

Sustainable and blue tourism in the light of e-commerce development and economic growth– A Meta-Analysis

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ABSTRACT: *Innovation has transformed our lives in numerous ways, including a vulnerable and emerging area around the travel industry as Blue Tourism. Online-based advertising and internet business have fostered sightseers' approaches to arranging and encountering their getaways, affecting how we "consume" the travel industry and the impact on the environment and manageability in mindfulness capacity building. This paper concentrates on this peculiarity through a Meta-analysis of the literature on blue the travel industry. As per the examination, manageability, and promotion were the two most investigated subjects, as a major development goal of cooperation networks around the world. The findings of the current research will bring knowledge to the actual information advancement in web-based business and computerized promoting on individual time usage in the travel industry and its significance and supportability. They will be useful to researchers of this field, tourism stakeholders, and the academic world as well as policymakers, to satisfactorily mirror the required thoughtfulness regarding the challenges and implications that the field provides to society.*

KEYWORDS: blue tourism; sustainability; e-commerce; digital marketing; meta-analysis, social-economic growth

INTRODUCTION

Information and Communications Technology (ICT) has revolutionized space-time concepts, breaking down each impediment produced by basic boundaries in tourism and management (Amoiradis et al., 2021; Schoettli, 2018; Baidal et al., 2017; Bellini et al., 2017; Jovičić, 2017; Luić & Bojović, 2012; O'Donnell & Henriksen, 2002). The concepts of tourism and smart tourism have been investigated in the light of the most sustainable implementation in the last

years (Gelter, et.al., 2022; Ramkissoon, 2020; Cavalheiro et al.,2019; Jovičić,2017; Gretzel et al.,2015).

They also alter the topography of each domain where they operate and rebuild the social, proficient, and private connections that exist between these boundaries (O'Donnell & Henriksen,2002). In a historical time in which the worldwide financial emergency saves no segment, the tourism industry must contribute to development to guarantee a competitive advantage (Pandey & Kumar,2022; Persson et al.,2021; Font et al.,2021; Wut et al.,2021; Göbbling et al.,2020; Romagosa,2020; Ramkissoon,2020; Han et al.,2020; Perles-Ribes et al.,2017). The competitiveness of a tourist destination is the result of the coordinated movement of the entrepreneurial texture and administration, a genuine cluster association competent in seeking after destinations that are incomprehensible for small-medium measured businesses and that react to the needs of the tourist, either a social, local, or mobile one (Fernandez et al.,2020; Goffi et al.,2019; Mustafa et al.,2019; Molin-Azorin et al.,2015; Croes, R., & Kubičková,2013). Indistinguishable from the smartphone, which has presently ended an expansion of its personality, smart tourism offers direct data, promotions, and commercial processes within the portable world. As we move into the era of Industry 4.0, where the tourism industry and ICT are now inextricably linked, they generate an endless amount of big data, with a precious quantity of fundamental information that allows the adaptation of new strategies, giving life to a resilient tourist destination 2.0(Pencarelli,2019; Lourerio,2018; Dexeus,2018). In the 21st century, the effective and efficient use and integration of ICT technologies in management has become an indispensable requirement for competitiveness (Dexeus,2018).

The current research will examine the connection between these contexts by investigating the stance of the current construct of scientific literature through a comprehensive meta-analysis. Considering this aim, the main research question that guides this research is: *“What is the current stance of scientific literature that investigates the evolution of e-commerce to the economic development in blue tourism?”* A systemic literature analysis was used to identify the gaps and the evolution of scientific literature in the last ten years. Deriving from the main research question, two objectives make the framework of this research:

1. To identify the current influential literature on blue tourism sustainability and e-commerce.
2. To highlight the structure, constructs, and arguments of the influential literature in the examination of the trends of blue tourism, e-commerce, and sustainability.

This study supports the main research question in some other important articles about sustainability, marketing, planning, and tourism, indexed in renowned databases such as Scopus and Web of Science. The table below gives an overview of the main topics identified in our literature review research:

Table 1: General topics reviewed in the literature search.

Author(s)	Topic
- De Brito & Silveira,2023	- Planning of tourism and marketing of destinations
- Hyytiäinen et al.,2022	- Socio-economic pathways in the evolution of blue-tourism
- Dias et al.,2020	- Practices of marketing regarding touristic destinations, tourism knowledge, and lifestyle.
- Grdinić, & Škurić,2021	- Ecotourism in the maritime sector
- Kabil et al.,2021	- Blue economy and coastal tourism
- Mani et al.,2022	- The challenge of the blue economy in Western Balkans (Albania)
- Deng et al,2021	- Customer behavior in ecotourism
- Chandran et al.,2021	- Community-based tourism and tourists' behavior
- Han et al.,2019	- Tourist behavior on smart tourism and smart destinations
- Jeong et al.,2019	
- Crespi, et al.,2020	- Green labels in the hotel business
- Floričić , T.,2020	- Sustainability in hospitality and green hotels
	- Development of sustainability in tourism
- Abbas,2022	- Sustainable ecotourism
- Aeberhard et al.,2020	- Strategy for marketing ecotourism
- Lin,2020	- Management of marketing in the luxurious sector
- Hassan & Ramos, 2020	- Sustainably managing human resources in hotels - Sustainability in tourism marketing Sustainable coastal tourism
- Fransi, et al.,2020	
- Agüera et al.,2020	- The mediating effects of community support for sustainable tourism, community attachment, involvement, and environmental attitudes
- Pace et al.,2023	- Strategic management towards the Blue Economy:2023 Agenda
- Alan,S.H. et al.,2022	- Branding of environmental
- Shomshekova et al.,2020	- Environment and blue economy
- Correia et al.,2020	- Websites promoting sustainable tourism.
- Loureria & Nascimento,2021	- New emerging and used technologies in the tourism industry
- Gao,2021	- Smart platforms facilitating one-stop shop tourism planning.
- Loureiro& Nascimento,2021	- Viewpoints in technology and tourism
- Bassano,et al., 2019	- Age of digitalization in tourism
- Chen, et al.,2023	- Planning vacations using social media.
- Cheunkamon, et al.,2020	- Connection between social media and sustainable marketing of tourism

Source: Author's elaboration

Conceptual background

The development model that prioritized goals based on ideas like progress, growth, and modernization laid the foundation for the concept of sustainability (Dias et al.,2020; Goffi et

al.,2020; Shomshekova et al.,2020). The economic principles were the factors that determined well-being and quality of life, and the natural environment was only seen as a resource for production and improvement, ignoring resource constraints and environmental degradation (Goffi et al.,2020). In 1987, the "*Brundtland Report*", named after Norwegian Prime Minister Gro Harlem Brundtland, who presided over the UN World Commission on Environment and Development in that year laid the groundwork for the development of the notion of sustainability by defining it as "*development that meets the needs of the present without compromising the ability of future generations to meet their own*"(Renolder,2013; Burns & Witoszek,2012) (see Cassen, 1987). The Commission stressed throughout report drafting that to maximize existing potential and ensure the availability of requirements and ambitions for future generations, this process should be referred to as dynamic progress rather than a static development (see Cassen, 1987). The World Tourism Organization (WTO) compared sustainability to sustainable tourism in 1988, stating that the latter was "*the sustainable development of tourism... (which) meets the needs of current tourists and host areas and at the same time protects and enhances opportunities for the future.*" This was the first definition of sustainability (Ahi & Searcy,2013; Pforr,2001). It must serve as the foundation for resource management to meet social, cultural, and economic demands while maintaining the integrity of the culture (Ahi & Searcy,2013). According to Prosser (1994), the word "*sustainable tourism*" refers to four factors of social transformation, which include: *increasing cultural sensitivity and environmental consciousness; discontent with current products; knowledge of the vulnerability of natural resources; evolving traveler behaviors, and the rapid expansion of mass tourism.* As it is currently structured, sustainable tourism aims at two objectives. On the one hand, reduces tensions and frictions caused by the intricate relationships that exist between the tourism industry, visitors, the environment, and host communities; and on the other, builds a process that will allow human and natural resources to coexist over time without sacrificing quality and to meet the ever-increasing demand resulting from the spread of tourism even in countries that were once thought to be irrelevant to tourists(Ahi & Searcy,2013). *Sustainable development* of tourism has gained widespread acceptance on a global scale and is used extensively in everyday speech, politics, and among professionals in the hospitality industry, particularly for marketing purposes (Lim et al.,2022; Alonso-Muñoz et al.,2022; Ilkhanzadeh, 2021;Fransi et al.,2020; Siakwah & Musavengane,2019; Scoones,2016; Brokaj & Murati,2014; Mihalič,2014; Ahi & Searcy,2013; Renolder,2013; Pforr,2001; Sharpley,2000).

LITERATURE REVIEW

Electronic commerce or *E-commerce* can be broadly defined as any form of commercial transaction or exchange of information based on the transmission of data over communication networks such as the Internet (Tu & Shangguan, 2018; Işoraitè & Miniotienè, 2018; Song et al.,2015; Cannetta et al.,2013). Depending on the case, the term has different meanings (Jain et al.,2021; Işoraitè & Miniotienè, 2018). *From a communication perspective*, it is the transport of information, products, and/or services or payments through communication channels and the Internet. *From a business perspective*, it is a technological application to automate transactions between organizations. Depending on the service, it is *a tool capable of reducing costs*, while increasing the quality and speed of the service provided. *From the Internet user's*

perspective, it is the ability to buy and sell products and services on the Internet without having to travel. E-commerce can be defined as an expansion of commerce and technology, which today constitutes a modern business method that helps reduce costs, time, and space (Išoraitė & Miniotienė, 2018). E-commerce replaces the direct interaction between seller and buyer with the flow of information regarding the goods sold, which also happens in both directions, as the buyer in turn provides information to the buyer (see Ponce, 2003). Authors distinguish different types of e-commerce, such as B2B, B2C, B2G, B2E, C2C, and G2G, that are widely known and used (Jain et al.,2021; Noguev et al.,2011).

- *Business to Business (B2B)*: E-commerce between businesses to carry out commercial transactions. It is the most developed economic model in recent years (Škare et al., 2023; Iyer,2002).
- *Business to consumer (B2C)*: E-commerce between businesses and the final consumers, often characterized by being interactive, spontaneous, public, and global (Škare et al., 2023; Drigas & Leliopoulos, 2013).
- *Business to Government (B2G)*: Electronic commerce between companies and governments, in which the negotiation process is optimized and applied to websites or portals specializing in relations with public administration (Škare et al., 2023).
- *Business to Workers (B2E)* relates to the e-commerce between companies and employees, referring to personnel procedures via the Internet. It is often applied to intranets (Singh et al., 2008).
- *Consumer-to-consumer (C2C)* e-commerce is used to define an online commerce strategy that aims to bring the final users into an end-user commercial relationship with others (Moriuchi & Takahashi, 2022).
- *Government to Government (G2G)* e-commerce refers to trade to provide services or exchange goods. It is a little-known acronym in e-commerce, but it is attracting participation from other countries where there is the label of e-government (Yldiz,2007).

In addition, depending on the transaction being conducted, scholars divide e-commerce into (Jain et al.,2021; Tu & Shangguan, 2018; Išoraitė & Miniotienė, 2018; Noguev,2011):

- *Direct e-commerce*, the type in which goods or services are paid for and online delivered goods. Indirect e-commerce, is a form of commerce in which goods or services are not provided online. It must be included here what can be purchased and paid for online but delivered in person. E-commerce provides several advantages that create opportunities for both companies and customers, among which are worth mentioning:
 - a. *Global presence*, where the limits of e-commerce are not defined by geographical or national borders, but by the coverage of computer networks.
 - b. *Increase competitiveness and service quality*, as they allow suppliers to increase competitiveness and be closer to their customers. Products and services are personalized because suppliers can have detailed information about each customer's needs and automatically tailor their products and services.
 - c. *Shorter or non-existent distribution chains* and rapid response to demand, often allowing for significant reductions in distribution chains. The customer's benefit is the

ability to quickly get the exact product they need without being limited to their local distributor's current inventory levels.

- d. *Reducing costs and prices.* Costs are lower because there is no need to incur maintenance, staffing, and supply costs like a physical store. New business opportunities, in addition to redefining the market for existing products and services, e-commerce also offers completely new products and services.

The tourism industry was one of the first to adopt e-commerce with the development of the Air Force Reserve information system in the 1970s and the Global reserve system in the 1980s (Jain et al.,2021).

These systems improved the transmission of information between agents involved in the business (initially airlines and travel agencies), but without interaction with consumers. The internet has revolutionized direct contact between tourists and tourism service providers, enabling booking, transportation, and travel packages, from information acquisition to overall travel experience. This industry is the main driver of B2C on the Internet, both in Europe, the United States, and South Africa, and its projections are very profitable (Škare et al.,2023; Maswera et al.,2019; Steven et al.,2019; Song et al.,2015). All because the Internet allows us to expand our market and reach millions of potential customers worldwide without a schedule (Song et al.,2015). Users often benefit from lower prices than those obtained through traditional channels, as customers can contact the service provider directly, thus avoiding commission costs due to imposed by international retailers and distributors (Mamaghani,2009). This reduction is a key factor in the increase in tourism, which can encourage the development of areas previously far from traditional tourist routes. One significant aspect of the current research relates to e-commerce in hospitality and tourism. The significance of this matter is also supported by literature (Floričić,2020; Ishiara,2020; Gascón et al.,2017; Kasapi& Koç,2012; Yeh et al.,2005; Werthner & Ricci, 2004).

The growth of e-commerce in the tourism sector seems inevitable, even if it still faces a certain lack of trust from consumers (Mamaghani,2009). The figures highlight the tourism industry compared to other industries, especially those that involve the purchase of airline tickets or other means of transportation. Another term used to disseminate people's experiences through electronic means is *electronic word of mouth* (eWOM), which has become increasingly important since the rise of Internet use, helping consumers make informed travel decisions and rely on online information. text evaluation (Dost et al.,2018; Cheung & Thadani,2012; Litvin et al.,2008). The other important aspect is the environmental issue related to tourism consumerism considering sustainable development. Various research has contributed to this matter especially between 2019-2023 (Liang, et al., 2022; Alonso-Muñoz et al.,2022; Grdinić & Škurić,2021; Praptiwi et al.,2021; Sharafuddin et al.,2020; Pforr,2001). Coastal marketing is one of the strategies used to promote tourism by highlighting Blue Flag beaches for their environmental quality (Pournara et al.,2023; Pournara et al.,2022; Mani et al.,2022; Khan et al.,2020; Shomshekova, et al.,2020; Mishra et al.,2020; Satariano,2019; Jones& Navarro,2018; Creo & Fabroni,2011). Coastal tourism economic activities are also included in the United Nations' 17 Global Sustainable Development Goals (SDGs) on marine resources for

sustainable development and a sustainable blue economy (see United Nations Environment Program, 2021; Wysokińska, 2017). Thus, we can state with confidence that e-commerce used in the travel industry generally has a good effect on the social, cultural, and economic spheres.

METHODOLOGY

Aim of the study

The current research will examine the current stance of blue tourism and e-commerce scientific research through a meta-analysis.

RQ₁ = What is the current stance of scientific literature that investigates the evolution of e-commerce to the economic development in blue tourism?"

Materials and Procedures

A meta-analysis was conducted for articles published in English between 2019 and 2023. When conducting a meta-analysis, a variety of approaches to journal selection for article review can be taken (Brüggemann, & Rajguru, 2022; Paul et al., 2021; Field & Gillett, 2010).

The SCImago journal ranking system and the Scopus database were used to conduct the research.

The top 17 SCImago-ranked tourism, leisure, and hospitality management journals were initially considered for this study. The researchers independently reviewed these journals to meet the inclusion in this study (Mani & Lamce, 2022). The journals were selected using a cross-referencing process that considered each journal's scope and subject to the research target of this study, which is the tourism industry. After comparing and resolving any discrepancies between the three lists, an agreement was reached to guarantee their sufficiency. The primary inclusion criteria employed by the Journal must: 1) published within these date limits 2019-2023; 2) peer-reviewed; 3) published in English; 3) cited; 4) the research must include the following keywords: (TITLE-ABS-KEY) ("Blue" OR "Tourism") AND ("Marketing" OR "Online") AND ("Planning" OR Management") AND ("Sustainable").

To meet the scientific scope of the study, we initially tested combinations of similar keywords until we found the correct keyword, resulting in a broad range of discoveries in the field. There are four components to the search query, where the first part includes two words of the main search field, namely *blue tourism*; the second focuses on *online marketing*; the third part covers *travel and organizing vacations through online marketing and e-commerce*, such as *planning and management*, and the fourth part includes the word *sustainability*, as a comprehensive word refers to ways of organizing and/or spending climate-neutral green vacations and travel.

Statistical analysis

Meta-analysis is a method that extracts separate r values (correlation coefficient, regression coefficient, path coefficient) from multiple studies to calculate the combined effect size. This is done using a formula that involves three equations. First, the r-value is calculated for each sample from journals, and then it is converted to a standardized score using Fisher's r to z transformation.

RESULTS

The current research performed a meta-analysis of 5447 publications published between 2019-2023. All articles are in English. For the present work, we extracted 232 articles ($N=232$) that were under the selected inclusion criteria.

Table 2. Journal sources and articles characteristics in relation to the study

	Total published 2019-2023	Articles using “Blue” & “Tourism” keywords	Articles using “Marketing” and “Online” keywords	Articles using “Planning” and “Sustainable” keywords	Articles used in this study
1. <i>International Journal of Hospitality Management</i>	1028	333	465	160	20
2. <i>Current issues in Tourism</i>	794	535	201	651	10
3. <i>Annals of Tourism Research</i>	627	250	198	314	20
4. <i>Journal of Sustainable Tourism</i>	497	62	293	133	20
5. <i>Journal of Travel Research</i>	408	260	46	255	20
6. <i>Tourism Economics</i>	388	80	56	18	10
7. <i>Tourism review</i>	348	100	85	268	20
8. <i>Tourism Geographies</i>	233	95	58	125	10
9. <i>Tourism Recreation Research</i>	207	65	50	108	15
10. <i>Journal of Hospitality and Tourism Technology</i>	189	264	87	154	20
11. <i>Tourism Planning and Development</i>	153	38	38	129	15
12. <i>Skandinavian Journal of Hospitality and Tourism</i>	120	25	30	27	10
13. <i>Journal of Tourism Future</i>	111	30	15	83	10
14. <i>Tourist studies</i>	87	21	15	21	10
15. <i>International Journal of Tourism Policy</i>	97	82	6	52	8
16. <i>Journal of Ecotourism</i>	80	32	20	76	6
17. <i>European Journal of Management and Business Economics</i>	80	5	5	66	8
					N=232

Source: Authors' elaboration

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To validate our research question, we referred to the blue tourism and e-commerce variable. We used the Chi-square test to prove the dependence between them. The chi-square test showed a positive and stable value in the calculation $X^2 = 16.100$ for $p < .001$. In the analysis of the relation between the chi-test and "blue tourism" and "e-commerce", not shown here, in the reviewed literature there is a greater presence of "sustainability" and "management" (in concepts such as *hospitality and quality of life*) ($F = 3$; $SM = .586$; $df = 3.5$).

The following table displays the total Mean and citations per year. As can be revealed by the indices, the most cited Journal articles regarding blue tourism and e-commerce were the 2019 (*Mean TCper year=2.79*) and 2020 (*Mean TCper year=2.81*). When compared to the previous years, there is a tendency to decrease in mean citations in prior ten years, differently from what can be inferred empirically.

Table 3. Average citations for year

Year	MeanTCperArt	N*	MeanTCperYear	CitableYears
2019	13.97	86.00	2.79	5
2020	11.25	105.00	2.81	4
2021	6.99	130.00	2.33	3
2022	2.67	139.00	1.33	2
2023	1.24	78.00	1.24	1

*Total number of articles per year

In their article "*Principal Sustainability Components: An Empirical Analysis of Synergies between the three pillars of Sustainability*", Hansmann et al. (2012) assert that the environmental, social, and economic contexts are the three main elements that the idea of sustainability takes into consideration. These three dimensions were further analyzed in the present research. The three pillars of sustainability are also addressed in the Sustainable Goals Agenda (SGAs) 2030 as argued by Tremblay et al. (2020) and Purvis et al. (2018). We applied a Pearson correlation coefficient (PCC) using target scores as variables. A high coefficient implied a strong relationship between the classifications of targets, i.e., the final score of each target. To validate whether positive and negative interactions truly relate to the classification of targets, we identified the publications studying the qualitative interactions at the target level by the extracted articles for the target SDG8 (Prosperity) [Decent work and economic growth], SDG9 (Prosperity) [Industry, innovation, and infrastructure], SDG13 (Planet) [Climate change], SDG14 (Planet) [Life under water], SDG15 (Planet) [Life on land] as part of the sustainable growth (see Tremblay et al.,2020).

If an SDG is associated with a target (journal or article) we supposed there is an influence within them, and we scored that association according to the following matrix:

- Target associated with the Social Pillar 1 point for the selected (SDG8; SDG9)

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- Target associated with the Environmental Pillar 1 point for the selected (SDG13; SDG14; SDG15)
- Target associated with the Economic Pillar 1 point for the selected (SDG8).

The extracted articles for the selected SDG were considered as clusters for the three pillars.

Table 4. Correlational scores between SDG Pillars in Publications and the sustainable growth

<i>Sustainable Development Goal(SDG)*</i>	<i>Pillar</i>	<i>p-value</i>	<i>Odds Ratios (95% of variance)</i>	<i>N**</i>
SDG8	Prosperity (45%)	1.08	2.07	232
SDG9	Prosperity (49%)	.768	1.005	232
SDG13	Planet (44%)	.5641	.87	232
SDG14	Planet (58%)	.985	.601	232
SDG15	Planet (62%)	.498	-.68	232

***Adjusted for SDG; ** Number of extracted articles**

As can be revealed, there is a higher tendency toward an increase in decent work and economic growth and sustainability (OR= 2.07) in the light of the 2030 Agenda in the extracted articles. This result is also supported by other research (Arzoumanidis et al.,2022; Li & Zhu,2022; Mansoor et al.,2019; Purvis et al.,2018) that argues that a stable economic situation increases the chances of having an increase in vacations bookings and tourism.

Table 5. Number of citation articles about the Sustainable pillars

Cited key concept	Occurrences	N=232
Sustainable development	230	99%
Marketing	189	81%
Ecotourism	139	60%
Tourism	133	57%
Tourism management	121	52%
Tourism development	112	48%
Sustainability	85	37%
Tourist destination	84	36%
Tourism Market	69	30%
E-commerce	63	27%

As the table reveals, most of the occurrences examined in the 232 papers regard sustainable development (99%) while the least addressed concept is e-commerce (27%).

About the three pillars, it seems that the socio-economic pillar (e.g. prosperity, decent work, sustainable development, marketing, tourism management) is amongst the most influential and addressed arguments. This result is in line with the evidence-based reasoning of the economic vulnerability after the pandemics and the War in Ukraine and the continuous inflation that largely affected the family budget and availability to afford vacations (Mani et al.,2022). A safe and stronger economic level allows rise to plan and manage better tourism interaction and gives a greater chance to the e-economy of a country to boost. Additional research supports the same finding (Colacchio & Vergori,2023; Wijesekara et al., 2022; De Siano & Canale,2022; Naseem,2021; Rasool et al.,2021).

CONCLUSIONS

Technology has unquestionably transformed the global tourism sector, particularly in Blue Tourism, although more must be done to raise awareness of using it accurately. In the present study, a serious scientific effort was made to identify the gaps through a meta-analysis on the evolution of blue tourism and e-commerce (Mello et al.,2023; Pournara et al.,2023; De Brito & Silviero,2023; Pournara et al., 2022; Mani et al.2022; Tianming,2021; Sharafuddin et al.,2020; Su-San et al.,2020; Hampton, & Jeyacheya,2020; Jones & Navarro,2018; Grellier et al.,2017; King,2004). In terms of theoretical implications, this meta-analysis has contributed to the body of knowledge on blue tourism, sustainability, and e-commerce. The investigated Journals and publications ranged from 2019-2023 with a total of 232 articles. The main finding from the present meta-analysis on sustainability and blue tourism is that although the vast number of using ICT in our daily life, e-commerce, planning, and management has not been addressed as the traditional forms of tourism.

The bulk of the 232 articles that were examined and categorized belonged to the social-economic pillar. (n=230) and the least in e-commerce (n=63). This finding reflects the gaps that the field encounters in terms of structural and systemic research and more accurate findings for prospects (Mani et al.,2022).

Several key insights emerge from our study:

1. A dominant theme in the literature addresses the relationship between socioeconomic wealth, sustainability, and marketing. As the use of sustainable practices in tourism marketing is becoming increasingly vital, particularly in digital transformation, the economic background continues to have a significant effect on the growth of tourism overall.
3. Global Collaborative Efforts: The number of international collaboration networks indicates that Blue Tourism presents global challenges and opportunities. Researchers from diverse backgrounds can collaborate to drive innovation and sustainable practices in the tourism sector by harnessing the collective expertise of researchers.
4. Blue Tourism's Future: The convergence of environmentally conscious practices and digital innovation is poised to shape the future of blue tourism, given the growing emphasis on sustainability and the swift rate of technological progress. This must be

recognized and addressed by all stakeholders, from policymakers to marketers, to ensure the sustainable growth of the tourism industry.

With serious challenges like climate change, environmental disruption, and social insecurity, the travel and tourism sector is under increasing pressure to adapt to new social life and sustainable practices.

The 4:00 Industry of the tourism sector presents opportunities and challenges, especially in developing countries. Blue Tourism requires a holistic approach in which sustainability and technological innovation but, also more concrete policies are integrated. Research, policymakers, and industry stakeholders must prioritize sustainability, technological advancement, and economic development as they chart the future of Blue Tourism.

Although the main significant findings have been revealed, this research also reflects some limitations that need to be considered:

First, the current paper was focused on a meta-analytic approach. It did not include the holistic view of the multi-factorial layers that correlate to the present stance of blue tourism and e-commerce.

Second, the research is centered on the theme analysis of the retrieved papers and has not considered other factors, such as the articles' geographic location, which is relevant to the behavior of the tourism sector.

Third, specific advances in ICT and their impact on specific fields of blue tourism were not addressed in this research.

Fourth, we focused on five of the Sustainable Goals Agenda (SGAs) 2030 based on our extracted data. For a complete view of the entire list please refer to Tremblay et al.(2020).

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