

Systematic review and thematic analysis of coastal tourism studies in tourism and hospitality research

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Abstract

This study systematically reviews coastal tourism research within the tourism and hospitality field to synthesise current knowledge, research themes, sub-themes, and topics and propose a future research agenda based on thematic analysis and key findings. Building on prior discussions and through an in-depth literature review, this paper provides a comprehensive overview of the field. A systematic search was carried out in the Web of Science database, following the PRISMA guidelines. Out of 676 records found, 224 studies were found eligible for thematic analysis. The analysis revealed six main themes: tourist motivations, experiences and behaviours; responsible and sustainable tourism development; coastal destination marketing, image and attractiveness; coastal tourism destination management; coastal tourism planning and development; and tourism impact. Each theme is further examined through sub-themes, research topics, and key findings. The thematic analysis provides a valuable contribution to the field by synthesising existing knowledge and, based on identified gaps, presenting a research agenda to guide future research related to coastal tourism.

Keywords: tourism, coastal tourism, coastal destination, thematic analysis, systematic review.

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1. Introduction

Tourism, a key component of the global economy, is known for its scale and dynamism (Seyitoğlu *et al.*, 2025). The industry is multidimensional, encompassing various sub-sectors, including lodging, dining services, recreation, tour operations, and passenger transport (Fernández-Macho *et al.*, 2024). The increasing momentum in the tourism sector, along with its connections to other industries, has generated employment opportunities both directly and indirectly worldwide, positioning tourism as a key driver of regional development (Seyitoğlu *et al.*, 2023; Seyitoğlu *et al.*, 2025). The relevance of tourism is even more significant in coastal destinations, which are among the most popular (Fernández-Macho *et al.*, 2024).

In the latter part of the twentieth century, coastal areas and islands around the world experienced significant changes due to the rising popularity of mass tourism models centred around sun, sand, and sea, which influenced modern territorial and socioeconomic development (Trias *et al.*, 2014). Coastal locations have traditionally served as prime tourist spots, as visitors are attracted to destinations mainly for their sea, sun, natural beauty, and romantic appeal (Hu & Chen, 2024). Local governments and businesses have invested in enhancing tourism capacity and infrastructure development in coastal regions (Chen *et al.*, 2021). The recent surge in demand for shared accommodations highlights the allure of these coastal destinations, with one-third of Airbnb listings located near coastlines across 167 countries (Adamiak, 2022).

Coastal tourism is a segment of tourism in coastal zones that encompasses both land-based activities (e.g., resorts, cultural heritage, coastal towns) and water-based activities (e.g., boating, swimming, marine and nautical recreational activities) (Hall, 2001; Spinelli & Benevolo, 2022). Regarding coastal tourism, beaches are crucial to the sun and sand tourism model, playing a key role in attracting visitors (Martínez del Vas *et al.*, 2024). Activities such as diving and surfing offer tourists an immersive and interactive experience (Park & Stangl, 2020). Coastal tourism destinations are rich in unique marine resources and cultural heritage assets, such as fishing traditions and local crafts (Egberts & Hundstand, 2019), as well as recreational activities, which enhance their attractiveness. By integrating sensory elements alongside spiritual, cultural, and other aspects of the landscape, a dynamic experiencescape can be formed at coastal tourism destinations (Pafi *et al.*, 2020).

Coastal tourism plays a crucial role in the overall tourism and hospitality (T&H) sector (Aziz & Niazi, 2023) and represents the largest segment of the tourism market (de Lima Pereira *et al.*, 2021). It has considerable development potential and is a key focus area within the European Union's Blue Growth strategy (Fernández-Macho *et al.*, 2024). Coastal tourism provides a competitive edge for tourism industries of countries, as these destinations can attract visitors with their unique offerings, including seawater, pristine sand, breathtaking landscapes, and diverse marine life (Aziz & Niazi, 2023), in addition to a variety of recreational activities like swimming, surfing, and hydro-flying (Menhat *et al.*, 2021).

As an important type of tourism, coastal tourism has been explored by scholars from various perspectives, such as tourist behaviours (Aziz & Niazi, 2023), sustainability (Student *et al.*, 2020), marketing (Khakzad, 2018), destination management (Phillips & Jones, 2006), and economy (Houngbeme *et al.*, 2021). In this regard, while Aziz and Niazi (2023) focused on the significance of tourists' responsible environmental behaviours in preserving coastal environments, Student *et al.* (2020) examined the emerging vulnerabilities of coastal tourism destinations to climate-related changes. From a marketing perspective, Khakzad (2018) investigated the role of commercial fishing heritage in promoting coastal communities and its value to both tourists and residents. Additionally, Phillips & Jones (2006) concentrated on managing beach erosion and tourism infrastructure by assessing the impact of erosion on coastal tourism, analysing its implications for the global tourism industry,

exploring both hard and soft engineering solutions to address erosion, and suggesting management approaches. From an economic viewpoint, Houngbeme *et al.* (2021) explored the economic valuation of recreational services and consumer surplus for beach recreation.

Despite the growing recognition of its significance across various perspectives, the T&H field lacks a comprehensive and systematic review that consolidates existing knowledge about coastal tourism studies, examines their thematic content and suggests future research directions. It aims to: (1) review and synthesise current knowledge, research themes, sub-themes, and topics of coastal tourism studies, and (2) propose a future research agenda based on thematic analysis (TA) and key findings. Building on previous discussions and an extensive analysis of relevant studies, this paper seeks to provide a comprehensive perspective on coastal tourism research.

In the existing literature, although review studies on coastal tourism, such as Arabadzhyan *et al.* (2020), which focuses on climate impacts, and Duan *et al.* (2022), which employs a bibliometric approach, exist, their scopes differ from our study. First, Arabadzhyan *et al.* (2020) primarily centre on the impacts of climate change on coastal and maritime destinations. It assesses empirical evidence on climate-related impacts over two decades, emphasising environmental and socio-economic effects, and employs the Impact Chains framework to synthesise knowledge. While this study offers valuable insights into the impacts of climate change, its focus is particular to the environmental effects and the implications for climate policy. It does not cover broader themes such as tourist behaviour, destination marketing, or management practices within coastal tourism. Duan *et al.* (2022) provide a comprehensive bibliometric overview of coastal and marine tourism research from 1990 to 2020, identifying themes such as sustainable development, impacts on destinations, management, and the effects of climate change. It provides valuable meta-level insights into research productivity, influential authors, institutions, and major thematic clusters. However, our research fills a distinct gap by performing a systematic review complemented by TA, specifically within the T&H domain, with a focus on coastal tourism. Unlike the existing studies, it critically synthesises the content and themes across a large body of social science-oriented research, highlighting how different aspects of coastal tourism are studied, how they interrelate, and what gaps remain. Furthermore, this study explicitly develops a research agenda to guide future attempts in coastal tourism topics.

Through a systematic review of coastal tourism research in the T&H literature, this study provides a detailed and organised assessment of the existing knowledge on the subject. This process highlights current research, identifying gaps and emerging trends that are crucial for scholars and practitioners seeking to understand the dynamics of coastal tourism. Moreover, thematic analysis uncovers key themes, sub-themes and topics that define central issues in coastal tourism studies. By integrating various research topics and findings and discussing them, the study enables a deeper understanding of their implications for coastal tourism. The proposed future research agenda is vital for researchers eager to advance the study of coastal tourism. By identifying specific research questions within each thematic area, the agenda encourages focused research that addresses the identified gaps. The rest of the paper is structured as follows: Section 2 outlines the methodology used in our study. Section 3 presents the results of the systematic review, including the thematic analysis. While Section 4 provides the discussion, the final section presents the conclusion and future research agenda.

2. Methodology

A systematic review is an effective method for evaluating and integrating existing studies to create a fresh perspective on a particular phenomenon or research domain, while also generating insights and identifying knowledge gaps that can guide future investigations on specific topics (Seyitoğlu & Costa, 2024). In this study, a systematic literature review was conducted in accordance with the PRISMA guidelines (refer to Figure 1) to outline the current state of coastal tourism research within the T&H.

The methodology comprised the formulation of a research question, a literature search, an evaluation of the collected materials, and the application of TA to examine existing studies and identify key themes, sub-themes, and topics. This study critically analyses and highlights existing research gaps and proposes a future research agenda for coastal tourism.

PRISMA, recognised as the primary guideline for systematic reviews, outlines the goals and methods of the review that have been established beforehand, to reduce potential subjective biases in data selection, synthesis, and reporting processes (Jie *et al.*, 2024; Liberati *et al.*, 2009). PRISMA has been widely used in the T&H research area as a suitable approach for systematic review research (e.g. Haldon-Hermoso *et al.*, 2025; Joshi *et al.*, 2024; Seyitoğlu & Costa, 2024). In line with the review objectives, the Web of Science (WoS) database was selected to obtain a collection of peer-reviewed articles from reputable WoS-indexed tourism and hospitality journals. The inclusion of the “Hospitality, Leisure, Sport and Tourism” research area category makes the WoS database well-suited for systematic reviews that concentrate specifically on T&H subjects.

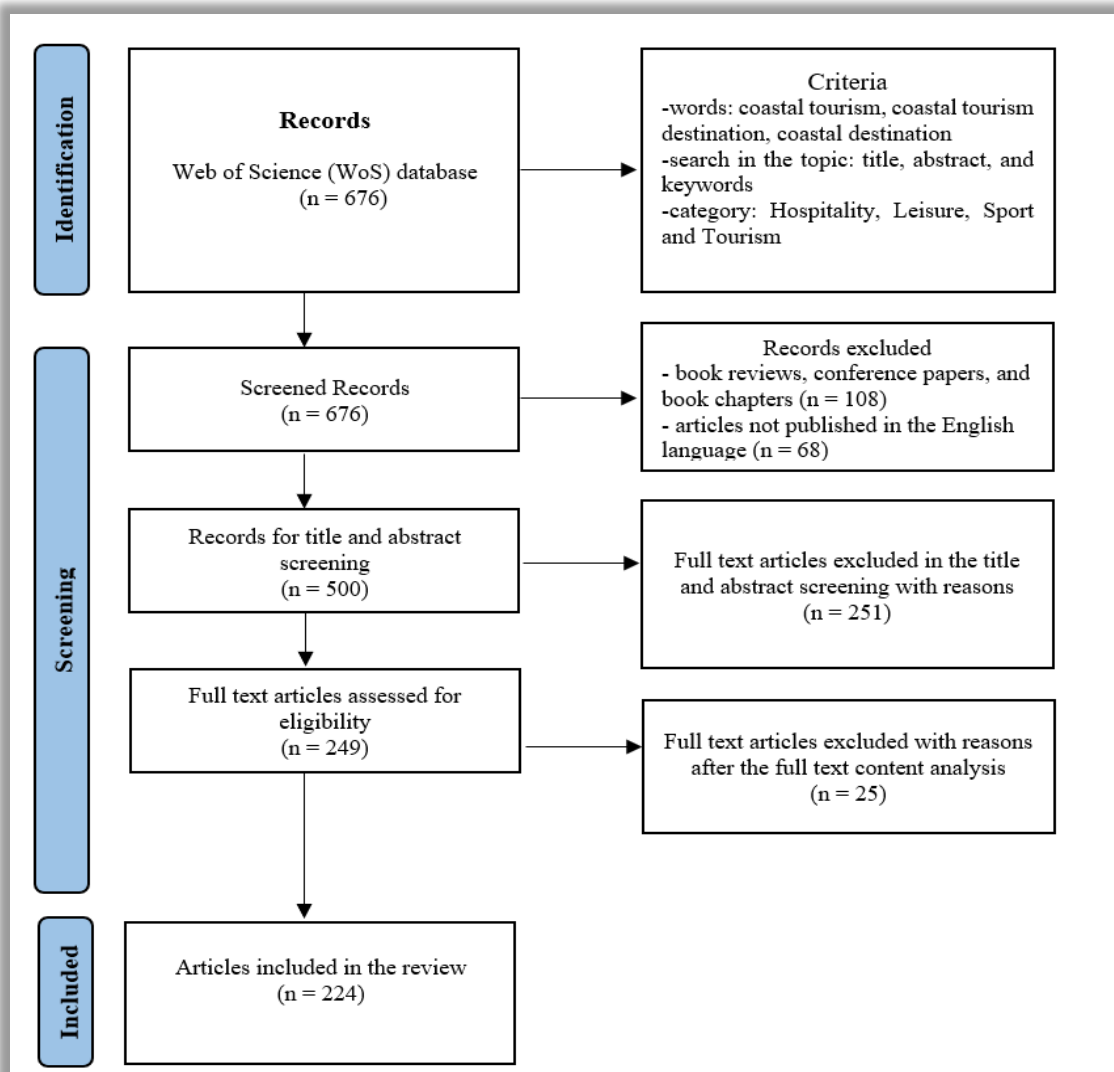


Figure 1. The systematic review process-based on PRISMA

The review focused on peer-reviewed articles related to coastal tourism, specifically within the 'Hospitality, Leisure, Sport and Tourism' category of the Web of Science (WoS) database, published up to October 13, 2024. Without any time constraints, the search terms used were "coastal tourism," "coastal tourism destination," and "coastal destination" within the topic (title, abstract, and keywords). Additional criteria included searching for articles specifically in the "Hospitality, Leisure, Sport and Tourism" category of the Web of Science database. Initially, a total of 676 studies were identified.

Two researchers independently performed the screening at each stage. Discrepancies were discussed and resolved through consensus. The screening involved three main stages: (i) title and abstract screening: two researchers independently reviewed titles and abstracts to exclude irrelevant articles (e.g., focusing solely on non-coastal tourism topics), (ii) full-text assessment: two researchers independently examined the full texts of remaining articles for relevance based on predefined explicit inclusion/exclusion criteria, and (iii) final selection: articles passing the full-text assessment were included in the review. During the screening phase, book reviews, conference papers, and book chapters (n=108) were excluded, resulting in a dataset of 570 articles. Additionally, non-English publications (n=68) were removed, resulting in 500 eligible English-language articles for further investigation. Subsequently, 251 full-text articles were excluded during the title and abstract screening phase, based on predefined criteria. After checking the contents of these publications, items that either mentioned only one of the keywords (e.g., only included the words coastal and destination or mentioned tourism) a few times in the text or introduced a special issue were excluded in the eligibility stage. As a result, a total of 224 articles were retained for in-depth analysis in this study. Data from the selected articles were extracted systematically, focusing on research scope, methodologies, key findings, and identified gaps. The TA was applied to the contents of these articles to reveal the main themes, sub-themes and research topics of coastal tourism studies in T&H literature.

3. Findings

3.1. Profiles of research

Table 1 shows the journals of the publications included in the systematic review. In addition, the trend of interest regarding the years and methodologies of studies in coastal tourism research in T&H literature is illustrated by Figure 2. Among the 53 journals that published 224 articles on coastal tourism, the *Journal of Sustainable Tourism* and *Tourism Management* are among the most popular publishing outlets for coastal tourism studies. The results show that the period of the publications spans 37 years (1987–2024). However, the flow of research on coastal tourism has increased since 2015. While there were only 35 studies from 1987 to 2014, the research output increased to 224 by 2024. This demonstrates that most publications are between 2015 and 2024 (n=189), indicating that the publication trend has increased from 2015 to the present, and the literature on coastal tourism in T&H is growing. Furthermore, most publications utilised quantitative methodologies (n=132), followed by qualitative studies (n=53) and mixed-method approaches (n=28), with only eleven articles being conceptual. This indicates that only a small number of the articles (n=11) are not empirical.

Table 1. Journals of the articles

Journal Name	No. of articles
Journal of Sustainable Tourism	29
Tourism Management	27
Journal of Outdoor Recreation and Tourism- Research Planning and Management	13
Tourism Planning & Development	12
Annals of Tourism Research	11
Journal of Destination Marketing & Management	9
Journal of Travel Research	9

Journal Name	No. of articles
Current Issues in Tourism	8
Asia Pacific Journal of Tourism Research	6
Journal of Tourism and Cultural Change	6
Tourism Geographies	6
Tourism and Hospitality Research	5
Tourism Economics	5
Tourism Management Perspectives	5
Tourism	5
Anatolia-International Journal of Tourism and Hospitality Research	5
Tourism & Management Studies	4
Journal of Quality Assurance in Hospitality & Tourism	4
International Journal of Tourism Cities	4
International Journal of Tourism Research	4
Journal of Hospitality and Tourism Insights	4
Tourism Analysis	3
European Journal of Tourism Research	3
Journal Of Hospitality and Tourism Management	2
International Journal of Hospitality Management	2
Tourism Recreation Research	2
Journal of Travel & Tourism Marketing	2
Journal of Policy Research in Tourism Leisure and Events	2
Journal of Tourism Futures	2
Acta Turistica	2
Almatourism-Journal of Tourism Culture and Territorial Development	1
Anais Brasileiros de Estudos Turisticos-Abet	1
Cuadernos de Turismo	1
European Journal of Tourism Hospitality and Recreation	1
Hospitality & Society	1
International Journal of Culture Tourism and Hospitality Research	1
International Journal of Hospitality & Tourism Administration	1
Investigaciones Turisticas	1
Journal of China Tourism Research	1
Journal of Ecotourism	1
Journal of Heritage Tourism	1
Journal of Leisure Research	1
Journal of Place Management and Development	1
Journal of Tourism Management Research	1
Journal of Tourism Sustainability and Well-Being	1
Leisure Sciences	1
Pasos-Revista de Turismo y Patrimonio Cultural	1
Scandinavian Journal of Hospitality and Tourism	1
Tourism and Hospitality Management-Croatia	1
Tourism Review	1
Tourism Review International	1
Turismo-Estudios e Praticas	1
Worldwide Hospitality and Tourism Themes	1
Total	224

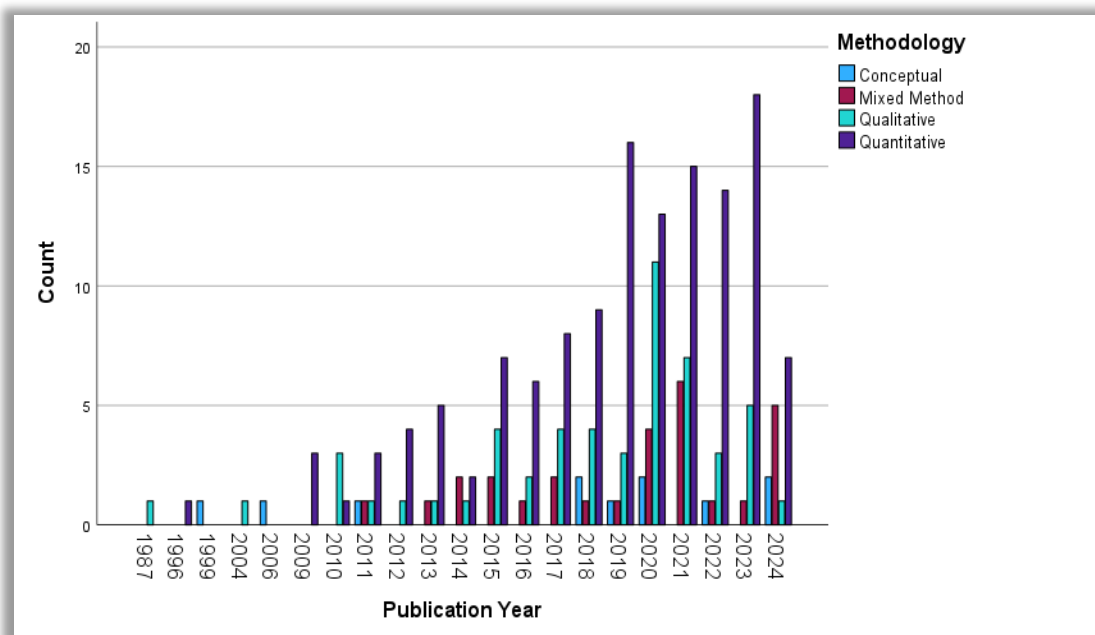


Figure 2. Publications trends in terms of years and methodologies

3.2. The theories and keyword cloud of coastal tourism research in tourism and hospitality

Table 2 lists the theories that coastal tourism studies have benefited from. 31 different theories were applied by 63 coastal tourism studies. However, only 7 studies applied two of the theories, meaning that only 56 out of 224 articles applied at least one theory. Social exchange theory (n=12), stakeholder theory (n=11), and the theory of planned behaviour (n=8) are the most prominent theories in coastal tourism research. These theories are followed by the signalling theory, with three studies utilised; dependency theory and theory of reasoned action were applied by two studies. The remaining theories were each applied in a single study.

Table 2. Theories in Coastal Tourism Research

Applied Theories	Number of studies
Social Exchange Theory	12
Stakeholder Theory	11
Theory of Planned Behaviour	8
Signalling Theory	3
Dependency Theory	2
Theory of Reasoned Action	2
Assemblage Theory	1
Attention Restoration Theory	1
Behavioural Reasoning Theory	1
Coase's Contract Theory	1
Cognitive Hierarchy Theory	1
Complexity Theory	1
Contest Theory	1
Expectancy Theory	1
Hedonic Pricing Theory	1
Institutional Theory	1
Market Segmentation Theory	1
Social Representations Theory	1

Network Theory	1
Normative Decision Theory	1
Optimisation Theory	1
Practice Theory	1
Protection Motivation Theory	1
Self-Congruity Theory	1
Social Capital Theory	1
Social Practice Theory	1
Stress Reduction Theory	1
Theory of Basic Human Values	1
Theory of Normative Social Behaviour	1
Self-Presentation Theory	1
Theory of the Firm	1

Using NVivo software, a word frequency analysis was implemented for all frequent words in the studies, with a minimum length of five letters (resulting in a total of 83 words), which is demonstrated by a word cloud in Figure 3. The ten words used in the studies the most were ‘tourism’, ‘coastal’, ‘destination’, ‘sustainable’, ‘development’, ‘tourist’, ‘beach’, ‘change’, ‘climate’ and ‘management’.



Figure 3. Word cloud of the most frequent words used in coastal tourism research (Source: the authors)

3.3. Thematic analysis of coastal tourism research in tourism and hospitality

Thematic analysis (TA) was employed to review the current literature on coastal tourism research, identifying emerging themes, sub-themes, and topics, evaluating current knowledge, analysing and discussing gaps, and developing a future research agenda. TA was chosen due to its ability to enable a comprehensive evaluation of studies related to the research goals, making it suitable for uncovering in-depth qualitative insights (Berbekova *et al.*, 2021; Braun & Clarke, 2006). As a qualitative approach, TA is effective for analysing, defining, and organising data by identifying themes, aiding in the interpretation of various aspects of the research subject (Seyitoğlu *et al.*, 2025). Data for TA can also be derived from existing literature (Seyitoğlu & Ivanov, 2024; Walters, 2016).

We followed the six stages of TA (Braun & Clarke, 2006:87): “(i) familiarising with the data, (ii) generating initial codes, (iii) searching for themes, (iv) reviewing themes, (v) defining and naming themes, and (vi) producing the report.” As the final publication number was not too low (224), and considering the manual coding, which involved two researchers, NVivo software was used as an assistant tool to analyse the findings. The manual coding, based on the created table that included the details of the studies, was applied to reveal the main themes and sub-themes. During this stage, two human coders independently extracted themes, sub-themes, and topics from the data. The results were then agreed upon and finalised following a discussion among the authors about the identified themes, sub-themes, and topics. Accordingly, six main themes of coastal tourism research in T&H were identified (Table 3): (i) tourist motivations, experiences and behaviours (n=56), (ii) responsible and sustainable tourism development (n=45), (iii) coastal destination marketing, image and attractiveness (n=29), (iv) coastal tourism destination management (n=28), (v) coastal tourism planning and development (n=33), and (vi) tourism impact (n=33). Each theme includes related sub-themes and topics (see Table 3), which were discussed below.

Table 3. Thematic analysis of coastal tourism research in T&H: Themes, sub-themes and topics

Themes	Sub-themes	Topics
Tourist Motivations, Experiences and Behaviours (n=56)	Tourists' responsible environmental behaviours	Fishing tourists' green behaviours at coastal destinations
		Environmental mitigation behaviour model (EMBM) for predicting waste reduction behaviours
		The importance of tourists' responsible environmental behaviours in preserving coastal environments
		Factors influencing tourists' intentions to use reusable alternatives to single-use plastics
		Tourists' preferences for adaptation measures to mitigate climate change risks
		Tourists' climate change adaptation intentions
		The factors that drive tourists to act responsibly and minimise their negative impact on the environment and local communities
		How guests perceive the implementation of green practices
	Factors affecting tourist behaviours	The effect of the COVID-19 pandemic on tourists' use of public transportation
		The psychological factors that influence tourist satisfaction and destination loyalty
		Blue Flag impact on tourist behaviour
		How tourist experiences contribute to the desire to migrate
	Willingness to pay	Climate change impacts on tourist behaviours
		The influence of tourists' cognitive images, emotions, motivations, and familiarity with a disaster on tourist behaviour
		Tourist perceptions of overcrowding and destination choices
		The intersection of environmental perceptions, visitor satisfaction, and willingness to pay
	Tourist decision-making	Visitors' willingness to pay for beach resource protection
		Beach users' willingness to pay for improvements
		The relationship between tourist profiles and their visiting preferences
		Antecedents of tourist attitudes to revisit
		Tourists' preferences for different destination attributes
		The factors impacting tourists' decision-making processes
		Motivational factors influencing tourists' decision-making
	Others	The role of sustainability in tourists' decision-making
		Tourists' food choices
		The impact of climate and environmental conditions on tourists' decisions
		Tourists' decision-making about substituting their preferred destinations
		Recreational walking habits of tourists
		Origin effect on tourist expenditure
		Cruise tourists' attitudes, norms, and behaviour
		Tourists' perceptions of climate change influence their intentions to visit
		Tourists' smartphone use patterns for tourism information searches
		Place attachment of surf tourists
		e-WOM behaviours of tourists
		The influence of the COVID-19 pandemic on tourist motivations
		To identify push and pull motivational dimensions: How the COVID-19 pandemic has reshaped tourist motivations
		Identify the push and pull motivational dimensions
		Territorial segmentation as a tool for understanding tourist behaviour
		Tourist segments (typologies) according to beach use

Themes	Sub-themes	Topics
	Tourist Motivations	Gastronomy tourist typologies: Identify tourist segments based on gastronomic motivations Push and pull motivational dimensions: The key motivations of tourists visiting coastal and marine destinations Motivational dimensions of tourists Tourist motivations for repeat visits Motivations of visitors to wellness centres
	Tourist Experiences	The components and structure of the destination experiencescape Recreational experience factors emerged among beach users Segment the domestic tourism market based on recreational experiences Beach tourism experience: Beach walkability Water-based adventure experiences: The influence of tourists' grandiose narcissism and adventure experiences on their self-presentation and electronic word-of-mouth (e-WOM) Key attributes of nature-based tourism experiences The role of push motivations in shaping tourist experiences The factors driving satisfaction Boat experiences: The experiences of boating tourists in inland waterways and coastal areas Family tourism experiences: Slow hospitality experiences Camping tourism experience: The decisive attributes influencing campsite choice
Responsible and Sustainable Tourism Development (n=45)	Climate Change and Environmental Vulnerability and Protection	Climate change impacts on tourism industries and necessary adaptation strategies Adaptation measures for coastal hotels in response to climate change Vulnerability assessments of coastal tourism regions, including Mombasa and the Caribbean Participatory planning to enhance tourism suppliers' capacity to address climate change impacts Emerging vulnerabilities of coastal tourism destinations to climate-related changes Balancing economic development and environmental protection in tourism Environmental protection through sustainable tourism management
	Sustainable Coastal Heritage	Preserving cultural landscapes and historical sites against climate change The role of cultural heritage in sustainable tourism development The interplay between climate change and cultural heritage preservation
	Community Involvement and Livelihoods	The role of community in ecotourism and natural resource management Social-ecological resilience through community participation in tourism Strategies for community involvement in coastal tourism planning Residents' environmentally responsible behaviour and their support for sustainable tourism development The connection between fishing, tourism livelihoods, and sustainability Rural livelihood diversification through wildlife tourism
	Sustainable Tourism Management and Policy	Development and simplification of sustainability indicators for tourism Policy analysis for sustainable coastal tourism development Factors contributing to the sustainable development of coastal tourism
		Sustainability of tourist activities Composite indicators and the effectiveness of sustainability programs in tourism Economic viability as a crucial factor in sustainable ecotourism development Land use change and transformation insights for sustainable tourism planning Benefits of combining offshore wind farms with artificial reefs
	Smart Management and Digitalisation	The impact of smart management and digitalisation on sustainable beach tourism Implementation of smart tourism strategies for sustainable destinations Water resource management for sustainable practices- CASTWATER online tool and its role in promoting sustainable water management
Coastal Destination Marketing, Image and Attractiveness (n=29)	Corporate Social Responsibility and Responsible Practices	Avoiding greenwashing through strategic CSR in tourism accommodations Stakeholder engagement in CSR for sustainable tourism Green practices in restaurants for sustainable destination development Implementing responsible tourism practices for ecosystem protection Addressing the negative impacts of recreational activities on ecosystems Strategies for preventing and managing overtourism in popular destinations Beach cleaning and enviro-leisure activism Contribution of the Blue Flag program to sustainable beach management
		Key attributes of coastal destination image Cognitive and conative image of protected island marine destinations Residents' role in shaping destination image and their word-of-mouth behaviour Evolution of the image and identity of the Catalan coast as a tourist destination Destination image formation Destination image and marketing The overall image of coastal tourism destinations and tourists' personal values The impact of destination reputation on tourist behaviour

Themes	Sub-themes	Topics
	Destination Image and Promotion	The relationship between promotional materials and tourists' lived experiences The role of local tourist guides in promoting coastal heritage Characterising cultural services and coastal heritage as they relate to tourism The relationship between destination marketing and branding Impact of tourism market structure explored through big data The role of commercial fishing heritage in promoting coastal communities and its value to tourists and residents
	Attractiveness and Competitiveness	Attractiveness of eco-labels, emphasising environmental quality and sustainable practices Underwater and maritime heritage as part of tourism attractions Lighthouse tourism as a unique and attractive product segment Cultural tourism's role in reducing seasonality and enhancing attractiveness The role of cultural heritage in influencing coastal tourism destination preferences Site sacralisation and its effect on tourist attraction The impacts of branding on destination competitiveness Geomarketing to understand tourist behaviour and preferences Impact of COVID-19 on destination marketing strategies
	Tourism Diversification and Pricing Strategies	Health and wellness tourism as a form of tourism diversification Evaluating spatiotemporal performance and diversification strategies for destinations Culinary tourism's potential for local benefits Charter fishing and value-added services in the context of tourism diversification The effectiveness of Blue Flag promotions on price premiums The influence of hedonic pricing and pricing strategies on consumer choices Analysis of reference prices influencing tourists' choice between coastal and inland destinations
Coastal Tourism Destination Management (n=28)	Disaster Management and Resilience	The impact of natural disasters on the tourism sector Economic consequences of the 2019 oil spill on tourism and fishing industries Role of social media in tourism recovery in tsunami-hit areas Resilience of tourism businesses to coastal hazards and severe weather events
	Environmental and Ecological Management	System dynamics model for assessing ecological security in coastal tourist cities Assessment of environmental carrying capacity in coastal tourism Social-ecological status of small island tourism Climate change impacts on coastal tourism and adaptation costs Managed realignment as a strategy for climate change adaptation Climate change assessments for tourism destinations, including microclimatic variations Long-term environmental management efforts
	Coastal management and strategies	Development of participatory modelling approaches Coastal management strategies that include public participation Residents' perceptions of restrictive coastal tourism management strategies Landscape assessment and management in coastal tourism The impact of the Blue Flag eco-label on beach management practices Geospatial analysis of beach availability and erosion/accretion Beach erosion and tourism infrastructure management Pressures of tourism on coastal environments and the need for sustainable shoreline management Coastal destination management for swimmers' safety Exploring the potential of regenerative tourism management to restore blue carbon ecosystems and mitigate climate change Identifying counter-seasonal responses to mitigate tourism seasonality effects Utilising weather-related information for operational decision-making in tourism businesses Scenic quality assessments of coastal areas
	Governance and Stakeholder Collaboration	Governance related to coastal tourism, focusing on effective management strategies Governance of surf tourism destinations and stakeholder collaboration in resource management Identification and analysis of stakeholder relationships in coastal marine tourism
Coastal Tourism Planning and Development (n=33)	Development Strategies and Policy Planning	The role of tourism in regional development and specialisation The influence of urban planning on the creation and transformation of coastal destinations Strategic planning and foresight for coastal urban area complexity Exploring the historical context of tourism development Addressing socio-economic disadvantages within coastal communities Innovation and internationalisation in tourism development strategies Network-building among tourism stakeholders Tourism specialisation and policy interventions for destination performance Territorial tourism planning-degrowth Coastal tourism destination resilience policies in the context of climate change Climate change adaptation discourses and their influence on tourism industry development Needs and strategies for accommodation renovation

Themes	Sub-themes	Topics
Tourism Impact (n=33)	Landscape Planning and Residents' Attitudes	Small business development through well-being tourism in coastal resorts
		Integrated educational tools for coastal tourism development
		Potential of international coastal mass tourism destinations to generate creative capital
	Environmental and Political Economy	Resident perceptions and attitudes towards tourism development and impacts
		Development and residents' perceptions of nautical and leisure boat tourism
		Property owners' attitudes toward tourism development
	Socioeconomic and Environmental Impacts of Tourism	Assessing coastal landscapes for tourism, balancing natural and human factors
		Landscape and spatial planning for sustainable tourism development
		Relationship between environmental pollution and tourism revenue
	Socio-cultural and Community Impacts	Analysing the economic justifiability of coastal management efforts and social benefits
		Exploration of the political economy and its implications for coastal tourism
		Analysis of income distribution from tourism jobs across different coastal regions
Tourism Impact (n=33)	Socioeconomic and Environmental Impacts of Tourism	Evolutionary economic geography and the growth of coastal tourism destinations
		Socioeconomic impacts of tourism on local communities and housing affordability
		Social consequences of Airbnb and peer-to-peer rental platforms
	Socio-cultural and Community Impacts	The relationship between tourism and poverty, and its effects on well-being
		Socio-economic impacts from agro-tourism activities
		Impacts of marine and coastal tourism activities on ecosystems
	Economic Impacts and Valuation	Environmental challenges of rapid tourism development
		Recreational services and their impact on coastal ecosystem management
		Tourism's impact on community development
		Socio-cultural changes due to increased commercialisation and structuring
Tourism Impact (n=33)	Socio-cultural and Community Impacts	Impact of tourism on resident quality of life and well-being
		Residents' perceptions of the impacts of tourism development, including economic, social, and environmental factors
		Negative impacts of overtourism and resident attitudes
	Economic Impacts and Valuation	Challenges and opportunities for cruise tourism
		Negative impacts of cultural commodification due to tourism
		Impacts of tourism on community transitions and authenticity
	Economic Impacts and Valuation	Financial analysis of campsite performance and resource allocation in coastal tourism
		Economic benefits of tourism on household income, including variations based on demographic factors
		Economic impact of trail-related tourism in coastal regions, focusing on visitor spending and benefiting sectors
		Economic impact of public beach access and its value to the local economy
Tourism Impact (n=33)	Economic Impacts and Valuation	The economic impacts of tourism and resident well-being
		Economic consequences of tourism activities, including Airbnb and coastal communities
		Economic valuation of recreation services and consumer surplus for beach recreation
	Economic Impacts and Valuation	Economic valuation of scenic views and their impact on hotel room prices
		Economic impact of marine ecosystem quality on coastal tourism demand
		Economic impact of climate change on human welfare concerning coastal recreation

3.3.1. Tourist motivations, experiences and behaviours

Among coastal tourism studies, 'tourist motivation, experiences and behaviours' is the main theme, including 56 studies. This theme includes three sub-themes: tourist behaviours, tourist motivations and tourist experiences. First theme, tourist behaviours, consists of topics related to: (i) tourists' responsible environmental behaviours, (ii) factors affecting tourist behaviours, (iii) willingness to pay, (iv) tourist decision-making, and (v) others. Most topics relate to tourist decision-making, tourists' responsible environmental behaviours, and factors affecting tourist behaviours. For example, the research related to tourist decision-making focuses on various topics such as the factors impacting tourists' decision-making processes (Hasan *et al.*, 2023), the role of sustainability in tourists' decision-making (Goffi *et al.*, 2019), and tourists' decision-making about substituting their preferred destinations (Han *et al.*, 2015). Among these studies, Han *et al.* (2015) discovered that the primary motivations for tourists participating in coastal activities influence their willingness to choose alternative locations. Besides, Goffi *et al.* (2019) identified a gap between the stated interest in sustainability by large-scale coastal package tourists and their real choices. Although they value sustainability, it is not a leading factor in their decision-making process. When selecting a vacation destination, they prioritise aspects such as safety, local culture, and environmental integrity over sustainability (Goffi *et al.*, 2019).

As it is evident from Table 3, the 'tourists' responsible environmental behaviours' also includes various topics like fishing tourists' green behaviours (Han *et al.*, 2024), environmental mitigation behaviour model for predicting waste reduction behaviours (Hasan, 2024), and the factors that drive tourists to act responsibly and minimise their negative impact on the environment and local communities (Liu *et al.*, 2020). Liu *et al.* (2020) indicated that attitudes, subjective norms, and personal norms significantly impact tourists' intentions to exhibit responsible behaviour, which implies that both personal beliefs and social influences contribute to shaping tourists' actions and decisions related to sustainability. Han *et al.* (2024) claimed that individual factors such as perceived benefits, volitional variables, non-volitional variables, and emotions significantly impact green behaviour. Additionally, the collective influence of all these factors is considerable, suggesting a synergistic relationship. Combining these elements leads to a more significant promotion of green behaviour than any single factor (Han *et al.*, 2024).

The psychological factors that influence tourist satisfaction and destination loyalty (Papadopoulou *et al.*, 2023), climate change impacts on tourist behaviours (Seekamp *et al.*, 2019), and the influence of tourists' cognitive images, emotions, motivations, and familiarity with a disaster on tourist behaviour (Wang *et al.*, 2019) are the three topics of 'factors affecting tourist behaviours'. According to Papadopoulou *et al.* (2023), tourists set acceptable thresholds for perceived changes at a destination, and when these thresholds are surpassed, dissatisfaction occurs, which aligns with the expectancy disconfirmation theory that states unmet expectations lead to negative experiences. Wang *et al.* (2019) suggest that cognitive images have a significant impact on tourists' travel intentions and recommendations. While emotions play an important role in influencing word-of-mouth recommendations, it is unexpected that positive emotions do not affect travel intentions.

There are also studies on willingness to pay and other related topics. For instance, while Piriapada and Wang (2015) focused on visitors' willingness to pay for beach resource protection, Ramos-Dominguez *et al.* (2024) explored the origin effect on tourists' expenditure behaviours. Concentrating on tourists' smartphone use patterns for tourism information searches, Kang *et al.* (2020) discovered that there was a significant relation between tourists' employment status and age regarding smartphone usage during their most recent trip, and notable differences were found in the categories of tourism information searched on smartphones before and during the trips.

An equal number of topics (eleven) are related to tourist motivations and tourist experiences. Among the topics of tourist motivations, segmentations of tourist motivations (e.g., Carvache-Franco *et al.*, 2021; Lukoseviciute & Pereira, 2021) and the identification of pull and push motivation dimensions (e.g., Carvache-Franco *et al.*, 2024) are the most prominent ones. More specifically, Lukoseviciute & Pereira (2021) identified three segments of beach users: comfort and food lovers, young and active environmentalists, and sustainable minimalists. According to Carvache-Franco *et al.* (2024), the main pull and push motivational dimensions are novelty and escape (push), coastal and marine activities (pull), and learning and experience (push). Another study (Carvache-Franco *et al.*, 2021) delved into identifying tourist segments based on gastronomic motivations and found three distinct tourist segments: enjoyers, survivors, and experimenters.

Recreational experiences (e.g., Collins *et al.*, 2023), nature-based tourism experiences (Marasinghe *et al.*, 2021), family tourism experiences (Schänzel *et al.*, 2022), and camping tourism experiences (Mikulić *et al.*, 2017) are among the topics that explore tourist experiences in coastal destinations. As noted by Collins *et al.* (2023), three recreational experience factors — practical/escapism, excitement, and aesthetic — were identified. The study of Marasinghe *et al.* (2021) explored key attributes of nature-based tourism experiences and highlighted the correlation between service quality, visitor satisfaction, and future behavioural intentions. Schänzel *et al.* (2022) suggest that beach tourism in Samoa provides

families with rich cultural, culinary, social, and sensory experiences as part of slow hospitality. Additionally, families are drawn to new and adventurous activities, including exploring cuisine and food traditions, and they wish for a relaxed pace that fosters deeper connections with the place and its people (Schänzel *et al.*, 2022).

3.3.2. Responsible and sustainable tourism development

As the second central theme of coastal tourism research, responsible and sustainable tourism development includes 45 studies from different sub-themes such as (i) climate change and environmental vulnerability and protection, (ii) sustainable coastal heritage, (iii) community involvement and livelihoods, (iv) sustainable tourism management and policy, and (v) corporate social responsibility and responsible practices.

Most studies of 'climate change and environmental vulnerability and protection' focused on topics like climate change impacts on tourism industries and adaptation measures and strategies (e.g. Njoroge *et al.*, 2020), vulnerability assessments of coastal tourism regions (e.g. Shakeela & Becken, 2015) and balancing economic development and environmental protection in tourism (e.g. Hengky & Kikvidze, 2021). For instance, the study by Njoroge *et al.* (2020) demonstrates that Mombasa's ability to adapt to climate change is constrained by its socio-economic conditions and weak institutional framework. It outlines several adaptation strategies for Mombasa, considering perceived impacts, risks, and vulnerabilities associated with climate change (Njoroge *et al.*, 2020). Besides, according to Hengky & Kikvidze (2021), stakeholders prioritise socio-economic benefits over environmental protection in coastal tourism management, revealing a conflict between economic growth and sustainability. The study suggests focusing more on minimising environmental impacts for long-term sustainability. Shakeela and Becken (2015) purported that local tourism stakeholders are not significantly focused on the risks posed by climate change. Additionally, the existing adaptation measures are insufficient to address the potential impacts of climate change (Shakeela & Becken, 2015).

As another significant sub-theme of responsible and sustainable tourism development, sustainable coastal heritage mainly consists of the studies on cultural heritage preservation with topics such as preserving cultural landscapes and historical sites against climate change (e.g. Li *et al.*, 2022) and the interplay between climate change and cultural heritage preservation (Xiao *et al.*, 2024). Li *et al.* (2022) developed the OptiPres Model, a decision support tool applied at Cape Lookout National Seashore for multi-objective optimisation that considers resource value, cost-efficiency, and climate vulnerability. It highlights the trade-offs in preserving cultural heritage during climate change and is adaptable for use in other coastal tourism destinations. Xiao *et al.* (2024) present a sustainable adaptation planning framework for cultural heritage in coastal tourism destinations, designed to preserve both tangible and intangible cultural values despite financial and institutional limitations. It emphasises the need to incorporate adaptation costs into decision-making processes and to optimise various adaptation strategies (Xiao *et al.*, 2024).

Community involvement and livelihoods refers to the topics on residents' environmentally responsible behaviour and their support for sustainable tourism development (Winton, 2024), the connection between fishing, tourism livelihoods, and sustainability (Wei *et al.*, 2024), rural livelihood diversification through wildlife tourism (Avila-Foucat & Rodríguez-Robayo, 2018), etc. Winton (2024) found that place attachment influences the connection between sustainable tourism attitudes and environmentally responsible behaviour and support for sustainable tourism development. Residents with strong sustainable tourism attitudes and a deep connection to their community are more inclined to engage in environmentally responsible actions and back sustainable tourism initiatives (Winton, 2024). Additionally, Wei *et al.* (2024) indicate that the community demonstrates livelihood resilience by diversifying into tourism, utilising existing resources, and adapting to evolving conditions.

The topics of policy and sustainability indicators, smart management, and digitalisation shape the sustainable tourism management and policy sub-theme. For example, focusing on the impact of smart management and digitalisation on sustainable beach tourism, Martínez del Vas *et al.* (2024) highlight the challenges of managing overcrowded beaches in Spain, particularly within the “sun and sand” tourism model. They stress the importance of balancing tourism development with environmental protection and suggest implementing smart management strategies, including digitalisation, to tackle these issues (Martínez del Vas *et al.*, 2024).

Some topics of the last sub-theme, corporate social responsibility and responsible practices, can be listed as avoiding greenwashing through strategic CSR in tourism accommodations (e.g. Poveda-Pareja *et al.*, 2024), green practices in restaurants for sustainable destination development (Derriks & Hoetjes, 2015), and implementing responsible tourism practices for ecosystem protection (Miller, 1987). Poveda-Pareja *et al.* (2024) stated that a positive direct relationship between workforce nationality diversity and corporate social responsibility (CSR) practices. Additionally, when accommodations integrate their CSR initiatives into their corporate strategy through a strategic CSR approach, the overall impact of CSR activities is enhanced (Poveda-Pareja *et al.*, 2024). According to Derriks and Hoetjes (2015), restaurateurs who consider sustainability essential to their business are more inclined to implement green practices. However, elements of social sustainability were largely lacking in the observed practices, emphasising the environmental and economic aspects of sustainability.

3.3.3. Coastal destination marketing, image and attractiveness

Coastal destination marketing, image and attractiveness theme consists of 29 studies related to different sub-themes: (i) destination image and promotion, (ii) attractiveness and competitiveness, and (iii) tourism diversification and pricing strategies. First, ‘destination image and promotion’ is the main sub-theme with the most topics. Some of the topics are shaped as key attributes of coastal destination image (Carvache-Franco *et al.*, 2024), destination image formation (Carvache-Franco *et al.*, 2023), and the overall image of coastal tourism destinations and tourists' personal values (de Lima Pereira *et al.*, 2021). Among these studies, Carvache-Franco *et al.* (2024) outlined four primary dimensions of cognitive and conative image in island marine protected areas: staff attention, tourist facilities, nature and people, and cultural attractions. In another study within this sub-theme, Carvache-Franco *et al.* (2023) identified several attribute factors related to Acapulco's cognitive image as a coastal and marine destination, including vacation destination, sun and beach, Mexican culture, nature and aquatic activities, personal attention, and quality of service. The results of de Lima Pereira *et al.* (2021) indicated that tourists' personal values influence the overall image of a coastal tourism destination, with the impact varying according to the perceived image of the destination. Both positive and negative relationships exist between personal values and destination image.

The attractiveness and competitiveness sub-theme contains topics such as underwater and maritime heritage as part of tourism attractions (e.g., Manglis *et al.*, 2020), as well as the role of cultural tourism in reducing seasonality and enhancing attractiveness (Cisneros-Martínez & Fernández-Morales, 2015). Manglis *et al.* (2020) propose that accessible underwater cultural heritage sites can promote tourism development in coastal or island regions, particularly when high-quality services are provided and the overall tourism infrastructure meets visitors' needs, including accommodation, transportation, and dining options. Another study (Cisneros-Martínez & Fernández-Morales, 2015) emphasised that cultural tourism helps reduce seasonality by contributing to a more balanced distribution of tourists throughout the year in coastal Andalusia, lessening the dependence on the peak summer season.

Tourism diversification and pricing strategies have emerged as the last sub-theme of coastal destination marketing, image and attractiveness. Some topics can be listed as analysis of reference prices influencing tourists' choice between coastal and inland destinations (Nicolau, 2011), charter fishing and

value-added services in the context of tourism diversification (Bachman *et al.*, 2017), and the influence of hedonic pricing and pricing strategies on consumer choices (e.g. Knapp & Vandegehuchte, 2024). Nicolau (2011) asserts that reference prices significantly affect destination choice, as tourists often experience *sticker shock* when prices deviate from expectations. The study also notes that the impact of reference prices varies between coastal and inland destinations. Knapp and Vandegehuchte (2024) found that proximity to the coast and sea views have a positive impact on rental revenue for tourist accommodations, with the effect of coastal amenities on revenue varying seasonally. In addition, the study by Bachman *et al.* (2017) found that charter operators possess strong knowledge of potential outreach topics but lack confidence in their marketing, networking, and customer service skills. They also seek more information on consumer demand for non-consumptive experiences.

3.3.4. Coastal tourism destination management

Four sub-themes have formed the theme coastal tourism destination management: (i) coastal management and strategies, (ii) disaster management and resilience, (iii) environmental and ecological management, and (iv) governance and stakeholder collaboration. Coastal management and strategies, including the largest number of topics and studies, can be considered the main sub-theme. Some studies in this sub-theme concentrated on topics such as residents' perceptions of restrictive coastal tourism management strategies (Needham & Szuster, 2011), coastal destination management for swimmers' safety (Saengsupavanich, 2019), the impact of the Blue Flag eco-label on beach management practices (Botero & Zielinski, 2020), and beach erosion and tourism infrastructure management (Phillips & Jones, 2006). For instance, Needham and Szuster (2011) found that situational factors greatly affect the acceptance of management strategies. Respondents were more open to restrictive strategies when faced with scenarios of high usage, environmental damage, or poor facilities, but less so when impacts were minimal. These findings emphasise the need to consider specific contexts when developing management strategies for coastal tourism and recreation (Needham & Szuster, 2011). Moreover, the key findings of Botero and Zielinski (2020) indicate that the Blue Flag eco-label program's implementation is associated with heightened political support for beach management, leading to increased budget allocations for beach improvements and greater stakeholder involvement in management activities (Botero & Zielinski, 2020). Saengsupavanich (2019) identified a whirlpool that forms during flood tides in Pattaya Bay, originating from the bay's southern headland. Unlike a rip current, which can be hazardous, this natural vortex poses no danger. This finding is crucial for the sustainable management of coastal destinations.

Although it includes fewer topics and studies, disaster management and resilience is a significant sub-theme of coastal tourism destination management, including topics like the impact of natural disasters on the tourism sector (e.g. Chen *et al.*, 2021), and resilience of tourism businesses to coastal hazards and severe weather events (Usher *et al.*, 2020). Chen *et al.* (2021) evaluate the short-term economic losses caused by hurricanes in the shared accommodation sector of coastal tourism destinations. They propose the development of an integrated communication platform using modelling and estimation techniques, which could benefit other hazard-prone regions to improve resilience and sustainability in coastal tourism (Chen *et al.*, 2021). Furthermore, Usher *et al.* (2020) found that many businesses in Virginia Beach did not view themselves as being highly vulnerable to coastal hazards, attributing this perception to their existing structural mitigation measures. Furthermore, larger businesses tended to undertake more thorough strategic planning, preparedness, and recovery efforts.

Environmental and ecological management includes system dynamics model for assessing ecological security in coastal tourist cities (Lu *et al.*, 2019) and long-term environmental management efforts (Sullivan-Sealey & Cushion, 2009) as example topics. Lu *et al.* (2019) emphasise the importance of investing in environmental protection and resource management to reduce the adverse effects of tourism and industrial development on the ecological balance of coastal cities. Another study (Sullivan-

Sealey & Cushion, 2009) highlights the significant investment required for effective long-term environmental management in resort development, emphasising the importance of continuous monitoring, adaptive management, and transparent stakeholder communication. It also illustrates the importance of incorporating environmental considerations throughout all project phases to reduce negative impacts and enhance sustainability.

Although the 'governance and stakeholder collaboration' sub-theme contains only three topics, it is another important area of research in the coastal tourism destination management theme. Among these studies, for example, Wesley and Pforr (2010) illustrate the intricate dynamics of power, politics, and varying stakeholder interests in coastal tourism projects, with inadequate community consultation being a key issue. It highlights the difficulties of balancing economic development, environmental protection, and community well-being in coastal regions (Wesley & Pforr, 2010).

3.3.5. Coastal tourism planning and development

Coastal tourism planning and development theme consists of three sub-themes: (i) development strategies and policy planning, (ii) landscape planning and residents' attitudes, and (iii) environmental and political economy. Example topics of development strategies and policy planning can be given as strategic planning and foresight for coastal urban area complexity (Carlisle *et al.*, 2016), exploring the historical context of tourism development (Cirer-Costa, 2014), and tourism specialisation and policy interventions for destination performance (Niavis & Tsiotas, 2019). Carlisle *et al.* (2016) identify complex interdependencies that influence urban tourism strategies, demonstrating how a systems-based approach can evaluate trade-offs and alternative strategies for diverse tourists. It highlights the importance of stakeholder involvement in managing the complexities of urban tourism planning. Cirer-Costa (2014) stated that before World War II, tourism development in Spain was propelled by individual efforts rather than the broader economic environment. The development success of specific destinations relied heavily on the competitiveness of local entrepreneurs and the dedication of local authorities (Cirer-Costa, 2014). The research by Niavis and Tsiotas (2019) reveals a weak link between a destination's efficiency and effectiveness, emphasising the need to evaluate both when assessing performance. It provides a comparative framework for benchmarking destinations and identifying areas for improvement (Niavis & Tsiotas, 2019).

Regarding the 'landscape planning and residents' attitudes' sub-theme, for example, while some studies focused on residents' perceptions and attitudes towards tourism development and impacts (e.g. Diedrich & García-Buades, 2009), others delved into landscape and spatial planning for sustainable tourism development (e.g. Agarwal, 2012). The study of Diedrich and García-Buades (2009) found a link between residents' perceptions of tourism impacts and the stage of tourism development, with communities in later stages showing more negative views, indicating a possible decline. Agarwal (2012) revealed a coexistence of essentialist and relational approaches to spatial planning in Newquay's restructuring visions, with a stronger emphasis on the essentialist approach.

The environmental and political economy sub-theme includes topics such as the relationship between environmental pollution and tourism revenue (Qiang *et al.*, 2020) and exploring the political economy and its implications for coastal tourism (Bianchi *et al.*, 2023).

Qiang *et al.* (2020) show that environmental pollution significantly affects tourism revenue by influencing the length of stay; poorer perceptions of beach environments lead to shorter visits and lower spending. Additionally, plastic waste has a more significant impact than cans, while the effects of cigarette butts are less important (Qiang *et al.*, 2020). Bianchi *et al.* (2023) examine how social tourism in Spain has been influenced by changing political and economic forces, particularly the impact of neoliberal ideologies on social welfare programs during periods of crisis. It shows how various

stakeholders—policymakers, businesses, and tourists—participate in contested discussions about social tourism, highlighting power dynamics and resource distribution.

3.3.6. *Tourism Impact*

Socioeconomic and environmental impacts of tourism, socio-cultural and community impacts, and economic impacts and valuation are the three sub-themes of tourism impact studies of coastal tourism research. Socioeconomic impacts of tourism on local communities and housing affordability (e.g. Ryan & Ma, 2021), socio-economic impacts from agro-tourism activities (Mohamed Shaffril *et al.*, 2015) and impacts of marine and coastal tourism activities on ecosystems (Hanafiah *et al.*, 2021) are among the topics on socioeconomic and environmental impacts of tourism. For instance, according to Ryan and Ma (2022), while Airbnb increases housing stress in Raglan, New Zealand, by decreasing the availability of and raising the cost of long-term rentals, locals are compelled to relocate to other towns or stay in campsites due to insufficient affordable housing. Mohamed Shaffril *et al.* (2015) stated that agro-tourism has created a demand for local products and increased opportunities for the community to engage with visitors. Furthermore, agro-tourism activities have demonstrated social and economic advantages for the Desa Wawasan Nelayan community in Malaysia.

Furthermore, socio-cultural and community impact includes topics like tourism impact on community development (e.g., Ramón-Cardona *et al.*, 2021), the impact of tourism on resident quality of life and well-being (e.g., Carneiro *et al.*, 2018) and impacts of tourism on community transitions and authenticity (Ounanian, 2019). Ramón-Cardona *et al.* (2021) clarified that despite significant differences in nightlife development and prestige between the two regions, residents express similar levels of satisfaction with local nightlife, suggesting they may lack the ability to appreciate it compared to other areas. Ounanian (2019) illustrates that residents of three Danish coastal towns prioritise authenticity in fishing and tourism. They worry about becoming "museum towns," fearing the loss of their working fishing fleets and over-reliance on tourism. For them, authenticity is linked to active fishing practices, a lively waterfront, and the industry's independence from tourism.

The economic benefits of tourism on household income, including variations based on demographic factors (Duffy *et al.*, 2016), and the economic valuation of scenic views and their impact on hotel room prices (Latinopoulos, 2018), are revealed as key topics in the economic impacts and valuation sub-theme. Duffy *et al.* (2016) assert that the gender of the household head and dependence on tourism are important factors in predicting household income, with female-headed households and those reliant on tourism experiencing higher incomes. Focusing on economic valuation, Latinopoulos (2018) revealed that hotel rooms with sea views are priced higher than those without, indicating the aesthetic value attributed to coastal landscapes. Additionally, the value of a sea view varies across different locations in the study area, suggesting that specific factors influence the price premium (Latinopoulos, 2018).

4. Discussion

Our TA revealed six key themes in coastal tourism research, underscoring the field's multidimensional nature. At its core, the themes of *tourist motivations, experiences, and behaviours* and *responsible and sustainable tourism development* reveal a dynamic tension between individual tourist preferences and broader sustainability imperatives. The *motivation, experiences, and behaviours* theme illustrates that tourists' decisions are heavily influenced by factors such as environmental responsibility, safety, local culture, and recreation. While many tourists express intentions to behave responsibly and value sustainability, studies (e.g., Goffi *et al.*, 2019) point out a gap between stated preferences and actual decision-making, with environmental concerns often taking a secondary role compared to safety, cultural authenticity, and price. This highlights a key challenge for managers: how to effectively translate tourist motivations into responsible behaviours and sustainable practices. For instance, promoting responsible behaviours (Liu *et al.*, 2020; Han *et al.*, 2024) requires strategies that align with

tourists' beliefs and emotional drivers, reinforcing the need for tailored communication and experiences.

In contrast, *responsible and sustainable tourism development* emphasises institutional, managerial, and policy responses to environmental, cultural, and social challenges. While there is widespread recognition of the importance of implementing sustainability principles, a recurring theme across the literature is the gap between policy and practice. For instance, stakeholders often prioritise economic benefits over environmental or social considerations (Hengky & Kikvidze, 2021), illustrating that economic growth remains a dominant driver despite the increasing emphasis on sustainability.

The coastal destination marketing image and attractiveness theme complements these discussions, revealing that effective branding and promotion are vital for attracting environmentally conscious tourists, who are increasingly sensitive to site authenticity, environmental quality, and cultural integrity. The studies (e.g. Carvache-Franco et al., 2024; de Lima Pereira et al., 2021) indicate that personal values significantly influence perceptions, which, in turn, affect satisfaction and loyalty—core outcomes that managers must consciously shape through strategic branding.

Coastal destination management and coastal tourism planning and development further build on these themes, highlighting operational challenges—such as ecological degradation, disaster resilience, and stakeholder conflicts—that impact both the environment and visitor experiences. For example, the implementation of eco-labels, such as the Blue Flag, is associated with improved environmental practices and increased stakeholder commitment (Botero & Zielinski, 2020). However, management strategies need to be context-specific, acknowledging that residents and tourists may have differing perceptions of acceptable restrictions (Needham & Szuster, 2011).

Finally, *tourism impact* studies (e.g., Ryan & Ma, 2022; Mohamed Shaffril et al., 2015) demonstrate that the socio-economic benefits of tourism (such as higher household incomes and local employment) are offset by issues like rising housing costs and environmental degradation. These findings suggest that without effective governance and planning, well-intentioned tourism development can threaten the social fabric and environmental integrity of coastal communities.

5. Conclusion and future research agenda

This study can potentially guide tourism scholars and practitioners while generating more significant interest in coastal tourism research. It highlights the wide range of themes, sub-themes, and topics related to coastal tourism research in this field. It can be concluded from the key findings of the coastal tourism research that adopting an integrated approach to coastal tourism management is necessary. Managers should prioritise understanding diverse tourist motivations and experiences that align with eco-friendly, cultural, and experiential preferences to foster loyalty. Implementing responsible practices—such as climate adaptation, cultural heritage preservation, and stakeholder engagement—can significantly enhance a destination's sustainability and resilience. Moreover, leveraging digital tools and authentic local assets in branding can improve destination attractiveness and competitiveness. Participatory management approaches involving local communities are crucial for addressing environmental challenges and ensuring that tourism growth benefits all stakeholders. Developing adaptive strategies to address hazards and ecological degradation will be crucial for achieving long-term sustainability.

5.1. Limitations

This research contributes to the T&H literature by examining coastal tourism studies, encompassing various themes, sub-themes, and topics; however, it has certain limitations. It focuses solely on English-language articles published in WoS-indexed journals, which may overlook significant studies from

diverse regions and cultural contexts. This may limit the global relevance of the findings. While the thematic analysis successfully identifies current research trends, it does not critically assess the strengths or weaknesses of the methodologies used, nor does it include a detailed exploration of these methods or theories beyond summarising them. Future research may aim to address these gaps by investigating diverse local perspectives, evaluating the applicability of different theories, and assessing the practical effectiveness of various management strategies in real-world settings.

5.2. Future research agenda

Beyond the suggestions above based on the limitations, here we outline a detailed future research agenda on coastal tourism research for T&H:

Research theme 1: Tourist motivations, experiences and behaviours

RQ 1.1. How do different coastal features, such as water quality, biodiversity, and scenic views, affect tourists' willingness to pay?

RQ 1.2. How do the economic aspects of the respective Metaverse component technology differ for tourists, T&H companies, and destinations?

RQ 1.3. What is the role of trust in local authorities and environmental organisations in shaping willingness to pay?

RQ 1.4. What is the role of technology in creating memorable coastal tourism experiences?

RQ 1.5. How do tourist expectations and the development of niche tourism contribute to sustainable economic growth in coastal communities?

RQ 1.6. How can targeted marketing and management strategies be designed to address the specific needs of niche tourist segments while minimising negative environmental and cultural impacts?

RQ 1.7. How do global events such as pandemics, geopolitical instability, and economic fluctuations influence the push and pull motivations of tourists in coastal tourism?

RQ 1.8. What specific emotional triggers influence tourists to select more sustainable coastal destinations or activities?

RQ 1.8. What are the key elements of the destination experiencescape that significantly influence tourist well-being, such as stress reduction, social connection, and personal growth?

RQ 1.9. How do sensory experiences—such as sights, sounds, and smells—shape tourists' perceptions and emotional responses to the coastal environment?

Research theme 2: Responsible and sustainable tourism development

RQ 2.1. How effective are various governance structures and policy frameworks in facilitating climate change adaptation within the tourism sector?

RQ 2.2. What role do technology and innovation—such as early warning systems, climate-resilient infrastructure, and alternative energy—play in enhancing the resilience of coastal tourism?

RQ 2.3. How can technologies like mobile apps, virtual reality, and augmented reality be utilised to enhance coastal tourism experiences and encourage responsible behaviours, such as waste reduction and water conservation?

RQ 2.4. What roles do community engagement and participatory planning play in ensuring the integration of cultural heritage preservation into climate change adaptation strategies?

RQ 2.5. What demand management strategies, such as pricing mechanisms, visitor quotas, and promotion of alternative destinations, are effective in promoting sustainable coastal tourism?

RQ 2.6. How can technological tools be employed to monitor visitor flows, manage congestion, and provide real-time information to enhance sustainable tourism practices in coastal areas?

RQ 2.7. What factors contribute to the success of community-based tourism initiatives in coastal regions, and how do these initiatives support cultural and environmental sustainability?

RQ 2.8. In what ways can tourism foster cultural preservation and environmental stewardship among local communities in coastal areas?

RQ 2.9. How can smart tourism solutions and data analytics be utilised to optimise water and resource management, including detecting water leakage, reducing water consumption, and promoting conservation among tourists and residents?

RQ 2.10. What role do stakeholder engagement, transparency, and CSR practices play in fostering credible sustainability initiatives within coastal tourism businesses?

RQ 2.11. How effective are certification schemes and eco-labels in verifying and communicating the sustainability efforts of coastal tourism enterprises?

Research theme 3: Coastal destination marketing, image and attractiveness

RQ 3.1. What motivates residents to act as brand ambassadors for their coastal communities, and how does resident-generated content influence destination image and tourist behaviour?

RQ 3.2. How do tourists' personal values and beliefs shape their perceptions of, and attitudes toward, coastal destinations?

RQ 3.3. What are the socio-economic and environmental impacts of tourism diversification strategies implemented in coastal communities?

RQ 3.4. In what ways does the development of cultural tourism reduce seasonality and enhance the attractiveness and resilience of coastal destinations?

RQ 3.5. How do different tourist segmentation models inform destination branding and influence perceptions of destination identity in coastal tourism?

Research theme 4: Coastal tourism destination management

RQ 4.1. What regenerative tourism practices contribute to ecosystem restoration and carbon sequestration in coastal areas, and what are the economic, social, and environmental benefits associated with these practices?

RQ 4.2. How does social media facilitate community-based disaster response, recovery efforts, and impact monitoring in coastal tourism destinations?

RQ 4.3. What factors influence the resilience of coastal tourism businesses and communities to hazards and severe weather events, and how can governance frameworks support adaptive capacity?

RQ 4.4. Who are the key stakeholders in surf tourism destinations, and how do their interests and perspectives influence resource management and sustainable development?

RQ 4.5. How can governance frameworks, including co-management approaches, promote equitable access to surf resources, protect surf breaks, and support sustainable surf tourism?

RQ 4.6. What is the impact of Blue Flag certification on beach water quality, safety, environmental practices, and tourists' perceptions of destination sustainability?

RQ 4.7. What are the key factors affecting the adoption and implementation of Blue Flag standards by coastal destinations?

Research theme 5: Coastal tourism planning and development

RQ 5.1. What strategies can effectively implement degrowth principles in coastal tourism—such as visitor limits, promoting local consumption, and resource reduction—and what are their potential economic, social, and environmental impacts?

RQ 5.2. How are climate change adaptation discourses shaping tourism planning and policy in coastal regions, and how are these discourses reflected—or not—in actual tourism development practices?

RQ 5.3. What strategies can bridge the gap between climate change adaptation theory and its practical application in the tourism sector?

RQ 5.4. What are the needs and opportunities for small businesses within the well-being tourism sector in coastal areas, and how does this sector influence community well-being, economic diversification, and sustainability?

RQ 5.5. How do resident perceptions and attitudes towards tourism evolve over time, and what factors influence these changes?

RQ 5.6. What approaches—such as community engagement, benefit sharing, and impact mitigation—are effective in building and maintaining social license for tourism?

RQ 5.7. Which landscape planning strategies are most effective for protecting natural resources, enhancing scenic beauty, and promoting sustainable tourism, and how does community participation influence these planning processes?

RQ 5.8. How is tourism income distributed across different demographic groups in coastal communities? What factors contribute to income inequality, and which policies—such as minimum wages and skills training—are effective in promoting equitable benefit sharing?

RQ 5.9. How effective are policy interventions, such as rental regulations, affordable housing initiatives, and community land trusts, in addressing housing affordability challenges in coastal tourism destinations?

RQ 5.10. How effective are adaptation strategies—such as beach nourishment, infrastructure improvements, and diversification—in mitigating economic losses and enhancing resilience in coastal tourism?

Research theme 6: Tourism Impact

RQ 6.1. In what ways do alternative tourism models that prioritise community well-being over short-term economic gains impact social cohesion, cultural integrity, and residents' quality of life?

RQ 6.2. What are the impacts of agro-tourism on local food systems, biodiversity, ecosystem services, and social relationships within coastal communities?

RQ 6.3. What are the social, cultural, and economic effects of cruise tourism on local communities, and what environmental impacts, such as pollution and habitat disturbance, are associated with cruise ship operations?

RQ 6.4. How does cruise tourism influence residents' quality of life and perceptions of their communities?

RQ 6.5. Which cultural elements in coastal tourism are most vulnerable to commodification, and what are the impacts on local identities and traditional practices?

RQ 6.6. How does tourism drive social and cultural transitions, including changes in social structures, traditional roles, and economic activities?

RQ 6.7. What is the dependence of traditional professions on tourism, and how are these roles evolving?

RQ 6.8. What are the economic costs of environmental degradation in coastal tourism, and how does environmental protection influence destination attractiveness and competitiveness?

RQ 6.9. What are the potential economic impacts of climate change scenarios on coastal tourism activities, and which sectors or communities are most vulnerable?

Funding

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