Research Paper

Sustainable Tourism Certification and Ecolabels: A Systematic Review of the Literature

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Abstract

At present, with the increased awareness of Sustainable Development, there is a vast body of literature on Sustainable Tourism Certification (STC) and its impact on the different areas of the industry. Hence, this study aims to conduct a systematic review of already available literature on STC and Eco-labeling by investigating what we know, how we know, and from where we know. In order to make the review process as systematic as possible, the PRISMA protocol has been adopted for the inclusion and exclusion criteria of the literature. The procedure took four steps, i.e., identification, screening, eligibility, and inclusion, which reduced the number of articles to be included from 72 down to 14. Content analysis, as well as the categorization of themes, were conducted on the fourteen articles that were selected to answer the three major questions of this study. The study found that most of the studies focused on certification programs targeting products and service providers in the tourism industry rather than a destination. The study also found that two topics were discussed throughout the STC research: locality and universality of certification, and benefits and challenges associated with adopting certification programs. As for the research method, most studies adopted either in-depth interviews or questionnaire surveys. Mixed methods research, as well as empirical studies, are still scarce. Furthermore, it was found that studies on STC were geographically skewed, with many programs concentrated in Europe and the Americas and hardly existing in Asia. Based on the results of the content analysis, some recommendations were made about more destination-targeted studies, more mixed methods approach, and/or more empirical approach, and finally, more research to be conducted in Asia.

Keywords: Sustainable Tourism Certification (STC), PRISMA protocol, GSTC, ADO framework

1. Introduction

With the increasing number of catastrophic and violent behavior of climate and strong scientific arguments of significant negative effects of climatic change, the general public has become more conscious of the sustainability of important ecosystems, especially after the ratification of the Sustainable Development Goals (SDGs). The tourism sector is no exception, the clients (tourists), operators (hotels, travel agents, and event organizers), and the government are

insisting on ecotourism with different terminologies i.e., Green Tourism, Nature Tourism, Sustainable Tourism, etc. which is evident by a significant increase of the eco-tourism in the recent past (Bilbao-Terol & Bilbao-Terol, 2020) and expected for the future tourism governance (Paunovic, et al., 2020). Ecotourism is a specialized segment of responsible tourism that respects the cultural value of the destination and conserves the natural environment of the destination while conveying the benefit of tourism to the local communities of the destination (Vasconcelos-Vasquez, et al., 2011). Adaptation of sustainable tourism practices has been a voluntary process in which incentives were provided to the service providers by increased competitiveness of the establishments with a higher attraction of the environmentally sensitive customers and increased prices of the services. However, at present with the increased awareness of Sustainable Development, making industry practices more sustainable has become a standard practice of the industry.

Before the sustainable tourism concept gained momentum, the standard way of gaining a competitive advantage was quality improvements. During this time, the quality of the tourism sector, especially in the hotel, was measured by assessing the physical facilities such as comfort, cleanliness, number of rooms, etc., which also determined the number of stars (Vasconcelos-Vasquez, et al., 2011). This process was mainly guided by the standards defined by the industry as well as International Standards Organization's ISO 9001 and ISO 14001 (Padron & Espino, 2007). Even though the ISO standards are internationally reputed and recognized, they had very little attention on sustainability.

However, as the concept of sustainable development was getting popular, STC has become a panacea of the industry using several terminologies, e.g., Green Certification, Eco Certification, Environmental Certification, and Sustainability Certification. Several authoritative international institutions were interested and got involved in the development of the theoretical models and methodologies of STC, especially with composite indicators, such as the World Tourism Organization of the United Nations (UNWTO), European Commission (EC), European Environment Agency (EEA), and Organization for Economic Cooperation and Development (OECD) (Punzo, et al., 2022). Therefore, at present, one can see a vast body of literature on STC and its impact on the different areas of the industry. Hence, the major research questions of this study are to investigate "What we know," "How we know," and "From where we know" of the STC based on the already available published literature on STC. Therefore, a comprehensive literature search on "STC" was conducted in the Google Scholar search engine, and retrieved articles were systematically reviewed to answer the above questions.

2. Theoretical Background

2.1 Sustainable Tourism

While defining tourism as traveling to and staying outside their usual place of residence for more than 24 hours for business and other activities and for less than one year for leisure, 'Sustainable Tourism' is defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the

environment, and host communities" by the United Nations World Tourism Organization (UNWTO). Global Sustainable Tourism Council (GSTC) defines sustainable tourism as the sustainable practices in and by the tourism industry while acknowledging all impacts of tourism, both positive and negative, and aiming to minimize the negative impacts and maximize the positive impacts.

2.2 Sustainable Tourism Certification

Sustainable Tourism was started with voluntary practices of the industry players with the altruistic mind of the entrepreneurs as well as a niche market tool of the industry. Hence, the best practices were shared by the stakeholders of the industry, and they tried to apply them in their respective fields. The application of sustainable tourism practices was widespread gradually due to the fact that the tourism industry highly depended on as well as impacted the natural environment. Therefore there were different evolution paths of sustainable tourism industry practices which highlighted the need to streamline the sustainable tourism concept. Therefore, the industry considered eco-labeling or STC as one of the most important tools of sustainable tourism management (Honey, 2008; Font, 2007).

3. Methods

The major analytical tool of this study is the systematic review of already available literature on STC and Eco-labeling to answer identify what we know, how we know, and from where we know about Sustainable Tourism Certification. Therefore, this subsection of the paper will discuss the review method employed, the review procedure applied, and details of the retrieved literature.

3.1 Review Method

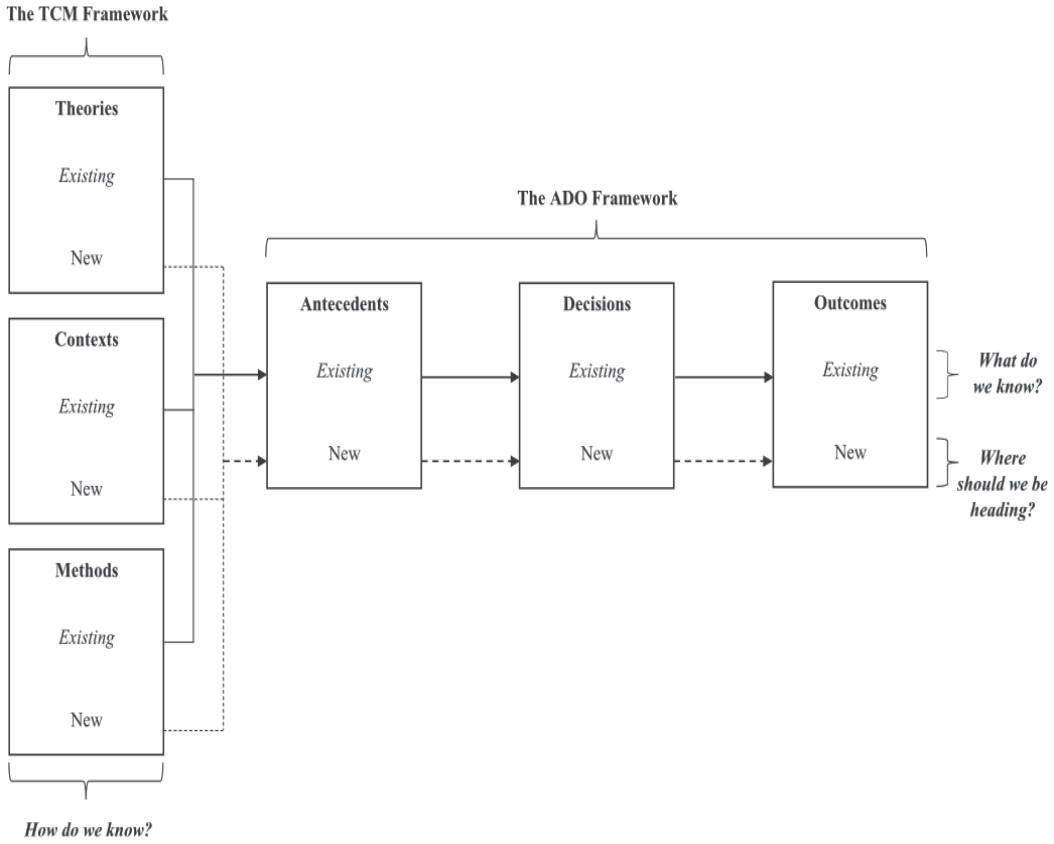
This paper employs the Systematic Review Method as the major analytical method of the paper. The systematic review method is widely used in the reviews of literature in a more quantitative nature. Even though the systematic review of literature does not contribute to the literature with new data, academic communities accept the reviews based on their usage (Bettencourt & Houston, 2001) which is highlighted by dedicating a section for review by many reputed journal editors (Palmatier, et al., 2018). The major objectives of the review papers are to resolve definitional ambiguities and outline the scope of the topic, to provide an integrated, synthesized overview of the current state of knowledge, to identify inconsistencies in prior results and potential explanations, to evaluate existing methodological approaches and unique insights, to develop conceptual frameworks to reconcile and extend past research and to describe research insights, existing gaps, and future research directions (Palmatier, et al., 2018). Therefore, with the major objectives of this paper, the use of the systematic review process is warranted. The systematic review process critically evaluates the inclusion and exclusion criteria of the literature

and centralize the articles in the question of the discussion (STC in this case) while employing organized, transparent and replicable process and procedures in the analysis (Littell, et al., 2008) while many of the reviews fail to describe the exclusion criteria, analytical methodology and avoid conducting a critical assessment of the question in discussion (Barczak, 2017). Even though Littell, Corcoran and Pillai (2008) list out the procedure of conducting a systematic literature review, Palmatier, Houston, & Hulland (2018) argue that there is no hard and fast rules of an exact structure of a proper systematic review paper and the final structure depends on the authors' insights and intended points of emphasis. However, they suggest that depth and rigor, replicability, usability, and helpful format greatly contribute to the usefulness of a review article. Therefore, following Palmatier, Houston, and Hulland (2018), this paper ensures that the systematic process employed is deep and rigorous, it can be replicated, and its format is useable and helpful.

The analytical method of the paper is based on the integrated framework of Lim, Yap, and Makkar (2021) due to the scientific validity of the integrated framework in answering the research questions of this study. Lim, Yap, and Makkar (2021) explain that for a comprehensive review in answering "what do we know," "how do we know," and "where are we heading to," it is necessary to integrate the Antecedents, Decisions, and Outcomes (ADO) framework of Justin and Benito (2018) and Theories, Contexts, and Methods (TCM) framework of Paul, Parthasarathy, & Gupta (2017). The ADO framework is one of the best methods to organize the findings (i.e., constructs and their relationships) of past research in a systematic way (Paul & Benito, 2018). However, it fails to direct future research and may fail to pinpoint the theories, contexts, and methods that guide future research, whereas TCM excellently fills this gap (Lim, et al., 2021; Paul, et al., 2017). Hence, this study employs the ADO and TCM integrated analytical framework as in Lim, et al. (2021). Figure 1 below depicts the procedure of the integrated framework.

Figure 1

An integrated framework of ADO and TCM



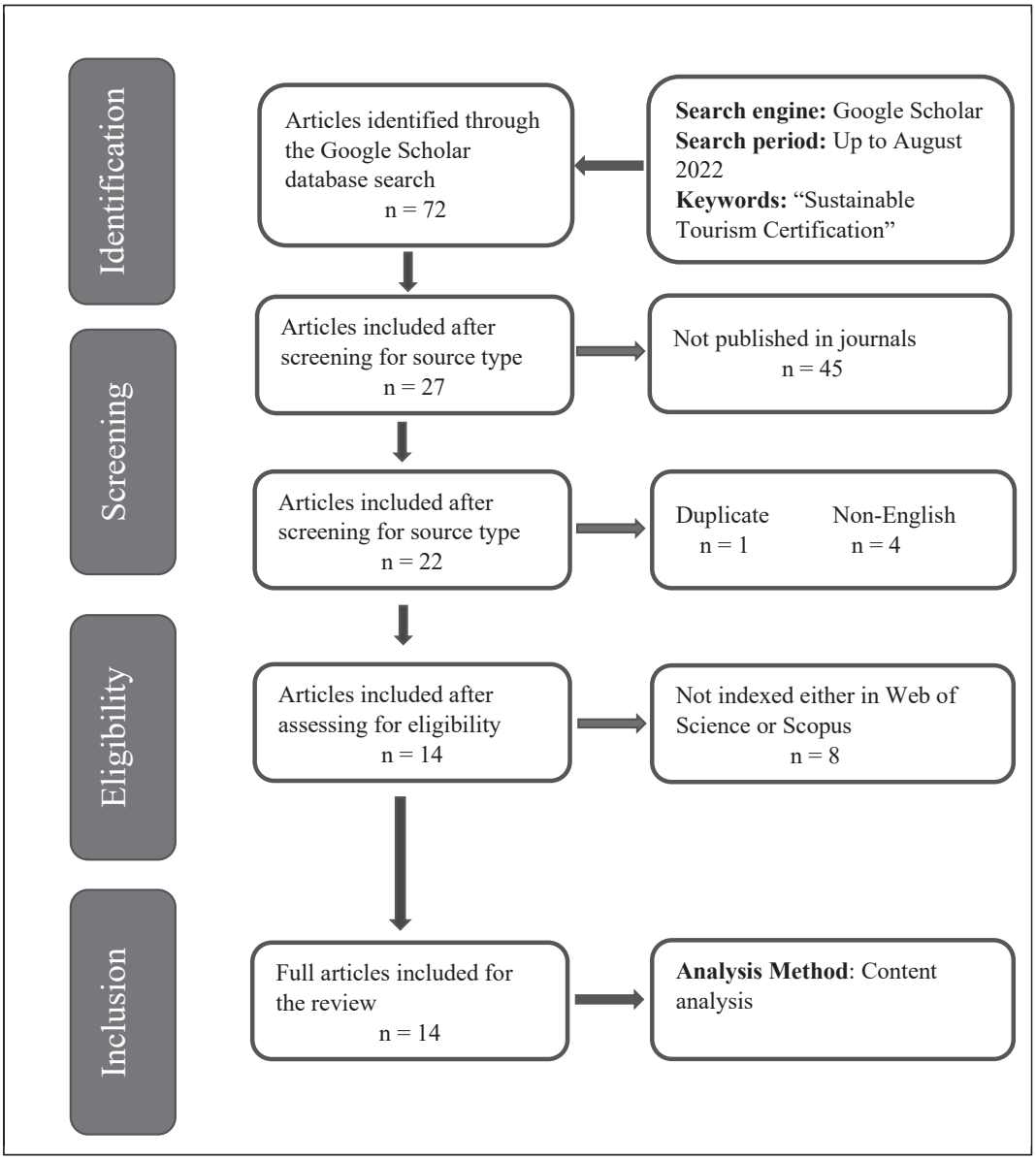
Note. Figure taken from Lim et al., 2021, p.538.

3.2 Review Procedure

For our review of the perception of STC and ecolabels, we have adopted the PRISMA protocol, which is widely used for reporting items for systematic reviews (Moher, et al., 2009; Lim & Rasul, 2022). Figure 2 below depicts the review procedure we followed based on the PRISMA protocol.

Figure 2

Review procedure based on PRISMA protocol



Identification

The identification of the relevant journal articles was performed with a search for journal articles up to August 31, 2022, using Google Scholar as a search engine. Google Scholar search engine was employed for searching articles due to the wider collection of articles available in the database and free accessibility to the database. In order to conduct the search, we chose "STC" as the keyword for the search because of the centrality of these concepts for our review. The search was performed for any combination of these three words in the title of the article. The Google Scholar search returned 72 articles[1] in total relevant to the keywords we used.

Screening

The returned articles from the search were screened for review purposes. Only peer-reviewed journal articles were included in the study (27) while non-journal articles such as books (13), book reviews (1), periodicals, conference presentations and proceedings (10), thesis (14), and reports (7) were excluded from the study, in line with (Paul, et al., 2021). Then the selected articles were skimmed for the language of the article and only English language articles were included in the review. Even though the abstract was in English but if the full article was in other languages, then these articles were also excluded from the study. Due to this criterion, 4 articles were excluded from the analysis. Furthermore, the articles were screened for duplication and one article was removed from the study due to duplication.

Eligibility

In the next step of the process, the selected 27 articles were examined for quality. When checking the quality of the articles, those published in journals that are indexed in the Clarivate's Web of Science databases (Emerging Sources Citation Index, Science Citation Index Expanded, Social Science Citation Index, Arts and Humanities Citation Index) or indexed in the Elsevier's Scopus database were selected. The reason for setting the eligibility criteria for indexing is due to the well-accepted fact that indexed journal articles are higher in scientific quality compared to non-indexed journal articles (Balhara, 2012). Journal articles that are indexed in either one of these databases were included in the review.

Inclusion

Fourteen conceptual and empirical articles which were published in indexed journals (Web of Science or Scopus) on STC were included in the content analysis, which was employed as the major qualitative analysis of the paper. The information on antecedents, decisions, consequences, theories, contexts, and methods was extracted using the included journal articles using the content analysis. Following Lim and Rasul (2022) and Lim et al. (2021), we adopted the Integrated Systematic Review process based on the Integrated ADO framework (Paul & Benito, 2018) in our analysis. The content analysis, as well as the categorization of themes, were performed using the guidance of the integrated ADO framework, thereby expected to answer the major questions of the study i.e., "what do we know," "how do we know," and "Form where do we know" in relation to the STC. Furthermore, the included journal articles were probed to identify the future direction of

[1] Please see the Annex 01 for details of the selected articles and Annex 02 for the excluded articles of the study.

research on STC. The results of the in-depth analysis of the 14 selected articles based on the above framework are presented and discussed in the next section.

4. Results and Discussion

The 14 articles selected were classified according to the type of certification considered (for destinations or tourism industry sectors), the sustainability context in which the impact of certification is measured (economic, socio-cultural, environment), the topics covered [among the ten topics identified in the latest research by Visković & Logar (2022)], the type of method used (quantitative, qualitative, mixed), the geographical focus (country and region, developed or developing). The results were presented and discussed in the following sections, according to the ADO framework, i.e., what we know, how we know, and from where we know.

4.1 What We Know

As for the first component of the ADO framework, i.e., what we know, we found some distinctive features of STC studies in reference to the type of certification considered and the sustainability topics covered in the studies.

Table 1

The Type of Certification Considered in 14 Studies

The type of certification	Authors
Destination standard certification	Bowman (2011) [4]
Industry-standard certification (Tourism product and service providers)	Jarvis et al. (2010) [1], Spenceley (2018) [3], Bowman (2011) [4], Rivera (2002) [5], Mycoo (2006) [6], Rivera and De Leon (2005) [7], Bilbao-Terol and Bilbao-Terol (2020) [8], Maingi (2019) [9], Ryglova (2007) [10], Weaver and Gardiner (2020) [11]Rattan (2015) [12], Margaryan and Stensland (2017) [13], Vasconcelos-Vasquez et al. (2011) [14]

First, Table 1 shows that the certifications considered in the fourteen studies were almost all applied to product and service providers in the tourism industry rather than tourist destinations. Within the framework of tourism industries, the primary focus was by far on accommodations; 6 out of the 14 studies were focused on accommodations. There was only one study that examined the effect of certification on a destination's economy, which also investigated the impact of industry certifications on local businesses as well (Bowman, 2011).

Furthermore, Table 2 presents the specific certifications that were analyzed in the 13 studies focusing on products and services in the tourism industry. There are four distinctive patterns found in the way certification is developed and adopted; that is, 1) nationally developed and adopted within the country, such as Costa Rica's CST (four studies); 2) nationally developed but regionally adopted (e.g., South Africa's Fair Trade Tourism adopted in Africa) (two studies); 3) regionally developed and adopted within the region, such as European Commission's EMAS adopted in EU countries (two studies); and 4) developed commercially and adopted globally,

namely Green Globe 21 and EarthCheck (two studies). The content analysis of the 13 studies on certifications for tourism products and services revealed that nationally or regionally developed and adopted certifications are more common than commercially developed and globally adopted certifications. It is also indicative of a lack of awareness of global sustainable tourism criteria (GSTC), as only two studies (Spenceley, 2018; Margaryan & Stensland, 2017) briefly referred to GSTC. In fact, one study (Font et al., 2003) discussed the feasibility study conducted by the Rainforest Alliance regarding the creation of a global tourism accreditation body, which was to become the Global Sustainable Tourism Council in 2010; the impacts of creating a global accreditation body such as the GSTC on the effectiveness of certification has not been thoroughly examined yet. In addition, it should be pointed out that only one study (Spenceley, 2018) referred to sustainable development goals (SDGs), even though 9 studies were published after 2015. Second, the sustainability topics covered in the 14 studies are diverse in nature, but they can be categorized into the following three major themes.

Table 2

The Industry Certification by Scope and Certifying Body Type

Industry Certifications Considered	Main Scope and Sector	Certifying Body (CB)
Green tourism business scheme (GTBS) [1]	National scheme for the UK	Visit Britain
Eighteen certification programs [3] Fair Trade Tourism, EarthCheck, etc.	African hotel sector	9 African CBs 9 international CBs
Green Globe 21 [4]	The Caribbean region	International CB
Certification for Sustainable Tourism (CST) [5]	National certification of Costa Rica	National Accreditation Commission
Green Globe 21 and ISO 14001 [6]	Caribbean and Barbados	International CBs
Certification for Sustainable Tourism (CST) [7]	National certification of Costa Rica	National Accreditation Commission
Eco-Management and Audit Scheme (EMAS) [8]	Coastal hotels in the Canary Islands, Spain	European Commission
Fair Trade in Tourism South Africa (FTTSA) [9]	African Region	NPO(FTTSA) CB
Eco-Management and Audit Scheme (EMAS) [10] European Centre for Eco and Agro Tourism (ECEAT)	Czech Republic	European Commission ECEAT International Project
Sustainable tourism quality control tools (ST-GCTs) [11]	Park City (Utah), USA	N/A
Certification for the voluntary tourism sector [12]	N/A	N/A
Nature-based tourism (NBT): - Nature's Best 2.0 (*Naturens Bästa*) [13] - Ecotourism Norway [13]	Sweden's only sustainability label for nature-based experiences. Europe's first eco-label	The Swedish Nature & Ecotourism Association Innovation Norway
ISO 9001:2000 standards [14] Certification for Sustainable Tourism (CST) [14]	National certification of Costa Rica	Costa Rica Tourism Institute (ICT)

Locality and Universality of Certification

The first critical theme concerns the question of whether certification should be locally designed and identified with locally recognized logos or, instead, universally developed with universally recognized logos. For example, Bowman (2010) argues that STC should be locally designed with local logos, particularly in developing countries. For the long-term success of ST certification programs in the developing world, he points out four criteria to be met, one of which is the necessity of conceptualizing local sustainability issues by local actors. One such successful certification program is Costa Rica's Certification for Sustainable Tourism (CST). Rivera's study (2002, [5]) revealed a positive relationship between CST-certified hotels and their differentiation advantages. In addition, Rivera and De Leon's study (2005, [7]) also found that the success of CST-certified hotels is associated with their CEOs' level of education and environmental expertise; the higher qualification of top management at the local level seemed to increase "a CEO's recognition in Costa Rica of intrinsic value of nature and his/her perceived sense of ethical duty to protect it" (p. 122). Vasconcelos-Vasquez et al. (2011, [14]) further indicated another significant point about the relationship between the local (national) certification program of CST and the universal certification program of ISO 9001:2000 in their study on the Parque del Lago Hotel (PLH) the first hotel in Costa Rica to obtain both certifications. Based on an in-depth comparative analysis of both certifications, they concluded that these two types of certifications functioned well in a complementary way to produce positive organizational results; the CST as an STC contributed to improving the image and reputation of the firm, whereas the ISO 9001 as a universal certification enabled the firm to internally change their business practices and improve the levels of productivity and customer satisfaction (Vasconcelos-Vasquez et al., 2011).

Benefits and Challenges Associated with Adopting Certification Programs

The second research theme that appeared more or less in all 14 studies is the question of benefits and challenges associated with adopting STC programs. Table 3 shows the perceived benefits that were referred to in nine of the fourteen studies. Among the nine studies, Jarvis et al. (2010, [1]) presented the most comprehensive framework of benefits and challenges associated with adopting certification programs. Based on the analysis of nine studies, the benefits perceived by stakeholders can be categorized into four main types, i.e., environmental, financial, marketing, and ethical benefits. Above all, the marketing benefits were considered to be the most important in adopting certification programs.

On the other hand, there was a gap reported between the perceived marketing benefits and the actual experiences by businesses. Jarvis et al. (2010, [1]), for example, found that the respondents of their interview survey had a tendency to lose their enthusiasm about the potential for competitive advantage after a certain period of time, which led to less motivation for maintaining their membership for the GTBS certification program in the long run. This conflicting evidence regarding the marketing benefits of certification is found in previous studies (Font & Buckley, 2001; Rowe & Higham, 2007).

Although certification programs have many positive benefits, as stated above, there are some challenges and limitations that deter businesses from applying for the programs. Table 4 shows the perceived challenges associated with adopting certification programs that were referred to in the nine studies. The challenges reported were divided into two main categories, i.e., internal

challenges and external challenges. The internal challenges are those that are attributed to businesses in themselves, while the external challenges are what businesses face outside of their immediate control. As for the internal challenges, most studies referred to the monetary cost and workload associated with applying for and maintaining certification programs. It was argued that the expensive certification programs are more like to be implemented by transnational corporations while disadvantaging SMEs that are particularly prevalent in supplying tourism products and services (Jarvis et al., 2010 [1]; Mycoo, 2006 [6]; Rivera & DeLeon (2005) [7]).

Table 3

Perceived Benefits Associated with Adopting ST Certifications

Perceived Benefits	Studies								
	[1]	[3]	[4]	[5]	[7]	[8]	[12]	[13]	[14]
I. Environmental Benefits:									
▪ Reducing environmental impact	1		1	1			1	1	1
▪ Protecting sensitive environment areas	1								
II. Financial Benefits:									
▪ Financial savings by reducing energy, water, and waste utility bills	1	1		1			1	1	1
▪ Enabling enterprises to improve efficiency and performance	1	1				1	1	1	1
III. Marketing Benefits:									
▪ An opportunity to claim competitive advantage in the market	1	1		1	1	1	1	1	1
▪ Brand recognition and company image in the market	1				1		1		
▪ Increasing sales by appealing to environmentally conscious customers	1	1		1	1	1	1		1
▪ Charging premium prices to environmentally aware tourists	1						1		
▪ Assisting consumers and trade buyers in finding sustainable products	1	1							
IV: Ethical and Other Benefits									
▪ Verifying claims made by enterprises to counter green-washing	1	1							
▪ Individual motivation for being morally right be sustainable in business					1				

Moreover, Bowman (2010, [4]) argued that small to medium-sized enterprises (SMEs) in the developing world, in particular, found it difficult to achieve the highly technical requirements of process-based certification programs developed in advanced industrial countries, such as Green Globe and ISO 140001. Thus, he suggested that different goals of certification should be set for developing countries, that is, creating a performance-based certification that is limited in complexity and cost.

Table 4

Perceived Challenges Associated with Adopting Certification Programs

Perceived Challenges/Demerits	Studies								
	[1]	[3]	[4]	[5]	[7]	[8]	[12]	[13]	[14]
I. Internal Challenges:									
▪ A lack of knowledge of the sustainable tourism concept and scheme	1						1		
▪ The perceived expense of applying for and/or membership	1	1	1				1	1	1
▪ The perceived higher costs associated with making sustainablechanges	1		1				1	1	1
▪ A lack of time to complete the application process	1						1		1
▪ The amount of work involved in compliance	1								1
▪ A lack of willingness to change	1								
II. External Challenges:									
▪ A lack of supportive funding									
▪ A perceived lack of local advisory support	1						1		
▪ Poor consumer knowledge	1	1			1	1	1		
▪ A majority of tourists are largely unaware of certification and labels	1	1		1			1		
▪ Certification program is not significantly related to higher sales	1			1		1			
▪ Poor marketing support	1								
▪ The inflexibility of the scheme									
Other Limitations:		1							
▪ A lack of robust and regular sources of income to operate programs		1	1				1	1	
▪ Certification programs available are not fully sophisticated to capture tourism operations working across geographical regions		1					1		
▪ Some certifications are considered more of a tourism promotional tool than an environmental management tool	1								
▪ Certification schemes as simply PR exercises for funding agencies	1								
▪ Certification schemes viewed as inflexible with a focus on accommodation and ecotourism providers									

4.2 How We Know

The research methods used in the 14 studies are summarized in Table 5. The most prevalent way of collecting data was by interviewing key informants in charge of managing sustainability issues in businesses. Seven studies employed this method, whereas the number of interviewees widely ranged from 2 informants to 164 hotel representatives.

Table 5

Perceived Challenges Associated with Adopting Certification Programs

	Authors	Research Method
1	Jarvis, N., Weeden, C., & Simcock, N. (2010).	Semi-structured interviews with seven tourism businesses
2	Font, X., Sanabria, R., & Skinner, E. (2003).	A feasibility study with a broad range of experts around the world
3	Spenceley, A. (2018).	A mixed measures approach: desk review and consultation (literature review and an online survey with 41 responses)
4	Bowman, K. S. (2011).	Interviews with stakeholders and officials and sustained observation. A comparative analysis based on fieldwork in seven countries (Argentina, Brazil, Costa Rica, Fiji, and Honduras)
5	Rivera, J. (2002)	Survey and archival data were collected from a cross-sectional sample of 164 Costa Rican hotels, which was drawn from a stratified random survey of 250 hotels
6	Mycoo, M. (2006)	In-depth two-hour interviews with two key policy-makers/regulators in 2001 and updated in 2004 in Barbados; policy documents examined and site visits conducted
7	Rivera, J., & De Leon, P. (2005)	A survey questionnaire was pretested and then two groups of hotels (164) were interviewed face-to-face
8	Bilbao-Terol, A., & Bilbao-Terol, C. (2020)	An empirical analysis using the prices of 140 rooms of the 97 hotels and apartment hotels with their characteristics. The hedonic pricing model was used after the propensity score-matching methodology was applied
9	Maingi, S. W. (2019)	Survey research design, in-depth interview and secondary data analysis
10	Ryglova, K. (2007)	An electronic questionnaire survey conducted on 114 units (accommodation providers)
11	Lesar, L., Weaver, D., & Gardiner, S. (2020)	Multiple qualitative methods, including 27 semi-structured interviews with business informants, online material views, and site visits
12	Rattan, J. K. (2015)	Comprehensive literature review
13	Margaryan, L., & Stensland, S. (2017)	Mixed method (qualitative and quantitative); online questionnaire survey for nationwide data collection in Norway (684 companies) and Sweden (601 companies) Quality data collected from the free comment section
14	Vasconcelos-Vasquez, K., Balbastre-Benavent, F., & Redondo-Cano, A. M. (2011)	Comparative analysis with a qualitative case study by interviewing the hotel owner and employees

Five other studies conducted a questionnaire survey, mostly collecting more than 100 responses and statistically analyzing the data. There was only one study (Bilbao-Terol & Bilbao-Terol, 2020) that conducted an empirical analysis to assess the impact of certification on hotel accommodation prices using the hedonic price model. Based on the highly technical statistical analysis, it could prove that “the possession of certification is not significantly related with higher accommodation prices” (p.13). This finding was presented to explain the low participation of firms in the Eco-Management and Audit Scheme (EMAS) among coastal hotels located in the southern area of the Canary Islands, Spain. Another study (Margaryan & Stensland, 2017) adopted mixed methods research design, including both qualitative and quantitative data and methodological

triangulation. Their study on Scandinavian nature-based tourism (NBT) was also notable for the region-wide study design, involving online questionnaire surveys in Norway (684 companies) and Sweden (601 companies). According to the results of such a comprehensive analysis, they could identify certain types of companies that are more likely to invest in eco-certification. Furthermore, the qualitative data that was collected from the free comment section also revealed some barriers against adopting eco-certification. In conclusion, their mixed methods research demonstrated that eco-certification schemes failed to appeal to small and micro companies in the Scandinavian BT sector, not only for the affordability problem of the expensive schemes but also for the persistent belief that small companies are sustainable regardless of what they do just due to their size.

4.3 From Where We Know

As for where the 14 studies were conducted, they were not equally distributed in the world, rather concentrated in Central and South America (5 studies) and Europe (4 studies). Costa Rica was a pioneer nation in developing the well-known national certification program (CST), which was examined the most extensively by many researchers in the academic fields. Contrary to the increasing awareness of the importance of sustainable tourism certification and eco-labels in the two regions, no single research on Asia was included in the present study. It does not mean that no research was conducted in Asia, but the absolute number of research was still relatively few. In addition, the few that did appear were mainly in conference proceedings or were published in books and non-peer-reviewed journals (Annex A). In fact, the major certification programs themselves originated in Europe and the Americas. In the latest study on tourism certification audits (Mic, 2021), for example, found that only 34 tourism certification programs out of more than 250 tourism certificates reported worldwide are currently considered credible or workable. Almost half of the 34 programs originate in the Americas, and the remaining programs are from other regions in the world except for Asia. It is notable that Australia alone has developed seven certification programs.

Table 6

Distribution of 14 Studies by Region

Region	Number of Studies	Authors. (Year)	Destination
Central and South America	5	Bowman, K. S. (2011)	5 countries (Argentina, Brazil, Costar Rica, Fiji, and Honduras
		Rivera, J. (2002)	Costa Rica
		Mycoo, M. (2006)	Barbados
		Rivera, J., & De Leon, P. (2005)	Costa Rica
		Vasconcelos-Vasquez, K., Balbastre-Benavent, F., & Redondo-Cano, A. M. (2011)	Costa Rica
North America	1	Lesar, L., Weaver, D., & Gardiner, S. (2020)	USA
Europe	4	Jarvis, N., Weeden, C., & Simcock, N. (2010)	West of England (part of South West of England), the UK
		Bilbao-Terol, A., & Bilbao-Terol, C. (2020)	Canary Islands, Spain
		Ryglova, K. (2007)	Czech Republic
		Margaryan, L., & Stensland, S. (2017)	Norway and Sweden

Africa	2	Maingi, S. W. (2019)	East African countries (Kenya, Uganda and Tanzania)
		Spenceley, A. (2018)	41 responses from 10 African countries and 10 non-African countries
Global	2	Font, X., Sanabria, R., & Skinner, E. (2003)	Global
		Rattan, J. K. (2015)	Global conceptual paper

Table 7

Distribution of 34 Major Tourism Certifications by Region and Country of Origin

Region	Programs	Country of origin
The Americas	14	Argentina (1), Costa Rica (1), Equador (1), Guatemara (2), Mexico (1), Panama (1), USA (7)
Europe	9	Denmark (2), Germany (3), Netherlands (2), UK(1), EU(1)
Oceania	7	Australia (7)
Africa	4	Egypt (1), Seychelles (1), South Africa (1), Tanzania (1)

Note. The data source is the author's compilation based on the list of tourism certification programs in Appendix A of Mic (2021).

5. Future Directions

The fourteen studies examined were published in the first two decades (2002-2020) of the twenty-first century. During this period, two major changes took place in the realm of sustainable tourism. One is the foundation of the Global Sustainable Tourism Council (GSTC) in 2010, which has engaged in developing global standards and indicators for tourism industries as well as for destinations by collaborating with UN organizations, public and civil organizations, and tourism enterprises. This led to the trend of making the existing standards of the certification programs comply with the GSTC standards. The GSTC officially validates such standards as 'GSTC-recognized standards' and presents them on its webpage. Furthermore, the GSTC can officially accredit the certification bodies which own the recognized standards and conduct the certifying processes with transparency and rigidity as prescribed. Having GSTC-accredited status can add a certain degree of credibility to the organization's sustainability initiatives in the market. Another change was the implementation of the Sustainable Development Goals (SDGs) by the United Nations in 2015. The three goals (SDGs 8, 12, and 14), in particular, referred to sustainable tourism as significant means to achieving the goals. The travel and tourism industry has become strongly committed to contributing to the accomplishment of SDGs by 2030 after the 2017 International Year of Sustainable Tourism for Development. The research on sustainable tourism has accelerated after the foundation of GSTC and the implementation of SDGs, enticing big corporations to engage in promoting sustainable products and services in the global market. For example, Booking.com began publishing its sustainability report in 2016 and started applying the sustainable travel badge to differentiate those accommodations that meet their criteria of sustainability. These changes are expected to affect the marketing benefits of certification programs.

Eight out of the fourteen papers examined were published before the implementation of the SDGs, with five of them even before the foundation of GSTC. Therefore, research on sustainable tourism is expected to further weigh the marketing benefit of certification programs as driving businesses and destinations to shift toward a more sustainable and innovative direction.

6. Conclusion and Recommendation

This study aimed to conduct a systematic review of already available literature on Sustainable Tourism Certification and Eco-labeling by clarifying the predominant issues addressed in the previous studies, the research methods employed, and the geographical location of studies conducted. In order to make the review process as systematic as possible, the authors adopted the integrated framework of Lim, Yap, and Makkar (2021). The PRISMA protocol has been adopted for the literature's inclusion and exclusion criteria. The procedure took four steps (identification, screening, eligibility, and inclusion) which reduced the number of articles to be included from 72 down to 14.

The contents of the fourteen studies were first analyzed in terms of the type of certification considered and the topics covered. Regarding the type of certification, it was found that almost all studies focused on certification programs targeting products and service providers in the tourism industry rather than a destination. Although the active participation of enterprises is indispensable for the further enhancement of sustainable tourism, sustainability at the destination level needs to be raised to exert any substantial impact. The content analysis as regards topics covered in the fourteen articles revealed two topics to be discussed prevalently throughout the STC research, 1) locality and universality of certification, and 2) benefits and challenges associated with adopting certification programs. The first topic was the question of whether certification should be locally designed with locally recognized logos or universally developed with universal logos. Based on the analysis of the fourteen studies, it is recommended that they should be considered complementary to each other. Particularly in the developing world, the requirement for highly technical process-based certification may not be suitable. Instead, local stakeholders can develop certification programs that take local concerns and issues into consideration.

Based on the results of the content analysis, the present study recommends the following points to be considered for future research:

- Comprehensive research should be conducted by focusing on the effect of certification programs on destinations.
- Mixed methods research, as well as empirical analysis, should be encouraged to gain an in-depth understanding of the motives and behaviors behind adopting certification programs and maintaining membership.
- Research on sustainable tourism certification should be encouraged to conduct in Asia, and certification programs developed in Asia should be presented more on the global scene.

There are some limitations to the present study as it only examined the fourteen studies strictly adhering to the theoretical framework adopted from the existing literature. Further research needs to be conducted on the studies excluded from the present study, particularly those recent articles published after the foundation of GSTC in 2010 and the implementation of SDGs in 2015, in order to assess the effects of these recent changes on the progress of sustainable tourism.

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Bilbao-Terol, A. & Bilbao-Terol, C. (2020). Measuring the economic impact of a voluntary. *Sustainability*, 12, 1–18.

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Honey, M. (2008). Setting standards: Certification programmes for ecotourism and sustainable tourism. In A. Stronza & W. Durham (Eds.), *Ecotourism and conservation in the Americas* (pp. 234–261). CABI Publishing.

Justin, P. & Benito, G. (2008). A review of research on outward foreign direct investment from emerging countries, including China: what do we know, how do we know and where should we be heading?. *Asia Pacific Business Review*, 24(1), 90–115.

Lim, W., Yap, S. & M., M. (2021). Home sharing in marketing and tourism at a tipping point:

What do we know, how do we know, and where should we be heading?. *Journal of Business Research*, 122, 534–566.

Lim, W. & Rasul, T. (2022). Customer engagement and social media: Revisiting the past to inform the future. *Journal of Business Research*, 148, 325–342.

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Moher, D., Liberati, A., Tetzlaff, J. & Altman, D. (2009). Preferred reporting items for systematic reviews and meta-analyses: the PRISMA statement. *BMJ,* 339, 332–336.

Padron, V. & Espino, T. (2007). Identifying and determining the key processes for quality management systems in the hotel sector. *International Journal of Services Technology and Management*, 8(6), 529–545.

Palmatier, R., Houston, M. & Hulland, J. (2018). Review articles: purpose, process, and structure. *Journal of the Academy of Marketing Science*, 46, 1–5.

Paul, J. & Benito, G. R. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90–115.

Paul, J. et al. (2021). Scientific procedures and rationales for systematic literature reviews. *International Journal of Consumer Studies*, 45(4), 1–16.

Paul, J., Parthasarathy, S. & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327–342.

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Rowe, T. & Higham, J. (2007). Ecotourism certification in New Zealand: Operator and industry perspectives. In R. Black & A. Crabtree, (Eds.), *Quality Assurance and Certification in Ecotourism*, (395–414). CABI.

Vasconcelos-Vasquez, K., Balbastre-Benavent, F. & Redondo-Cano, A. M. (2011). Is certification for sustainable tourism complementary to ISO 9000 certification? The case of the Parque del Lago Hotel in Costa Rica. *PASOS. Revista de Turismo y Patrimonio Cultural*, 9(4), 543–557.

Annex A

Details of the selected articles

No	Article	Indexed in	Country/Region
1	Jarvis, N., Weeden, C., & Simcock, N. (2010). The benefits and challenges of sustainable tourism certification: A case study of the Green Tourism Business Scheme in the West of England. *Journal of Hospitality and Tourism Management*, 17(1), 83–93.	Scopus	England
2	Font, X., Sanabria, R., & Skinner, E. (2003). Sustainable tourism and ecotourism certification: Raising standards and benefits. *Journal of ecotourism*, 2(3), 213–218.	Scopus/ESCI, Web of Science	Global conceptual paper
3	Spenceley, A. (2018). Sustainable tourism certification in the African hotel sector. *Tourism Review*.	Scopus	Africa
4	Bowman, K. S. (2011). Sustainable tourism certification and state capacity: Keep it local, simple, and fuzzy. *International Journal of Culture, Tourism and Hospitality Research.*	ESCI, Web of Science	Developing Countries
5	Rivera, J. (2002). Assessing a voluntary environmental initiative in the developing world: The Costa Rican Certification for Sustainable Tourism. *Policy sciences*, 35(4), 333–360.	SSCI, Web of Science	Costa Rica
6	Mycoo, M. (2006). Sustainable tourism using regulations, market mechanisms and green certification: A case study of Barbados. *Journal of Sustainable Tourism*, 14(5), 489–511.	SSCI, Web of Science	Barbados
7	Rivera, J., & De Leon, P. (2005). Chief executive officers and voluntary environmental performance: Costa Rica's certification for sustainable tourism. *Policy sciences*, 38(2), 107–127.	SSCI, Web of Science	Costa Rica
8	Bilbao-Terol, A., & Bilbao-Terol, C. (2020). Measuring the economic impact of a voluntary sustainable tourism certification. *Sustainability*, 12(13), 5465.	SSCI, Web of Science	Spain
9	Maingi, S. W. (2019). Sustainable tourism certification, local governance and management in dealing with overtourism in East Africa. *Worldwide Hospitality and Tourism Themes*, 11(5), 532–551.	ESCI, Web of Science	East African Region/Kenya, Uganda and Tanzania
10	Ryglova, K. (2007). Eco-certification as a tool of sustainable tourism. *ZEMEDELSKA EKONOMIKA-PRAHA-*, 53(3), 138.	SSCI, Web of Science	Czech Republic
11	Lesar, L., Weaver, D., & Gardiner, S. (2020). Beyond certification: an empirically expanded quality control tool 'multiverse' for sustainable tourism. *Journal of Sustainable Tourism*, 28(10), 1625–1645.	SSCI, Web of Science	USA
12	Rattan, J. K. (2015). Is certification the answer to creating a more sustainable volunteer tourism sector? *Worldwide Hospitality and Tourism Themes*, 7(2), 107–126.	Scopus/ESCI, Web of Science	Global conceptual paper
13	Margaryan, L., & Stensland, S. (2017). Sustainable by nature? The case of (non) adoption of eco-certification among the nature-based tourism companies in Scandinavia. *Journal of Cleaner Production*, 162, 559–567.	Scopus /SCIE, Web of Science	Norway and Sweden
14	Vasconcelos-Vasquez, K., Balbastre-Benavent, F., & Redondo-Cano, A. M. (2011). Is certification for sustainable tourism complementary to ISO 9000 certification? The case of the Parque del Lago Hotel in Costa Rica. *PASOS. Revista de Turismo y Patrimonio Cultural*, 9(4), 543–557.	ESCI, Web of Science	Costa Rica

Annex B

Details of the excluded articles

No	Article	Reason for exclusion
1	Font, X., Epler Wood, M., Black, R., & Crabtree, A. (2007). Sustainable tourism certification marketing and its contribution to SME market access. CAB International	Book/book Chapter
2	Honey, M. (2008). Setting standards: certification programmes for ecotourism and sustainable tourism. Ecotourism and Conservation in the Americas, CAB International	Book/book Chapter
3	Font, X., & Buckley, R. (Eds.). (2001). Tourism ecolabelling: Certification and promotion of sustainable management. CABI	Book/book Chapter
4	Font, X. (2012). PAN Parks: WWF's sustainable tourism certification programme in Europe's national parks. In Sustainable Tourism. Routledge.	Book/book Chapter
5	Mian, A. (2014). Sustainable Tourism and the Culture Economy: Does Certification Matter? In Linking local and global sustainability. Springer	Book/book Chapter
6	Hamele, H., Kusters, N., Sanabria, R., & Skinner, E. (2007). Creating regional networks of sustainable tourism stakeholders: Europe's Voluntary Initiatives for Sustainability in Tourism (VISIT) and the Sustainable Tourism Certification Network of the Americas. In Quality assurance and certification in ecotourism (pp. 464-488). Wallingford UK: CABI.	Book/book Chapter
7	Motsaathebe, G. T., & Hambira, W. L. (2022). In Pursuit of Sustainable Tourism in Botswana: Perceptions of Maun Tourism Accommodation Operators on Tourism Certification and Eco-Labelling. In Southern African Perspectives on Sustainable Tourism Management (pp. 31-45). Springer	Book/book Chapter
8	Delchet-Cochet, K., Delecolle, T., Goudeau, S., & Dornier, R. (2015). Sustainable Tourism Certification: A French Perspective. In Sustainability, Social Responsibility, and Innovations in the Hospitality Industry (Vol. 243). Apple Academic Press.	Book/book Chapter
9	Mic, M. (2021). Tourism certification audits: reviewing sustainable certification programs. In Handbook for Sustainable Tourism Practitioners. Edward Elgar Publishing.	Book/book Chapter
10	Honey, M. and Rome, A. (2001). Protecting paradise: certification programs for sustainable tourism and ecotourism. Institute of Policy Studies, Washinton DC	Book/book Chapter
11	Jia, F. U., & Wahnschafft, R. (2013) Eco-certification and labeling programs of hotels in china: trends, issues and policy perspectives for sustainable tourism. Tourism in the global south: landscapes, identities and development. Centre for Geographical Studies, Lisbon	Book/book Chapter
12	Jia, F., & Wahnschafft, R. (2015). Eco-certification and labelling programmes of hotels in China: Policy perspectives for sustainable tourism and a 'greener' economy. In Tourism in the Green Economy, Routledge.	Book/book Chapter
13	Rome, A. (2002). Tourism Ecolabelling: Certification and Promotion of Sustainable Management: Edited by X. Font and RC Buckley. CABI Publishing	Book/book Chapter
14	Font, X. (2002). Critical review of certification and accreditation in sustainable tourism governance. Leeds Metropolitan University, UK.	Conference Paper/Proceedings
15	Suratman, R., & Hamzah, A. (2008). Sustainable Tourism certification: Role and Potential. Universiti Teknologi Malaysia.	Conference Paper/Proceedings
16	Balas, M., & Strasdas, W. (2018). Certification as a tool to identify sustainable tourism products–A comparative assessment of the quality of sustainable tourism certification schemes for businesses in Germany. Marketing Sustainable Tourism Products	Conference Paper/Proceedings

17	Futagami, M. (2019). Global Sustainable Tourism Standards and Certification Schemes: How Transnational Private Meta-Governance Operates at the Destination Level.	Conference Paper/Proceedings
18	Conaghan, A., & Hanrahan, J. (n.d.) Challenges, demand for and perceptions of sustainable tourism certification.	Conference Paper/Proceedings
19	Prima, A. (2016, May). Implementation Of Sustainable Tourism Destination Development Achievements (Indicators of Sustainable Tourism Development (STD), Sustainable Tourism Observatory (STO) Towards Sustainable Tourism Certification (STC) in Pulesari Village, Wonokerto, Turi District, Sleman Regency, Daerah Istimewa Yogyak. In Asia Tourism Forum 2016	Conference Paper/Proceedings
20	Kusters, N. (2019). Certification for Sustainable Tourism in Kenya and wider Africa.	Conference Paper/Proceedings
21	Spenceley, A. (2017). Sustainable tourism certification in the hotel sector in Africa: Progress made and opportunities for mainstreaming.	Conference Paper/Proceedings
22	Lemy, D. M., & Pramezwary, A. (2016, November). Could certification on sustainable tourism result in destination loyalty. In International Conference on Tourism, Gastronomy, and Tourist Destination (ICTGTD 2016)	Conference Paper/Proceedings
23	Lissner, I., & Mayer, M. (2016). Tourists' attitude towards and willingness to pay for a new eco-label in tourism: The potential for Blue Flag's new certification for sustainable boating tourism operators, exemplified by the case of whale watching in Iceland.	Conference Paper/Proceedings
24	Presenza, A., Abbate, T., & Perano, M. (2015). The Cittaslow certification and its effects on sustainable tourism governance. Presenza, A., Abbate, T., Perano, M, 40-64.Enlightening Tourism. *A Pathmaking Journal*, 5(1): 40-64	Non-Index Journal
25	Dragomir, L., Mazilu, M., & Marinescu, R. (2018, December). The connection between sustainable tourism and certification systems. *In Forum geografic* (Vol. 17, No. 2).	Non-Index Journal
26	LePree, J. G. (2009). Certifying sustainability: The efficacy of Costa Rica's certification for sustainable tourism. *Florida Atlantic Comparative Studies Journal*, 11(2008-2009), 57-78.	Non-Index Journal
27	Vasconcelos-Vasquez, K., Balbastre-Benavent, F., & Redondo-Cano, A. M. (2011). Is certification for sustainable tourism complementary to ISO 9000 certification? The case of the Parque del Lago Hotel in Costa Rica. *PASOS. Revista de Turismo y Patrimonio Cultural*, 9(4), 543-557.	Non-Index Journal
28	Cristiana, P. I. (2008). The importance of certification schemes in sustainable development of tourism. *Annals of the University of Oradea, Economic Science Series*, 17(2).	Non-Index Journal
29	Milioti, C., Fousteris, A., Didaskalou, E., & Georgakellos, D. (2018) Eco-Certification as a Tool of Sustainable Tourism: A Preliminary Approach. International Journal of Science and Research (IJSR).	Non-Index Journal
30	Xavier Font (2003). Labelling & Certification: Benefits & Challenges for Sustainable Tourism Management & Marketing, Leeds Metropolitan University, *ECOCLUB*.	Non-Index Journal
31	Lindeman, K. C., Tripp, J. T., Whittle, D. J., & Moulaert-Quiros, A. (2002). Sustainable coastal tourism in Cuba: roles of environmental assessments, certification programs, and protection fees. *Tul. Envtl. LJ*, 16, 591.	Non-Index Journal
32	Hansen, A. (2007). The ecotourism industry and the sustainable tourism eco-certification program (STEP).	Report
33	Sanabria, R., Skinner, E., Font, X., Maccarrone-Eaglen, A., Sallows, M., & Fredericksen, M. (2003). Sustainable Tourism Stewardship Council-raising the standards and benefits of sustainable tourism and ecotourism certification.	Report
34	Rome, A., Crabtree, A., Bien, A., Hamele, H., & Spenceley, A. (2006). Financial sustainability of sustainable tourism certification programs. The International Ecotourism Society.	Report

35	Bricker, K. (2010). An Analysis of sustainable tourism certification programs in the United States.	Report
36	Machado, A. R. L. (2019). Internship Report: Sustainable Tourism Certification in Tour Operators (Doctoral dissertation, Instituto Politecnico de Leiria (Portugal)).	Report
37	Stoss, F. (2001). Honey, Martha and Abigail Rome. Protecting paradise: certification programs for sustainable tourism and ecotourism. Counterpoise, 5(3/4), 66.	Report
38	Manning, R., Chase, L., Anderson, L., Kestenbaum, D., Mastrangelo, C., Pettengill, P., ... & Valliere, W. (2013). Sustainable Transportation for Tourism: Green Certification Programs.	Report
39	Poser, E. (2009). Setting Standards for Sustainable Tourism: An analysis of US tourism certification programs.	Master/PhD. Thesis
40	Schultz, J. R. (2014). Applying the theory of planned behavior to participation in sustainable tourism certification programs. The University of Utah.	Master/PhD. Thesis
41	Esparon, M. C. (2013). The role of certification in advancing the sustainable tourism agenda: a case study of the ECO certification scheme in the Wet Tropics World Heritage Area (WTWHA) (Doctoral dissertation, James Cook University).	Master/PhD. Thesis
42	Gulde, C. (2021). Promoting Sustainable Tourism in the Alps-A Systematic Assessment of Major Certification Schemes for Sustainable Tourism Destinations (Master's thesis).	Master/PhD. Thesis
43	Chan, T. K. Y. (2022). Attitudes and perception of destination certification towards sustainable tourism development (Doctoral dissertation).	Master/PhD. Thesis
44	Nowakowski, K. (2012). Gauging the Reliability of Costa Rica's Certification for Sustainable Tourism. Undergraduate Honors Theses. Retrieved April, 20, 2015.	Master/PhD. Thesis
45	Arndt, H. (2019). Defining and Implementing a Socially Sustainable Tourism Certification System in Costa Rica (Doctoral dissertation, University of Idaho).	Master/PhD. Thesis
46	Withyman, C. (2015). Sustainable tourism certification: A case study of Noosa Biosphere Reserve (Doctoral dissertation, CQ University).	Master/PhD. Thesis
47	Ullström, S. (2009). Certification-possibilities and challenges for obtaining sustainable tourism.	Master/PhD. Thesis
48	Roberg, K. (2017). Small business participation in sustainable tourism certification: internal and external influences. Arizona State University.	Master/PhD. Thesis
49	Ulu Yılmaz, T. (2017). Sustainable tourism criteria and critical evaluation of certification for accommodation establishments in Belek.	Master/PhD. Thesis
50	Bolshakova, O. (2007). Environmental management systems and certification programmes: the instruments of sustainable tourism (Master's thesis).	Master/PhD. Thesis
51	Hasselberg, M., & Enander, F. (2016). The Seychelles Sustainable Tourism Label: The dissemination of information about a certification.	Master/PhD. Thesis
52	Lähteenkorva, M. (2017). Sustainable fisheries certification process in the developing countries: potential of tourism industry in the Philippines.	Master/PhD. Thesis
53	Baldié, A. (2003). Costa Rica. A national certification programme for sustainable tourism. Espaces, Tourisme & Loisirs, (204), 50-55.	Non-English Journal
54	Saborío-Jiménez, J. (2016). Comparative Diagnostic of Standards of Sustainability from Costa Rica and Colombia: Sustainable Tourism Certification and Quality Tourism Certificate/Environmental Seal. Revista Tecnología en Marcha, 29, 69-78.	Non-English Journal
55	Piculjan, M., Damijanic, A. T., & Luk, N. (2021). Eco Certification As A Tool For Fostering Tourism Destination Sustainable Development Â€“Adriatic Croatia Tourism Stakeholders' Website Analysis. Economic Thought and Practice, 30(2), 609-628.	Non-English Journal

56	Molina-Murillo, S. A. (2019). Sustainable tourism certification and its perceived socio-economic impacts in Costa Rican hotels. PASOS: Revista de Turismo y Patrimonio Cultural, 17(2), 363-372.	Non-English Journal
57	Hartl, A. (2002). Tourism Ecolabelling: Certification and promotion of sustainable management by X. Font and RC Buckley CABI Publishing, Wallingford. 392 pp. L49. 95 (US $90.00). ISBN 0-85199-506-3. The International Journal of Tourism Research, 4(2), 157.	Book Review
58	Margaryan, L., & Stensland, S. (2017). Sustainable by nature? The case of (non) adoption of eco-certification among the nature-based tourism companies in Scandinavia. Journal of Cleaner Production, 162, 559-567.	Repetition