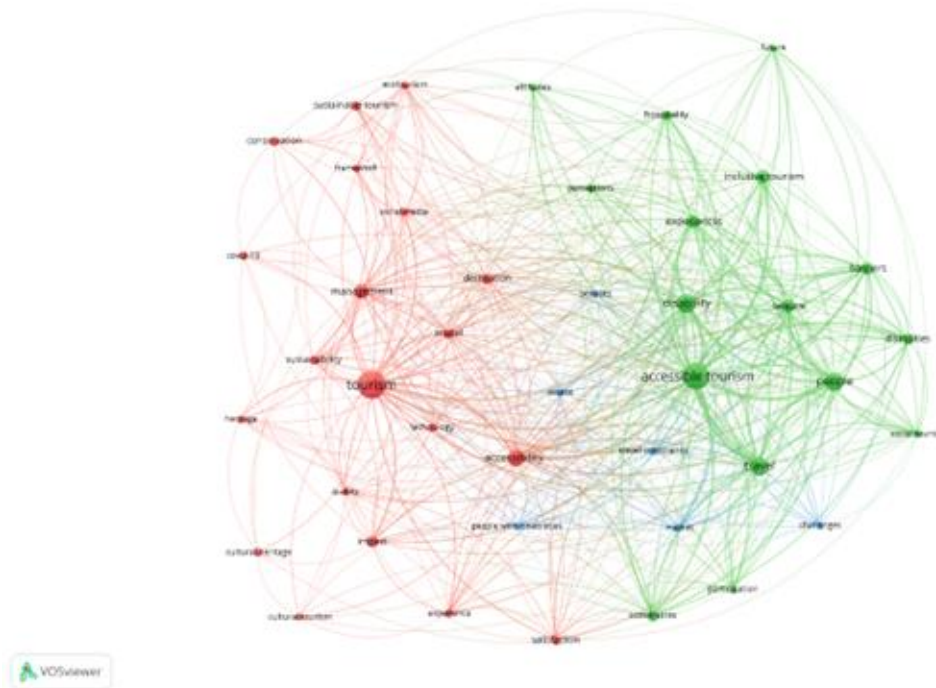
Examining Figure 11, we can see that the most used keywords in articles that address this type of theme are: "Tourism"; "Accessible Tourism"; "Disability"; "Travel"; "People"; "Accessibility"; "Management"; "Experiences"; "Leisure"; "Inclusive Tourism".

Through the Cluster Density Map, we can verify 3 distinct clusters (Table 4).

Table 4

Keyword Clusters

Cluster 1		Cluster 2		Cluster 3	
136	Tourism	126	Accessible Tourism	14	Market
50	Accessibility	67	Disability	11	Access
39	Management	60	Travel	11	Travel Constraints
25	Impact	59	People	11	Challenges
19	Model	31	Experiences	11	People with disabilities
19	Destination	30	Leisure	10	Services
16	Sustainability	30	Inclusive Tourism		
16	Satisfaction	27	Barriers		
15	Sustainable Tourism	22	Constraints		
15	Conservation	21	Disabilities		
14	Technology	17	Hospitality		
14	Covid-19	13	Perceptions		
13	Social media	12	Participation		

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13	Experience	12	Social Tourism					
13	Cultural Heritage	12	Attitudes					
12	Framework	10	Future					
12	Heritage							
11	Ecotourism							
11	Quality							
10	Cultural Tourism							

After the analysis, key articles were selected based on their relevance and impact. The "Authors" and their respective "Articles" of the 40 articles found are now grouped. All analyses were considered, and articles whose keywords were mismatched were removed. The result is presented in Appendix.

In addition to being organised by year, they were organised into four groups (Appendix): Articles with the keyword "Accessible Tourism" (14 articles). These articles are directly related to the theme, addressing various perspectives and problems that can be useful in adapting existing business plans. Articles with the keyword "Travel" and keywords related to disabilities such as "Disabilities", "Disability"; "Mobility"; "Constraints", among others (7 articles). They were also related to, but more comprehensively, a focus on information and technology. Articles with more technical keywords such as "Perceived Value"; "Emerging Trends"; "Critical Success Factors"; "Focus Group", among others (12 articles). These articles address more technical aspects, demonstrating ways to study intrinsic and extrinsic factors, the various markets, motivations, etc. Articles with other keywords (7 articles). Articles that are related but address perspectives that may or may not be helpful.

5 CONCLUSIONS

The bibliometric analysis of Accessible, Inclusive and Sustainable Tourism revealed significant insights into the current state of research in this area. One notable finding is the scarcity of articles addressing this specific topic, indicating a significant gap in scholarly discourse. However, the trend observed during our study period is more worrying, pointing to a slowdown in publications in this area. This decline, evidenced by the decrease in the number of new articles published, represents a challenge to the advancement of research in the area of accessible, inclusive and sustainable tourism. Despite the limited volume of existing literature, our study successfully identified 40 articles out of the initial 486 that have the potential to contribute significantly to the evolution of business models. These selected items are valuable

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resources that can help businesses adapt and meet the growing demand for tourism services that are cost-effective, inclusive, and environmentally responsible.

One of the trends observed in the existing literature is the predominant focus on conceptualising entirely new business models rather than adapting existing frameworks. This trend reflects a missed opportunity within the academic and business communities. Rather than "reinventing the wheel," integrating inclusive and sustainable practices into existing models could facilitate a smoother business transition. The 40 selected articles identified through our meticulous analysis act as milestones for industry leaders and policymakers. These articles contain valuable insights, practical approaches, and case studies that can inspire innovative adjustments to existing business strategies. By harnessing these resources, businesses can not only meet the growing market demand for accessible and sustainable tourism but also contribute positively to the broader societal goal of making tourism experiences inclusive for all.

Considering our findings, researchers, industry practitioners, and policymakers must recognise the urgent need for a paradigm shift. Rather than focusing solely on theoretical constructs, efforts should be directed toward practical applications and adaptations to existing business models. Collaboration between academia and industry is essential. By integrating the knowledge from the 40 identified articles, companies can increase turnover by catering to an increasingly diverse and conscious customer base. The journey towards accessible, inclusive and sustainable tourism requires proactive collaboration and continuous learning. The articles found can serve as a basis for an even more comprehensible study that can adapt an existing business plan to the realities of customers with disabilities and/or specific needs.

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APPENDIX

Table 5

Final Articles

Year	Authors	Article Title
2023	Gomes, A; Eusebio, C	*Empowering people with visual disabilities through rural tourism: the benefits of nature activities and how the various travel constraints can be overcome*
2023	Eusébio, C; Alves, JP; Carneiro, MJ; Teixeira, L	*Needs, motivations, constraints, and benefits of people with disabilities participating in tourism activities: the view of formal caregivers*
2023	Devile, EL; Eusébio, C; Moura, A	*Traveling with special needs: investigating constraints and negotiation strategies for engaging in tourism activities*
2023	Qiao, GH; Cao, YT; Zhang, JM	*Accessible Tourism - understanding blind and vision-impaired tourists' behaviour towards inclusion*
2023	Alves, JP; Eusébio, C; Carneiro, MJ; Teixeira, L; Mesquita, S	*Living in an untouchable world: Barriers to recreation and tourism for Portuguese blind people during the COVID-19 pandemic*
2022	Alves, J; Teixeira, P; Eusébio, C; Teixeira, L	*Benchmarking of Technological Platforms for Accessible Tourism: A Study Resulting in an Innovative Solution-Access@tour*
2022	Qiao, GH; Ding, L; Zhang, LL; Yan, HL	*Accessible tourism: a bibliometric review (2008-2020)*
2022	Rucci, AC; Porto, N	*Accessibility in tourist sites in Spain: Does it really matter when choosing a destination?*
2022	Teixeira, P; Teixeira, L; Eusébio, C	*Access@tour: A Digital Platform to Promote Accessible Tourism*
2022	Sisto, R; Cappelletti, GM; Bianchi, P; Sica, E	*Sustainable and accessible tourism in natural areas: a participatory approach*
2022	Teixeira, P; Eusébio, C; Teixeira, L	*How diverse is hotel website accessibility? A study in the central region of Portugal using web diagnostic tools*
2022	Eusébio, C; Alves, JP; Rosa, MJ; Teixeira, L	*Are higher education institutions preparing future tourism professionals for tourism for all? An overview from Portuguese higher education tourism programmes*
2022	Sica, E; Sisto, R; di Santo, N	*Are Potential Tourists Willing to Pay More for Improved Accessibility? Preliminary Evidence from the Gargano National Park*
2022	Carneiro, MJ; Alves, JP; Eusébio, C; Saraiva, L; Teixeira, L	*The role of social organisations in the promotion of recreation and tourism activities for people with special needs*
2022	Moura, A; Eusébio, C; Devile, E	*The 'why' and 'what for' of participation in tourism activities: travel motivations of people with disabilities*
2022	Freund, D; Iñesta, A; Castelló, M	*Tourism for all. Educating to foster accessible accommodation*
2021	Alves, JP; Teixeira, P; Eusébio, C; Teixeira, L	*The Tourism Supply Agents' view on the Development of an Accessible Tourism Information System*
2021	De Matteis, F; Notaristefano, G; Bianchi, P	*Public-Private Partnership Governance for Accessible Tourism in Marine Protected Areas (MPAs)*
2021	Eusébio, C; Teixeira, L; Moura, A; Kastenholz, E; Carneiro, MJ	*The Relevance of Internet as an Information Source on the Accessible Tourism Market*
2021	Cassia, F; Castellani, P; Rossato, C; Baccarani, C	*Finding a way towards high-quality, accessible tourism: the role of digital ecosystems*
2021	Gillovic, B; McIntosh, A; Cockburn-Wootten, C; Darcy, S	*Experiences of tourists with intellectual disabilities: A phenomenological approach*
2021	Teixeira, P; Eusébio, C; Teixeira, L	*Diversity of Web accessibility in tourism: Evidence based on a literature review*
2021	Rubio-Escuderos, L; García-Andreu, H; Michopoulou, E; Buhalis, D	*Perspectives on experiences of tourists with disabilities: implications for their daily lives and for the tourist industry*

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2021	Qiao, GH; Zhang, JM; Pabel, A; Chen, N	*Understanding the Factors Influencing the Leisure Tourism Behavior of Visually Impaired Travelers: An Empirical Study in China*
2021	Poria, Y; Beal, J; Shani, A	*I am so ashamed of my body : Obese guests' experiences in hotels*
2021	Orakani, SN; Smith, K; Weaver, A	*Reframing the experiences of travellers with mobility impairments: Enhancing the leisure constraints model*
2020	Darcy, S; McKercher, B; Schweinsberg, S	*From tourism and disability to accessible tourism: a perspective article*
2020	Gillovic, B; McIntosh, A	*Accessibility and Inclusive Tourism Development: Current State and Future Agenda*
2020	McCabe, S; Qiao, GH	*A review of research into social tourism: Launching the Annals of Tourism Research Curated Collection on Social Tourism.*
2020	Dinis, MG; Eusébio, C; Breda, Z	*Assessing social media accessibility: the case of the Rock in Rio Lisboa music festival*
2020	Gonçalves, MJA; Camarinha, AP; Abreu, AJ; Teixeira, S; da Silva, AF	*Web Accessibility in the Tourism Sector: An Analysis of the Most Used Websites in Portugal*
2020	Vila, TD; González, EA; Darcy, S	*Accessibility of tourism websites: the level of countries' commitment*
2020	Bianchi, P; Cappelletti, GM; Mafrolla, E; Sica, E; Sisto, R	*Accessible Tourism in Natural Park Areas: A Social Network Analysis to Discard Barriers and Provide Information for People with Disabilities*
2019	Vila, TD; González, EA; Darcy, S Freund, D; Chiscano, MC; Hernandez-	*Accessible tourism online resources: a Northern European perspective*
2019	Maskivker, G; Guix, M; Inesta, A; Castello, M	Enhancing the hospitality customer experience of families with children on the autism spectrum disorder
2019	Natalia, P; Clara, RA; Simon, D; Noelia, G; Barbara, A	*Critical elements in accessible tourism for destination competitiveness and comparison: Principal component analysis from Oceania and South America*
2019	Adam, I	*Accommodators or non-accommodators? A typology of hotel frontline employees' attitude towards guests with disabilities*
2019	Jovicic, DZ	*From the traditional understanding of tourism destination to the smart tourism destination*
2019	Connell, J; Page, SJ	*Case study: Destination readiness for dementia-friendly visitor experiences: A scoping study*
2019	Adam, I	*Drivers of physical accessibility among hotels*

Table 6

Keyword articles "Accessible Tourism"

Year	Authors	Article Title
2023	Eusébio, C; Alves, JP; Carneiro, MJ; Teixeira, L	*Needs, motivations, constraints, and benefits of people with disabilities participating in tourism activities: the view of formal caregivers*
2023	Gomes, A; Eusebio, C	*Empowering people with visual disabilities through rural tourism: the benefits of nature activities and how the various travel constraints can be overcome*
2023	Devile, EL; Eusébio, C; Moura, A	*Traveling with special needs: investigating constraints and negotiation strategies for engaging in tourism activities*
2023	Alves, JP; Eusébio, C; Carneiro, MJ; Teixeira, L; Mesquita, S	*Living in an untouchable world: Barriers to recreation and tourism for Portuguese blind people during the COVID-19 pandemic*
2022	Carneiro, MJ; Alves, JP; Eusébio, C; Saraiva, L; Teixeira, L	*The role of social organisations in the promotion of recreation and tourism activities for people with special needs*
2022	Moura, A; Eusébio, C; Devile, E	*The 'why' and 'what for' of participation in tourism activities: travel motivations of people with disabilities*
2021	Alves, JP; Teixeira, P; Eusébio, C; Teixeira, L	*The Tourism Supply Agents' view on the Development of an Accessible Tourism Information System*
2021	Gillovic, B; McIntosh, A; Cockburn-Wootten, C; Darcy, S	*Experiences of tourists with intellectual disabilities: A phenomenological approach*

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2021	Rubio-Escuderos, L; García-Andreu, H; Michopoulou, E; Buhalis, D	*Perspectives on experiences of tourists with disabilities: implications for their daily lives and for the tourist industry*
2021	Orakani, SN; Smith, K; Weaver, A	*Reframing the experiences of travellers with mobility impairments: Enhancing the leisure constraints model*
2020	McCabe, S; Qiao, GH	*A review of research into social tourism: Launching the Annals of Tourism Research Curated Collection on Social Tourism.*
2019	Freund, D; Chiscano, MC; Hernandez-Maskivker, G; Guix, M; Inesta, A; Castello, M	*Enhancing the hospitality customer experience of families with children on the autism spectrum disorder*
2019	Adam, I	*Accommodators or non-accommodators? A typology of hotel frontline employees' attitude towards guests with disabilities*
2019	Connell, J; Page, SJ	*Case study: Destination readiness for dementia-friendly visitor experiences: A scoping study*

Table 7

Articles with keyword "Travel" and keywords related to disabilities

Year	Authors	Article Title
2022	Eusébio, C; Alves, JP; Rosa, MJ; Teixeira, L	*Are higher education institutions preparing future tourism professionals for tourism for all? An overview from Portuguese higher education tourism programmes*
2022	Teixeira, P; Teixeira, L; Eusébio, C	*Access@tour: A Digital Platform to Promote Accessible Tourism*
2022	Teixeira, P; Eusébio, C; Teixeira, L	*How diverse is hotel website accessibility? A study in the central region of Portugal using web diagnostic tools*
2021	Eusébio, C; Teixeira, L; Moura, A; Kastenholz, E; Carneiro, MJ	*The Relevance of Internet as an Information Source on the Accessible Tourism Market*
2020	Dinis, MG; Eusébio, C; Breda, Z	*Assessing social media accessibility: the case of the Rock in Rio Lisboa music festival*
2020	Darcy, S; McKercher, B; Schweinsberg, S	*From tourism and disability to accessible tourism: a perspective article*
2020	Gillovic, B; McIntosh, A	*Accessibility and Inclusive Tourism Development: Current State and Future Agenda*

Table 8

Articles with more technical keywords

Year	Authors	Article Title
2023	Qiao, GH; Cao, YT; Zhang, JM	*Accessible Tourism - understanding blind and vision-impaired tourists' behaviour towards inclusion*
2022	Qiao, GH; Ding, L; Zhang, LL; Yan, HL	*Accessible tourism: a bibliometric review (2008-2020)*
2022	Rucci, AC; Porto, N	*Accessibility in tourist sites in Spain: Does it really matter when choosing a destination?*
2022	Sica, E; Sisto, R; di Santo, N	*Are Potential Tourists Willing to Pay More for Improved Accessibility? Preliminary Evidence from the Gargano National Park*
2020	Vila, TD; González, EA; Darcy, S	*Accessibility of tourism websites: the level of countries' commitment*
2019	Jovicic, DZ	*From the traditional understanding of tourism destination to the smart tourism destination*
2019	Adam, I	*Drivers of physical accessibility among hotels*
2020	Bianchi, P; Cappelletti, GM; Mafrolla, E; Sica, E; Sisto, R	*Accessible Tourism in Natural Park Areas: A Social Network Analysis to Discard Barriers and Provide Information for People with Disabilities*
2021	Cassia, F; Castellani, P; Rossato, C; Baccarani, C	*Finding a way towards high-quality, accessible tourism: the role of digital ecosystems*
2022	Freund, D; Iñesta, A; Castelló, M	*Tourism for all. Educating to foster accessible accommodation*

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| 2021 | De Matteis, F; Notaristefano, G; Bianchi, P | *Public-Private Partnership Governance for Accessible Tourism in Marine Protected Areas (MPAs)* |
| 2022 | Sisto, R; Cappelletti, GM; Bianchi, P; Sica, E | *Sustainable and accessible tourism in natural areas: a participatory approach* |

Table 9

Articles with other keywords

Year	Authors	Article Title
2021	Qiao, GH; Zhang, JM; Pabel, A; Chen, N	*Understanding the Factors Influencing the Leisure Tourism Behavior of Visually Impaired Travelers: An Empirical Study in China*
2021	Poria, Y; Beal, J; Shani, A	*I am so ashamed of my body : Obese guests' experiences in hotels*
2019	Vila, TD; González, EA; Darcy, S	*Accessible tourism online resources: a Northern European perspective*
2019	Natalia, P; Clara, RA; Simon, D; Noelia, G; Barbara, A	*Critical elements in accessible tourism for destination competitiveness and comparison: Principal component analysis from Oceania and South America*
2022	Alves, J; Teixeira, P; Eusébio, C; Teixeira, L	*Benchmarking of Technological Platforms for Accessible Tourism: A Study Resulting in an Innovative Solution-Access@tour*
2021	Teixeira, P; Eusébio, C; Teixeira, L	*Diversity of Web accessibility in tourism: Evidence based on a literature review*
2020	Gonçalves, MJA; Camarinha, AP; Abreu, AJ; Teixeira, S; da Silva, AF	*Web Accessibility in the Tourism Sector: An Analysis of the Most Used Websites in Portugal*

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