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### Factors Affecting Community-based Tourism Development: Insights from a Systematic Review

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#### Abstract

Community-based tourism brings various benefits for local communities and thus is considered as important focus in tourism development strategy in many nations and locals around the world. A lot of research efforts have been paid to this emerging topic which aim to identify factors affecting community-based development. The purpose of this paper is to review the related literature and to provide comprehensive insights about such influential factors of community-based tourism development. The present paper employs reputable databases of scientific publication to find the papers which discuss community-based tourism and reviews the papers which fully meet our selection criteria. We review and discuss the eligible scientific papers and

provide some implications. First, community-based tourism has been emerging as central focus in the pertinent literature of tourism and attracts scholarly efforts to discuss feasible means for enhancing community-based tourism development. Second, majority of the reviewed papers argue community-based tourism development issues in developing countries. Third, it seems that qualitative research methodology approach with interview or case study analysis have been widely applied in the papers related to community-based tourism. Future studies can use our paper as reference to further exploring factors affecting community-based tourism.

**Keywords:** Community-based Tourism, Factors, Systematic Review, Database

#### 1. Introduction

Community-based tourism has been recognized as bringing multiple benefits including improving income of local residents, creating jobs, preserving local cultural values, protecting local environment, enhancing social capital, innovativeness, and residents' life satisfaction, and thus contributing to sustainable development of local communities (Joo *et al.*, 2019; Oka *et al.*, 2021, Noorashid & Chin, 2021) [2, 5, 4]. Therefore, in many countries, community-based tourism has been focused as one of the main pillars of national tourism development strategy (Phunnarong, 2021; Sugandi *et al.*, 2020; Thuy & Hop, 2019; Tongdaeng & Mahakanjana, 2022) [6, 7, 8, 9]. These indicate the importance of community-based tourism in development strategy of many countries and the globe in general. How to effectively develop community-based tourism is a central issue not only for practical managers, but also for scholarly efforts. To answer the question, multitude academic research has been conducted in order to identify factors affecting community-based tourism (Dangi & Petrick, 2021; Zielinski *et al.*, 2021 [11]).

This paper aims to review the pertinent literature for indicating and classifying the factors affecting the development of community-based tourism. We expect that the review could provide comprehensive view about the various elements that are influential to the success development of community-based government. Moreover, this paper which aims to make a systematic review could provide insightful information about how countries and locals around the world manage to effectively develop their community-based tourism. Such comprehensive and insightful information could be used as valuable reference for future research about community-based tourism, and offer practical suggestions for tourism managers around the world to further develop and enhance their community-based tourism.

This paper is structured as follows:

1. First, we discuss the methodology approach used for this review, including the introduction of databases, search strategy, selection criteria, and review protocol.

2. Second, we mine the reviewed papers and present the information about these papers, including authors, year of publication, main research issues, influential factors, methodology approach, and main study findings and suggestions.
3. Third, we further discuss and comments on the findings in the reviewed paper and withdraw the conclusions.

**2. Methodology**

**2.1 Database and Search Strategy**

This study employs reputable databases of scientific publication to find the papers which discuss community-based tourism. These reputable databases comprise Scopus, Web of Science (WoS), Research Gate, ScienceDirect, and Directory of Open Access Journals (DOAJ).

This study uses various keywords to insert in the search machines, in a manner of either one-by-one keywords inserted or combined inserts. The keywords we used include: Community-based Tourism, Community Based Tourism, Community Tourism, Tourism Development, Factors Affecting, Determinants, Influential Factors, Full-Text, Full-Paper.

**2.2 Selection Criteria**

This study set various criteria for paper selections, as presented below:

1. The papers must include community-based tourism issues.
2. The papers must be in English.
3. The papers must not be duplicated with each other.
4. The papers must be in full-text version.

**2.3 Review Protocol**

The review protocol is shown in Fig 1.



Source: Designed by Authors

Fig 1: Review Protocol

Fig 1 indicates the protocol for reviewing the literature. Firstly, we collect 198 papers with suitable title from the database. Secondly, we identify 117 papers and screen for the abstracts, in which 86 papers are excluded. Thirdly, we assess the 31 papers for their eligibility and identify 19 papers of non-eligibility. Finally, there are 12 papers which fully satisfy the selection criteria.

**3. Results and Discussion**

Table 1: Review of the Literature on Community-based Tourism

Paper	Research settings	Research issues	Influential Factors	Methodology approach	Main findings/suggestions
Sugandi <i>et al.</i> (2020) <sup>[7]</sup>	Lombok, West Nusa Tenggara Province, Indonesia	Homestay management in CBT development	Market penetration, market development, product management, product development	Qualitative method, SWOT analysis, observation, interviews, documentation, literature studies	<ul style="list-style-type: none"> <li>- position of the homestay was in strong internal and external conditions</li> <li>- establishing and strengthening of homestay institutions</li> <li>- integrated tour packages</li> <li>- optimizing online promotional content</li> <li>- procuring digital systems</li> <li>- improving environmentally friendly villages</li> <li>- increasing human resource quality</li> <li>- maintaining the authenticity of nature and traditions</li> <li>- creating variety of new tourist attractions</li> <li>- increasing community empowerment</li> <li>- forming the synergy of pentahelix</li> </ul>
Manaf <i>et al.</i> (2018) <sup>[3]</sup>	Yogyakarta Province, Indonesia	Community-based tourism sustainability	Participation and involvement from multiple relevant stakeholders: central and central government, for-profit institutions, non-profit institutions, local community	Qualitative approach with the case study method, in-depth interviews, observation, review of documents	<ul style="list-style-type: none"> <li>- The local community should be the critical and central stakeholder of CBT</li> <li>- Central and local government manages administration, facilitators, regulators, and guides, as well as beneficiaries through levies and profit-sharing systems</li> <li>- Public/private for-profit institutions take roles as</li> </ul>

					<p>provision of tourism activities and as the means of promotion and transportation assistance for visitors through travel agents</p> <ul style="list-style-type: none"> <li>- Public/private for-profit institutions take the role of promotion through the mass media</li> <li>- Non-profit institutions: Academics' role involves research, and as innovators that offer tourism development advice, non-profit organizations acts as mentors, mediators, and advisors for developing and planning of tourism activities</li> </ul>
Yanes <i>et al.</i> (2019) <sup>[10]</sup>	Colombia	A framework for community-based tourism policy analysis	CBT participation principle, Administrative governance, Capacity development and assessment, Protection of community rights, Distribution of benefits	Systematic review, Snowball techniques, Content analysis	<ul style="list-style-type: none"> <li>- The Colombian CBT policies are weak in providing a base for community engagement in CBT</li> <li>- The barriers to CBT are similar throughout the world</li> <li>- the framework developed is useful and applicable in the assessment of CBT policies in other developing countries</li> </ul>
Oka <i>et al.</i> (2021) <sup>[5]</sup>	Bali, Indonesia	Local People's Perception of the Implementation of CBT	<ul style="list-style-type: none"> <li>- Economic factor (economic advantage, increasing income, opening new job opportunities, giving contribution in the form funds</li> <li>- Social factor (improving social status, increasing pride, increasing role, improving cooperation</li> <li>- Cultural factor (involving the nature, culture, tourism with special interest, being relevant to the local culture, strengthening the local culture, getting affected by the western culture</li> <li>- Environmental factor (conserving the nature, keeping the natural environment clean, conserving the environmental ecosystem)</li> <li>- Political factor (improving the local people's participation, strengthening the local people's power, guaranteeing the local people's rights, motivating the local people to be active in the touristic activities</li> </ul>	Mixed method approach, observation, interview, library research, questionnaire, reliability test, Cronbach alpha	<ul style="list-style-type: none"> <li>- Benefit of the implementation of the CBT at the tourist village has been positively perceived by the local people</li> <li>- There are five factors including the economic, social, cultural, environmental and political ones, have significantly contributed to the implementation of the CBT at the four tourist villages</li> <li>- Village developed into a tourist one has been able to benefit the local people economically, socially, culturally, environmentally and politically</li> </ul>
Phunnarong (2021) <sup>[6]</sup>	Thailand	Success of CBT in homestay form	<ul style="list-style-type: none"> <li>- Homestay management and arrangement</li> <li>- Arrangement of learning activities, performing arts, cultural show, and storytelling</li> <li>- Reasonable price for tourism and homestay services</li> </ul>	Interview, descriptive statistics, mean analysis (t-test),	<ul style="list-style-type: none"> <li>- Central government need to encourage local communities to run their homestays in compliance with the Homestay Standard Thailand</li> <li>- Central government should consider to apply preferential policies for homestays (e.g., tax deductible expense)</li> <li>- Local government and educational institution need to provide knowledge, creating understanding, increasing the experience to enable the homestays to make their learning activities more attractive</li> </ul>
Giampiccoli & Mtapuri (2021) <sup>[1]</sup>	Hanoi, Vietnam	CBT as tourism development approach	<ul style="list-style-type: none"> <li>- Food street vendors alongside large international hotel chains</li> <li>- Large national (privately owned) hotels (nationally/locally owned)</li> <li>- Small independent national hotels (locally owned)</li> <li>- Bed and breakfast/guesthouse (locally owned)</li> <li>- Backpackers (locally owned)</li> <li>- Homestay (locally owned),</li> </ul>	Literature review, conceptual framework	<ul style="list-style-type: none"> <li>- All types of accommodation establishments should be redirected towards aligning to the CBT principles and characteristics proposed in the case of luxury CBT</li> <li>- more research is needed to support a shift from conventional/mass tourism to alternative tourism approaches,</li> </ul>

			<ul style="list-style-type: none"> <li>- ‘Albergo Diffuso’ (locally owned)</li> <li>- Luxury CBT accommodation (locally owned)</li> <li>- CBT (Independently owned structures under an umbrella organization)</li> <li>- CBT (community-owned structures)</li> </ul>		such as CBT, especially regarding disadvantaged community members, will enhance local tourism control and management and, ultimately, tourism benefits
Tongdaeng & Mahakanjana (2022) <sup>[9]</sup>	Thailand	SMEs’ response in the digital economy age, which reflected the perception and the decision-making process of entrepreneurs during CBT policy implementation	<ul style="list-style-type: none"> <li>- The structural contingency factors refer to the factors of the open organization structure</li> <li>- The SMEs’ potential factor refers to the factors that reflect that SMEs had enough management resources</li> <li>- The perception factors refer to the entrepreneurs’ perception of e-business infrastructure</li> <li>- The decision-making process factors refer to the factors related to the entrepreneurs’ decision-making process in digital leadership</li> <li>- The strategic management factors refer to strategies chosen by entrepreneurs to gain opportunities and handle threats from technology to achieve the business outcome</li> </ul>	Mixed methods approach, content analysis, descriptive statistics, multiple regression	Digital technology skills, finance and investment, economy, society, and environment, the support system and mechanisms from the government should be considered and developed to support SMEs in CBT sector
Thuy & Hop (2021) <sup>[8]</sup>	Ha Giang province, Vietnam	Development of CBT	<ul style="list-style-type: none"> <li>- Level of organization and management of the tourism industry</li> <li>- Participation of the community</li> <li>- Tourism resources</li> <li>- Infrastructure development</li> <li>- Human resource training development</li> </ul>	Survey, multiple regression, ANOVA	<ul style="list-style-type: none"> <li>- The five dependent variables have positive impacts on the development of community tourism services in Ha Giang province</li> <li>- The involvement of stakeholders (government, local communities, tourism businesses, educational institution) are critical in developing CBT in Ha Giang province, Vietnam</li> </ul>
Dangi & Petrick (2021)	Brazos County, Texas, United States	Destination justice, ethics, and equity for sustainable CBT development	<ul style="list-style-type: none"> <li>- Stakeholder influence in the distribution of tourism revenue and benefit</li> <li>- Financial incentives to locals and to ethnic minorities to run tourism business</li> <li>- Stakeholders’ perception of fairness of tourism revenue distribution</li> </ul>	Qualitative research approach, literature review, semi-structured interviews	<ul style="list-style-type: none"> <li>- CBT facilitates cultural preservation and community pride and promoted the sense of mutual respect and understanding among visitors and stakeholders</li> <li>- Ethnic minorities perceive as not receiving full benefits of CBT</li> <li>- A more proactive, inclusive, ethic of care oriented tourism governance should be carried out to help ensure sustainable CBT development</li> </ul>
Zielinski <i>et al.</i> (2021) <sup>[11]</sup>	Many countries including developed and developing countries	CBT development	<p>technical cooperation, provision of capacity building, cooperation with private tourism enterprises and other stakeholders, financial support, mechanism for distribution of profit, independence in the decision-making process, community control over land and resources, awareness of the importance of nature conservation, increase of community pride caused by foreign visits, inadequate government policies, access to national and international networks through tour operators and marketing channels, effective individual leadership, support for promotion, presence of management structure, participative decision-making, involvement of community stakeholders in the tourism planning stage, high level of control over tourism activities, lease of communal lands/contractual partnership with tour operators, alliances and cooperation with other communities to support each other and share experiences</p>	Qualitative research approach, case study analysis, content analysis	<ul style="list-style-type: none"> <li>- Communities in developed countries are in a better position to start or engage in tourism development compared to developing countries</li> <li>- Some elements in the collective land and tourism initiative ownership (such as control over land, tourism and natural resources, independence in decision-making, participative management, and wider distribution of benefits) can provide certain advantages to communities in developing countries</li> </ul>
Joo <i>et al.</i> (2019) <sup>[2]</sup>	South Korea	Social capital, innovativeness, residents’ life	Tour Dure producer’ role	Online and onsite survey, partial least	- Producer’s role positively improve social capital, improving innovativeness, and,

		satisfaction in CBT		squares structural equation modeling (PLS-SEM)	as a result, residents' life satisfaction
Noorashid & Chin (2021) <sup>[4]</sup>	Brunei	Resilience and transformation of CBT in Covid-19	Tour package diversification, local resource and product utilization	Qualitative research approach, purposive sampling, semi-structured interviews	- Due to effective tour package diversification and local resource and product utilization, CBT operations flourished, generated more income, and created job opportunities for the community - These make the local community to appreciate local cultures, the environment, and ultimately increase CBT experiences in the country
<b>Source:</b> Reviewed and Summarized by Authors, 2023					
<b>* Note:</b> CBT = Community-based Tourism					

The results of the literature review is presented in Table 1. Table 1 shows the main contents of the 12 papers which were reviewed, including Author(s), Year of publication, Research locations and settings, Main research issues which were discussed by the papers, Influential factors of the main research issues (elements or determinants which can impact on the issues raised by the papers), and Main research findings and suggestions.

From Table 1, we can see that majority of the research locations and settings are developed countries, such as Colombia (Yanes *et al.*, 2019)<sup>[10]</sup>, Indonesia (Manaf *et al.*, 2018; Oka *et al.*, 2021; Sugandi *et al.*, 2020)<sup>[3, 5, 7]</sup>, Thailand, Brunei Noorashid & Chin, 2021, and Vietnam (Giampiccoli & Mtapuri, 2021; Thuy & Hop, 2019)<sup>[4, 1, 8]</sup>.

In addition, despite the various influential factors to community-based tourism identified in the reviewed papers, the participation and involvement of stakeholders, especially of the local residents, are critical in the effective development of community-based tourism (Manaf *et al.*, 2018; Yanes *et al.*, 2019)<sup>[3, 10]</sup>.

Moreover, the dominant methodology approach used in the reviewed papers is qualitative research approach (Giampiccoli & Mtapuri, 2021; Manaf *et al.*, 2018; Noorashid & Chin, 2021; Sugandi *et al.*, 2020; Zielinski *et al.*, 2021)<sup>[1, 10, 4, 7, 11]</sup>, with interview as data collection technique (Dangi & Petrick, 2021) or conceptual framework development (Giampiccoli & Mtapuri, 2021; Yanes *et al.*, 2019)<sup>[1, 10]</sup>. These imply that though quantitative research design could provide explicit quantitative estimation, qualitative research approach should be applicable in studies related to community-based tourism as it can offer rich and deep insights about how locals around the world differ in managing with their community-based tourism development. The results of the systematic review presented in this paper could provide referential values for future academic works in further examining factors affecting community-based tourism.

**4. Conclusion**

This study uses a literature review approach to identify scientific papers relating to community-based tourism development. We access and scan 12 full academic papers and summarize the main contents of these papers. The results of the literature review imply several issues. First, community-based tourism has been emerging as central focus in the pertinent literature of tourism and attracts

scholarly efforts to discuss feasible means for enhancing community-based tourism development. Second, majority of the reviewed papers argue community-based tourism development issues in developing countries, which seem to have various resources with suitable contexts and conditions for developing community-based tourism as one of their focus in general socio-economy development. Third, it seems that qualitative research methodology approach with interview or case study analysis have been widely applied in the papers related to community-based tourism; these may be due to the nature of the methodology approach as providing rich and insightful information about the different ways of developing community-based tourism in different locals across the world. This paper provide comprehensive view about community-based tourism literature and can serve as valuable reference for future studies to further investigate about community-based tourism development in various locations and settings.

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