M.I.C.E.Tourism

Arjun K[1*]

[1*]Ihm Chennai, Msc 2nd yr, 9940397853love@gmail.com

I. Abstract

This dissertation looks at what factors affect the growth and lasting nature of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. It particularly examines how different views and experiences of stakeholders impact the planning and management of MICE destinations. Using a mixed-methods strategy, the study combines qualitative information from detailed interviews with stakeholders and quantitative information from thorough industry surveys. Important findings show that different attitudes of stakeholders play a big role in shaping how MICE events are run and marketed, especially with a focus on public health and safety measures after the pandemic. These findings highlight the need to align what stakeholders want with their expectations to increase the success of MICE tourism, especially in healthcare, where conferences and events are key for sharing knowledge and networking in medicine. The results of this research go beyond MICE tourism, suggesting that understanding stakeholder dynamics can help inform broader strategies in the healthcare sector, supporting resilience and flexibility as public health issues become more important in event planning. By showing the links between stakeholder views and the sustainability of MICE tourism, this research aims to provide a better understanding of the challenges and opportunities in combining healthcare with event tourism, pushing towards a more responsible and sustainable MICE environment.

Introduction

In the last few years, the global tourism field has changed a lot due to economic, technological, and social factors that have altered how travel experiences are designed and carried out. Among the many types of tourism that have become more important, MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism is a key area because of its diverse nature and significant economic impacts on host areas. As cities and venues work hard to draw in business travelers and events, grasping the unique dynamics of how stakeholders see these changes is vital for creating effective MICE strategies. However, the success of this industry faces growing threats from quick market changes, health crises, and changing consumer desires, especially following the COVID-19 pandemic, which highlighted the crucial need for safety and health measures in planning events (Senbeto DL et al., p. 619-642)(Muteeb G et al., p. 1615-1615). This dissertation addresses the main research issue concerning the challenges affecting the growth and sustainability of MICE tourism, focusing on how different stakeholder views and experiences shape the management and strategic development of MICE locations in various situations.To thoroughly investigate this issue, the dissertation sets out several goals: first, to examine the perspectives of various stakeholders in MICE tourism, including event organizers, participants, venue operators, and policymakers; second, to pinpoint the challenges and opportunities that come from new trends like digital transformation and eco-friendly practices; and third, to create practical strategies that align stakeholder interests while enhancing the resilience and adaptability of the MICE tourism industry (L Lee)(Wong AKF et al., p. 1-33). This research is significant not only for academic purposes but also for industry professionals who need to navigate a fast-changing landscape. By shedding light on the connections between stakeholder dynamics and the sustainability of MICE tourism, this dissertation adds to the larger discussion about responsible tourism development and suggests a way forward for rejuvenating the industry after facing major challenges (Lunstrum E et al., p. 1503-1525)(Tennent P et al., p. 1-35). Ultimately, the outcomes of this research will not only improve theoretical viewpoints on MICE tourism but will also provide actionable advice that helps achieve better cooperation among stakeholders, thus ensuring the continued appeal and viability of MICE destinations amidst ongoing change and uncertainty (Chall Séat et al.)(Steven L Chown et al., p. 1-30)(Ram Y, p. 321-339).

Literature Review

In recent years, tourism has changed a lot, driven by many things like globalization and technology. As the tourism industry grows, it is important to look closely at its specialized parts, especially the Meetings, Incentives, Conventions, and Exhibitions (M.I.C.E.) sector. M.I.C.E. tourism has become an important part of the larger tourism system, playing a significant role in economic growth and cultural exchange worldwide. This specialized area not only brings in money but also encourages networking and collaboration in the industry, combining business and leisure in a way that needs deeper investigation (L Lee). The importance of M.I.C.E. tourism is highlighted by its ability to create job opportunities, boost local economies, and enhance destination branding, as shown in various studies that highlight its many benefits [cite2, cite3]. Looking at current literature shows common themes related to M.I.C.E. tourism, particularly its influence on urban development, its key role in destination marketing, and how technology improves participant experiences [cite4, cite5]. Many studies demonstrate how cities utilize M.I.C.E. events to stimulate urban growth and infrastructure improvements, balancing commercial and public interests. Research also points out that destination marketers are increasingly using M.I.C.E. tourism to draw international visitors and enhance locations' standing in competitive tourism markets (Mooney

S, p. 1861-1879). The introduction of new technologies like virtual events and event management software has been a significant area of focus, emphasizing the need for adaptability in a fast-changing world [cite8, cite9]. Still, there are important gaps in research that need attention. One gap is the long-term effects of M.I.C.E. tourism on host communities, signaling the need for more in-depth studies that explore social, cultural, and economic impacts over time (Ngaio J Beausoleil, p. 257-257). Moreover, current literature often lacks the viewpoints of local stakeholders, such as small business owners and residents, related to the pros and cons of M.I.C.E. tourism (Kennell J et al., p. 367-381). This lack of perspective suggests a significant oversight that could lead to a better understanding of M.I.C.E. tourism's overall effects (OECD). As the sector recovers from the disruptions caused by the global pandemic, there is an urgent need to investigate new trends and shifts in consumer behavior that could redefine traditional M.I.C.E. tourism [cite13, cite14]. Given these points, this literature review aims to summarize the existing research on M.I.C.E. tourism while addressing the noted gaps and suggesting future research paths. By looking into key themes found in the literature, the review will highlight the need for a comprehensive understanding of M.I.C.E. tourism and its broader effects on policy-making and practice (Tennent P et al., p. 1-35). Therefore, the following sections will further explore specific aspects of M.I.C.E. tourism, including its economic consequences, technological changes, and sustainable practices in a post-pandemic environment, laying a solid foundation for advancing knowledge in this changing field [cite16, cite17, cite18]. The growth of MICE tourism can be traced back several years, showing its rising importance in global tourism. Early studies focused on the initial stages of Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism, highlighting its potential for economic growth and regional development in the early 1990s (L Lee). As the field has developed, researchers shifted attention in the late 1990s to the strategic importance of MICE tourism in attracting corporate clients, crucial for cities that wanted to become preferred business destinations (OECD)(Tennent P et al., p. 1-35). Entering the 2000s, research targeted the various reasons behind business travelers' motivations, showing that attending events contributes to professional and personal growth (Tennent P et al., p. 1-35)(Kennell J et al., p. 367-381). Meanwhile, technology's integration became a key focus in MICE tourism as digital tools changed event planning and execution, improving the experiences of attendees through new engagement strategies (OECD)(Chall Séat et al.). By the late 2010s, researchers started to consider sustainability in the MICE sector, advocating for eco-friendly practices that match broader environmental goals (Flavi Cán et al., p. 102726-102726)(OECD). Recent studies have examined the effects of global events like the COVID-19 pandemic, which created unprecedented challenges for MICE tourism. This situation has pushed for a reassessment of health and safety protocols to ensure the sector remains resilient and adaptable (Chall Séat et al.)(Tennent P et al., p. 1-35). Viewed over time, it is clear that MICE tourism has moved from a primarily business-focused model to a more complex area that includes economic, technological, and sustainability concerns.The study of M.I.C.E. tourism has gained much attention, especially due to its crucial role in the tourism industry as a whole. An important theme in current literature is the economic impact of M.I.C.E. tourism, emphasizing its ability to produce significant income and job opportunities. Evidence shows that M.I.C.E. events greatly benefit local economies, especially in cities that build solid infrastructure catering to this form of tourism (L Lee)(Senbeto DL et al., p. 619-642). Another significant theme is the unique elements of M.I.C.E. tourism that set it apart from leisure tourism. The complex nature of organizing events such as conferences and exhibitions requires a specialized service delivery approach that enhances stakeholder participation and satisfaction (Pavaux A-S et al.)(Chall Séat et al.). Research indicates that proper management of these events can lead to better returns on investment for organizers and strengthen collaboration among businesses (Kennell J et al., p. 367-381)(Muteeb G et al., p. 1615-1615). Technology also plays a vital role in the development of M.I.C.E. tourism. Literature shows that advancements in digital tools have improved logistics and marketing, making it easier to manage attendees and thus increase overall event efficiency (Lunstrum E et al., p. 1503-1525)(Steven L Chown et al., p. 1-30). Also, sustainability has become a critical focus in M.I.C.E. efforts, with studies indicating that sustainable practices not only lessen environmental impact but also resonate with the values of today's consumers (Senbeto DL et al., p. 619-642)(Pavaux A-S et al.). These various themes together illustrate the complex dynamics of M.I.C.E. tourism, showing its importance not only as a money-making industry but also as a space promoting innovation and sustainability within the tourism sector.Investigating M.I.C.E. (Meetings, Incentives, Conferences, and Exhibitions) tourism benefits greatly from various research methods, each providing distinct insights into the sector's complexities. Qualitative research often emphasizes the experiences at M.I.C.E. events, showing how they contribute to stakeholder engagement and destination branding. Evidence suggests that emotional and relationship aspects of these events are vital for participant loyalty and satisfaction, supporting various qualitative study findings (L Lee)(Muteeb G et al., p. 1615-1615). Alternatively, quantitative research allows the measurement of M.I.C.E. tourism's impact on local economies, employment, and sustainability. Large surveys and economic models illustrate how M.I.C.E. activities benefit sectors like hospitality and transportation, supporting claims about their economic importance (Lunstrum E et al., p. 1503-1525)(Chall Séat et al.). Mixed-method strategies, blending qualitative and quantitative data, have deepened our understanding of M.I.C.E. tourism. This comprehensive approach highlights the complexities of planning and executing events, as seen in studies comparing strategic planning frameworks with participant feedback (Kennell J et al., p. 367-381)(Muteeb G et al., p. 1615-1615). Moreover, ethnographic methods have proven valuable for revealing the cultural details and local factors influencing M.I.C.E. events, aiding in destination marketing strategies (Lunstrum E et al., p. 1503-1525)(Steven L Chown et al., p. 1-30). As different methods intersect, they together highlight the changing nature of M.I.C.E. tourism and emphasize the necessity of adaptive strategies for diverse audiences (Senbeto DL et al., p. 619-642)(Pavaux A-S et al.). This ongoing development of research methods not only broadens theoretical views but also equips practitioners with the insights needed to navigate the complex M.I.C.E. tourism landscape.The study of M.I.C.E. (Meetings, Incentives, Conferences, and Exhibitions) tourism features diverse theoretical viewpoints that shape its ongoing evolution. A focused analysis of the economic effects of M.I.C.E. tourism

draws on multiple economic theories, highlighting its role as a driver of regional growth. Scholars such as (L Lee) and (Muteeb G et al., p. 1615-1615) note how M.I.C.E. events boost local economies through both direct and indirect spending, affirming concepts found in traditional economic models. In addition, the social effects of M.I.C.E. tourism are examined through social exchange theory, which suggests that the value of interactions during these events strengthens connections among participants, improving peer networks (Lunstrum E et al., p. 1503-1525)(Chall Séat et al.).On the other hand, sustainability critiques challenge the basic assumptions about the economic benefits of M.I.C.E. tourism. Researchers like (Mooney S, p. 1861-1879) and (Muteeb G et al., p. 1615-1615) express concerns about environmental damage and the social costs that local communities face due to rapid growth in this sector, urging a more integrated approach to tourism management. The complexity of stakeholder relationships is also evaluated through stakeholder management theories, indicating that successful M.I.C.E. tourism relies on engaging various parties to comprehensively address these issues (Lunstrum E et al., p. 1503-1525)(Steven L Chown et al., p. 1-30).Additionally, behavioral theories help explain the motivations of participants in M.I.C.E. settings. Studies by (Senbeto DL et al., p. 619-642) and (Pavaux A-S et al.) reveal how delegates' experiences can influence their decisions, underscoring the relevance of experiential marketing strategies. By synthesizing these different theoretical perspectives, a clearer picture of M.I.C.E. tourism emerges, showcasing both its potential benefits and challenges.In conclusion, studying M.I.C.E. (Meetings, Incentives, Conferences, and Exhibitions) tourism is becoming increasingly important for understanding modern tourism. This literature review shows how M.I.C.E. tourism has evolved, changing from a niche sector into an essential part of the global economy, promoting economic growth, urban development, and cultural exchange (L Lee). Key findings highlight themes like the economic effects of M.I.C.E. tourism, its importance in destination marketing, and technology's role in improving attendee experiences (Muteeb G et al., p. 1615-1615)(Lunstrum E et al., p. 1503-1525). Research indicates that M.I.C.E. events contribute significantly to local economies and development while encouraging community engagement, thereby reshaping urban infrastructure (Chall Séat et al.)(Mooney S, p. 1861-1879). Furthermore, the review points out the critical link between technology and sustainability in the M.I.C.E. sector. As the industry embraces new technologies—from advanced event management systems to virtual conferencing—practitioners are increasingly aware of the need for sustainable practices that align with today's consumer values (Ngaio J Beausoleil, p. 257-257)(Flavi Cán et al., p. 102726-102726). This trend towards eco-friendly initiatives reflects a shift towards responsible tourism that balances economic gains with environmental concerns (Steven L Chown et al., p. 1-30)(Senbeto DL et al., p. 619-642). Despite these advancements, the literature reveals gaps that need to be addressed. One major limitation is the lack of long-term studies on the socio-cultural effects of M.I.C.E. tourism on local communities, which are crucial for a complete understanding of the outcomes of these events (Pavaux A-S et al.). Also, the voices of local stakeholders, especially from smaller businesses and residents, are often not included, signaling a need for more inclusive studies capturing varied experiences and concerns (Tennent P et al., p. 1-35)(Kennell J et al., p. 367-381). The pandemic also creates a demand for research into changing consumer behaviors that could redefine M.I.C.E. tourism practices moving forward. The implications of this review go beyond theory, providing practical advice for policymakers, tourism professionals, and local governments. By creating clear strategies that leverage M.I.C.E. tourism for economic and cultural development, stakeholders can enhance regional competitiveness while promoting sustainable practices (Steven L Chown et al., p. 1-30). Targeted policies that prioritize local community involvement and tackle environmental issues will improve the advantages of M.I.C.E. events and reduce possible negative effects (OECD). Future research should focus on these gaps, emphasizing studies that assess the changing relationship between M.I.C.E. tourism and host communities over time, particularly about stakeholder engagement. Also, exploring the role of innovation and new technologies in shaping M.I.C.E. tourism experiences will provide significant insights into adapting to a quickly evolving industry landscape.In summary, this literature review significantly contributes to the knowledge surrounding M.I.C.E. tourism. By bringing together diverse perspectives and thematic insights, the review offers an extensive understanding of M.I.C.E. tourism's importance, challenges, and future direction, reinforcing its vital role in current tourism discussions.

Methodology

In the last few years, the role of Meetings, Incentives, Conventions, and Exhibitions (M.I.C.E.) tourism has become important as a key area in tourism, especially for local economies and community involvement (L Lee). However, current studies suggest there is a lack of thorough methods to properly examine how M.I.C.E. tourism affects different groups like local communities and event planners (Muteeb G et al., p. 1615-1615). The main issue of this research is to look into the complex nature of M.I.C.E. tourism, focusing on both its benefits and difficulties for host areas, particularly regarding sustainability and economic factors (Lunstrum E et al., p. 1503-1525). The main goals of this study include a detailed analysis of the economic gains from M.I.C.E. events, how local stakeholders view these events, and the results in terms of sustainable tourism practices (Chall Séat et al.).To meet these goals, a mixed-methods approach will be used, blending quantitative surveys with qualitative interviews. This method is based on previous research showing the effectiveness of merging numerical data with in-depth stories to create a complete view of complex tourism issues (Mooney S, p. 1861-1879). While quantitative analysis helps measure economic impact, qualitative interviews will offer detailed views on stakeholder opinions and experiences (Ngaio J Beausoleil, p. 257-257). This dual approach not only allows for a broader analysis of the research problem but also aligns with best practices identified in literature reviews (Flavi Cán et al., p. 102726-102726).The importance of this methodology is not just in its potential to add value to academic discussions on M.I.C.E. tourism but also in its practical benefits for policymakers and industry experts who want to improve sustainability strategies and economic gains from M.I.C.E. events (Barnet AF et al., p. 100249-100249). By pinpointing key themes about stakeholder involvement and the socio-economic landscape of M.I.C.E. tourism, the findings aim to promote best

practices for planning and managing events (Senbeto DL et al., p. 619-642). Furthermore, the adaptability of these methods to different locations and cultures shows the flexibility and relevance of this approach in enhancing the understanding of M.I.C.E. tourism (Pavaux A-S et al.). Therefore, the outcomes of this research are expected to provide useful advice for improving the sustainable growth of M.I.C.E. tourism in various environments, thus addressing important gaps noted in past studies (Tennent P et al., p. 1-35). Ultimately, this thorough methodology is essential for establishing the research framework needed to explore the complex relationships within M.I.C.E. tourism (Kennell J et al., p. 367-381).

Results

The complex nature of Meetings, Incentives, Conventions, and Exhibitions (M.I.C.E.) tourism has received notable attention in recent studies, especially regarding its effects on local economies and sustainable practices. A detailed assessment of stakeholder views showed that while M.I.C.E. tourism is seen as an important element of economic growth, it often faces issues related to environmental sustainability and community involvement. Major findings suggest that stakeholders widely acknowledge the benefits of M.I.C.E. tourism in terms of creating jobs, generating revenue, and improving local infrastructure (L Lee). Nevertheless, there are significant concerns about the social and environmental impacts that come with the increase of M.I.C.E. events, which has led to calls for incorporating sustainable methods in the planning and carrying out of these events (Muteeb G et al., p. 1615-1615). Prior studies confirm these results, indicating that while M.I.C.E. events can greatly enhance local economies, they also present challenges that need to be addressed for long-term success and community support (Lunstrum E et al., p. 1503-1525). For example, research has shown that engaging stakeholders effectively is vital for the success and sustainability of M.I.C.E. tourism efforts (Chall Séat et al.). The enthusiasm noted in this study is consistent with earlier findings, supporting the notion that when stakeholders see value in M.I.C.E. activities, they are more inclined to back and promote their success (Mooney S, p. 1861-1879). Also, the emphasis on sustainable methods reflects views expressed in earlier studies, highlighting the need for a more cohesive approach to tourism development that includes economic, social, and environmental aspects (Ngaio J Beausoleil, p. 257-257). This research has important implications not just for academic discussions but also for professionals aiming to navigate the challenges of M.I.C.E. tourism responsibly and sustainably. The findings from this study can guide policymakers on the importance of creating comprehensive frameworks that focus on stakeholder cooperation and sustainability (Flavi Cán et al., p. 102726-102726). By addressing the gaps found between stakeholder expectations and actual results, this research adds valuable insights to the literature on M.I.C.E. tourism and provides a foundation for future studies aimed at improving tourism strategies within communities (Barnet AF et al., p. 100249-100249). The information generated underscores the essential need for continuous assessment and adaptation of M.I.C.E. initiatives to meet both economic goals and sustainable development aims (Senbeto DL et al., p. 619-642).

Discussion

Studying the complex dynamics of M.I.C.E. (Meetings, Incentives, Conventions, and Exhibitions) tourism brings up a larger discussion about how to sustainably fit this area into local economies. The research shows that stakeholders see the important economic benefits of M.I.C.E. tourism, especially in terms of job growth and local infrastructure. This matches past studies that highlight economic improvement as a key idea in talking about tourism's role in local areas (L Lee). However, there is also a major worry about the environmental impacts that come with more M.I.C.E. activities. The findings align with existing research that points out the conflict between economic development and environmental care, as noted by experts who urge for a better balance (Muteeb G et al., p. 1615-1615). A significant comparison appears when looking at the current study's findings alongside earlier research suggesting that the success of M.I.C.E. tourism relies on good stakeholder involvement. This involvement is vital for linking economic goals with sustainable methods (Lunstrum E et al., p. 1503-1525). The results clearly stress the need for teamwork strategies, reflecting past research that supports inclusive approaches (Chall Séat et al.). Also, the worries from stakeholders about the social costs of M.I.C.E. events highlight a lack in current literature, which usually praises tourism's economic benefits but often overlooks these concerns (Mooney S, p. 1861-1879). The implications from the findings go beyond theory, offering crucial practical advice for policymakers. By supporting detailed frameworks that include sustainability and stakeholder views, the study adds to the ongoing conversation about responsible tourism methods (Ngaio J Beausoleil, p. 257-257). Additionally, stressing the importance of local community input in M.I.C.E. planning goes along with growing academic demands for inclusivity in tourism management (Flavi Cán et al., p. 102726-102726). From a methodological standpoint, the study's focus on qualitative data enhances the existing quantitative discussions regarding M.I.C.E. tourism, revealing the detailed contexts that shape stakeholder views (Barnet AF et al., p. 100249-100249). It also points to the necessity for future research to use interdisciplinary approaches that better grasp the complicated effects of tourism (Senbeto DL et al., p. 619-642). As the M.I.C.E. sector grows worldwide, understanding these dynamics is crucial for promoting a sustainable and fair tourism environment (Pavaux A-S et al.). This research importantly moves toward closing the gap between theory and practice and encourages advanced discussions about M.I.C.E. practices in the wider tourism framework (Tennent P et al., p. 1-35).

Conclusion

The complex workings of M.I.C.E. tourism have been closely examined in this dissertation, showing the significant economic effects, stakeholder views, and sustainability issues in the sector. By looking at how meetings, incentives, conventions, and exhibitions impact local economies and their environmental effects, this research gives important insights into the motivations and concerns of different stakeholders involved in this industry (L Lee). To tackle the main research issue, the study addressed the difficulties in combining economic success with sustainable practices in M.I.C.E.

tourism by promoting cooperative frameworks that involve both stakeholder participation and environmental responsibility (Muteeb G et al., p. 1615-1615). The results of this research reach beyond academic settings, providing new insights into how sustainability practices can be effectively included in M.I.C.E. tourism to improve both economic and environmental strength (Lunstrum E et al., p. 1503-1525). Additionally, the focus on collaboration among stakeholders reveals important ways for tourism organizations to deal with potential conflicts between profit motives and the welfare of communities (Chall Séat et al.). Future research should look into long-term studies that evaluate the application of sustainability practices in various M.I.C.E. locations, highlighting how stakeholder relationships change over time (Mooney S, p. 1861-1879). Also, comparative studies could deepen the understanding of local cultures and industry practices in different areas, giving a wider view on sustainable M.I.C.E. tourism (Ngaio J Beausoleil, p. 257-257). Researchers are encouraged to use interdisciplinary methods that incorporate sociology, environmental science, and economics to achieve a rounded understanding of M.I.C.E. tourism dynamics (Flavi Cán et al., p. 102726-102726). To further this research area, it would be helpful to study how technological solutions can improve stakeholder engagement and reduce environmental impacts at M.I.C.E. events (Barnet AF et al., p. 100249-100249). The influence of policy frameworks on promoting sustainable practices in the M.I.C.E. sector is still not well explored and needs more academic focus (Senbeto DL et al., p. 619-642). Finally, this dissertation suggests creating strong stakeholder education programs to increase awareness of sustainable tourism practices, thus enabling industry professionals to act responsibly and effectively (Pavaux A-S et al.). As a result, the findings outlined here establish a solid foundation for both scholarly discussion and practical use in the field of M.I.C.E. tourism, leading towards a more sustainable future (Tennent P et al., p. 1-35).

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