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**Nemzetközi tudományos konferencia
a Magyar Tudomány Ünnepe alkalmából**
International Scientific Conference
on the Occasion of the Hungarian Science Festival

Sopron, 2023. november 23.
23 November 2023, Sopron

**FENNTARTHATÓSÁGI ÁTMENET:
KIHÍVÁSOK ÉS INNOVATÍV MEGOLDÁSOK**
SUSTAINABILITY TRANSITIONS: CHALLENGES AND INNOVATIVE SOLUTIONS

Szerkesztők / Editors:

OBÁDOVICS Csilla, RESPERGER Richárd, SZÉLES Zsuzsanna, TÓTH Balázs István

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Community-Based Tourism in Southeast Asia

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Abstract:

Community-based tourism (CBT) is prevalent in developing regions such as Southeast Asia due to its capacity to empower communities, foster community identity and pride, optimise social capital, benefit peripheral communities, and encourage community equity and development. Therefore, the examination of emergent trends and scientific investigation is significantly advanced by the evolution of CBT-related research in the region. The objective of this study is to conduct a thorough examination of the existing body of literature on CBT in Southeast Asia, with the purpose of offering relevant perspectives for the future advancement of this domain. In this study, we do a bibliometric analysis on a dataset of 239 articles obtained from Scopus database. The study is to examine several aspects such as document kinds, publishing patterns, subject categories, journals, institutions, countries, authors, funding sponsor, and keywords. The findings revealed that the majority of research was concentrated in Indonesia and Thailand. This paper provides theoretical and practical recommendations to enhance research on CBT in the Southeast Asian region.

Keywords: Community-based tourism, Southeast Asia, bibliometric analysis.

JEL Codes: I31, L83, O53, I15

1. Introduction

Community-based tourism, often known as CBT, is a form of environmentally responsible tourism that encourages the active engagement of local communities in the preparation, creation, and administration of tourism activities in their respective regions (Kumar et al., 2023). The concept of CBT is gaining popularity in various regions due to its potential for promoting environmentally friendly outcomes and fostering the growth of a sustainable tourism industry (Giampiccoli & Saayman, 2018; Kontogeorgopoulos et al., 2014; Kumar et al., 2023). Significantly, it promotes cooperative approaches to the planning and advancement of tourism

within society and ensures that financial advantages will persist and be equitably shared among the local population (Kumar et al., 2023; Li et al., 2021).

Community-based tourism (CBT) is a widely observed phenomenon in developing nations, particularly in Southeast Asia. The government, commercial sectors, and academia in Thailand have increasingly recognized the significance of community-based tourism as a means to promote the conservation of natural resources and foster growth (Boonratana, 2010; Kontogeorgopoulos et al., 2014; Sin & Minca, 2014). In addition, residents' support for tourism expansion was most strongly influenced by their perception of the economic benefits and their level of participation in the community in Indonesia (Nugroho & Numata, 2022). Other researchers mentioned that the urgency and strategic significance of HR training for CBT development necessitates prioritizing this crucial issue in regions with a comparative advantage in the development of community-based tourism in Vietnam (Phuong et al., 2020; Tan et al., 2022). To optimize the long-term viability of community-based tourism in Southeast Asia, it is critical to achieve a thorough comprehension of the distinctive attributes and conduct extensive research about this domain within the Southeast Asian context. Hence, the exploration and scholarly examination of community-based tourism in Southeast Asia offers a distinctive prospect for systematic inquiry and academic investigation.

By employing extensive bibliometric approaches, we analyze the intellectual basis of the area, encompassing scholarly literature that explores community-based tourism in Southeast Asia. The primary objective of this project is to further our understanding of how community-based tourism in Southeast Asia might benefit from the sustainable tourism industry. The investigation offers responses to the subsequent four research inquiries:

- RQ1: What are the trends in publications for community-based tourism in Southeast Asia?
- RQ2: Who has made the most contributions and had the greatest impact on the field of research (document types, subject areas, authors, institutions, journals, countries, and funding sponsors)?
- RQ3: What are the most prevalent topics discussed in the existing literature?

A bibliometric analysis was performed on a subset of 239 articles sourced from the Scopus database, encompassing a period of sixteen years (2007-2023). This research contributes to the body of knowledge regarding the tourism industry and the function of community-based tourism in Southeast Asia. By combining bibliometric analysis with an exhaustive review of current and significant literature concerning the opportunities and challenges of innovative community-based tourism, this study takes a novel approach. This study delves into the ramifications of innovative marketing strategies for nations, consumers, employees, and organizations, in addition to the most important factors to bear in mind regarding the sustainable expansion of the tourism sector.

The following portions of the paper are organized as follows. Section 2 provides a succinct summary of the literature review. Section 3 presents a thorough description of the methodology used in this work, including a succinct explanation of the bibliometric approaches applied. Section 4 entails a thorough analysis of the responses to three study questions. Section 5 of the text serves as the segment where the discussion, conclusion, and limitations are presented.

2. Literature review

Community-based tourism (CBT), is offered as a method to encourage community development in developing countries. Its origins can be traced back to the 1970s when there was an expectation of incorporating communities in bottom-up development (Novelli et al., 2017; Reid et al., 2004). The community-oriented qualities of CBT are believed to enhance the sustainable

development of a location. CBT has the capacity to distribute tourism advantages to broader peripheral communities, enhance the social resources of a community, enable community empowerment, foster a sense of community and pride, and promote local equity and growth (Dodds et al., 2018; Harrison & Schipani, 2007; Lemelin et al., 2015; Pawson et al., 2019; Schott & Nhem, 2018). In addition, CBT can serve as a means through which the consumerist characteristics of pro-poor tourism, eco-tourism, volunteer tourism, and other forms of transformative tourism are realized. CBT experiences can serve as a means to support both biodiversity conservation and environmental education in the context of eco-tourism (Kiss & evolution, 2004; Sakata & Prideaux, 2013; Walter, 2016). Similarly, travelers who volunteer while traveling to less-developed countries with the intention of making positive changes in the local communities sometimes engage in the consumption of community-based tourism services (Butcher & Smith, 2010; Lupoli et al., 2014).

CBT is an alternative approach to sustainable tourism development in which members of the local community own and/or manage tourism enterprises. The primary objective of CBT is to generate and optimize possibilities and advantages for the community in general (Curcija et al., 2019; Schott & Nhem, 2018). In addition, CBT is widely recognized as an indispensable factor in the pursuit of the Sustainable Development Goals (UN-SDGs), with a particular emphasis on eradicating poverty, mitigating the ecological implications of tourism, and fostering rural economies awash in employment opportunities within developing nations (Imbaya et al., 2019; Kline et al., 2019; Saarinen & Rogerson, 2014). The current body of CBT literature outlines crucial variables for success and obstacles in the development of CBT (Imbaya et al., 2019; Kline et al., 2019; Saarinen & Rogerson, 2014), including addressing community requirements and promoting community engagement and participation (Ashley & Mitchell, 2009; Spenceley & Meyer, 2012) and strengthening capacities in communities (Ashley & Mitchell, 2009) (Saarinen & Rogerson, 2014). The six vital elements for achieving success in Cognitive Behavioural Therapy CBT: (1) capacity enhancement and participatory planning; (2) partnerships and collaboration enabling market access; (3) regional leadership, incorporating community empowerment; (4) setting community and environmental objectives; (5) support from partners (private business, government, and funding organizations); and (6) an emphasis on additional income for the sustainability of communities (Dodds et al., 2018).

Southeast Asia is a tropical region characterized by a pleasant climate and a plethora of cultural, historical, heritage, and ecological interests. The countries in that region have made significant endeavors to enhance their tourist sector through the development of ministries of tourism, national tourism committees, and other related organizations. These efforts aim to optimize the potential of their tourism sectors and resources. Tourism in Southeast Asia is a long-standing economic sector and development activity that has been in existence since the 19th century (Hitchcock et al., 2009; Sinh & Németh, 2023). The Asia-Pacific area is highly active and appeals to both local and international tourists. Due to the multitude of diverse destinations in Southeast Asia, the tourism sector has experienced rapid expansion and is projected to continue developing at an accelerated pace (Sinh & Németh, 2023). In addition, CBT is a form of sustainable tourism that holds a large amount of importance in Southeast Asia. A number of researchers and practitioners in the field of CBT assert that when properly implemented, CBT has the potential to stimulate economic diversification, generate new sources of income, safeguard cultural and natural heritage, foster the establishment of local businesses, and empower communities (Boonratana, 2010; Novelli et al., 2017; Zapata et al., 2013). Therefore, CBT is the increasingly attention of many researchers and important field to research in Southeast Asia region.

3. Methodology

In the process of exploring community-based tourism in Southeast Asia, a bibliometric analysis was utilized to identify and analyze the key contributions found in the relevant body of literature. For the purpose of analysis, this study made use of VOSviewer, a program that is both user-friendly and free to download and use. VOSviewer is a well-respected piece of software that has been built expressly for the aim of building and visualizing bibliometric maps. This goal was the driving force behind the product's development (Donthu et al., 2021; Van Eck & Waltman, 2010).

A comprehensive search was conducted in the Scopus database to identify scholarly material pertaining to the specified topic. Scopus is widely recognized as a highly significant and extensive scientific database, serving as a crucial data repository for conducting bibliometric analyses on research papers (Donthu et al., 2020; Martínez-López et al., 2018). The selection of keywords was conducted by considering the subject matter of the studies, together with the terms found in the title, keywords, and abstract of these studies: TITLE-ABS-KEY ((" community based tourism ") AND (" southeast asia *" OR " Brunei " OR " Myanmar " OR " Cambodia " OR " Timor-Leste " OR " Indonesia " OR " Laos " OR " Malaysia " OR " Philippines " OR " Singapore " OR " Thailand " OR " Vietnam ")).

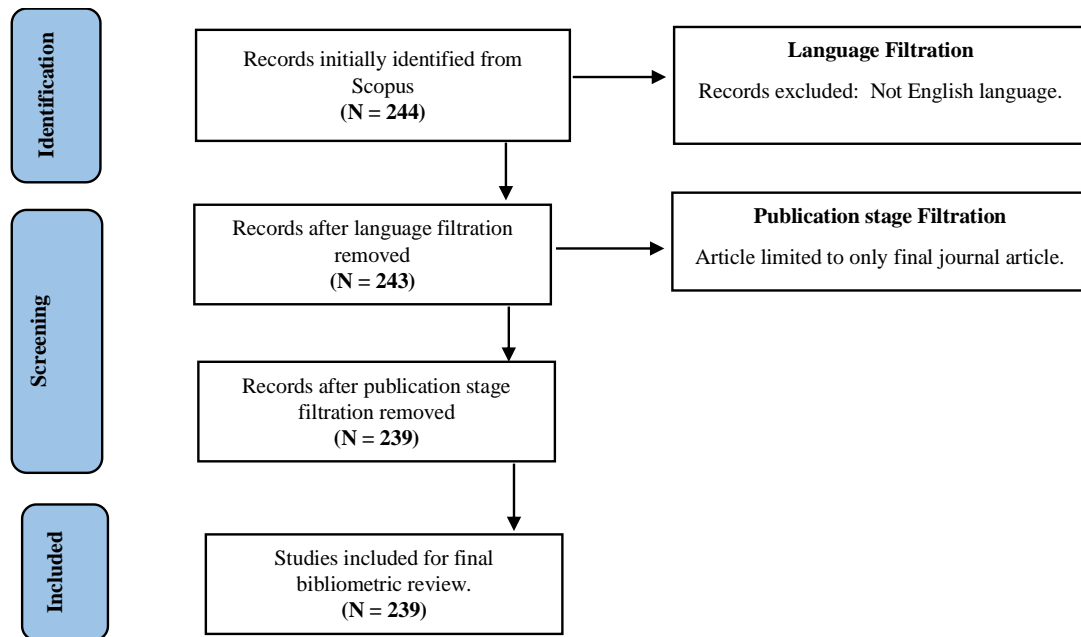


Figure 1: Study selection process

Source: Authour's Analysis (2023)

In November 2023, the researchers obtained a total of 244 studies from the Scopus databases, based on the specified search phrase requirement (see Figure 1). Concurrently, we carried out the implementation of the language filtration. As a direct result of this, a total of 243 articles were discovered. A total of 239 articles were acquired after the application of various methods to the publication stage for the purpose of selecting journal articles. After going through the screening process, a total of 239 papers were chosen to be included in our bibliometric investigation.

4. Results

4.1. Document types

Within this particular section, there exists a total of 239 scientific documents pertaining to the subject matter at hand. These documents encompass a variety of formats, such as articles, conference papers, and other relevant textual materials.

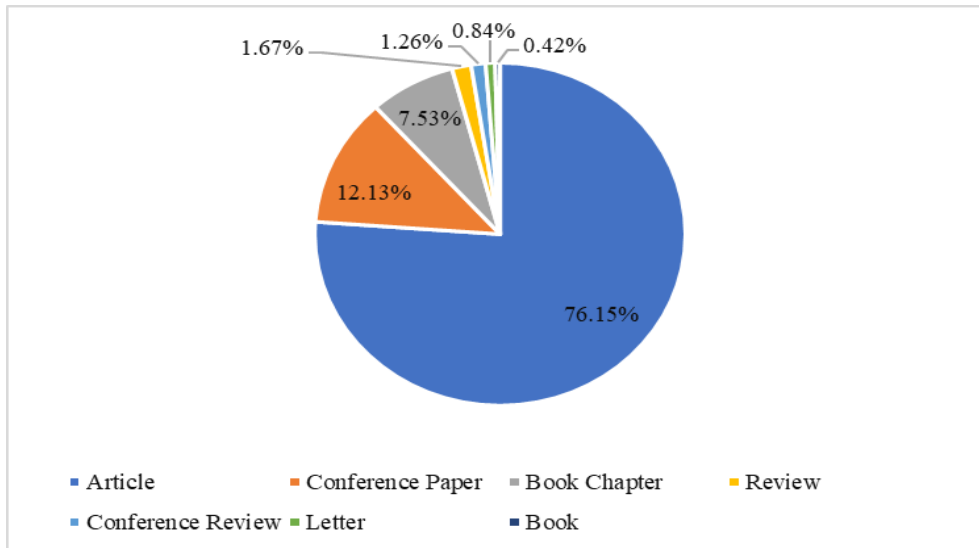


Figure 2: Documents by type
Source: Authour's Analysis (2023)

The bibliometric analysis utilized papers of research on community-based tourism in Southeast Asia, specifically up until December 2023. There is a total of 239 documents pertaining to community-based tourism. The various document kinds are depicted in Figure 2. The dataset comprises a total of 239 documents, with the following distribution: 182 articles (76.20%), 29 conference papers (12.10%), 18 book chapters (7.50%), 4 review papers (1.70%), 3 conference reviews (1.30%), 1 letter (0.8%), and 1 book (0.4%). The dominating form of publication about community-based tourism in Southeast Asia is the article.

4.2. Publications trends

Community-based tourism has been a new field in research in recent years, starting from 2007, with a total of 239 documents to November 2023. The data indicates a prevailing increasing trend in the quantity of documents throughout time, accompanied by recurrent deviations and fluctuation in particular years (Figure 3). The quantity of documents commences with a modest tally in 2007 (1 document) and progressively escalates until 2014 (8 documents). Nevertheless, the absence of recorded documents in the year 2013 is significant, suggesting a potential gap or lack of available document data during that specific period. Between the years 2015 and 2022, there is a notable upward trend observed in the annual volume of documents, culminating in the peak count of 43 documents in 2022. In the year 2023, there was an increase of 33 documents compared to the previous year, up until November 2023. Starting from the year 2023, community-based tourism has emerged as a practical and attractive alternative for promoting sustainable tourism in the Southeast Asian region.

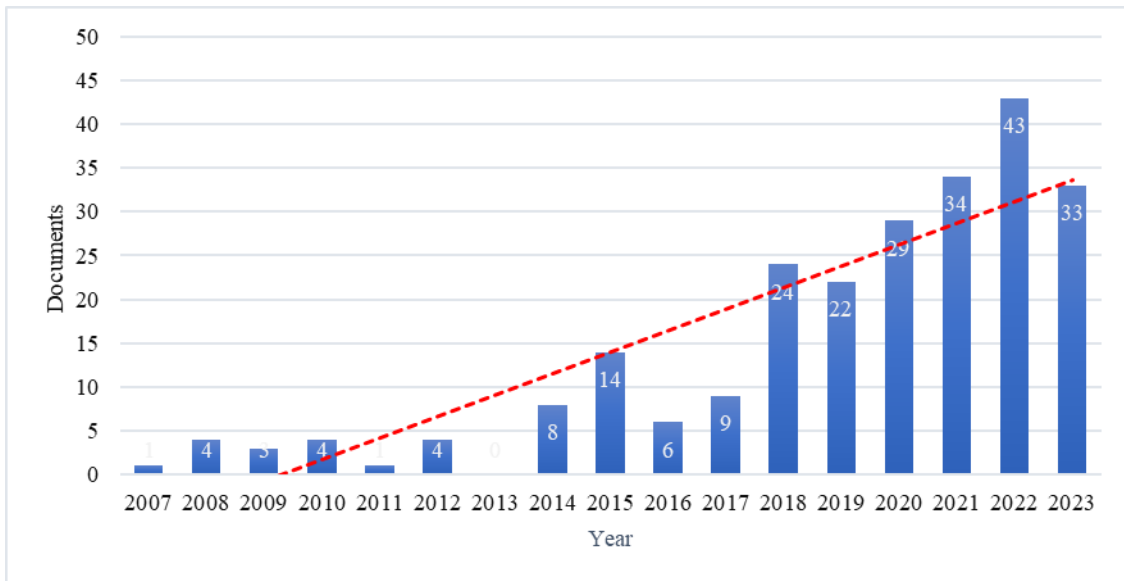


Figure 3: Research publication volume from 2007 to 2023

Source: Authour’s Analysis (2023)

According to Figure 4, there is a notable increase in the number of citations throughout the period from 2007 (131 citations) to 2008 (464 citations), indicating a rapidly rising trend. In contrast, following 2008, there is observed a fluctuation and considerable decline in the quantity of citations. The number of citations in 2012 reached its lowest point, with a total of only three citations. The year 2013 experienced a decrease in the number of citations due to the absence of published documents during that period. In addition, the number of citations has been extremely stable from 2014 to 2019, with the range of citations being between 19 and 123. When compared to other years, this time period demonstrates less variation. However, the data indicates a significant decline in the number of citations, with a reduction observed from 232 citations in 2020 to 33 citations in 2023 because these publications are the most recent ones and the evaluation for 2023 does not encompass the entire year.

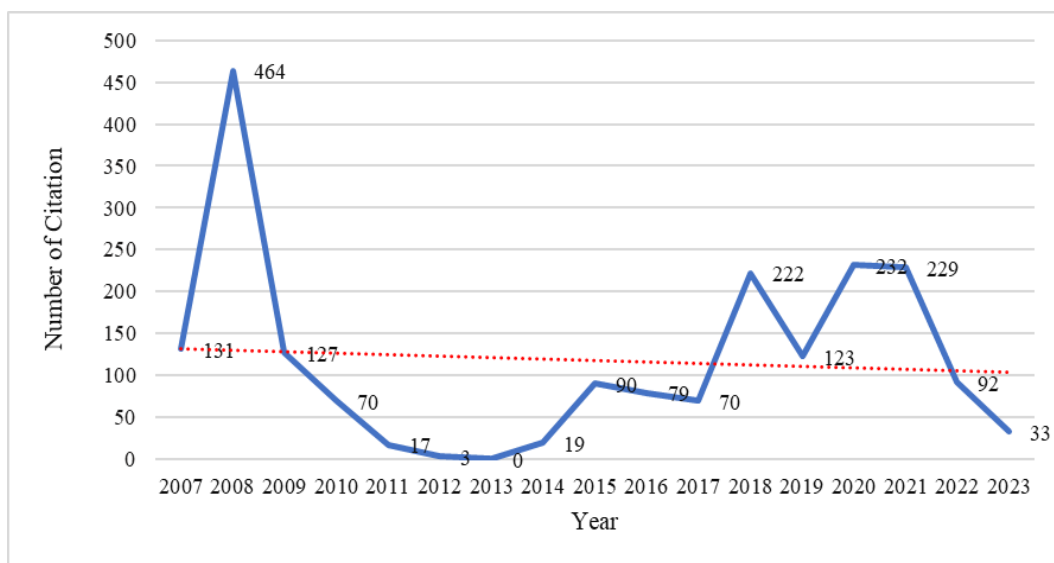


Figure 4: Research citations from 2007 to 2023

Source: Authour’s Analysis (2023)

The study will be refined to provide data that aids in gaining a deeper understanding of the importance of prior research, following an analysis of the temporal evolution of the number of papers and citations related to community-based tourism.

4.3. Subject areas

The investigation of a certain subject matter could include other classifications or domains of research. The examination of subject categories and study fields provides valuable insights into the interconnectedness of various disciplines. The subject areas are displayed in Figure 5 from the Scopus database. The field of Social Sciences has the highest number of publications, with 145 papers accounting for 60.67% of the total 239 publications. Following this, the category of Business, Management, and Accounting has 109 papers (45.61%), Environmental Science has 64 papers (26.78%), Economics, Econometrics, and Finance has 31 papers (12.97%), Earth and Planetary Sciences has 28 papers (11.72%), Energy has 23 papers (9.62%), Computer Science has 21 papers (8.79%), Arts and Humanities has 18 papers (7.53%), Engineering has 16 papers (6.69%), Agricultural and Biological Sciences has 12 papers (5.02%), Decision Sciences has 10 papers (4.18%), Physics and Astronomy has 6 papers (2.51%), and other categories such as Mathematics, Psychology, Biochemistry, Genetics and Molecular Biology, Medicine, Multi-disciplinary, and Chemical Engineering each have fewer than 5 papers.

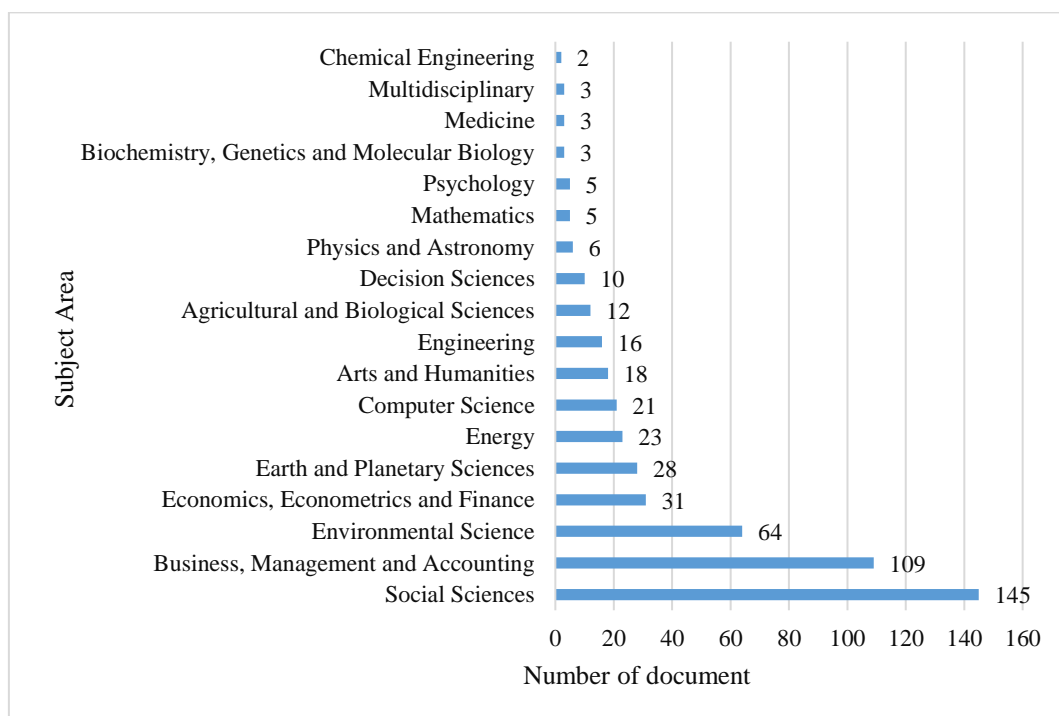


Figure 5: Subject area of research during 2007–2023

Source: Authour’s Analysis (2023)

The four primary categories encompass social, environmental, economic, and management aspects, which can be attributed to the objective of community-based tourism. Community-based tourism has become a topic of growing interest, leading to the development of numerous initiatives and projects aimed at promoting sustainable tourism. The initial study within the field of Social Sciences, and Business, Management, and Accounting has demonstrated that the involvement of community-based tourism and the private sector plays a significant role

in assisting the people of Laos in mitigating poverty through the implementation of Development Assistance for Community-Based Tourism (DACBT) programs (Harrison & Schipani, 2007). With regard to the subject classification of Economics, Econometrics, and Finance, the first paper documented the various aspects that exert influence on the sustainability of tourism on Phuket Island, Thailand. The research findings suggest that the involvement of multiple stakeholders, including individuals, visitors, educators, governmental organizations, and entrepreneurs, is crucial for the successful development of sustainable tourism (Polnyotee & Thadaniti, 2014). In addition, within the area of Environmental Science, the initial scholarly article presented a resolution for the advancement of local communities and the preservation of resources in Thailand. The paper discusses a proposed model for small and medium tourism companies (SMTEs) that aims to develop and incorporate community participation processes in the tourism industry. This model seeks to establish connections between the community, businesses, and power dynamics or control linkages (Sitikarn, 2008).

4.4. Journals

Table 1 displays a compilation of the top 10 scholarly journals that distribute research about community-based tourism in the Southeast Asian region. Geojournal of Tourism and Geosites is the biggest publication with 11 papers (4.60% of 329 publications), followed by Sustainability Switzerland with 10 papers (4.18%), Current Issues in Tourism and Journal of Environmental Management and Tourism with 8 papers in each source (3.35%), African Journal of Hospitality Tourism and Leisure and E3s Web of Conferences with 7 papers for each source (2.39% each source), IOP Conference Series Earth and Environmental Science, and Journal of Sustainable Tourism with 6 papers in each source (2.51%), Asia Pacific Journal of Tourism Research, and Kasetsart Journal of Social Sciences with 5 papers in each source (2.09%).

Table 1: Ranking the ten top journals in Southeast Asia for research on community-based tourism

Rank	Sources	Articles	Percentage (%)	Cumulative Articles	H-index
1	Geojournal of Tourism and Geosites	11	4.60	11	20
2	Sustainability Switzerland	10	4.18	21	136
3	Current Issues in Tourism	8	3.35	29	94
4	Journal of Environmental Management and Tourism	8	3.35	38	19
5	African Journal of Hospitality Tourism and Leisure	7	2.93	45	18
6	E3s Web of Conferences	7	2.93	52	33
7	IOP Conference Series Earth and Environmental Science	6	2.51	58	41
8	Journal of Sustainable Tourism	6	2.51	64	127
9	Asia Pacific Journal of Tourism Research	5	2.09	69	53
10	Kasetsart Journal of Social Sciences	5	2.09	74	23

Source: Authour's Analysis (2023)

Sustainability Switzerland holds the highest H-index, estimated by collecting the total number of publications in which at least that number of other authors have referenced the author (Mingers et al., 2012). It is followed by Current Issues in Tourism (94 H-index), Asia Pacific Journal of Tourism Research (53 H-index), and IOP Conference Series Earth and Environmental Science (41 H-index), all of which are among the top five journals with the highest H-index among the top ten journals.

4.5. Institutes

Institutional analysis provides study data, including the preeminent institutes in the discipline. Table 2 displays a thorough collection of the top educational institutions from Thailand (consisting of 7 institutes), Indonesia (consisting of 3 institutes), Malaysia (consisting of 3 institutes), Australia (consisting of 1 institute), and Vietnam (consisting of 1 institute). There is a clear connection between the top academic institutions and the most influential nations.

Table 2: Top 15 Institutions conducting research on community-based tourism in Southeast Asia

Rank	Affiliations	Country	Total papers	Percentage (%)	Citation	Average citations per paper
1	Prince of Songkla University	Thailand	9	3.77	45	5.00
2	Griffith University	Australia	8	3.35	84	10.50
3	Suan Sunandha Rajabhat University	Thailand	8	3.35	21	2.63
4	Mahidol University	Thailand	7	2.93	88	12.57
5	Universiti Utara Malaysia	Malaysia	6	2.51	30	5.00
6	Universitas Gadjah Mada	Indonesia	6	2.51	52	8.67
7	Chiang Mai University	Thailand	6	2.51	24	4.00
8	Universitas Diponegoro	Indonesia	6	2.51	47	7.83
9	Politeknik Negeri Bali	Indonesia	6	2.51	62	10.33
10	Vietnam National University, Hanoi	Vietnam	5	2.09	8	1.60
11	Universiti Malaysia Sabah	Malaysia	5	2.09	56	11.20
12	Maejo University	Thailand	5	2.09	148	29.60
13	Mae Fah Luang University	Thailand	5	2.09	13	2.60
14	Universiti Teknologi Malaysia	Malaysia	5	2.09	37	7.40
15	Kasetsart University	Thailand	5	2.09	11	2.20

Source: Authour's Analysis (2023)

The institution that holds the highest number of publications, accounting for 3.77% of the total 239 papers, is Prince of Songkla University from Thailand. This figure is marginally higher compared to other prominent institutes, namely Griffith University from Australia with 8 papers (3.35%), Suan Sunandha Rajabhat University from Thailand with 8 papers (3.35%), and Mahidol University from Thailand with 7 papers (2.93%). There are three academic institutions from Indonesia, namely Universitas Gadjah Mada, Universitas Diponegoro, and Politeknik Negeri Bali, along with one institution from Malaysia, Universiti Utara Malaysia, and one institution from Thailand, Chiang Mai University. Each of these institutions has contributed 6 research papers, accounting for 2.51% of the total. In addition, Malaysia has Universiti Malaysia Sabah and Universiti Teknologi Malaysia, while Thailand has Maejo University, Mae Fah Luang University, Kasetsart University, and Vietnam has Vietnam National University. Each of these institutions has 5 papers, which is 2.09%. The cumulative percentage of institutes exceeds 100% due to the possibility of authors having multiple affiliations (Liu et al., 2023).

4.6. Countries

Researchers from various countries may exhibit varying levels of interest in doing studies on specific topics. The authors of certain publications may originate from various continents, as shown in Table 1 of the fifteen most productive nations. With a total of 66 papers (27.62% of 239 publications), Indonesia stands as the most productive nation. Thailand follows suit with 65 papers (27.20%), Malaysia with 46 papers (19.25%), Viet Nam with 23 papers (9.62%), Australia with 22 papers (9.21%), Japan with 10 papers (4.18%), United Kingdom with 9 papers (3.77%), the United States with 8 papers (3.35%), New Zealand, the Philippines, Taiwan, and South Africa each contribute 5 papers (2.09%), Laos has four papers (1.67%), and Canada and Germany each contribute 3 papers (1.26%).

Table 3: Top 15 most productive countries of research on community-based tourism in Southeast Asia

Rank	Country	Total publications	Percentage (%)	Single country publications	International collaboration publications
1	Indonesia	66	27.62	25	41
2	Thailand	65	27.20	32	33
3	Malaysia	46	19.25	22	24
4	Viet Nam	23	9.62	5	18
5	Australia	22	9.21	1	21
6	Japan	10	4.18	3	7
7	United Kingdom	9	3.77	3	6
8	United States	8	3.35	0	8
9	New Zealand	5	2.09	0	5
10	Philippines	5	2.09	0	5
11	South Africa	5	2.09	0	5
12	Taiwan	5	2.09	1	4
13	Laos	4	1.67	0	4
14	Canada	3	1.26	2	1
15	Germany	3	1.26	1	2

Source: Authour's Analysis (2023)

The publication number serves as an indicator of the amount of engagement of countries in a specific field, and it is observed that community-based tourism tends to be predominantly situated in developing nations (Curcija et al., 2019; Schott & Nhem, 2018) like Southeast Asia region. However, this field garners greater interest in developed countries such as the United Kingdom, United States, New Zealand, Australia, Canada, and Germany. Among the fifteen most productive countries, Indonesia, Thailand, Malaysia, Vietnam, and Australia have a higher degree of international cooperation.

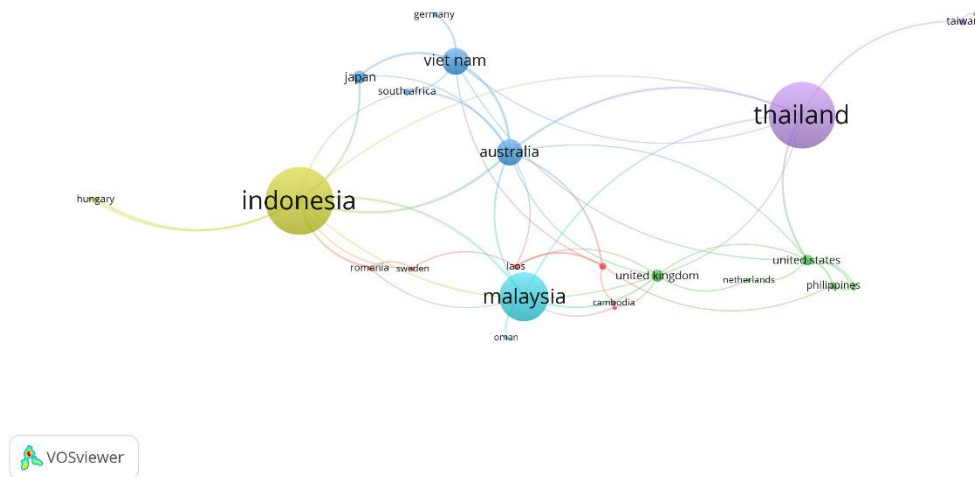


Figure 6: A network of international publications and beneficial relations

Source: Authour's Analysis (2023)

Figure 6 presents a visual representation of the interconnected network and geographical map illustrating the cooperative relationships established among various nations. The countries that exhibit the highest levels of productivity are Indonesia, Thailand, Malaysia, Vietnam, and Australia. The size and shape of the line connecting the various countries are meant to indicate collaborative research efforts. It is quite obvious that different countries are working together in a close and cooperative approach.

4.7. Authors

A total of 221 authors representing diverse institutes and countries contributed to the 239 publications that examine community-based tourism in Southeast Asia. There are 43 publications authored by a single individual, while 196 publications are authored by co-authors. Table 4 comprehensively lists the 15 authors whose works have been published the most, in addition to presenting the authors who have made the most significant contributions to the field. Kayat, Kalsom in Othman Yeop Abdullah Graduate School of Business, Kuala Lumpur, Malaysia, has the greatest number of publications in the field of study, with 7 publications and 60 total citations; followed by Ernawati Ni Made (6 papers) from University of Mataram, Mataram, Indonesia; Ngo, Tramy (5 papers) from Dong Nai Technology University, Dong Nai, Viet Nam; Kunjuraman, Velan (4 papers) from Universiti Kebangsaan Malaysia, Bangi, Malaysia; Phi, Giang (4 papers) from Aalborg University, Aalborg, Denmark; Ramli, Razamin (4 papers) from Universiti Utara Malaysia, Sintok, Malaysia; Sitikarn, Bussaba (4 papers) from Mae Fah Luang University, Chiang Rai, Thailand; Visuthismajarn, Parichart (4 papers) from Prince of Songkla University, Hatyai, Thailand, and other authors each with 3 papers from different countries.

Table 4: Number of publications published by the top 15 published authors in the field

Rank	Name	Publications	H Index	Total Citations	Year of first Publication
1	Kayat, K.	7	11	60	2010
2	Ernawati, N.M.	6	4	62	2015
3	Ngo, T.	5	5	58	2018
4	Kunjuraman, V.	4	8	56	2015
5	Phi, G.T.	4	11	26	2017
6	Ramli, R.	4	11	19	2014
7	Sitikarn, B.	4	4	13	2008
8	Visuthismajarn, P.	4	9	16	2019
9	Effendi, M.I.	3	5	13	2018
10	Hales, R.	3	13	52	2018
11	Hussin, R.	3	5	56	2015
12	Kasim, M.M.	3	11	13	2014
13	Lohmann, G.	3	20	52	2018
14	Nugroho, P.	3	3	49	2020
15	Numata, S.	3	17	49	2020

Source: Authour's Analysis (2023)

The number of authors referenced in the citation corresponds to the publication's number (Liu et al., 2023). Based on an overall number of citations, Ernawati Ni Made emerges as the most cited author with a total of 62 citations, trailed closely by Kayat Kalsom with 60 citations, and Ngo, Tramy with 58 citations. In addition, Lohmann Gui has the highest level of scholarly impact based on her h-index score of 20. The H-index, alternatively referred to as the Hirsch index, offers a rough estimation of the overall impact, significance, and relevance of the collective research contributions made by a given scientist (Hirsch, 2005).

4.8. Funding sponsors

The analysis of funding sponsors offers significant insights into the organizations that finance or contribute to the expenses associated with particular domains. Figure 7 from the Scopus database presents an overview of the various funding sponsors. National Research Council of Thailand, is the leading organization contributing to the funding for the search on community-based tourism with 9 papers. The initial funding allocation from this organization is designated for the identification of learning organization success factors, evaluation of three community-based tourism groups situated in Doi Inthanon National Parks in accordance with said factors, and proposal of a community-based tourism enhancement based on the findings of the research (Songpornwanich et al., 2020). The Ministry of Higher Education in Malaysia published a total of six papers, while other organizations produced a comparatively lesser number of four papers each.

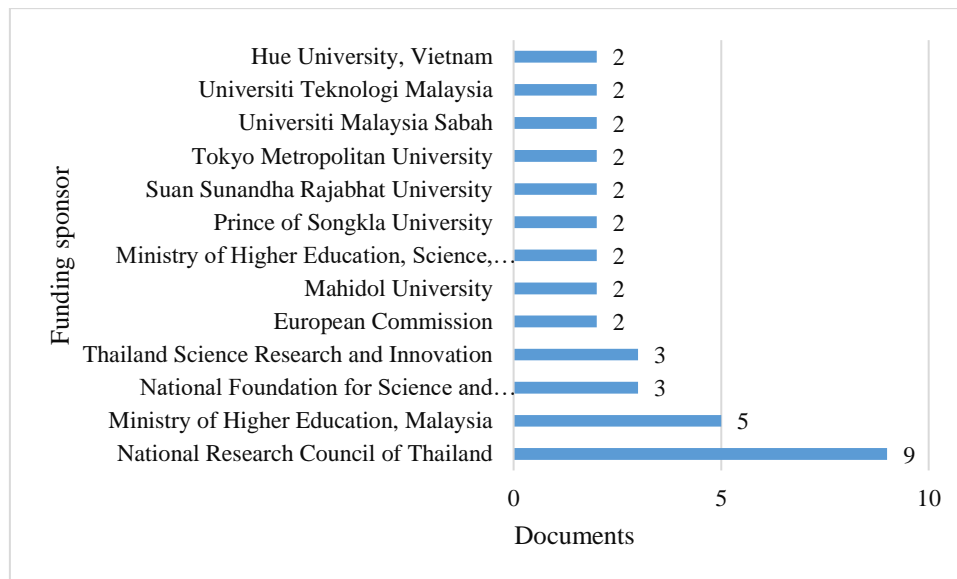


Figure 7: Funding sponsor of research during 2007–2023
Author's Analysis (2023)

4.9. Keywords

The twenty most frequently employed keywords identified in scholarly publications concerning community-based tourism in Southeast Asia are displayed in Table 5. From the 239 articles comprising the dataset, a total of 987 relevant keywords were identified, according to the analysis. A total of 767 words were identified as appearing only once in the provided set, representing an overall frequency of 77.71%. There were 47 additional keywords identified as occurring more frequently than five times, representing approximately 4.76% of the overall set. Additionally, a total of 7 keywords were detected, each occurring at least 20 times, which corresponds to a frequency of around 0.71%. Community-based tourism was mentioned 121 times, which is considerably more than the frequencies of "tourism development" (36 times), "ecotourism" (29 times), and "sustainable tourism" (23 times). Since "community-based tourism" has been used most frequently to summarize the principal subject of the articles that were analyzed, it is the keyword that has been utilized most frequently as a summary term.

Table 5: Top 20 keywords with the highest number of occurrences

Rank	Keyword	Occurrences	Total link strength
1	community-based tourism	121	149
2	tourism development	36	109
3	ecotourism	29	93
4	sustainable tourism	23	62
5	tourism management	19	67
6	sustainability	17	70
7	community development	15	53
8	local participation	15	65
9	sustainable development	15	49
10	rural tourism	14	28
11	stakeholder	14	72
12	community participation	12	32

13	tourist destination	11	42
14	homestay	9	13
15	local community	9	22
16	rural area	14	23
17	tourism economics	7	27
18	perception	6	20
19	rural development	6	14
20	social capital	6	16

Source: Authour’s Analysis (2023)

Figure 8 presents the network's visualization and time record of the keywords co-occurrence network obtained using the VOSviewer tool. A keyword co-occurrence network illustrates the associations among keywords that are indicative of the context of the primary literature (Loureiro & Nascimento, 2021). The shapes of the nodes represent the keywords stated in the publications, with the size of each node indicating the frequency of appearance of the keywords in the publications. The line that connects nodes represents the relationship between keywords. The coloring of keywords indicates the presence of similar subject matter in connected studies (Liu et al., 2023). The keywords "community-based tourism," "tourism development," and "tourist destination" are highlighted in red, indicating the preponderance of research on community-based tourism destinations. The keywords with the green color include “rural area”, “homestay program”, and “community participation” and they are closely related to products and services in tourism. The blue-colored keywords consist of “marketing”, “stakeholder”, “leadership”, recommending the prevailing studies on tourism marketing management. The keywords with yellow color include “sustainable tourism”, “responsible tourism”, suggestion the dominant reseaches on sustainable tourism development. The keywords with the purple color include “poverty alleviation”, and “ecotourism”, proposing that the prevailing studies focus on policy in developing tourism to alleviate poverty.

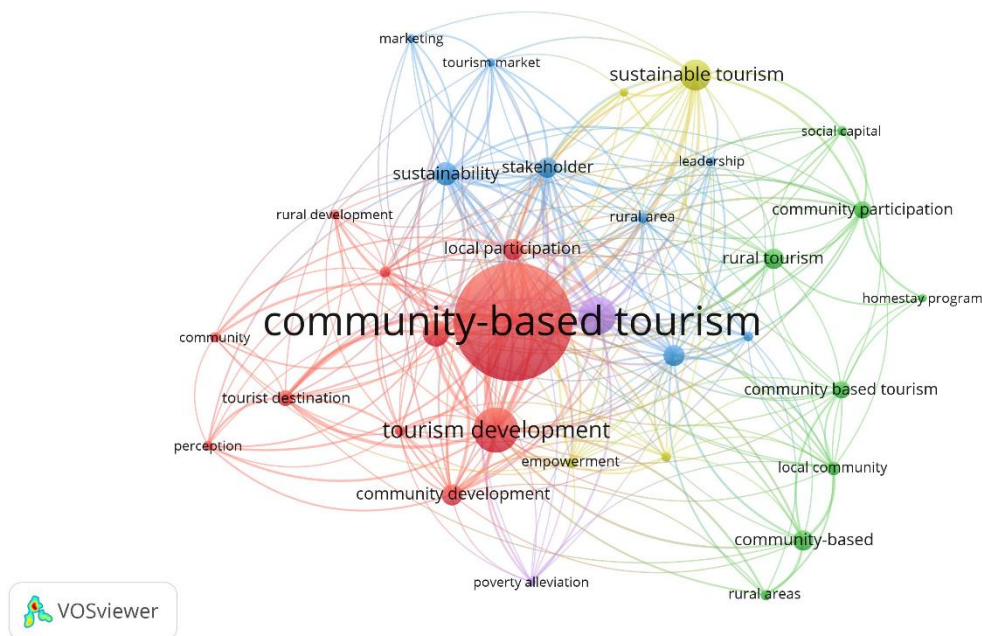


Figure 8. Keyword trends from o-occurrence analysis
Source: Author’s Analysis (2023)

5. Discussion, Conclusions and Limitations

The development of community-based tourism (CBT) programs in Southeast Asia is investigated using bibliometric analysis in this study. Community-based tourism (CBT) has an opportunity to stimulate economic growth due to its ability to generate employment opportunities and support the conservation of environmentally protected areas. Nevertheless, the effective preservation of the local environment through the application of CBT necessitates the cooperative attempts of regulatory organizations, community groups, visitors, businesses, and tourism managers. Therefore, difficult planning and regulation are needed to limit the possibility of adverse outcomes and establish a balance between economic, social, and environmental goals. Recent research has made significant achievements in addressing the challenges arising from the rapid expansion of mass tourism and issues related to the environment (Kumar et al., 2023; Pasanchay & Schott, 2021; Zielinski et al., 2021). As part of this analysis, a number of different arguments were analyzed, and suggestions were made on areas in which academics could do additional research in order to fill in the gaps that were found. The findings of this research investigation have resulted in five distinct contributions.

Firstly, We respond to the first research inquiry regarding the trends and patterns seen in publications on community-based tourism in Southeast Asia. Community-based tourism has become a subject of study since 2007. The number of papers starts with a small count in 2007 (1 document) and gradually increases until 2014 (8 documents). From 2015 to 2022, there was a significant increase in the yearly number of documents, reaching a maximum of 43 documents in 2022. Community-based tourism will become an achievable option for sustainable Southeast Asian tourism in 2023. The citation trend shows a significant rise in the number of citations from 2007 (131 citations) to 2008 (464 citations), demonstrating a steep upward trend. However, starting from 2008, there has been a fluctuation and significant decrease in the number of citations. In 2013, there was a decline in the amount of citations because no documents were published during that time. Nevertheless, the data clearly shows a substantial decrease in the number of citations, with a decrease from 232 citations in 2020 to 33 citations in 2023.

Secondly, The second study question is answered by an examination of the prominent document kinds, subject categories, authors, institutions, journals, nations, and funding sponsors. The analysis yields the following findings: (a) The main form of distribution of community-based tourism in Southeast Asia is through articles. A total of 182 articles, which accounts for 76.20% of the 239 documents, are focused on community-based tourism; (b) Social Sciences has the largest amount of publications, with 145 papers representing 60.67% of the total 239 publications; (c) A total of 221 authors from various institutes and countries contributed to 239 articles on Southeast Asian community-based tourism. The most published author in the field is Kayat, Kalsom at Othman Yeop Abdullah Graduate School of Business in Kuala Lumpur, Malaysia, with 7 publications and 60 citations; (d) Prince of Songkla University from Thailand has the highest number of publications, representing 3.77% of the total 239 papers; (e) The Geojournal of Tourism and Geosites is the largest publication, with 11 papers, which accounts for 4.60% of the total 329 publications. (f) Indonesia is the most producing nation, with a total of 66 papers, accounting for 27.62% of the 239 publications. Thailand also conforms with 65 papers, accounting for 27.20%; (g) The National Research Council of Thailand is the primary institution providing financial support for research on community-based tourism, with a total of 9 published articles.

Thirdly, We discover the answers related to the third research question, which focuses on the most widespread subjects examined in the current body of literature. The term "community-based tourism" was used 121 times, which is significantly higher than the frequency of statements such as "tourism development" (36 times), "ecotourism" (29 times), and "sustainable tourism" (23 times). It is the keyword that has been used the most frequently as a summary term

because "community-based tourism" has been used the most frequently to summarise the primary subject of the articles that were analyzed the most frequently. In addition, the terms "community-based tourism," "tourism development," and "tourist destination" are marked in red, suggesting that there is a significant amount of research focused on community-based tourism destinations. The green-colored keywords encompass "rural area," "homestay program," and "community participation," which are intricately linked to tourism products and services. The keywords highlighted in blue, such as "marketing," "stakeholder," and "leadership," indicate the primary focus of study in tourism marketing management. The yellow-colored keywords, such as "sustainable tourism" and "responsible tourism," indicate the primary areas of research focus on the development of sustainable tourism. The keywords highlighted in purple are "poverty alleviation" and "ecotourism". These keywords suggest that the existing research mostly concentrates on policy measures aimed at using tourism as a means to reduce poverty.

However, this study has certain obvious limitations. *Firstly*, the study exclusively gathers data from the Scopus database for collecting publications related to community-based tourism. In order to address these restrictions, future research efforts could incorporate data from several databases such as Web of Science, Google Scholar, PubMed, and Dimensions. This would enable the identification of more pertinent publications, which can then be included in subsequent analyses. *Furthermore*, the data utilized for this analysis is limited exclusively to English-language research. Hence, it is imperative to do more research on additional languages in order to broaden the scope of the study's findings. *In addition*, for data gathering, this study specifically concentrates on the topic of "community-based tourism" and includes a comprehensive list of all nations in Southeast Asia. However, future studies could explore the possibility of incorporating more keywords to encompass a wider range of data sets, such as analyzing successful CBT initiatives or associated with additional stakeholders in CBT. Although our study has limitations, we believe it will be a valuable point of reference for stakeholders involved in community-based tourism in Southeast Asia. It will contribute to the economic development, environmental protection, and preservation of traditions and customs.

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