

# TOURISM AND SOCIAL RESPONSIBILITY: A LONGITUDINAL STUDY ON WEB OF SCIENCE

TURISMO E RESPONSABILIDADE SOCIAL:  
UM ESTUDO LONGITUDINAL NA WEB OF SCIENCE

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## ABSTRACT

The objective of this work is to analyse the scientific production in the Web of Science database of the ISI Web of Knowledge, from 2007 to 2019, through a quantitative descriptive bibliometric study, seeking to identify the authors, the types of documents, the title of the sources, the main thematic areas, the year of the publications, the institutions, the languages and countries of these publications, totalling 540 selected articles, focusing on the China. About ninety-one and eighty-five percent of the papers are published in English, with the *Journal of Sustainable Tourism and Sustainability* as the main source, and main subject *Social Sciences other Topics*. It was also found that in the twenty two publications with the highest number of citations, being a reference in the subject researched, the author Xavier Font, one of the ten most published on the subject in the period, was the third most cited on the Web of Science, with 127 citations when analyzing the areas *Tourism and Social Responsibility* simultaneously.

**Keywords:** Bibliometry, tourism, social responsibility.

## RESUMO

O objetivo deste trabalho é analisar a produção científica na base de dados *Web of Science* da *ISI Web of Knowledge*, no período de 2007 a 2019, através de um estudo bibliométrico do tipo quantitativo descritivo, procurando identificar os autores, os tipos de documentos, o título das fontes, as principais áreas temáticas, o ano das publicações, as instituições, os idiomas e países destas publicações, totalizando 414 artigos selecionados, centrando-se na China. Cerca de noventa e dois por cento das publicações estão escritas no idioma inglês, tendo como principal fonte o *Journal of Sustainable Tourism and Sustainability* e principal assunto *Social Sciences other Topics*. Nas vinte e duas publicações com o maior número de citações, sendo uma referência no tema pesquisado, foi possível constatar que o autor Xavier Font, um dos dez que mais publicaram sobre o tema no período, foi o terceiro mais citado na Web of Science, com 127 citações quando se analisa as áreas *Tourism and Social Responsibility* simultaneamente.

**Palavras-Chave:** Bibliometria. Turismo. Responsabilidade Social.

## 1 INTRODUCTION

In a globalized market where have- goods and services become more similar every day due to global competition and constant technological change, create differentials has become a challenge for marketers and business managers. These differentials are migrating to the intrinsic values of brands, questions such as: where is the product manufactured? How is it made? Does the company use slave labour? Pollute the environment to manufacture your products? Has it become a concern of a portion of consumers and public opinion in general?

In this way, companies have realized that working with Social Responsibility is fundamental in the current context. It is essential to link the corporate image to practices that minimize the company's impact on the environment and enable social improvements, representing a competitive advantage for the company. That is, if companies act responsibly, everyone wins: the company, society and the environment (TOPKE; VIDAL, 2013). The foundation of CSR is the acknowledgement that businesses have responsibilities to society that go beyond shareholder wealth maximization (FONT et al., 2012, MESQUITA et al, 2020).

In this context, the Tourism could not be left out either. Some housing facilities, for example, have already initiated sustainable actions, such as selective collection, organic gardening, energy and water reduction and reuse. Tourism today is one of the essential tools for the economic growth of a region or country. Facto, it is known that tourism brings improvements for local people through the economy, allowing it to leverage and drive, being an alternative to support other local economies and at the same time, foreign currency generator and numerous other benefits. For the tourism industry, and particularly the accommodation sector, corporate social responsibility programmes often constitute a key way of contributing directly to development in destination communities (CHILUFYA et al., 2019).

For Fernandes and Virgínio (2011), Social Responsibility is a factor capable of adding value to the tourism chain, together with government entities, private initiative and organized civil society, in order to establish citizenship actions.

When thinking about social responsibility linked to tourism, it is soon a restricted association with environmental preservation, but multidisciplinary tourism can encompass several possible forms of Socio-environmental Responsibility that a company in this area is capable of performing (TOPKE; VIDAL, 2013).

Tourism is a privileged activity for the reflection of the theme, insofar as the activity affects the society on different and comprehensive aspects. Beyond the look economic, at the most varied levels and, in this context, with a wide range of sectors involved, due to its extensive production chain, tourism produces socio - spatial changes and brings into contact different social groups. The way it is organized,

planned and operated, therefore, with greater or lesser commitment to the societies and the environment of the localities involved, will produce positive or negative impacts in different gradations (FERREIRA, 2008).

Therefore, Social Responsibility in tourism is born with the intention of mitigating impacts caused by companies in order to ensure respect and admiration by people, whether consumers or not. To Topke and Vidal (2013), these aspects can be consolidated actions that interfere in the activities developed by the companies in order to minimize damage to the environment and, more specifically, the company located in your surroundings.

Thus, considering the importance of Tourism and Social Responsibility in companies, we have the following question: *“How is the scenario of international publications on Tourism and Social Responsibility available in the Web of Science database?”*

Starting from the premise of investigating the articles that contemplate together the themes Tourism and Social Responsibility, this article aims to analyse the characteristics of publications related to the theme available in the Web of Science database from 2007 to 2019.

Besides the introduction, this study is composed by the literature review, which includes reflections on the interfaces of tourism and social responsibility. The following is the method of the study, where the procedures adopted in the development of this research are described. In the following section the main results are presented, then the final considerations and the limitations and future lines of investigation are presented. Finally, we have the list of bibliographic references used in this work.

## 2 LITERATURE REVIEW

### 2.1 REFLECTIONS ON THE INTERFACE TOURISM

Tourism has been pointed out as one of the essential factors for the development of regions in the most distinct places on the planet. This economic modality aims to provide conservation of natural resources and social group growth, including some particularities of locality, history, geology and fauna and flora. Thus, a new tourist profile emerges, attracted by factors specific to destination locations.

It is important to highlight from 2008, intensified as research on this theme (KOSEOGLU et al., 2016), demonstrating its importance in several areas of knowledge (BOWEN; WHALEN, 2017). Scotolo and Vianna (2015), emphasize tourism in addition to contributing to the economy, encourage or develop public policies that are not of interest as specific to the local population.

Tourists want to learn and experience specific cultural aspects, participating in a routine of the local community and expressing their creativity (PHILIP, 2009). According to Zamignan and Sampaio (2010), tourism has been used as a maintenance strategy directed towards the principles of sustainability, with the objective of establishing a link between natural resources and human being, with efficiency.

Rodrigues (2000, P. 48) defines tourism as "a complex activity comprising both production and consumption, both the secondary (space production) and tertiary (service) activities that act articulately appropriating "exotic places" natural landscapes, "Historical landscapes", turning them into places that should be observed to obtain cultural, historical knowledge, to enable rest, and several other symbolic or real reasons.

Tourism has played an important role in the development of regions, resulting in an extraordinary increase in research in recent years. Therefore, there has been a considerable increase in the definitions of tourism and, as such, it is important to highlight the concern with the development of tourism, since it operates in various sectors such as social, economic, cultural and environmental.

In view of this scenario, the vertices of tourism have been growing worldwide. In this sense, the World Tourism Organization- UNWTO (2017) is exploring the effects of this sector.

In this point of view, Pérez (2008) complements that tourism can be defined under different perspectives and is considered a multidisciplinary, multidimensional and changeable area. Moreover, it can be considered a service industry for-profit and customer loyalty.

Also, Mazón (2001, p. 114) reiterates that "tourism has become, in our times, one of the social phenomena of greater regenerative capacity in populations and cultures, with the peculiarity that one of the main characteristics, while the changes that this activity produces, it is the speed with which they occur."

Tourism is an activity that generates inter-relations in various aspects: social, economic, environmental, cultural, among others (SILVA et al., 2015). Among many approaches, mainly economic and innovation, there is sustainable tourism and creative, providing investment in potential areas.

In this context, the twentieth century was the culmination of tourism, highlighting it as a century of tourism (SILVA, 2017) and thereby highlights the importance of tourism for the business environment as well as its relationship with economic, social and environmental factors (CZERNEK et al., 2017; COSTA, 2018).

It is very important to highlight the commitment of all stakeholder's tourism companies. Kanni (2004) shows that social responsibility establishes a new imperative, which translates into competitiveness. In the next topic, an overview of the aspects of social responsibility will be presented.

## 2.2 SOCIAL RESPONSIBILITY

With the emergence of the sustainable development paradigm in the early 1980s, organizations have begun the upgrade of its purely economic visions through strategic adjustments that related to environmental pressures and social changes increasingly constant (ROBINSON, 2000; Froehlich, Mello, Engelman, 2017). The company being, socially responsible, it increases the value of its brand, strengthening its positioning in the competitive market, becoming a company less vulnerable to market and economic changes in a short term (FONT, 2009). Currently the theme of Social Responsibility is often used throughout the media. The society undergoes several mutations and has acquired a different posture in relation to the theme. Thus, starting from this premise, before an increasingly demanding society and having to follow the new competitors, companies are moving towards the technological changes of concern with social responsibility.

According to Bosenbecker et al., (2011) Social Responsibility in organizations has been going fast for more than three decades in other countries, but in Brazil, still being the discutid on the role of companies as social agents in the sustainable development process. The Brazilian market is increasingly competitive, and ethical conduct has been an extremely useful tool in the business field. Companies have begun to find new ways to expand corporate citizenship by adopting a more responsible stance in their actions, pressing for business transparency.

To practice social responsibility according to Ashley (2005) considers that all parties involved, within organizations and society at large, should seek to improve solutions to situations. Changes in society with regard to consumer awareness and social responsibility lead companies, governments to adapt to the new reality demanded by society. In this way, organizations need to look politically appropriate alternative and clean technologies that add value to your service and /or product in order to give po provide competitive advantage over their competitors.

However, this fact to become more present in the Rio + 20 Conference held in 2012, as many speeches and visions were present, so that a new reality be built in relation to the search for solutions to the different social problems (UNCSD, 2012). The term social responsibility has a very broad definition and can be diversified according to the time and the political and economic reality of a given society. In the social and economic literature, several authors tried to define social responsibility; some refer -in as legal liability or simple stick pain laws; others go beyond legality, understanding it as an incursion of companies in the social area (PERTILE, 2009).

From this, more and more social responsibility is a topic discussed in organizations and governments, but not enough to insert it only in the business context, the RES should be discussed among all stakeholders,

because everyone needs to know how to implement it in your organization and try to understand its meaning.

For the Ethos Institute (2014), the Social Responsibility is the way of managing and setting goals, through which organizations, governments define their ethical relationships and transparency of the organization with society, driving sustainable development. The Ethos Institute is a Brazilian nongovernmental organization that, according to its statutes, was developed to serve as a link between social needs and the business world. In this way, organizations need to assume an attitude able to act positively with all who are affected by their activities, and these have a degree of social responsibility (PONCHIROLLI, 2007).

According to Schommer (2000), Social Responsibility is related to the three pillars of sustainable development, economic, social and environmental. Companies must have actions that develop social welfare, increase social investment practices, act ethically, and manage impacts in the value chain. Social responsibility in the business world is based on the organizations' obligation to minimize negative impacts and maximize positive impacts on societies (FERRELL et al., 2001; SILVA et al, 2018). This is due to a greater awareness of consumers seeking products and services that are produced in order to reduce the environmental impacts. In this way, when an organization understands the real meaning of RES, it can formulate strategies that facilitate the change process.

According to the author Orchis et al., (2002), RES is seen, in business, as a strategy, which can add value to the organization's image and thereby achieve the target audience, develop its competitive advantage as a differential. Thus, it is important that organizations follow the evolution of society, minimizing social inequality avoiding aggression to the environment (INSTITUTO ETHOS 2014).

Still, according to the Ethos Institute (2014) it is important for organizations to follow the constant evolution of society, spreading diversity and minimizing social inequality and avoiding aggression to the environment.

In this context of change it has been observed that, according to the amplitude and possible consequences, from different actions and behaviours, companies, government and community need to take on new responsibilities. For an organization to be sustainable, it is important that it be ecologically appropriate, economically viable, socially just and culturally accepted. This organization needs to create actions aimed at society, restricting environmental impacts, thus cooperating for social welfare.

The company that deals with Social Responsibility actions tends to improve its image by attracting more customers interested in their products and hence increases its profit, which is necessary for their stay in the competitive market. This is fundamental nowadays, because people besides price and



quality are also looking for companies that have in their mission values such as social and environmental commitment.

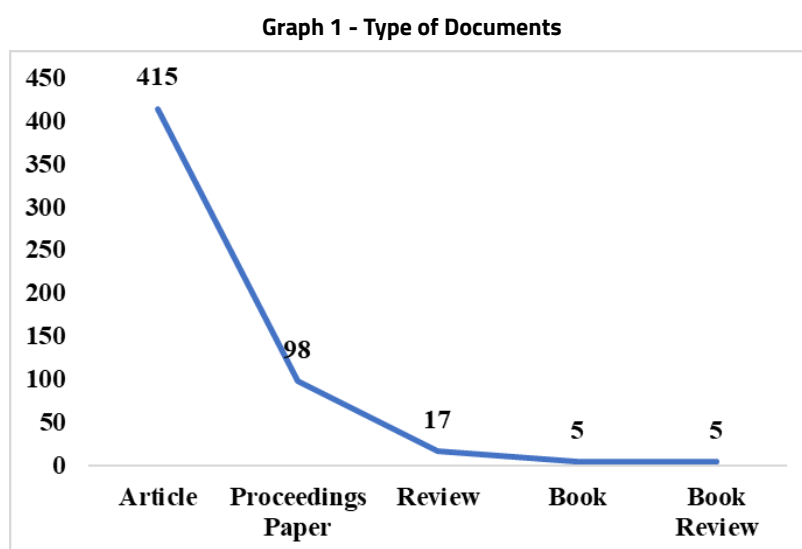
### 3 METHOD

A bibliometric study of the descriptive quantitative type, which allows the measurement of the production and dissemination of scientific knowledge, the same emerged at the beginning of the century, due to the necessity of studying and evaluating scientific production and communication activities (OKUBO, 1997). The articles published between 2007 and 2019 on tourism and social responsibility (Tourism and social responsibility) were used as study material.

#### 3.1 DEFINITION OF THE STUDY SCOPE

Data were collected directly from the Web of Science (WOS) database of the Institute for Scientific Information (ISI), one of the largest multidisciplinary databases that encompasses data, abstracts and citations from scientific literature. In the field of research, the words Tourism and Social Responsibility were inserted, and the main authors who wrote on the subject were identified, among other characteristics, articles were searched in order to present the context in which the theme is referenced. The analysis of all the information was done through Excel tables.

The WOS database holds about 13,000 indexed newspapers, being only those most cited in their respective areas, such as: Journal of Sustainable Tourism and Sustainability. There is also a citation index in the WOS where the number of citations is referred to for each article (Graphic 1).



Source: Authors' elaboration (2020).



For the authors Silva (2004) and Leite Filho (2008) bibliometry is defined as the evaluation of the scientific or technical activity of a given area of knowledge through the quantitative study of publications. Bibliometrics is a discipline that enables the quantitative study of scientific production, through the analysis of its own nature and the transference of a science in a certain period (ROUSSEAU et al., 2006)

The terms Tourism and Social Responsibility in the Web of Science were investigated in the period between 2007 and 2019, resulting in a total of 540 publications, of which 415 were articles, 98 proceedings.

In the bibliometric analysis of the present study we sought to identify the bibliometric indicators used to evaluate the performance of the research: main authors, title of the sources, main institutions, year of publications, main countries, languages, areas of knowledge, funding agencies and the relationship between authors with more publications and more cited.

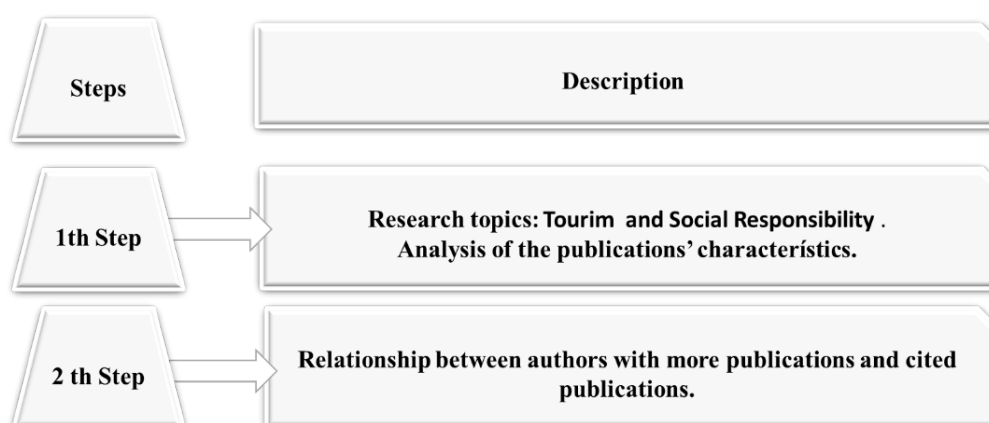
The bibliometric indicators used to evaluate the performance of the research are the number of publications, the growth of the searches in the terms over the years, the regions of greatest publication, the main authors, the main newspapers and the most cited articles.

### 3.2 STAGES OF DATA COLLECTION

This research was divided into stages. The first one was the choice of the keywords that were appropriate to the research and which included the greatest number of terms related to Tourism and Social Responsibility. It was decided to survey the general characteristics of the publications.

In the second stage, the most cited publications were compared with the authors who published the most in the same period. Figure 1 shows the steps of the research.

**Figure 1 - Stages of the research**



Source: Authors' elaboration (2020).

The bibliometric analysis of this work was performed according to the steps described in Figure 1. In the next item will be presented the results of the study.

## 4 RESULTS AND DISCUSSION

The results of the study, which was based on the appropriate boolean operators for refinement, are presented below, in order to broaden the scope of research to encompass the highest possible number of results in the years 2007 to 2019.

After refining the research regarding the categories of Tourism and Social Responsibility and also opting to present results referring to articles and conferences, 540 scientific articles were found in the Web of Science.

Terms	Web of Science (WOS)
<i>Tourism and social responsibility</i>	540

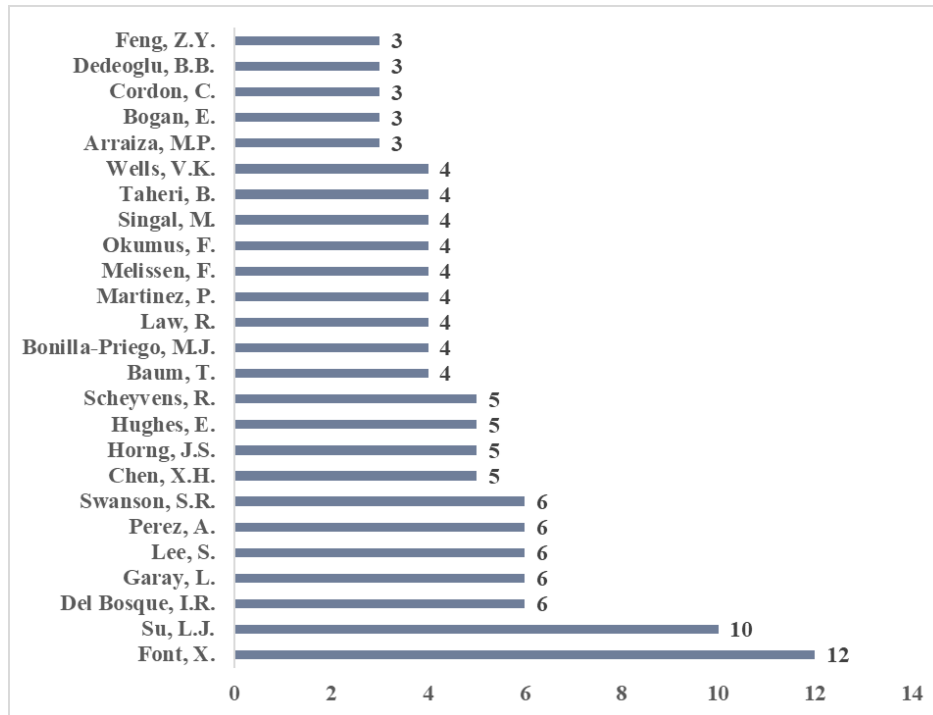
Thus, in the following point, the general characteristics of the publications will be presented, and finally, the number of publications per author and the number of citations.

### 4.1 GENERAL FEATURES OF THE PUBLICATIONS

#### 4.1.1 Main authors

The graph 2 presents the authors who published articles with the themes Tourism and Social Responsibility in the analysed period.

**Graph 2 - Distribution of articles by authors**



Source: Authors' elaboration (2020).

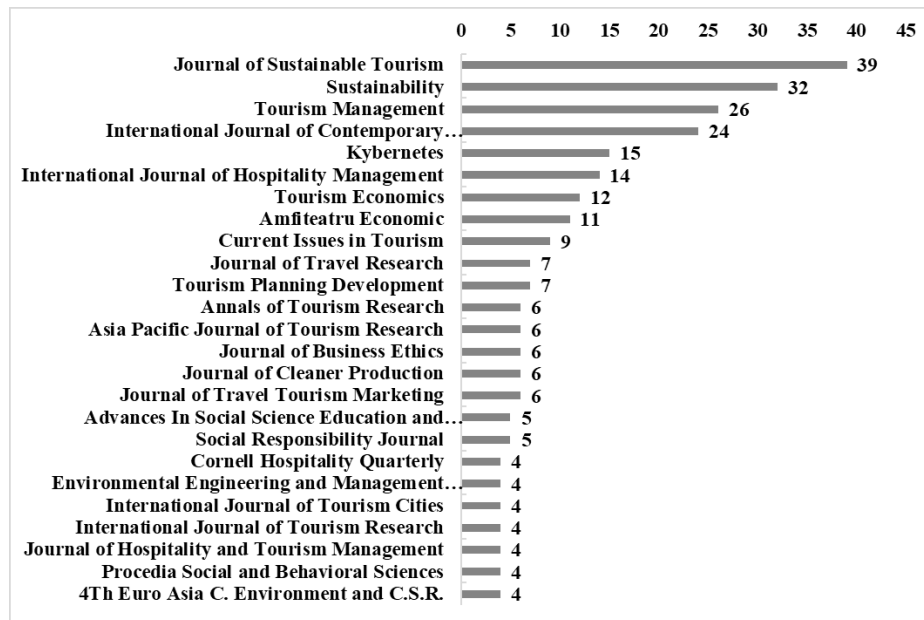
It was found that, in the last thirteen years, the largest exponent in the number of published works involving the themes analysed, is the author Xavier Font, Professor of Sustainability Marketing at the University of Surrey, UK, and Andreas Walmsley, Sara Cogotti, Lucy McCombes and Nicole Haeusler. Co-authors of the article Corporate social responsibility: The disclosure-performance gap.

In addition to these authors, highlights Inoue, Yuhei; Lee, Seoki, from the Manchester Metropolitan University, United Kingdom and Pennsylvania State University, United State, respectively, in witch Lee, also is in top of the main a Main authors who published articles. In this way, it turns out Xavier Font, is the researcher who stands out when analysing the theme of Tourism and Social Responsibility simultaneously.

#### 4.1.2 Title of sources

The graph 3 presents the sources of publications and number of articles.

**Graph 3 - Distribution of articles by Title of sources**



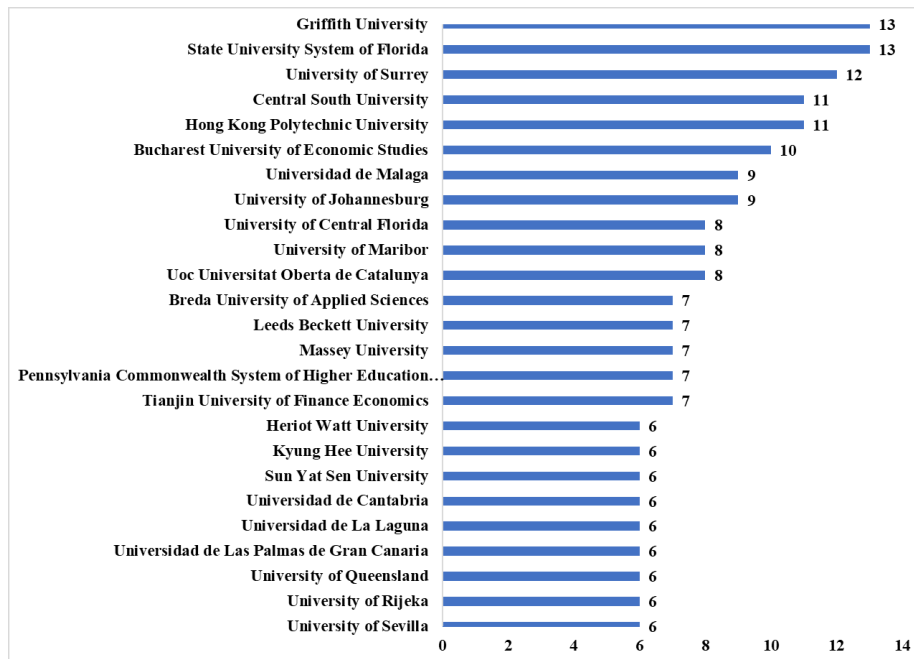
Source: Authors' elaboration (2020).

The Title of sources with greater impact that published more scientific articles on the subject we have the Journal of Sustainable Tourism and Sustainability with thirty-nine, thirty-two publications respectively (Graph 3). It is noticed that, there are a small number of articles in multidisciplinary journals, but the Journals of the area are reference of greater acceptance with respect to articles on the subject under study.

#### 4.1.3 Main institutions

They are shown in the graph 4 the ten institutions that stood out and published works related to the theme Tourism and Social Responsibility.

**Graph 4 - Distribution of articles by main institutions**



Source: Authors' elaboration (2020).

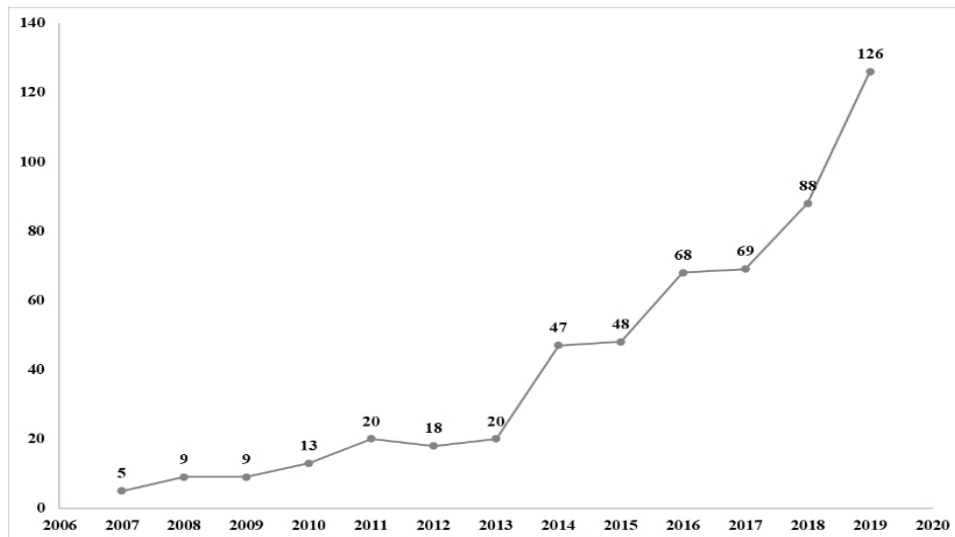
The most prominent institutions were Griffith University (*Australia*), State University System of Florida (EUA), University of Surrey (*England*), Central South University (*China*), Hong Kong Polytechnic University (*Hong Kong*). The data presented in the table above, show the scope and importance of the subject in educational institutions distributed by different countries.

#### 4.1.4 Annually published articles

The graph 5 shows the growth of publications in terms of Tourism and Social Responsibility, with 2016, a 2019 being the most productive.

Thus, it is essential to highlight the importance of the theme, showing that research on this theme was caused. The year 2019 confirms this finding where there was an increase of 38 articles compared to the previous year.

**Graph 5 - Total publications distributed per year**

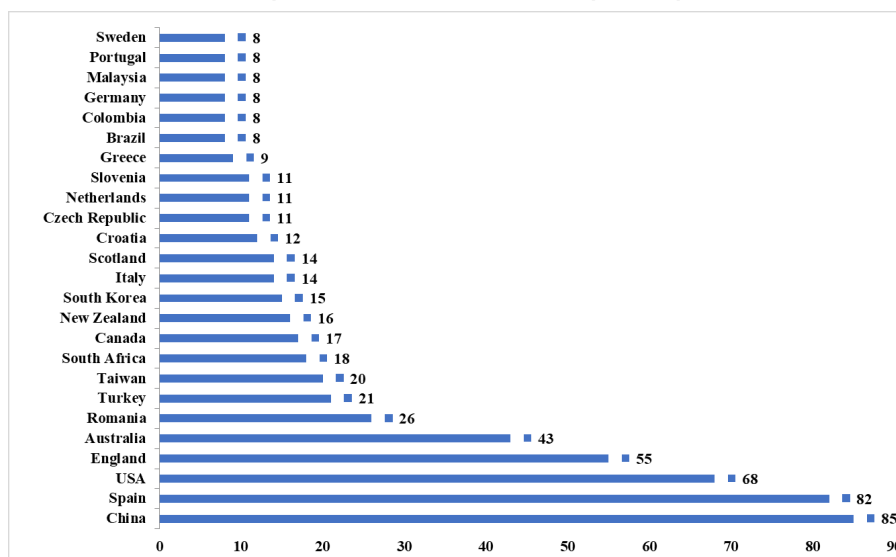


Source: Authors' elaboration (2020)

#### 4.1.5 Main countries

In Graphic 6 shows the number of items distributed by main countries.

**Graph 6 - Distribution of articles by country**



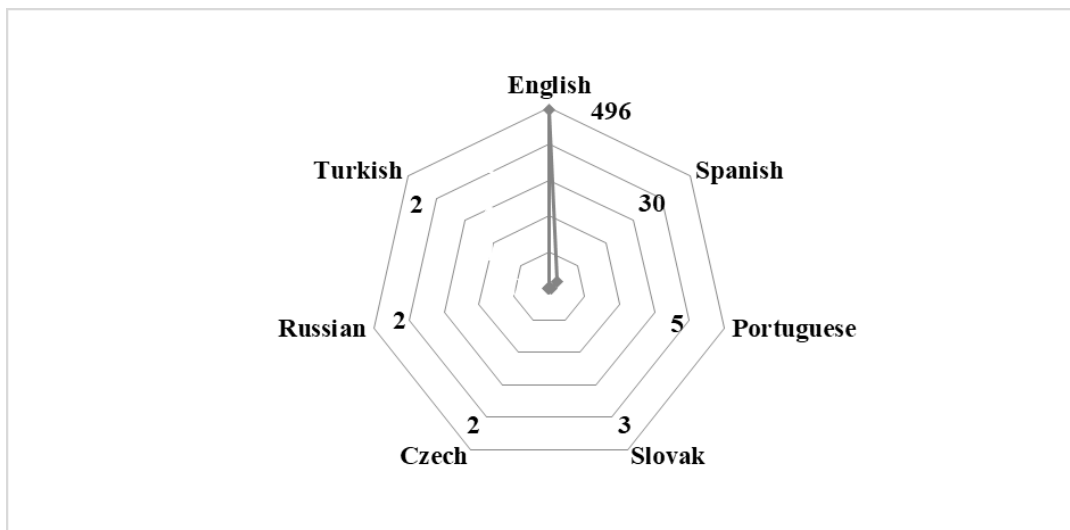
Source: Authors' elaboration (2020)

It was found that the countries that published the most articles were: China (85), Spain (82), USA (68) England (55) and Australia (43). Based on this evidence, it can be concluded from the data that the Asian and European continent studies on this topic are concentrated. These data help university researchers from different continents to increase research, as well as pointing out the main countries that study and contribute to the growth of research. When we extended the survey to 25 countries, we ranked 20th in Brazil with 8 articles published and 24 in Portugal with 8 publications.

#### 4.1.6 Main languages

As for the languages of the works published in the study area, they are published in English 496, as shown in the Graphic 7.

**Graphic 7 - Distribution of articles by Language**



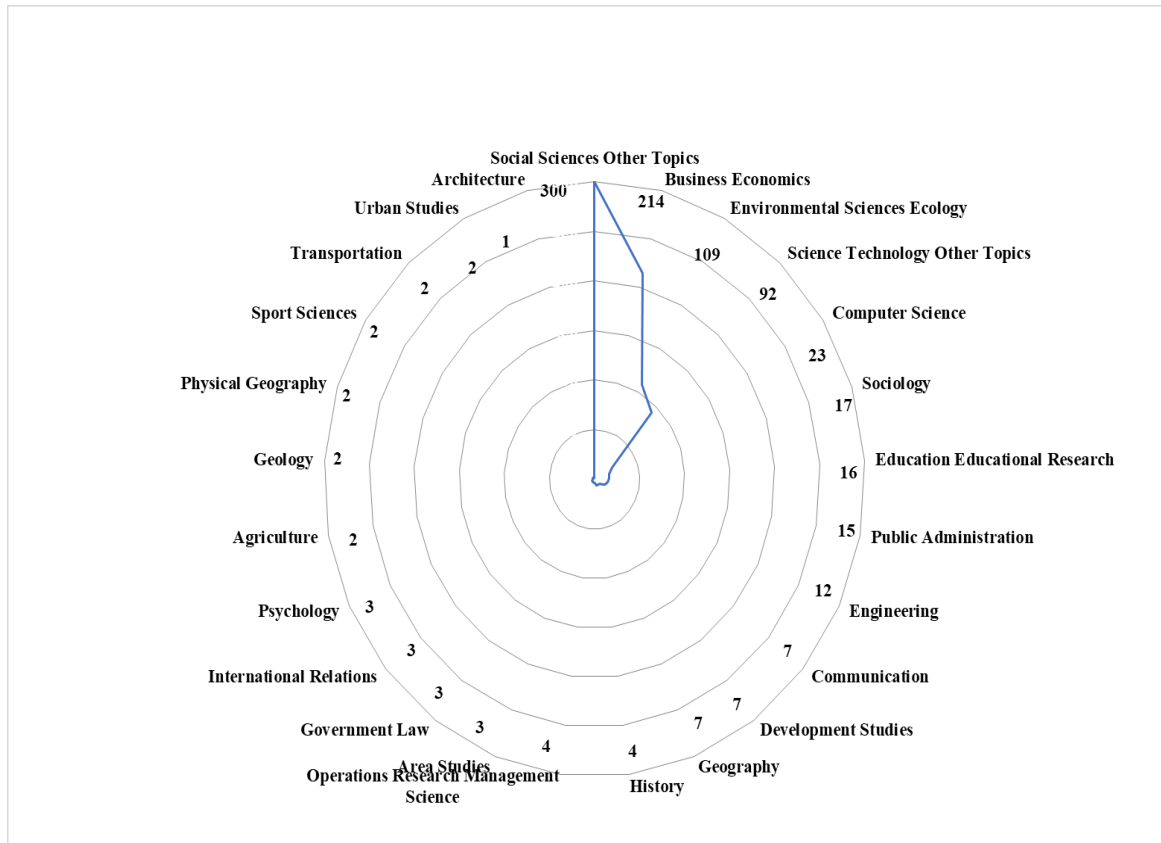
Source: Authors' elaboration (2020)

#### 4.1.7 Research areas

In the chart 8 are presented to s main research on Tourism and Social Responsibility; Social Sciences other topics, Business Economics, and Environmental Sciences Ecology Science and Technology Topics other.



**Graph 8 - Research Areas**



**Source: Authors' elaboration (2020).**

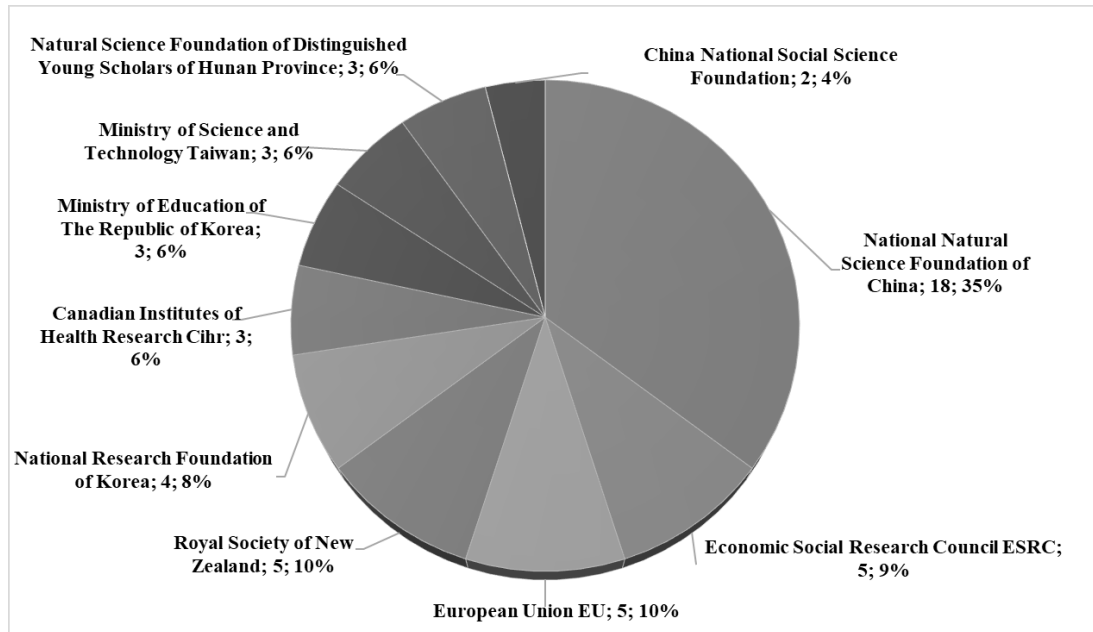
Total articles are higher than the number of posts, which means that an article is linked to more than one area.

#### **4.1.8 Financing Agencies**

With regard to research sources, it is of great importance to show the relationship between the research funding agencies on Tourism and Social Responsibility present in the Web of Science.

Figure 9 shows a construction of 4Funding Agencies of research in China, New Zealand, and all the rest are European Agencies. This is a strong indication that there is a relation of interest in the production and incentive of these regions in publications on Tourism and Social Responsibility.

**Graph 9 - Web of Science Funding Agencies**



Source: Authors' elaboration (2020).

#### 4.2 MOST CITED ARTICLES FROM 2007 TO 2019

Among the data from the Web of Science survey on Tourism and Social Responsibility, from 2007 to 2019, it is important to highlight Table 1 which presents the 22 main publications in number of citations.

**Table 1 - List of most cited publications in the Web of Science**

Nº Citations	Title	Author	Journal	Year
246	Effects of different dimensions of corporate social responsibility on corporate financial performance in tourism-related industries	Inoue, Yuhei; Lee, Seoki	Tourism Management 32(4),790-804	2011
206	Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior	Sparks, Beverley A.; Perkins, Helen E.; Buckley, Ralf	Tourism Management 39,1-9	2013
127	Corporate social responsibility: The disclosure-performance gap	Font, Xavier; Walmsley, Andreas; Cogotti, Sara; McCombes, Lucy; Haeusler, Nicole	Tourism Management 33(6),1544-1553	2012

102	Responsible tourism management: The missing link between business owners' attitudes and behaviour in the Cape Town tourism industry	Frey, Nicole; George, Richard	Tourism Management 31(5),621-628	2010
97	Hotels' environmental policies and employee personal environmental beliefs: Interactions and outcomes	Chou, Chia-Jung	Tourism Management 40,436-446	2014
94	An Exploratory Study of Corporate Social Responsibility in the US Travel Industry	Sheldon, Pauline J.; Park, Sun-Young	Journal of Travel Research 50(4),392-407	2011
77	The Private Sector and the SDGs: The Need to Move Beyond 'Business as Usual'	Scheyvens, Regina; Banks, Glenn; Hughes, Emma	Sustainable Development 24(6),371-382	2016
75	Sustainable urban tourism: understanding and developing visitor pro-environmental behaviours	Miller, Dale; Merrilees, Bill; Coghlan, Alexandra	Journal of Sustainable Tourism 23(1),26-46	2015
72	Constructing Consumer Responsibility: Exploring the Role of Corporate Communications	Caruana, Robert; Crane, Andrew	Organization Studies 29(12),1495-1519	2008
71	Corporate social responsibility, firm reputation, and firm performance: The role of ethical leadership	Zhu, Yan; Sun, Li-Yun; Leung, Alicia S. M.	Asia Pacific Journal of Management 31(4),925-947	2014
70	Performance measurement in tourism firms: A content analytical meta-approach	Sainaghi, Ruggero; Phillips, Paul; Zavarrone, Emma	Tourism Management 59,36-56	2017
68	Sustainability motivations and practices in small tourism enterprises in European protected areas	Font, Xavier; Garay, Lluís; Jones, Steve	Journal of Cleaner Production 137,1439-1448	2016
65	Corporate social responsibility in cruising: Using materiality analysis to create shared value	Font, Xavier; Guix, Mireia; Jesus Bonilla-Priego, Ma	Tourism Management 53,175-186	2016
63	Asymmetrical Dialectics of Sustainable Tourism: Toward Enlightened Mass Tourism	Weaver, David B.	Journal of Travel Research 53(2),131-140	2014
60	Measuring Corporate Social Responsibility in tourism: Development and validation of an efficient measurement scale in the hospitality industry	Martinez, Patricia; Perez, Andrea; Rodriguez del Bosque, Ignacio	Journal of Travel & Tourism Marketing 30(4),365-385	2013

60	CSR among Canadian mass tour operators: good awareness but little action	Dodds, Rachel; Kuehnel, Jacqueline	International Journal of Contemporary Hospitality Management 22(2-3),221-244	2010
58	The importance of water management in hotels: a framework for sustainability through innovation	Kasim, Azilah; Gursoy, Dogan; Okumus, Fevzi; Wong, Anthony	Journal of Sustainable Tourism 22(7),1090-1107	2014
57	Corporate social responsibility within the u.s. lodging industry: an exploratory study	McGehee, Nancy Gard; Wattanakamolchai, Somyot; Perdue, Richard R.; Calvert, Esra Onat	Journal of Hospitality & Tourism Research 33(3),417-437	2009
56	A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research	Gao, Yixing (Lisa); Mattila, Anna S.; Lee, Seoki	International Journal of Contemporary Hospitality Management 54,107-115	2016
55	Sustainability in the hospitality industry Some personal reflections on corporate challenges and research agendas	Jones, et al.Peter; Hillier, David; Comfort, Daphne	International Journal of Contemporary Hospitality Management 28(1),36-67	2016
55	Corporate sustainability reporting index and baseline data for the cruise industry	Jesus Bonilla-Priego, Ma; Font, Xavier; del Rosario Pacheco-Olivares, Ma	Tourism Management 44,149-160	2014
51	Corporate social responsibility: reviewed, rated, revised	Farrington, Thomas; Curran, Ross; Gori, Keith; O'Gorman, Kevin D.; Queenan, C. Jane	International Journal of Contemporary Hospitality Management 29(1),30-47	2017

Source: Authors' elaboration (2020)

Importantly, the authors Ralf Buckley, Seoki Lee, Xavier Font and Luis Garay are among the ten that published on the subject in the period, with Inoue, Yuhei; Lee, Seoki the most cited in Web of Science with 246 quotes, followed by Sparks, Beverley A.; Perkins, Helen E.; Buckley, Ralf with 206 citations, according to Table 2.

When you analyse the author, who published the most in this period, using the Xavier source (graph 2), however, when analyzing the most cited articles or the author categorized in the third place with the most cited article (127 citations).

## 5 CONCLUSIONS

The present study aimed to verify the characteristics of the national and international scientific production that relate Tourism and Social Responsibility. To carry out this work we performed a bibliometric search the database using *Web of Science*, having achieved a final sample of 540 publications, of witch 415 articles scientific and 98 proceedings to analyse.

The focus of research and interests in the theme *Tourism and Social Responsibility* are growing for scientific knowledge. Thus, it was possible to identify and analyse the scientific production scenario related to the Tourism and Social Responsibility.

Because the articles are related to more than one area of knowledge, the interdisciplinary theme is considered. It was found that the publication vehicle that presented the largest number of publications the Journal of Sustainable Tourism, Sustainability with thirty-nine, thirty-two publications respectively.

The publications are concentrated in the following countries: People's Republic of China (85), Spain (82), USA (68) England (55) and Australia (43). Portugal and Brazil are among the twenty-five countries that have published the most on Tourism and Social Responsibility. There was also a multiplicity and diversity regarding the authorship of the work, in relation to the authors who published the most on this topic.

It was found also that of the ten authors who have published on the subject four are included in the list of 22 ( twenty-two ) most cited authors ( table 2), the most cited Inoue, Yuhei; Lee, Seoki with 246 citations , with the article entitled "Effects of different dimensions of corporate social responsibility on corporate financial performance in tourism-related industries"; with 206 citations the authors Sparks, Beverley A.; Perkins, Helen E.; Buckley, Ralf with the article entitled "Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior".

The most prominent institutions in publications related to Tourism and Social Responsibility were: Griffith University in Australia, ), State University System of Florida (EUA), University of Surrey (*England*), Central South University (*China*), Hong Kong Polytechnic University (*Hong Kong*), highlighting the scope and importance of the subject in educational institutions distributed to the world.

The contribution of this study to research in Management is due to the resulting indicators regarding research institutions and the newspapers that stand out most in the production of knowledge on the subject at the international level.

## 6 LIMITATIONS AND FUTURE RESEARCH LINES

The present study presented some limitations with regard to the researches carried out. The main limitation is that the research was carried out only with articles found in the *Web of Science* database. Another limitation is in the analyzed period.

It is suggested to expand research on the theme of Tourism and Social Responsibility, for future studies, in other databases, as well as in other national and international scientific events, in order to obtain other results on the bibliometric profile of publications related to the theme. No Portuguese or Brazilian researcher is included in the list of the most published authors on the subject, which reinforces the idea that this one needs to be studied more in the countries mentioned above. Other relevant information from publications, such as common keywords and terms, should also be explored.

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