

MACRO-ENVIRONMENTAL FACTORS FOR TOURISM AND HOSPITALITY: A SYSTEMATIC REVIEW ALIGNED WITH SDGS 8, 12, AND 13

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ABSTRACT

Objective: This study aims to identify the macro-environmental factors that shape tourism and hospitality and to provide a comprehensive framework that integrates their impacts on destinations, consumer markets, and industry stakeholders.

Theoretical Framework: Grounded in the PESTA approach, the research conceptualizes tourism as highly vulnerable to external forces while also aligned with the Sustainable Development Goals (SDGs), emphasizing resilience, sustainability, and innovation as key drivers for long-term industry viability.

Method: A systematic literature review was conducted following PRISMA guidelines, screening articles published between 2008 and 2022 in Scopus and Web of Science. After a multi-stage selection process, 50 articles published in top-ranking journals were analyzed and categorized into five macro-environmental dimensions: political-legal, economic, sociocultural, technological, and environmental.

Results and Discussion: Findings revealed that political stability and policy frameworks strongly affect tourism flows and investment, while economic crises remain underexplored at the destination level. Sociocultural trends, such as sustainability-driven consumer behavior, and technological innovations, particularly digital platforms, redefine market dynamics. Environmental challenges, including climate change and natural disasters, critically influence destination image and resilience. An integrative framework is proposed to synthesize these impacts and highlight research gaps.

Research Implications: The study advances a research agenda addressing overlooked areas such as economic shocks and technological roles at the destination level.

Originality/Value: This is among the first systematic reviews to holistically map macro-environmental influences on tourism and hospitality, offering theoretical and practical insights that support sustainable development strategies consistent with the SDGs 8 (Decent work and economic growth) 12 (Responsible Consumption and Production), and 13 (Climate Action). The study emphasizes how innovation, entrepreneurship, responsible business practices, and environmental adaptation contribute to a more resilient, inclusive, and sustainable tourism economy.

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1 INTRODUCTION

Consensually one of the most important of the global economy activities, tourism accounted for 10.3% of the global gross domestic product (GDP) and 10% of employment in 2019 (World Travel and Tourism Council, 2022). International tourist arrivals reached 1.4 billion in 2019, up 17 % from 2016 (UNWTO, 2020). The COVID-19 pandemic has disrupted this expansion, affecting the world economy and tourism in particular (Ahmad et al., 2022). Despite that decline, UNWTO (2023) reported more than 900 million international tourists in 2022, double the number from 2021, but still 63% of pre-pandemic levels. In 2002, all global regions witnessed significant increases in international tourist numbers, and in 2023, depending on the extent of the economic slowdown, the recovery of travel in Asia and the Pacific, and the Russian offensive in Ukraine, international tourist arrivals could reach 80% to 95% of pre-pandemic levels.

The pandemic highlighted tourism's vulnerability to external disruptions but also its resilience (Aldao et al., 2022). Tourism's macro environment affects it positively or negatively (Marin, 2015; Tohmo, 2018). Therefore, it is crucial to identify emerging trends and their drivers, such as technological advances, changing consumers' attitudes and behavior, globalization challenges, environmental concerns, or economic factors. According to Ha et al. (2022), studying how the macro environment affects the tourism value chain growth is equally important.

The extant literature addresses the impact of specific macro-environmental factors on tourism. However, an integrated view of how these factors affect tourism is lacking in the literature. The aim of this review is to identify the main macro-environmental factors that provide the context for

tourism as addressed by the literature. Theoretically, the paper provides an integrative framework of the most important macro-environmental factors and their impact on three tourism micro-environments: destinations, consumer markets, and tourism and hospitality (T&H) industries. This article also synthesizes the main contemporary factors impacting T&H activity, which managers can use for strategic external analysis.

The paper starts by clarifying why macroenvironmental factors matter for T&H. Next, the paper selection is explained. The following section presents and discusses the results. The review concludes with theoretical and practical implications as well as its limitations.

2 THEORETICAL FRAMEWORK

The external environment traditionally includes political, legal, economic, sociocultural, technological, and environmental factors. These factors are used to forecast tourism demand and to analyze organizations and destinations as tourism supply aggregates in a particular location (Gregoric, 2014).

Political and legal factors can influence tourism development and competitiveness in a region. Governments have a crucial role because they establish the regulatory framework and provide infrastructure and support for tourism businesses (Aguinis et al., 2023). Open and stable political and legal institutions are crucial for organizations and the economy, according to Bianchi (2018). However, ongoing conflicts and political instability harm the destination's long-term investment prospects and reputation (Demiralay & Kilincarslan, 2019).

Tourism is influenced by economic conditions (Badulescu et al., 2021; Gwenhure & Odhiambo, 2017). Economic factors like economic growth, structure, and exchange rate may affect organizations, including tourism organizations (Duyen et al., 2022). According to MacNeill and Wozniak (2018), when the economy grows or population income grows, living standards improve, and tourism demand rises. Economic development increases income and quality of life, which boosts tourism demand (Croce, 2018; Marin, 2015; Tohmo, 2018).

Tourism's quality and attractiveness are also affected by social and cultural factors (Zhuang et al., 2019). Changes in social norms and values produce new motivations and lifestyles that drive changes in consumption patterns, including tourist behavior (Dixit et al., 2019). This is illustrated by the increasing awareness and concern of tourists regarding environmental degradation (Dong et al., 2020; Garvey & Bolton, 2017). Tourism development is also driven by sociocultural factors that encourage tourists to explore new places (Ooi et al., 2015).

Technological factors include information technology development as well as technological improvements (Cadle et al., 2010). Improvements in technology usually lead to innovation (Hitt et al., 2007).

Tourism is resource-based. Therefore, tourism resources, particularly natural resources, are important for tourism service production (Buckley et al., 2017). According to Fossgard and Stensland (2021), tourism resource volume, nature, and value are related to tourism activity scale, nature, attractiveness, or seasonality. Thus, environmental factors include ecology, weather, pollution, and waste disposal.

3 METHOD

A systematic literature review was conducted to identify the main macro-environmental factors that provide the context for tourism and hospitality and related gaps. A descriptive approach based on structured search methods was applied to achieve a representative sample of articles addressing the phenomena under study (Paré et al., 2016). This review followed Templier and Paré's (2015) guidelines, which are compatible with tourism and hospitality literature review guides like PRISMA, to ensure systematicity and process transparency (Moher et al., 2009). The process suggests six steps: (1) problem formulation, (2) search process, (3) inclusion and exclusion criteria, (4) quality assessment, (5) data extraction, and (6) analyzing and synthesizing data.

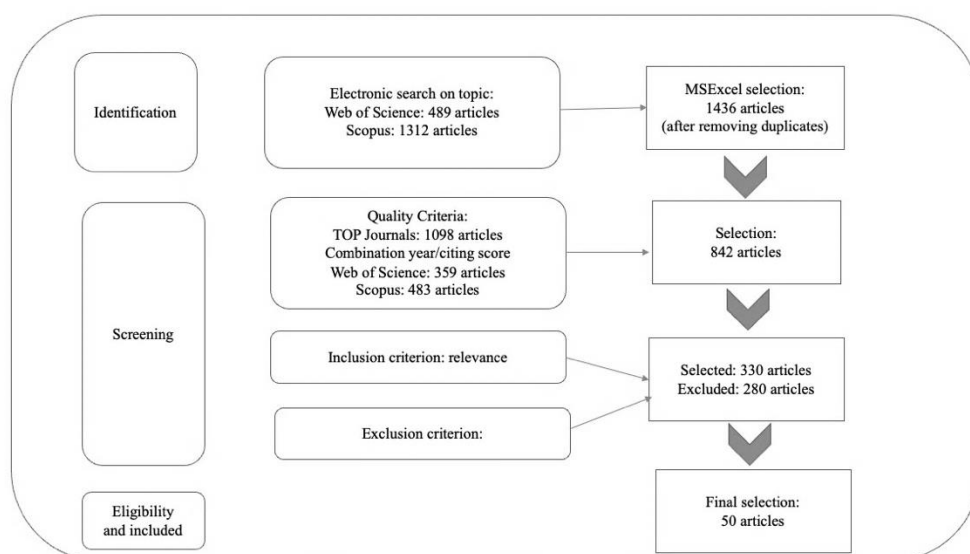
3.1 PROBLEM FORMULATION

This study aims to identify the main macro-environmental factors that shape tourism and hospitality and related gaps. The systematic literature review intends to describe existing research and suggest future research.

3.2 SEARCH PROCESS

Figure 1 describes the search process based on automatic search (Kitchenham, 2007; Webster & Watson, 2002) in two electronic databases, Scopus and Web of Science. The following combination of keywords guided the search on articles' title: (Challeng* OR trend* OR opportunit* OR threat* OR driver*) AND (hospitality OR touris* OR hotel*). Given the broader range of focus necessary to cover all areas of interest for the study, the topic was enlarged to ensure no research domain or relevant paper was missing. The search words were chosen based on the challenges the industry faces nowadays and in the near future. Therefore, the chosen search words were intended to capture the literature review focused on these challenges, such as opportunities and threats for the sector.

Figure 1
Search process



The following criteria guided the search process: Years: from 2008 (to cover the economic crises period, such as sub-prime rating crises); Type of documents: journal articles and reviews - according to Webster and Watson (2002), significant contributions to a research field are predominantly provided by reputable sources such as academic journals; Subject area: all academic knowledge fields, given the exploratory character of this study and the multitude of fields with potential impact on tourism and hospitality; and Language: English.

Four hundred and eighty-nine articles resulted from Web-of-Science and 1312 from Scopus. In the first step, the resulting 1801 articles were stored in a Microsoft Excel sheet to search for duplicates and to identify and describe the articles' characteristics in a later analysis. After removing the repeated articles, 1436 primary studies were identified.

Given the large number of articles resulting from the search process, it was decided to apply a quality criterion in this phase of the process to reduce the number of articles to analyze.

3.3 QUALITY ASSESSMENT

Applying quality criteria ensures that relevant and consistent scientific literature is eligible to support the analysis. Therefore, only top-tier journals and studies with high citation scores were considered (Menon et al., 2021) by applying two criteria: (1) considering only articles published in scientific journals classified in first and second quartiles by Scimago Rankings; (2) application of cut-off points combining publication year and the average number of citations. The inflexion point of the number of citations was identified separately for articles published in Scopus and Web-of-Science. In the set of articles retrieved from the Scopus database, all articles published in 2014 with fewer than 14 citations were excluded, as 14 is the average citation count of articles in that database. In the Web-of-Science set, all articles published by 2015 with fewer than 23 citations were excluded. By the first criterion, 338 articles were excluded. Applying the second criterion, 111

articles were excluded from Web of Science, and 145 articles were excluded from Scopus. In the end, 842 articles were selected for analysis.

3.4 INCLUSION AND EXCLUSION CRITERIA

Inclusion and exclusion criteria were identified (Kitchenham, 2004, 2007; Templier & Paré, 2015) for screening the articles selected in previous phases. The inclusion criterion was based on relevance to the research objective. All the articles that effectively identify relevant factors impacting tourism and hospitality were included. Five marketing and tourism researchers read the abstracts of all papers to apply the identified criterion, and frequent changes occurred to ensure coherence among them. At the end of this phase, 330 studies remained for analysis. The group of specialists classified these articles, according to the nature of the impact factors, in five areas: political-legal (37), economic (49), sociocultural (98), technological (61), and sustainability (85). The exclusion criteria were based on restrictive aspects and, therefore, excluded all the articles that: (1) the main focus was not tourism or hospitality; (2) the context of the application was too narrow (region, type of product or service), not providing a global perspective; (3) the impact was not from the factors to the tourism or hospitality, but reflected the impact of the tourism sector on other areas, such as economy, or environment. To apply the exclusion criteria, teams of two researchers read the articles' full text. After, one specialist met all the teams and conjointly screened the articles selected to ensure the homogeneity of criteria application by all teams. This step resulted in 50 articles.

3.5 DATA ANALYSIS

To prepare the analysis, data from the eligible articles were recorded in Microsoft Excel and extracted, including the article's name, publication year, authors, journal, number of citations, and factors, according to the areas previously mentioned.

4 RESULTS AND DISCUSSIONS

The macro-environmental factors impacting tourism and hospitality were identified through a systematic literature review. The tourism macro-environment context includes five macro factors: politico-legal; economic; sociocultural, technological, and sustainability. This review presents results by macro factor.

4.1 POLITICAL-LEGAL FACTORS

In a total of 14 articles related to the impact of these factors on tourist activities, the most discussed topics were: sustainable tourism policy (6); geopolitics (2); geopolitical risk (4); economic policy (1); and entrepreneurship environment (1) (Table 1).

Table 1

Number of articles by main topic in the political-legal factor

Main topic	Number of articles	%	References
Sustainable tourism policy	6	43%	Andrade et al., 2021; Buzzi et al., 2022; Heikkinen et al., 2020; Maxim, 2015, 2019; Merino & Prats, 2020
Geopolitics and tourism	2	14%	Singleton, 2016; Webster & Ivanov, 2015
Geopolitical risk	4	29%	Fourie et al., 2019; Gozgor et al., 2022; Mestanza-Ramón & Jiménez-Caballero, 2021; Walters et al., 2019
Economic policy	1	7%	Khan et al., 2021
Entrepreneurship environment	1	7%	Li et al., 2020
Total	14	100%	

Sustainable tourism policies, government leadership, and implementation supported by stakeholders' collaboration are pointed out as the main ingredients for successful results (Andrade et al., 2021; Buzzi et al., 2022; Heikkinen et al., 2020; Maxim, 2015, 2019; Merino & Prats, 2020).

Geopolitical risk is defined as "the risk associated with wars, terrorist acts, and tensions between states that affect the normal and peaceful course of international relations" (Caldara & Iacoviello, 2022, p. 1197). Four studies on

the impact of geopolitical risk were analyzed, from the demand and supply sides. Geopolitical risks matter for tourism flows and demand because tourists are sensitive to security conditions in the destination (Fourie et al., 2019; Walters et al., 2019). For the supply side, geopolitical risks negatively affect capital investment in tourism, namely in developing countries where potential security crises are usually more severe than in developed countries (Gozgor et al., 2022). For instance, in countries devastated by war, which are traditionally attractive as tourist destinations, policies aimed at the recovery or enhancement of areas degraded by conflicts can boost tourist activities (Mestanza-Ramón & Jiménez-Caballero, 2021).

Two studies focus on the relationship between geopolitics, the relations among states and tourism. Factors such as the emergence of multiple great powers, countries' fragmentation, increased global political instability, the increased importance of regional supranational organizations, as is the case of the expanding European Union, greater control of the individuals on a global scale, and the greater importance and power of some corporations when compared to some national governments, were identified as the main geopolitics drivers of tourists flow (Singleton, 2016; Webster & Ivanov, 2015).

Policy-related economic uncertainties are also expected to affect tourism demand beyond the well-established economic and non-economic factors. Khan et al. (2021), concluded that when faced with economic policy uncertainty, consumers become hesitant to make significant purchase decisions, such as travelling.

The last subject under the political factor regards the entrepreneurship environment. In their study, Li et al. (2020) stated that public sector actors play a crucial role in creating an entrepreneurial climate that facilitates new venture development in tourism and hospitality.

4.2 ECONOMIC FACTORS

Of the four articles on economic factors analyzed for this review, three refer to the economic crisis of 2007 (Eugenio-Martin & Campos-Soria, 2014; Jiménez-Guerrero et al., 2021; Zheng et al., 2016), and one concerns the most

recent economic crisis of 2020 and 2021, a consequence of the Covid-19 pandemic (Plzáková & Smeral, 2022) (Table 2).

Table 2

Number of articles by main topic in the economic

Main topic	Number of articles	%	References
Economic crisis	4	100%	Eugenio-Martin & Campos-Soria, 2014; Jiménez-Guerrero et al., 2021; Plzáková & Smeral, 2022; Zheng et al., 2016
Total	4	100%	

Based on two segments, Zheng et al. (2016) concluded that casino hotel firms' performance had an almost immediate reaction to the onset of the 2007 recession, showing a significant decline in December of 2007, while other hotel firms were not affected by those pressures until nine months later. Two studies (Eugenio-Martin & Campos-Soria, 2014; Jiménez-Guerrero et al., 2021) reveal that world tourism suffered a severe decline in 2009, especially concerning revenues, despite the magnitude of the results being influenced by the geography, wealth, and tourist attractiveness of each country or region.

Recently, in 2020, the COVID-19 pandemic and the containment measures inflicted severe impacts on the world economies, and according to Plzáková and Smeral (2022), tourism demand saw a significant downturn in that year.

4.3 SOCIOCULTURAL FACTORS

Concerning social factors, 16 articles were analyzed (Table 3), which focused on the following topics: tourists' profile (6); sustainable tourism behaviour (4); tourist behaviour post covid-19 (2); labour market and demographic changes (1); environmental consciousness towards hospitality.

Table 3

Number of articles by main topic in the social factor

Main topic	Number of articles	%	References
Tourist profiles: Millennials (3) Students (1) Senior (1) Lifestyles (1)	5	33%	Ketter, 2020; Leith, 2020; Marques et al., 2018; Santos et al., 2016; Veiga et al., 2017
Sustainable tourism Behaviour	4	27%	Juvan & Dolnicar, 2017; Leonidou et al., 2015; Seyfi et al., 2021; Wang et al., 2021
Tourist behaviour post covid-19	2	13%	Lebrun et al., 2022; Zhang et al., 2020
Labour market - Demographic changes	1	7%	Webster & Ivanov, 2020
Environmental Consciousness of hospitality managers	3	20%	Cozzio et al., 2018; López-Gamero et al., 2011; Razumova et al., 2015
Total	15	100%	

In our research, regarding tourists' profiles, three studies focusing on Millennials refer that this generation is a large and influential segment representing a greater challenge for tourism, demanding a shift towards more personalized and unique travel experiences at more competitive prices, with a greater emphasis on sustainability and social responsibility (Ketter, 2020; Santos et al., 2016; Veiga et al., 2017). The article by Marques et al. (2018) identifies different profiles of university students regarding travel motivations and preferences for touristic activities. On the other hand, senior citizens have gained increased attention from tourism researchers as well as from service providers because they are growing in number, have more time, and are wealthier, healthier, and more active than before (Santos et al., 2016). Contemporary lifestyles and social changes have pushed forward the trend of solo travel. More people now live alone, spending leisure time and going on holidays alone. Leith (2020) proposes that solo tourism will be increasingly fragmented based on the desires, living circumstances, and motivations of the individual.

Studies (4) focusing on sustainable tourism behaviour aim to identify the drivers of eco-friendly behaviours among tourists. Drivers identified are activism and ethical consumerism; deontological status, law obedience, and

political action; psychological variables; and cognitive factors and socio-demographic factors (Juvan & Dolnicar, 2017; Leonidou et al., 2015; Seyfi et al., 2021; Wang et al., 2021). Accordingly, other studies in this category reinforce that environmental commitment is particularly pertinent for hospitality companies.

Two articles (2) on post-covid behaviour emphasize the importance of risk attitude and demographic and generational differences in decision-making regarding tourist activities and travel after the pandemic (Lebrun et al., 2022; Zhang et al., 2020).

Social impact on the supply side is identified at two levels: the environmental consciousness of hospitality managers (3) and demographic changes in the labour market (1).

Cozzio et al. (2018) demonstrated how green services and sustainable food contribute to favourable behavioural intentions from customers. López-Gamero et al. (2011) identified the main enablers (attitude and perceptions of managers) of environmental prevention strategies, and Razumova et al. (2015) found the drivers of the overall environmental innovation activity: firms' general predisposition to implement innovations; manager remuneration based on environmental performance; staff satisfaction; environmental accounting, and training.

The current imbalance in the age structure, with the elderly population being the largest cohort in developed countries, has been progressively reducing the supply of labour, particularly in tourism and hospitality, because it is a labour-intensive sector (Webster & Ivanov, 2020).

4.4 TECHNOLOGICAL FACTORS

Of a total of eleven articles analysed referring to the technological factor, the majority (9) fall in the category of digital technologies, followed by information and communication technologies (2) (Table 4).

Table 4

Number of articles by main topic in the technological factor

Main topic	Number of articles	%	References
Digital technology	9	82	Bowen and Whalen, 2017; Chamboko-Mpotaringa and Tichaawa, 2021; Gupta and Sharma, 2021; Han et al., 2021; Knani et al., 2022; Nam et al., 2021; Roman et al., 2022; Tao et al., 2018; Yallop and Seraphin, 2020
Information and Communication Technology	2	18	Chen et al., 2021 ; Kozłowski et al., 2021
Total	11	100%	

In the analysed articles, the main digital technologies addressed are: social media (2); virtual reality (VR) and augmented reality (AR) (2); artificial intelligence and robotics (2); big data (2); blockchain technology (1); self-service technology (1); mobile apps (3).

From the customers' point of view, the most significant effects identified were: more personalized experience based on big data analytics, mobile apps, and social media; (Bowen & Whalen, 2017; Chamboko-Mpotaringa & Tichaawa, 2021; Tao et al., 2018; Yallop & Seraphin, 2020); improved customer experience throughout more convenience and flexibility (Bowen & Whalen, 2017; Gupta & Sharma, 2021; Knani et al., 2022); greater transparency by recommendations and reviews systems (Bowen & Whalen, 2017); and, more easy access to tourist activities based on VR and AR (Roman et al., 2022).

From a business perspective, the main impacts of digital technologies on tourism and hospitality were identified as increased efficiency and cost savings through self-service technology (Gupta & Sharma, 2021), mobile apps (Chamboko-Mpotaringa & Tichaawa, 2021; Han et al., 2021), and intelligent automation (Bowen & Whalen, 2017; Knani et al., 2022); b) increased revenue by reaching new customers and rising bookings based on marketing digital tools (Chamboko-Mpotaringa & Tichaawa, 2021) and on VR and AR (Roman et al., 2022); c) get valuable insights into customer behaviour and preferences, and make right data-driven decisions (Bowen & Whalen, 2017; Chamboko-Mpotaringa & Tichaawa, 2021; Yallop & Seraphin, 2020), and d) making transactions and interactions in more secure, transparent, and efficient ways (Nam et al., 2021).

The impact of ICT on tourism and hospitality, studied by Kozłowski et al. (2021), empirically showed that ICT contributes to the growth of the hospitality businesses and positively impacts their financial results. In the specific case of mobile communication technology (Chen et al., 2021) analyze the changes brought about by each generation of mobile communication technology and discuss the future impact of 5G mobile communication technology and its applications to hospitality and tourism.

4.5 ENVIRONMENTAL FACTORS

Relying on the impact of the natural environment on tourism, six articles were reviewed, and one main issue was addressed: environmental threats (Table 5).

Table 5

Number of articles by main topic in the environmental factor

Main topic	Number of articles	%	References
Environmental threats			
Climate changes (4)	6	100%	Ghaderi and Henderson, 2013; Rosselló and Santana-Gallego, 2014; Ruan et al., 2020; Scott, 2021; Shijin et al., 2020; Thimm et al., 2019
Natural disaster (1)			
Air Pollution (1)			
Total	6	100%	

Four articles explore climate change and its implications for the tourism business and tourist behavior. As stated by Scott (2021), global climate change represents an enormous challenge for society, one that is increasingly influencing tourism sector investment, planning, operations, and demand. As global temperatures rise, it is expected to impact international tourism flows, implying a greater loss of attractiveness for traditional warm destinations around the world but an increasingly appealing option for high-latitude countries (Rosselló & Santana-Gallego, 2014). According to Thimm et al. (2019), mountain tourism is at risk as climate change may prevent the typical sport and recreation activities. In the same way, Polar high-latitude characteristics

determine the vulnerability of their environment and the higher sensitivity of Polar Tourism to climate change (Shijin et al., 2020).

The image of a country as a travel destination is an important factor in tourists' decision-making. Among several negative attributes that could erode the image are pollution or environmental disasters. Indeed, Ruan et al. (2020) offered empirical evidence that tourists may avoid visiting destinations where smog pollution is severe and when they believe smog could affect their tourism activities in outdoor environments.

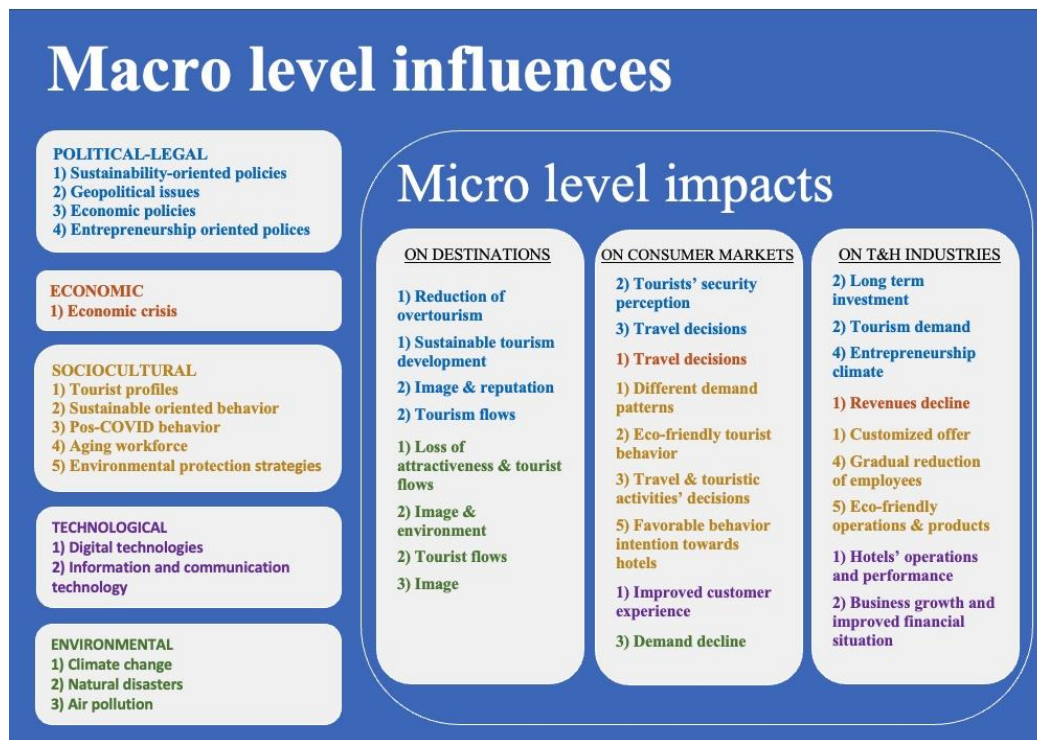
Natural disasters are a potentially destabilizing environmental force that could be detrimental to the affected area's resources. Such an outcome would frustrate sustainable tourism development and the successful functioning of the tourism industry (Rosselló et al., 2020). This was the case reported by Ghaderi and Henderson (2013) within the context of the debris from the Japanese tsunami of May 2011 and its implications for Hawaii.

5 DISCUSSION

This systematic literature review produced the integrative framework in Figure 2 to provide an analysis of the macro-environmental discussions in the existing literature. It shows the relationships between the previously defined categories of macro-environmental factors and the relevant tourism and hospitality dimensions: destinations, consumer markets, and H&T industries.

Figure 2

Integrative framework: main macro factors and their impact at the micro level



Concerning the political-legal factors, our proposed framework highlights its main influences at the destination level - reduction of over-tourism; sustainable tourism development; destination image and reputation; and tourism flows. These factors also affect consumer markets, namely through their influence on tourists' security perceptions and travel decisions. At the T&H industries' level, political factors influence investment decisions, demand levels, and entrepreneurship levels. Therefore, while it is true that policies often prioritize the impact on destinations, it is also important to note that these policies have the potential to influence demand and create new opportunities for H&T businesses. Specifically, economic policies play an essential role in shaping the overall economic environment, directly affecting T&H industries. The same applies to entrepreneurship-oriented policies that can contribute to developing a more dynamic and innovative tourism industry.

Regarding economic factors, the literature emphasizes the consequences of economic crisis for consumer markets (influencing travel decisions) and T&H industries (reducing revenue).

Concerning social-cultural factors, extant literature focuses on their influence on shaping consumer preferences and behaviours. Characteristics such as age and sustainability-oriented behaviour, shape demand patterns in consumer markets. From the supply side, this influences customized offers. An ageing population also has consequences on the labour market making T&H industries face a severe shortage of labour.

Technological factors have been shown to improve customer experience and make T&H firms more efficient. Technology also influences business growth and improved results, namely through its use in digital marketing.

In terms of environmental concerns, the literature demonstrates its impact at the destination level. Climate change, natural disasters, and pollution directly influence destinations' attractiveness and image, thus affecting tourism flows. From the market side, these factors affect consumer travelling decisions and reduce demand for T&H industries.

The proposed framework helps identify literature gaps for future research. Three were found:

1. Economic factors are one of the biggest gaps in the literature. On the one hand, no destination-level economic crisis effects are discussed. Economic crises can reduce government funding for tourism promotion and development, making it harder for destinations to attract visitors and invest in infrastructure. On the other hand, current research overlooks many economic factors.
2. The literature on social and technological factors does not address its role at the destination level. Demographics, lifestyle trends, cultural values and beliefs, social norms, and consumer behavior influence consumer preferences and choices. These elements determine our travel decisions. Destinations with the best resources and products for tourists will be the most appealing. Technological factors and their influence on the destination level are also significant gaps.
3. Environmental factors are mostly studied at the destination level, but what about how companies adapt to more environmental hazards?

6 CONCLUSION

This article discusses a 50-article systematic literature review that identified the main macro-environmental factors that shape tourism and hospitality microenvironment contexts.

6.1 THEORETICAL CONTRIBUTIONS

This paper generates three contributions to the literature. An integrative framework was developed to identify literature gaps by analyzing the impacts of the identified factors/categories. First, it synthesizes the current literature on how macro-environmental factors (political-legal, economic, social-cultural, technological, and sustainability) influence the T&H microenvironment. Second, it inductively deduced the main topics in each factor and how each affects the micro-environment at three levels: destination, consumer markets, and supply industries, developing an integrative framework of these relationships.

6.2 PRACTICAL IMPLICATIONS

Although more research is needed in several aspects outlined above, this review brings significant contributions to practitioners. This framework can help policymakers understand policy reach. Destination managers can use the integrative framework to find the main factors in the literature that influence destinations, and T&H firms' managers can use our proposed framework in their strategic management process for external level analysis.

6.3 SOCIETAL IMPLICATIONS

The study identifies macro-environmental factors that shape tourism and hospitality, sectors that are central to fostering balanced and resilient development. The findings contribute to SDG 8 - Decent Work and Economic Growth by highlighting how public policies, technological innovation, and

entrepreneurial strategies sustain competitiveness and employment creation within the industry. At the same time, the analysis of changing consumer profiles and behaviors, particularly the growing demand for responsible practices, aligns with SDG 12 - Responsible Consumption and Production, encouraging more sustainable and conscious business models. Finally, the weak emphasis on the impacts of climate change, pollution, and natural disasters on tourism research and practices underscores the relevance of a focus on SDG 13 - Climate Action, appealing to the urgent need for mitigation and adaptation strategies to safeguard destinations and local communities.

6.4 LIMITATIONS

Systematic reviews are retrospective, observational, and selective (Petticrew & Roberts, 2006), which limits them. This limitation is despite using the two largest article databases. Additionally, to enhance keyword search precision, we restricted the search to the title. Consequently, relevant studies may have been overlooked. Finally, data interpretation is subjective despite the method's systematic nature. Nevertheless, clear reporting allows follow-up studies. Despite these limitations, this is the first study to review macro-environmental factors in tourism systematically.

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