

Community-Based Tourism in Indonesia: A Bibliometric Analysis Using Scopus Database

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Abstract

This study aims to map the research on community-based tourism (CBT) topics in Indonesia through bibliometric analysis using the Scopus database. Bibliometric analysis was conducted on 85 CBT-related publications in Indonesia to identify research trends, key topics, and collaboration networks. The results of the bibliometric analysis were then visualized using VOSviewer software. The study results show an increase in interest in CBT research in Indonesia, with a focus on the development of local communities that prioritize social and cultural aspects. Referring to the results of keyword co-occurrence analysis, the main topics that stand out in CBT research in Indonesia include community development, ecotourism, local community, local wisdom, and sustainable tourism. The collaboration network of Indonesian researchers seems to be firmly established with researchers from Australia, Malaysia, and Japan. Moreover, the results of the bibliometric analysis also confirm that the development of CBT has considerable potential in efforts to develop sustainable tourism in Indonesia. However, research related to identifying challenges and opportunities in the development of CBT in Indonesia is still needed. Ultimately, the bibliometric analysis that has been carried out contributes to a comprehensive understanding of CBT development studies in Indonesia.

Keywords: Community development, Ecotourism, Sustainable tourism, Marine tourism, Digital tourism.

A. INTRODUCTION

One of the approaches to tourism development that has become increasingly popular in the last two decades is community-based tourism (CBT). The CBT approach tries to offer a variety of more sustainable and inclusive alternatives by focusing on local communities involvement and participation. With its unique natural wealth and culture, Indonesia has great potential for the development of CBT. CBT provides economic benefits to local communities through job creation and income generation and supports environmental conservation by encouraging more sustainable natural resource management practices. In addition, CBT development can strengthen local cultural identity and values. Thus, CBT has the potential as a tourism model that is economically profitable and beneficial for environmental sustainability and strengthening local socio-cultural structures.

Various studies have explored the potential of CBT in Indonesia and found some interesting things. For example, Nugroho and Numata (2022) found that community participation in the management of tourist destinations in the Dieng area not only increased people's sense of belonging to where they live, but also encouraged more responsible management. In addition, Manaf et al. (2018) showed that CBT in Nglanggeran village, Yogyakarta, significantly increased household income by opening new job opportunities in the local tourism sector. Study by Ernawati et al. (2018) highlighted the economic impact felt by communities in Bali by providing homestays and cultural tourism activities. Prihayati and Veriasa (2021) found that community involvement in CBT in the Baduy area plays an important role in maintaining local customs and cultural preservation. In addition to the benefits, the study also identified

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challenges, such as the limited knowledge of local communities on tourism management (Rahmafitria & Rahmafitria, 2016).

Although many studies have identified the potential and impact of CBT development in Indonesia, it can be said that a comprehensive understanding of research trends on this topic of study is still inadequate. Therefore, we conducted a bibliometric analysis study to identify trends and patterns of CBT development topics in Indonesia. With the use of bibliometric analysis, it will be known what research topics are dominant and how the topic of study evolves over time to the knowledge of the network of collaboration among researchers (Ball, 2017; Baas, 2020; Ahmi, 2022). With this bibliometric analysis, trends and knowledge gaps related to the topic of CBT in Indonesia will be revealed.

The primary purpose of this study is to complete a comprehensive understanding of the development of CBT research in Indonesia. This study uses bibliometric analysis to examine the topic of CBT studies in Indonesia that are indexed in the Scopus database. This approach will later identify the latest research trends, and collaboration networks among researchers, and also indicate which study areas have the opportunity for further research. The results of this research analysis can comprehensively explain the field of CBT research in Indonesia and can be used as a foothold for future research on this topic.

B. RESEARCH METHOD

This study uses bibliometric analysis to provide a complete picture of the development of CBT topics in Indonesia. Bibliometric analysis is a quantitative method used to explore and analyze large amounts of scientific data, uncover the latest developments in the literature, and identify emerging areas in specific fields (Agarwal et al., 2016; Mongeon & Paul-Hus, 2016; Donthu et al., 2021; Marvi & Foroudi, 2023). The stages of bibliometric analysis in this study include three steps, namely (1) database determination, (2) identification of specific keywords and search criteria, and (3) sorting of data extraction for further analysis.

The first step is selecting the Scopus database to limit the search for relevant literature. The determination of this database is based on Scopus's consideration, which is recognized as a credible database that indexes scientific articles (Schotten, 2017), Scopus also has a good reputation and high quality (Baas, 2020), and is widely used as a source when conducting literature reviews (Linnenluecke, 2020). In the second step, the specific keywords applied, namely "community-based tourism" and "Indonesia," include article titles, abstracts, and keywords in the Scopus database (accessed on August 30, 2024). This study covers the publication period from the first article published in July 2015 to the last published on August 16, 2024.

The data extraction stage obtained as many as 88 articles from the initial search in the Scopus database. Furthermore, the article data is filtered using two criteria which include: (1) the type of document determined, namely: article, conference paper, and book chapter; (2) language English. At this stage, conference review-type documents were excluded due to their characteristics of being interim reviews or less in-depth than the original article. With these criteria, a search using Boolean results in the following operations (((TITLE-ABS-KEY("community-based tourism") AND TITLE-ABS-KEY("Indonesia")) AND (LIMIT-TO (DOCTYPE,"ar") OR LIMIT-TO (DOCTYPE,"cp") OR LIMIT-TO (DOCTYPE,"ch")) AND (LIMIT-TO (LANGUAGE,"English"))). The data screening process at this stage yields a total of 85 documents for subsequent bibliometric analysis, including the number of scientific articles, document type, year of publication, open access status, then the author's background profile to the organization's affiliation. Visualization using VOSviewer software was carried out to describe the main research topic and observe the pattern of collaboration between authors of articles relevant to this study.

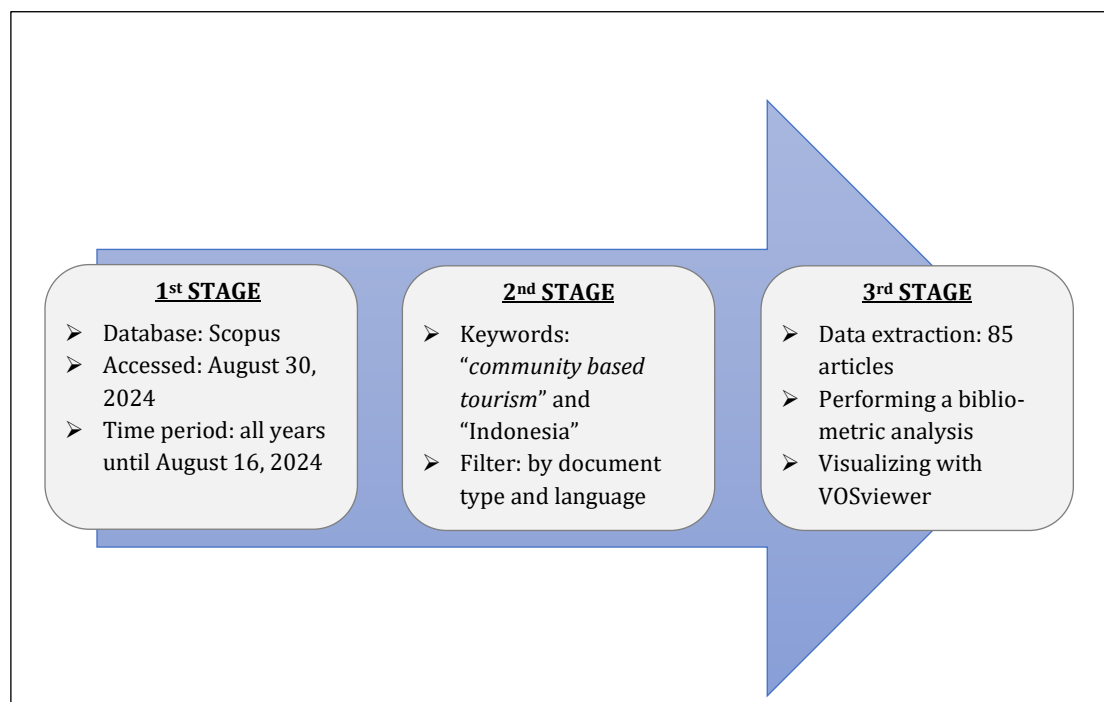


Figure 1. Bibliometric Analysis Stages

Sources: Author analysis, 2024

C. RESULTS AND DISCUSSIONS

Number of scientific articles

Based on a bibliometric analysis of 85 related articles on CBT in Indonesia, it was found that the first scientific publication in this field was recorded in July 2015, marking the beginning of the development of scientific studies on this topic. In detail, the first article indexed by Scopus is titled Tourists' perceptions of community-based tourism products for sustainable tourism in Bali, Indonesia written by Ernawati et al. (2015). In an article written by Ernawati et al. (2015), they highlight CBT which has significant potential for sustainable tourism development and at the same time also plays a role as a catalyst for community development.

Not long after the publication of the book chapter by Ernawati et al., 2015 in the same year in November 2015, two other researchers Nair and Hamzah (2015) also published a journal article entitled Successful community-based tourism approaches for rural destinations: The Asia Pacific experience. This article highlights the good practices of CBT implementation from the Asia Pacific region. The two articles in 2015 became the initial research on the topic of CBT in Indonesia which continues to experience an increasing trend until 2024 (Figure 2). Figure 2 shows an increasing trend in the number of CBT research articles in Indonesia from year to year. This indicates an increase in interest and attention to the topic of CBT in Indonesia as a form of sustainable tourism development.

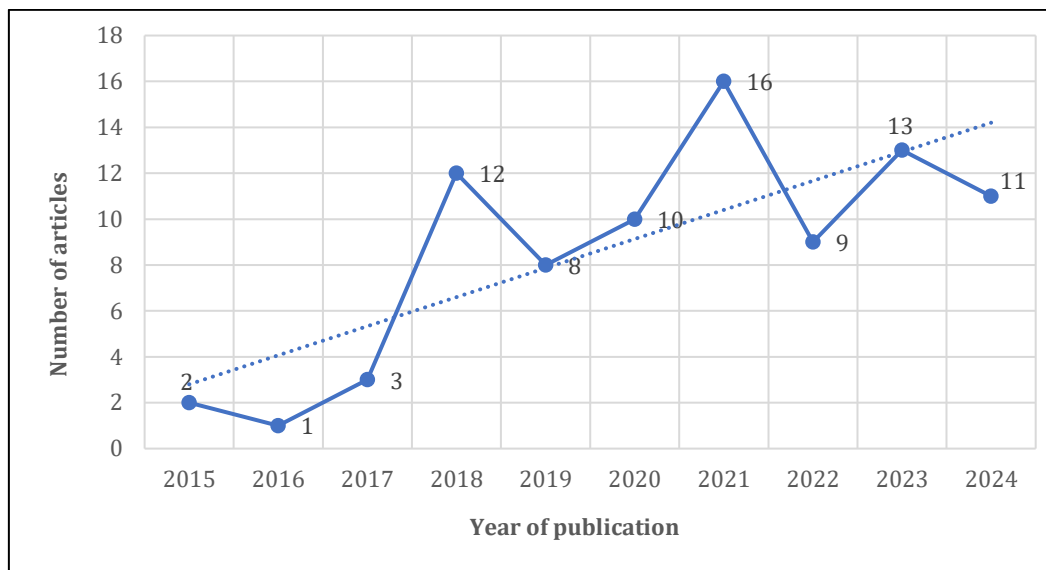


Figure 2. Publication trends on CBT in Indonesia as indexed in Scopus

Sources: Primary data analysis, 2024

Figure 3 presents the distribution of document types and open access status related to CBT research topics in Indonesia indexed by the Scopus database. Referring to the type of document, it can be seen that most of the publications related to CBT in Indonesia are in the form of journal articles (63 document). This indicates that researchers prefer to publish their research results in a journal article format, which generally has a more rigorous review process and is considered to have higher prestige. As for the open access status, it appears that most publications (47 document) are categorized as “all open access”, which means that all publication content can be accessed freely by anyone without restrictions. This shows a strong commitment from researchers to disseminate the results of their research to the broader community.

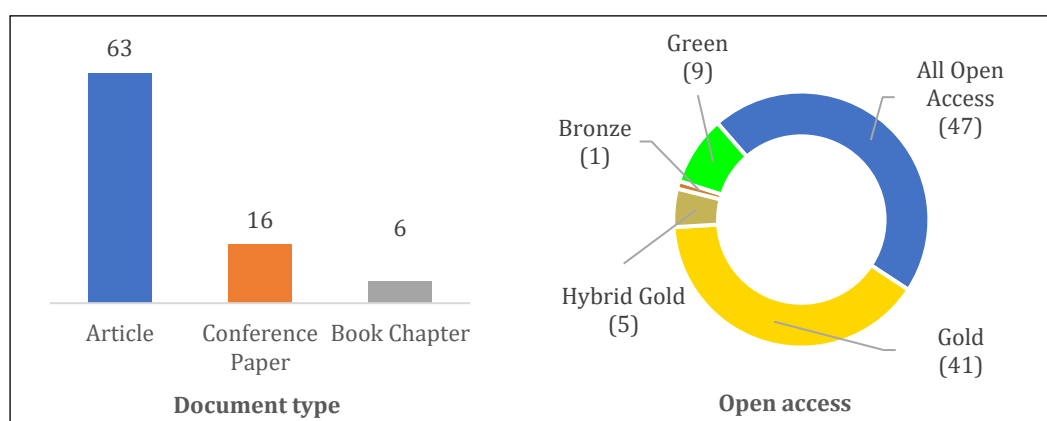


Figure 3. Types of documents and open access status of publications on CBT in Indonesia as indexed in Scopus

Sources: Primary data analysis, 2024

Background profiles of the authors

The research on the topic of CBT in Indonesia involves authors from various parts of the world covering 15 different countries. Referring to Figure 4, it is clear that Indonesia has the largest contribution

to CBT research with the number of publications reaching 80. Neighboring countries such as Australia, Japan, and Malaysia also contribute significantly, although their numbers are far below Indonesia's. This indicates the existence of research cooperation or mutual interest in developing CBT in Indonesia. Other metadata analysis also shows that there are as many as 93 affiliates of research institutions with CBT topics in Indonesia, Universitas Gadjah Mada significantly has the highest number of publications related to CBT among other universities or institutions (Figure 4).

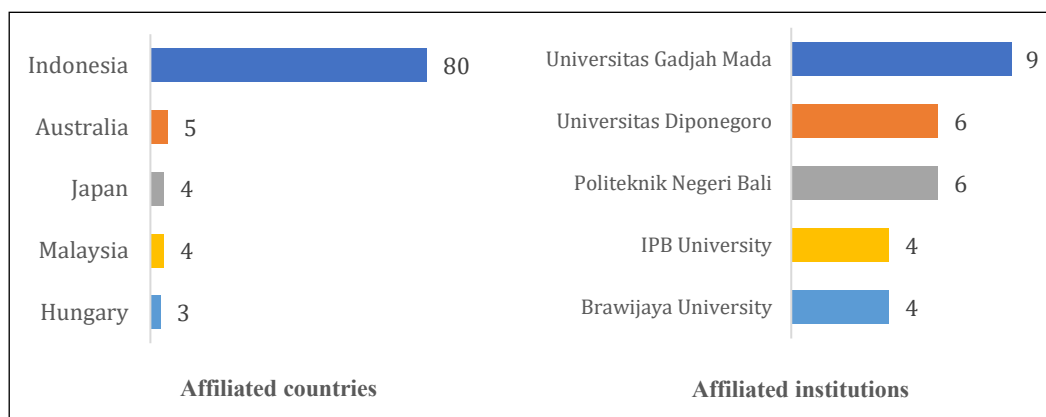


Figure 4. Top 5 countries and institutions affiliated with CBT research in Indonesia, as indexed in Scopus

Sources: Primary data analysis, 2024

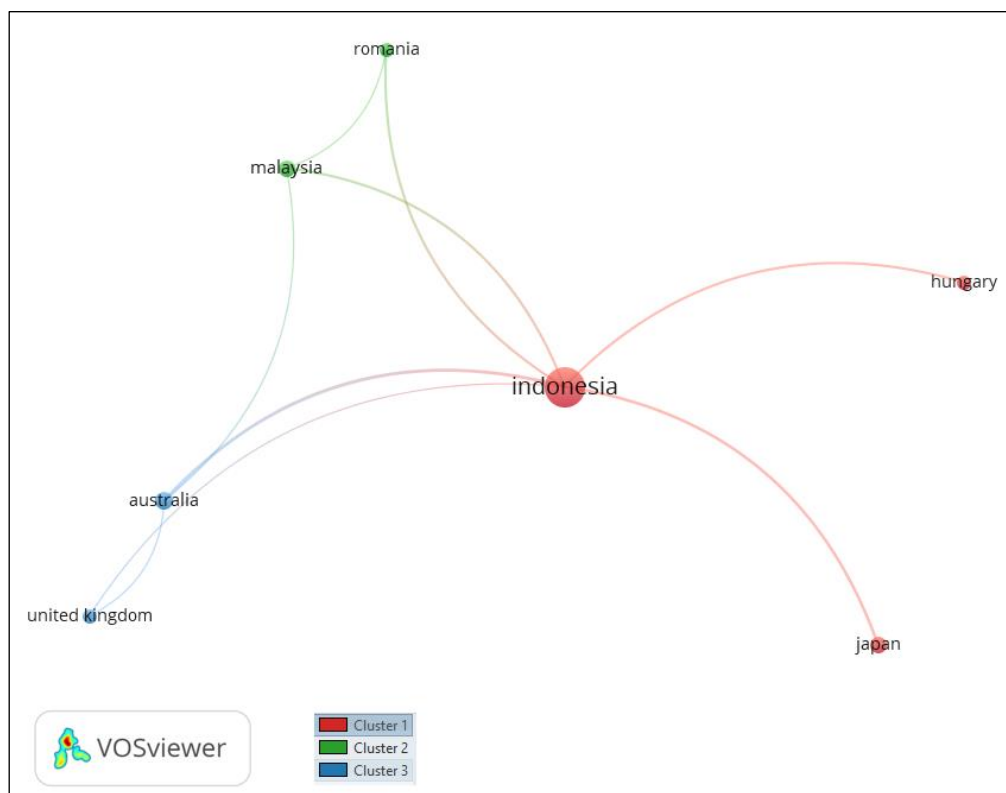


Figure 5. Author network cluster of "community based tourism in Indonesia" based on state affiliation

Sources: Primary data analysis, 2024

Figure 5 shows the collaborative relationship between Indonesia and several other countries in research on CBT topics. Indonesia is described as the largest central point (node), indicating that Indonesia has the highest level of collaboration with other countries in CBT research. This indicates Indonesia's central role in CBT research at the international level. The lines that connect Indonesia with other countries represent the existence of research collaboration. The thicker the line, the stronger the collaborative relationship. From the picture, it can be seen that Indonesia has quite strong collaborations with Australia, Malaysia, and Japan. Countries such as Romania, Hungary, and the United Kingdom are also involved in CBT research collaborations with Indonesia, although the level of collaboration is not as large as that of Australia, Malaysia, and Japan.

Collaboration with Australian authors is reflected in research on tourist perceptions of CBT products in Bali, which emphasizes the importance of local community empowerment and tourist involvement in supporting tourism sustainability (Ernawati et al., 2015). This research successfully revealed the economic and social benefits of CBT through community-based attraction management and community capacity building. Collaboration with Malaysian authors resulted in a study of bamboo plantation conservation in Pasar Papringan, Temanggung, which not only conserves the environment but also increases community income through a local-based creative economy (Suranto et al., 2019). The collaboration with Japan is evident from a study in Mount Ciremai National Park, which highlights how economic benefits and community engagement can increase citizen support for CBT development, despite the challenges in managing social and environmental impacts (Nugroho & Numata, 2022). These studies have shown that international collaboration not only enriches the academic literature but also provides practical solutions in addressing local challenges, supporting community empowerment and ensuring the sustainability of CBT development in Indonesia.

Table 1 presents the ranking of five institutions in Indonesia with the largest contribution to CBT research according to the Scopus database. Universitas Gadjah Mada ranks first with the number of publications (total paper/TP 9 articles) with the highest citations (total citation/TC 68 citations). This shows that Universitas Gadjah Mada has a strong research focus on CBT topic research and has a significant influence in this field. However, when measuring the quality of articles by calculating the total citation divided by the total paper (TC/TP), the Bali State Polytechnic has the highest ratio of 11.83. These findings show that research conducted by academics from the Bali State Polytechnic has a significant influence.

Table 1. Top 5 author affiliation institutions researching "community based tourism in Indonesia"

Rank	Institutions	Total Paper (TP)	Total Author (TA)	Total Citation (TC)	TC/TP	TP/TA
1 st	Universitas Gadjah Mada	9	22	68	7.56	2.44
2 nd	Universitas Diponegoro	6	18	61	10.17	3.00
3 rd	Politeknik Negeri Bali	6	19	71	11.83	3.17
4 th	IPB University	4	17	36	9.00	4.25
5 th	Brawijaya University	4	12	3	0.75	3.00

Sources: Primary data analysis, 2024.

Bibliographic data analysis also shows that there are 160 authors who collaborated to write articles on the topic of CBT in Indonesia. Table 2 presents the top 5 most prolific authors in researching CBT topics in Indonesia based on the number of articles published and the number of tickets. The top two authors come from institutions in Indonesia, such as the Bali State Polytechnic and Universitas Gadjah Mada. This

shows a strong interest in domestic CBT research. However, researchers affiliated with Japan and Hungarian institutions have contributed significantly to CBT research in Indonesia. This indicates that there is international collaboration in researching this topic.

Table 2. Top 5 authors researching “community-based tourism in Indonesia” based on the number of published papers

Rank	Nama Penulis	Institusi	Total Paper	Total Citation	Quality of Paper
1 st	Ni Made Ernawati	Politeknik Negeri Bali, Indonesia	6	71	11.83
2 nd	Prasetyo Nugroho	Universitas Gadjah Mada, Indonesia	3	65	21.67
3 rd	Shinya Numata	Tokyo Metropolitan University, Japan	3	65	21.67
4 th	Setiawan Priatmoko	Hungarian University of Agriculture and Life Sciences, Hungary	3	86	28.67
5 th	Britta Boyer	Loughborough University London, United Kingdom	2	2	1.00

Sources: Primary data analysis, 2024.

Distribution of widely cited journals and articles

Bibliometric analysis shows that 85 articles on CBT in Indonesia are spread across 54 different publication sources. Table 3 presents a list of the 5 most productive publication sources in this study topic. It can be concluded that the Swiss Sustainability Journal has the highest CiteScore, SJR, and SNIP among the other five publication sources. This shows the journal's reputation in sustainability-related studies, including CBT. Articles published in these journals tend to significantly influence the scientific community.

Table 3. Top 5 sources of “community based tourism in Indonesia” based on number of publications

Rank	Source Title	CiteScore (2023)	SJR (2023)	SNIP (2023)	Number of Papers	Number of Citations
1 st	E3s Web Of Conferences	0.9	0.182	0.400	6	6
2 nd	Geojournal Of Tourism And Geosites	3.9	0.323	0.699	6	97
3 rd	Iop Conference Series Earth And Environmental Science	1.0	0.109	0.325	6	14
4 th	Sustainability Switzerland	6.8	0.672	1.086	6	147
5 th	Journal Of Environmental Management And Tourism	1.9	0.199	0.574	5	12

Sources: Primary data analysis, 2024.

Bibliometric analysis data shows that of the 85 CBT topic articles in Indonesia published between 2015 and August 9, 2024, all of them contributed 587 citations. Table 4 lists the top 5 studies that explored the topic of CBT in Indonesia. The data shows an article titled Community-based rural tourism in inter-organizational collaboration: How does it work sustainably? Lessons learned from Nglanggeran Tourism Village, Gunungkidul Regency, Yogyakarta, Indonesia written by Manaf et al. (2018) is a widely cited article (53 citations) with an average annual citation of 8.83. Articles belonging to Nugroho & Numata (2022) titled Resident support of community-based tourism development: Evidence from Gunung Ciremai

National Park, Indonesia ranked second with 51 citations. The high number of citations in some of these articles indicates a significant increase in academic interest in CBT research in Indonesia in recent years.

Table 4. Top 5 articles on “community based tourism in Indonesia” with the most citations

Rank	Title (Authors/year)	Year	Source Title	Document Type	Total Citations	TC/Y
1 st	Community-based rural tourism in inter-organizational collaboration: How does it work sustainably? Lessons learned from Nglanggeran Tourism Village, Gunungkidul Regency, Yogyakarta, Indonesia (Manaf et al., 2018)	2018	Sustainability Switzerland	Article	53	8.83
2 nd	Resident support of community-based tourism development: Evidence from Gunung Ciremai National Park, Indonesia (Nugroho & Numata, 2022)	2022	Journal of Sustainable Tourism	Article	51	25.50
3 rd	Rethinking sustainable community-based tourism: A villager’s point of view and case study in Pampang Village, Indonesia (Priatmoko et al., 2021)	2021	Sustainability Switzerland	Article	47	15.67
4 th	Host–Guest Orientations of Community-based Tourism Products: A Case Study in Bali, Indonesia (Ernawati et al., 2015)	2015	International Journal of Tourism Research	Article	36	5.14
5 th	Community Based Tourism (CBT) to Establish Blue Economy and Improve Public Welfare for Fishing Tourism Development in Klatak Beach, Tulungagung, Indonesia (Kurniawati & Aliman, 2020)	2020	Geojournal of Tourism and Geosites	Article	35	8.75

Sources: Primary data analysis, 2024.

Keyword co-occurrence & bibliographic coupling analysis

The keyword co-occurrence technique in bibliometrics was carried out to identify a network of interrelated keywords in the research on CBT topics in Indonesia. That way, the CBT research landscape in Indonesia will be mapped, revealing the main themes being researched, and identifying new directions or trends in future CBT research development. The analysis results showed 160 author keywords from 85 research articles on CBT topics in Indonesia, which were divided into 5 groups (Figure 6). Cluster 1 (colored Red) is marked with 7 nodes, covering research topics related to community based tourism, community development, ecotourism, Indonesia, local community, local tourism, and tourism. Cluster 2 (colored Green) is marked with 6 nodes, covering research topics such as marine tourism, rural tourism, sustainability, and sustainable development. Cluster 3 (colored Blue) is characterized by 4 nodes that cover research topics related to Bali, national parks, transformation. Cluster 4 (colored Yellow) is

characterized by 2 nodes that cover research topics related to sustainable tourism and tourism villages. Cluster 5 (colored Purple) is characterized by 1 node covering community empowerment research topics. This co-occurrence keyword analysis provides a fascinating picture of tourism research in Indonesia. Keywords such as “community development”, “local community”, “ecotourism”, and “sustainable tourism” often appear together with “community-based tourism”. This gives an idea that many studies examine how CBT can preserve local wisdom and encourage sustainable development.

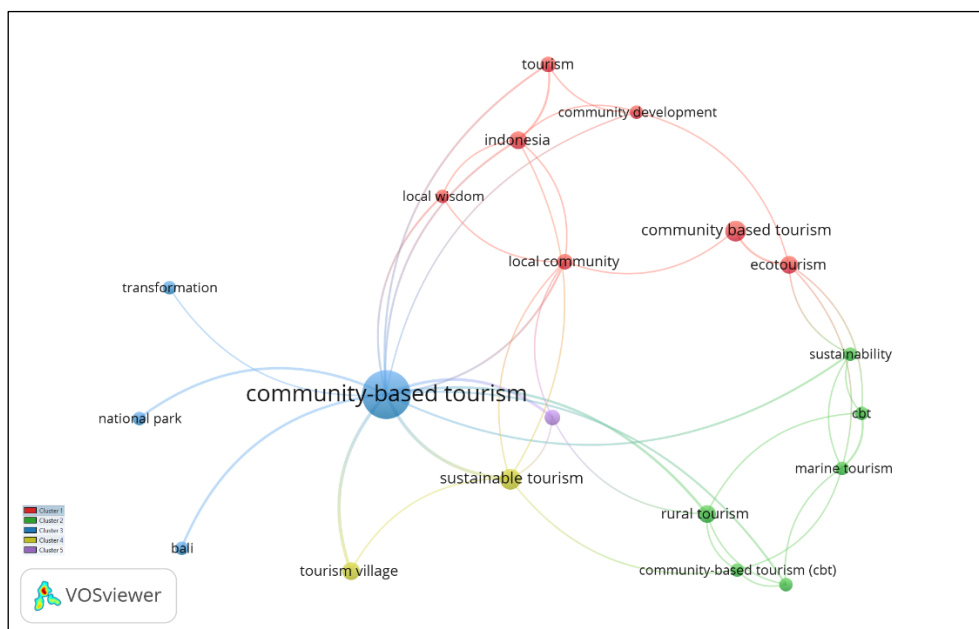


Figure 6. Keyword co-occurrence network visualization of “community based tourism in Indonesia”.

Sources: Primary data analysis, 2024

Figure 7 shows how the topic of CBT research in Indonesia has evolved over time. There has been a change in the trend of research on the topic of CBT in Indonesia, especially in the last two years, which has given rise to the keywords 'local wisdom' and 'community empowerment.' The findings confirm that there is a shift in approach that emphasizes social and cultural aspects in the development of CBT in Indonesia. There is also an emphasis on the sustainable development of marine tourism, which is verified by the emergence of the keywords "ecotourism" and "marine tourism" in recent research. For example, the research of Prihadi et al. (2024) focuses on developing sustainable mangrove ecotourism through the CBT approach. Meanwhile, Kurniawati et al. (2022) emphasized the role of digital technology in supporting the development of CBT in the marine tourism sector. Then, Fianto (2020) gave a concrete overview of the development of CBT in the marine tourism sector of East Java Province.

Figure 8 presents a visualization of the network of scientific publications related to the topic of CBT in Indonesia. This visualization shows the existence of a complex network by forming seven interconnected clusters. Some journals have strong connections, indicating the existence of a variety of interrelated research topics among the clusters.

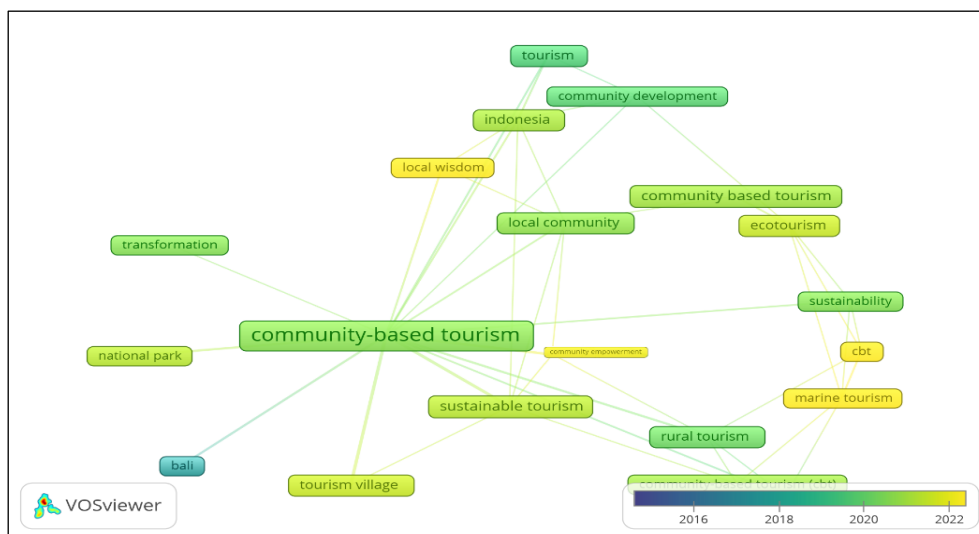


Figure 7. Keyword co-occurrence overlay visualization of “community based tourism in Indonesia”

Sources: Primary data analysis, 2024

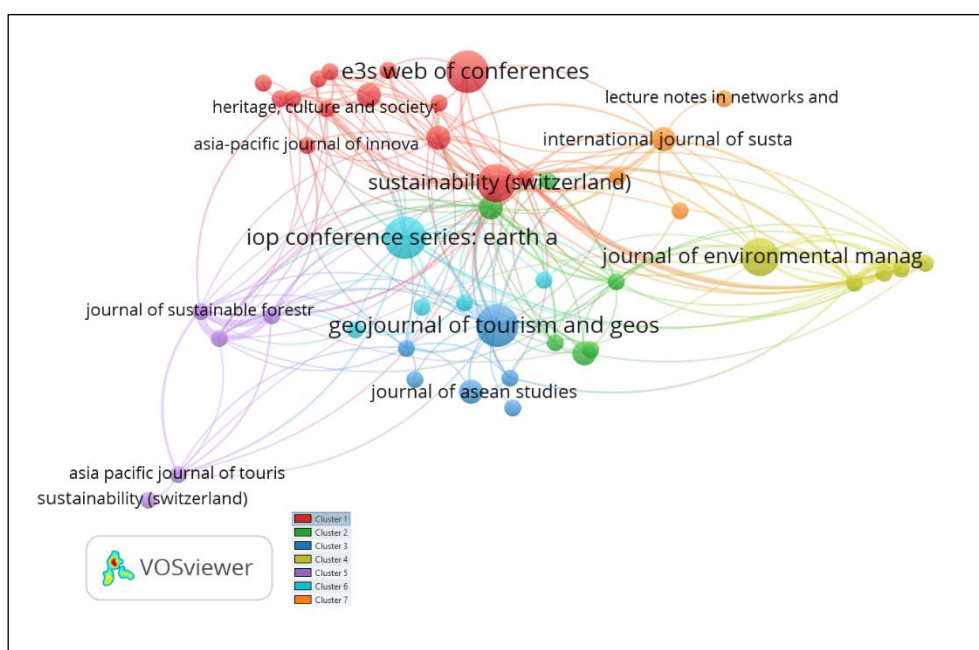


Figure 8. Bibliographic coupling analysis on network of “community based tourism in Indonesia” by sources

Sources: Primary data analysis, 2024

The results of the bibliometric analysis above have provided deep insights into how community-based tourism (CBT) in Indonesia is conceptualized and implemented in various regions. On the economic aspect, the implementation of CBT has encouraged local economic growth, as seen in Kiluan Bay Beach which provides new employment opportunities and increases community income through tourism destination management (Aida et al., 2019). In addition, the success of the CBT model in Lawang Village

shows how traditional economic activities, such as local beverage production and souvenir shops, can thrive despite resource challenges (Yuliane et al., 2022). Non-economically, CBT plays an important role in social and cultural preservation, as observed in the Kamoro tribe in Papua, where tourism helps preserve local customs and traditions (Anindhita et al., 2024). Community empowerment is also one of the significant impacts, for example in Nglanggeran Village, where the younger generation takes an active role in developing community-based tourism (Manaf et al., 2018).

However, CBT implementation in Indonesia also faces various challenges. Limited trained human resources, lack of infrastructure, and inadequate financial support are often barriers to achieving full potential (Yuliane et al., 2022; Anindhita et al., 2024). In addition, power imbalances between the government and local communities and other stakeholder dynamics can limit the effectiveness of CBT initiatives, as seen in the case of Nglanggeran Village. The findings from Manaf et al., (2018) emphasize that sustainability is a key element in successful CBT models, emphasizing environmentally friendly practices and deep community engagement, as exemplified in the development of marine tourism in East Java. The implications of these findings emphasize the need for multisectoral policy synergies that support sustainability and more equitable distribution of benefits in CBT implementation.

D. CONCLUSION

Based on a bibliometric analysis of 85 scientific publications indexed by Scopus on community-based tourism in Indonesia from 2015 to August 9, 2024, it can be concluded that there is a significant increasing trend in research interest in this topic. These studies strongly focus on local community development, social, cultural, and environmental aspects, and rural tourism. International collaborations involving researchers from various countries have enriched the perspective and methodology of CBT research in Indonesia. Indonesia's international research collaboration network is strongest with neighboring countries such as Australia, Malaysia, and Japan. The findings of this study also indicate that CBT has excellent potential as one of the main pillars of sustainable tourism development in Indonesia, especially in the context of Indonesia's cultural diversity and natural wealth. However, the bibliometric analysis in this study also has some methodological limitations, for example: the filtering process by excluding non-English publications may reduce the representation of research results from local sources. In addition, the limited use of the Scopus database means that this study does not include articles published in other databases, such as Web of Science or Google Scholar, which may offer additional perspectives. Further research is expected to explore the challenges and opportunities faced in implementing CBT in Indonesia, as well as develop more specific and contextual models, including aspects of digital tourism. Although the bibliometric analysis conducted is limited to the Scopus database, this study has provided a preliminary overview of the development of CBT research in Indonesia. To obtain a more comprehensive understanding, it is necessary to conduct further studies using more diverse methods, such as systematic literature review.

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