

Mapping Research Streams and Future Agenda in Community-Based Tourism Development: A Bibliometric Approach

Abstract

Community based tourism development has become one of the research topics in various parts of the world. Tourism and community are entities that have a strategic impact on the economy. This study intends to examine the literature on tourism and makes an effort to pinpoint the global trends in community-based tourism research. This study uses a mixed review methodology that combines content analysis and the bibliometric technique. The authors gather 719 papers (articles and reviews) related to the topic of community-based tourism from 1991 to 2023 by consulting the Scopus database. The data was analyzed using VOS viewer and R-Studio (biblioshiny). This study classified the intellectual structure into five streams—economics, ecotourism, artificial intelligence, sustainable development, and management—the study identified the key scientific researcher in the community-based tourism. This study also presents future research directions for researchers. The highly structured systematic literature approach can pose some problems, as it is less flexible than other approaches. Another limitation of this approach is the focus on Scopus-indexed scientific journal publications.

Keywords: Community-based tourism; bibliometric; sustainability; community involvement; community empowerment

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Introduction

Community-based tourism is one type of tourism that includes community participation as the main element in tourism in order to achieve the goals of sustainable tourism development (Telfer & Sharpley, 2008). This understanding is in line with the thoughts of Timothy & Boyd (2015) which mentions community-based tourism as community participation in tourism development. In this case, community participation can be done in two ways, namely: involved in the decision-making process and the distribution of tourism benefits. Often community participation in tourism is referred to as an alternative development strategy that sounds very ideal but in its implementation there are many challenges and obstacles. Scheyvens & Watt (2021) said there were two biggest challenges in community -based tourism. First, in reality local communities in a tourism destination are divided into various factions or groups that influence each other based on community classes (caste), gender, and ethnicity. Between factions usually state each other most or have privilege the existence of tourism resources. Certain community elite groups are often in a position to dominate the implementation of community-based tourism, then monopolize the distribution or acceptance of tourism benefits (Mowforth & Munt, 2016). Based on this, equitable participation is an important consideration in encouraging community-based tourism development. In addition, issues about community classes, gender, and tribal are important to consider, especially in planning tourism development. The second challenge is a problem in society to identify tourism as a strategy for development of local communities. The community in general does not have enough information, resources, and strength in relation to various other decision makers in tourism development, so that local communities are vulnerable to exploitation. Campbell, (2010) also stated the same thing that the lack of opportunities to participate in tourism and other related sectors, as a result of the difficulties experienced by the community in identifying tourism benefits.

Community-based tourism is also referred to as small -scale tourism, built by local communities, and involves various local elements such as entrepreneurs, organizations, and local governments (Telfer & Sharpley, 2008; Leslie, 2012). Related to the development of small -scale tourism, Jenkins (1962) has made a comparison between small -scale small -scale tourism to find out the impact of tourism development on local communities. Based on this comparison it is known that small -scale tourism development has very different characteristics from the development of large -scale tourism. The development of tourism destinations should be able to create job opportunities, business opportunities and get training and education for the community to know the benefits of tourism (Timothy, 1999). According to Murphy (1985) tourism is a "community industry", so that the sustainability of tourism development is very dependent and determined by the acceptance and support of the community for tourism. The implication of tourism as a community industry is the certainty for the community to participate in the development of tourism. Community-based tourism development has become one of the research topics in various parts of the world. Tourism and community are economic entities that have a strategic impact on the economy. The development of community -based tourism in urban and rural development can be a strategic research material in the field of tourism economics, all of which are carried out through multidisciplinary studies. The development of the community -based tourism sector is very complex to discuss; community empowerment, Penta helix cooperation, recognition of authority, social welfare, fair and transparent sharing, economic relations schemes, tourism interaction with local communities, conservation of natural resources, traditions and culture. Therefore, studies in Community-based tourism development will very broadly study how tourism activities are fully owned, operated and managed by the community so as to improving the welfare of the community and protecting valuable socio-cultural traditions, natural resources and cultural heritages.

Community-based tourism studies are experiencing rapid development as a sub-science of tourism from year to year. Based on initial observations, the development of community-based tourism as a multidisciplinary scientific field is currently



dominated by discussions of eco-tourism, sustainable development, and tourism management. Tourism researchers and planners raise this study specifically about tourism governance that involves the community, sustainable, and environmental friendly. At the same time, it also provides a practical basis and analysis for conducting community-based tourism development. The developments brought about by tourism researchers and planners are also supported by tourism industries and organizations that foster confidence in the importance of community-based tourism development. Significant concentration is needed for all tourist sites to involve the community because the local community is the main component that shapes the image of tourism destinations (Pike, 2004). So important is the role of local communities in the development of sustainable tourism destinations, that Tosun & Timothy (2020) emphasized that an important aspect of sustainable tourism is the emphasis on community-based tourism. Although conceptually community-based tourism is believed to be able to realize sustainable tourism destinations, in practice it encounters various problems (Campbell, 2010; Scheyvens & Watt, 2021; Tosun, 2000).

Numerous studies have shown that community-based tourism can provide significant benefits to local communities, including economic empowerment, cultural and environmental preservation, and overall community well-being. However, challenges such as lack of resources and limited access to the global tourism market also need to be addressed (Hamzah & Khalifah, 2009; Mackenzie et al., 2019; Timothy & Nyaupane, 2009; Weaver, 2006). In addition, some studies have also incorporated concepts to promote sustainable development, empowerment of local communities, and preservation of culture and the environment. However, the success of community-based tourism depends on the active participation of the community, support from the government and relevant stakeholders, and effective management (Ponna & Prasiasa, 2011; Made et al., 2021; Alim et al., 2021). Community-based tourism development focuses on contemporary themes in tourism development, including environmental impacts, Environmental impacts and its protection are considered a necessity in community-based tourism development. In terms of studies on the impact of community-based tourism, a number of studies concluded that community-based tourism can be a means to develop local potential, improve community welfare, and strengthen social capital. However, challenges such as lack of community participation, ineffective management, and competition with conventional tourism are still obstacles that must be overcome (Turker & Alaeddinoglu, 2016; Bajrami et al., 2020; Ibanescu et al., 2018). Community-based tourism aims to strengthen community participation in tourism development, so that communities can obtain greater economic and social benefits from tourism. In addition, community-based tourism is also expected to maintain environmental and cultural sustainability, and contribute to the achievement of the Sustainable Development Goals. Research by Mnguni et al. (2020) which discusses the contribution of community-based tourism to the achievement of the Sustainable Development Goals (SDGs) shows that the contribution of community-based tourism is increasing income and preserving culture in South Africa. In line with Mnguni, Müller et al. (2020) found that community-based tourism has an impact on increasing income and environmental sustainability in Cambodia. Furthermore, a study conducted by Oyebamiji & Nwogu (2015) about the development of community-based tourism in rural areas in South Eastern Nigeria shows that community-based tourism has economic and social benefits for local communities.

Related to the bibliometric analysis used in this study, in recent years there have been a number of bibliometric analysis studies in the field of tourism. One of them is the link between tourism and information technology, including social media and mobile technology. A bibliometric study conducted by Pikkemaat et al. (2019) showed that the use of systematic literature review provides an up-to-date review of tourism innovation research and an agenda for future research that addresses the nexus of small and micro enterprises and innovations, eco-innovations and the interplay between governance and innovations. In addition, bibliometric studies in tourism have also highlighted the importance of sustainability in the tourism industry. A number of studies have shown that sustainability is becoming an increasingly important issue for travelers and tourism companies (Muresan et al., 2016). A bibliometric study on tourism sustainability was conducted by Nuñez-Maldonado & Flores-Romero (2022), which highlighted the main research trends in this field. Relatedly, bibliometric studies have also highlighted the importance of sustainable tourism destination management. Bibliometric studies on sustainable tourism destination management have been conducted by several researchers such as Niñerola et al. (2019), Santos-Rojo et al. (2023), and Soh & Puah (2023). These studies show that sustainable tourism destination management can provide environmental, economic, and social benefits. Finally, bibliometric studies have also highlighted the importance of interdisciplinary research in tourism. Several studies have shown that cooperation between different disciplines, such as economics, geography, and psychology, can provide a better understanding of tourism phenomena (Gössling et al., 2015). A bibliometric study on interdisciplinarity in tourism was conducted by Azam et al. (2018), which highlighted the development of interdisciplinary research in tourism and showed the potential benefits of interdisciplinary cooperation. Overall, bibliometric analysis has become an important tool in understanding trends and developments in tourism and continues to evolve into an increasingly important tool for researchers to understand tourism phenomena in more depth including community-based tourism. This study aims to look at the development of research on the topic of community-based tourism with a bibliometric-based research approach. This research is the first research that presents bibliometric analysis (which is a combination of bibliometric analysis and application using the R Bibliometrix Biblioshiny package with the theme of community-based tourism. The research question in this study is how to develop community-based tourism research using bibliometric analysis.

Literature review

Community-based tourism is a type of tourism that emerged to counteract the negative effects of conventional or mass tourism, such as leakages and the loss of local authority over natural resources (Mtapuri & Giampiccoli, 2017; Djou et al., 2017). Community-based tourism is increasingly being advocated as a strategy of decreasing poverty and encouraging local



community development (Runyowa, 2017). This does not negate the fact that community-based tourism has its share of detractors and poses obstacles and difficulties. For instance, Mitchell & Muckosy (2008) argue that community-based tourism is not the solution to reducing local poverty through tourism; rather, the same author suggests that "it is working with mainstream tourism to strengthen links between tourism and local people"—often indigenous populations who are situated in underdeveloped areas and have precarious livelihoods. Suansri (2003) made the following statement: "Despite its promise, community-based tourism should not be seen as a flawless, ready-made solution to social issues. Community-based tourism is not a magic remedy nor a brilliant hero who will ride into troubled communities and rescue them. Community-based tourism may cause issues and possibly bring about tragedy in the community if used improperly. The local capability, marketing, and economic viability are the main hurdles in community-based tourism (Saayman & Giampiccoli, 2016). Yet, as has been widely suggested, the primary factors determining whether a business succeeds or fails are the methods and techniques of execution (Sakata & Prideaux, 2013).

Community-based tourism needs to be understood in the context of certain parameters and particular traits (Gebreyesus, 2022). The literature outlines a number of characteristics and difficulties, including the requirement that community-based tourism be an indigenous effort, that it should be focused on promoting both individual and community wellbeing, that communities frequently lack the necessary financial resources and capacities, and that community-based tourism frequently faces challenges with marketing or market access (Saayman & Giampiccoli, 2016). It is crucial that when the term "community" is used in community-based tourism, it is understood to refer to poor or marginalized people of the community (Tasci et al., 2013). Disadvantaged community people should be the actors and beneficiaries of community-based tourism since they have control over, ownership over, and management over its growth. Because of this, community-based tourism "is a tourism designed, controlled, and supplied by the local inhabitants of a certain place" (Terencia, 2018). Community-based tourism, as stated previously, "is managed and administered by the community itself, management choices are decided by local people, and revenues directly go to the community" (Nataraja & Devidasan, 2014). The beginnings of community-based tourism may be found in the alternative development strategies of the 1970s (A. Giampiccoli, 2015). Hence, the critics of the detrimental effects of international mass tourism connected alternative development methods and alternative forms of tourist development, like community-based tourism, to alternative development concepts and concerns, such empowerment, self-reliance, and sustainability (Mitchell & Muckosy, 2008; Telfer & Sharpley, 2008; Zapata et al., 2011). Several communities and development professionals, according to Mitchell & Muckosy (2008), think that mainstream tourism exacerbates the isolation of vulnerable populations and commodifies indigenous culture. As a response to this critique, community-based tourism first appeared in the 1970s and often included communal ownership and administration of tourism assets. Community-based tourism promotes self-reliance, sustainability, social justice, and empowerment among residents of underprivileged communities (Giampiccoli, 2018). There are recurring elements in the conceptualization of community-based tourism, namely that sustainable community development should involve participatory management of the planning, implementation, and evaluation of tourism projects, even though the definition of community-based tourism is contested and each definition has its own specifics (Burgos & Mertens, 2017). "Community-based tourism is a tourism that is planned, produced, owned, and managed by the community for the community, led by collaborative decision making, accountability, access, ownership, and benefits," said Tasci et al. (2013) in their full description. The goal of the empowerment process should be to enable the local community to not only participate in, but also own and control (and be able to manage) tourism infrastructure and the development process. It should use a facilitative approach. External control and paternalistic methods are ineffective for empowering communities and strengthening their ability (Saayman & Giampiccoli, 2016). Community-based tourism is typically a crucial route for economic growth, especially in developing nations, with community involvement through effective partnerships and cooperation with other crucial stakeholders at its core (Park et al., 2017).

Methods

In quality tourism studies, our bibliometric papers rely on the Scopus database as a source to ensure high-quality data collection. Tourism studies, especially community-based tourism is a study that has been discussed for quite some time, so there are many publications appearing in reputable journals. Therefore, to get around this and have an adequate size, we relied on the Scopus Database. Moreover, the Scopus interface is easy to use with various options for filtering and exporting data (Alshater et al., 2021; Alshater, Atayah, et al., 2021; Hassan et al., 2021). In conducting preliminary exploratory research on community-based tourism, this paper gathered the most pertinent keywords offered by the Scopus keyword list in order to assure the selection of all pertinent terms. It made connections between these words and other words from earlier and related literature. They include words like; local participation, sustainable development, community development, nature conservation, community resource management, natural resource, community empowerment, conservation management, ecotourism, and poverty alleviation. After combining all the data researcher had gathered into an Excel sheet, and got 719 articles. This search returned every option that could be used to find papers on the topic of community-based tourism. Several of the findings, meanwhile, fell short of expectations. In this phase, this paper used Excel's sophisticated filtering and conditional formatting tools to significantly reduce the number of almost a thousand community-based tourism-related papers in our data collection. This phase required skimming each article to make sure it handled the subject of community-based tourism in an appropriate manner. Finally, we were able to prepare 719 relevant articles and reviews for our bibliometric citation analysis.

This study employs a hybrid methodology that combines content analysis and bibliometrics. The study of bibliographical data using statistical methods is known as bibliometrics (Kumar, 2023). We use this quantitative technique in conjunction with a qualitative approach to offer a cutting-edge, all-encompassing understanding of the intellectual framework



of this scientific discipline (Bar-ilan, 2008). Due to the fact that it relies on information gathered from reliable databases and the use of statistical programs created with this goal in mind, the use of bibliometrics in literature reviews is constantly expanding. In this study, we employ the widely used bibliometrics program biblioshiny from R-Studio to conduct bibliometric studies and generate trustworthy results. We also make use of VOSviewer, a tool for network analysis that creates maps of the literature (Jan & Ludo, 2010). We utilize Microsoft Excel to verify our work and create an editable graph. This comprehensive strategy is thought to improve bibliometric studies that map the advancement of a particular and genuine scientific study in the identification of the past and the identification of the future. The application of the analytical phases for a systematic literature review is referred to as the stages in conducting a scientometric analysis.

Results

General information and performance analysis

The first output required in bibliometric study is to determine the main information as the dataset's main features (Ahnert & Krebs, 2021). Table 1 demonstrates the main facets of the input data. There are 719 research papers taken from 303 journals produced by 1620 authors (132 self-authored). The collaboration index is relatively high, 2.68, which means very few papers are written by less than two authors in this field.

Table 1. Main information

Description	Results
Timespan	1991:2023
Sources (Journals, Books, etc)	303
Documents	719
Annual Growth Rate %	5,16
Document Average Age	5,94
Average citations per doc	20,37
References	36015
Keywords Plus (ID)	1802
Author's Keywords (DE)	2010
AUTHORS	
Authors	1620
Authors of single-authored docs	132
AUTHORS COLLABORATION	
Single-authored docs	154
Co-Authors per Doc	2,68
International co-authorships %	25,45

Based on Figure 1, the development of article production with the theme of community-based tourism has an increasing trend from 1991 to 2022. The highest number of articles occurred in 2021, which was 115 articles. We notice that research on this idea was almost neglected until 2004, and an increase in this area occurred in the last two decades. This was most evident in 2011, where the number of articles increased thirteen-fold compared to 2004.

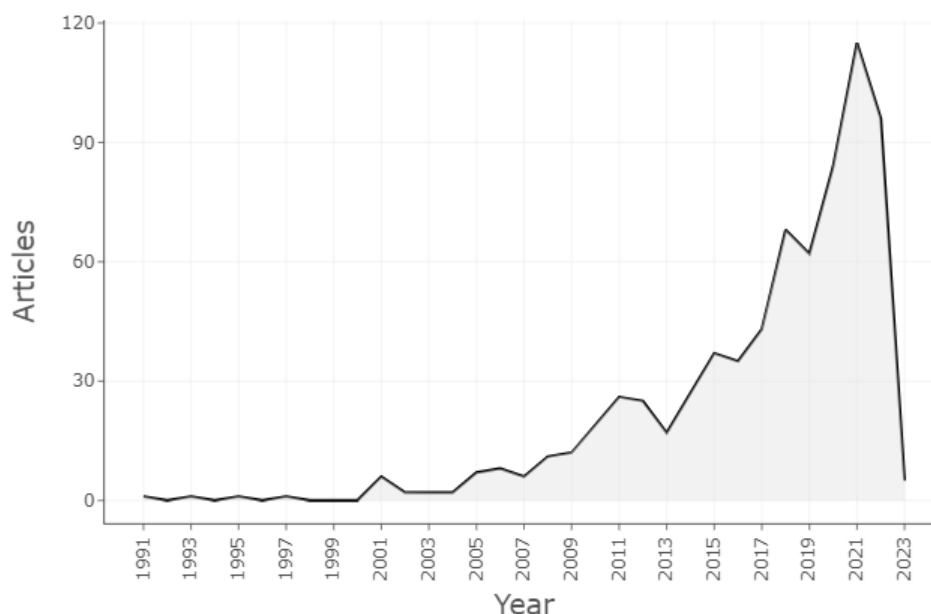


Figure 1. Annual article production



That leads us to get acquainted with the most relevant actors in this growth. Figure 2 shows the country’s production. We notice that USA, South Africa, and Indonesia come in the big three, followed by Spain and Australia respectively. We see that the list consists of the countries with the highest Travel & Tourism Development index according to the world economic forum in 2021 as well as Indonesia and South Africa.

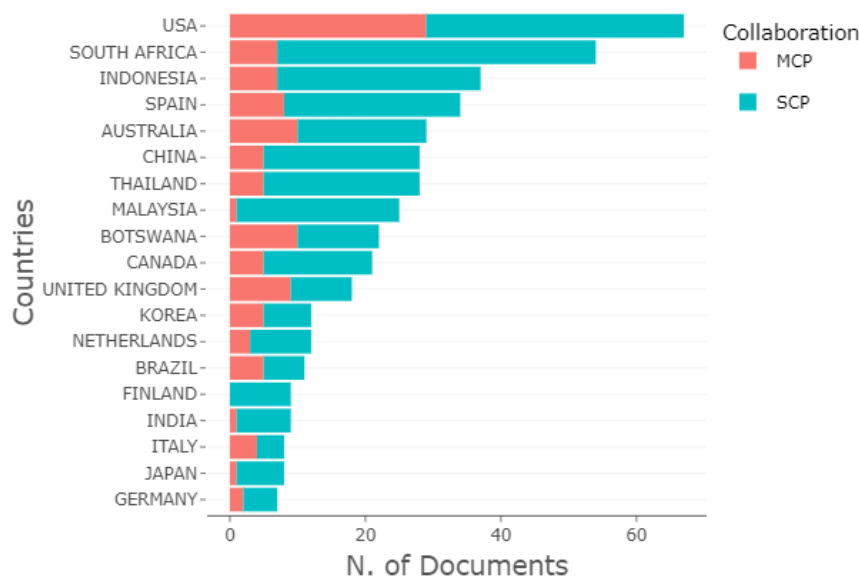


Figure 2. Most relevant countries

Now to the most relevant sources on Figure 3, we found that the Journal of Sustainable Tourism has the most productive in the field, followed by the Current Issues in Tourism, Journal of Ecotourism, Sustainability (Switzerland), and Tourism Management a leading journal and ranked number one in all metrics in the area of tourism and travel research. The top three most relevant sources are journals with a focus and scope of current tourism issues and sustainable tourism, which is the goal of community-based tourism development.

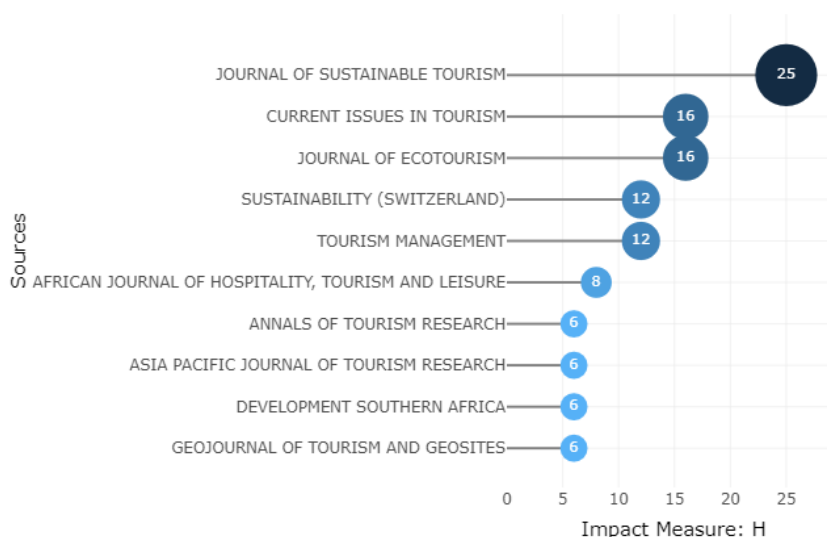


Figure 3. Most relevant sources

Figure 4 discusses the most relevant affiliations by production, and we notice that Durban University of Technology is in first place with 44 documents produced, followed by University of Botswana, University Of Florida, Griffith University, and North-West University. Three affiliations are universities from the African continent. The United States and Australia each contributed 1 affiliate in the top 5 most relevant affiliations. All affiliations are universities, none are from tourism organizations or communities. While the absence of affiliations from tourism organizations or communities in these journal articles may seem notable, it does not necessarily imply a lack of involvement or interest from these stakeholders in community-based tourism development. Instead, it reflects the predominant role of universities in producing scholarly literature and advancing academic



discourse on this topic. Collaboration between academia, tourism organizations, and local communities remains essential for translating research findings into practical strategies that promote sustainable tourism and foster community well-being. Besides that, we notice that the most relevant affiliations are similar to the most relevant countries.

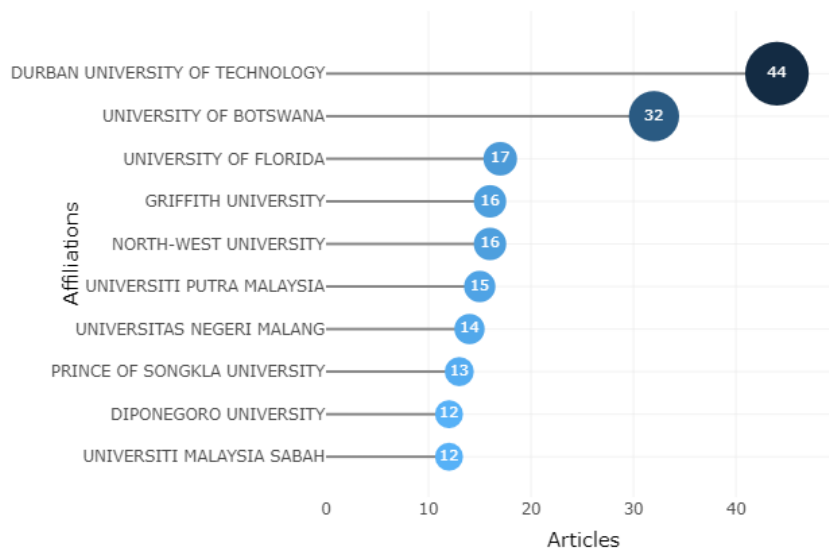


Figure 4. Most relevant affiliations

Figure 5 shows the most relevant authors in this field: Giampuccoli, A is the most prolific in the field of community-based tourism with 43 articles, followed by Mtapuri, O with 27 articles. Next are Mbaiwa, JE, Ruiz-Ballesteros, E and Stone, MT, who all have eight relevant articles. Giampuccoli, who is from Durban University of Technology, South Africa, outperformed the other researchers in terms of productivity in writing articles in the field of community-based tourism. Giampuccoli's high productivity signifies a significant contribution to advancing knowledge, theory, and practice in community-based tourism. Giampuccoli and other authors research outputs inform policy decisions, shape industry practices, and inspire future research agendas in sustainable tourism development and community engagement.

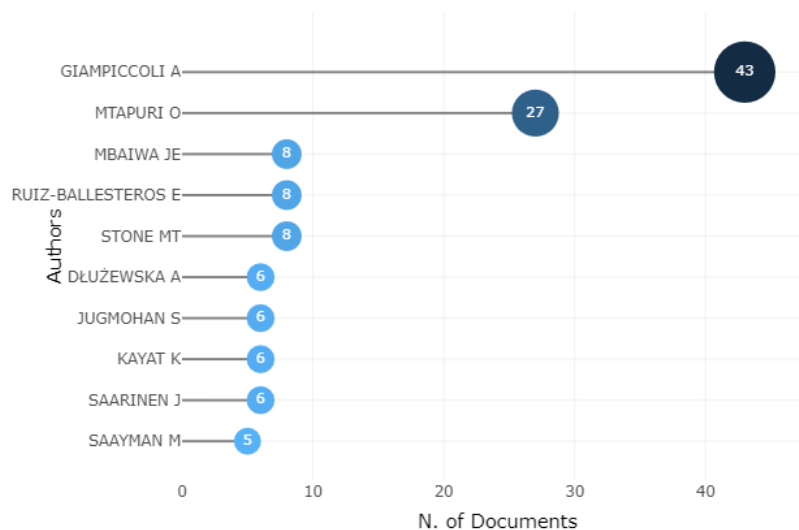


Figure 5. Most relevant authors

Citation analysis

Figure 6 shows the top 10 most cited sources in the field. Based on this figure, it is known that although Ecotourism Journals are in the top 5 relevant sources, they are not in the top 5 most cited sources. Instead, it is the Annals of Tourism Research that occupies the top 5 most cited sources. Journal of Sustainable Tourism is ranked as the first most cited sources with a total of 1,399 citations. Research published throughout the journal often has implications for policy development, industry practice, and community engagement in sustainable tourism initiatives. Articles that address pressing sustainability challenges,



innovative approaches to destination management, or best practices in responsible tourism are cited by stakeholders seeking evidence-based solutions and insights.

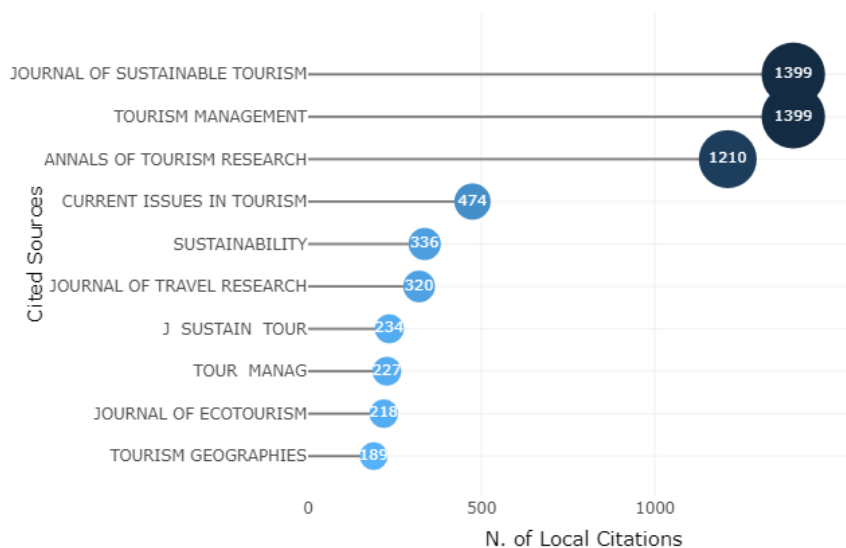


Figure 6. Most cited sources

Table 2 demonstrates the top 10 most cited papers in the field. “Collaboration Theory and Community Tourism Planning” by Jamal, TB and Getz, D, comes as the first place most cited with 978 total citations. Followed by Saarinen J, entitled “Traditions of Sustainable in Tourism Studies” still in the same journal, Annals of Tourism Research. The paper titled "Collaboration Theory and Community Tourism Planning" authored by Jamal, TB and Getz, D, emerges as the most cited, with a total of 978 citations. This paper explores the theoretical framework of collaboration within the context of community tourism planning, highlighting the importance of partnerships and cooperation among various stakeholders in sustainable tourism development. Meanwhile, the article written by Saarinen J, titled "Traditions of Sustainable in Tourism Studies," was recognized for its examination of the historical development and evolution of the concept of sustainability in the field of tourism studies. It provides great insight into the diverse theoretical perspectives, methodological approaches, and empirical research traditions that have shaped the discourse on sustainability in tourism. All of the articles make important contributions to the academic literature on tourism, demonstrating their enduring impact and relevance for scholars, practitioners, policy makers, and educators engaged in the study and practice of sustainable community-based tourism. The high number of citations reflects the authors' significant influence in shaping theoretical frameworks, guiding research agendas, and informing practical applications in the field of tourism studies.

Table 2. Most cited papers

Author	Source	Year	DOI	Total Citations	TC per Year
Jamal TB	Annals of tour research	1995	10.1016/0160-7383(94)00067-3	978	33,72
Saarinen J	Annals of tour research	2006	10.1016/j.annals.2006.06.007	551	30,61
Kruger O	Biodiversity conserv	2005	10.1007/s10531-004-3917-4	323	17,00
Reed MG	Annals of tour research	1997	10.1016/s0160-7383(97)00023-6	309	11,44
Manyara G	Journal of sustainable tourism	2007	10.2167/jost723.0	289	17,00
Jamal T	Journal of sustainable tourism	2009	10.1080/09669580802495741	278	18,53
Lepp A	Tour management	2007	10.1016/j.tourman.2006.03.004	266	15,65
Zapata MJ	Current issues in tourism	2011	10.1080/13683500.2011.559200	234	18,00
Sebele LS	Tour management	2010	10.1016/j.tourman.2009.01.005	232	16,57
Mehta JN	Environ manage	2001	10.1007/s002670010215	228	9,91

Figure 7 shows the top 10 most cited authors in the field. The most cited author has similarities with the most relevant author, where Giampiccoli, A occupies the top position. Followed by Mtapuri, O. which are cited 104 and 93 times respectively. The most cited authors demonstrate the breadth of their research and influential contributions to the field of tourism studies. The focus of their discussions covers a wide array of topics in tourism, particularly community-based tourism. Through their research, the authors have developed theoretical frameworks, presented empirical findings, and offered insights that inform scholarly discourse and practical applications in the tourism industry.

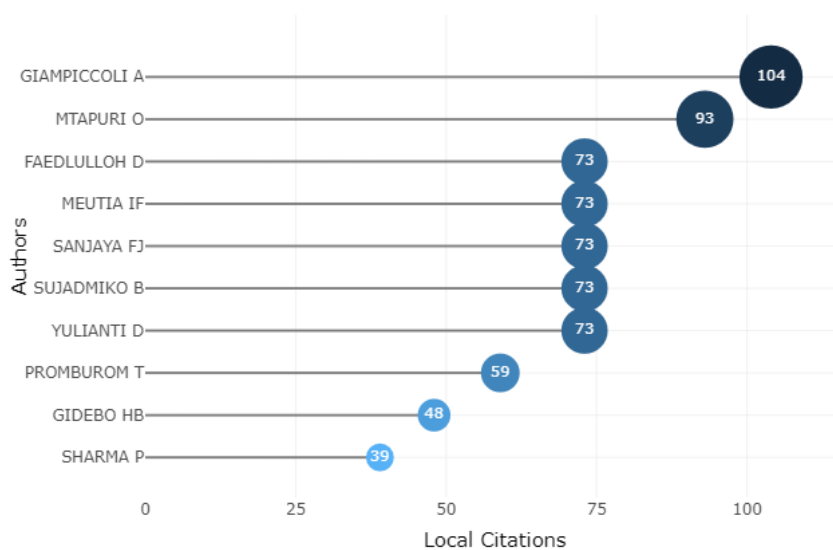


Figure 7. Most cited authors

Content analysis

Figure 8 demonstrates the keywords that appear in the discussion of community-based tourism which is a visualization of mapping using the VosViewer application. There are 4 keyword clusters, cluster 1 consists of: community resources management, rural development, tourism development, tourism management, tourism market, and tourist destination. Cluster 2 consists of: conservation, ecotourism, local participation, nature conservation, nature-based tourism, and protected areas. Cluster 3 consists of; community participation, community-based ecotourism, local community, sustainable development, and sustainable tourism, Cluster 4 consists of community development, empowerment, and poverty alleviation.

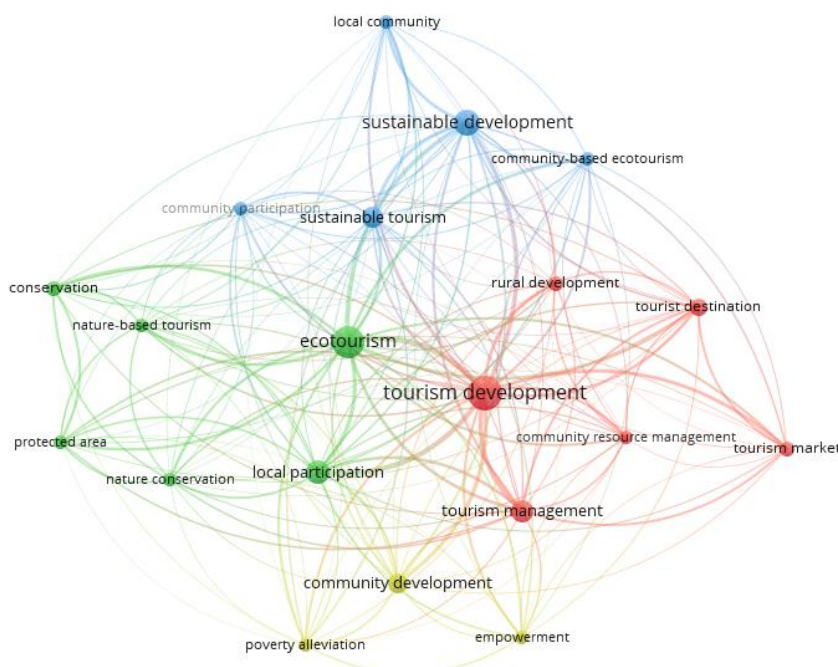


Figure 8. Network visualizations

The keywords in each cluster are closely related. For example, cluster 1 consists of community resources management, rural development, tourism development, tourism management, tourism market, and tourist destination. Each of these keywords has

a close relationship that is jointly discussed in one article. Although tourism development, for example, also has a relationship with other keywords, it is not so close when compared to the keywords in its cluster. This also applies to other clusters. Tourism development is the most discussed topic in this field. This is indicated by the circle in the center and the largest compared to the others. There are 157 articles that specifically discuss tourism development and are jointly discussed with 19 other topics or keywords. It is followed by the topics of ecotourism, sustainable development, and local participation in order as the most discussed topics in this field. While the small spheres scattered on the edge of the network visualization are topics that are still little discussed and have the opportunity to conduct renewable research in this field namely empowerment, conservation, protected area, local community, poverty alleviation, tourism market, and community based ecotourism.

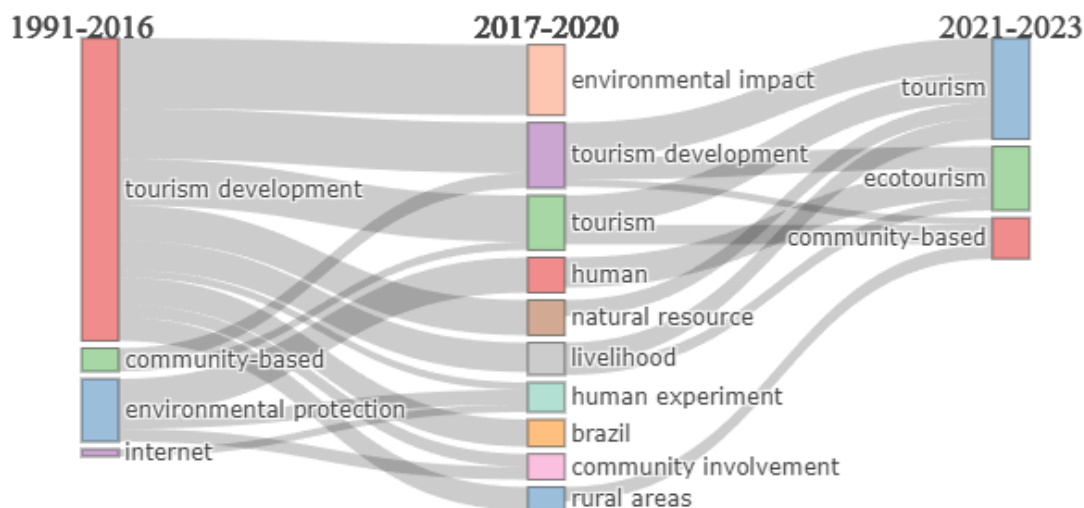


Figure 9. Thematic evolution

Thematic evolution is the output of R Bibliometrix Biblioshiny which describes how keyword groups move and evolve from one period to another (Hernandez-Cruz, 2021). Figure 9 shows the thematic evolution. Based on it, the discussion about community-based tourism initially focused on discussing tourism development and environmental protection. Then there was a development of the discussion about tourism development towards environmental impact, natural resources, livelihood, human experiment, community involvement, and rural areas. Nevertheless, it remains the main topic in 2017-2020. Meanwhile, the topic of environmental protection has developed towards tourism, human experiments, and community involvement. In 2021-2023, the topic of tourism development is increasingly associated with ecotourism. In terms of trend topics, the discussion around community-based tourism in 2021 and above is mostly related to covid-19, livelihood, and conceptual framework. In terms of location, Thailand and India are the highlights of the discussion in the last 3 years. Meanwhile, spatiotemporal analysis was used in the last 3 years. This is as shown in figure 10. Community-based tourism in Thailand and India has grown rapidly in recent years. In Thailand, one successful example of community-based tourism is Mae Kampong village in Chiang Mai Province. The village offers tourists a unique experience by inviting them to stay in homestays and learn about the culture and daily life of the local community. Mae Kampong village has become a good example for the development of community-based tourism in Thailand (Jitpakdee et al., 2016). In addition, Thailand also has a community-based tourism model implemented in Ban Tha Ton village in Chiang Mai Province. This village offers a cultural tourism experience that involves the local community in teaching local culture, such as traditional dance, cooking specialties, and visiting tea gardens and natural attractions around the village (Witchayakawin & Tengku, 2018; Keerin et al., 2022). While in India, a well-known community-based tourism program is the model implemented in Chambal village in Madhya Pradesh state. This program involves local communities in various aspects of tourism development, from destination management, infrastructure development, to marketing. The program has successfully improved the economic welfare of local communities and preserved the environment (Sharma, 2019). In India, community-based tourism programs have also been implemented in the state of Rajasthan. Marwar in Rajasthan is one of the villages that has successfully developed a community-based tourism model that involves local communities in tourism development. The village offers cultural tourism and activities such as learning to cook local food and making traditional handicrafts (Bairwa & Patawati, 2021). Thematic map is a centralization by taking into account a number of clusters that are connected to other clusters in a particular frame and stream division (Yu & Muñoz-Justicia, 2020) Figure 11 demonstrates the thematic map. The topics of the internet, websites, and tourism planning are fast-growing but have little to do with other topics. However, these topics appear to have little connection or integration with other themes in the field. This suggests that while research in these areas is expanding rapidly, there may be limited cross-disciplinary or interdisciplinary engagement with other core topics in tourism studies.



Figure 10. Trend Topics

On the other hand, the topics of environmental protection, conservation, ecotourism, tourism development, and sustainable development are rapidly developing research topics that are central to the discussion. These themes represent focal points of scholarly interest and have become integral to understanding and addressing contemporary challenges and opportunities in the tourism industry. Meanwhile, topics around rural areas are topics that have not emerged much, because they are new or tend to be ignored in this field. This may be due to several factors, including a lack of research focus on rural tourism, limited accessibility, or a tendency to prioritize other areas of study within the field. However, the map shows that rural tourism and related topics may have potential to be explored and investigated in the future.

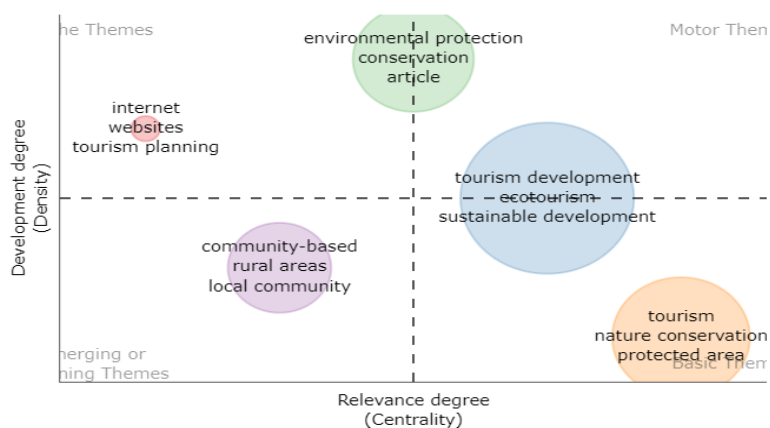


Figure 11. Thematic map

Figure 12 shows the conceptual structure - methods map. Based on it, topics around environmental protection, natural resources, economics and conservation are future research directions in this field. Meanwhile, topics on rural areas, ecology, livelihoods, sustainable development and community resource management are highly developed topics at present. However, the conceptual structure suggests potential future research directions in the field, particularly focusing on environmental protection, natural resources, economics, and conservation. These emerging topics indicate areas where there may be gaps or opportunities for further exploration and investigation. Researchers increasingly turn their attention towards understanding the environmental implications of tourism activities, identifying strategies for conserving natural resources, assessing the economic impacts of



tourism development, and exploring innovative conservation initiatives within tourism destinations. By addressing these emerging research directions, scholars can contribute to advancing knowledge and understanding in the field of tourism studies, informing policy and decision-making processes, and promoting more sustainable and responsible tourism practices. The conceptual structure depicted in Figure 12 serves as a valuable tool for identifying current research trends, mapping out the intellectual landscape of the field, and guiding future research agendas.

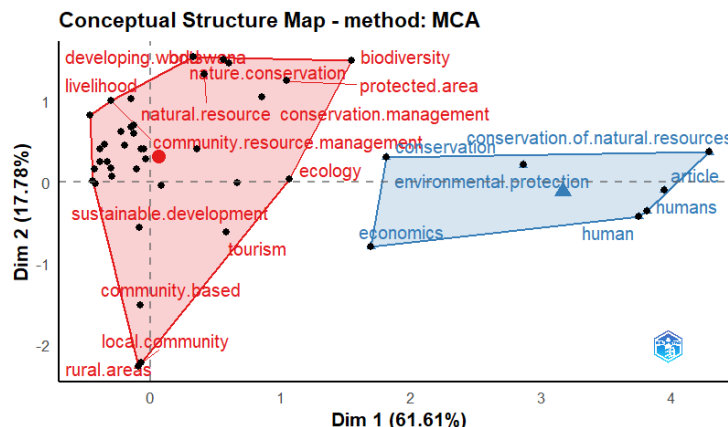


Figure 12. Concept structure map

Discussion

Future developments will provide more insights for researchers in the field of community-based tourism because in the research mapping there are only five scientific studies that have made major contributions. Future research may consider some new research as shown in table 3 below.

Table 3. Stream analysis

Main Stream	Sub-stream	Research Questions
Economic	<ul style="list-style-type: none"> Livelihood Poverty alleviation Tourism market 	<ul style="list-style-type: none"> What are the multiplayer effects on economy in community-based tourism? How to create and enlarge tourism market through community-based tourism?
Ecotourism	<ul style="list-style-type: none"> Conservation Natural resources Biodiversity 	<ul style="list-style-type: none"> How does Ecotourism contribute to community-based tourism? What standards can be proposed to conduct community-based tourism through ecotourism? What are the advantages and disadvantages of appointing ecotourism to community-based tourism ?
Artificial Intelligence	<ul style="list-style-type: none"> Website Internet 	<ul style="list-style-type: none"> Is it possible to create an artificial intelligence in community-based tourism? Is it possible to create system information in community-based tourism ?
Sustainable development	<ul style="list-style-type: none"> Environmental protection Empowerment Community involvement 	<ul style="list-style-type: none"> What are the important differences between community involvement and community empowerment? Is it possible to find new models of Community Empowerment? What are the criteria for evaluating sustainable development based on environmental protection?
Management	<ul style="list-style-type: none"> Conservation management Decision making Community resource management 	<ul style="list-style-type: none"> How to create an effective community resource management to control community-based tourism? What are the decision making principles followed for community based tourism? What are the most important problems in conservation management to make sure success of community-based tourism?

Although the publications in these indexes are considered high quality, they are not able to cover all similar articles. In addition, the selection of search terms is always selective and never fully exhaustive. Another limitation arises from the thematic analysis and interpretation of the results, which is to some degree subjective to the researchers. The findings highlight the efforts of academicians, researchers and practitioners in this emerging field. This effort provides awareness to different stakeholders on community-based tourism, which will lead to better stewardship, accountability and information-based decision in line with community-based tourism principles. This study is among the first community-based tourism bibliometric papers that would help researchers stand on a firm basis concerning the development of the literature in this scientific domain.

Conclusion

This research is used to identify trends in community-based tourism research around the world from a bibliometric aspect. This study conducted a content analysis to investigate community-based tourism research between 1991 and 2023 which totalled 719 articles. Bibliometric analysis was followed by citation analysis, content analysis and accompanied by presenting an agenda to advance and inspire future research. The results revealed interesting results in various streams. A critical review of the articles allowed us to categorize future community-based tourism research directions into four main streams: economics, ecotourism, management, and sustainable development. First stream is economy. Economy and community-based tourism is an approach that involves local communities in economic and tourism development in their area. This approach aims to improve the welfare of local communities by utilizing the natural and cultural resources owned by the area. In this approach, local communities are involved in every stage of economic and tourism development, from planning to implementation. Local communities are given the opportunity to take an active role in determining the type of tourism desired, setting prices, offering local products, and managing tourism businesses. In this case, local communities become the main stakeholders in economic and tourism development. However, there are several challenges in economic and community-based tourism development, such as the lack



of skills and resources in tourism business management, the tendency to oversell natural and cultural resources, and the risk of experiencing conflict between local communities and investors. Second stream is ecotourism. Ecotourism and community-based tourism are approaches to tourism development that prioritize sustainability and the involvement of local communities in the management and utilization of existing natural resources. The main objective of this approach is to create ecologically, economically, and socio-culturally sustainable tourism and provide equitable benefits for local communities. In the development of ecotourism and community-based tourism, local communities in tourist destinations are actively involved in the management of natural resources and tourist attractions in the vicinity. Through this involvement, local communities have an important role in preserving nature and culture, promoting local tourism, and creating authentic experiences for tourists. However, the development of ecotourism and community-based tourism also has several challenges, such as the lack of human resources and expertise in sustainable tourism management, the risk of environmental damage caused by uncontrolled tourism development, and the lack of access to markets and facilities needed by local communities to market their tourism products and services.

Third stream is Artificial intelligence. Artificial intelligence (AI) and community-based tourism are two fields that can complement each other to advance the tourism industry. AI can be used to collect, analyze, and process tourism data which can then be used to assist communities in developing their tourism businesses. Examples of the application of AI in community-based tourism are the use of chatbots to provide information about local tourist attractions to tourists, or the use of data analysis to identify tourist trends and preferences so that communities can develop tourism products or services that match the demand. In addition, AI may also help in the management of sustainable and environmentally-friendly tourism destinations. For example, by using image processing and machine learning technologies, it is possible to monitor environmental damage caused by tourism activities, so that preventive measures can be taken. Fourth stream is Sustainable development. Sustainable development and community-based tourism are two closely related concepts in the development of socially and environmentally responsible tourism. Sustainable development in tourism means maintaining a balance between current tourism needs and the availability of resources and the environment to maintain sustainability for future generations. In sustainable development and community-based tourism, local communities play an important role in preserving the environment and culture. Local communities are also integrated in decision-making related to tourism development, so that they can benefit from the success of tourism economically, socially, and environmentally. The fifth and last stream is management. Management and community-based tourism (CBT) are closely related. Good management can assist local communities in developing and promoting tourism products or services that suit the needs and demands of tourists, thereby improving community welfare and the sustainability of tourism in the region. An example is decision-making. Decision-making in community-based tourism involves many different parties, including local communities, tourism actors, governments, and non-profit organizations. To ensure the success of community-based tourism, it is important to consider the views and interests of all parties involved.

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