

Knowledge Mapping of Pro-Environmental Travel Behaviour: a Visual Analysis Using Citespace

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As the increasing concerns about environment and sustainability, the pro-environmental travel behaviors of tourists have become a research hot spot in the tourism industry, and the sudden outbreak of COVID-19 has posed a new challenge about it. This study presents a visual analysis of 187 academic publications between 2000 and 2021 related to pro-environmental travel behaviour to show the current research status using knowledge mapping based on Citespace. The result showed that this research topic is an emerging topic that more and more scholars are focusing on. The collaboration between scholars is dispersive but different countries have a collaboration network. The most productive scholar and institutions are Heesup Han and Sejong University. The new keyword COVID-19 in 2021 is a new research hot spot in this research area. The paper presents an in-depth analysis of pro-environmental travel behaviour research to understand better global trends and directions in this field that have emerged over the past 21 years.

Keywords: *Citespace, COVID-19, Knowleging Mapping, Pro-environmental Travel Behaviour, Sustainability, Tourism*