



RESEARCH TRENDS ON COMMUNITY-BASED TOURISM IN THE PERIOD 2013 - 2023

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Abstract:

Community-based tourism (CBT) has been around since the 1970s and so far, has grown in popularity in most continents. This study systematically evaluates and generalizes theoretical and practical issues on CBT based on 87 related articles published in scientific journals under the Scopus system from 2013 to 2023 through the application of content analysis methods. The results also show that research in this area has different research areas and mainly uses qualitative methods. The literature review identified a number of key themes including: (1) benefits of CBT development, (2) community and stakeholder engagement, (3) advantages and barriers in CBT development, (4) community perceptions about CBT, and (5) sustainable CBT development. The article has analyzed research trends on CBT: theory and application.

Keywords: community-based tourism, content analysis, research trends

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1. Introduction

Nowadays, CBT has grown in popularity around the world, especially in rural, mountainous, and ethnic minority areas in Africa and Asia. Since 1985, research on CBT has attracted the attention of many scholars; however, there are still quite a few review articles, mainly in the form of monographs. It can be said that Murphy's work (1985) is one of the pioneer works in this direction with the book "Tourism: A community approach" which clearly states the theory of Community participation really becomes the center of sustainable tourism development solutions. CBT is a way of organizing tourism that emphasizes the environment, culture and society. CBT is owned and managed by the community, for the community and allows tourists to raise awareness and learn about the community and their daily lives. Tosun and Timothy (2003) have shown that the arguments for public participation are presented positively, but it should be noted that the validity and practicality of these arguments may not be possible. competition in some developing countries and in the periphery of advanced economies due to various operational, structural and cultural constraints. Tosun's (2006) study examines the nature of community participation expected by different interest groups. This study also reveals that the expected nature of community participation by interest groups varies from non-participation to a spontaneous form of participation.

In the last ten years, a considerable number of studies on CBT as well as on local community participation have been published. However, the topic of overview research on CBT is almost unpublished in Vietnam. Therefore, this study aims to update and systematize the theoretical and practical basis, and at the same time, establish topics and trends in CBT research at the present time from a large enough database from many reputable journal sources. To achieve the above goal, the article focuses on two main contents including: (1) the main research methods used, and 2) the main research trends on CBT in the period 2013-2023.

2. Theoretical and practical basis of CBT

There are many different concepts of CBT, but there is no unified concept. For example, scholar Murphy (1985) said that CBT is a way of organizing tourism that emphasizes the environment, culture and society. CBT is owned and managed by the community, for the community and allows tourists to raise awareness and learn about the community and their daily lives. According to Nicole Häusler & Wolfgang Stasdas (2002), CBT is a type of tourism in which the local community has control and participation mainly in the development and management of tourism activities and most of the profits. Gains from tourism are retained for the community.

Tosun and Timothy (2003) have provided a standard model for CBT planning by combining three strategies - abbreviated as "PIC" (Planning, Incremental, Collaborative), but the authors also emphasize that this model is not used to replace the traditional planning method but should be applied in a broader context to help the planning steps take place in a reasonable and comprehensive way. The authors also assert that the

principles of the model will be more effective when community members are allowed and encouraged to participate in tourism development planning, collaboration takes place and activities. Tourism develops in a positive direction.

According to Kiss (2004), CBT development will aim to ensure the sustainable goals of linking livelihoods with biodiversity conservation and poverty reduction in rural areas. CBT enhances social sustainability by empowering local communities to manage resources, provide jobs for local people, support local capacity building, and preserve communities' cultural and religious values. Environmental benefits through tourism revenues for communities to proactively protect their lands from degradation and possibly enhance conservation efforts to attract tourists, especially for ecotourism initiatives. Dixey (2005) argues that CBT is a type of tourism that is owned and managed by the community, and designed to bring greater benefits to the community. Communities can own properties such as motels but hire an outside tourism management company to manage; or communities may not directly own tourism resources, such as land, camping sites inside national parks or structures, but have a responsibility to manage them in order to benefit greater for the community.

REST (2010) states that the concept of CBT has principles that community owners can use as a tool for community development; therefore, CBT should aim to *"recognize, support and promote community ownership in tourism; involving community members from the outset in all respects; promote community pride; improve quality of life; ensure the sustainability of the environment; preserving local characteristics and culture; promote cross-cultural learning; respect for cultural differences and human dignity; equitable distribution of benefits among community members; and contribute a fixed percentage of one's income to a community project."* Scheyvens (2011) argues that CBT provides more direct benefits to the poor than formal forms of tourism, CBT directly improves the lives of the poor. They benefit directly and indirectly through various development initiatives such as building roads, educational centers, etc. CBT development aims to give voice to the poor. common to stakeholders, engaging them in identifying community needs and decision making, encouraging them to take responsibility, and bringing together the majority of community actors through a participation process (World Bank, 2013).

According to López-Guzmán et al. (2011), there are four objectives of CBT: (1) CBT must have a positive impact on the conservation of natural resources and culture; (2) CBT must bring socio-economic development in local communities; (3) there must be an increase in the number of enterprises with ownership rights in the hands of local communities through appropriate planning and tourism by the management board; and (4) a level of quality related to the experience of tourists visiting the area must be established. CBT needs to combine three factors to be able to operate effectively and sustainably: (1) the support and participation of local people; (2) Protecting the cultural identity of the people as well as the local environment; (3) The maximum benefit is directed to local people (Russell, 2000). Weaver and Lawson said that CBT activities can only be effective and sustainable when simultaneously ensuring three objectives: sustainable economy; sustainable culture - society; and environmental sustainability.

CBT activities, like many other economic activities, of course have certain impacts on ethnic minorities, in different colors, both positive and negative (David and Laura, 2009).

The general attributes of CBT according to inclusion are intended to benefit local communities, especially rural or indigenous people or small town residents, to contribute to their lives and their well-being, cultural assets. and environment; welcoming tourists in local communities; managing commune-level tourism projects; fair sharing of profits/benefits; use part of profits/resources for community development and to maintain and protect the community's cultural assets or natural heritage (conservation); and involve the community in tourism planning, decision making, creation, development and operation. Rocharungsat (2008) argues that CBT maximizes the benefits of tourism for local people and target communities through community capacity building and empowerment.

Collective ownership and management of tourist assets are characteristic of CBT (Mitchell and Muckosy, 2008). CBT projects must be managed and owned by the community, for the community, with the aim of allowing visitors to raise their awareness and learn about the community and the local way of life (Goodwin and Santilli, 2009). They should run most of the tourist activities, such as eco-tours, guides, handicraft sales, food services, accommodation and historical and cultural village presentations (Burns and Barrie, 2005).

CBT has developed widely in various regions of the world, especially in developing countries (Bandit, 2009; Bernardo and Lan-Hung, 2009; Lesego, 2010). CBT is believed to be an alternative form of tourism to mass tourism, built on the relationship with local communities (Tomas et al., 2011). The obvious result of CBT is creating jobs and increasing people's income. Traditional activities are mainly based on agriculture, fishing, and livestock raising. The research results show that to develop this type of tourism requires the active participation of local communities, especially the role of women and young people, which is very important in planning and development. tourism activities. However, local communities are not trained and qualified enough to face the challenges of developing good quality tourism products. Therefore, NGOs and universities play a leading role in training local farmers.

In general, research on CBT in developing countries has mainly focused on protected areas and targeted communities of destinations with great attraction for tourism values (Gadd, 2005; Allendorf, 2007; Brandon, 2007; Kan, 2009, Zapata et al., 2011) argue that most CBT sites start as ecotourism projects in small rural communities and preserve nature and then expand to various tourism products (such as local folklore, traditional arts and crafts, cuisine) and organizational patterns and those existing in the community, owned by one or more community members and managed by community members. Kiss (2004) has been shown that CBT has improved people's resource conservation, equitable distribution of tourism revenues, regional rural economic development, and regional and national diversification. And related to increasing environmental and social responsibility in tourism and sustainability, CBT is also gaining popularity as part of conservation and development strategies.

3. Research methodology

Content analysis is a popular research method in the social sciences. Using content analysis techniques, a large amount of published information can be measured per large item or per company by counting data items (Marston and Shrives, 1990). According to Berg (2009), this method is often used to examine and interpret carefully, in detail, systematically a large volume of literature in order to identify themes, biases, and meanings. data. Content analysis is a research technique for generating valid and replicable inferences and inferences from data to its content (Krippendorff, 2019). Therefore, the content analysis method was chosen to carry out this study.

Content analysis is a popular research method in the social sciences. According to Marston and Shrives (1990), using content analysis, a large amount of published information can be measured per large item or per company by counting data items. closely connected with the types of overview articles on a scientific topic (Seuring et al., 2005). It can be seen that this method is often used to examine and interpret carefully, in detail, systematically a large volume of literature in order to identify themes, biases, and implications of data. (Berg, 2009). According to Krippendorff (2019), content analysis is a research technique for generating replicated and valid inferences and conclusions from data to its content. Therefore, the content analysis method was chosen by the author to carry out this study.

In this study, the data for content analysis were secondary data. According to Nguyen Hoang Tue Quang et al (2019), the selection of Scimago rankings is very suitable for data screening for trend studies by content analysis method. Four main scientific data repositories were selected to search for articles on “Community-based tourism” and “community participation in tourism development” from 2013 to 2023 will be Google Scholar, ScienceDirect, Scopus and Wiley Online Library. Specifically, it will be articles published in English in peer-reviewed academic journals (Q1 to Q3). Articles that match the content will be kept and continue to read abstracts, full texts. Finally, 87 articles were selected for content analysis.

4. Research results and Discussion

4.1. Characteristics of the investigated object

4.1.1 Statistics of articles published by year

According to the results, the studies published in the last 10 years (2013-2023) have increased year by year in number from 2016 (from two articles in 2013 to ten articles in 2016). The highest number of articles is in 2020 with 12 works, in the following years the number of studies is almost stable (11 articles in 2021 and 2022). This shows that CBT has received more and more attention in recent years.

4.1.2 Statistical distribution of articles by research area

The result shows that CBT research is carried out around the world. There is a significant difference between when looking at each continent: Asia is the place with the most

research done (N = 42, accounting for 48%), second is Africa (N = 16, accounts for 18%). Specifically, most of the research works in this period were conducted in Indonesia (10 articles), followed by China (7 articles), in Taiwan and Thailand were 4 articles, and Vietnam had 3 articles, Bangladesh has 2 posts. Other locations in Asia such as Cambodia, Taiwan, Iraq, Israel, Laos, Malaysia, Maldives, Nepal, Japan, India, Korea. South Africa is the region most studied by scholars in Africa (10 articles), followed by Bostwana (2 articles) and other locations in Kenya, sub-Saharan and Zimbabwe. This shows that CBT is particularly interested in research in rural, mountainous and ethnic minority areas in Asia and Africa.

Particularly, regions in Europe and America accounted for a relatively low percentage of articles during the study period, N = 8 (9%) and N = 6 (7%), respectively. The European study sites during this time were Italy, Malta, Turkey, Hungary, Kosovo, Romania and Poland. Countries in the Americas such as the United States, Mexico, Ecuador, Dominica and some countries in South America. The region with the least research is in Oceania (N = 3, accounting for 3%) including New Zealand, Australia, Papua New Guinea. In addition, there are a number of studies that took place in many countries on different continents (N = 4, accounting for 5%), and some studies on theory, without mentioning the study area (N = 8, accounting for 9%).

4.1.3 Statistics of academic journals published on CBT in the period 2013–2023

There are 6 journals that publish selected articles for research, all of which are in the high-ranking group in the Scopus ranking system. There are 54 journals ranked Q1, 14 journals Q2, and 19 journals Q3. Out of the total 87 articles accessed, 23 works (26% of the total sample) were published in the journal "Journal of Sustainable Tourism", accounting for the highest proportion of the total sample. This was followed by the "African Journal of Hospitality, Tourism and Leisure" with 19 articles (22%), the "Current Issues in Tourism" with 15 articles (17%), and the "Geojournal of Tourism and Geosites" has 14 articles (accounting for 16%). The other two journals, "Tourism Geographies" and "Tourism Management", have 9 articles (accounting for 10%) and 7 articles (accounting for 8%).

4.2 The main research methods used in the period 2013-2023

Out of a total of 87 studies, there are only 8 theoretical studies, the remaining 79 experimental studies. Research methods on CBT are divided into groups: qualitative methods, quantitative methods, mixed methods and other methods.

The qualitative method accounted for the largest proportion with 66% of the total sample (N = 76). Qualitative data collection methods include: document study, in-depth personal interview, group interview, case study, field study, group discussion, ethnographic survey, participant observation expert, empirical research, ethnographic case study, expert interview, structured interview, semi-structured interview, secondary data collection. Qualitative data processing methods: content analysis, PRA (participatory rural assessment) techniques, NVivo system analysis, thematic analysis, qualitative comparative analysis.

Quantitative studies account for a much more modest proportion than qualitative studies (N = 11, accounting for 10% of the total sample). Quantitative data collection tools are mainly through surveys and interviews with questionnaires. Quantitative data processing methods were used such as: descriptive statistics, one-way analysis of variance (ANOVA), scale reliability assessment, multiple regression analysis, and relationship testing. among factors, confirmatory factor analysis CFA, analysis of linear structural model SEM. The results show that statistical tools that are considered basic in research and data analysis are still deployed in CBT research. Notably, in the past decade, the number of works using CFA and SEM structural model analysis has increased markedly when these are techniques associated with research works need to test theoretical frameworks on the interplay of research variables.

In addition, there are a number of studies that have applied mixed research methods including both qualitative and quantitative methods (N = 9, accounting for 8% of the total articles). Remaining some works have used other methods such as empirical orthogonal function (EOF) method using Wi-Fi data, different ideological and development approach and matrix analysis method SWOT (N = 3, 3% of the total sample).

From the aggregated results in Table 4, topics over the past 10 years are quite diverse. After analyzing, synthesizing and reviewing based on the frequency aspect of the topic, five keywords on the research topic were selected for clarification including: benefits of CBT development, community participation communities and stakeholders, advantages and barriers/challenges in CBT development, people's awareness/views/understandings on CBT, and sustainable CBT development.

4.3.1. The benefits of CBT development

CBT development has brought positive impacts to the local economy, culture, society and environment. There are many scholars who have studied the benefits of CBT development, in which the role of CBT in contributing to poverty alleviation for the people is getting more and more attention. Research by Gascón (2013), Giampiccoli & Mtapuri (2017), Mtapuri & Giampiccoli (2017), Nugroho & Cộng Sự (2020), Manwa et al (2017) has contributed to the tourism literature regarding the enhancement of tourism's role in creating more community-centered positive social impacts. Authors Phommavong and Sörensson (2014) demonstrated how gender and ethnic structures impact women's ability to benefit from community-based pro-poor tourism initiatives. Socially constructed conceptions of gender behavior influence the division of tourism labor in specific spaces, which we consider important knowledge in the implementation of tourism projects agenda to reduce poverty. Medina-Muñoz et al. (2016) through integrated discussions presented empirical evidence regarding the contribution of tourism to poverty reduction. The proposed framework is intended to be useful for guiding future empirical research and to suggest links between tourism initiatives, poverty rates, and people's economic, socio-cultural and environmental conditions. Subadra's (2019) research explores the importance of Batur Natural Hot Springs, Bali in enriching tourists' experiences where they can relax while immersing in the natural

atmosphere natural and authentic, cure many traditional diseases and alleviate poverty for local people.

Mudzengi et al. (2018) argue that local communities are reaping economic, social, cultural and environmental benefits from the tourism economic sub-sector. The cumulative benefits to these local communities stem from the sale of artefacts, handicrafts, agricultural products and fruit to tourists as well as often low-wage employment in hotels and cottages. There are also spillover benefits as transport and communication services improve as the area is linked by an all-weather paved road from the City of Masvingo and provides a respective mobile network. Maximizing benefits will allow local people to play a stewardship role over the cultural and biological resources found in their area, thereby contributing to community job creation. Nugroho and Numata (2020) conclude that perceived economic benefits and community participation have the greatest influence on people's support for tourism development. Perceived benefits and costs are important mediators of the relationship between community engagement and tourism participation and support.

4.3.2. Involvement of the community and other stakeholders

Community participation functions as an incentive to protect the natural and cultural environment of the community as tourism products, while at the same time encouraging higher tourism-related income. Many researchers suggest that the community should be involved in the decision-making process. Community involvement in decision making/increasing community empowerment in tourism development is essential to ensure that the benefits that local communities receive from tourism are ensured, lifestyles and their values are respected (Giampiccoli & Mtapuri, 2017; Treephan & Visuthismajarn, 2019; Witchayakawin et al., 2022). Meanwhile, Reggers et al. (2016) demonstrated the inevitable complications, consequences, and compromises in any results-based community approach that seeks to empower diverse, and particularly complex, stakeholder groups. complex and important when working with indigenous peoples. The value of an effective, well-informed and appropriate regulatory framework is recognized, as is the need to exploit the experience of tour operators and the community.

Stoffelen et al. (2020) argues that power can only be meaningfully transferred to community stakeholders when the investments of national and global players are redirected to the creation of establish a system of procedures to address local-level disparities in skills and power among “jointly responsible” participants. Sumarmi et al. (2020) shows that the empowerment of the Klatak Beach community has been done very well by three groups of fishermen Mina Klatak, Rayap Pereng and Pereng Mania. The policy of the fishing group and the Tulungagung Regency government has supported the creation of a green economy. Theo Nguyen et al. (2022), increasing community empowerment opportunities is possible if the community's power is recognized and local people can exercise that power. Such recognition has the potential to transform the experience of locals, empowering them by shifting the focus to a model that begins within the locals and their communities, to use their inner strength - a remarkable power they

can use to enable them to achieve what they want in the travel industry and create real change.

The research results of Schmidt and Uriely (2019) are consistent with CBT's view that local communities often originate from a combination of small groups with different attitudes, interests and social status. Furthermore, the data presented show that while some aspects of empowerment are strengthened by tourism development, others are worsened by this dynamic. Thus, research supports the concept of empowerment as a multiplicative and relativistic construct.

According to Tian et al. (2021), top-down decision-making, local elite systems, cultural habits and ways of responding to these challenges have created power inequalities. This inequality occurs between the government, the tourism developer and the community, and within the community. Only through decentralization of power can the social impacts of tourism development be ameliorated, but even then, local power imbalances can affect the equity of tourism-related outcomes. Han et al. (2014) argue that the smooth and successful tourism development depends on improving the performance appraisal of officials, strengthening administrative supervision, and timely disseminating information related to tourism development. and enhance opportunities for local people to participate in tourism development. Similarly, Lenao (2017) affirms decentralization in community-based tourism, with the state still playing a very strong role in the overall decision-making process. Furthermore, the formation of local governance structures (i.e. Trusts) seems to simply create new nodes of power, thereby continuing the same legacy of community disenfranchisement.

Setokoe and Ramukumba (2022) study the importance of capacity building to enhance community participation in tourism development in rural areas. According to Zeren et al. (2022), community partnership institutions facilitate rights-based and network-based access for all community members to tourism resources and markets, improving tourism participation. and distribute tourism benefits equitably. This is because it uses combined and integrated property rights provisions as well as social capital operating at different scales to protect individual rights and the balance of power. Zielinski et al. (2021) argues that collective land ownership and tourism initiatives can offer certain advantages to communities in developing countries when it gives them control over land, tourism and natural resources, independence in decision-making, participatory management, and broader distribution of benefits. In addition, communities that achieve equal access and participation in tourism and related benefits may be more flexible and better positioned to take advantage of the linkages between tourism-based livelihoods and tourism and biodiversity conservation (Holland et al., 2022).

4.3.3. Advantages and barriers/challenges in CBT development

In the period 2013-2023, there are a number of research works related to the factors that facilitate and some barriers that limit the participation of local communities in tourism activities. For example, Zielinski et al. (2020) have identified success factors and barriers to CBT, but surprisingly little has been published to create a common framework for

evaluating CBT initiatives. Further research is recommended to explore the statistical relationship between the factors and determine the relative importance of each factor to the success or failure of CBT initiatives. According to Gascón (2013), CBT may have limitations as a tool for development cooperation and poverty alleviation due to the increasing division of farmers, social unrest, problems in the production process. local decisions, lack of local tourism business knowledge and training, fake participation, restructuring of work and time. Meanwhile, Idziak et al. (2015) note that the social focus and inward perspective of CBT can impede the efficient adjustment of local resources to match market needs and thus prevent development. sustainability of rural tourism and community cohesion. External expert support may be needed at critical stages, especially by providing market and marketing expertise.

According to Lee & Jan (2015), the challenges identified in Lekhubu are poor accessibility, limited income generation and high reliance on external funding, inappropriate marketing practices, and lack of capacity. between the Board and the Gain'O Community Trust Staff, as well as the unsatisfactory involvement and limited capacity of the Technical Advisory Committee members. Ndlovu et al. (2018) identified barriers to active local participation as guided by Tosun's (2006) components, namely operational limitations, structural constraints, and culture. The development of tourism can have a number of positive and negative consequences for the Mpophomeni area and its inhabitants, mainly because the local community is part of the tourism product. Research results of Nguyen et al. (2022) shows that intrinsic barriers to community empowerment stem from their reliance on government, especially in top-down political systems such as Vietnam, and knowledge associated with formal education.

4.3.4. People's awareness/opinion/understanding about CBT

Strengthening the consensus and participation of local people is an important factor in determining tourism development, however, local people have different perceptions about tourism activities. Tolkach and King (2015) explore stakeholder perceptions of the potential shape and structure of CBT networks in Hong Kong. The author has considered the perspectives of community development, socio-economic and neo-colonial when applying CBT model in the future in a resource-dependent developing country. The success of a CBT network depends on a competent funding agency and communication between managers and stakeholders in order to maintain a balance of power. Joo et al. (2020) indicate that cognitive knowledge has a positive impact on psychological, social awareness and political empowerment. The findings also highlight the link between knowledge and empowerment, where the perception of tourism knowledge is an important precondition for residents' sense of empowerment and tourism-related political action. Research by Oka et al. (2021) shows that the awareness of local people is quite good, which means that CBT has contributed to them in terms of economy, society, culture, environment and politics. CBT aims to support socioeconomic development and poverty alleviation through a case study in the village of Nqileni, Eastern Cape province, in South Africa. The author notes that the community members' positive views on the

contribution of community tourism to community development (socio-economic) and poverty reduction.

4.3.5. Sustainable CBT development

CBT is considered a type of tourism associated with the participation of local communities, a type of tourism that is encouraged for development today, especially in developing countries towards sustainable development. steady. Lee and Jan (2015) note that tourism destination providers should provide pro-environment activities, ecotourism experiences and interpret environmental issues to promote environmental protection attitudes. tourist environment and environmentally responsible behavior. Reducing the adverse environmental impact of tourist destinations will benefit the development of sustainable community-based tourism. Silva's research (2015) analyzes focus on four key implications at the community level: management of shared marine resources and tourism's contribution to economic sustainability, cultural identity and relationships public relationship. According to Tsao and Ni (2016), the perspective in the theory of vulnerability should consider multiple spatial scales and distinguish socioeconomic stability, recovery through social networks, and transformation as sustainability element of this community-based tourism using an integrated framework of vulnerability and resilience.

Strydom et al. (2019) investigated the sustainability of financial investment in community-based tourism projects in Thabo Mofutsanyana municipality, South Africa. The results showed that some CBT projects failed mainly due to lack of proper planning and inefficient financial management by the government. In some cases, the community was excluded from the initial planning phase of the project, while training programs for community capacity building were also inadequate. The author points out that the benefits that are properly shared among the stakeholders will be able to protect the environment, ensure that the socio-cultural framework of the community is maintained and also improve the standard of living of the community. Financial investment is not the end goal, as marketing planning and skills development can ensure CBT success.

In addition, Olya et al. (2019) show that the formulas for achieving pro-tourism behavior are not simply the opposite of the conditions that lead to anti-tourism behaviour. The complex configuration models representing high/low sustainable tourism development are unique to each community group, suggesting that a specific strategy for community-based tourism management must be developed. The study's findings provide guidance for the management of conditions that both increase SSTD and hinder SSTD denial for various community groups. Research by Islam et al. (2021) describes the methodological process for developing and implementing a community-operated grassroots CBT sustainability indicator system in Boga Lake, Bangladesh. The sixteen-step methodological process for developing CBT sustainability indicators includes in-depth interviews, workshops, focus groups and empirical testing of the indicator system in practice. Local communities can form a community research team, develop survey questionnaires and observation checklists, collect and analyze data, and write reports. Communities believe that their research-based sustainability reports can be powerful

evidence for negotiating with local governments and other stakeholders, and helping them learn and refine their initiatives. their tourism-related ideas (Giampiccoli and Mtapuri, 2017).

5. Conclusions

This study provided an overview of developments in CBT research through articles published between 2013 and 2023. Research trends on CBT are reflected in an increase in the number of CBT research. publications and research coverage are spread across continents (mostly Asia and Africa). Diverse data sets published in the last 10 years from prestigious international journals in the world (from Q1 to Q3).

It can be seen that research trends related to CBT are also more clearly defined. Topics include (1) benefits of CBT development, (2) community and stakeholder engagement, (3) advantages and barriers or challenges in CBT development, (4) People's awareness, opinion or understanding about CBT, and (5) sustainable CBT development are the focus of research on CBT. Among them, experimental research is considered the main one. Research methods on CBT are gradually becoming more diverse. In addition to the qualitative method, which is the majority, the quantitative method and the mixed method are being interested by scholars in recent times. With the quantitative direction, the general trend of the studies is to gradually upgrade with more complex data processing techniques (CFA, SEM). Besides, a number of other research methods were carried out during this period such as different ideological and development approaches, hermeneutical phenomenological methodology, empirical orthogonal function method EOF.

From this research result, some orientations for further development of CBT research are introduced. In terms of theoretical research on trends, research on the participation of local people and sustainable CBT development are considered two topics that will receive more research attention in the future. In order to develop the local economy, respecting indigenous values and community values, responsible tourism will be the solution to develop CBT in the right direction and sustainably. In addition, for a sustainable tourism, people must benefit from the local tourism development. In terms of empirical research, future research should pay more attention to the use of mixed methods (qualitative and quantitative) to help study a process or problem from many sides and confirm the accuracy. authenticity of the data.

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Conflict of Interest Statement

The author declares no conflicts of interest.

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