



HOW COMMUNITY-BASED TOURISM LINKS TO THE UN SUSTAINABLE DEVELOPMENT GOALS

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Abstract

The aim of this research was to discover the contribution of community-based tourism (CBT) activities to sustainable development goals (SDGs). The CBT at Baan Lipon Tai in Phuket, Thailand, was used as a research context. Although existing literature suggested tourism has a long history of contributing to global sustainable development, limited studies, especially in the CBT literature, have engaged SDGs into tourism research investigation. While several tourism stakeholders played an important role in SDG studies, very limited exploration has been engaged with tourists (Rasoolimanesh et al., 2020). This study utilized a focus group interview with 12 tourists visiting a CBT destination at Baan Lipon Tai, Phuket. Content analysis was conducted. The key informants discussed the CBT activities engaging in the community including learning and sharing local history and participating in local experience. It was further found CBT contribution to SDGs. At least seven SDGs were spoken of, including SDG 1 – No poverty, SDG 2 – Zero hunger, SDG 3 – Good health and well-being, SDG 4 – Quality education, SDG 5 – Gender equity, SDG 8 – Decent work and economic growth, and SDG 11 – Sustainable cities and communities. Solid evidence to such contributions was given. This study provides both theoretical and practical implications.

Keywords: Community-based Tourism; Sustainable Development Goals (SDGs); Tourism Products

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Introduction

Community-based tourism (CBT) takes into account the sustainability of the environment, society, and culture, which are directed by the community, managed by the community, for the community, and the community plays a role of ownership (Mtapuri et al., 2022). The community has the right to administer and educate tourists and visitors, which are important characteristics of community-based tourism. It is a community-based operation based on the fact that every villager owns the resources and is a stakeholder in tourism (Stone et al., 2020).

CBT outlines the goals that can enhance local citizens' quality of life, particularly for those who are a part of socially vulnerable groups (Stone, 2020). Moreover, CBT suggests that local communities may manage and control their resources for their own advantage. It was found that the most important goal and objective for CBT was sustainability. The goals of CBT include preserving local communities and their natural and cultural resources and improving the landscape, environment, and natural resources in order to support their socioeconomic growth. However, according to UNESCO (2015), sustainable development refers to the methods used to attain sustainability, whereas sustainability is typically thought of as a long-term objective.

According to the United Nations (2015), the Sustainable Development Goals (SDGs) serve as a road map for building a better, more sustainable future for everybody. They deal with issues such as poverty, inequality, climate change, environmental degradation, and issues of peace and justice, among other global issues. All of the objectives might potentially benefit from tourism, either directly or indirectly. Especially goals 8, 12, and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP), and the sustainable use of oceans and marine resources, in particular, have been included as aims (UNWTO, 2015).

Previous literature suggests the SDGs have become one of the key points for an investigation into contribution of tourism to sustainable development (Hall, 2019). The extant literature further argues that because it has been shown to encourage employment creation, CBT is considered to contribute to SDG1 No Poverty in the framework of the SDGs. In addition, the contribution to SDG11 Sustainable Cities and Communities is met because of local participation, empowerment, local infrastructure improvement (Manyara & Jones, 2007; Pasanchay & Schott, 2021). While several tourism stakeholders played an important role in SDG studies, very limited exploration has been engaged with tourists (Rasoolimanesh et al., 2020). As such, the current study bridges this gap and seeks a greater understanding of CBT contribution to the SDGs from the perspective of CBT tourists.

Objectives

To explore tourist insights into community-based tourism (CBT) contribution to sustainable development goals (SDGs)



Research Methodology

1. Populations and Sample

The population of this research study was tourists visiting the Lipon Tai CBT, in Phuket. Purposive sampling method was utilized in this research. Twelve tourists, travelling for educational purposes, visiting the community were approached and sought for their permission for research participation.

2. Research Tools

Focus group discussion was adopted in this research. The key informants were asked to take notes while doing the CBT activities. Some observations during the onsite visit were encouraged for further discussion during the focus group meeting. An initial question for the observation included the CBT activities, CBT stakeholders, and community enterprises. Further questions were raised during the discussion meeting. In addition, the key informants were required to suggest SDGs that contributed by CBT activities, as shown in Table 1,



Table 1. Tourism for SDGs Platform

Goal	Definition
SDG 1 – NO POVERTY	Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women.
SDG 2 – ZERO HUNGER	Tourism can spur sustainable agriculture by promoting the production and supplies to hotels, and sales of local products to tourists. Agro-tourism can generate additional income while enhancing the value of the tourism experience.
SDG 3 – GOOD HEALTH AND WELL-BEING	Tax income generated from tourism can be reinvested in health care and services, improving maternal health, reduce child mortality and preventing diseases. Visitors fees collected in protected areas can as well contribute to health services.
SDG 4 – QUALITY EDUCATION	Tourism has the potential to promote inclusiveness. A skilful workforce is crucial for tourism to prosper. The tourism sector provides opportunities for direct and indirect jobs for youth, women, and those with special needs, who should benefit through educational means.
SDG 5 – GENDER EQUALITY	Tourism can empower women, particularly through the provision of direct jobs and income-generation from SMEs in tourism and hospitality related enterprises. Tourism can be a tool for women to become fully engaged and lead in every aspect of society.
SDG 6 – CLEAN WATER AND SANITATION	Tourism investment requirement for providing utilities can play a critical role in achieving water access and security, as well as hygiene and sanitation for all. The efficient use of water in tourism, pollution control and technology efficiency can be key to safeguarding our most precious resource.
SDG 7 – AFFORDABLE AND CLEAN ENERGY	As a sector, which is energy intensive, tourism can accelerate the shift towards increased renewable energy shares in the global energy mix. By promoting investments in clean energy sources, tourism can help to reduce green house gases, mitigate climate change and contribute to access of energy for all.
SDG 8 – DECENT WORK AND ECONOMIC GROWTH	Tourism, as services trade, is one of the top four export earners globally, currently providing one in ten jobs worldwide. Decent work opportunities in tourism, particularly for youth and women, and policies that favour better diversification through tourism value chains can enhance tourism positive socio-economic impacts.
SDG 9 – INDUSTRY INNOVATION AND INFRASTRUCTURE	Tourism development relies on good public and private infrastructure. The sector can influence public policy for infrastructure upgrade and retrofit, making them more sustainable, innovative and resource-efficient and moving towards low carbon growth, thus attracting tourists and other sources of foreign investment.
SDG 10 – REDUCED INEQUALITIES	Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development by giving people the opportunity to prosper in their place of origin.



Goal	Definition
SDG 11 – SUSTAINABLE CITIES AND COMMUNITIES	Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.
SDG 12 – RESPONSIBLE CONSUMPTION AND PRODUCTION	The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. Tools to monitor sustainable development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.
SDG 13 – CLIMATE ACTION	Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.
SDG 14 – LIFE BELOW WATER	Coastal and maritime tourism rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, contributing to the sustainable use of marine resources.
SDG 15 – LIFE ON LAND	Rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. Tourism can play a major role if sustainably managed in fragile zones, not only in conserving and preserving biodiversity, but also in generating revenue as an alternative livelihood to local communities.
SDG 16 – PEACE JUSTICE AND STRONG INSTITUTIONS	As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and inter-faith tolerance and understanding, laying the foundation for more peaceful societies. Tourism, which benefits and engages local communities, can also consolidate peace in post-conflict societies.
SDG 17 – PARTNERSHIPS FOR THE GOALS	Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda.

Source: adopted from UNWTO (2018a)

3. Data Collection

Data was collected right after the CBT visit at the Lipon Tai community. The focus groups discussion took place almost two hours at Lipon Tai community center. The key informants consisted of 12 tourists who were visiting the CBT Lipon Tai attraction for their education purpose. All of them were an MBA student in a university in Phuket. As shown in Table 2, the key informants were in their ages between 25 and 48. Two of them were working for local administrative organizations, half of them worked for the government, and the rest were with a private company.

Table 2. Profiles of the key informants

No.	Gender	Age	Type of workplace
1.	Female	25	Subdistrict Administrative Organization
2.	Female	32	Government office
3.	Female	34	Subdistrict Administrative Organization
4.	Female	41	Government office
5.	Male	35	Government office
6.	Female	48	Private company
7.	Female	36	Government office
8.	Female	41	Government office
9.	Female	40	Private company
10.	Female	31	Own business
11.	Male	36	Own business
12.	Female	31	Government office

4. Data Analysis

In general, the key informants explored a half-day tourism activity provided at Baan Lipon Tai community including visiting the house of Pra Ya Vichitsongkram, the former Phuket governor, making wishes at Tha Rua Shrine, feeding reserved Thai buffalo. The community tourism activity was ended by visiting the Li Pon Tai tourism center where tourists engaged with traditional way of life and culture through local cuisine and local performing art. At the center, tourists also had opportunity to learn more about local history and practice local style cooking. Lunch was also included in the CBT package tour.

It was further found tourism products at Baan Lipon Tai CBT contributed to a number of SDGs. In this regard, the key informants suggested that a number of SDGs, including, SDG 1, 2, 3, 4, 5, 8 and 11, to be met by the CBT activities. *"I can see that The CBT Baan Lipon Tai activities can contribute to a number of SDGs."* (Informant 5). Informant 9 further added that *"We have discussed and agreed that at least 1, 2, 3, 4, 5, 8 and 11."* The key informants provided the key information of each contribution as follows:

SDG 1 – No poverty, the head of Baan Lipon Tai Community has organized occupational groups to promote income and cash flow in the community, including exchanges of household waste with local chicken eggs and to encourage the community member to separate waste. In addition, the community members, especially housewives, are to be encouraged to weave bags from plastic filaments as a part time job. In this case, some products including local sweets served for the CBT tourists are popular and orders are made after visiting the community. For example, *“Currently, from the demonstration of making local sweets such as chicken patties that are part of the tourism activities, the villagers are also contacted to order products to sell to various tourist attractions every day. There is an increase in employment in the community.”* Informant 4.

Furthermore, it was found establishment of *Srisoonthornpattana Farmer Housewives Group* to gather people who are interested in making various kinds of chili paste and dried fish kidney curry to be sold at OTOP and community shops. This idea is consistent with the concept of UNWTO (2018) SDG 1 suggesting those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women. Figure 1 shows local products made by community members and sold to tourists.



Figure 1: a CBT souvenir shop at Baan Lipon Tai community center
Source: authors

In addition, the key informants found solid evidence of how CBT at Baan Lipon Tai would contribute to SDG 2 – Zero hungry. In this point, UNWTO (2018) points that by encouraging local product sales to tourists as well as production and supply to hotels, tourism can support sustainable agriculture. Agrotourism may increase revenue while improving the quality of the travel experience. At the local community, it was evident enhancement of nutrition and sustainable agriculture promotion by developing unused land for vegetable plantations. It was also suggested promotion of growing edible vegetables instead of flowers, such as passion fruit, peppers, and lemongrass. As well as the of food security, the community members would have additional income from those agricultural practices. Informant 1 *“They served us drink called Mamao juice, it is a kind of mocktail. Mamao is local identity over here. Because taste is good and tourists like it, several hotels already order for their welcome drinks.”*

According to SDG 3 - Good health and well-being, the community members actively engaged in health and well-being. For example, an exercise group was established to support community members for their health. Informant 9, *"The head of Baan Lipon community has established the Linedance group to encourage people in the community to exercise by dancing Linedance every evening."* In addition, the community members are also encouraged to consume healthy organic food. Informant 11 shared that,

The head also supports vegetable gardening using home-made bio-fertilisers, so that family members and communities can consume non-toxic vegetables. There is a group of village health volunteers to survey and destroy mosquito breeding sites. They are also educated about disease prevention.

SDG 4 – Quality education, UNWTO (2018) states that a skillful workforce is important for tourism business. In addition, an individual will be able to have further education for their suitable tourism jobs. The CBT at Baan Lipon Tai village contributes to this goal of the UN. A local member receives an opportunity to learn an essential task at the learning center, *"Baan Lipon Tai community is a learning resource that has the potential to promote the workforce essential skills for thriving tourism."* shared by informant 4. In addition, informant 3 added that *"It can create opportunities for learning and vocational training for youth. For example, the opportunity to attend culinary courses, bartending, handmade manufacturing, etc."*

SDG 5 – Gender equity, stating that direct employment opportunities and revenue generating from SMEs in the tourist and hospitality industries may empower women. Women may use tourism as a tool to fully participate in and take the lead in all facets of society (UNWTO, 2018). It was evident that Baan Lipon Tai community supports the idea of women's equality. All individuals regardless of gender and age are encouraged to use their capability. Informant 5 spoke that *"Here, we learned that the head of CBT gave opportunities for children, youth, women, and the elderly to show their talents and has a role in the development of local communities."* As shown in figure 2, a group of elderly took a role of Baan Lipon Tai traditional performance as a welcome dance to a tourist. Furthermore, *"group members differed in age. Everyone is given the responsibility of managing the work and sharing their opinions in promoting and developing quality learning centers"*. informant 12.



Figure 2: a welcome dance from a community member
Source: authors

SDG 8 – Decent work and economic growth, all participants agreed the contribution of the CBT activity on this pillar. It was found that the CBT promotion provides decent work opportunities for those women and youth in the community. Housewives can get together at the community center and help each other create a parttime job. Informant 8 spoke that

Sustainable Tourism Promotion Policy helps create jobs and promote culture and local products. As a result, tourists turned to pay more attention to community tourism creating employment in the community. The villagers in the community then have income. They do not have to go to work somewhere else, caused economic growth in the community.

In addition, informant 10 further added that *“The head of the community also support and promote emergence and growth of micro, small and medium- sized enterprises that creates jobs and promote local culture and products”*

At Baan Lipon Tai community, the CBT activities support youth, women and elderly opportunity to work. Teenagers who are unable to pursue their further study have an opportunity to learn particular points for their profession. Another example of the man in figure 3, with the CBT management in the village, he gains extra income from tourists visiting his buffalo farm.



Figure 3: a tourist at Lung Nai buffalo farm

Source: author

SDG 11 – Sustainable cities and communities. This SDG pillar helps promote and preserve cultural and historical attraction (UNWTO, 2018). It was found an excerpt for a key informant consistent with the idea of SDG

11. For instance, informant 10 explained

The community members put a lot of efforts to preserve and protect the world's cultural and natural heritage, such as Ban Phraya Wichit Songkhram, and organized this place as an open-air museum. It has important historical stories since the reign of King Rama VI and was registered as a national historic site by the Fine Arts Department in 1985.



Figure 4: Preserved Ban Phraya Wichit Songkhram historical attraction

Source: author

It was further found that the CBT activities at Baan Lipon Tai contributed to SDG 12 – Responsible consumption and production. Sustainable consumption and production were evident in the village. The head of village tried to promote social and environmental sustainability. Tourists are forced to reduce usage of plastic containers and engaged in low carbon tourist activities, as shown in figure 5. For example, informant 10 stated that *“The community has a campaign to help reduce the occurrence of waste by reduce, reuse and recycling. For example, reducing the use of plastic bags but using a tiffin as a food container.”* The key informants further explained that they were being served a smaller portion of lunch in comparison to other attraction. Nevertheless, it was a good portion to fill their hunger and not to waste food.



Figure 5: Lunch being served in a tiffin carrier

Source: author

Moreover, The Lipon Tai community members use the raw materials available in the community to make a new dish adding value to raw materials. Ingredients found locally were used for homemade cooking. Informant 2 shared that “*We had drink from Dala flowers and Mamao, which found in the village only.*” In addition, community leaders and group leaders have attended training in the King's philosophy and received a work permit from King Rama 9 to disseminate to people in the community to raise awareness of sustainable development for sustainable tourism that creates jobs and promotes local culture and products.

Conclusion and Discussion

The current study is aimed to explore tourist insights into CBT contribution to SDGs. Previous literature suggests the SDGs have become one of the key points for an investigation into contribution of tourism to sustainable development (Hall, 2019). CBT consists of eight key elements of CBT, namely, attraction, activity, local wisdom, local participation, amenity, sustainability management, learning management, and quality of life improvement (Maneeroj, 2017). Based on such elements, a number of literatures suggested relationship between CBT elements and SDGs, as shown in Table 2. For example, in relation to CBT attraction, it was evident that sustainable development depends on sound public and private infrastructure, as well as an innovative environment, to attract attention in relation to SDG 9 – Industry innovation and infrastructure (UNWTO, 2015). In addition, Chatkaewnapanon and Lee (2022) claimed that in Thailand, especially in rural areas, rural areas' natural and culturally significant attractions are turned into consumer goods by tourism. In the case of Baan Lipon Tai, CBT management makes them more sustainable, innovative and resource-efficient and moving towards low carbon growth, thus attracting tourists and other sources of foreign investment. The solid evidence is organic ingredient grown in the community and zero-waste policy when serving meals to tourists.

Table 2: Contributions of CBT to SDGs

CBT element	SDGs	Dimensions 5 Ps	Source of information
Attraction	SDGs 9 Industry Innovation and Infrastructure	Planet Prosperity	Chatkaewnapanon and Lee (2022)
Activity	SDGs 14 Life Below Water SDGs 15 Life on Land	Planet Prosperity	Michailidou et al. (2016); Pasanchay& Schott (2021)
Amenity	SDGs 9 Industry Innovation and Infrastructure	Planet Prosperity	Chatkaewnapanon and Lee (2022)
Local wisdom and community enterprise	SDGs 4 Quality Education SDGs 11 Sustainable Cities and Communities	Peace Partnership People	Naranjo (2022); Mtapuri et al. (2022)
Local participation	SDGs 5 Gender Equality SDGs 16 Peace and Justice Strong Institutions SDGs 17 Partnerships for the Goals	Peace Partnership	Poluan et al. (2023); Havadi & Espinosa (2020); Arintoko (2020)
Sustainability management	SDGs 6 Clean water sanitation SDGs 7 Affordable and Clean Energy SDGs 8 Decent Work and Economic Growth SDGs 12 Responsible Consumption and Production SDGs 13 Climate Action	People Planet	Bulatovi & Rajovi (2016); Van Tuyen et al. (2023); Buhalis (2023); Lee & Jan (2019)
Learning management	SDGs 4 Quality Education	People	Prakoso et al. (2020)
Improving quality of life	SDGs 1 No Poverty SDGs 2 Zero Hunger SDGs 3 Good Health and well-being SDGs 10 Reduced Inequalities	People	Lee & Jan (2019); Yusof et al. (2012); Mathew& Sreejesh (2017)

Source: assembled by authors

Regarding the element of activity and amenity, the extant literature including Michailidou et al. (2016) that tourism activities impose larger absolute impacts on the

environment. This is congruent with SDG 14 - CBT conserves and sustainably uses the oceans, seas, and CBT resources for sustainable development is strongly tied to activity. However, in the case of Baan Lipon Tai CBT activities, which focused more on local culture than marine tourism, the current study argues that CBT activities contribute more to SDG 1 and 2. That is, tourism is well-positioned to foster economic growth and development at all levels and provide income through job creation. The current study shows that CBT is well-positioned to foster economic growth and development at Baan Lipon Tai community and provide income through job creation, especially for housewives who would gain extra income from tourism activities.

In relation to local wisdom and community enterprise element of the CBT management, communities that support SDG 11 should result in smarter, greener cities via the preservation of historical monuments and openspaces, among other things. Naranjo (2022) reported that rural tourism, indigenous tourism, and environment tourism are all forms of community tourism that require careful planning, for instance, investment in green infrastructure, before they can be implemented since they may leave visitors with a low level of trust. The current exploration further adds to the literature that the CBT management, in particular to the local wisdom element, contributes to SDG 11. That is, tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. In the case of Baan Lipon Tai, the preservation of Baan Phraya Wichit Songkhram historical attraction is evident.

Local participation is another element of the CBT contributing to SDGs. In this regard, SDG 5 is achieved. CBT at Baan Lipon Tai can empower women, particularly through the provision of direct jobs and income-generation from tourism community groups. CBT can be a tool for women to become fully engaged and lead in every aspect of community. It was clear that the Baan Lipon Tai community is in favor of gender equality. Everyone, regardless of gender or age, is urged to use their potential.

Moreover, in the literature, a crucial part of ensuring water access and security may be played by sustainability management in relation to SDG 6. CBT can aid in lowering greenhouse gas emissions and reducing the effects of climate change, SDGs 7 and 13. Sustainable tourism that supports SDGs

8 and 12 and promotes regional culture. This research supports the contribution of CBT to SDGs 8 - Decent Work and Economic Growth, SDGs 12 Responsible Consumption and Production. At the Baan Lipon Tai tourist attraction, it was discovered that the CBT promotion offers the women and young people in the neighborhood chances for respectable employment. At the community center, housewives may meet together and support one another in finding a part-time employment. The village chief made an effort to encourage environmental and social sustainability. Tourists are compelled to engage in low-carbon tourist activities and decrease their use of plastic containers.

In terms of learning management, a highly qualified workforce is essential to thrive tourism industry. A skilful workforce is crucial for tourism to prosper. This research is consistent with Prakoso et al. (2020). The tourism sector provides opportunities for direct and indirect jobs for youth, women, and those with special needs, who should benefit through educational means. The CBT at Baan Lipon Tai village contributes to goal 4 of the UN. A local member receives an opportunity to learn an essential task at the learning center

The last element, enhancing quality of life, of the CBT contributes to SDGs 1 - No Poverty, SDGs 2 - Zero Hunger, SDGs 3 - Good Health and well-being, and SDGs 10 Reduced Inequalities, as suggested by the previous literature. The current literature conforms to the existing studies. For example, occupational groups are formed to generate

income by selling localhomemade goods and services. Promotion of growing edible vegetables, development of unused land for vegetable plantations, and encouragement of local product sales to tourists are evident. Furthermore, Baan Lipon Tai CBTmanagement is also a powerful tool for reducing inequalities as it engages local members and all key stakeholders in its development.

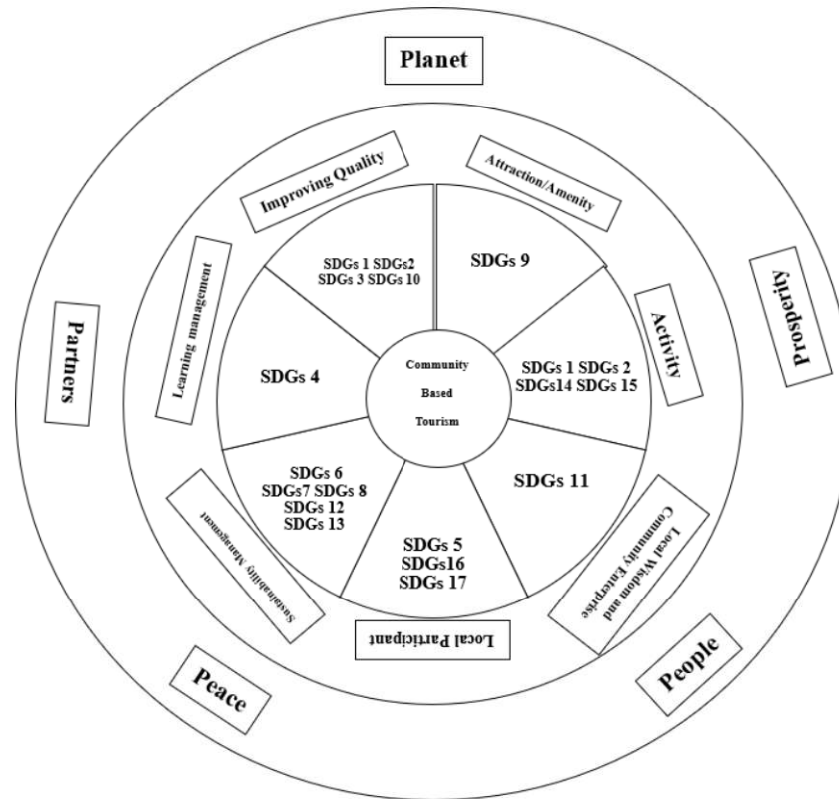


Figure6: the model of community-based tourism as related to the Sustainable Development Goals (SDGs)

Source: assembled by authors

Thus, the model presents community-based tourism as related to the Sustainable Development Goals (SDGs). Community-based tourism takes into account the sustainability of the environment, society, and culture. CBT will be determined by community members for the management of community-based and community-owned tourism. A model of community- based tourism for the Sustainable Development Goals (SDGs) will focus on eliminating the limitations. There are limits on local participation, the promotion of the development of capital, and local people. Moreover, gender equality, local job creation, training entrepreneurship, education for local people, planning, and implementation It's a way of looking at tourism as an economic driver that helps community members have a better quality of life. It corresponds to the SDGs; the 17 development goals reflect the *Three Pillars of Sustainability*, which are the social, economic, and environmental dimensions, plus the other two dimensions, which are peace and institutions. and the development partnership dimension that connects all dimensions of sustainability together.

Research recommendations

This research findings provide concrete evidence of CBT contributions to SDGs. In addition, this research adds to the sustainable tourism literature on how CBT tourists perceived CBT activities as a tool for SDG achievement and be a better and responsible traveller.

Tourism stakeholders including CBT practitioners are able to apply the present findings to improve their tourism products and tourism experiences to meet special interest tourists' concerns, especially those responsible tourists focusing on social responsibility and sustainability. In addition, tourism policy makers may adopt the research findings to encourage tourism destination managers to focus more on sustainability and contribution of their tourism products to sustainable development goals.

One of the research limitations deals with the research methodology. The current research applied the qualitative research approach using the focus group. Therefore, the findings of this research lacks generalisation. The future research may consider the qualitative research approach to address this gap. Furthermore, this research conducted with those who were educated regarding SDGs, typical tourists may not be able to clearly understand the key idea of the SDGs and may lead to different findings.

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