Bibliometric Analysis and Visualization for Sustainable Tourism Products

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**Abstract** The concept of Sustainable Tourism Products (STP) derives from the dis- cussion of sustainable tourism. This paper takes Journal of Sustainable Tourism as an analyzed example and tries to provide a comprehensive bibliometric overview on the research of sustainable tourism products. Data of 750 articles and reviews published between 2008 and 2018 in the journal are collected from Web of Science Core Collection, using CiteSpace for collaboration analysis, co-citation analysis, and the keywords co-occurrence analysis. The visualization results show that sus- tainable tourism products have been developed in a very diverse way. 10 forms of sustainable tourism products research hotspots are identified which are ecotourism, nature-based tourism, volunteer tourism, rural tourism, wildlife tourism, indigenous tourism, community-based tourism, pro-poor tourism, heritage tourism and cultural tourism. This paper also describes the evolution and emerging trends of sustainable tourism research for practitioners.

**Keywords** Sustainable Tourism Products · Journal of Sustainable Tourism · Bibliometric analysis · Visualize analysis · CiteSpace