The Future Research Opportunity of Community-Based Tourism

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Abstract

Community-based tourism aims to counteract tourism development with the well-being of local communities. There has been extensive research on this topic, but more input is needed for researchers to understand future research opportunities. This study used bibliometric analysis to analyze a large dataset of 70,911 articles from ScienceDirect. The researcher utilized VosViewer to process the data and identify recommendations for future research topics in community-based tourism. The analysis revealed potential research topics, developments in these topics, and areas with potential for novel exploration. These findings represent valuable future research opportunities in community-based tourism that warrant further investigation.

Keywords: Bibliometric analysis; community-based tourism; local community; novelty of research; tourism.

A. INTRODUCTION

Community-based tourism (CBT) is considered a tourism concept that can balance tourism development with the growth of local communities. CBT is a form of tourism that optimizes local potential and resources, including natural, cultural, and human resources, for tourism purposes (Priatmoko et al., 2021). Natural resources are one of the tourism resources (Zheng et al., 2023). The management of natural resources in tourism is related to local communities (Sgroi, 2020), and local communities have social capital that can build social resilience in managing natural resources as tourism attractions (Musavengane & Kloppers, 2020), thus linking CBT with rural tourism (Zielinski et al., 2021). This pattern builds on the benefits of CBT development, which supports the sustainability of tourism development through community development and local resource conservation (Arintoko et al., 2021).

CBT enhances the relationship between local communities and tourists. In CBT, tourism managed and/or owned by the community benefits the community (Zielinski et al., 2020). CBT involves communities as owners and managers, including aspects of empowerment, community development, cultural conservation, and natural conservation (Hlengwa & Maruta, 2020), thus improving local community involvement and attachment to the benefits of tourism resources in their area (Nugroho & Numata, 2022). From the tourists' perspective, CBT is a form of tourism where tourists choose to receive accommodation and tourism services from local communities (Priatmoko et al., 2021). Tourists stay in local homes or community-managed accommodations (homestays), directly benefiting the community (Pasanchay & Schott, 2021).

CBT presents technical opportunities as an alternative to mass tourism and a tourism development strategy that ensures tourism sustainability, natural resources, and community empowerment (Prakoso et al., 2020). However, CBT still faces challenges in balancing tourism business with community capabilities, conflicts within communities, and the balance between tourism development and the protection of local culture and natural resources (Prakoso et al., 2020). The success of CBT is influenced by factors such as community control over tourism resources, land, and related natural resources, participatory management, decision-making autonomy, and fair distribution of benefits. These factors play a role in developing CBT according to the internal and external context of the community (Zielinski et

al., 2021). CBT does not always succeed; it tends to be more successful in areas controlled collectively (Zielinski et al., 2020). Communities and private CBT managers can become trapped in prioritizing profit alone (Hlengwa & Maruta, 2020). Local communities can damage the environment as a tourism resource (Nugroho & Numata, 2022). Governments can support the success of CBT through policies that support local tourism development (Purnomo, 2023a), adequate planning, and control (Chatkaewnapanon & Lee, 2022). Resources that are locally owned can be optimally utilized as tourism resources through government support in the form of tourism promotion (Purnomo, 2023b; Purnomo, 2022a), community management capabilities (Wijaya et al., 2020; Zielinski et al., 2021) and collaboration with the private sector (Arintoko et al., 2021; Dolezal & Novelli, 2022).

Research on CBT has explored various issues related to CBT. Recent literature reviews on CBT indicate that researchers have discussed diverse CBT issues. Some literature reviews identify challenges in CBT development (Prakoso et al., 2020; Stone & Stone, 2020), differences between CBT and rural tourism (Zielinski et al., 2020), the role of government and communities in building equity in CBT development (Dangi & Petrick, 2021), case studies in specific regions (Giampiccoli et al., 2020), CBT development models (Dłużewska & Giampiccoli, 2021), and more.

These diverse issues raise questions about the future research opportunities for CBT. Researchers can investigate what novel research topics are valuable. Reviewing previous research can help identify research novelties (Stefani et al., 2020). The diversity of issues in large research datasets can be examined through bibliometric analysis (Donthu et al., 2021; Ho, 2018). Recent bibliometric analyses of CBT have explored sustainability issues (Krittayaruangroj et al., 2023), the role of local communities (Pramanik & Rahmanita, 2023), CBT in specific locations (Tham & Chin, 2023), and CBT theory (Sharma & Shenoy, 2024). Previous bibliometric analyses of CBT have used Scopus-indexed publications as data sources (Ayaviri-Nina et al., 2023; Kumar et al., 2023). They analyzed published articles from 1991-2021 (Kumar et al., 2023) and 1983-2022 (Ayaviri-Nina et al., 2023) using the keyword "community tourism." This study performs a similar analysis using ScienceDirect data, including articles from the world's leading academic publisher, Elsevier (Buele & Guerra, 2021). This data source has been used for other topics (Purnomo, 2023c; 2023d; 2023e; 2022b). Different data sources from previous CBT studies can complement the large-scale analysis of CBT research topics. Previous research has yet to address future research on CBT specifically.

This study examines the future research opportunities of community-based tourism. Bibliometric analysis can provide an overview of research topic trends and future research opportunities from large datasets, allowing this study to present objective data for future CBT researchers. Future research opportunities for CBT can be built from the development of the latest topics, exploring specific topics that have not been studied together with similar topics, and identifying research topics that have not been extensively researched in previous studies (Roestamy et al., 2023; Stefani et al., 2020). Therefore, this study aims to investigate 1) CBT research topics, 2) developments in CBT research topics, and 3) identify the future research opportunities of community-based tourism. The results of this study can be compared with previous research using Scopus data to provide insights for future CBT researchers in selecting research topics.

B.   RESEARCH METHOD

This study employs bibliometric analysis, which can analyze prominent publications datasets (Donthu et al., 2021). VosViewer, a bibliometric analysis program, was used to select and process data (Van Eck & Waltman, 2010). The data source comes from ScienceDirect publications from 2000 to 2024. Data selection utilized the keyword "community-based tourism," yielding 70,911 articles. The 1,000 most relevant articles from ScienceDirect were exported in RIS file format, which VosViewer can process. The

choice of 1,000 articles was based on the maximum limit set by ScienceDirect. These 1,000 most relevant articles became the data source for this study.

Data selection from these 1,000 articles was performed using VosViewer software. Co-word analysis was employed to examine the article content, abstract, title, and keywords, which helped to illustrate the relationships between topics in the form of topic relationship maps (Van Eck & Waltman, 2010). Data was filtered based on five co-words. With a minimum co-occurrence threshold of five, 3,470 keywords were obtained, of which 102 met the threshold. This data became the source for further processing in this study. Data processing using VosViewer resulted in visual maps that depict the interconnections between topics, research trends, and research density on specific topics (Van Eck & Waltman, 2010).

C. RESULTS AND ANALYSIS

1. Research topics on community-based tourism

The data processing using VosViewer resulted in 102 keywords or research topics organized into eleven clusters. The author selected topic terms to facilitate readers' understanding. Topic terms refer to the keywords derived from VosViewer. Figure 1 visualizes the clusters. The same colors indicate cluster similarity while connecting lines show that articles have previously discussed the relationships between these topics (Purnomo, 2022b). Future research could explore topics yet to be studied together or those in different clusters (Purnomo, 2023c; 2023d). Table 1 shows the topics from 2000 to 2024. Clusters represent groups of topics with the most vital connections that have been researched together (Donthu et al., 2021).
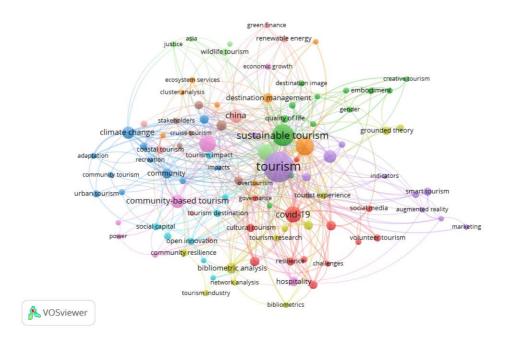

Figure 1. Network visualization of CBT research topic, 2000-2024

Table 1. Research topics on community-based tourism from 2000 to 2024

Cluster	Keywords
1	Adventure tourism, challenges, community participation, Covid-19, Covid-19 pandemic, cultural tourism, domestic tourism, governance, innovation, resilience, social media, tourism recovery, volunteer tourism.
2	Creative tourism, destination image, economic development, embodiment, gender, indigenous tourism, place attachment, quality of life, satisfaction, SDGS, sustainable tourism, tourism experience, well-being
3	Adaptation, climate change, community, community development, community tourism, conservation. Environment, impacts, protected areas, recreation, urban tourism.
4	Bibliometric analysis, bibliometrics, community resilience, grounded theory, network analysis, scale development, systematic literarure review, tourism industry, tourism research, tourism experience, value co-creation.
5	Augmented reality, big data, cultural heritage, heritage, heritage tourism, indicators, marketing, smart tourism, sustainable development, tourism, virtual reality.
6	Knowledge management, open innovation, social capital, sustainable tourism development, tourism and hospitality, tourism destination, tourism impact, tourism impacts.
7	Cluster analysis, destination management, ecosystem services, overtourism, regenerative tourism, Spain, sustainability, willingness to pay.
8	Cruise tourism, developing countries, ecotourism, nature-based tourism, stakeholders, tourism management, visitor management.
9	Collaboration, community-based tourism, economic growth, hospitality, poverty alleviation, power, tourism development.
10	China, coastal tourism, green finance, renewable energy, social network analysis, tourist destination.
11	Asia, development, justice, rural tourism, wildlife tourism.

Figure 1 visualizes these clusters. The same colors indicate cluster similarity while connecting lines show that articles have previously discussed the relationships between these topics (Purnomo, 2022b). Future research could explore topics yet to be studied together or those in different clusters (Purnomo, 2023c; 2023d).

Figure 1. Network visualization of CBT research topic, 2000-2024

Among the 102 keywords that meet the threshold, ten topics have the highest co-occurrence and total link strength. Co-occurrence analysis indicates the frequency with which topics co-occur or appear together, while total link strength measures the degree of connection between a topic and others (Donthu et al., 2021). Table 2 reveals that tourism topics have the highest co-occurrence and total link strength, while community-based tourism is ranked sixth. This finding means published articles discussing

community-based tourism more frequently address topics like sustainable tourism, sustainability, tourism development, and COVID-19 rather than focusing solely on community-based tourism.

    Table 2. The highest co-occurrence and total link strength of the topic

2. The development of community-based tourism research

    Among the 102 keywords that meet the threshold, ten topics have the highest co-occurrence and total link strength. Co-occurrence analysis indicates the frequency with which topics co-occur or appear together, while total link strength measures the degree of connection between a topic and others (Donthu et al., 2021). Table 2 reveals that tourism topics have the highest co-occurrence and total link strength, while community-based tourism is ranked sixth. This finding means published articles discussing community-based tourism more frequently address topics like sustainable tourism, sustainability, tourism development, and COVID-19 rather than focusing solely on community-based tourism.

Table 2. The highest co-occurrence and total link strength of the topic

Number	Topic	Co-occurrence	Total link strength
1	Tourism	135	82
2	Sustainable tourism	68	41
3	Sustainability	50	39
4	Tourism development	41	24
5	Covid-19	37	25
6	Community-based tourism	26	23
7	Climate change	23	19
8	Sustainable development	25	18
9	Rural tourism	42	24
10	China	25	17

    Figure 2 illustrates that research on community-based tourism has been increasing yearly, with the highest number of publications in the last four years. This finding indicated a growing interest among researchers in the topic. The number of publications in Scopus-indexed articles sometimes increases

yearly, even though the highest numbers were in the last four years (Ayaviri-Nina et al., 2023; Kumar et al., 2023).
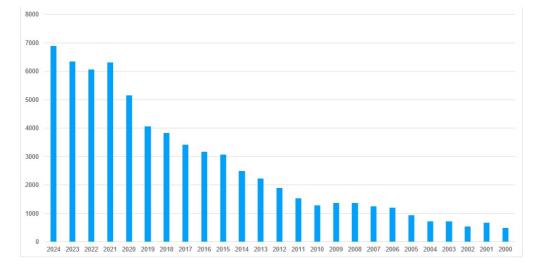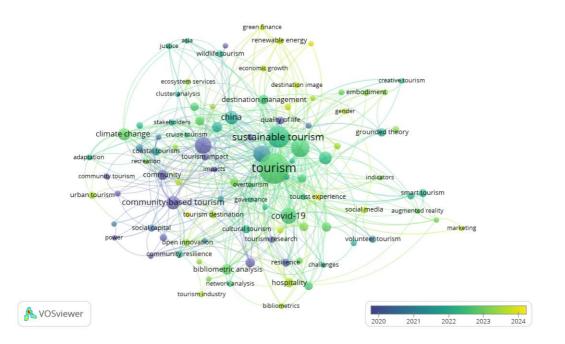

Figure 2. Development of scientific publications on community-based tourism, 2000-2024

VosViewer can process keyword data and present visualization maps based on publication time. The yellow in Figure 3 indicates recent topics (Purnomo, 2023c; 2023d; 2022b; 2022b). Recent topics in community-based tourism research include green finance, renewable energy, economic growth, tourist experience, tourism destination, social network analysis, regenerative tourism, destination image, gender, hospitality, and urban tourism. Some of these topics, such as tourist experience, tourism destination, and destination image, are frequently discussed in tourism studies. Compared to topics researched before 2020 directly related to tourism, like tourism impact, CBT, and tourism research, topics before 2020 (indicated in purple in Figure 3) focused more on community aspects. Tourism-related topics are more common in the green-colored areas or the 2022-2023 period. This finding suggests that CBT research initially focused on community aspects and has since evolved to include tourism.

The discussion of urban tourism as a recent topic in community-based tourism is quite interesting, given that CBT is often associated with rural tourism (Zielinski et al., 2021). It is relatively challenging to find CBT research in an urban context. CBT research is more frequently conducted in rural contexts (Arintoko et al., 2021; Nugroho & Numata, 2022). Other recent topics, such as green finance, renewable energy, economic growth, social network analysis, and regenerative tourism, are related to some of the focus areas of CBT research. Green finance, renewable energy, and regenerative tourism relate to sustainability issues in tourism (Fu et al., 2024; Calderón-Vargas et al., 2019; Nitsch & Vogels, 2022). The discussion of gender as a recent topic is intriguing because gender is frequently discussed in tourism research (Purnomo, 2015; 2016).

Table 1 and Figure 2 indicate that some topics are unrelated to either community or tourism. For instance, Covid-19 emerged during the Covid pandemic. This finding suggests that emerging issues are significant drivers of research development. Bibliometric analysis and systematic literature review topics show a researcher's interest in emphasizing research methods in CBT. Some topics reveal words or phrases that could be studied in any field, such as governance, SDGs, impacts, gender, social media,

embodiment, challenges, resilience, quality of life, and well-being. These findings suggest that researchers

could link CBT research with other theoretical concepts from various disciplines (Purnomo, 2023c).

Figure 3. Overlay visualization of CBT research topic, 2000-2024

Figure 3 did not illustrate the research topics that have been less explored or research density. Figure 4 shows the density visualization. Previous research has extensively covered tourism, sustainable tourism, Covid-19, tourism impact, and climate change. However, research topics related to green finance, creative tourism, marketing, gender, justice, power, the tourism industry, and adaptation still require further investigation. These findings highlight the untapped potential in CBT research, sparking curiosity and intrigue among future researchers.
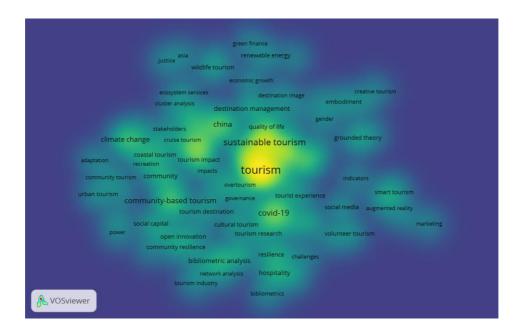
Figure 4. Density visualization of CBT research topic, 2000-2024

Data processing from the 1,000 articles published in ScienceDirect did not identify keywords or research topics related to forms of tourism closely associated with local communities, such as food tourism (Fusté-Forné, 2022; Purnomo et al., 2023). The data also did not uncover local community-provided accommodation within CBT, such as homestays (Pasanchay & Schott, 2021). Although the keyword "innovation" was found, it was unrelated to food or accommodation. Innovation could pertain to food and accommodation (Ditta-Apichai et al., 2020; Giampiccoli & Kalis, 2012; Purnomo & Musyafi, 2022). Additionally, the data did not reveal keywords related to policies and tourism promotion, which are crucial for tourism development (Purnomo, 2023a; 2023b; 2022a). These findings indicate that many areas within tourism research can still be explored in the context of CBT?

D. CONCLUSION

This study finds that many opportunities remain for future research on CBT. Future researchers can delve deeper into emerging topics such as green finance, renewable energy, economic growth, tourist experience, tourism destinations, social network analysis, regenerative tourism, destination image, gender, hospitality, and urban tourism. Researchers may also explore topics that have yet to be studied together or those in different clusters. Topics that have not been extensively examined by previous researchers, such as green finance, creative tourism, marketing, gender, justice, power, tourism industry, and adaptation, or topics that have not been studied before, such as food tourism, accommodation within CBT, policies, and tourism promotion, offer further opportunities for investigation. The study also finds that there are research topics not directly related to CBT, such as research methods and issues relevant to any field, including governance, SDGs, impacts, gender, social media, embodiment, challenges, resilience, quality of life, and well-being.

Opportunities for future research in CBT are more comprehensive than these topics. This study's findings can be compared with other research using Scopus-indexed article data to identify future research topics on CBT. These findings underscore the importance of the audience's role in shaping the future of CBT research, making them feel empowered and significant in the exploration of CBT research topics.

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