



# Clío

Revista de Historia, Ciencias Humanas  
y Pensamiento Crítico

ISSN 2660-9037



Adscrita a:  
Fundación Ediciones Clío  
Academia de Historia del  
estado Zulia  
Centro Zuliano de  
Investigaciones  
Genealógicas

Sección: Artículo científico | 2025, julio-diciembre, año 5, No. 10, 1204-1235

## Innovative strategies and tourism growth: a bibliometric and historical review from the humanities

**Ramírez Molina, Reynier Israel<sup>1</sup>**

**Correo:** rramirez13@cuc.edu.co

**Orcid:** <https://orcid.org/0000-0002-5073-5158>

**Archbold Chamorro, Ian Antonio<sup>2</sup>**

**Correo:** iarchbol@cuc.edu.co

**Orcid:** <https://orcid.org/0009-0008-9097-9035>

**Sierra Ochoa, Erika Patricia<sup>3</sup>**

**Correo:** esierra9@cuc.edu.co

**Orcid:** <https://orcid.org/0009-0006-6006-2504>

**Santamaría Ruiz, Mauricio Junior<sup>4</sup>**

**Correo:** msantama@cuc.edu.co

**Orcid:** <https://orcid.org/0000-0002-2976-0834>

**DOI:** <https://doi.org/10.5281/zenodo.15345858>

### Abstract

The objective of this research is to describe innovative strategies and the growth of tourism through a bibliometric and historical review from the humanities. A descriptive study with a bibliometric approach was applied, using databases such as Scopus, Web of Science, JSTOR, and Emerald Insight from 2000 to 2024. Tools such as Zotero, Mendeley, VOSviewer and Gephi were used for data collection and analysis. The findings indicate that innovative strategies in tourism are primarily related to digital technologies, and their implementation is conditioned by the training of human talent and effective communication of benefits,

<sup>1</sup> PD. in Organizational Management, Doctor in Education Sciences, Master in Human Resources Management, Bachelor in Social Communication, and Psychologist, Professor and researcher at Universidad de la Costa, Barranquilla - Atlántico, Colombia.

<sup>2</sup> Student of the Business Administration program, and member of the Human Talent Management Research Seminar at Universidad de la Costa, Barranquilla - Atlántico, Colombia.

<sup>3</sup> Student of the Business Administration program, and member of the Human Talent Management Research Seminar at Universidad de la Costa, Barranquilla - Atlántico, Colombia.

<sup>4</sup> Master in Business and Administration, Senior Management Specialist, Business Administrator, Professor and researcher at Universidad de la Costa, Barranquilla - Atlántico, Colombia.



BY: se debe dar crédito al creador.

NC: Solo se permiten usos no comerciales de la obra.

SA: Las adaptaciones deben compartirse bajo los mismos términos.

<https://ojs.revistaclio.es/index.php/edicionesclio/>

**Recibido:** 2025-03-10 **Aceptado:** 2025-05-02

influenced by the historical evolution of the human race, philosophy, schools of thought, and culture. It is concluded that these strategies contribute to the competitiveness and sustainability of the tourism sector, generating critical and historical thinking in living beings that socially impact the humanities.

**Keywords:** innovative strategies, tourism growth, bibliometric review.

*Estrategias innovadoras y crecimiento turístico: una revisión  
bibliométrica e histórica desde las ciencias humanas*

## Resumen

El objetivo de esta investigación es describir las estrategias innovadoras y el crecimiento del turismo mediante una revisión bibliométrica e histórica desde las ciencias humanas. Se aplicó un estudio descriptivo con enfoque bibliométrico, utilizando bases de datos como Scopus, Web of Science, JSTOR y Emerald Insight desde el año 2000 hasta 2024. Se emplearon herramientas como Zotero, Mendeley, VOSviewer y Gephi para la recolección y análisis de los datos. Los hallazgos indican que las estrategias innovadoras en el turismo están relacionadas principalmente con lo digital y su implementación está condicionada por la capacitación del talento humano y comunicación efectiva de los beneficios, influenciadas por la evolución histórica de la raza humana, filosofía, escuelas de pensamiento y cultura. Se concluye que estas estrategias contribuyen a la competitividad y sostenibilidad del sector turístico, generando en el ser vivo un pensamiento crítico e histórico que impacta socialmente las ciencias humanas.

**Palabras clave:** estrategias innovadoras, crecimiento del turismo, revisión bibliométrica.

## Introduction

Innovative strategies and tourism are activities with global reach, and can be carried out in any country in the world. Currently, tourists have the ability to choose between international, national, regional, or local destinations. For this reason, tourism is highly competitive. Each tourist destination competes nationally

and internationally to attract the largest number of visitors, and therefore requires innovative strategies. Tourist destinations compete for their historical, geographical, or cultural value to be attractive in this market. Each must offer innovative offerings and services to encourage tourists to select it as their next destination. This entails the development of attractions, infrastructure improvements, the promotion of cultural events, and the implementation of innovative marketing strategies.

Innovative strategies drive tourism growth, as they allow for the generation of distinctive actions over time in a highly competitive market, aimed at creating unique and memorable experiences for tourists through the implementation of technology, sustainable development, and service customization, thus having a social impact on the humanities. The integration of digital tools, such as mobile applications, augmented reality, and smart booking platforms, improves accessibility to information and optimizes the visitor experience. Likewise, the promotion of innovative cultural events and themed festivals fosters interest in the unique characteristics of each destination. These strategies increase visitor flow, contribute to economic development, job creation, and strengthen local identity, consolidating tourism as a key driver of global and historical progress.

Historically, Latin America has been known for its natural territories, ranging from deserts, mountains, forests, and jungles, among others, that allow visitors to appreciate the diverse landscapes within the region. With the exception of Bolivia, all Latin American countries have coastlines offering all types of maritime activities, such as surfing, diving, and kayaking, which attract tourists from around the world. It is known for its cultural diversity, such as its cuisine with indigenous, African, and European influences, or its typical dishes made with

different meats, fruits, and vegetables, produced from the unique harvests of each region. Some Latin American cities are also part of cultural diversity, as they were inhabited by ancient indigenous civilizations (Incas, Aztecs, Mayans). Their buildings and sculptures are cultural heritage that has endured over time.

The artistic and human science contributions of the world's diverse cultures are invaluable and enriching. The paintings and portraits created throughout history by different cultures and eras stand out for their unique aesthetic designs, symbolizing the cultural richness and ingenuity of each society. According to the historical background, tourism had a colossal growth at the end of the 19th century, according to Cirer-Costa (2019), an economic expansion arose at that time due to urbanization and manufacturing technification, this expansion boosted industries such as: health, entertainment, education and tourism, with the growth of all these industries, the upper middle social stratum was formed because there was a demand in the capital for qualified personnel, this resulted in a greater number of professionals, notably affecting the human sciences from a historical, cultural, social and symbolic perspective.

Boyer's (2002) research traces the origin of tourism back to the 17th century, with high society and aristocratic individuals undertaking leisure or curiosity trips. This activity was exclusively for high-society individuals. However, the Industrial Revolution simultaneously saw a revolution in tourism, creating new attractions and tourism centers such as spas, sporting events, and fashion. For much of the 19th century, the cultural frontier of tourism ceased to be exclusively for the upper echelons of society. The bourgeoisie began to imitate the aristocracy. Around the 19th century, rentiers and wage earners began to embrace tourism.

This new social class was able to enjoy international vacations regardless of their geographical distance from the centers of industrialization, a luxury that previously only the magnates and aristocratic landowners of the time could afford. This led to a boom in demand for tourism services. Tourism is thus considered an international activity that has developed differently in each country, city, or culture, marking future lines of research in knowledge, as is the case in the social and human sciences. Each destination had responsible actors in advancing tourism growth, employing different innovative strategies, whether locally or internationally, and it is through these that global advances are achieved, as is the case in Spain. Aranda and Martínez (2019) investigated the creation of tourism initiative and trade unions known as SITs (Society of Tourism Initiatives) in the first thirty years of the 20th century. These were non-profit organizations tasked with promoting tourism growth in a region or locality.

In France, a region affected by depopulation experienced economic growth thanks to its Alpine mountains. Research conducted by Schut (2013) demonstrated that sport, specifically mountaineering, influences tourism growth. This activity in the Pelvoux Massif proved especially attractive. Over time, they first provided guide services and high-altitude shelters, then tourism associations created routes and public access to the mountain, and finally, hotel and lodging initiatives began. The result was a third economic development, the first two being hunting and agriculture.

Despite the importance of innovative strategies for tourism growth, their implementation faces various challenges that can limit their effectiveness, impacted by the anthropological, social, and human impact on ecosystems that sustain life. One of the main problems lies in the inequality in access to



technological and financial resources among tourist destinations, creating a gap between developed and developing regions. Furthermore, many innovative strategies require solid infrastructure and trained personnel to be successfully implemented, but these resources may be limited in some destinations, especially in rural or marginalized areas.

Another major challenge is people's resistance to change, who often prefer to maintain traditional practices marked by history rather than adopt modern approaches that might be perceived as risky or costly. Sustainability is becoming a growing concern; as certain innovative strategies can prioritize immediate appeal to tourists without considering long-term environmental or social impacts. Meanwhile, global competition and the humanities also exert pressure, as destinations must balance the differentiation of their offerings with the need to meet changing tourist expectations in a dynamic and demanding market. These issues underscore the need for comprehensive strategic planning tailored to the specificities of each destination.

Considering the above, some tourist destinations lack a clear description of their strengths and opportunities for improvement. This makes it difficult to identify distinctive characteristics that could be leveraged to increase a location's tourist appeal and establish effective strategies for its development. The lack of these tools limits their ability to compete in the global market, as they lack a differentiating element to distinguish themselves.

A recurring problem is the inadequacy of tourism promotion at both the national and international levels. Added to this is the scarcity of research that adequately analyzes potential markets or tourism demand, resulting in a lack of essential data for designing innovative strategies. Consequently, tourism in many

locations is experiencing slow growth due to the absence of innovative strategies that can support sustainable development. This situation affects destinations' ability to capture new market niches and take advantage of economic development opportunities. Additionally, the lack of efficient resource management, organizational capabilities, and self-management strategies reduces the competitiveness of destinations compared to rivals that have managed to consolidate these areas. This leads to a decrease in revenue derived from tourism activities, limits the full utilization of economic and social benefits, and reduces the employment opportunities that the sector has the potential to create.

In this regard, it is imperative to describe innovative strategies and tourism growth based on a bibliometric and historical review from the humanities. This review provides a clear vision and perspective regarding the scope and composition of these study variables. This review also allows for the validation of a problematic reality in order to generate knowledge products relevant to the advancement of science, technology, and innovation. Given these considerations, the following question arises: What are innovative strategies and tourism growth based on a bibliometric and historical review from the humanities?

## **1. Theoretical foundations**

### **1.1. Innovative strategies in the historical context: critical thinking and human sciences.**

Renowned 20th-century economist Schumpeter (2013) proposed that innovation encompasses developing new products or technologies, implying disruption and eventual replacement of established business models. His theory emphasizes that companies must go beyond improving their products or services,

instead exploring new opportunities and disrupting established markets. He emphasizes competition as a driver of innovation. This means that innovation strategies must be proactive and future-oriented rather than reactive and focused exclusively on process optimization.

Barnett (1953), has a holistic approach to innovation, considering the disruptive nature and transformation of the cultural context. According to the author, innovation is any behavior, thought, or thing that is new because it is qualitatively different from existing forms. This definition focuses on originality and difference in the invention of processes, highlighting how new ideas and practices can change established traditions, cultures, or paradigms in a society. This author suggests that innovation is crucial for human progress and cultural change. Promoting new ways of thinking and acting becomes the means to address emerging challenges and opportunities.

Rogers, Singhal and Quinlan (2014), describes innovation as any concept, reality, or object that an individual or unit of adoption perceives as novel. It has little relevance if the innovation is objectively new from its discovery or practice. The perception of novelty is the determinant of innovation. In other words, if an individual reacts to an invention as novel, it is considered an innovation.

The novelty of an innovation can go beyond simply new knowledge and social aspects. A person can be informed about an innovation without necessarily having a favorable or unfavorable attitude toward it, nor having implemented or discarded it. The "novel" aspect of a discovery can be expressed in terms of knowledge, persuasion, or the decision to adopt. He argues that it is a mistake to consider innovations as equivalent units of analysis, since the application or



adoption of each innovation may differ in greater or lesser amounts of time. The characteristics help explain the rate of adoption by individuals:

- Relative advantage: the degree to which an innovation is perceived as superior compared to existing alternatives.
- Compatibility: the degree to which a novelty is consistent with the principles, past experiences, and current needs of the population.
- Complexity: considers the perception of difficulty an individual has when trying to understand or use said innovation. This is commonly observed in advanced technologies or processes that lack a smooth learning curve.
- Probability (Experimentability): establishes the extent to which people can experiment with the innovation before fully adopting it.
- Observability: determines the visibility and understanding of the results and benefits of an innovation, when the effects of an innovation are visible and demonstrable.

According to Mansfield (1972), the initial application of an invention is described as innovation. Inventions represent the perception of new, relevant processes or products that were previously unknown as ideas. Linear processes are rarely observed in the development of inventions. These can arise through the individual efforts of one or more inventors, as well as through research or development work. They present challenges in their direction, analysis, and organization. Generally, the invention process begins with observation and progresses toward experimentation for its application. It begins without a specific goal and evolves toward technical development to meet an objective. This process is unpredictable, interacting with multiple techniques and not limited to a

particular discipline or technology. In some cases, the source of inspiration may be uncertain.

According to Grønhaug (1976) and Ramírez et al. (2021), innovation strategies focus on "variations" in product development. They involve the introduction of minor adjustments to products or processes, as opposed to "reorientations" that generate drastic changes. It is essential to view them as a crucial stage for implementing changes within the organization. These strategies act as tools to introduce incremental improvements to current products or processes, facilitate improvements, and help the organization respond to changing market demands and maintain its relevance and competitive advantage.

According to Guidetti and Mazzanti (2005), innovation strategies can be understood as an approach or set of actions aimed at improving a company's competitiveness and productivity through the introduction of changes in its training and skills development practices. This involves considering the complementarity between the company's different internal resources and processes, as well as adapting training practices to specific structural characteristics of the organization, such as its size, technology, culture, historical aspects, and internal labor market.

According to Costa and Fonseca (2022), an innovative strategy refers to a business approach that seeks to integrate corporate social responsibility (CSR) with innovative practices to improve the performance and creation of value of the company, generating the precise management capacity for these activities to align them with a business model, recognizing that its impact can be perceived mainly through intangible benefits, although these can be translated into tangible benefits in the long term, an innovative strategy may involve the search for external

knowledge through participation in activities that increase the capacity to absorb knowledge, seeking to improve corporate and innovative performance.

Given these considerations, innovative strategies are understood as a set of actions aimed at generating a differentiating change in a specific area to achieve economic, social, environmental, or labor benefits or improvements. These social actions seek to adapt to changing environmental needs, enabling agile and effective responses to market demands and stakeholder expectations. They involve the implementation of new ideas, focusing on the transformation of internal structures and processes to make the most of emerging opportunities.

Authors such as Schumpeter (2013), highlight the importance of creative destruction, a theory that postulates that established models and markets are replaced by new inventions and creative responses. For Santamaría Ruiz et al. (2022) and Antequera et al. (2022), creative strategies are supported by digital tools such as information and communications technologies (ICTs), which generate opportunities for people to strengthen their digital and relationship skills, both in person and remotely. Christensen (2015) introduces the concept of disruptive innovation, which refers to the modification of products or services to make them simple, convenient, and affordable, which can render previous versions obsolete and eventually redefine the market.

Jayawardena (2019), systematically explores various innovative strategies in the tourism and hospitality sectors worldwide, synthesizing insights from 13 research articles involving 17 countries, with the goal of identifying key strategies for the future of global tourism. Tourism is constantly evolving, driven by the need to adapt to technological, cultural, and social changes that transform travelers' expectations. In this historical and cultural context, innovative strategies have

emerged as fundamental pillars to ensure the sector's competitiveness and sustainability. Several key dimensions have been identified as catalysts for this transformation, addressing both technological and sociocultural aspects, including:

*Blockchain technology:* a decentralized, peer-to-peer technology that enables secure and transparent transactions on a shared ledger. This innovative system is being applied in the hotel industry to streamline processes such as revenue management, inventory control, and guest history management. It improves operational efficiency and promotes trust among participants by ensuring secure and tamper-proof transactions. Canada has applied blockchain technology in the hotel industry to achieve secure and efficient transactions, improving operational effectiveness, customer trust, and satisfaction.

*Vacation Rentals (VRs):* These involve temporarily renting furnished houses or apartments to tourists as an alternative to traditional hotels. Platforms such as Airbnb have popularized this option, offering more personalized and cost-effective accommodation experiences.

*Public-Private Partnerships for Sustainable Tourism:* Joint efforts between the government, business sector, and communities to promote sustainable tourism.

*Slum Tourism:* This is a niche tourism sector in which tourists take guided tours of impoverished areas to learn about local life and conditions.

*Environmental Standards in Tourism:* Caribbean countries have implemented strict environmental regulations to drive innovation in tourism, particularly in response to climate change. These regulations require sustainable practices, prompting tour operators to adopt eco-friendly solutions that improve

the region's competitiveness, protect natural resources, and promote long-term economic stability.

*Future Housing Designs:* Focusing on future designs that incorporate technology, target audience preferences, and economic sustainability. Hotels are rethinking room layouts to meet the changing needs of travelers, such as the incorporation of smart technology, energy efficiency, and ergonomic furniture.

*Educational innovation in hotel management:* refers to the development and modernization of educational programs in hotel management to prepare future professionals for the challenges of a dynamic tourism industry, ensuring that graduates possess skills in sustainability, technology, and creative problem-solving, helping to maintain the sector's competitiveness.

*Studying traveler behavior:* refers to the analysis of travelers' patterns, preferences, and decisions, using data on tourist behaviors to design personalized experiences that respond to their needs, developing marketing strategies, and achieving customer satisfaction and building customer loyalty.

*Development of intercultural tourism:* focuses on the promotion, interaction, and understanding between different cultures as a means to strengthen tourism and foster social cohesion, overcoming cultural barriers and transforming differences into tourism development opportunities that benefit local communities. Industrial Revolution 4.0: addresses the integration of emerging technologies in the hotel industry, such as artificial intelligence, the Internet of Things, and robotics, to transform its operations, improving operational efficiency, automating processes, and meeting the expectations of tech-savvy travelers.



*Generation Y Workforce Management*: focuses on creating meaningful work experiences to attract and retain young talent by offering opportunities for personal growth, creativity, and job satisfaction.

*Digital Connectivity and Travel Intentions*: leverages the emotional bonds fostered through digital interactions, incentivizing families to visit loved ones studying abroad and boosting educational tourism.

*Child-Free Luxury Accommodations*: innovative hospitality that offers child-free environments to appeal to specific customer segments, targeting adults seeking relaxing and exclusive experiences, especially during meals and relaxation.

## **1.2. Tourism growth and the historical context: critical and conceptual thinking.**

Tourism is defined as the set of recreational activities carried out for leisure, involving interaction with various facilities, cultures, and resources, including natural resources. Tourism growth leads to greater exploitation of these resources to meet growing demand, which in turn places additional pressure on available products and services. Generally, tourist destinations foster this growth due to the numerous economic and social benefits it provides.

For Brida et al. (2008), tourism growth in Colombia refers to the competitive strengthening of tourism products and the growth and development of the tourism sector, which have a significant impact on the country's economy. It is assessed through various indicators, such as the number of international tourists arriving in the country, income generated by tourism, and the tourism sector's contribution to the Gross Domestic Product (GDP). According to Tafere et al. (2020) describe

tourism growth based on the economic contributions or benefits derived from tourism, such as job creation, increased GDP, tax revenue generation, economic recovery in times of crisis, increased international arrivals, and the promotion of other economic sectors benefiting from tourism.

Brau et al. (2007), argue that tourism growth could be defined as the steady and significant increase in tourism's contribution to the economy of a nation or region over time. This growth is reflected both in the revenue generated by international tourism and in its positive impact on income levels and, potentially, on the overall economic development of small countries and others specializing in this industry. According to Butler (1980), tourism growth is evolutionary, beginning with the increase in popularity and the number of visitors a tourist area receives over time. This growth follows a cyclical pattern: popularity and visitor numbers to a destination increase, reach a saturation point, and then decline or renew, depending on how the area's resources and infrastructure are managed. The key elements of this definition are:

*Initial surge:* Increase in visitor numbers when a destination is discovered and begins to be known for its unique attractions. This stage is characterized by gradual growth due to the lack of tourism infrastructure.

*Rapid expansion:* As the destination develops and improvements are made to infrastructure and marketing, visitor numbers increase rapidly, and the area's popularity grows with the expansion of services and attractions.

*Stabilization and saturation:* Growth eventually levels off when the destination reaches its maximum capacity. Visitor growth begins to decline as the destination becomes popular and faces capacity and quality challenges.

*Decline or rejuvenation:* In the final phase of the cycle, the area may enter decline due to poor resource management and competition from new destinations. Alternatively, it may experience rejuvenation if new attractions or improvements are introduced.

The study by Zha et al. (2020), measured the productivity and efficiency of the tourism sector using an extended data envelopment analysis (DEA) approach to decompose tourism growth. The objective was to provide a more detailed analysis of the factors that stimulate tourism growth and present strategic recommendations to promote efficient and sustainable tourism development in China's provinces. According to the study, there are seven components that affect tourism growth. These components are detailed:

*Technological efficiency:* recognized as the tourism sector's ability to optimally utilize available technological resources, improving productivity and enabling the provision of higher-quality tourism services without the need to increase inputs. Greater technological efficiency helps tourism businesses reduce costs and improve competitiveness.

*Technological gap:* examines the difference in the adoption and use of advanced technologies among different regions or tourism entities. Bridging the technological gap is crucial to ensuring equitable tourism development. This allows all regions to take advantage of technological innovations, improving their tourism capabilities and competitiveness. *Technological progress:* These are technological advances and innovations that can be applied to the tourism sector. They facilitate the development of new tourism offerings and services, improve operational efficiency, and increase the capacity of tourist destinations, attracting more visitors.

*Labor input:* This considers the contribution of the workforce and human talent to tourism development. An increase in both the quantity and quality of the workforce optimizes the provision of tourism services, adequately serving tourists and meeting their needs. This can lead to a better customer experience and repeat visits.

*Capital Inflow Effect:* Represents investments in tourism infrastructure, such as hotels, transportation, and other facilities. Capital investment is essential for developing tourism infrastructure, improving tourist attraction and improving customer satisfaction. Adequate infrastructure can also facilitate the growth of other economic sectors.

*Tourism Resource Endowment Effect:* Shows how available natural and cultural resources can be leveraged for the benefit of tourism. Tourism resources, such as landscapes and historical and cultural sites, are essential for attracting tourists. Proper management and promotion of these resources can increase visitor numbers and improve tourism sustainability.

*Environmental Overburden Effect:* These are the negative impacts of tourism growth on the environment. Managing environmental overload is crucial to ensuring the sustainability of tourism growth. Proper planning and implementation of sustainable practices minimize environmental damage and preserve tourism resources for future generations.

## 2. Methodology

This research adopts a bibliometric review approach, aiming to describe the academic output on tourism innovation and growth strategies. It consists of the

systematic collection and analysis of scientific publications to understand how key concepts have been addressed in different contexts and disciplines. This includes identifying patterns in research topics, the behavior of academic output, the relationship between key concepts, and potential research gaps.

The review of the behavior of scientific output allows for understanding the relationships between different elements that have been studied, contributing to structuring an updated overview of the state of the art and highlighting relevant aspects that could guide future research. The approach adopted ensures a precise and detailed organization of the information, facilitating its interpretation and practical utility. In this way, the study aims to provide a solid foundation for the formulation of innovative strategies in the tourism sector, in addition to strengthening existing knowledge in this dynamic and constantly evolving field.

Descriptive research focuses on collecting, organizing, and analyzing relevant information from scientific publications to provide a comprehensive view of the state of the art. This methodology seeks to characterize research dynamics and highlight representative aspects without directly intervening in the observed phenomena. This provides a solid foundation for understanding critical thinking and the humanities, as well as how the topic has evolved and contributed to academic knowledge. In this way, descriptive analysis allows us to outline existing advances and gaps, serving as a resource for future studies and potential practical applications in the tourism sector according to the study variables.

The methodology of this bibliometric review begins with (1) the definition of the research objective, establishing specific goals that guide the entire process, (2) subsequently the scientific databases that will serve as the main source of information are selected, ensuring that they are recognized for their relevance and



quality, once the search platforms have been identified, (3) inclusion and exclusion criteria are determined, allowing to delimit publications that will be considered relevant for the analysis, with these parameters defined, (4) an effective search strategy is designed, combining keywords related to tourism growth and innovation strategies, (5) the next step involved data collection, where bibliographic records that meet the established criteria are obtained and stored, (6) then, a debugging of results was carried out to eliminate duplicates or documents that are disqualified according to the selected requirements.

(7) With the information filtered, both quantitative and qualitative analyses are carried out. This includes examining metrics such as the number of publications, frequent keywords, relevant authors, and citation influence. (8) Knowledge maps are also developed to visualize connections between themes and patterns in the reviewed literature. (9) Similarly, the results are interpreted, drawing meaningful conclusions that contribute to an understanding of the state of the art. (10) All of this culminates in the drafting of an academic report that synthesizes and organizes findings in a precise and substantiated manner.

The methodology adopted in this study is supported by the guidelines established by various authors in the field of bibliometric reviews. According to Pilelienè et al. (2024), and Villalobos y Ramírez (2018), a bibliometric review requires a systematic process that ranges from a clear definition of objectives to a detailed analysis of relevant scientific publications. This approach allows for the identification of trends and patterns in the academic landscape, understanding research gaps and potential areas of opportunity in specific fields. The process described by these authors involves a careful selection of academic databases,

such as Scopus, followed by the establishment of inclusion and exclusion criteria to ensure the relevance of the selected publications.

This methodological strategy includes the application of quantitative and qualitative analysis techniques to explore key metrics, such as keyword frequency, number of citations, and relationships between authors or concepts, which is consistent with the approach proposed in this research. The authors emphasize the importance of structuring the bibliometric review using analytical tools that allow for the visualization of knowledge networks and emerging patterns. This component is essential for the precise and detailed organization of information, thus facilitating the interpretation and practical utility of the results.

As Pilelienė et al. point out, (2024), this approach is especially useful in dynamic areas such as sustainable tourism, where emerging innovations and strategies require continuous and detailed analysis. Finally, the approach adopted by this research, which prioritizes a descriptive review to characterize research dynamics and highlight representative aspects, is also supported in the reviewed article. According to the authors, this type of descriptive analysis contributes significantly to the development of knowledge by providing a comprehensive and integrated view of the state of the art in the subject studied.

According to Işık et al. (2022), an effective bibliometric analysis should begin with the definition of clear objectives aimed at exploring the intellectual structure of a research field. This involves identifying key themes, research patterns, and potential gaps in existing knowledge. The authors then emphasize the need to use recognized academic databases, such as Scopus and Web of Science, which ensure the quality and relevance of the selected publications. Next, it is essential to establish inclusion and exclusion criteria that define the

publications to be analyzed, ensuring that the dataset is representative and relevant.

Bibliometric analysis, as proposed by Işık et al. (2022), combines evaluative and relational techniques. The former measures aspects such as the number of publications and citations, while the latter examines connections between authors, topics, and keywords. These strategies allow for the construction of conceptual maps and co-citation networks that reflect relationships between elements of the field of study. Finally, the authors emphasize the importance of organizing and synthesizing the information obtained to offer a comprehensive view of the state of the art.

Thus, the information sources for the study were selected, including academic databases recognized for their quality and scope, such as Scopus and Web of Science. These platforms ensure access to high-impact and relevant scientific publications in disciplines related to tourism and innovation, considering the use of specialized thematic repositories, such as JSTOR and Emerald Insight.

To ensure the relevance of the selected material, clear inclusion and exclusion criteria were established. Articles published between 2000 and 2024, available in English or Spanish, and indexed in scientific journals were included. Publications that explicitly addressed the relationship between innovative strategies and tourism growth were also considered. Studies classified as gray literature, such as non-peer-reviewed conference reports or abstracts, as well as duplicate documents or articles with restricted full access, were excluded.

The search strategy was developed by combining keywords related to concepts of interest, such as "tourism growth", "innovative strategies" and

"bibliometric review", along with their Spanish equivalents. Boolean operators were used to refine the results, and the combinations of terms were adapted according to the characteristics of each database. Once relevant articles were identified, they were collected and organized using bibliographic management tools such as Zotero and Mendeley. In this stage, duplicates were eliminated and titles and abstracts were manually reviewed to classify documents according to thematic categories, such as technological innovation and tourism growth. The search equation used was TITLE-ABS-KEY (innovative AND strategies AND tourism AND growth).

Results were refined through a rigorous process that included automated filters and manual reviews to ensure thematic consistency and compliance with established criteria. In addition, the quality of the publications was validated using metrics such as the journal's impact factor and the number of citations received by articles. Data analysis was conducted on two levels: the quantitative analysis examined metrics such as the frequency of publications per year, most frequently used keywords, relevant authors, and geographic regions with the greatest impact.

The qualitative analysis explored predominant methodological and conceptual approaches in the literature, identifying patterns and relationships between concepts of innovation and tourism growth. To facilitate the interpretation of the results, bibliometric analysis tools such as VOSviewer and Gephi were used, allowing the generation of co-citation maps and keyword co-occurrence networks. The findings were interpreted and synthesized in a scholarly report that integrates relevant conclusions from the study.

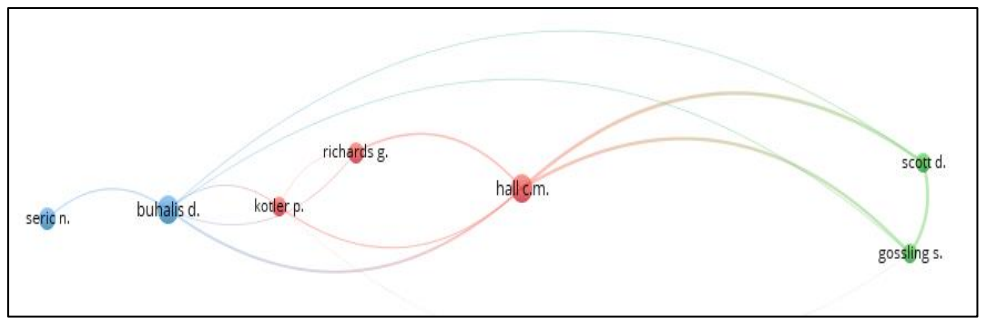
This report was prepared following APA standards, structuring the results in a clear and understandable format that includes a critical analysis of the main

findings, identified research gaps, and practical implications for the tourism sector. The validity and reliability of the study were ensured through the adoption of rigorous measures, such as the exclusive use of high-quality academic sources and the application of recognized methods in bibliometric analysis. Furthermore, a cross-analysis of the results was performed from multiple analytical perspectives to minimize potential interpretive bias.

**3. Results**

Nodes are grouped by color, indicating collaborative thematic relationships, names are abbreviated, curved lines connecting nodes signify relationships, such as co-authorship, therefore the most representative names of the nodes are described, citations or conceptual influence, Groups, Blue cluster: Senge n., Buhalis d., Red cluster: Kotter p., Richards g., Hallem m. Green cluster: Scott d., Gosling s. and Hallem m. seems to serve as a central node, connecting multiple clusters, the visualization shows a flow from left to right, suggesting a progression or relationships over time, as presented in figure 1.

**Figure 1.** Co-citation maps of relevant academic authors with contributions to tourism growth and innovation strategies.





The nodes are grouped by color, indicating clusters of related themes. (a) Green cluster: includes themes such as tourism, innovation, strategy, the hotel industry, and the tourism industry. (b) Red cluster: integrates sustainable development, economic growth, urban development, climate change, and stakeholders. (c) Blue cluster: contains tourism development, tourism management, economic development, and ecotourism. The lines between nodes represent relationships or co-occurrences between themes, indicating stronger relationships. The color of the lines aligns with the group they connect, generating outcomes dimensioned by the variables under study:

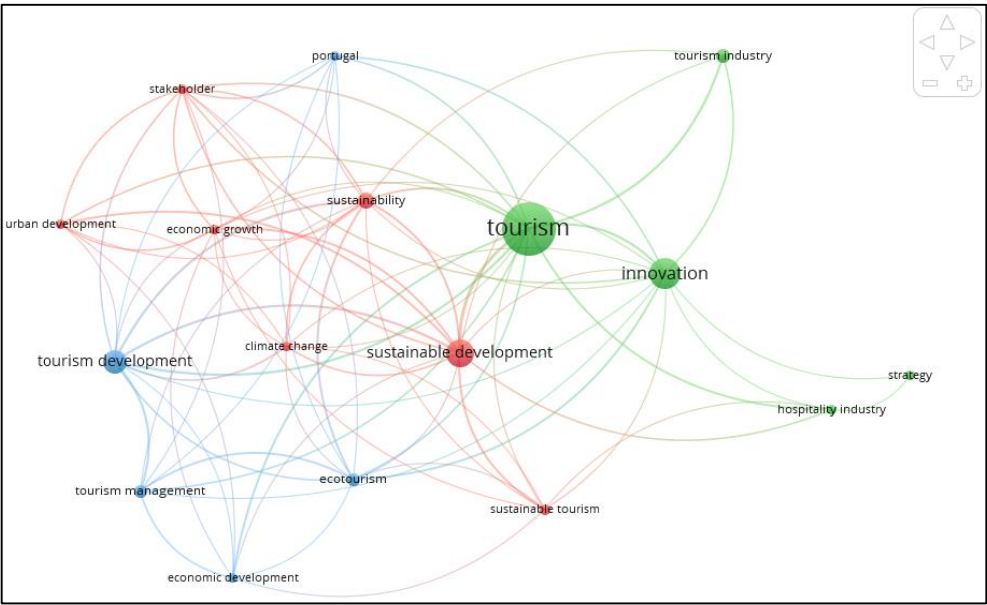
*Green cluster:* focuses on tourism-related themes and innovation, addressing industry growth and strategies.

*Red cluster:* focuses on sustainability challenges, such as climate change, stakeholders, and economic growth.

*Blue cluster:* links to tourism development, management, and economic connections, emphasizing the practical side of tourism.

*Central Nodes:* “Tourism” and “Sustainable Development” are the most prominent nodes, acting as connectors between clusters. “Innovation” is also important and appears to be closely linked to the tourism industry. The visualization reveals that themes such as sustainable development and tourism serve as hubs that connect peripheral themes. The interconnected nature of the nodes suggests interdisciplinary relationships between tourism, innovation, and sustainability, as presented in Figure 2.

**Figure 2.** Keyword co-occurrence maps for tourism growth and innovation strategies.



**4. Analysis and discussion of the results**

The results obtained through author co-citation and keyword co-occurrence maps reveal an interdisciplinary structure in the academic literature on tourism growth and innovation strategies. This visualization provides a comprehensive perspective on the relationships between authors, topics, and methodological approaches, allowing for the identification of patterns of collaboration, influence, and predominant themes in the field.

Collaboration patterns emerge from the integration of technological tools, stakeholder groups, urban development, and tourism management, which allows for the uniform achievement of sustainable tourism growth (Zha et al., 2020; Brau

et al., 2007). The predominant use of digital tools, data organization, intelligent inventory management, and home automation as a tool to digitize the guest living environment (Jayawardena, 2019; Butler, 1980) is consistent with the review conducted given the importance of technological innovation in tourism environments. Relationship between authors and thematic groupings:

The blue cluster is linked to tourism management and economic development, with an emphasis on practical issues such as tourism planning, sustainable management, and ecotourism. Boyer (2002) highlights the importance of technologies and innovation in tourism destination management.

The red cluster addresses the challenges of sustainability, climate change, and stakeholders. The findings are aligned with previous studies linking tourism with economic growth and sustainable urban development (Richards and Hall, 2002). Kotter's conceptual influence also underscores the importance of leadership in implementing sustainable strategies in tourism destinations.

The green cluster focuses on the relationship between tourism, innovation, and the hotel industry. The results are consistent with studies highlighting innovation as a key factor for the growth and competitiveness of the tourism sector (Scott and Lemieux, 2012). The central position suggests a key node that connects different themes, acting as a bridge between the red and green clusters. Central nodes and interdisciplinary connections:

The identification of "Tourism" and "Sustainable Development" as central nodes highlights the interdependence between tourism growth, innovation, and sustainability. These terms act as points of convergence that connect multiple peripheral themes, indicating the need for an interdisciplinary approach to

addressing current tourism challenges. Sustainable development in tourism implies economic growth, the inclusion of climate change adaptation strategies, and stakeholder management (Saarinen, 2006).

The importance of "innovation" in this context is fundamental, facilitating the implementation of sustainable and competitive solutions in the industry. The visual flow from left to right observed in Figure 1 suggests a temporal and conceptual progression in the field. Authors such as (Richards and Hall, 2002; Scott and Lemieux, 2012), act as catalysts for new ideas, connecting emerging themes with previous studies, this progression reflects how tourism has evolved from approaches focused on economic growth towards complex models that integrate sustainability and innovation, the results are in line with previous research that highlights the relationship between tourism, sustainability and innovation, such as the influence of technology in tourism management that has been documented by Boyer (2002), sustainable development as a key factor in tourism has been addressed in studies by Saarinen (2006) and Richards and Hall (2002), along with the connection between innovation and competitiveness in the tourism sector aligns with the findings of Scott and Lemieux (2012).

Thus, by assessing this bibliometric and historical study from the perspective of the humanities, future lines of research on the study variables in question provide a clear perspective of their scope, in terms of sustainable tourism and green innovation, digital transformation and smart tourism, new business models and the collaborative economy, diversification and resilience of tourist destinations, tourist experience and personalization, governance, and community participation.

## Conclusion

The analyzed academic production reflects a continuous flow of transdisciplinary knowledge, projecting a research agenda focused on innovation and sustainability as drivers of tourism growth. This provides a solid foundation for future research and policies that seek resilient and adaptive tourism development in response to global changes, aimed at establishing capacities that guarantee resources for present and future generations.

According to the bibliometric review, innovative strategies in the tourism sector are digital, optimizing resources and conditioned by the commitment to reach, with a global perspective. Residential space is rethought to provide a more meaningful experience for customers, and best practices for integrating stakeholders to mitigate environmental impacts are developed. Concepts such as green tourism are developed to improve sustainable tourism management and boost the tourism industry and territorial development. It should be noted that innovative strategies generate a relative advantage, provided that human talent is trained and that observable criteria are fostered among their audiences.

Otherwise, a gap in knowledge and willingness to change would arise. At the same time, the articulation between innovative strategies and tourism growth is highlighted, which fosters sustainable business models, adapted to the dynamics of the ecosystem and competition. To achieve this, it is imperative to generate dynamic, induced and concerted capacities among business networks, clusters and stakeholders, thus generating new ways of doing business, attracting and retaining talent, and creating a green culture, associating the organization's strategy with its management philosophy.



## References

- Antequera, R., Ramírez, R., Santamaria, M. and Lay, N. (2022). Generic and technical skills of human talent supported by ICT: Systematization, scope, and reflections. *Procedia Computer Science*, 210, 378-382. <https://doi.org/10.1016/j.procs.2022.10.168>
- Aranda, M. y Martínez, C. (2019). La promoción turística privada en la España del primer tercio del siglo XX: Los Sindicatos de Iniciativa y Turismo. *Investigaciones de Historia Económica*, 15(1), 38-46.
- Barnett, H. (1953). *Innovation: The basis of cultural change*. McGraw-Hill.
- Boyer, M. (2002). El turismo en europa, de la edad moderna al siglo XX. *Història Contemporanea* (25), 13-31. Retrieved from <https://ojs.ehu.eus/index.php/HC/article/view/5916>
- Brau, R., Alessandro, L. and Pigliaru, F. (2007). How fast are small tourism countries growing? Evidence from the data for 1980–2003. *Tourism Economics*, 13(4), 603-613.
- Brida, J., Pereyra, J., Risso, W., Devesa, M. and Aguirre, S. (2009). *The Tourism-Led-Growth Hypothesis: Empirical Evidence from Colombia*.
- Butler, R. (1980). The concept of a tourist area cycle of evolution: Implications for management of resources. *Canadian Geographer*, 24(1), 5-12. <https://doi.org/10.1111/j.1541-0064.1980.tb00970.x>
- Christensen, C. (2015). *The innovator's dilemma: When new technologies cause great firms to fail*. Harvard Business Review Press.
- Cirer-Costa, J. (2019). *Spain's tourism models in the first third of the twentieth century*. <https://doi.org/10.13140/RG.2.2.27183.18088>
- Costa, J. and Fonseca, J. (2022). The impact of corporate social responsibility and innovative strategies on financial performance. *Risks*, 10(5), 103. doi: <https://doi.org/10.3390/risks10050103>
- Grønhaug, K. (1976). “Variation” as an innovative strategy in new product development. *Industrial Marketing Management*, 5(2-3), 155-162. doi: [https://doi.org/10.1016/0019-8501\(76\)90038-9](https://doi.org/10.1016/0019-8501(76)90038-9)

- Guidetti, G. and Mazzanti, M. (2005). Firm-based training and innovative strategies in the manufacturing sector. Empirical evidence for a local industrial system. *Reflets et perspectives de la vie économique*, 44(2), 47-62. doi: <https://doi.org/10.3917/rpve.442.0047>
- Işık, C., Aydın, E., Dogru, T., Rehman, A., Sirakaya-Turk, E. and Karagöz, D. (2022). Innovation research in tourism and hospitality field: A bibliometric and visualization analysis. *Sustainability*, 14(13), 7889. <https://doi.org/10.3390/su14137889>
- Jayawardena, C. (2019). What are the key innovative strategies needed for future tourism in the world? *Worldwide Hospitality and Tourism Themes*, 11(2), 235-247. <https://doi.org/10.1108/WHATT-01-2019-0001>
- Mansfield, E. (1972). Research and innovation in the modern corporation. *Springer*. <https://doi.org/10.1007/978-1-349-01639-6>
- Pilelienė, L., Grigaliūnaitė, V. and Bogoyavlenska, Y. (2024). A bibliometric review of innovations in sustainable tourism research: Current trends and future research agenda. *Sustainability*, 16(16), 7124. <https://doi.org/10.3390/su16167124>
- Ramírez, R., Ríos, J., Lay, N. y Ramírez Molina, R. (2021). Estrategias empresariales y cadena de valor en mercados sostenibles: Una revisión teórica. *Revista de Ciencias Sociales*, 27(4), 147-161. <https://produccioncientificaluz.org/index.php/rcs/article/view/36999>
- Richards, G. y Hall, D. (2002). La comunidad: ¿Un concepto sostenible en el desarrollo turístico? In *Turismo y desarrollo comunitario sostenible* (pp. 19-32). Routledge.
- Rogers, E., Singhal, A. and Quinlan, M. (2014). Diffusion of innovations. In D. Stacks & M. Salwen (Eds.), *An integrated approach to communication theory and research* (pp. 432-448). Routledge.
- Saarinén, J. (2006). Tradiciones de sostenibilidad en los estudios de turismo. *Anales de investigación en turismo*, 33 (4), 1121-1140. <https://doi.org/10.1016/j.annals.2006.06.007>
- Santamaría, M., Ramírez, R., Antequera, R. and Lay, N. (2022). Types of competencies of human talent supported by ICT: definitions, elements, and contributions. *Procedia Computer Science*, 210, 368-372. <https://doi.org/10.1016/j.procs.2022.10.166>

- Schumpeter, J. (2013). *Capitalism, socialism and democracy*. Routledge..
- Schut, P. (2013). Sport as a major player in the development of tourism: the history of mountaineering in the Pelvoux massif, France, from 1861 to 1914. *The International Journal of the History of Sport*, 30(12), 1329-1350. <https://doi.org/10.1080/09523367.2013.784272>
- Scott, D. y Lemieux, C. (2012). La vulnerabilidad del turismo al cambio climático. *The Routledge handbook of tourism and the environment* (pp. 241-257). Routledge.
- Tafere, M., Hadush, L. and Abrha, L. (2021). The Effect of Tourism Growth on Job Creation and its Determinants in Tigray Region. *African Journal of Hospitality, Tourism and Leisure*, 10(3):1013-1024. <https://doi.org/10.46222/ajhtl.19770720-146>
- Villalobos, J. y Ramírez, R. (2018). El derecho a la autobiografía: dimensión ius-filosófica desde la perspectiva de H. Arendt y P. Ricoeur. *Revista Opción*. Año 34, N° 18. Pág.: 1012-1587. <http://produccioncientificaluz.org/index.php/opcion/article/view/23930>
- Zha, J., Zhu, Y., He, D., Tan, T. and Yang, X. (2020). Sources of tourism growth in Mainland China: An extended data envelopment analysis-based decomposition analysis. *International Journal of Tourism Research*, 22(1), 54-70. <https://doi.org/10.1002/jtr.2318>

## Conflict of interest and originality declaration

As stipulated in the *Code of Ethics and Best Practices* published in *Clío Journal*, the authors, Ramírez Molina, Reynier Israel; Archbold Chamorro, Ian Antonio; Sierra Ochoa, Erika Patricia and Santamaria Ruiz, Mauricio Junior declare that they have no real, potential or evident conflicts of interest, of an academic, financial, intellectual or intellectual property nature, related to the content of the article: *Innovative strategies and tourism growth: a bibliometric and historical*

*review from the humanities*, in relation to its publication. Likewise, they declare that the work is original, has not been published partially or totally in another medium of dissemination, no ideas, formulations, citations or illustrations were used, extracted from different sources, without clearly and strictly mentioning their origin and without being duly referenced in the corresponding bibliography. They consent to the Editorial Board applying any plagiarism detection system to verify their originality.