MAPPING SUSTAINABLE SUPPLY CHAIN MANAGEMENT IN HOSPITALITY INDUSTRY – A BIBLIOMETRIC ANALYSIS

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Abstract

As a vital part of the tourism sector, the hospitality industry plays a significant economic role but also contributes considerably to environmental degradation. Sustainable Supply Chain Management (SSCM) has emerged as a strategic approach to address these ecological impacts while improving operational and economic performance. This study presents a comprehensive bibliometric analysis of the SSCM literature within the hospitality industry from 2015 to 2025, utilizing data extracted from the Scopus database. Using RStudio (Biblioshiny), VOSviewer, and Scopus Analyze. This research identifies publication trends, key contributing authors, prominent journals, countries, and the co-occurrence of keywords to map the intellectual structure of the field. A total of 95 articles were analyzed, revealing an upward trend in SSCM research, particularly following the COVID-19 pandemic. The findings indicate that the field is multidisciplinary, with significant contributions from business, social sciences, and environmental studies. China and Spain are the leading contributor countries, while the most frequently used keywords include "tourism," "sustainability," and "supply chain management." Cluster and thematic analyses revealed five major research themes, and gaps were identified in areas such as expert specialization, case studies, and integrating emerging technologies. The study also proposes future research directions by applying the Resource-Based View and Dynamic Capabilities Theory to examine how internal resources and adaptive capabilities influence sustainable supply chain strategies in the hospitality sector. These insights are valuable for academics, practitioners, and policymakers aiming to shape sustainable practices that align with global development goals.

Keywords: Sustainable Supply Chain Management (SSCM), Hospitality Industry, Bibliometric Analysis, Sustainability

1. INTRODUCTION

The tourism industry is one of the sectors that has a significant impact on the global economy (Modi, 2024). According to the Coordinating Ministry for Economic Affairs (2025). In the third quarter of 2024, the tourism sector accounted for 4.01% of the GDP, reflecting an increase of 0.11% compared to 2023. The hospitality industry is a key component of tourism, plays a significant role in the economy by creating jobs and generating revenue, which in turn stimulates overall economic activity (Muhammad, 2022). However, the rapid increase in the number of activities in the hospitality sector has also led to negative environmental impacts, especially when it comes to sustainability (Khan et al., 2024).

The business processes of the hospitality industry are often criticized for their negative impacts on the ecological environment (Migdadi, 2023). Hotels rely heavily on energy and water as essential resources to provide quality services to their guests. In fact, hotels are the second-largest source of tourism's carbon emissions after transportation, contributing

significant carbon emissions that account for 1% of total global emissions, reaching a record 37.4 billion tons (Zhang & Xia, 2024). Also, hotels are major water consumers, using up to 5% of global water resources (Sorin & Sivarajah, 2021). They also generate substantial amounts of waste and consume large quantities of food (Mak & Chang, 2019). Therefore, it is imperative for hotels to adopt effective green practices to enhance their positive environmental impact (Al-Husain et al., 2024; Migdadi, 2023; Zhang & Xia, 2024).

In recent decades, the urgency of sustainability and the environmental impact of business activities has garnered unprecedented attention (Hsieh & Yeh, 2024; Mugoni et al., 2024). Companies are increasingly drawn to adopt green practices not only to minimize their ecological footprint but also to boost their financial performance significantly (Abubakr et al., 2024; Hong et al., 2018; Jawabreh et al., 2023; Raza et al., 2021). Embracing green practices is not just a trend; it is an essential strategy for achieving sustainable development across all sectors. By committing to sustainable principles, businesses can make meaningful, environmentally sound choices that contribute to a healthier planet and help preserve vital natural resources for generations to come (Yang et al., 2023).

The sustainability of hospitality and hotels has emerged as a crucial factor shaping the choices of decision-makers and the preferences of customers alike (Mugoni et al., 2024). In today's travel environment, sustainable practices within the hospitality sector—especially in hotels—have become non-negotiable for many tourists (Prakash et al., 2023). Hotels that embrace sustainable practices not only stand out but also enjoy significant advantages over their less eco-friendly counterparts (Ming-Chang et al., 2021). These sustainable hotels cultivate an enhanced value, image, and reputation, which directly translates to higher customer satisfaction and unwavering loyalty (Gössling & Lund-Durlacher, 2021; Modica et al., 2020). Consequently, hotels across the globe are increasingly motivated to adopt sustainable practices, recognizing them as vital to reducing environmental impact while simultaneously boosting financial performance (Al-Husain et al., 2024; Ali & Shoaib, 2023; Zhang & Xia, 2024).

The growing recognition of environmental issues, along with heightened customer awareness, stringent government regulations, community advocacy, and escalating operational costs, has compelled companies to embrace sustainable practices, particularly in supply chain management (Kumandang et al., 2024; Pasupuleti et al., 2024). As highlighted by Atstāja & Mukem (2024), implementing Sustainable Supply Chain Management (SSCM) is a powerful strategy for integrating environmental considerations throughout the supply chain. By adopting SSCM, companies not only enhance their competitive edge in the hospitality sector but also achieve significant improvements in economic, operational, and environmental performance (Du et al., 2025; Kumandang et al., 2024). This transformative approach positions organizations as leaders in sustainability and innovation (Reynolds, 2024).

SSCM prioritizes environmentally responsible practices at every stage, integrating sustainability into sourcing, production, and logistics (Babu et al., 2018) . This approach positively impacts the environment and enhances company performance (Atstāja & Mukem, 2024; Khan et al., 2024). According to a report from the McKinsey Global Survey in 2021 (Hirt et al., 2021), optimizing the supply chain can reduce costs by 13-22% and increase profitability by 60%. The International Energy Agency notes that improving energy efficiency across the supply chain could reduce global energy consumption by 10-15% by 2030, reducing the carbon footprint and cutting long-term operational costs (Energy Agency, 2023). Global Supply Chain Institute (Altenburg, 2022) supports these findings, indicating that companies adopting GSCM principles have experienced operational efficiency improvements of up to 20% and cost reductions of up to 15%. Beyond achieving operational efficiency and

competitive advantages, companies benefit from enhanced environmental performance by successfully minimizing their negative environmental impacts (Mustafi et al., 2024; Tronnebati & Jawab, 2024), even in times of crisis such as Covid-19 (Javed et al., 2024; Khan et al., 2024; Q. Zhang et al., 2022).

There has been extensive research on the importance of SSCM in meeting sustainability goals in a global business context through various dimensions such as practices, impacts, related policies, and other dimensions (Kosasih et al., 2023). However, no literature has discussed the relationship between SSCM in the hospitality industry in the form of a bibliometric analysis (Choudhary & Sangwan, 2019). Applying bibliometric analysis can help understand new trends and patterns in SSCM practices, how SSCM contributes to company performance, and the factors that affect those relationships (Duong et al., 2025).

This study's primary objective is to comprehensively review the existing literature on implementing SSCM within the hospitality industry. It specifically aims to identify the most productive countries, authors, and journals in this domain. Understanding the current state of research is vital for several important reasons: it reveals potential gaps in the literature that require further exploration, provides valuable insights to policymakers and practitioners regarding emerging trends and advancements, and encourages collaboration among researchers by highlighting promising areas for future inquiry. This study is set to make a meaningful contribution to the field and guide the ongoing exploration of SSCM practices in hospitality.

Based on these factors, this study aims to answer the following questions:
RQ1: Which countries, journals, and authors influence the discourse on SSCM in the hospitality industry?

RQ2: What are the main research themes, trends, and gaps in the literature on SSCM in the hospitality industry?

To effectively answer these questions, we will conduct a comprehensive bibliometric analysis of the literature on Sustainable Supply Chain Management (SSCM) in the hospitality industry, utilizing data from the Scopus database. By employing RStudio, VOSviewer software, and Scopus Analyze, we will thoroughly analyze academic publications and uncover key patterns and trends in this crucial area.
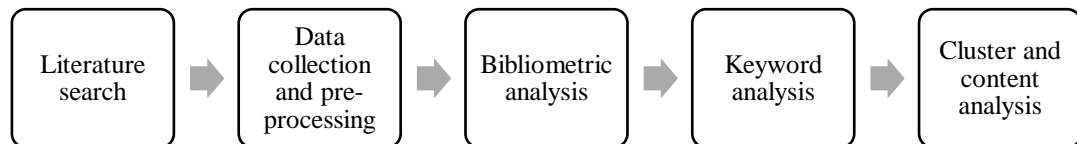
This study represents a significant advancement in our understanding of SSCM within the hospitality industry. The research aims to empower companies to develop more effective SSCM strategies while also providing valuable insights for future studies. The findings will enhance our comprehension of the practices and relationships involved in SSCM in the hospitality sector, enabling decision-makers to select the combination that best suits their business for optimal outcomes.

The remainder of this paper is organized as follows: Section 2 provides a detailed description of the data sources and the methodology employed in this research. Next, various analytical methods—including co-occurrence, citation, and co-citation analyses—will be utilized to identify the articles, authors, countries, and organizations that have had the most significant impact in the field. Following this, the paper will discuss existing gaps and potential opportunities identified through the bibliometric analysis. Finally, the conclusion will summarize the paper's findings, acknowledge its limitations, and highlight its main contributions.

2. DATA SOURCE AND METHODOLOGY
2.1 Study Design

This paper aims to identify trends in research related to sustainable supply chain management within the hospitality industry. There are several effective methods for conducting a literature review, including systematic literature reviews (SLR), meta-analysis, bibliometric analysis, and content analysis (El Baz & Iddik, 2022). In this study, we employed bibliometric analysis, utilizing network analysis and following the five phases outlined in Figure 1, inspired by Ababou et al. (Ababou et al., 2023).

Literature search → Data collection and pre-processing → Bibliometric analysis → Keyword analysis → Cluster and content analysis

Figure 1
Science Mapping Workflow
Source: Ababou (2024)

Bibliometric analysis is the statistical examination of academic publications, including articles, book chapters, and conference papers (Nica, 2024). This method is valuable for revealing patterns and trends across various research topics (Ngetich et al., 2022). In recent years, bibliometric analysis has become increasingly popular in social sciences research, largely due to advancements in software tools like Bibliometric-Biblioshiny, R package (Rstudio), and VOSviewer (Charugulla & Saheb, 2024). This technique not only represents a current trend but also provides a clear illustration of its effectiveness in generating high research impact by managing large volumes of scientific data (Duong et al., 2025; Nica, 2024; Sahoo & Vijayvargy, 2020).

2.2 Literature Search

Data was collected by choosing a database with bibliometric information, filtering the main document set, and exporting the necessary data from the selected database (Venkataraman & Dunstan, 2024). For bibliometric analysis, quantitative research data were retrieved from reputable sources like Scopus, Web of Science, and Google Scholar. Scopus is often the preferred choice because it is the largest database of peer-reviewed scientific literature, containing over 22,000 titles and significant studies from international publishers (Bhat et al., 2023; Charugulla & Saheb, 2024). This study selected Scopus for its consistent document repositories and valuable features, such as the most frequently discussed topics, author lists, citations per document, and other important quality and quantity information for the research (Chopra et al., 2024; Nica, 2024; Sahoo & Vijayvargy, 2020)

2.3 Data Collection and Pre-processing

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method is used for collecting data as suggested by (Moher et al., 2009). This framework improves the clarity and reliability of systematic reviews and meta-analyses (Mishra et al., 2025). It is useful for gathering bibliometric data because it provides a clear approach to literature searches, ensuring that the data collected is complete and unbiased. PRISMA includes

a checklist and flowchart that help researchers find, screen, and select studies for their reviews. This process reduces bias and increases the reliability of the results (Rethlefsen et al., 2021). The authors carefully choose the search terms for bibliometric data collection, making sure they match the study's topic and goals (Gusenbauer & Gauster, 2025). Researchers used different variations of the search terms on the Scopus and Web of Science databases to independently gather data. After collecting the data, they combined it and removed any duplicate entries (Sahoo & Vijayvargy, 2020).

Figure 1 outlines the detailed data mining process using PRISMA framework (Chopra et al., 2024). Initially, a keyword search term was selected based on earlier related papers and executed in the Scopus online database in February 2025. The queries used search terms associated with the themes of sustainable supply chain management (SSCM) and the toursim and hospitality industry, which are (("sustainable logistic" OR "sscm" OR "SSCM" OR "sustainable supply chain" OR "sustainable supply chain management") OR ("green" OR "sustainable*" OR "environment*" OR "ecofriend*" OR "ecofriend*" OR "eco friend*") AND ("scm" OR "supply chain" OR "supply chain management*" OR "chain management" OR "logistic*" OR "logistic manage*" OR "purchasing")) AND ("hotel*" OR "accommodation" OR "hospitality") AND ("tourism"). These terms were searched within the document's abstract, title, and keywords. After collecting the data, the next step involved filtering the results. The research focused on articles published in English from 2015 to 2025. Finally, the abstracts were screened to ensure all documents met the criteria and were relevant to sustainable supply chain management in the hospitality industry. In total, 95 articles were downloaded from Scopus in RIS and BibTeX formats.
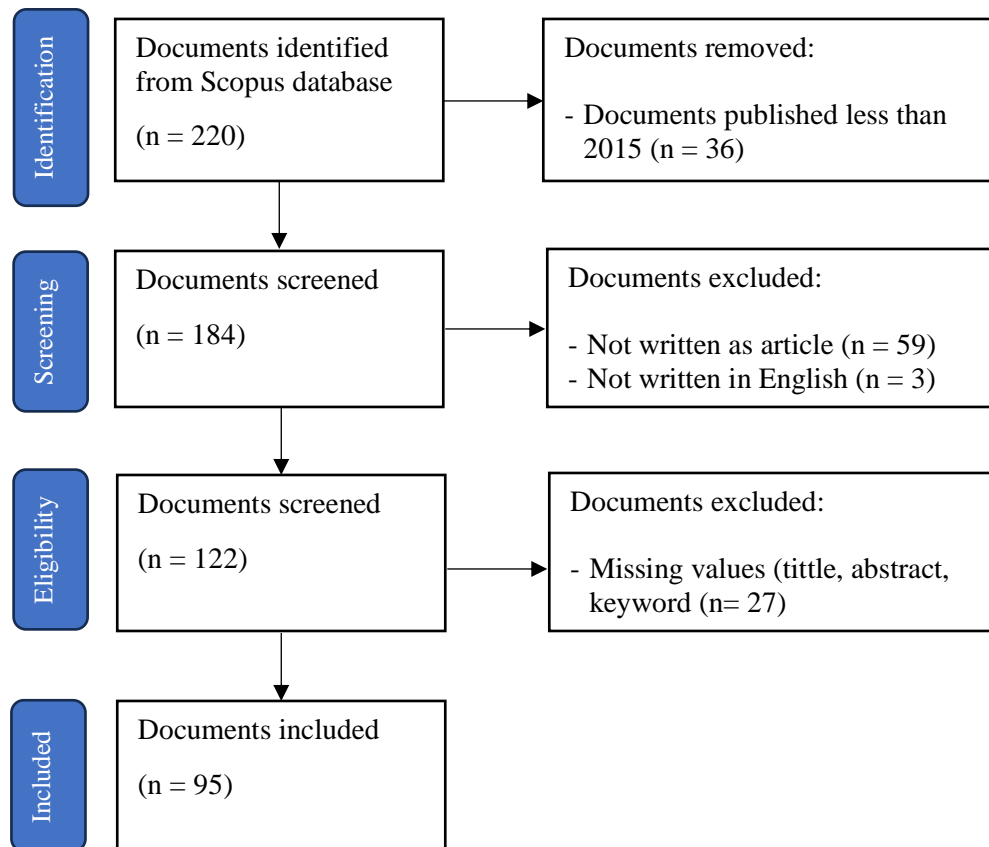
Figure 2
PRISMA Framework

2.4 Bibliometric Analysis

The bibliometric analysis was conducted using the Biblioshiny interface within RStudio (Version 4.1.3), a program commonly utilized for this type of analysis. Additionally, VOSviewer (Version 1.6.18), developed by Nees Jan van Eck and Ludo Waltman in 2010, was employed to visualize the bibliometric data. VOSviewer enhances the presentation of large bibliometric maps, thereby increasing the visual impact and descriptiveness of the study (Ababou et al., 2023; Chopra et al., 2024). Both software programs enable analysis in visual and tabular formats (Padhan & Bhat, 2022). Finally, some visualizations, including histograms and bar graphs, were created using Microsoft Office Excel 2016. The data obtained from the comprehensive analysis is presented in the findings section.

2.5 Keyword Analysis

Co-occurrence analysis of keywords was conducted using VOSviewer, which offers a visual representation of the relationships between keywords through a network graph. This analysis involved mapping the frequency of keywords to identify those that are used most frequently. The results are valuable for recognizing the most studied aspects of SSCM in the hospitality industry (Ababou et al., 2023).

2.6 Cluster and Content Analysis

Cluster analysis is a method that groups similar items in a dataset. This study used cluster analysis to categorize keywords based on how often they appear together. The results from RStudio are shown in a heatmap, which visually represents the relationships between the keywords and their groupings. Clustering helps us find patterns, trends, and connections in the text data that may not be clear just by reading it. The analysis aimed to identify the main clusters and themes and suggest future research directions based on these clusters. This was done by reading and analyzing the articles to find the key concepts (Ababou et al., 2023).

3. RESULT AND DISCUSSION

3.1 Trends in Research Output in the Field of SSCM in the Hospitality Industry

The bibliometric data description from RStudio presented in Table 1 indicates that research on sustainable supply chains in the hospitality industry is rarely searched.

Table 1
Bibliometric Data Description

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2015:2025
Sources (Journals, Books, etc)	71
Documents	95
Annual Growth Rate %	4,14
Document Average Age	3,88
Average citations per doc	15,51
References	0
DOCUMENT CONTENTS	
Keywords Plus (ID)	219
Author's Keywords (DE)	415
AUTHORS	
Authors	295
Authors of single-authored docs	10

| AUTHORS COLLABORATION	
Single-authored docs	10
Co-Authors per Doc	3,24
International co-authorships %	33,68
DOCUMENT TYPES	
Article	95

A total of 71 journal sources have contributed to this research domain, resulting in 95 published articles. The annual growth rate for this area of study is 4.14%, suggesting significant potential for academic exploration. This potential is further supported by the average age of the documents, which is 3.88 years, and an average citation count of 15.51, which shows that there is enormous scope for academic research. The broad application of the research is also evident, with 415 authors' keywords identified. In total, 295 authors have contributed to the fields of sustainable supply chain management (SSCM) and artificial intelligence (AI), with 10 documents authored by individual contributors. On average, each document has 3.24 co-authors, and internal co-authorships are observed in 33.68% of the documents.

a. Publication by Year

It is evident from Figure 2 that the publication frequency was lower during the initial period from 2015 until 2018, with a dip in 2019. However, it saw a rise the following year, following the gradual rise in publications. The frequency of publications peaked in 2024, as can be observed. This indicates a growing interest among researchers in the subject "SSCM" and "hospitality industry" areas from 2019 onwards. This result is not surprising, as we anticipated a notable increase in research publications on Sustainable Supply Chain Management (SSCM) in the hospitality industry following the COVID-19 pandemic. The disruptions caused by the pandemic have underscored the importance of implementing SSCM practices within the hospitality sector. The data showcases that there has been active research activity on this subject, and the trends suggest promising prospects for the scope of the subject matter in the future.
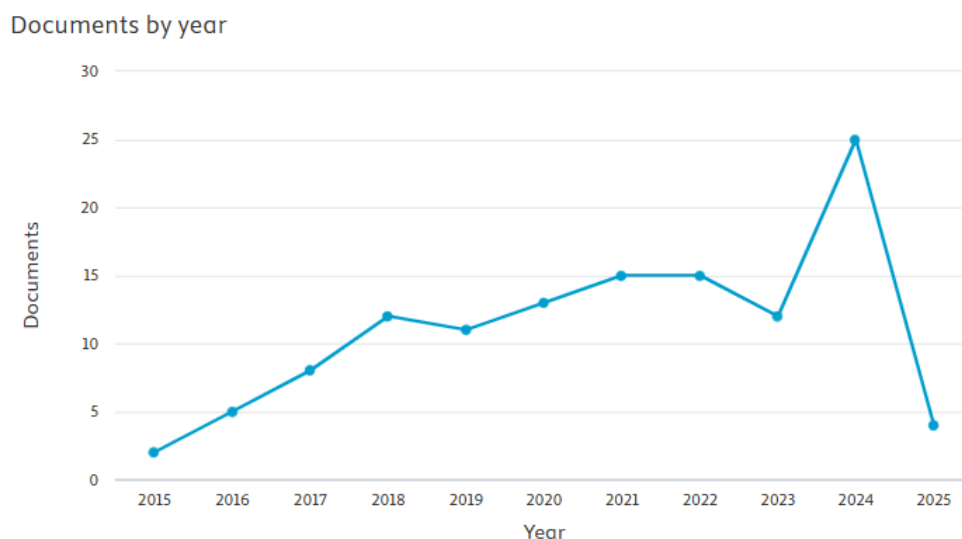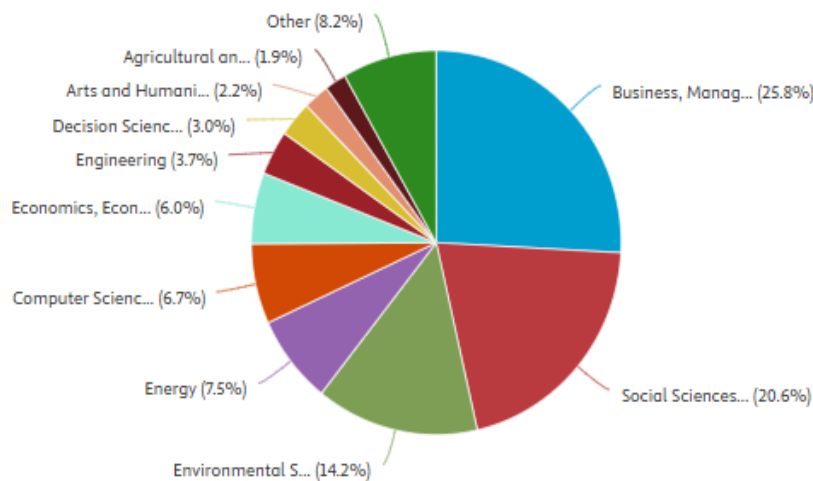

Figure 3
The number of documents on a year-by-year basis (created by Scopus Analyze)

b. Subject Area

Figure 3 illustrates the number of research studies conducted in various domains related to sustainable supply chain management within the hospitality industry. The data indicates a substantial amount of ongoing research in this field, showing that many research groups around the world are actively engaged in these areas. Notably, the findings reveal that nearly 61% of all publications in this field are concentrated in three specific subject areas:

1. Business, Management, and Accounting, which accounted for the highest number of publications at 24 (26%)
2. Social Sciences, with 20 publications (21%)
3. Environmental Science, with 13 publications (14%)

These results emphasize that sustainable supply chain management in the hospitality industry is inherently a multidisciplinary subject, necessitating insight from business, social, and environmental disciplines to create a holistic approach to sustainability. The integration of these fields indicates a comprehensive effort to address the complex challenges faced by the hospitality industry in its pursuit of sustainability.

Figure 4
Documents by Subject Area (created by Scopus Analyze)

c. Contribution by Journal

Table 2 highlights the varied publication outputs, citation impacts, and indices of SSCM in hospitality industry studies, prepared using RStudio. It reveals that the majority of these studies were published in the journal Sustainability, which stands out with a notable publication count of 11 articles and a total of 171 citations. Another significant source is the Journal of Cleaner Production, with a total of 3 articles and a total of 96 citations. In contrast, Cogent Business and Management, despite a lower number of published articles (2 articles), has received a few citations (8 total citations) but with a well-balanced m-index (1 m-index). These findings provide valuable insights for discussions about journal selection and impact evaluation in academic research.

Table 2
Most Published and Cited Journals, and h, g and m Indexes

Source	PY_start	TP	TC	h_index	g_index	m_index
Sustainability (Switzerland)	2021	11	171	6	11	1,2
Journal Of Cleaner Production	2016	3	96	3	3	0,3
Cogent Business And Management	2024	2	8	2	2	1
Environment, Development And Sustainability	2021	3	12	2	3	0,4
Humanities And Social Sciences Communications	2023	2	25	2	2	0,667
International Journal Of Environmental Research And Public Health	2021	2	47	2	2	0,4
International Journal Of Supply Chain Management	2019	3	38	2	3	0,286
Journal Of Environmental Management And Tourism	2020	2	19	2	2	0,333
Tourism Planning And Development	2017	2	37	2	2	0,222
Academy Of Strategic Management Journal	2020	1	20	1	1	0,167

Note: TP = Total Production, TC = Total Citation

d. Country analysis

Table 3 highlights the countries with the highest number of publications on sustainable supply chain management in the hospitality industry from 2015 to 2025. This research is important as it provides a comprehensive overview of global trends in this area. China and Spain are the leaders, each contributing 9 publications. Thailand follows with 7 publications, while India and South Korea both produced 6. Rounding out the list are the United States, Canada, Italy, Romania, and Bangladesh, with 4, 3, 3, 3, and 2 publications, respectively.

Table 3
Documents by Country

Country	Articles	Articles %	SCP	MCP
China	9	9,5	6	3
Spain	9	9,5	6	3
Thailand	7	7,4	7	0
India	6	6,3	6	0
Korea	6	6,3	3	3
Usa	4	4,2	2	2
Canada	3	3,2	3	0
Italy	3	3,2	2	1
Romania	3	3,2	3	0
Bangladesh	2	2,1	2	0

Note: SCP = Single Country Publication, MCP = Multiple Country Publication

e. Authors Influence

In Table 4, Joppe M, Thomas-Francois K, and Von Masson M each exhibit a TP of 3 articles and demonstrate similar citation metrics, with total citation (TC) values of 71 citations.

Their h and g indices remain constant at 3, while their m index stands at 0,333, implying a focused research influence.

The analysis of the authorship of a recent paper in the field of SSCM in the hospitality industry reveals that while there is a large number of authors, only a small subset has a significant number of publications in the domain. Out of the 95 authors, only 6 have published more than two papers, and the highest number of publications among this group is three. This suggests that there is a lack of specialized experts in this field, as the majority of authors have only a limited number of publications.

Table 4
Author's Contribution

Author	PY_start	TP	TC	h_index	g_index	m_index
Joppe, M.	2017	3	71	3	3	0,333
Thomas-Francois, K.	2017	3	71	3	3	0,333
Von Massow, M.	2017	3	71	3	3	0,333
Ariza-Montes, A.	2023	2	27	2	2	0,667
Arjona-Fuentes, J. M.	2023	2	27	2	2	0,667
Zhang, W.	2022	2	26	2	2	0,5
Abdelmoety, Z. H.	2024	1	24	1	1	0,5
Abdul-Aziz Ahmad, M.	2024	1	2	1	1	0,5
Achillas, C.	2016	1	20	1	1	0,1
Afghan Prawira, E. P.	2019	1	8	1	1	0,143

When assessing an author's expertise and influence in a particular field, it's essential to consider a range of metrics, not just the number of publications. The number of citations is also a crucial metric to evaluate. Therefore, additional factors, such as the co-citation of authors, are important to consider.

Figure 5 illustrates a network of authors who have been cited more than ten times in the field of SSCM within the hospitality industry. The co-citation analysis does not differentiate between primary and secondary authors. Joppe M, Thomas-Francois K, and Von Masson M, as the most cited authors, occupy the center of the network. Based on the degree of collaboration among the authors, the network can be divided into groups, each represented by a different color. The lines connecting the circles indicate collaborative links, while the size of each circle reflects the frequency with which each author is cited.
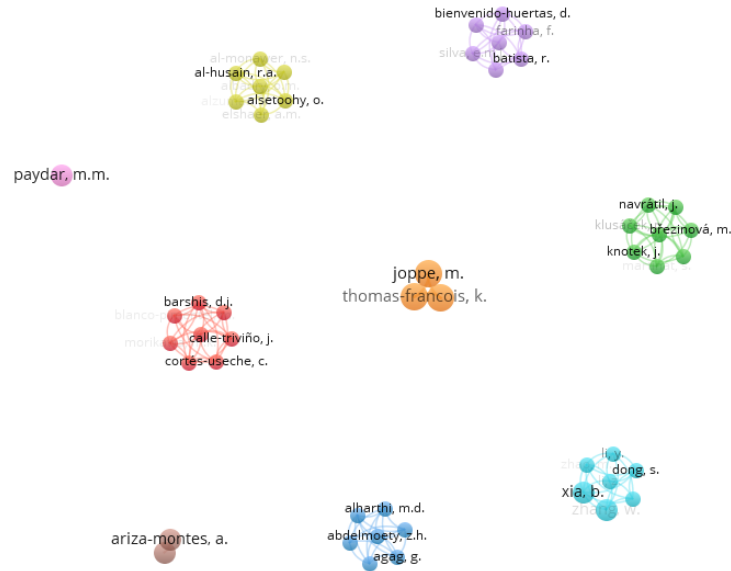
Figure 5
Co-citation author's network (created by VOSViewer)

f. Most relevant contributions

Table 5 identifies the most relevant contributions of articles in the area of SSCM in the hospitality industry. The analysis was conducted by reviewing the most highly cited article in SSCM in the hospitality industry, and data were collected on the number of citations each article received from each researcher in the field. The results of the analysis revealed that the most relevant contributions focused on the recovery strategy post-COVID, issues and strategies of SSCM in the hospitality industry, and other themes such as consumer perception and SSCM practices. The most cited article by Orindaru (2021) explores sustainable recovery pathways for the tourism industry and assesses the impact of COVID-19 on consumer perceptions and purchasing behavior, with a particular emphasis on hygiene and health conditions at a travel destination, which are vital factors for travelers.

Table 5
Most Relevant Contribution

Author	TC	Title	Journal
Orindaru, A. (2021)	99	Tourism in a Post-COVID-19 Era: Sustainable Strategies for Industry's Recovery	Sustainability
Aragon-Correa, J. (2015)	95	Sustainability issues and hospitality and tourism firms' strategies	International Journal of Contemporary Hospitality Management
Modica, P. (2020)	76	Consumer perceptions towards sustainable supply chain practices in the hospitality industry	Current Issues in Tourism

Aksoy, L. (2019)	71	Social innovation in service: a conceptual framework and research agenda	Journal of Service Management
Stylos, N. (2015)	71	Differences in Sustainable Management Between Four- and Five-Star Hotels Regarding the Perceptions of Three-Pillar Sustainability	Journal of Hospitality Marketing & Management
Sarmiento, C. (2018)	63	Customers' perceptions and expectations of environmentally sustainable restaurant and the development of green index: The case of the Gold Coast, Australia	Sustainable Production and Consumption
Babu, D.E. (2018)	60	Sustainability practices in tourism supply chain	Benchmarking: An International Journal
De Visser-Amundson, A. (2022)	58	A multi-stakeholder partnership to fight food waste in the hospitality industry: a contribution to the United Nations Sustainable Development Goals 12 and 17	Journal of Sustainable Tourism
Garcia-Pozo, A. (2016)	53	ECO-innovation and economic crisis: a comparative analysis of environmental good practices and labour productivity in the Spanish hotel industry	Journal of Cleaner Production
Tulsi, P. (2020)	37	A Conceptual Approach to Green Human Resource Management and Corporate Environmental Responsibility in the Hospitality Industry	The Journal of Asian Finance, Economics and Business

g. Most Frequent Keyword

Figure 6 and Table 6 demonstrate that the leading terms in current research are tourism, sustainability, ecotourism, supply chain management, and sustainable development, all securing the top five positions. The hotel industry and COVID-19 rank sixth and seventh, respectively. This ranking underscores a distinct focus among researchers on tourism and supply chain topics, revealing a lesser interest in the hotel industry and COVID-19. Consequently, future researchers have substantial opportunities to make impactful contributions to SSCM within the tourism sector.

Figure 6
Word Cloud (created by VOSviewer)

Table 6
Most Frequent Keyword

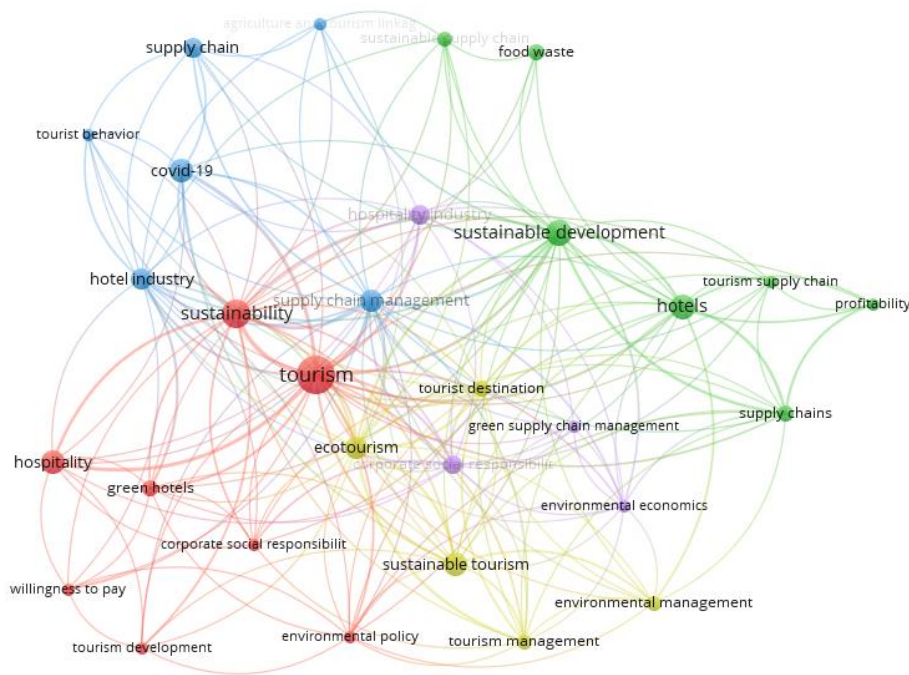| Words	Occurrences
Tourism	16
Sustainability	11
Ecotourism	9
Supply chain management	9
Sustainable development	8
Hotel industry	7
COVID-19	6
Hotels	5
Supply chains	5
Tourist destination	5

3.2 Analysis of Research Clusters
a. Analysis of Research Keywords

Keyword co-occurrence is widely utilized in bibliometrics research to identify research hotspots and trends across various disciplines (Ababou et al., 2023). As a secondary support for scientific research, it reveals the most frequent and relevant terms used within a specific field of study (Nica, 2024). This study considers all types of keywords, including author and index. By employing the "temporal display" feature in VOSviewer and setting a minimum threshold of three co-occurring keywords to analyze the literature related to SSCM in the hospitality industry. This display showcases three key attributes of the literature: first, the size of the nodes in the co-word map illustrates the relative frequency of different topics; second, the proximity and connections within the co-citation map provide insights into the relationships between these topics; and third, the colorful nodes in the co-word map reflect the relative recency of

various subjects as they appear in the reviewed articles. This temporal analysis helps to identify emerging topics, commonly referred to in the literature as the "research front". As demonstrated in Figure 7, examining the co-occurrence of keywords in the reviewed articles enables us to pinpoint research areas that have received increased attention in recent years, as well as the relationships between these areas.

Several keywords—sustainability, tourism, sustainable development, hospitality, and sustainable tourism—are highlighted as central to the network based on co-occurrence network results, indicated by the size of the vertices. The size of each vertex correlates directly with the frequency of occurrence of the term it represents. The thickness of the edges reflects the strength of the correlation between the keywords. The citation link between two keywords is represented by the width of the line that separates them. As illustrated in Figure 7, the research thoroughly examines SSCM in the hospitality industry in relation to sustainability, tourism, sustainable development, hospitality, and sustainable tourism. Additionally, highly cited articles suggest that SSCM can enhance environmental performance within the tourism industry. To gain a competitive edge, tourism and hospitality companies must establish strategic relationships with their supply chain partners.

Figure 7
Keywords Co-occurance Networks (created by VOSviewer)
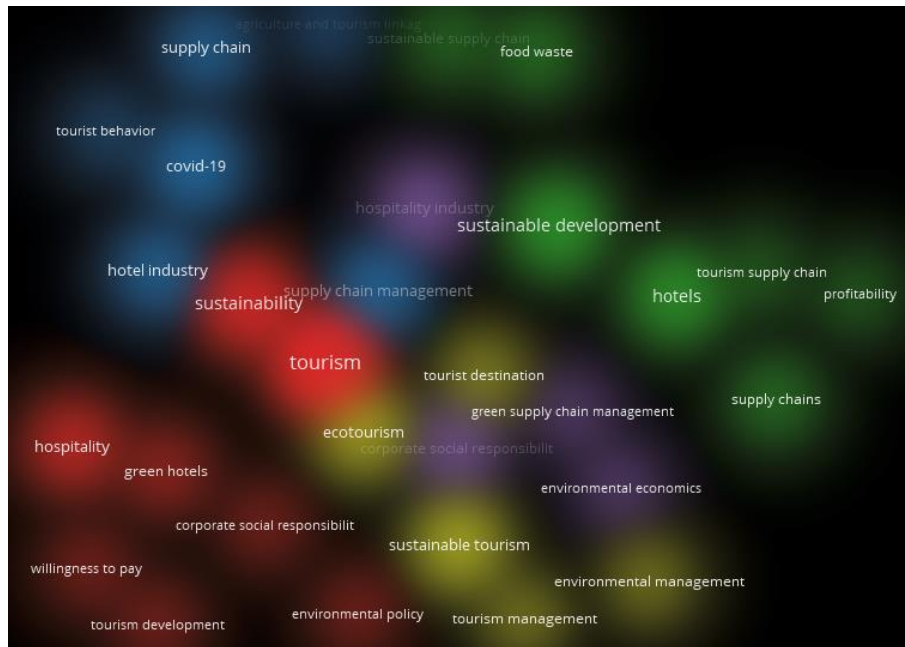
b. Analysis of Research Clusters
Cluster analysis is a method of grouping similar objects in a dataset. This study used cluster analysis to group similar keywords based on their co-occurrence patterns. The cluster analysis result on VOSviewer is a visual representation of the cluster heatmap that shows the relationships between the keywords and the grouping of similar keywords. Clustering can help identify patterns, trends, and relationships within the text data that may not be immediately apparent from reading the text alone. The cluster analysis was carried out to identify the main clusters and themes and to propose future research directions based on these clusters, which

was achieved by reading and analyzing the articles and identifying the main concepts (Ababou et al., 2023).

Table 7
Authors Keywords Co-occurance Network

Cluster	Color	Items	Main Items	Cluster label
Cluster 1	red	8 items	corporate social responsibility, environmental policy, green hotels, hospitality, sustainability, tourism, tourism development, willingness to pay	Sustainability Tourism
Cluster 2	green	7 items	food waste, hotels, profitability, supply chain, sustainable development, sustainable supply chain, tourism supply chain	Sustainable Development
Cluster 3	blue	6 items	agriculture and tourism, covid-19, hotel industry, supply chain, supply chain management, tourist behavior	Supply Chain Management
Cluster 4	yellow	5 items	ecotourism, environmental management, sustainable tourism, tourism management, tourist destination	Environmental Management
Cluster 5	purple	4 items	corporate social responsibility, environmental economic, green supply chain management, hospitality industry	Green Supply Chain Management in Hospitality Industry

The same analysis of the co-occurrence of keywords could be applied to identifying the research front about topical trends in SSCM in hospitality industry research. Cluster visualization (Figure 8) was used to obtain a holistic intellectual landscape of SSCM in the hospitality industry. Co-occurrences were used as a tool to understand the underlying patterns in the corpus of investigated documents. We could recognize five clusters using cluster visualization, each containing keywords with similar co-occurrence patterns. Numbers and colours commonly identify clusters in VOSviewer. A color represents the density of the elements at each place on the density visualization. In addition to the VOS-assigned default hue, we have given each cluster a label to define it further. These labels, which are based on each cluster's central study theme, were chosen in order to describe the components found inside each cluster as shown in Table 7: Cluster 1 (red) Sustainability Tourism contains eight items, Cluster 2 (green) Sustainable Development contains seven items, Cluster 3 (blue) Supply Chain Management consists of six items, Cluster 4 (yellow) Environmental Management contains five items, and Cluster 5 (purple) Green Supply Chain Management in Hospitality Industry contains four items.

Figure 8
Cluster density visualization (created by VOSviewer)

3.3 Research Gaps And Future Research Opportunities - Thematic Map (Conceptual Structure)

In the thematic mapping analysis, the co-occurrence network clusters were shown as bubbles in a graph according. The cluster's word occurrences determine the bubble size. The X-axis depicts network cluster centrality, or the degree of interaction with other graph clusters, and measures the significance of a study theme. The Y-axis represents density, a metric of a cluster network's internal strength and theme growth (Cahlik, 2000).

In the conceptual structure, a thematic map is employed to identify emerging themes, declining themes, niche themes, and foundational themes related to the subject matter (Sahoo & Vijayvargy, 2020). Motor themes, located in the first quadrant (top right), represent clusters that exhibit high centrality and density, indicating that these themes are well-developed and critical for structuring research within the field. Niche themes, found in the second quadrant (top left), show high density but low centrality, suggesting they are of limited relevance. Emerging or declining themes, positioned in the third quadrant (bottom left), demonstrate low centrality and low density, meaning they are minimally developed and marginal. Lastly, basic themes in the fourth quadrant (bottom right) have high centrality but low density, indicating they are essential for addressing transdisciplinary research issues. The visual representation of the thematic map delineates trajectories by dividing time into segments. A movement toward the upper right over time signifies a rising trend, while a shift toward the lower left indicates a declining trend.

The first cluster of the thematic map (Figure 9) highlights a notable increase in cost-effectiveness as a promising and viable area of interest. In contrast, the second cluster falls under the niche theme, incorporating variables such as ecotourism, sustainable development, and hotels. This cluster shows a high degree of development and relevance, suggesting significant opportunities for interdisciplinary research and collaboration. The focus is on

anticipating future advancements that could elevate key clusters into central themes shaping the SSCM.

The thematic analysis reveals clusters focusing on sustainability, tourism, and environmental management, with emerging themes indicating a shift towards cost-effectiveness in SSCM practices. Key findings include that an additional strategy for the hospitality sector is to promote ecotourism, which emphasizes responsible tourism that benefits both the environment and local communities. The literature examines ecotourism as a niche within the hospitality industry, focusing on sustainable practices that enhance tourist experiences while protecting the environment.

Figure 9
Thematic Map (created by RStudio)

Studies are increasingly linking sustainability with economic benefits, demonstrating that sustainable practices can enhance profitability. Therefore, the emphasis is on cost-effectiveness within SSCM rather than merely analyzing current trends. SSCM serves as a practical implementation of sustainable development principles within hotel operations. It plays a vital role in achieving sustainable development and can be a leader in furthering the United Nations Sustainable Development Goals (SDGs). Specifically, SSCM contributes to SDG 8 by promoting ethical work practices within the supply chain, SDG 12 by minimizing waste and opting for sustainable raw materials, and SDG 13 by reducing emissions associated with logistics and procurement. While implementing SSCM may require a higher initial investment, it can lead to economic benefits and sustainable strategies for hotel business operations in the long run. SSCM acts as an essential link connecting hotels to ecotourism and sustainable development, all while enhancing cost efficiency. For the hospitality industry, SSCM is not merely a trend; it is a crucial component of a long-term strategy to address global challenges and meet the expectations of today's travelers.

4. CONCLUSION

The concept of SSCM, despite being relatively new, has garnered significant attention from researchers and experts across various fields, particularly the hospitality industry. This paper outlines the evolution of the field of SSCM in the hospitality industry through bibliometric analysis to identify significant research trends and potential avenues for future study. The literature data were collected from Scopus, and 95 related publications were

obtained after cleaning the data. Multiple quantitative measures were conducted to analyze this data, including publication types, top journals, and co-occurrence networks, using RStudio, VOSviewer, and Scopus Analyze to understand the trends visually.

The results of this quantitative bibliometric analysis can be presented as follows: (1) The yearly research output regarding this field shows that it steadily increased from 2015 to 2025, with the peak in 2024, reflecting heightened interest post-pandemic; (2) the analysis includes 71 journals, and the journal "Sustainability" was ranked first according to their outputted number of articles; (3) the SSCM in hospitality industry is a multidisciplinary subject, with contributions from various field such as business, management and accounting, social science, and environmental science, with business and management being the most prolific ; (4) research in this field is particularly advanced in the China and Spain which together account for nearly 19% of global publications on the topic; (5) the field of study lacks a significant number of specialized experts as the majority of authors have only a limited number of publications; (6) the most relevant contributions focused on the study of sustainable strategy in a post-COVID-19 era and sustainability issues in tourism and hospitality industry ; (7) The most frequently studied keywords include tourism, sustainability, ecotourism, and supply chain management, indicating where scholarly attention is currently directed, with the keyword "tourism" was the most commonly used, appearing 16 times; (8) an analysis of co-citations among references revealed five distinct clusters, each comprising a specific set of literature. These clusters offer potential avenues for future research on SSCM in the hospitality industry.

Research trends indicate that the field of SSCM in hospitality is expanding, though it remains underexplored. Key findings include that an additional strategy for the hospitality sector is to promote ecotourism, that SSCM serves as a practical implementation of sustainable development principles within hotel operations, and that SSCM can lead to economic benefits and sustainable strategies for hotel business operations in the long run.

Further research could investigate the application of Resource-Based View Theory and Dynamic Capabilities Theory to understand how the focus of SSCM research in the hospitality industry has evolved. Initially, this focus was on logistical efficiency; however, it has now shifted towards responsible resource utilization and adaptation to environmental pressures. Resource-Based View Theory can be used to examine how hotels and hospitality companies leverage their internal resources to develop sustainable supply chain practices. Meanwhile, Dynamic Capabilities Theory adds to this discussion by highlighting an organization's ability to adapt, integrate, and reconfigure its resources in response to environmental changes.

Despite the advancements, several gaps persist in the literature, such as limited authors' contributions indicating a lack of specialized expertise in SSCM within hospitality. Some related topics to SSCM are relatively under-researched, such as the direct economic impact of sustainability initiatives, detailed case studies on successful implementations, and the role of emerging technologies in enhancing SSCM practices, which is an area ripe for exploration.

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