

A FRAMEWORK-BASED SYSTEMATIC REVIEW OF BLUE TOURISM LITERATURE: CURRENT STATUS AND FUTURE RESEARCH AGENDA

Abstract

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Purpose – With destinations facing ever-increasing challenges due to increasing tourism activities, understanding residents’ perspectives is critical for fostering a harmonious and sustainable coexistence. Therefore, this study systematically reviews the studies on residents’ attitudes toward blue tourism.

Methodology/Design/Approach – Based on Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), this study employs a TCM framework to identify, assess, and synthesize relevant literature, theories, contexts, and methods the researchers adopt.

Findings – The findings revealed blue tourism’s increasing attention and significance, highlighting its growing importance in the global tourism discourse. The systematic review of 81 articles suggests that social exchange theory was the most popular and widely used to measure residents’ attitudes. Further, findings show that 50% were conducted on islands, followed by coastal tourism (25%). Other contexts were cruise tourism (17.5), marine tourism (2.5%), boat tourism (1.25%), and seaside destination (1.25%). Quantitative research designs account for more than two-thirds of the total (80%), with qualitative papers accounting for 15% and mixed method papers for the remainder (5%).

Originality of the research – This review article identifies gaps in the current literature and recommends future research directions to enhance our understanding of resident attitudes and support for blue tourism, ultimately developing a resilient and sustainable knowledge landscape.

Keywords blue tourism, sustainable cities and communities, sustainable tourism development, residents’ attitude, bibliometrics, structured literature review, integrative review

Review paper

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INTRODUCTION

The concept of the “Blue Economy,” defined as the sustainable use of ocean resources for economic growth while preserving the health of the ocean ecosystem (World Bank, 2017, pg. 6), has gained prominence since the implementation of the 2030 Agenda for Sustainable Development (United Nations, 2023). This agenda, outlined by the World Bank and the United Nations Department of Economic and Social Affairs, aims to improve human well-being, social equity, and environmental sustainability (Hanafiah, 2022). Blue tourism, one of the segments of the blue economy, encompassing a wide range of activities, such as coastal tourism, marine tourism, cruise tourism, nautical tourism, and other recreational activities taking place in or around bodies of water, plays a crucial role in supporting over 6.5 million jobs globally. It is anticipated to be the largest value-adding segment of the ocean economy by 2030, constituting 26% of the total. The global coastal and maritime tourism market size was estimated at USD 2.9 trillion in 2021 and is expected to expand at a CAGR of 5.7% from 2022 to 2030 (Global Coastal and Maritime Tourism Market Size and Forecast to 2030, 2023).

Blue tourism has developed rapidly in recent decades due to the joint efforts of large hotel corporations and tour operators. Numerous stakeholders are directly and indirectly involved in blue tourism initiatives. These stakeholders often have different interests, priorities, and concerns. Thus, effectively managing blue tourism activities requires collaboration and cooperation among all stakeholders to build a shared vision. The blue tourism stakeholders include public authorities at the national and local levels, the private sector, intergovernmental organizations, non-governmental organizations, international development agencies, and residents. Regional, national, and local non-profit organizations are increasingly involved in sustainable activities, creating value for tourists and residents (Balestracci & Sciacca, 2023).

Blue tourism offers several benefits. For example, the ocean environment has therapeutic properties, making it conducive to health and wellness tourism (Jonas, 2024). It can impact income per capita (Manta et al., 2023). It is also found that blue tourism, particularly nature-based marine tourism, created jobs and stimulated economic growth in coastal areas (Cisneros-Montemayor et al., 2020). However, blue tourism development also faces challenges, including the need for a balanced relationship between residents, tourists, and service providers. The perceptions of residents who act as hosts to tourists are critical, as the success and sustainability of tourism development depend on their support (Ko & Stewart, 2002). If residents perceive the costs of tourism to outweigh the benefits, it threatens the sector’s future success. It has long been understood that sustainable tourism development strives to enhance residents’

well-being while minimizing the associated costs. Studies have shown that tourism can positively and negatively affect residents' well-being (Godovykh et al., 2023; Riyanto et al., 2023). Unsurprisingly, numerous studies have explored residents' attitudes toward blue tourism, with academic attention intensifying since the late 1990s (Akis et al., 1996; Brunt & Courtney, 1999).

Residents' attitudes are crucial for blue tourism development because they directly impact the sustainability and success of tourism initiatives in coastal and marine environments. It significantly influences the tourists' experiences (Cadima Ribeiro et al., 2023), willingness to support and engage in sustainable practices (Wong et al., 2022), and residents' quality of life (Nordin et al., 2020). However, despite the growing body of research, our understanding of residents' perception literature regarding theory, context, and methodological advancement is insufficient.

While earlier review papers have significantly contributed to the body of knowledge covering various aspects of blue tourism, there is a notable gap. For example, one of the first reviews, a viewpoint on sustainable coastal tourism (Hanafiah, 2022), contributes to the literature by proposing a blue tourism framework. However, viewpoint reviews have inherent disadvantages, such as being more subjective than other reviews that aim to be more comprehensive and objective. There were two thematic analyses on cruise (Papathanassis, 2023) and blue tourism (Sharafuddin & Madhavan, 2024). Like viewpoint papers, the thematic analysis can be highly subjective, as the identification and interpretation of themes often depend on the researcher's perspective and bias. Other review studies are bibliometric analyses of nautical, maritime, marine, and coastal tourism literature (Mejjad et al., 2022; Vázquez et al., 2021). While this study provides quantitative data, it overlooks the research's deeper qualitative insights and contextual nuances.

Paul et al. (2023) contend that the merit of the review does not just rely solely on what was done or what was found; it is also how the review is reported. The absence of clear reporting in a review paper may lead to misinterpretation, lack of reproducibility, reduced credibility, and limited implications. Therefore, this study adopts the framework-based systematic review recommended by Paul et al. (2023). This type of systematic review is important for two reasons. First, to avoid duplication of efforts by future researchers in this domain. Second, it advances the research in the domain of residents' perception. Therefore, based on the research gaps mentioned above and considering the clear advantages of the framework-based systematic review, this study intends to adopt a TCM framework recommended by Paul et al. (2023). T stands for theory, C is context, and M is Method. Based on the findings, a conceptual framework for future research is proposed. Through structured review, this study primarily addresses the four research questions.

RQ1: What are the publication trends of blue tourism literature?

RQ2: What theories or models/frameworks have been adopted to explain residents' attitudes toward blue tourism development?

RQ3: What are the different types and contexts of blue tourism studied?

RQ4: What research methods are deployed to measure the residents' attitudes?

The review not only seeks to understand the progress of literature in this domain but also aims to recommend future research directions in blue tourism. By undertaking a systematic review, the paper aims to guide scholars on potential applications of new theories or methods, contributing to the ongoing development of sustainable blue tourism practices. Overall, the review emphasizes the importance of aligning tourism development with the well-being and perceptions of host communities for the long-term success and sustainability of the blue economy.

1. METHODOLOGY

1.1. Data Sources

To ensure comprehensiveness, the data was retrieved from the two most popular databases: Scopus and Web of Science. These two databases were selected as data sources due to their comprehensive coverage and rigorous indexing standards. Both databases are renowned for their extensive and curated collections of peer-reviewed, high-quality academic articles (Zhu & Liu, 2020). These databases ensure access to a broad and credible range of scholarly work. Further, this study only considered peer-reviewed and English-language academic journal articles. Besides, this review study exclusively focused on business, accounting, and management disciplines allied to tourism studies.

1.2. Selection of keywords

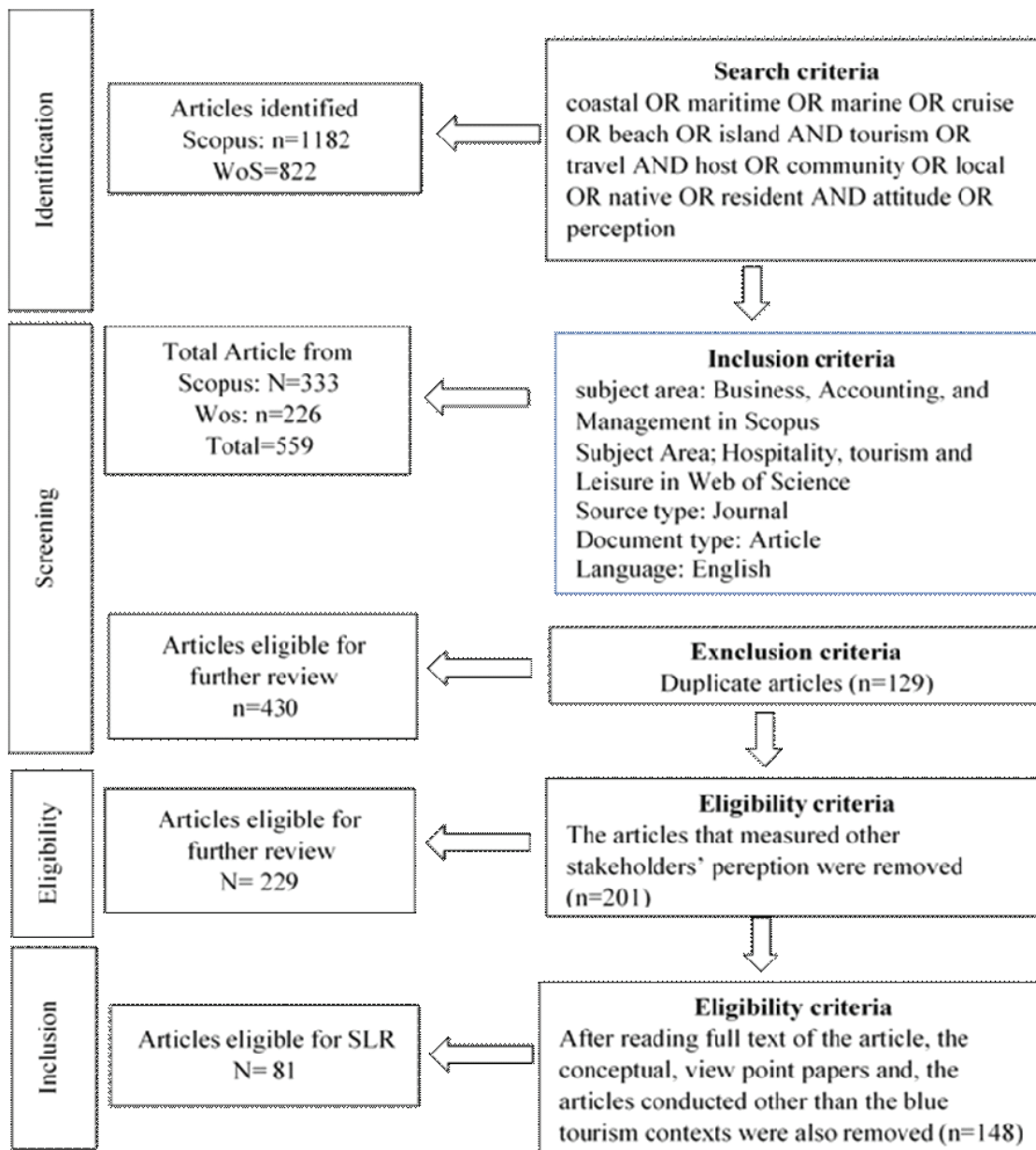
First, the keywords of the articles on residents' attitudes/perceptions of blue tourism were reviewed. For this purpose, the "keyword plus" feature of the Web of Science (WoS) is used to identify the keywords more comprehensively. The keyword plus feature of WoS is an advanced indexing tool that provides additional keywords or synonyms derived from the titles of cited articles beyond the original keywords supplied by the authors. These extra keywords offer a broader and often more insightful view of relevant terms and concepts associated with the research (Modem et al., 2021). The final keywords were blue OR

coastal OR maritime OR, marine OR cruise OR beach OR island AND tourism OR travel AND host OR community OR local OR native OR resident AND attitude OR perception.

1.3. Inclusion and Exclusion Criteria

Based on the search criteria, the initial search yielded 1182 and 822 articles from Scopus and WoS, respectively. After limiting the subject area to Business, Accounting, and Management in Scopus and Hospitality, Tourism, and Leisure in Web of Science, there were 662 articles. Further, using the inclusion and exclusion criteria, 559 articles were retained (333 from Scopus and 226 from the Web of Science). Further, the duplicate documents were removed, resulting in 430 articles. After this, the authors carefully read each article’s title and abstract. The articles that did not align with the study’s objectives were removed. For example, the articles that measured other stakeholders’ perceptions were removed. Wherever there were disagreements, discussions were conducted between the authors per the objectives (Figure 1). This screening process resulted in 229 articles. Finally, the authors downloaded and thoroughly read 229 full-text. After reading the full text, 81 articles were considered for the systematic review. At this stage, the conceptual viewpoint papers and articles conducted other than those in blue tourism contexts were also removed. In other words, the article that grounded directly on the residents’ attitudes towards the impact of blue tourism was only considered. In the end, the authors agreed upon 81 eligible studies.

Figure 1: PRISMA



1.4. Data Extraction

The following descriptive data were extracted: Year of publication, author (s), title of the article, title of the journal, theories adopted in the study, study contexts, countries, study types, research methods applied, and data collection tool (s) used in the study. MS Excel was used as a tool to capture each article’s details.

1.5. Types of analyses conducted

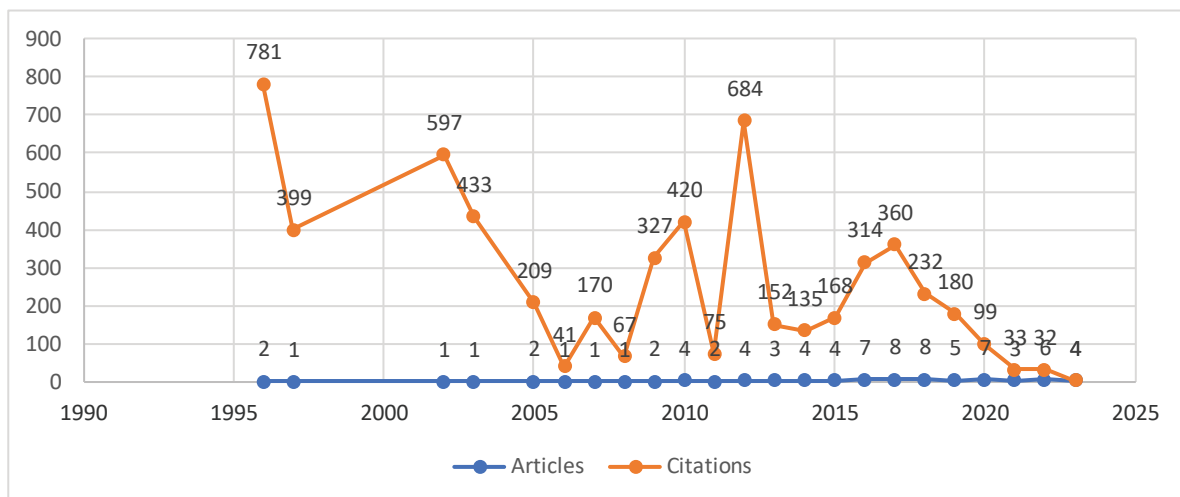
A descriptive analysis was conducted to answer the RQ1. The content analysis of 81 articles was conducted to answer RQ2 to RQ4.

2. RESULTS AND DISCUSSION

2.1. Descriptive analysis

As reflected in Figure 2, the publication trends in blue tourism fluctuate over the years. The number of publications per year demonstrates a varied pattern, with a relatively low output in the late 1990s and early 2000s, followed by intermittent increases and declines. However, a significant rise is observed from 2016 onwards, reaching its peak in 2018 and 2020. Regarding citations, there is a general correlation with publication numbers, indicating increased academic interest and recognition. Notably, 2012 and 2016 stand out with higher citation counts, suggesting a concentration of impactful research during these periods. The decline in publications and citations from 2021 to 2023 may signify a potential shift or slowdown in blue tourism research, warranting further investigation into the factors influencing this trend.

Figure 2: **Publication and Citation Trends**



2.2. Performance Analysis

2.2.1. Journal Impact

The most impactful journals were assessed based on at least two articles and 90 citations. Table 1 demonstrates that Annals of Tourism Research is the most productive journal, with seven articles. Noteworthy contributors to this journal include Brunt & Courtney, Ferhan Gezici, and Nunkoo & Gursoy. Other journals, such as the Journal of Destination Marketing and Management, Tourism Geographies, and Tourism Management, have six publications covering diverse aspects of residents’ perceptions and outcomes. Current Issues in Tourism, Journal of Sustainable Tourism, and Journal of Travel Research are followed by four publications each, indicating a range of themes such as sustainability, current issues, and general travel research.

Table 1: List of Influential Journals

No.	Journal Name	Number of articles	Citations
1	Annals of Tourism Research	7	1662
2	Tourism Management	6	1566
3	Journal of Travel Research	4	728
4	Journal of Destination Marketing and Management	6	346
5	Tourism Geographies	6	237
6	Current Issues in Tourism	4	221
7	Journal of Sustainable Tourism	4	220
8	Journal of Travel and Tourism Marketing	2	134
9	International Journal of Tourism Research	3	112
10	Asia Pacific Journal of Tourism Research	3	98

While the quantity of publications provides insights into the productivity of each journal, it is essential to consider journals' overall influence and contribution to the field. Table 1 demonstrates the impact of various tourism research journals based on the citation counts. Annals of Tourism Research emerges as the most prolific, with 1662 citations across seven articles, indicating significant influence and scholarly engagement. Tourism Management has 1566 citations for six articles, emphasizing its substantial impact. Other impactful journals were the Journal of Travel Research, Journal of Destination Marketing and Management, and Tourism Geographies, with varying citation counts. Notably, while Current Issues in Tourism, Journal of Sustainable Tourism, and Journal of Travel and Tourism Marketing have few articles, their citation counts demonstrate notable influence.

2.2.2. Most Cited Articles

Table 2: Most cited articles

No.	Author(Date)	Title	Citations
1	Ko & Stewart, 2002	A structural equation model of residents' attitudes for tourism development	597
2	Nunkoo & Gursoy, 2012	Residents' support for tourism. An Identity Perspective	522
3	Andriotis & Vaughan, 2003	Urban residents' attitudes toward tourism development: The case of Crete	433
4	Haralambopoulos & Pizam, 1996	Perceived impacts of tourism - The case of Samos	417
5	Brunt Courtney, 1999	Host perceptions of sociocultural impacts	399

Table 2 presents the five most cited articles on residents' attitudes toward tourism development and offers a comprehensive overview of the field. While these studies collectively investigate common themes such as sociocultural impacts, attitude changes over time, and sustainable tourism behaviors, each work contributes distinct methodological, contextual, or conceptual perspectives. According to Table 2, the most cited (597 citations) article is "A Structural Equation Model of Residents' Attitudes for Tourism Development" (Ko & Stewart, 2002). While many studies have focused on residents' perceptions of tourism impacts and attitudes, this study focuses on the relationship between tourism development and community satisfaction. The study concluded that community satisfaction influenced residents' perception of tourism impacts. The second cited article (522 citations) was about the resident's support from an identity perspective, conducted in the context of the Islands of Mauritius (Nunkoo & Gursoy, 2012). The findings of this study indicate that individuals' identity directly impacts support; however, it may not always influence their attitude towards tourism development.

The third article focuses on segmenting the residents' based on their attitudes towards tourism development. The segmentation analysis identifies three clusters: advocates, socially and environmentally concerned, and economic skeptics. While advocates greatly appreciated tourism development, the social and environmental concerned cluster was characterized by a consensus toward tourism expansion's environmental and social costs. However, skeptics showed less appreciation of tourism's economic benefits (Andriotis & Vaughan, 2003). The fourth study (Haralambopoulos & Pizam, 1996) investigates the impacts of tourism, as perceived by the residents, using a qualitative research approach. The study's findings revealed that though heads of households supported tourism development, they also identified several negative impacts of tourism, such as high prices, drug addiction, vandalism, brawls, sexual harassment, and crimes. The fifth most cited article is arguably one of the earliest studies in

the coastal tourism context. It investigates community perceptions of the sociocultural impacts of tourism using a quantitative research approach. The survey results showed that perceived impacts reported by respondents coincided with most of those identified in the literature (Brunt & Courtney, 1999).

2.3. Structured Literature Review

2.3.1. Theories

The following table presents an overview of the prevalence of various theories. Notably, Social Exchange Theory is the most frequently referenced theory, appearing in 32 studies, reflecting its enduring significance in understanding social interactions within tourism contexts. Social Carrying Capacity Theory, Stakeholder Theory, Tourism Area Life Cycle, Social Identity Theory, and the Theory of Planned Behaviour are also prominently featured, with researchers exploring their applicability to diverse tourism phenomena. Niche theories such as Doxey's Irridex Model, Social Representation Theory, Theory of Reasoned Action, and Community Attachment Theory contribute to the theoretical landscape, each cited in a smaller yet notable number of studies (Table 3).

Table 3: **Theories Adopted in the Literature**

No.	Theories, Models, or Frameworks	No. of studies
1	Social Exchange Theory	32
2	Social Carrying Capacity Theory	5
3	Stakeholder Theory	4
4	Tourism Area Life Cycle	3
5	Social Identity Theory	3
6	Theory of Planned Behaviour	3
7	Doxey's Irridex Model	2
8	Social Representation Theory	2
9	Theory of Reasoned Action	2
10	Community Attachment Theory	2
11	No Guiding Theory	22

Additionally, many studies (22) lack a guiding theory, indicating a reliance on exploratory approaches rather than theoretical frameworks. This disparity highlights the need to integrate diverse theories to understand residents' perceptions and tourism development. Research based on appropriate theoretical frameworks ensures valid and credible research objectives and relevant results that complement existing literature. Theoretical frameworks also significantly contribute to constructing research questions, method choice, data analysis, and interpretation of findings (Lynch et al., 2020).

2.3.2. Contexts

Contexts refer to the study setting, circumstances, and specifics that shape the research setting.

2.3.2.1. Study Context of Blue Tourism

A detailed review of studies shows that 50% were conducted on Islands, followed by coastal tourism (25%), see Table 4. Other contexts were cruise tourism (17.5), marine tourism (2.5%), boat tourism (1.25%), and seaside destination (1.25%).

Table 4: **Studies across different contexts**

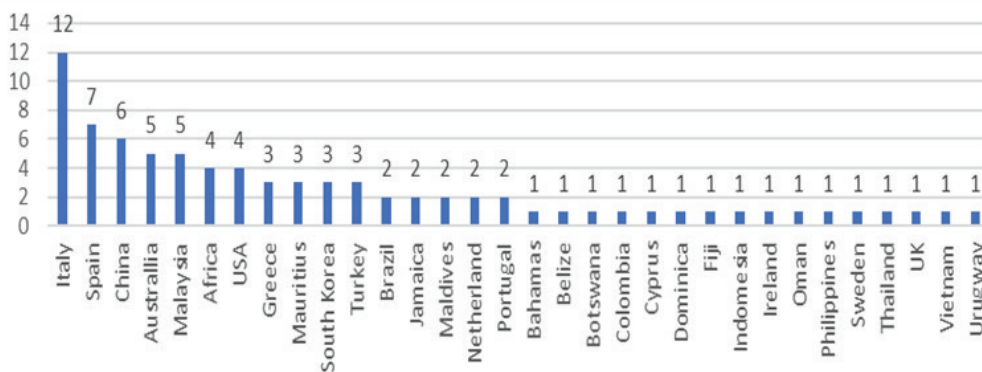
No.	Context	No. of Studies	%
1	Boat Tourism	1	1.25
2	Coastal Tourism	21	25
3	Cruise Tourism	14	17.5
4	Island Tourism	40	50
5	Marine Tourism	3	2.5
6	Seaside destination	1	1.25
7	River Tourism	1	1.25

The concentration of studies on islands and coastal tourism indicates significant research on these areas. This dominance could be due to their prominence in blue tourism. However, the limited attention to other blue tourism contexts like cruise, marine, boat, and seaside destinations highlights gaps in understanding the diverse facets of blue tourism. This imbalance suggests a need for broader research to ensure a comprehensive understanding of blue tourism across different types of blue tourism.

2.3.2.2. Countries

Figure 3 represents various countries, reflecting the global significance of blue tourism research. European and Mediterranean nations like Italy, Spain, Greece, and Turkey, known for their rich maritime history, appear prominently. The figure also encompasses Asian and Pacific countries, highlighting the importance of these regions in blue tourism activities. Island nations, including the Maldives, Fiji, and the Bahamas, highlight the appeal of coastal destinations. North and South American representation, such as Brazil and the USA, emphasizes the relevance of marine tourism in these regions. However, some countries have limited instances, suggesting potentially lower research visibility.

Figure 3: Countries conducted studies on Blue Tourism



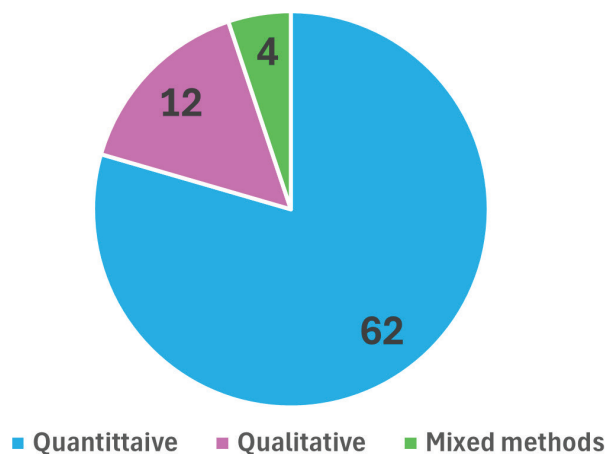
2.3.3. Methods

The methodologies employed in the studies were examined. This review investigates the variations in research design, data collection tools, and analysis techniques within the empirical studies. All 81 studies in this review follow a systematic methodology and are classified as empirical articles.

2.3.3.1. Research Design

Quantitative research designs constitute more than two-thirds of the total (80%), with qualitative papers accounting for 15% and mixed-method papers comprising the remaining (5%).

Figure 4: Research Methods

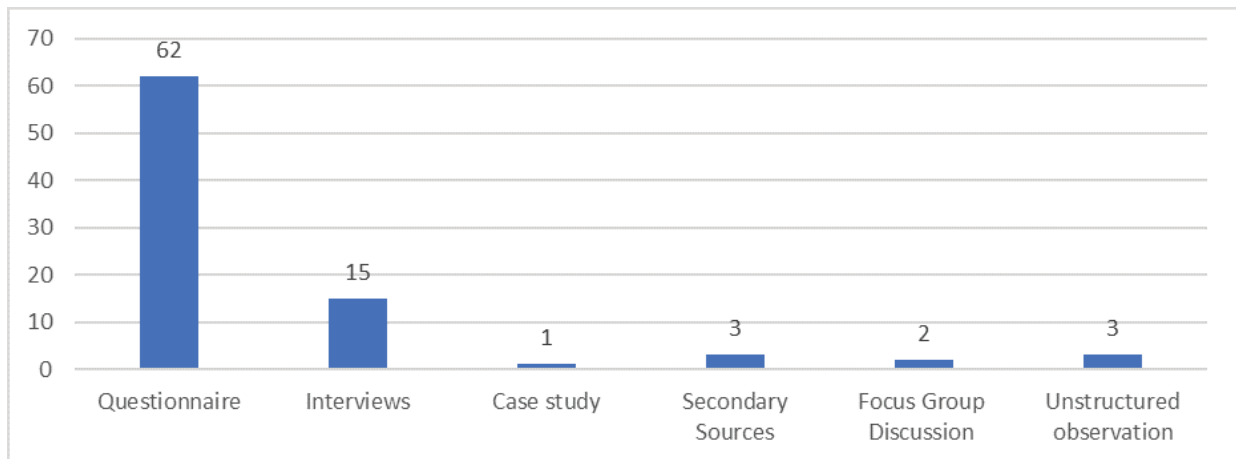


The dominance of quantitative research designs in residents' perception studies reflects a preference for measurable, generalizable

data, which can provide broad insights into residents' attitudes toward blue tourism development. These preferences for quantitative research design could be attributed to the nature of the research questions, such as the measurement of residents' attitudes towards the development of blue tourism. Quantitative studies are preferred in perception measurement studies because they provide a more structured, objective way of collecting and analyzing the data from large samples. Particularly, the studies based on structured questionnaires help to reduce the researchers' bias. Since quantitative studies include large sample sizes, the findings are more generalizable to a wider population, such as residents. However, the limited use of qualitative and mixed-methods approaches may hinder a deeper understanding of the nuanced and context-specific factors influencing residents' perceptions. Qualitative methods offer rich, detailed insights into residents' experiences and concerns, while mixed-methods research can bridge the gap between broad trends and individual experiences. The underrepresentation of these approaches suggests a missed opportunity to capture the complexity of residents' perceptions and to develop more tailored, effective tourism management strategies.

2.3.3.2. Data Collection Tool

Figure 5: Data Collection Tool



The prevalence of questionnaires in most studies (62) suggests a strong reliance on structured, quantitative data collection methods in residents' perception studies. However, the relatively lower use of interviews (15) suggests that while there is some emphasis on qualitative insights, it may not be sufficient to capture the full depth of residents' perspectives. Including case studies, secondary sources, focus groups, and unstructured observation reflects a methodological diversity, enabling researchers to address complex research questions.

2.3.3.3. Data Analysis

Figure 6: Type of analyses conducted

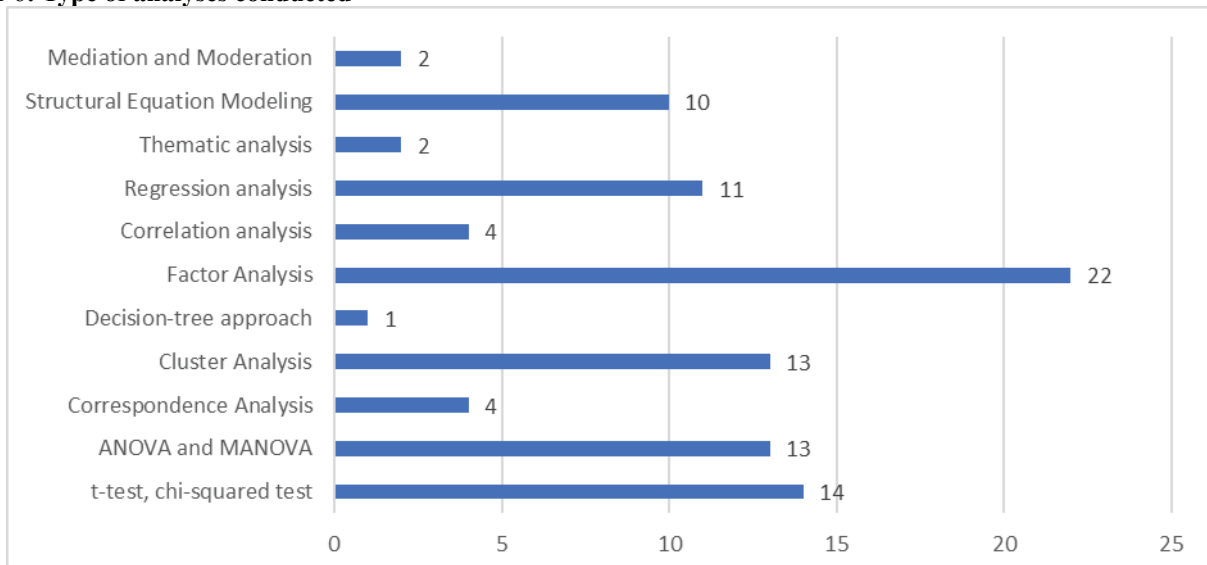


Figure 6 presents an overview of different data analysis techniques utilized in blue tourism literature. Of 81, 22 studies have

used factor analysis, indicating researchers' interest in identifying factors impacting residents' perception and blue tourism development. Additionally, t-tests, chi-squared tests, ANOVA, and MANOVA (14 and 13 studies) strongly emphasize comparative analyses across different groups. Thirteen studies used cluster analysis. It highlights an effort to identify distinct segmentation within the data, potentially to inform targeted marketing or resource allocation strategies. Furthermore, using regression analysis (11 studies) suggests investigating predictive relationships between variables. Thematic analysis suggests an acknowledgment of the qualitative aspects within the literature, highlighting a desire to uncover overarching themes or narratives within the context of blue tourism.

3. DISCUSSION

3.1. Theory

The systematic review of 81 articles suggests that the Social Exchange Theory was the most popular and extensively used in measuring residents' attitudes. However, several other theories that can be employed to measure residents' attitudes in the context of blue tourism are discussed below.

Community Attachment Theory (Williams et al., 1995) posits that residents' emotional ties to their community influence their perceptions of tourism (García-Buades et al., 2022; Pérez & Nadal, 2005). Residents with stronger community attachments may be more supportive of tourism if they believe it benefits their community. Therefore, future studies can adopt this theory to investigate the role of residents' emotions and their impact on their support for tourism development. For example, this theory can be used to investigate how residents' emotional attachments to their community influence their perceptions of the positive and negative impacts of tourism development. Future researchers can also examine the moderating role of community attachment between residents' attitude and their support for blue tourism development.

Social Impact Theory is another theory that can be considered in the context of residents' perceptions (Latané et al., 1981). This theory categorizes impacts in two aspects: positive and negative. Future studies could use this theory to explore how tourism's perceived social impacts influence residents' attitudes, quality of life, and support for tourism development.

Tourism Area Life Cycle (TALC) (Butler, 2008) suggests that destinations go through stages of development, influencing residents' perceptions. While early stages might see positive attitudes due to economic growth, later stages might lead to negative attitudes due to overcrowding or environmental degradation. This theory can be used in longitudinal studies to measure the residents' attitudes at different stages of tourism development. For example, future researchers could investigate how the different stages of tourism development influence the residents' attitude towards sustainability practices at coastal and marine tourism destinations.

Applying Social Conflict Theory (Coser, 1957) to the context of blue tourism enables a nuanced analysis of power dynamics, inequalities, and socio-economic conflicts inherent in destination development. This theory has been used to analyze the conflicts associated with tourism development, particularly over-tourism (Zmysłony et al., 2020). Therefore, future researchers in the domain of blue tourism can focus on measuring the residents' attitudes in the context of over-tourism destinations. Future studies could also focus on the role of resident-tourist interaction in sustainable tourism development at coastal destinations.

Sense of community (SOC), proposed by McMillan and Chavis (McMillan & Chavis, 1986), refers to the feeling of belonging, connection, and shared identity among individuals within a particular community. In blue tourism, SOC can be a valuable concept for understanding and enhancing the relationship between residents and the tourism industry. This theory can be used to measure the role of residents in decision-making processes related to blue tourism. Engaging the community in discussions about tourism development, policies, and practices helps build a shared sense of responsibility and ownership, reducing potential conflicts. Further, a SOC can be integrated by prioritizing sustainability and ensuring that tourism initiatives align with the community's long-term well-being and values, contributing to a positive attitude and support for tourism development. Some research questions include how the residents' SOC influences their perceptions and attitudes toward blue tourism development. What is the role of SOC in enhancing the relationship between residents and other tourism stakeholders?

Integrated Threat Theory (Stephan & Stephan, 2021) is another theoretical framework that can be applied to investigate residents' perceptions of how perceived threats—realistic (economic or environmental), symbolic (cultural identity), intergroup anxiety, and negative stereotypes—affect their attitudes toward blue tourism development. For example, in a coastal village, residents may perceive blue tourism as threatening their traditional fishing livelihoods (realistic threat) or fear that the influx of foreign tourists will erode their cultural values (symbolic threat). Understanding and addressing these threats foster a positive relationship between residents and tourists, ultimately contributing to the long-term success and harmony of the tourism industry.

3.2. Context

The concentration of blue tourism studies on islands and coastal areas, particularly in European and Mediterranean nations, indicates the necessity for future research to broaden its geographical scope and thematic focus. While the prominence of maritime-rich countries like Italy, Spain, Greece, and Turkey stresses the historical significance of these regions in blue tourism research, there is a need to explore less-represented countries and regions to ensure a globally inclusive understanding of this field. Future research could shift attention to Asian and Pacific countries. Research in these regions is essential because these are some of the Asian countries that are the world's fastest-growing economies and are increasingly important in the blue tourism sector. Countries like Indonesia and the Philippines present unique opportunities and challenges with their rich marine biodiversity and extensive coastlines.

Further, exploring the dynamics of blue tourism in less-researched countries, particularly in Africa, Asia, and South America, would provide valuable insights into the diverse sociocultural, economic, and environmental contexts shaping tourism experiences. For instance, blue tourism remains underexplored despite the continent's vast coastal resources. Countries like Tanzania and Mozambique offer pristine beaches and rich marine life, increasingly attracting international tourists. However, these countries face significant challenges like limited infrastructure, poverty, and political instability. Therefore, future research could focus on how blue tourism can be developed to address these challenges through community-based tourism models that empower local communities and ensure that the benefits of tourism are equitably distributed.

Moreover, the focus on blue tourism should not be limited to islands and remote coastal regions; urban coastal areas also offer unique opportunities and challenges. Cities like Mumbai in India and Rio de Janeiro in Brazil are urban centers with significant coastal tourism potential, but they face pollution, overcrowding, and social inequality. Research in these areas could investigate how blue tourism can be integrated into urban planning to enhance the quality of life for residents while attracting tourists. For instance, the redevelopment of the Mumbai waterfront to include eco-friendly tourism activities could serve as a case study for other urban coastal areas.

3.3. Methods

A systematic review of 81 articles revealed that 80% of studies were based on quantitative research design. Therefore, to complement the predominant quantitative research designs in the study of residents' attitudes toward tourism development, researchers may consider incorporating other research designs to provide a more comprehensive understanding of the topic. Some of the additional research designs are discussed below.

A qualitative case study can be used to measure residents' attitudes toward blue tourism development by conducting in-depth interviews and focus groups to explore their perceptions, attitudes, and expectations. For example, a researcher might study a coastal community's response to a new marine park, capturing diverse viewpoints on overall impact, economic benefits, cultural changes, and potential threats. Researchers can also adopt ethnographic research methods to understand residents' perceptions of tourism impacts by immersing the researcher within the community to observe daily life, conduct informal interviews, and participate in local activities. This approach allows a deep understanding of how tourism affects residents' social, cultural, and economic lives, revealing nuanced insights into positive and negative aspects, such as increased job opportunities or cultural disruption. Researchers can also adopt a longitudinal research approach. This design allows researchers to capture the temporal evolution of attitudes, identifying trends, patterns, and potential influencing factors that may emerge at different stages of tourism development.

Participatory Action Research (PAR) involving collaboration between researchers and the community could be adopted to address tourism development issues. Regarding residents' attitudes toward tourism, PAR allows for active community involvement in the research process. Residents become co-researchers, contributing their perspectives and jointly developing strategies for sustainable tourism that align with their needs and preferences. Ethnographic studies involve immersive, participant observation methods to understand the cultural and social context of residents' lives and their interactions with tourism. Researchers could embed themselves within communities to understand the lived experiences, values, and social dynamics shaping residents' attitudes. Combining quantitative surveys with open-ended questions allows for a mixed-method approach within a predominantly quantitative design. This method enables residents to provide detailed, qualitative insights alongside structured quantitative data, providing a more comprehensive understanding of their attitudes. Researchers can explore cross-cultural variations in residents' attitudes toward tourism by conducting comparative studies across diverse regions or countries. This design helps identify cultural factors influencing perceptions and allows a more nuanced understanding of how cultural contexts shape attitudes.

4. FUTURE RESEARCH DIRECTIONS

This study recommends future research directions based on the in-depth analysis of findings included in the review. First, it is found that place attachment moderates the relationship between perceived tourism impacts and residents' support for tourism development and destination branding (Chen & Šegota, 2015; Wong et al., 2022) residents' perceived political influence of tourism remains underexplored. Thus, this study collects a total of 1,164 valid samples from the Hainan Island residents. The study applies the theory of planned behavior and adopts structural equation modeling to explore the effect of residents' perceived tourism influence (economic, sociocultural, environmental, and political). It is important to strengthen residents' emotional ties to their communities. Therefore, more research is needed to understand the factors impacting residents' place attachment and willingness to support tourism.

Second, it has also been found that economic prosperity normally perceived from a successful competitive destination does not always translate to increased social welfare, such as quality of life (Chin & Hampton, 2020). Therefore, future researchers should investigate the disconnect between economic prosperity and residents' quality of life. Particularly, studies should focus on how the benefits of tourism are distributed, and studies need to be focused on whether blue tourism contributes to long-term social development, such as improved living standards, access to essential services, and quality of life for residents.

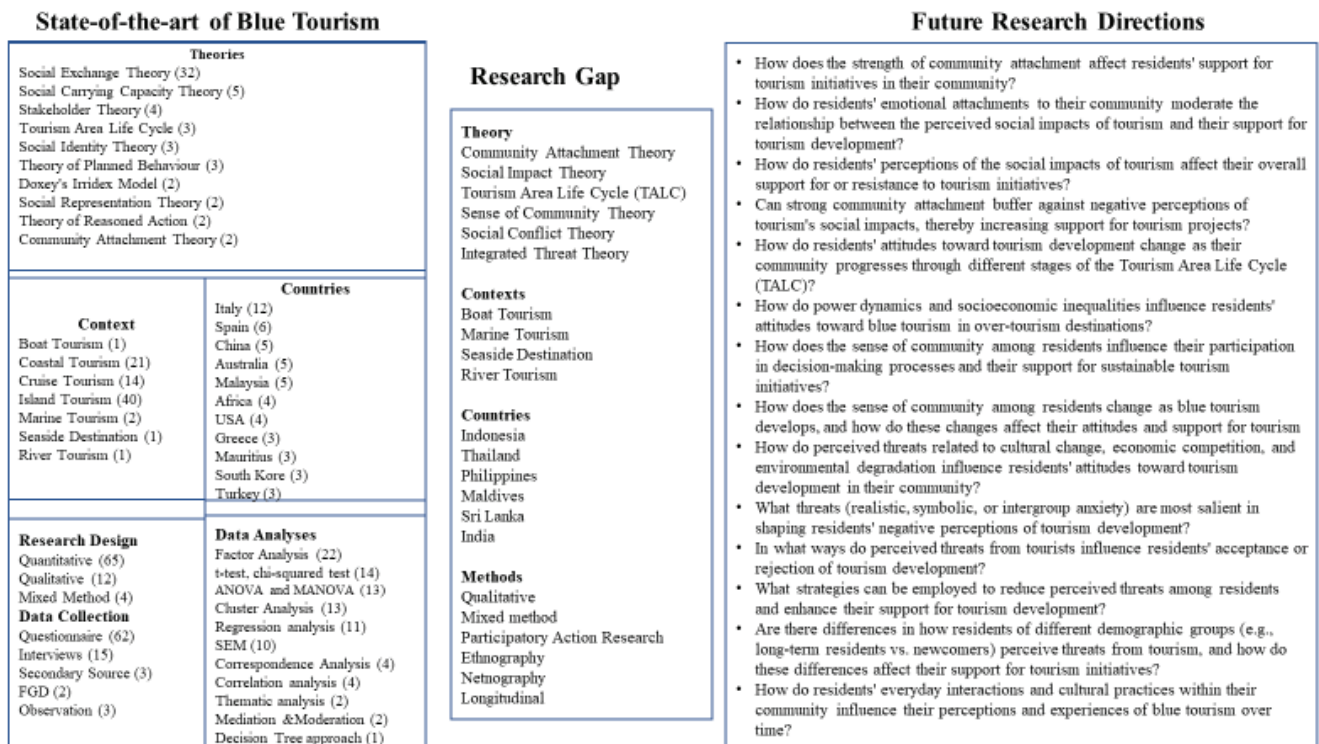
Third, as reported in previous case studies, residents' involvement in tourism planning significantly influences their support for tourism development. Nurturing community participation in tourism planning can help create more localized and sustainable tourism policies (Presenza et al., 2013). Therefore, future studies could investigate the role of residents' empowerment in supporting tourism development at blue tourism destinations.

Fourth, while the economic benefits of blue tourism are often appreciated, sociocultural and environmental degradation can erode long-term support for tourism (Nordin et al., 2020; Vodeb et al., 2021). Therefore, future research could focus on conducting a longitudinal study to assess tourism development's environmental and cultural impacts, particularly at over-tourism destinations.

Finally, future research in blue tourism could adopt a mixed-method approach to enhance the understanding of sustainable waste management. In-depth interviews with key stakeholders, including residents, tourists, and utility company representatives, can provide valuable qualitative insights that complement quantitative data (Dekanić and Krstinić Nižić, 2023). This study would offer a more holistic view of the challenges and opportunities related to waste management in island settings. Since blue tourism destinations are highly sensitive considering tourism development's ecological, sociocultural, and economic impacts (Soldić Frleta, 2014), more research on sustainable tourism development must be needed.

Thus, based on the findings of the articles included in this review, a research framework along with the future research questions is provided (Fig.7)

Figure 7: Findings of TCM and Proposed Conceptual Model



CONCLUSION

This comprehensive review of 81 articles on blue tourism has provided valuable insights into the current state of research in this dynamic field. The analysis of publication trends revealed the increasing attention and significance attached to blue tourism, highlighting its growing importance in the global tourism discourse. The performance analyses of journals and articles not only shed light on the influential platforms in the domain but also identified key contributors and their impactful contributions. This review also discovered the theoretical frameworks, contextual dimensions, and research methods employed in the literature. This multifaceted exploration showcased the diversity and richness of perspectives within blue tourism research. Various theories, such as Social Exchange Theory, Social Carrying Capacity Theory, and Stakeholder Theory, emerged as pivotal in exploring blue tourism phenomena across different contexts. Adopting diverse methodologies, ranging from qualitative case studies to quantitative analyses, highlighted the field's interdisciplinary nature. Based on the findings, this review recommends several directions for future research in the blue tourism domain. This review consolidates the knowledge on blue tourism and serves as a roadmap for future investigations. By addressing the identified gaps and adopting a holistic approach, researchers can contribute to the sustainable development of blue tourism, ultimately promoting the well-being of coastal communities and preserving the ecological integrity of marine environments.

This review study also provides managerial implications for tourism policymakers and operators in the blue tourism domain. This study's findings suggest that tourism managers and policymakers should focus on fostering stronger community attachment by involving residents in blue tourism initiatives. Strong emotional and community ties can act as a driving force to gain resident support for tourism projects, especially when benefits are framed as enhancing local community well-being. Therefore, it is recommended that tourism policies include strategies that showcase the positive aspects of tourism, such as social inclusion, and emphasize community benefits. Perceptions of social impacts play a critical role in determining resident support or resistance. Therefore, acknowledging and mitigating negative impacts like overcrowding, changes in cultural norms, or environmental stress can help tourism planners avoid resistance from the community.

A strong sense of community attachment can buffer against negative perceptions of tourism's social impacts. Strengthening residents' connection to their community may reduce resistance to tourism growth. Therefore, tourism industry managers should focus on investing in community-building activities and emphasize tourism's potential to enhance local culture and community pride. Initiatives such as enhancing the community's cultural identity and cohesion may lessen concerns about the social downsides of tourism. As residents' support for tourism changes through the different stages of tourism development, tourism developers must revisit their strategies. They should adopt a flexible management approach that evolves with the destination's life cycle. Proactive community engagement at the stagnation or decline stages can help revitalize resident support and interest in rejuvenating tourism initiatives.

Another area that requires urgent attention is inter-group threats (residents and visitors). Perceived threats related to cultural change, economic competition, and environmental degradation significantly shape residents' attitudes toward tourism development. Addressing these threats is critical for long-term support. Therefore, mitigating strategies, such as promoting sustainable practices, offering employment opportunities to locals, and safeguarding cultural heritage, may reduce fears related to tourism expansion.

LIMITATIONS

While the methodology employed in this study aimed to ensure a comprehensive and rigorous review of residents' attitudes towards blue tourism, certain limitations should be acknowledged. Firstly, the study exclusively focused on peer-reviewed English-language academic journal articles within the Business, Accounting, and Management disciplines, potentially omitting valuable insights from non-English sources or other disciplinary perspectives. Additionally, relying on Scopus and Web of Science as the primary databases may introduce a bias towards articles indexed in these platforms, potentially overlooking relevant studies in other databases. The selection of keywords, while designed to capture a broad range of relevant articles, may still introduce a degree of subjectivity and may not encompass all possible variations in terminologies used across diverse studies. Furthermore, although applied judiciously, the inclusion criteria might have inadvertently excluded studies that could have provided meaningful contributions to understanding residents' attitudes toward blue tourism. Finally, the exclusion of non-peer-reviewed sources and the emphasis on articles directly grounded in residents' attitudes towards blue tourism might limit the scope and diversity of perspectives considered in the systematic review. Despite these limitations, the study's findings offer valuable insights into the current research landscape in the field.

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