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A longitudinal study of articles published on community-based tourism and sustainable development

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A LONGITUDINAL STUDY OF ARTICLES PUBLISHED ON COMMUNITY-BASED TOURISM AND SUSTAINABLE DEVELOPMENT

Reflections and their applicability in the Scopus and Web of Science databases for the period from 1998 to 2018

Luciana Aparecida Barbieri da Rosa,
Maria Carolina Martins Rodrigues, Caroline Rossetto Camargo,
Waleska Yone Yamakawa Campos Zavatti, Clandia Maffini Gomes,
and Jordana Marques Kneipp

5.1 Introduction

Tourism is an important economic activity and, as such, is incorporated in the capitalist market, which reproduces so many other actions of companies in the globalized market, including environmental damages and social inequalities. However, some types of tourism, such as those with focus on local specificities, towards artisanal scale production, seek a different kind of development, involving the most diverse social segments. So that it will be able to aggregate people from the community that had no previous relation with tourism whatsoever.

The importance and economic strength of tourism is undeniable, especially in regions with weak economic development. Mass tourism is recognized as a source of environmental and social destruction as it radically changes the places and lives embedded in such communities. However, there have been some attempts to minimize the negative impacts of this activity, leading to outcomes such as job and income generation, proving that tourism can be developed based on the precepts of sustainability. Thus, community tourism emerges as a sustainable alternative when compared to mass tourism or traditionally developed tourism.

Community tourism or community-based tourism (CBT) can be understood as a set of incorporated practices by the receiving community from collective participation, to a
common benefit. CBT is presented as a sustainable alternative to mass tourism, seeking community involvement in reducing conflicts and environmental exploitation (Pinto & Castro, 2013; Araujo et al., 2018; Curcija et al., 2019).

While CBT is concerned with self-determination, empowerment and the involvement of the local community, sustainable tourism aims at conserving nature, wildlife and environmental sustainability. Sustainable tourism seeks ecological sustainability, and, in turn, CBT links both the economic and psychological sustainability of the community. Sustainability is part of the general definition of tourism and depends on the development of the natural and social environment (Mtapuri & Giampiccoli, 2019).

Based on these inferences and knowing the importance of CBT and sustainable development, the following research problem was constructed: “What are the contributions of international publications to Community-Based Tourism and Sustainable Development?”

This study is a bibliometric one, characterized as far as the approach and quantitative descriptive are concerned, in order to investigate the main uses of the terms ‘community-based tourism’ and ‘sustainable development’ in the period from 2010 to 2018, in Scopus and Web of Science, in theoretical and empirical debates.

The above-mentioned databases were used to collect data for this study, being two of the largest multidisciplinary bases and comprising aspects of national and international longitudinal studies and abstracts. Words such as ‘community-based tourism’ and ‘sustainable development’ were searched in the web, and the main authors who wrote about the subject, among other features, were identified. In addition, articles published in the period were investigated in order to show the context in which the term was referenced.

The results of the research identified, in the two databases, the main characteristics of scientific production related to the keywords ‘community-based tourism’ and ‘sustainable development’ in the period under review. After refining the search to categories and selecting the option to present results only for referred articles, a total of 63 articles were obtained (39 in Scopus and 24 in the Web of Science). The theme of the study has few publications, in both databases, indicating that it is rarely researched on, which may serve future Brazilian and Portuguese researchers seeking originality in their work.

The survey results show that the year with the highest number of publications with this theme was 2018 in Scopus and 2016 in Web of Science. The Anatolia International Journal of Tourism and Hospitality Research in Scopus presented the highest number of publications with four in total. Regarding the authors who have published on this subject there is multiplicity and diversity, and none stood out. As far as the mentioned institution for publications is concerned, Texas A&M University, located in the United States, was mentioned on both databases. Thus, it is suggested that future research can select articles from national and international databases in order to compare results; use other search terms; perform other bibliometric analyses, such as creating networks for authors and institutions; and conduct a systemic analysis with the aim of analyzing content other than what was looked at in the present study. Some of the limitations in this study are that the information presented is limited to articles selected only from the Web of Science and Scopus international databases, and that the bibliometric analysis was limited to authors, articles, sources, institutions, countries, language and period.

This chapter is organized into six sections. After a brief introduction the theoretical-methodological procedures of the research and, in the later section, the main results that were found will be described. In order to complete the study, its final considerations, as well as the limitations and future lines of research, are detailed.
5.2 Theoretical reference

5.2.1 The concept of community-based tourism and its historical evolution

Although the concept of CBT or community tourism is polysemous, it is agreed that the nodal point is the idea that a community, through collective actions of high-level involvement, is the main subject of economic development and social and local ecology through participatory management of tourism (Hiwasaki, 2006; Ernawati et al., 2017; Chiappa et al., 2018).

CBT is largely fostered by local environmental and cultural characteristics, the main goal being the preservation of natural and cultural heritage which will improve the quality of life and regional economic diversification (Grimm & Sampaio, 2016; Gonçalves & Silva, 2017).

CBT’s distinctive feature is that it presents itself as a sustainable alternative to mass tourism, through the involvement of local residents in a participatory management process, aiming reduction of conflicts, resistances and power issues, thus alienating predatory and culturally disrespectful tourism (Pinto & Castro, 2013; Wolf, 2017; Araujo et al., 2018; Curcija et al., 2019).

Hiwasaki (2006) conceptualized CBT on the basis of four factors: (1) empowering the local community in planning and managing tourism; (2) conserving natural and/or cultural resources through tourism; (3) generating social and economic development for the local community; and (4) guaranteeing quality experiences for visitors, based on social and environmental responsibility.

On the other hand, Mayaka et al. (2019) elaborated a descriptive three-dimensional structure, able to aid in the comparison and empirical mapping of CBT over time. The three dimensions are: (1) community involvement in the development of tourism; (2) power and control of the community in relation to that development; and (3) expected results, and standing out benefits to the community from the offered tourism experience.

Finally, and without exhausting all the different conceptions of the subject, Russell (2000) constructed three identifying criteria: (1) support and participation of the local population; (2) economic benefit to the community; and (3) the promotion of the protection of local cultural and environmental heritage.

CBT is an alternative productive arrangement for social inclusion which must be based on real possibilities of community participation so that the theory fits with the empirical reality under penalty of engaging in a merely rhetorical discourse with a unique focus on the growth and maintenance of existing conventional initiatives but which hides practices (Lindström & Larson, 2016; Almeida & Castro, 2017).

Formal mechanisms that foster community participation must be envisaged by policymakers as effective local community participation favours entrepreneurship and a sense of belonging (Chiappa et al., 2018; Dodds et al., 2018). Thus, the concept of community permeates direct local participation but does not exclude external intervention by the state or non-governmental organizations (NGOs) (Ruiz-Ballesteros & Cáceres-Feria, 2016; Schnegg & Kiaka, 2018).

Historically, in Latin America, CBT has been heavily influenced by re democratization movements, evidencing that social participation is not something natural. Social participation is something that the population has won in order to strengthen collective identities in favour of the self-management processes inherent in CBT (Almeida & Castro, 2017; Siri & Chantraprayoon, 2017).

Over the past 30 years, CBT has been replicated around the world, especially by NGOs, governments and agencies. However, the operations of tourism-related businesses do not always return consistent profits, raising consideration for a more pragmatic approach to
self-sustaining economic and financial benefits, and the reduction of long-term poverty in local communities (Weaver, 2010).

CBT must therefore be conceived through a paradigm of social equity and redistributive justice, which considers environmental, social and cultural sustainability through developing an active role for community control in its development and management (Suansri, 2003; Boonratana, 2010; Tamir, 2015; Saayman & Giampiccoli, 2016).

The next topic will be the state of the art of CBT and sustainable tourism.

### 5.2.2 Community-based tourism and sustainable tourism: intersection of concepts

CBT has distinct, and sometimes disparate, theoretical paths to so-called sustainable tourism or ecotourism. There is no consensus in the literature on the concept of sustainable tourism and its differentiation from other forms of tourism (Mtapuri & Giampiccoli, 2019).

Over the last three decades, while studies on sustainable tourism have converged in the long-term sustainability discourse, CBT research highlights aspects related to tourism management and local development practices. It is necessary, therefore, to establish a discursive path capable of uniting these two theoretical trajectories with a view to promoting sustainability in the management of CBT (Dangi & Jamal, 2016).

Traditional tourism engenders major socio-cultural and environmental impacts. Sustainable CBT must be capable of overcoming the challenges posed by traditional tourism so that tourism planning considers the preservation of natural resources, community quality of life and local economic development. Thus, sustainable CBT aims to minimize the harmful effects of tourism by protecting the environment while developing actions to improve the social and economic well-being of the community and optimize experiences for visitors (Croes & Rivera, 2017; Álvarez-García et al., 2018).

Sustainable tourism, if well designed, is able to generate long-term sustained social, economic, cultural and environmental activities, capable of restoring or maintaining biodiversity and protecting cultural assets. Although distinct, there is an intersection between the two concepts as CBT can also be considered an alternative to the ‘greening’ of tourism which will be able to lead to sustainability and the development of the community’s economy, with a consequent reduction of poverty levels (Yong, 2016; Pawson et al., 2017).

In this way, sustainable tourism acts in line with ecology, nature and wildlife conservation, and environmental sustainability. On the other hand, CBT returns to the empowerment, self-determination and involvement of the local community. In summary, sustainable tourism respects ecological sustainability, while CBT is related to the economic and psychological sustainability of the community.

Regardless of the model adopted, sustainability integrates the general definition of tourism, as tourism development depends on the natural and social environment (Mtapuri & Giampiccoli, 2019). Finally, all forms of tourism should be focussed on sustainability and competitiveness in order to remain viable.

### 5.2.3 The state of the art of community-based tourism and sustainable development

CBT is capable of reducing vulnerability and poverty in the areas where it occurs and thus has an important social responsibility to mobilize local communities to use natural and cultural heritage for the development of tourism (Chiodo et al., 2019).
Areas with a high level of poverty have as their main asset the quality of the surrounding natural and social environment, unique conditions that, if well managed, would help maintain biodiversity, eradicate local poverty and develop CBT (Woldu, 2018).

Studies point out to the role of CBT in local development and poverty eradication, including Manwa and Manwa (2014), Rogerson (2014) and Croes and Rivera (2017). Another important aspect of tourism studies of CBT is rural tourism. A large number of studies have devoted particular attention to tourism in rural communities, e.g., Kavita and Saarinen (2016); Hwang and Stewart (2017); Manaf et al. (2018); Ohe (2018); Chiodo et al. (2019); etc.

The importance of this type of tourism in the literature is due to the fact that rural tourism has a large economic impact by fostering job creation, entrepreneurship and the welfare of small rural communities (Khartishvili et al., 2019).

Works by Ebrahimi and Khalifah (2014), Dodds et al. (2018) and Witchayakawin and Tengkuan (2018) show that community tourism requires effective participation of the community in tourism management so that injustices can be avoided in economic benefit-sharing as well as to assist in collective and participatory learning. It is a success factor for CBT that the local population actively and collectively engages themselves as much as possible in tourism planning and management, minimizing internal resistance and raising awareness of local uniqueness.

5.3 Methodology

In this study, a quantitative and statistical bibliometric technique was used which allows the measuring of production levels and dissemination of scientific knowledge in a specific area in order to indicate possible gaps and/or to evaluate the development of this production in different entities (Garousi, 2015).

In March 2019, data from this bibliometric analysis was collected directly from the two large multidisciplinary databases, Thomson Reuters’s Web of Science (WOS) and Elsevier’s Scopus, Boolean operators were used to expand the research in order to compare it with reality.

To reduce the risk of missing documents due to different areas of publication, the research was refined to include only scientific articles from both databases, and the terms “community-based tourism” and “sustainable development”, in all areas of research without differentiation in the terms searched. All publications were searched in the period 2010 to 2018, once the year 2019 had begun.

Thus, in order to compare production of the articles collected in the WOS and Scopus, the main authors who wrote on the theme were identified, as were the growth in the number of publications throughout the period, major newspapers, institutions, countries and languages, areas of knowledge, the relationship between authors with a greater number of publications, and those most cited. To analyze the data, comparison tables were created in Excel spreadsheets.

In WOS and Scopus, there is an index of citations shown, in which articles, titles, authors, number of citations, type of documents and year of publication are mentioned, as depicted in Graph 5.1.

This research was divided into two stages. Initially, the terms “community-based tourism” and “sustainable development” in the search field of WOS and Scopus, limited the period from 2010 to 2018. Then proceeded with the survey on general features of publications. In the second stage, the most cited publications were compared with the authors who published the most in the same period. Figure 5.1 shows the steps of the research.
Thus, the bibliometric analysis of the aforementioned study was performed according to the steps described in Figure 5.1.

5.4 Results

The results of the research, which was carried out based on the appropriate Boolean operators for refinement, are presented in order to broaden the scope of research to include the greatest possible number of results for the years 2010 to 2018. We found 24 scientific articles in the WOS and 39 scientific articles in Scopus regarding the themes ‘community-based tourism’ and ‘sustainable development’, as shown in Table 5.1.
5.4.1 General features of the publications

The general features of publications related to CBT and sustainable development are as follows: (1) main authors, (2) title of sources, (3) main institutions, (4) year of publications, (5) main countries, (6) languages, (7) research areas and (8) key words. Then, the number of publications per author and the number of citations will be displayed.

5.4.1.1 Main authors

The first analysis was related to the authors. In Graph 5.2, author and the number of published articles on the topic ‘community-based tourism’ and ‘sustainable development’ in the analyzed period are mentioned.

As far as representativeness of the articles by author is concerned, it was verified that there is a consensus between the databases as the authors Abdul-Razak, R.; Brennan, M. A.; Dangi, T. B. and Diaconescu, D. M., Hales, R., Lohmann, G. and Ngowere repeated. In the Scopus database the graph shows seven authors with two published articles, such as the author Giampiccoli, A., followed by five authors with one article each published. And in the WOS database there were 12 authors with one published article. Does this data show a possible gap in the academic field?

In the WOS, author Dangi, Tek B. is among the most cited for the period under review with 22 citations.

5.4.1.2 Title of sources

The papers with the greatest impact with more scientific articles published involving the theme ‘community-based tourism and sustainable development’ in the two databases are presented in Graph 5.3.

Graph 5.2 Distribution of articles by authors

Source: Authors’ elaboration.
Some publications were found in local journals, which are not yet a reference for articles in these subjects, and there are also publications of articles in multidisciplinary journals.

5.4.1.3 Main institutions

The institutions of most of the published works related to the thematic “community-based tourism and sustainable development” are presented in Graph 5.4.
Graph 5.4 shows that the Texas A & M University was the institution that published the most scientific articles involving the subject in the two databases, the WOS (2) and Scopus (2).

5.4.1.4 Annually published articles

According to Graph 5.5, it is possible to follow the growth of the publications in both databases. In Scopus, the years with the highest productivity were 2018 and 2015, while in the WOS it was 2016, followed by 2015, 2017 and 2018. The total number of scientific productions in the period under analysis was 63, with 39 publications in Scopus and 24 articles in the WOS.

5.4.1.5 Main countries

At this point, the bibliometric analysis identified the number of articles distributed by the countries of origin: Indonesia (5;2), USA (4;2), Australia (3;3), Australia (3;3), Germany (3;2), Spain (2;2) and Brazil (3;1), among others.

Graph 5.5 Total publications between 2010 and 2018 distributed per year

Graph 5.6 Distribution of articles by country
The number of publications by country and database is shown in Graph 5.6. It is highlighted that this can be an area of interest for further research.

5.4.1.6 Main languages

Regarding the languages of the works published in the field under study, 60 are in English, 21 of those in the WOS and 39 in Scopus, as shown in Graph 5.7.

5.4.1.7 Research areas

Regarding the main Research Areas in publications on CBT and sustainable development, there seems to be a convergence of most published articles: Social Sciences (WOS 13 and Scopus 26), Business Economics (WOS 2 and Scopus 20), Environmental Science (WOS 5 and Scopus 1) and Arts and Humanities (WOS 1 and Scopus 3) (Figure 5.2).

5.4.1.8 Most used keywords

The keywords represent a source of access to scientific articles and briefly show the content, research methods and/or tools used in the studies (Figure 5.3).
5.4.2 Most cited articles from 2010 and 2018

Among the survey data collected through the WOS and Scopus on ‘community-based tourism and sustainable development’ for the period of 2010–2018, it is important to note that Table 5.2 shows all publications with number of citations and also shows some approximation between the two databases.

Of the most cited articles in each database, it is important to note that, although there are 63 articles published, only 11 appear in both databases. The most relevant are (i) “Social-ecological resilience and community-based tourism: An approach from Agua Blanca, Ecuador” by Ruiz-Ballesteros, Esteban published in Tourism Management, 2011 with 90 Scopus and 70 WOS citations; (ii) “Community agency and sustainable tourism development: the case of La Fortuna, Costa Rica” by Matarrita-Cascante, David; Brennan, Mark Anthony; Luloff, A. and published in the Journal of Sustainable Tourism in 2010 with 61 Scopus and 47 WOS citations; and (iii) “An Integrated Approach to Sustainable Community-Based Tourism” by Dangi, Tek B.; Jamal, Tazim published in Sustainability, in 2016 with 22 Scopus and 14 WOS references.

It should be noted that Dangi is one of the main authors who has written the most on the subject and is also among the most cited in the period under review with 22 citations.

It is worth mentioning that, in 2017, Prasetyanti, R. wrote “Channeling urban modernity to sustainable pro-poor tourism development in Indonesia”, which was published in the proceedings of the 3rd International Conference on Planning in the Era of Uncertainty and the IOP Conference Series: Earth and Environmental Science.

5.5 Final considerations

The present study is a bibliometric one, characterized as a descriptive quantitative approach, aiming to investigate the main uses of the themes of CBT and sustainable development for the period from 2010 and 2018 in Scopus and Web of Science, at theoretical and empirical debates.

Referring to data collection for this research, the databases above mentioned were used because it is said that they are two of the largest multidisciplinary databases that comprise aspects of national and international longitudinal studies. In the research fields, the words ‘community-based tourism’ and ‘sustainable development’ were identified, as were the main authors who have written on the theme, among other characteristics and articles published during this period, in order to show the context in which the terms are mentioned.

The results of the research identify the main characteristics of scientific production in the both databases related to the keywords ‘community-based tourism’ and ‘sustainable
Table 5.2 List of the 28 most cited publications in the period (2010–2018)

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<td>Social-ecological resilience and community-based tourism: An approach from Agua Blanca, Ecuador</td>
<td>Ruiz-Ballesteros, Esteban</td>
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<td>61</td>
<td>Community agency and sustainable tourism development: The case of La Fortuna, Costa Rica</td>
<td>Matarrita-Cascante, David; Brennan, Mark Anthony; Luloff, A. E.</td>
<td>Journal of Sustainable Tourism</td>
<td>2010</td>
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<td>7</td>
<td>Vulnerability, resilience, and the adaptive cycle in a crisis-prone tourism community</td>
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<td>Tourism Geographies</td>
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<td>The impact of community-based Afro-alpine tourism on regional development: A case study in the Mt Kenya region</td>
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<td>Mountain Research and Development</td>
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<td>5</td>
<td>The role of resident perceptions in achieving effective community-based tourism for least developed countries</td>
<td>Ellis, Sotear; Sheridan, Lynnaire</td>
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<td>Successful community-based tourism approaches for rural destinations The Asia Pacific experience</td>
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<td>3</td>
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<td>Modelling and mapping natural hazard regulating ecosystem services in Sapa, Lao Cai province, Vietnam</td>
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<tr>
<th>Number of quotations</th>
<th>Title</th>
<th>Author</th>
<th>Journal</th>
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<tr>
<td>SCOPUS</td>
<td>Sustaining community-based tourism project through Lewin’s 3-stage-change model</td>
<td>Mohamad, Nor Haniza</td>
<td>ADVED 2017: 3RD International Conference on Advances in Education and Social Science</td>
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<td>SCOPUS</td>
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<td>Chang, Ju-Huei; Zhang, Heng</td>
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<td>Alvear Escobar, Alexandra Gladys; Quishpe Fernandez, Christian; Enriquez Panchi, Diana Elizabeth</td>
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<td>Community-based tourism as social Innovation: congruence between the constructs</td>
<td>Pasa Gomez, Carla Regina; Cavalcanti Falcao, Mariana; Gomez Castillo, Leonardo Augusto; Nobrega Correia, Suzanne; Macario de Oliveira, Veronica</td>
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<td>Wu Xiaohuai; Zhang Lijuan; Liu Kang; Wang Teng</td>
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<td>2015</td>
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Source: Authors’ elaboration.
A longitudinal study of articles

development’ in the period under consideration. After refining the search to the categories and choosing to present only results referring to articles, a total of 63 articles were obtained (39 in Scopus and 24 in the WOS). There are few publications on the theme of the study in either database, which indicates that this theme has not been studied enough, which may well serve future Brazilian and Portuguese researchers who seek originality in their work.

The results of the survey show that the year with the highest number of publications was 2018 in Scopus and 2016 in the WOS. The African Journal of Hospitality, Tourism and Leisure in Scopus reported the largest number of publications with four in total. As for the authors who published more in this theme there is a multiplicity and diversity, in both databases, in terms of publications related to CBT and sustainable development.

Thus, it is suggested that for future research on this subject it is necessary to use other search terms; perform other bibliometric analyses, such as the creation of networks of authors and institutions; and carry out a systemic analysis with the aim of investigating content different from that analysed in the present study, such as what theories have been worked together and in which countries, and what themes emerged in ‘community-based tourism and sustainable development’.

The present study found the following limitations: (1) the main limitation of this study is the fact that the only terms used were ‘community-based tourism’ and ‘sustainable development’; (2) the information presented was limited to selected articles in the WOS and Scopus; and (3) the bibliometric analysis was limited to authors, articles, sources, institutions, countries, language and time period.

References


