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## 86. Community-based Tourism and Management for Sustainability: A Bibliometric Analysis

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### EXTENDED ABSTRACT

In the last three decades, sustainable and community-based tourism have become well-known methods of developing the tourism industry. However, only a few reviews have been done. This study aims to find the direction and objectives of research in the current community-based tourism (CBT) and its relationship with sustainable domains. For this study, we used bibliometric analysis and systematic literature review methods (SLR) to analyze articles published from 1999 to 2024 using VOSviewer software, and the Meta-Analyses (PRISMA) framework was followed to choose a suitable article from the database. Our initial findings show the literature's subsequent growth trend, scholarly interest in sustainability in CBT grew slowly from 1999 to 2014 before picking up steam in 2015. Over the last ten years, growth has quickened with the global adoption of sustainable development goals. Alternative approaches to mass tourism that are deemed desirable include sustainable tourism and its variations, such as community-based tourism. Furthermore, this study indicates that papers written in developing countries have contributed to the recent development in sustainability-community-based tourism scholarship. This is significant considering the global research literature's overall English-language scholarly predominance. This tendency might also reflect the belief that community-based, sustainability-focused tourism is ideally adapted to the requirements and circumstances of developing nations. The future study suggests that successful countries are now more likely to be developing countries. The research topics include the satisfaction of visitors and locals, the impact of sustainable community-based tourism on economic growth, stakeholder involvement and decision-making, and heritage preservation. Future study approaches are recommended, emphasizing community-based tourism's benefits to global sustainable development goals and post-pandemic resilience. In addition, further CBT research in certain regional orientations, such as the ASEAN region and other databases need to be added in the future, including ProQuest and Web of Science (WOS).

### Research Background and/or Conceptual Framework

Community-based tourism (CBT) has emerged as a promising approach to tourism management that prioritizes local communities' involvement and benefits while aiming for sustainability. This review

explores CBT's key concepts, challenges, and management strategies, emphasizing its potential for sustainable development. CBT integrates tourism activities with local communities, aiming to empower them economically and socially while preserving cultural and environmental heritage. According to Ashley et al. (2001), CBT should enhance community well-being, involve local participation in decision-making, and respect cultural integrity. This approach contrasts with traditional tourism models that often exclude local voices and prioritize economic gains over social and environmental impacts. CBT offers various benefits, including economic diversification, job creation, and cultural preservation. For instance, studies by Scheyvens (1999) and Hall et al. (2015) highlight how CBT can generate income for communities through homestays, craft sales, and guided tours, reducing dependency on volatile industries. Moreover, CBT promotes environmental conservation by encouraging sustainable practices and raising awareness among visitors about conservation issues (Tosun, 2000). These benefits underscore CBT's potential as a tool for sustainable development, aligning economic growth with environmental and cultural stewardship.

Despite its advantages, CBT faces several challenges. Limited access to resources, lack of infrastructure, and inadequate marketing can hinder community participation and economic viability (Goodwin, 2002). Balancing tourism development with local cultural values and environmental protection requires careful planning and management (Fennell, 2006). Furthermore, power imbalances between community members, tour operators, and external stakeholders can marginalize vulnerable groups and undermine CBT's inclusive objectives (Brohman, 1996). Effective governance structures and capacity-building efforts are crucial to addressing these challenges and ensuring equitable benefits distribution.

Effective management is essential for CBT's sustainability. Integrated planning that involves stakeholders from inception to implementation fosters community ownership and commitment (Murphy, 1985). Capacity building through training programs enhances local skills in hospitality, guiding, and sustainable resource management (Fennell, 2014). Moreover, certification schemes such as eco-labelling and responsible tourism initiatives help verify sustainable practices and enhance market competitiveness (Mowforth & Munt, 2015). Collaborative partnerships between communities, governments, NGOs, and private sectors can strengthen CBT initiatives by pooling resources and expertise (Novelli et al., 2006).

Significant progress has been achieved in demonstrating the potential of community-based tourism (CBT) for sustainable development and community empowerment through research. However, the absence of thorough studies exploring the efficient management techniques necessary to guarantee the long-term sustainability of CBT projects represents a significant research vacuum. Previous research frequently concentrates on the early stages of CBT initiatives, highlighting their beneficial effects on regional economic, cultural preservation, and community involvement (Mbaiwa, 2011; Saarinen, 2006). However, more studies need to be done on continuous management issues, like stakeholder participation, governance structures, building capacity, and resistance to outside pressures (Gurung & Seeland, 2008). The research objective of conducting bibliometric analysis in community-based tourism (CBT) and management for sustainability is to systematically review and analyse the existing scholarly literature to





thematic landscape of research in this field, facilitating deeper understanding, strategic planning, and collaboration among researchers and stakeholders. Looking again at the names of the countries on the map reveals that most early CBT researchers were located in developed nations such as the US, Japan, Italy, and some Euro-pean countries. On the other hand, more recent scholars typically come from developing countries like Taiwan, Indonesia, China, and South Africa. Remarkably, the majority of the new subjects fall within the scope of ecotourism, tourism development, sustainable development, tourism management, and tourism clusters, and to a lesser extent, sustainable tourism, tourist destination cluster. There aren't many new developments in this subject that are relevant to the theoretical examination of rural development and local participation. This could be a significant discovery for comprehending how community-based tourism is changing via the view of sustainability.

## DISCUSSIONS

This analysis aims to determine how sustainability adds to our understanding of the characteristics and impacts of community tourism. The researchers summarize the body of research in the field of CBT and management for sustainability, explain the key conclusions, go over the review's implications point out any shortcomings, and offer recommendations for future studies in this part.

## FUTURE RESEARCH DIRECTIONS

In conclusion, community-based tourism represents a promising pathway toward sustainable development, offering economic opportunities while safeguarding cultural and environmental assets. However, its success hinges on effective management practices prioritizing community participation, equitable benefits distribution, and environmental stewardship. Future research should evaluate long-term impacts, scale successful models, and address emerging challenges to ensure CBT's continued contribution to sustainable tourism development. In addition, further CBT research in certain regional orientations, such as the ASEAN region and other databases need to be added in the future, including ProQuest and Web of Science (WOS).

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