

Community-based Tourism: A Bibliometric Visualization Analysis

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How to cite this article: Kumar, V., Agarwala, T. & Kumar, S. (2023). Community-based Tourism: A Bibliometric Visualization Analysis. African Journal of Hospitality, Tourism and Leisure, 12(3):813-833. DOI: <https://doi.org/10.46222/ajhtl.19770720.401>

Abstract

This study examines the development of knowledge related to community-based tourism (CBT) through an analysis of publication patterns and bibliometric visualization networks. This study examined 376 Scopus-indexed publications, including articles, book chapters, and conference proceedings, from 1995 to 2021, using the Visualization of Similarities (VOS) viewer tool to graph information related to publication trends. These findings suggest that CBT is best defined and designed by a network of researchers, with its core themes expanding as the domain grows. The results provide valuable insights into the current status of CBT research, including its development, the most productive work, and trends. This analysis can be particularly useful for scholars and practitioners seeking to understand conceptual developments. However, the study is limited to the Scopus collection and English-language articles obtained through a database search for specific keywords related to CBT. Overall, this study offers an original contribution to the emerging field of CBT and suggests directions for future research.

Keywords: Community-based tourism; tourism; tourism development; bibliometric visualization; literature review

Introduction

Community-based tourism (CBT) is a form of sustainable tourism that involves active participation of local communities in the planning, development, and management of tourism activities in their area. CBT aims to provide economic, social, and environmental benefits to both tourists and local communities. According to the International Labour Organization (ILO), CBT is "a form of tourism that is owned and managed by communities and in which local people are the main beneficiaries, rather than external investors or operators (ILO, 2017). CBT emerged in the 1970s in response to the negative impact of mass tourism on local communities and the environment. The first CBT projects were initiated in developing countries, such as Mexico and Nepal, and focused on empowering local communities and reducing poverty through tourism (Honey, 2008). Moreover, CBT has been shown to have a range of economic, social, and environmental benefits for local communities, including increased income and employment opportunities, preservation of cultural heritage, and conservation of natural resources (ILO, 2017). Despite its potential benefits, CBT faces a number of challenges, such as a lack of access to financing and markets, limited infrastructure, and cultural barriers (Giampiccoli & Saayman, 2017; Mearns & Lukhele, 2015).



Researchers have defined and conceptualized community-based tourism (CBT) (for example, Smith & Duffy, 2003; Mowforth & Munt, 2008; Mbaiwa, 2011; Mtapuri & Giampiccoli, 2013; Strydom et al., 2017; Dodds et al., 2018; Zielinski et al., 2021). These definitions of CBT have the following three common underlying themes: a) CBT is owned and managed by local communities; b) it promotes community development through economic and social benefits; and c) it creates economic, social, and environmental benefits for both tourists and local communities through sustainable resource use and cultural heritage preservation.

Community-based tourism (CBT) involves the provision of accommodation and overnight stays to tourists by local people in their communities in return for payment with the aim of providing visitors with an authentic experience of the traditions and customs of the local region (Iorio & Corsale, 2014; Okazaki, 2008). Key features of CBT include community administration and monitoring, protection of culture and customs, independence, and community engagement. CBT is a growing concept in multiple locations owing to its potential for green outcomes and the development of a sustainable tourism sector (Giampiccoli & Saayman, 2018; Kontogeorgopoulos et al., 2014). Unlike traditional tourism initiatives, CBT emphasizes building relationships with local community members, leading to improved quality of life and standard of living for local residents (Giampiccoli & Saayman, 2016). CBT encourages rural and local communities to take full ownership of the tourism sector in their regions as businessmen, managers, service providers, and workers, which helps develop entrepreneurs in the tourism industry (Zagarkhorloo et al., 2021; Ditta-Apichai et al., 2020). Most importantly, it encourages collaborative forms of tourism planning and development within society and guarantees that economic benefits will remain and be distributed among the local community (Li et al., 2021). CBT programs authorities often set up by local authorities at tourist destinations (Nugroho & Numata, 2021). However, they may also be supported by non-profit organizations (Dangi & Jamal, 2016), other members of the community (Setokoe, 2021), private capital, or collaborations with the tourism industry (Mendoza-Moheno et al., 2021). Successful community-based tourism programs are initiated through collaboration between community and tourism industry specialists (He et al., 2021).

Over the past few decades, there has been an increasing focus on the participation of local communities in tourism activities in developing countries to improve their quality of life and preserve their cultural heritage (Álvarez-García et al., 2018; Eyisi, 2021). However, the tourism industry operates within a capitalist market, which often perpetuates environmental degradation and social inequality (Kontogeorgopoulos et al., 2014; Novelli et al., 2017).

Despite the existing bibliometric studies of community-based tourism (Table. 1), the current literature lacks a comprehensive understanding of this emerging field (Graciano & Holanda, 2020). Prior research has been limited to a short time span, typically covering publications between 2013 and 2018, and may not have fully captured the evolution of CBT research over a longer period. Furthermore, the identified studies have focused on basic bibliometric analysis, omitting more advanced bibliographic visualizations such as co-authorship, keyword co-occurrence, and citation networks (Álvarez-García et al., 2018). These sophisticated techniques have the potential to reveal hidden patterns, emerging trends, influential authors, and publications in the CBT research domain.

To address these research gaps, this study conducted an extensive bibliometric analysis of community-based tourism over a wide time span, incorporating a broader range of publications. Additionally, it will employ various bibliographic visualization techniques to provide deeper and more nuanced insights into the landscape of CBT research. This study endeavours to contribute to a more robust and comprehensive understanding of the field of community-based tourism. The primary research question of this study was to determine the



growth and development of CBT research in the literature from 1995 to 2021, using a systematic bibliometric study approach based on 367 articles retrieved from the Scopus Index database.

Table 1. Review of Literature on community-based tourism (CBT)

| Authors | Objectives of the study | Setting | Research Methodology | Results |
|-----------------------------|---|---|---|--|
| Graciano and Holanda, 2020 | Study the contribution of scientific literature on community-based tourism | Between 2013 and 2018, 158 papers were published in 64 prestigious journals | Integrative Literature Review (ILR) and a Bibliometric Study (BS) | The research met the three major bibliometric laws: Lotka, Bradford, and Zipf, suggesting that community-based tourism (CBT) is a growing and increasingly producing topic |
| Álvarez-García et al., 2018 | Demonstrate the present state of scholarly output on community tourism through a comparative bibliometric assessment of the publications. | The time restriction in 2017 was set at 115 articles in WoS and 185 in Scopus. | Bibliometric comparative study | Scopus has a stronger representation of community tourism since it has collected more publications, journals, and signatures, and its articles have received more citations. |
| Da Rosa et al., 2020 | Examine the features of publications on the topics of community-based tourism and sustainable development. | From 1998 to 2018, the theoretical and empirical arguments were covered in the Scopus and Web of Science databases. | Bibliometric analysis | According to the survey results, the year with the most publications was 2018 in Scopus and 2016 in Web of Science. |

The study results will contribute to a better understanding of CBT and its critical issues and provide insights into future research directions. Thus, this study aims to address the research gap in CBT literature by focusing on the research questions mentioned below.

RQ 1: How has research literature on Community Based Tourism (CBT) evolved over the past 25 years (1995-2001)?

RQ 2: Which journals, articles, researchers, and countries/regions are the most important for the further development of CBT?

RQ3: What are the co-authorships, most frequently used keywords, and co-citation networks that shape conversations in community-based tourism research?

Research methodology

Data collection

This study followed a systematic search approach to identify the literature related to community-based tourism. The search was conducted using the Scopus-indexed dataset because of its comprehensive coverage of articles, journals, and citations related to community tourism (Álvarez-García et al., 2018). The search process consisted of three phases. The search in the first phase generated 767 publications. The second phase involved applying exclusion criteria to exclude papers published in 2022. This resulted in 713 papers. The third phase further refined the search by applying a subject-specific filter only to business and management-related papers, resulting in 367 publications. To improve the quality of the search results, a language filter was applied to only include English-language publications. The search process and number of publications in each phase are illustrated in Figure 1.

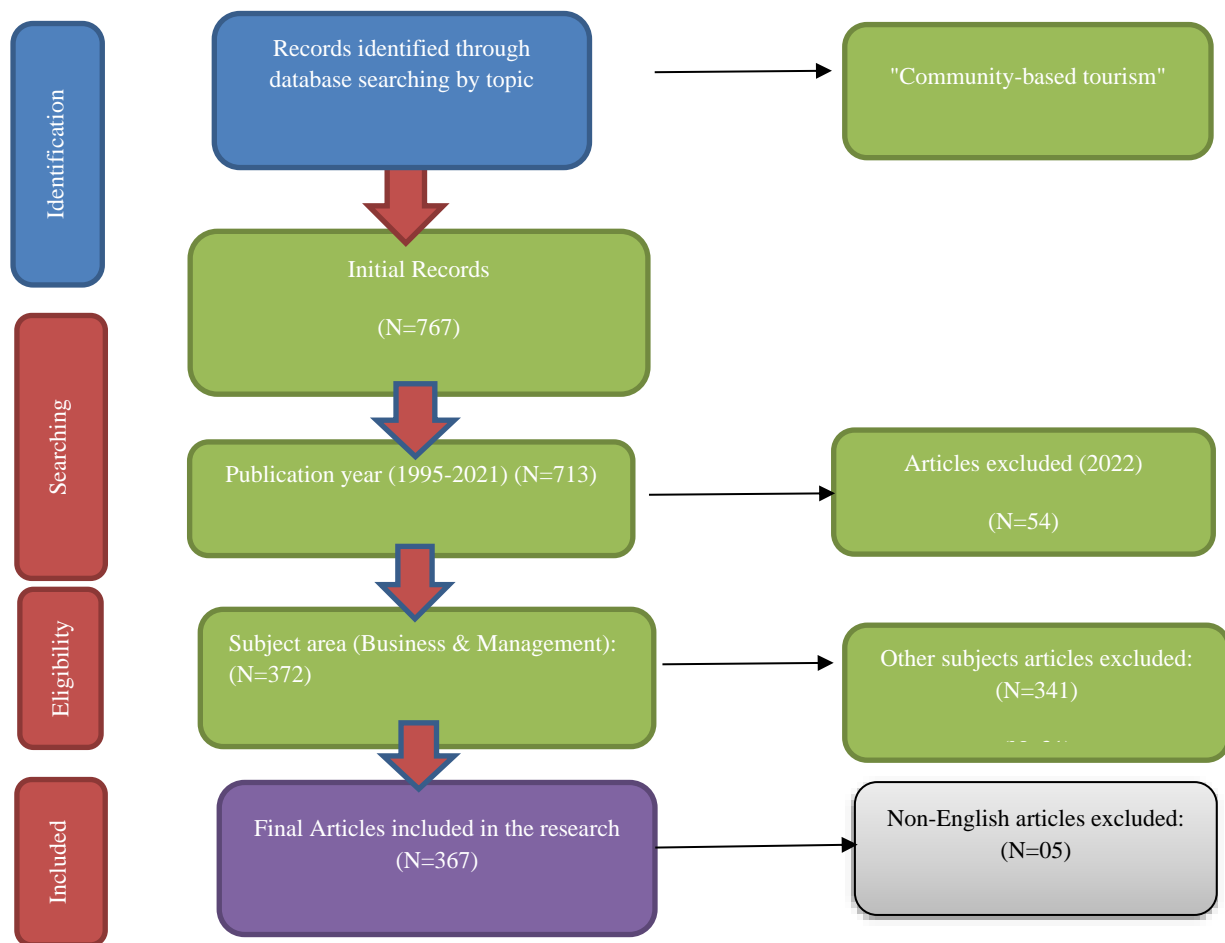


Figure 1: Process of publication collection from Scopus database
 Source: Adapted from (Janjua et al., 2021)

Research method

This study utilized both descriptive and bibliometric analyses to investigate the current state of research on community-based tourism (CBT). A descriptive analysis was conducted using a Scopus-indexed database to examine research trends in CBT from 1995 to 2021 and to identify the most productive sources (journals), authors, studies, affiliations, and contributing countries/territories related to CBT. Citation metrics and the h-index were assessed to evaluate the performance of the authors and journals. Bibliometric analysis, a commonly used and effective approach for analyzing large volumes of scientific information (Butler et al., 2021), was employed to conduct author keywords, co-occurrence, and citation network analyses. These analyses were useful for identifying new developments and trends in CBT research, and for quantitatively describing the vast amount of available information. The VOSviewer software was used for the analysis. VOSviewer is a tool used to construct and visualize bibliometric networks, including citations, bibliographic linking, co-citation, or co-authorship relationships among journals, scholars, and individual articles (Van Eck & Waltman, 2013). The software also includes text mining tools for generating and visualizing co-occurrence networks of key phrases collected from the literature (Van Eck & Waltman, 2017).



Results

The results of this study were categorized into seven distinct themes using the Scopus dataset and network visualization techniques. This study highlights trends in research, citation analysis, productive sources, productive scholars, and bibliographic visualization, including co-authorship, keyword co-occurrence, and citation visualization networks.

Publication trends (1995-2021)

Figure 2 illustrates global scientific productivity in the field of community-based tourism (CBT) from 1995 to 2021. The earliest publications on CBT emerged in 1995 with only two articles. Subsequently, there was a gradual increase in the number of publications, with three research articles published in 2005. However, a notable increase in the number of publications occurred in 2012, with only 13 articles published. This was followed by a slight decline in 2013, when six articles were published. From 2014 onwards, there has been a consistent upward trend in the number of publications. Specifically, 13 publications were recorded in 2014, which increased to 19, 22, and 24 in 2015, 2016, and 2017, respectively. This trend continued in 2018 with 42 publications and peaked in 2019 with 63 publications. Although there was a slight decrease in 2020, with 40 publications, the trend rebounded in 2021, with 60 publications, indicating a sustained interest and research activity in the field of CBT within the academic community. This trend suggests that CBT is gaining popularity and recognition as a sustainable option for remote communities seeking economic development by utilizing traditional, ecological, and community resources.

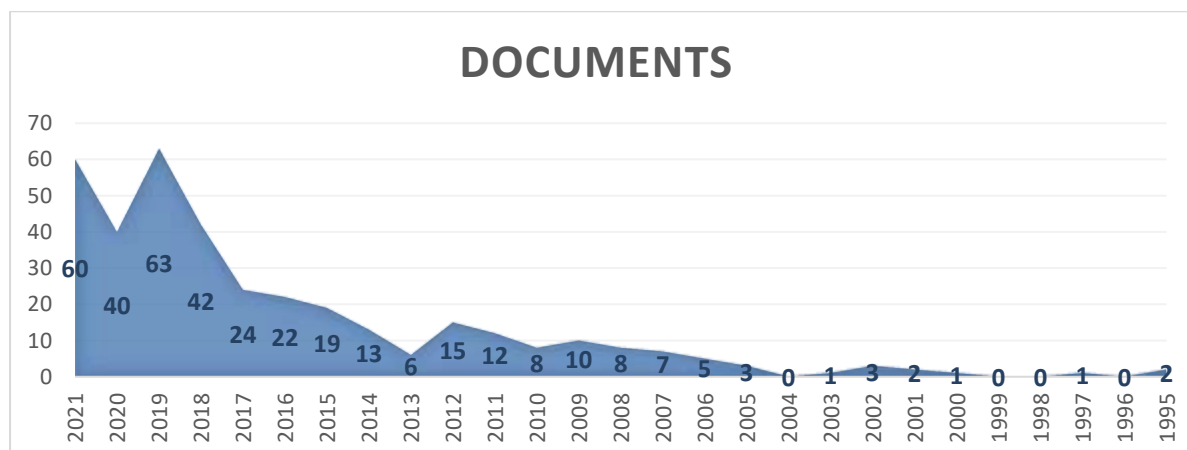


Figure 2. Scientific production of academic publications
 Source: Scopus Database

Top cited work on CBT

This study analyzed the top 15 most-cited articles in the field of Community-Based Tourism (CBT) to identify the most important publications. The number of citations was used as an indicator of the impact of a particular publication, indicating the extent to which other researchers referenced or mentioned it in their work (Agarwal et al., 2016). Table 2 presents the most frequently cited publications and summarizes their findings in descending order of citations. Table 1 lists the 15 most-cited publications in community-based tourism research along with their authors, titles, citation counts, and findings. The publications cover a range of topics, such as collaboration theory, sustainability, power relations, poverty reduction, and cultural tourism.



Table 2. Papers with the most citation in CBT

| Sr. No | Authors | Title | Scopus citations | Findings |
|--------|-----------------------------|--|------------------|---|
| 1. | (Jamal & Getz, 1995) | Collaboration theory and community tourism planning | 938 | Collaboration is important in community-based tourism planning and can bring potential benefits to stakeholders involved in tourism development. |
| 2. | (Saarinen, 2006) | Traditions of sustainability in tourism studies | 525 | There are three traditions of sustainability in tourism - resource-based, activity-based, and community-based - and a nuanced understanding of sustainability is needed that takes into account local contexts and diverse perspectives. |
| 3. | (Reed, 1997) | Power relations and community-based tourism planning | 300 | Power relations play a significant role in community-based tourism planning, and understanding and addressing these dynamics is crucial for successful outcomes. |
| 4. | (Okazaki, 2008) | A community-based tourism model: Its conception and use | 278 | Community-based tourism programs can bring economic gains and promote understanding between locals and tourists, but there are still issues with sustainability and power dynamics. |
| 5. | (Manyara & Jones, 2007) | Community-based tourism enterprises development in Kenya: An exploration of their potential as avenues of poverty reduction | 274 | Community-based tourism enterprises have the potential to alleviate poverty by providing employment opportunities and income generation for local communities, but there are challenges to their development. |
| 6. | (Zapata et al., 2011) | Can community-based tourism contribute to development and poverty alleviation? Lessons from Nicaragua | 220 | Community-based tourism can contribute to development and poverty alleviation, as seen from findings in Nicaragua. |
| 7. | (Sebele, 2010) | Community-based tourism ventures, benefits and challenges: Khama Rhino Sanctuary Trust, Central District, Botswana | 215 | Community-based tourism ventures have brought benefits to local communities, but there are also challenges that require increased local involvement and participation for the empowerment and conservation of natural resources. |
| 8. | (Mitchell & Reid, 2001) | Community integration: Island tourism in Peru | 202 | High levels of community integration in tourism can lead to greater socioeconomic benefits for residents. |
| 9. | (Smith & Duffy, 2003) | The ethics of tourism development | 191 | The book discusses ethical issues in tourism development and explores examples of ethical tourism, such as eco-tourism, sustainable tourism, and community-based tourism. |
| 10. | (Salazar, 2012) | Community-based cultural tourism: Issues, threats and opportunities | 180 | Community-based cultural tourism faces challenges and opportunities that need to be addressed, considering local contexts and cultural sensitivities. |
| 11 | (Chok et al., 2007) | Tourism as a tool for poverty alleviation: A critical analysis of 'pro-poor tourism' and implications for sustainability | 177 | The effectiveness of 'Pro-Poor Tourism' as a tool for poverty alleviation is questioned, and the long-term sustainability implications of using tourism for this purpose are highlighted. |
| 12 | (Lee & Jan, 2019) | Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability | 162 | The sustainability of community-based tourism varies in different stages of development and can have both positive and negative effects on residents' perceptions of sustainability. |
| 13 | (Ruiz-Ballesteros, 2011) | Social-ecological resilience and community-based tourism. An approach from Agua Blanca, Ecuador. | 155 | Community-based tourism can enhance the resilience of socio-ecosystems by promoting sustainable development and improving the capacity of local communities to adapt to environmental and social changes. |
| 14 | (Wearing & McDonald, 2002). | Tourism and poverty reduction: Theory and practice in less economically developed countries | 143 | Tourism can be used as a tool to reduce poverty in less economically developed countries, but careful planning and implementation are necessary for sustainable benefits. |
| 15 | (Spenceley & Meyer, 2012) | The development of community-based tourism: Rethinking the relationship between tour operators and development agents as intermediaries in rural and isolated area communities | 142 | The relationship between intermediaries and rural communities in community-based tourism needs to balance traditional knowledge and Western management for sustainable outcomes. Alternative concepts are proposed to challenge the dominant discourse of the tourism industry. |

Source: Authors compilations with the help of Scopus database and VoSviewere software



The findings suggest that community-based tourism has the potential to bring economic benefits, alleviate poverty, and enhance socio-ecological resilience; however, it also faces challenges, such as sustainability issues, power dynamics, and cultural sensitivity. These publications also highlight the importance of local involvement and participation in successful outcomes, and the need for careful planning and implementation to achieve sustainable benefits.

Most productive journals

Information on the sources of articles, including the total number of publications over time, total Scopus citations, source CiteScore, and SJR (SCImago Journal Rank) rank, is provided in Table 3. The CiteScore and SJR rankings of the journals were obtained from their respective websites and authenticated using a server. CiteScore (CS) metrics determine the number of citations for all articles published in the first year to all documents published in the last three years for a given journal, providing a more reliable and accurate measurement of a journal's impact (Teixeira da Silva et al., 2017). The SJR indicator is a measure of the scholarly influence of academic journals, considering both the number of citations of a journal and the importance or reputation of the journals from which the citations originate (Ali & Bano, 2021; Soliman et al., 2021).

The top 12 journals listed in Table 3 accounted for nearly 51% of the 371 articles surveyed, indicating their prominence in publishing CBT-related research. Articles published in journals with high CiteScores and SJRs suggest that research in the field of CBT is gaining momentum in academic circles, and will likely contribute to advancing studies on the subject in the next decade.

Tourism management emerged as the most influential journal in terms of CiteScore and SJR rank, followed by tourism geography, Journal of Sustainable Tourism, and Current Issues in Tourism (Table 3). These journals are considered prominent in the field of CBT, based on their high CiteScores and SJR rankings. Furthermore, the Journal of Sustainable Tourism and Current Issues in Tourism are cited more frequently in Scopus citations of documents related to CBT than in other journals. It is noteworthy that while the African Journal of Hospitality, Tourism, and Leisure ranks second in terms of publications, it holds the lowest position in terms of CiteScore and SJR (Table 3), indicating potential differences in scholarly impact compared with other journals.

Table 3. Top documents produce source

| Source | Documents | TSC | CS | SJR |
|--|-----------|------|------|-------|
| Journal of Sustainable Tourism | 38 | 2395 | 13.8 | 2.476 |
| African Journal of Hospitality Tourism and Leisure | 35 | 984 | 1.6 | 0.21 |
| Current Issues in Tourism | 22 | 1008 | 10.6 | 1.838 |
| Journal of Ecotourism | 17 | 408 | 5.3 | 0.528 |
| Tourism Planning and Development | 13 | 213 | 5.4 | 0.84 |
| Tourism Geographies | 11 | 162 | 14.3 | 2.273 |
| Journal of Environmental Management and Tourism | 11 | 16 | - | 0.238 |
| Tourism Management | 10 | 793 | 19.8 | 3.383 |
| Tourism Recreation Research | 10 | 176 | 5.7 | 0.877 |
| Asia Pacific Journal of Tourism Research | 9 | 254 | 5.4 | 0.88 |
| Worldwide Hospitality and Tourism Themes | 9 | 64 | 3.2 | 0.393 |
| Tourism Management Perspectives | 6 | 114 | 10 | 1.761 |

Source: Authors compilation with the help of Scopus database and VoSviewere software

Note: TC-Total Scopus Citations, CS*- Citescore and SJR* SCImago Journal Rank



Most productive authors

Table 4 highlights the most prominent authors in CBT research, based on their publication records. Giampiccoli and Mtapuri were the most prolific contributors, with 20 and 10 publications, respectively. Prolific authors are essential to researchers because they provide a wealth of knowledge and insights, and their work can serve as a foundation for further research in the field. The extensive publication records of researchers are indicative of their significant contribution to extant knowledge and help advance the field, as well as the quality of research.

Table 4. Top Influencing authors

| Author | Documents | LC | GC | H-index |
|---------------------|------------------|-----------|-----------|----------------|
| Andrea Giampiccoli | 20 | 157 | 1676 | 22 |
| Oliver Mtapuri | 10 | 42 | 921 | 15 |
| Tramy Ngo | 5 | 33 | 158 | 04 |
| Peter Wiltshier | 5 | 20 | 463 | 10 |
| Ni Made Ernawati | 4 | 37 | 226 | 08 |
| Kalsom Kayat | 4 | 31 | 1399 | 20 |
| Tsung hung LEE | 3 | 249 | 5158 | 25 |
| Giacomo Del Chiappa | 3 | 69 | 5393 | 41 |
| Claudia Dolezal | 3 | 29 | 318 | 08 |
| Jarkko Saarinen | 3 | 550 | 8757 | 46 |
| Fen-Hauh Jan | 3 | 249 | 1392 | 14 |
| Salamiah A. Jamal | 3 | 116 | 854 | 11 |

*LC- Scopus Citations of the documents, GL- Overall Global citations of the authors, **Source:** Authors' compilation with the help of Scopus database and VoSviewere software

Bibliographic visualization

Bibliographic visualization is a method that uses visual representations to depict bibliographic information such as publication titles, authors, keywords, and other relevant details. It aims to help researchers understand the connections and relationships between different sources of information, identify trends and patterns in the literature, and identify gaps in the research. VOSviewer is a popular software tool for bibliographic visualization and is capable of generating co-citation maps, bibliographic coupling maps, and term maps. This helps researchers to visualize bibliographic data using various methods. In this section, we discuss three themes: co-authorship, keyword co-occurrence visualization, and co-citation visualization.

Co-authorship analysis

Co-author networks are valuable tools for evaluating collaborative patterns and identifying influential researchers, institutions, and countries. By examining the co-authorship relationships, the social structure of these connections can be revealed, providing insights into the collaborative dynamics of the research community.

Collaboration network between authors: Figure 3 depicts the co-authorship network in the field of CBT research worldwide, which examines collaborative patterns and identifies prominent scientists, institutions, and countries. Co-authorship is a collaborative relationship in which two or more researchers share insights about a specific topic. Co-authorship networks may be interpreted as social networks between researchers that reflect collaboration. The nodes in the co-authorship network represent researchers. A threshold was applied to identify the authors who were included in the analysis. In this case, the threshold was set to a minimum of one document and a minimum number of citations, implying that authors with at least one document and at least one citation were included. Of 717 authors, 572 met this threshold and were included in the analysis. However, it should be noted that not all the 572 authors were connected in the network analysis. The largest set of connected items consisted of 12 items,

indicating that some authors were not directly connected to others in terms of co-authorship or collaboration.

An in-depth analysis of co-authorship in the CBT field has revealed the impact of research endorsement relationships and collaboration between authors. However, unexpectedly, there was a lack of cross-pollination among the 376 publications. Figure 3 indicates the lack of a wide spectrum of collaborations outside the sphere of the author's influence, which might explain why the existing CBT literature is mainly fragmented and composed of individual case studies. Only 12 authors in the network are connected to each other. Professor Robert Baxter Powell has the strongest connection strength (9) with other authors.

The analysis of the co-authorship network in the CBT research domain thus far has revealed a limited effort toward research collaboration. Future researchers should concentrate on promoting research collaboration to extend and advance this field further. Research collaboration can open avenues for exploring how ideas from complementary fields can be applied to existing challenges, leading to novel solutions. Collaborative conversations among colleagues can lead to the emergence of new ideas that have not been previously considered. Therefore, it is essential to promote collaboration in CBT research to foster knowledge exchange and innovation.

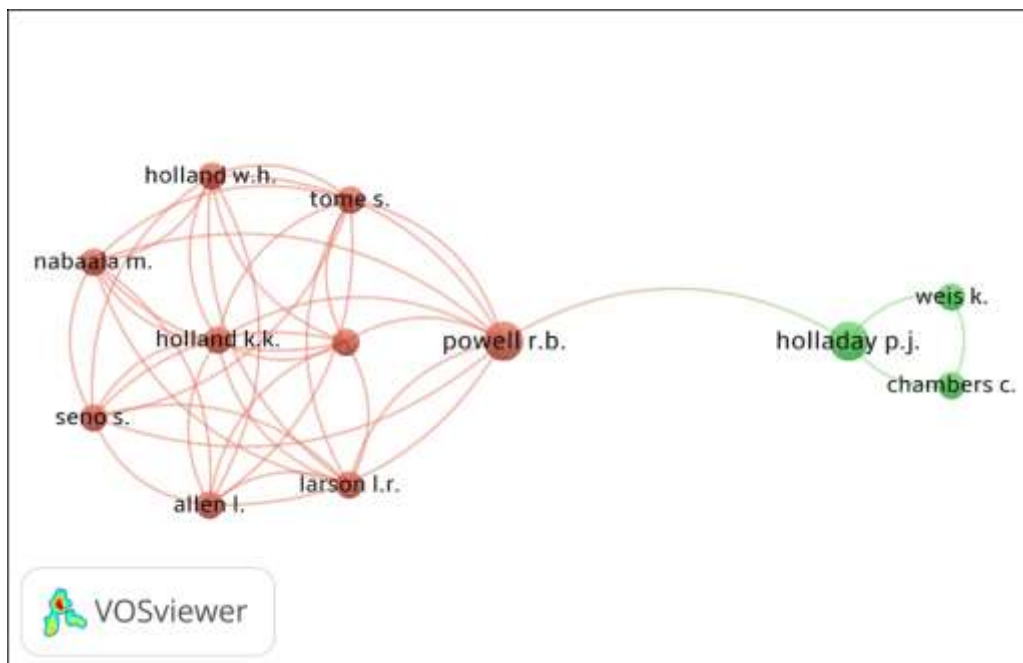


Figure 3. Co-authorship collaboration network

Collaboration network between countries: Scientific cooperation among national scholars is of great significance. Research collaboration between two countries is defined as a collective effort by scientists to attain the common goal of generating new scientific knowledge (Benckendorff & Zehrer, 2016). Collaboration allows for the exchange of ideas and expansion of knowledge, facilitating the development of innovative solutions. Moreover, developing countries can benefit from the knowledge and expertise of developed nations through international partnerships.

A threshold was applied to determine which countries were included in the analysis. In this case, the threshold was set to a minimum of one document and a minimum number of citations, implying that countries with at least one document and at least one citation were

included. Of these 74 countries, 69 met this threshold and were included in the analysis. Fig. 4 demonstrates that Australia, the United States, South Africa, the United Kingdom, Thailand, China, Botswana, Spain, New Zealand, and Indonesia are actively engaged in international research collaboration on community-based tourism. Australia has emerged as the most active country in international community-based tourism-related research collaborations, particularly in the United States, South Africa, Indonesia, Malaysia, Canada, Thailand, New Zealand, China, Netherlands, and Vietnam.

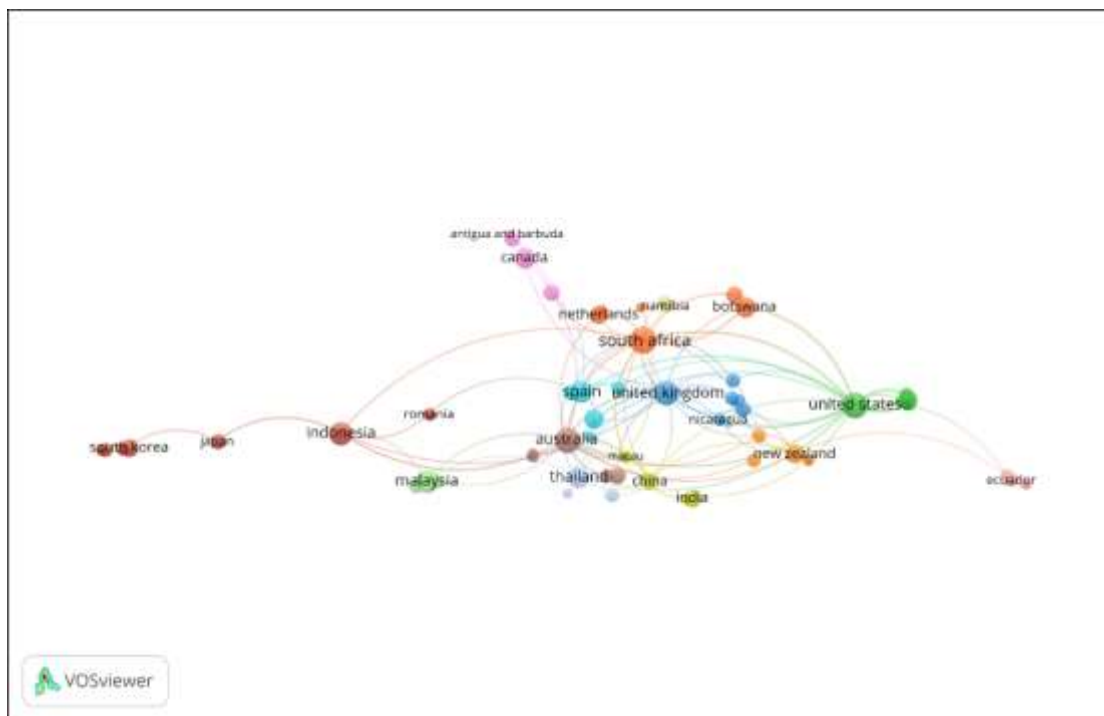


Figure 4. Co-authorship of country collaboration network in CBT
Source: Retrieved from Scopus Database

Australian researchers have published 41 (the third highest) publications on CBT topics, accumulating 1029 Scopus citations and an overall link strength of 35. South Africa tops the list with 50 publications (see Table 5). The United States has actively collaborated with various nations in the domain of community-based tourism (CBT), including South Africa, the United Kingdom, Australia, Spain, Botswana, India, China, Thailand, and Brazil. The country has contributed significantly to the field by publishing 42 documents that have received a total of 903 Scopus citations and a link strength of 34.

The African continent, particularly South Africa, Botswana (link strength 12), Ecuador (link strength 04), and Zimbabwe (link strength 2), have also made notable contributions to CBT research with an impressive research cooperation network. India is the only South Asian nation on this list that has actively collaborated with the United States and China.

A strong correlation between the number of scientific publications and increased collaboration among nations is evident, because researchers can easily identify potential research partners based on their mutual research interests. International research cooperation has led to a significant increase in research capacity and development of CBT studies. Therefore, greater international cooperation should be encouraged among researchers from different countries to facilitate sharing of unique skills and experiences.

Thicker lines between nodes indicate a higher frequency of co-occurrence, suggesting stronger associations between the keywords. Closer nodes in the visualization reflect a stronger association between keywords. Keywords and nodes of the same color denote their inclusion in the same cluster. The major clusters were dominated by community-based tourism, tourism development, ecotourism, sustainability, sustainable tourism, and sustainable development.

Co-citation visualization analysis

Co-citation of references: The co-citation network, as described by Sanguri et al. (2020), refers to the structure of references cited by multiple articles. The present study identified five clusters of research themes from the 376 publications analyzed.

Figure 6 depicts the co-citations of references, with the thickness of a cluster indicating the number of citations an article has received and the length of the line connecting the two clusters reflecting the level of co-citations.

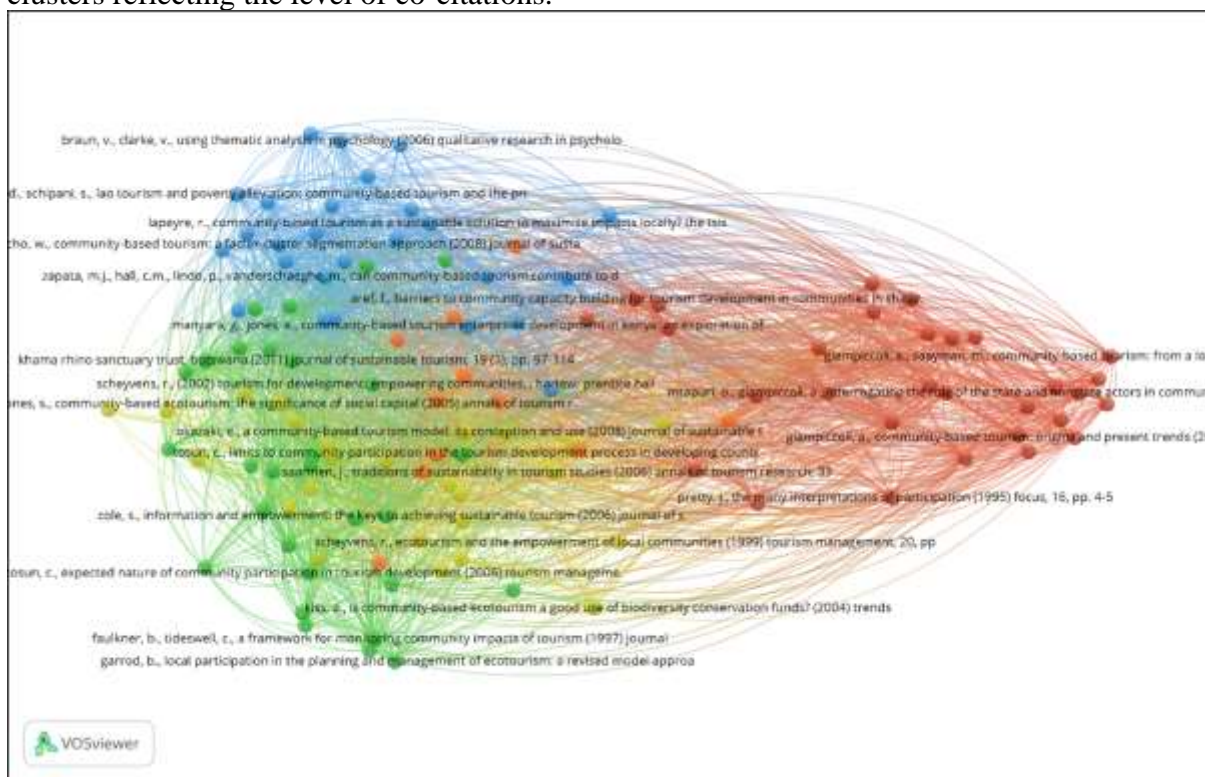


Figure 6. Co-citation of cited references network

The network is composed of five clusters that represent the relationships between publications and highlight research topics strongly linked to community-based tourism. We selected the top references with more than five citations to identify influential references in the field. Of the 18,470 cited references, only 121 met this threshold and were included in this study. This approach helps identify relevant references and provides a foundation for future research on community-based tourism.

Five clusters, red, green, blue, yellow, and purple, were identified through co-citation analysis. Cluster 1 (red) focused on community-based ecotourism, state and non-state players, and pro-poor tourism. The most cited article in this cluster evaluated a bottom-up approach to community-based ecotourism in Papua New Guinea (Sakata & Prideaux, 2013).

Cluster 2 (green) included studies on community participation boundaries, ecotourism, and local community empowerment being the most cited in this cluster (Tosun, 2000, 2006).



Cluster 3 (blue) addressed community-based tourism businesses, poverty alleviation, and the role of community-based tourism in island nations. Manyara and Jones (2007) assessed community-based tourism opportunities and challenges in poverty alleviation in Kenya.

Cluster 4 (yellow) focuses on community-based tourism, sustainable tourism, and community-based ecotourism. Okazaki (2008) explored community involvement theories, while Blackstock (2005) identified flaws in community-based tourism from the community development perspective. Finally, Cluster 5 (purple) examined collaborative thinking, the role of tour operators and development agents, and the Tourism Development Process (TDP), with Jamal and Getz (1995) applying the collaboration theory to tourism destinations.

Discussion and conclusion

Community-based tourism (CBT) has the potential to generate employment opportunities and to contribute to the conservation of environmentally protected areas, thereby promoting economic development. However, the successful implementation of CBT requires collaborative efforts from regulatory bodies, community groups, visitors, businesses, and tourism managers to effectively conserve the local environment. Despite its potential benefits, CBT has been subject to criticism and controversy, owing to a lack of understanding of its core principles. Therefore, careful planning and management are essential to minimize the negative consequences and achieve a balance between ecological, social, and economic goals. Recent research has made progress in addressing the challenges posed by the rapid growth of tourism and its associated environmental concerns (Pasanchay & Schott, 2021; Zielinski et al., 2021). This study offers several conclusions. First, there has been significant growth in community-based tourism research in the tourism industry since 2013. Secondly, the article "Cooperation Theory and Community Tourism Planning" is the most cited paper in this field, providing guidance on community projects and exploring the application of collaboration theory to destination planning and development through community participation. Third, the Journal of Sustainable Tourism is the most productive journal in this domain and, therefore, a suitable publication outlet for scholars conducting research in the CBT domain. Fourth, Prof. Andrea Giampiccoli is the most prolific author in this field, with his paper "Towards a Comprehensive Model of Community-based Tourism Development," which is the most widely cited paper on CBT. This study proposes a model for CBT project initiation by the private, public, or non-governmental sectors, from within or outside the community, using a two-down or bottom-up approach.

Fifth, the study highlights the collaboration network among the authors, with Prof. Robert Baxter Powell having the highest research collaboration with the other authors. However, there is a need for more research collaboration in the CBT domain to facilitate the sharing of ideas and to build upon each other's research. Sixth, this study highlights the cooperative network between countries, with South Korea being the most productive in terms of publishing articles on CBT. Researchers in Australia and the US have also led the way in terms of the overall link strength.

Seventh, the study identified the most frequent keywords used in CBT research: community-based tourism, eco-tourism, sustainable development, and local involvement. In the eighth finding, the study examined the co-citation of references in CBT, with the study "A Community-based Tourism Model: Its Concept and Use" leading the cluster. Finally, the study identifies the co-citation of the source network, with the Journal of Sustainable Tourism receiving the highest number of citations from papers published in the CBT domain compared to other journals, while the Annals of Tourism Research lead the cluster in terms of the overall link strength.



Managerial implications

Policymakers and practitioners involved in community-based tourism (CBT) must have a comprehensive understanding of various approaches, the tourism industry, and the existing literature to develop and manage CBT projects effectively. This bibliometric study has several managerial implications. First, the involvement of local communities in planning and managing CBT projects is essential to their success. Studies have shown that community involvement is critical to ensuring that the community is engaged with the values and importance of local natural and sociocultural resources, which can help increase tourism (Scheyvens, 1999; Ruiz-Ballesteros, 2011; Sebele, 2010; Manyara & Jones, 2007; Zagarkhorloo et al., 2021; Eyisi, 2021; Park & Kim, 2016). Managers should prioritize community involvement and ensure that local stakeholders have a voice in decision-making processes.

Second, capacity-building programs are necessary to support local entrepreneurs and service providers, who often lack the resources and skills to compete in the tourism market. Managers should invest in capacity building to provide training and support for local communities, tour operators, and development agencies to handle dynamic planning domains at the community level (Mbaiwa, 2011; Jamal & Getz, 1995; Reed, 1997; Wearing & McDonald, 2002).

Third, environmental and cultural sustainability should be prioritized in CBT development. CBT projects should be designed to minimize negative environmental and cultural impacts while maximizing benefits to local communities. Sustainable tourism practices can enhance the economic, social, and environmental wellbeing of host communities (Nugroho & Numata, 2021; Giampiccoli & Mtapuri, 2020; Giampiccoli & Saayman, 2018; Acharya & Halpenny, 2013; Pawson, & Richardson, 2019).

Fourth, partnerships between the public and private sectors are necessary for CBT's success. Collaboration among government agencies, private sector stakeholders, and local communities is essential for the success of CBT projects (Li, 2021; Mendoza-Moheno et al., 2021; Dangi & Jamal, 2016; Setokoe, 2021). Managers should facilitate partnerships that involve all relevant stakeholders in CBT development and management.

Finally, effective marketing and promotion strategies are necessary to attract tourists to CBT destinations and to create awareness of the benefits of CBT. Managers should invest in marketing and promotion campaigns that target specific market segments and highlight the unique cultural and natural attractions of CBT destinations (Schott & Nhem, 2018). In summary, managers should prioritize community involvement, capacity building, sustainability, partnerships, marketing, and promotion in tourism development planning to ensure the long-term viability and sustainability of community-based tourism. They should also consider local perceptions and conduct further research to develop better policies to promote sustainable tourism. Overall, community-based tourism development should involve collaboration with local communities, tour operators, and development agencies to ensure sustainable tourism practices that benefit both the local community and tourism industry.

Theoretical implications

This bibliometric study offers valuable insights for researchers seeking to develop articles on community-based tourism (CBT) by providing reliable quality metrics and identifying research trends and factors that influence publication trends. Such information is crucial for scholars, as they generate new CBT studies to broaden the scope of the topic, identify emerging directions or territories, and address trending concerns in the field or community. To understand the factors contributing to the success of CBT projects and their implications for sustainable tourism development, this study explored various theoretical frameworks. The social capital



theory provides a useful framework for understanding the role of social networks and relationships in CBT development. Research indicates that social capital can facilitate cooperation and coordination among local stakeholders, enhance trust and communication, and contribute to the success of CBT projects (Musavengane & Kloppers, 2020; Okazaki, 2008).

The stakeholder theory is another useful framework for understanding stakeholders' diverse interests and perspectives in CBT development. Effective stakeholder engagement and management can enhance the success of CBT projects and promote sustainable tourism development (Ngo et al., 2018; Mtapuri & Giampiccoli, 2017; Mowforth & Munt, 2008).

Ecological modernization theory provides a framework for understanding the relationship between environmental sustainability and economic development in CBT. This theory suggests that environmental sustainability and economic development can be mutually reinforced, and that CBT can contribute to the achievement of both goals (Zapata et al., 2011).

Community resilience theory has gained prominence in CBT research, particularly in the context of natural disasters and external shock. This theory suggests that CBT can enhance local communities' ability to adapt to and recover from crises and contribute to long-term sustainable development (Cáceres-Feria, 2021; Cohen et al., 2013).

Finally, the sustainable livelihood theory was used as a framework to understand the impact of CBT on local communities. This theory suggests that CBT can enhance local livelihoods by generating income, creating employment opportunities, and promoting the preservation of natural and cultural resources (Runyowa, 2017; Mbaiwa, 2011; Chok et al., 2007). In summary, social capital, stakeholders, ecological modernization, community resilience, and sustainable livelihood theories provide useful frameworks for understanding the implications of CBT research. These theoretical perspectives can help scholars and practitioners identify the key factors contributing to the success of CBT projects and develop effective strategies to promote sustainable tourism development.

Limitations and future research directions

This study had three notable limitations. The survey did not encompass the period of 2022, and only the Scopus database and English-language studies were used to collect community-based tourism publications. Future research endeavors may overcome these limitations by encompassing a more comprehensive range of publication years to capture the evolution of community-based tourism literature more accurately, including any potential paradigm shifts that may have occurred. Additionally, future studies should incorporate supplementary databases, such as Web of Science, Google Scholar, PubMed, and Dimensions, to identify additional relevant articles and include them in subsequent analyses.

The present bibliometric investigation aimed to identify significant avenues for future research in the field of CBT. The research areas that have been identified include understanding community involvement, sustainability, effects on local communities, the role of the government, and engagement of the private sector in community-based tourism (Lee & Jan, 2019; Chok et al., 2007; Saarinen, 2006; Ruiz-Ballesteros, 2011; Sebele, 2010; Zagarkhorloo et al., 2021; Ditta-Apichai et al., 2020; Okazaki, 2008). By examining these aspects, researchers can make valuable contributions to the advancement of Community-Based Tourism (CBT) and promote favorable results for the communities involved.

To increase community involvement in CBT, effective strategies for involving communities in the planning and development of tourism initiatives must be identified. In-depth case studies of successful CBT initiatives with high levels of community involvement can assist in identifying contributing factors and in developing best practices. Additionally, surveys targeting communities involved in CBT initiatives can collect comprehensive data on the extent of community involvement, perceived benefits, and obstacles encountered.



The sustainable management of CBT is vital for preventing environmental damage, protecting local communities, and avoiding social problems. Research should focus on methodologies for sustainable tourism practices to mitigate negative impacts. Case studies analyzing successful CBT projects with positive environmental and community outcomes can uncover key factors contributing to sustainability, facilitating the development of guidelines and best practices. Surveys administered to CBT communities can yield valuable insights into the perceived impacts on the environment and community as well as challenges related to sustaining CBT practices.

Furthermore, it is essential to understand the economic, social, and cultural effects of CBT on local communities (Sène-Harper & Séye, 2019; Salazar, 2012). In-depth studies of successful CBT projects that positively influence the community can help identify the underlying factors that lead to positive impacts. These studies can also aid in developing best practices for other CBT initiatives. Surveys targeting communities involved in CBT projects can provide valuable data on the perceived impacts and challenges associated with CBT practices, enabling researchers to mitigate negative outcomes effectively.

Governments play a crucial role in supporting CBT initiatives and in regulating tourism to guarantee sustainability and community benefits. Investigating successful CBT initiatives that received government support through research studies has identified key factors that contribute to the success of government involvement and promote best practices. Surveys directed at governments involved in CBT initiatives collect information on the perceived role of the government and the difficulties encountered in providing effective support for CBT initiatives.

Moreover, the private sector's participation in CBT is essential to its effectiveness. It is essential to comprehend how businesses support CBT initiatives, while ensuring sustainable and advantageous tourism practices. Studies investigating successful CBT initiatives that have received support from the private sector have revealed factors that contribute to effective private sector engagement. These investigations contribute to the creation of best practices. Businesses involved in CBT initiatives were surveyed to collect data on the private sector's perceived role in CBT and identify the obstacles associated with private sector support. By addressing these research directions, academics have promoted the development of CBT as a paradigm of sustainable and community-centered tourism, which benefits both host communities and the tourism industry as a whole.

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