

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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**Relevance of Creative Economy in Enhancing Cultural Tourism:  
A Systematic Literature Review and Bibliometric Analysis**

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## **Relevance of Creative Economy in Enhancing Cultural Tourism: A Systematic Literature Review and Bibliometric Analysis**

### **Abstract:**

This systematic literature review (SLR) and bibliometric analysis aims to explore the integration of the Creative Economy (CE) with tourism and cultural sectors, particularly within the Indian context. Despite the growing recognition of the CE's potential to drive sustainable development, empirical research remains limited, highlighting significant gaps in the existing literature. This study employs a methodology, utilizing the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to ensure transparency and replicability. A comprehensive analysis of publications from 2015 to 2024 (July) reveals trends, challenges, and a future analysis in the intersection of CE, tourism, and culture. Key findings indicate a lack of holistic reviews that consolidate existing research, underscoring the need for integrated perspectives to understand the dynamic interactions among these fields. The bibliometric analysis further discusses the intellectual structure of the research landscape, identifying influential authors, key publications, and emerging research trends. The study not only synthesizes current knowledge but also provides essential guidelines for future research agenda, emphasizing the importance of interdisciplinary approaches to harness the full potential of the Creative Economy in promoting cultural integration and sustainable tourism development.

**Keywords:** creative economy, tourism, culture, policy, systematic literature review, bibliometric analysis



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