



# KONFERENCIAKÖTET

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**Nemzetközi tudományos konferencia  
a Magyar Tudomány Ünnepe alkalmából**

International Scientific Conference  
on the Occasion of the Hungarian Science Festival

**Sopron, 2024. november 7.**

7 November 2024, Sopron

**FENNTARTHATÓSÁGI ÁTMENET – INNOVÁCIÓS  
ÖKOSZISZTÉMÁK – DIGITÁLIS MEGOLDÁSOK**

SUSTAINABILITY TRANSITIONS – INNOVATION ECOSYSTEMS – DIGITAL SOLUTIONS

Szerkesztők / Editors:

RESPERGER Richárd, SZÉLES Zsuzsanna, TÓTH Balázs István

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## **Past, Present, and Future Viewpoints on the Sustainability of Community-Based Tourism: A Bibliometric Study in Southeast Asia**

**Thi Thuy Sinh TRAN<sup>1</sup>**

PhD Student

*Alexandre Lamfalussy Faculty of Economics, University of Sopron, Sopron, Hungary*

**Dr. Nikoletta NÉMETH PhD<sup>2</sup>**

Associate Professor

*Alexandre Lamfalussy Faculty of Economics, University of Sopron, Sopron, Hungary*

**Md. Sadrul Islam SARKER<sup>3</sup>**

PhD Student

*Alexandre Lamfalussy Faculty of Economics, University of Sopron, Sopron, Hungary*

**Nhat Anh NGUYEN<sup>4</sup>**

PhD Student

*Faculty of Economics & Business Administration, University of Hungvuong, Phu Tho, Vietnam*

### **Abstract:**

Community-based tourism (CBT) is prominent in developing areas including Southeast Asia because it supports sustainable development objectives for localities and fosters relationships between tourists and the community. However, there is limited research published that evaluates the sustainability of CBT in this region. Hence, the evolution in sustainability of CBT-related research has considerably advanced the analysis of emergent trends and scientific research. This study aims to undertake a comprehensive review of the current literature on the sustainability of CBT in Southeast Asia, with the goal of providing pertinent insights for the future development of this field. This study conducts a bibliometric analysis of a dataset including 145 publications sourced from the Scopus database regarding the impact of sustainable CBT development on long-term economic advancement. The findings highlight the current trend and impact of the published literature, as well as the most prominent and developing research organisations. This study also includes theoretical and practical suggestions to promote the sustainability of community-based tourism in the Southeast Asian region.

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

**JEL Codes:** I31, L83, O53, I15

### **1. Introduction**

Tourism is regarded as an efficacious strategy for alleviating poverty among specific indigenous populations (Croes, 2014; Lee & Jan, 2019) as it offers diverse employment alternatives apart from traditional lifestyles and supports the sale of local products (Lee, 2013). Community-based tourism (CBT) is recognized for its potential to enhance local economies and has been implemented in numerous nations (Dodds et al., 2018; Lee & Jan, 2019). The concept of CBT

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<sup>1</sup> [tranthithuysinh@hvu.edu.vn](mailto:tranthithuysinh@hvu.edu.vn)

<sup>2</sup> [nemeth.nikoletta@uni-sopron.hu](mailto:nemeth.nikoletta@uni-sopron.hu)

<sup>3</sup> [sadrul@brur.ac.bd](mailto:sadrul@brur.ac.bd)

<sup>4</sup> [nhatan1971992@gmail.com](mailto:nhatan1971992@gmail.com)

is increasingly popular in numerous areas due to its capacity to encourage environmentally sustainable outcomes and facilitate the development of a sustainable tourism sector (Kontogeorgopoulos et al., 2014; Kumar et al., 2023). It notably fosters collaborative strategies for the planning and development of tourism in society, ensuring that economic benefits are sustained and equally distributed among the local community (Kumar et al., 2023; Li et al., 2021).

CBT is a prevalent occurrence in developing countries, especially in Southeast Asia. Commercial sectors, the government, and academics in Thailand have progressively acknowledged the importance of CBT for promoting natural resource conservation and stimulating growth (Sin & Minca, 2014). Furthermore, locals' attitude of the economic advantages and degree of community involvement in Indonesia greatly affected their support of the expansion of tourism (Nugroho & Numata, 2022). Other studies underlined that the strategic and urgency relevance of HR training for CBT development calls for giving this important issue top priority in areas with a relative advantage in the growth of CBT in Vietnam (Phuong et al., 2020; Tan et al., 2022). To enhance the long-term sustainability of CBT in Southeast Asia, it is essential to get a comprehensive understanding of its unique characteristics and conduct substantial study within this regional context. As a result, the investigation and academic study of sustainability of CBT in Southeast Asia presents a unique opportunity for methodical research and intellectual analysis.

Sustainability has emerged as a significant policy concern in tourism, prompting increased engagement and examination, along with a growing necessity to comprehend the inherent obstacles of growth (Saarinen, 2006). Nevertheless, tourism can result in adverse effects, including a rise in expenses of living (Lee & Jan, 2019), an inequitable allocation of tourism earnings (Alam & Paramati, 2016), unskilled and low-wage work (Davidson & Sahli, 2015), degradation of natural and cultural resources (Bowers, 2016). The local population, as well as the economy, culture, and environment, may suffer damage as a result of these adverse consequences, which may impede the implementation of following sustainable CBT. To achieve sustainable CBT, it is essential to mitigate adverse effects on the environment and society.

Utilizing comprehensive bibliometric methods, we examine the intellectual foundation of the field, including academic literature that investigates the sustainability of CBT in Southeast Asia. The main aim of this study is to enhance our comprehension of how the sustainability of CBT in Southeast Asia may be enhanced by the sustainable tourism sector. The investigation provides answers to the following three research questions:

- RQ1: What are the tendencies in publications regarding the sustainability of CBT in Southeast Asia?
- RQ2: Who has produced the most significant contributions and exerted the biggest influence in the realm of research, encompassing document forms, subject areas, authors, institutions, journals, countries, and funding sponsors?
- RQ3: What are the most common keywords addressed in the current literature?

A bibliometric examination was conducted on a selection of 145 articles obtained from the Scopus database, covering a span of 16 years (2008–2024). This research enhances the understanding of the tourism sector and the importance of sustainability in CBT in Southeast Asia. This study adopts a novel method by integrating bibliometric analysis with a comprehensive evaluation of pertinent literature about the prospects and difficulties of sustainability in CBT in Southeast Asia. This study examines the implications of innovative marketing techniques for nations, customers, employees, and companies, as well as the critical variables to consider for the sustainable growth of the tourist sector.

The subsequent sections of the study are structured as follows. Section 2 offers a concise overview of review of the literature. Section 3 provides a comprehensive account of the methodology employed in this study, including a concise overview of the bibliometric techniques utilized. Section 4 comprises a comprehensive examination of the answers to three research questions. Section 5 of the document include the discussion, conclusion, and restrictions.

## **2. Literature review**

### **2.1. Sustainability of tourism development**

Sustainability is associated with nearly all types and levels of tourism operations and conditions (Saarinen, 2006). The integration of sustainability and tourism principles has seen considerable progress in recent times (Janusz & Bajdor, 2013; Malik & Bhat, 2015). Sustainable tourism is characterized as tourism that is economically viable while preserving the resources essential for the future of tourism, particularly the physical environment and the social structure of the host community (Swarbrooke, 1999). The discussion on sustainable tourism development centers on the management of host community resources to enhance their socio-economic welfare while addressing tourist demands (Malik & Bhat, 2015).

Academics and developers have been both attracted and irritated by the concept of sustainable tourism, and the term in particular has been the subject of critical criticism (Saarinen, 2006). Numerous interpretative and practical challenges associated with the notion and its connection to sustainable development are extensively examined in the extant literature (Lee & Jan, 2019; Saarinen, 2006). A primary issue is associated with the comprehensive character of sustainability, particularly with its time and location dimensions. Tourism is an extensive system centered on the flow of individuals, commodities, capital, and ideas, among other elements, between originating regions and destinations interconnected by routes and transit areas, and involved with other socioeconomic processes (Malik & Bhat, 2015). The focus of sustainability has, however, primarily been on destinations and tourism practices in those regions, gaining an understanding of the most visible processes and impacts related to the industry, but only a small portion of the total (Gössling, 2000; Malik & Bhat, 2015). Tourism is also becoming an increasingly integral part of the global economy and culture.

### **2.2. Sustainability of CBT in Southeast Asia**

The advancement of CBT enhances the quantity of services, roadways, parks, and leisure and cultural attractions, hence improving inhabitants' quality of life and preserving their cultural heritage (Lee & Jan, 2019). In exotic communities, tourism provides locals with the opportunity to value and honor the local culture of the socio-ecosystem, thus enhancing its sustainability (Lee & Jan, 2019; Ruiz-Ballesteros, 2011). In indigenous villages, inhabitants have revitalized local traditions and culture, presenting their heritage to tourists (Lee et al., 2013; Wearing et al., 2010). Apart from that, plenty of natural resources, distinctive landscapes, lovely surroundings, and species of flora and fauna raise the environmental consciousness of the people, therefore promoting environmental protection in an effort to offer high-quality leisure opportunities (Lee, 2013; Lee et al., 2018). Consequently, CBT is crucial in poverty alleviation as it fosters community development, thereby enhancing community sustainability.

CBT is a sustainable tourist development model wherein local community members possess and/or oversee tourism firms. The principal aim of CBT is to create and enhance opportunities and benefits for the community as a whole (Curcija et al., 2019; Schott & Nhem, 2018). Moreover, CBT is acknowledged as a crucial element in achieving the Sustainable Development Goals (UN-SDGs), particularly in eradicating poverty, alleviating the environmental impacts of tourism, and promoting rural economies rich in employment prospects in developing countries (Imbaya et al., 2019; Kline et al., 2019; Saarinen & Rogerson, 2014). The existing collection of CBT literature delineates essential factors for efficacy and challenges in the advancement of CBT (Imbaya et al., 2019; Kline et al., 2019; Saarinen & Rogerson, 2014), involves satisfying community requirements and encouraging involvement (Ashley & Mitchell, 2009; Spenceley & Meyer, 2012) and enhancing capabilities within communities (Ashley & Mitchell, 2009).

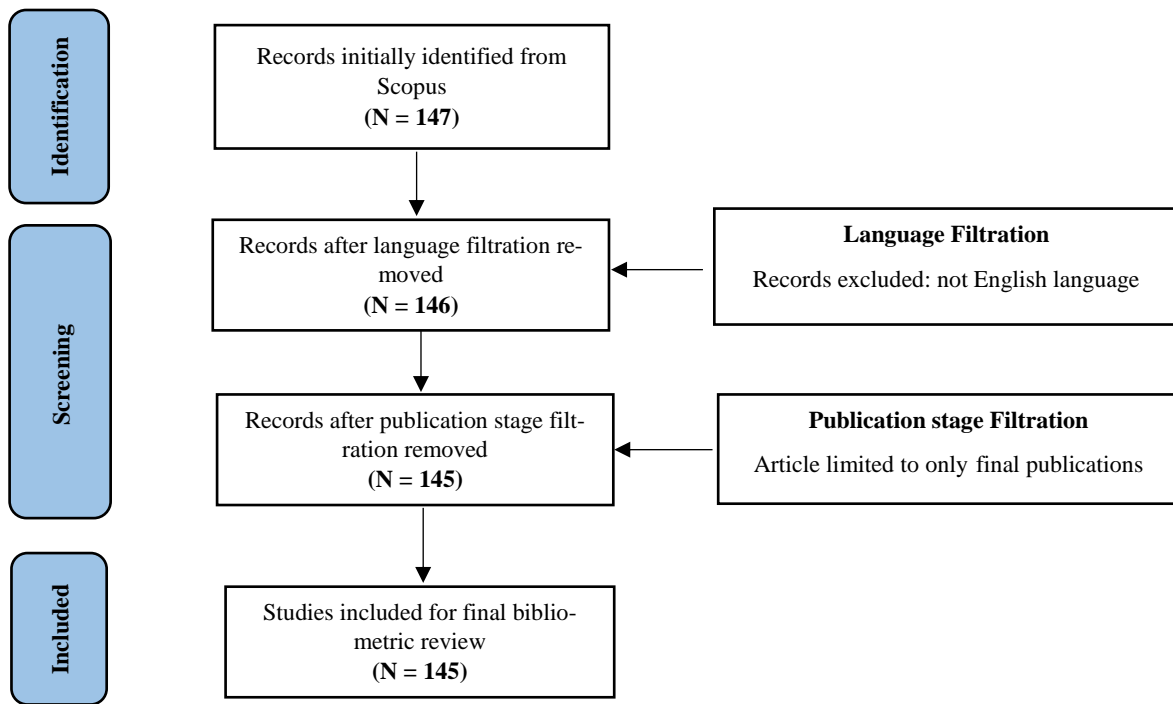
Southeast Asia is a tropical area distinguished by a favorable climate and an abundance of historical, cultural, ecological attractions, and heritage. The nations in the region have undertaken substantial efforts to improve their tourism sector by establishing ministries of tourism, national tourism boards, and other affiliated organizations. These initiatives seek to enhance the capabilities of their tourism industries and assets. The tourism industry in Southeast Asia is a historically established economic sector and developmental endeavor that has existed since the 19th century (Hitchcock et al., 2009; Sinh & Németh, 2023). This region is vibrant and attracts both domestic and foreign tourism. The numerous locations in Southeast Asia have led to enormous expansion in the tourist sector, which is expected to continue expanding significantly (Sinh & Németh, 2023). Moreover, CBT represents a significant aspect of sustainable tourism in Southeast Asia.

Numerous practitioners and researchers in the domain of CBT contend that, when effectively executed, CBT may encourage economic diversification, create new income streams, preserve natural and cultural heritage, promote the development of local enterprises, and empower communities (Novelli et al., 2017; Zapata et al., 2013). Numerous studies have investigated the effect of tourism on economic development in Southeast Asia, particularly its influence on GDP and employment rates (Aini, 2024). The rise in tourism activities, conversely, poses the potential for ecological harm (Fernández et al., 2019). The study demonstrated that tourism adversely affects the environment, particularly regarding carbon emissions, in Indonesia, the Philippines, and Vietnam (Ahmad et al., 2019). As a result, sustainability of CBT is garnering significant interest from scholars and is a crucial area of study in the Southeast Asia region.

### 3. Methodology

A review of bibliometric data was employed to examine and identify the principal contributions within the literature concerning the sustainability of CBT in Southeast Asia. This study utilized VOSviewer, a user-friendly and freely available software, for analytical purposes. VOSviewer is a reputable software specifically designed for the creation and visualization of bibliometric maps. The achievement of this objective served as a motivation for the creation of the end result (Donthu et al., 2021; Van Eck & Waltman, 2010).

A thorough search was performed in the Scopus database to locate academic materials relevant to the designated topic. Scopus is acknowledged as a prominent and comprehensive scientific database, functioning as an essential repository for bibliometric evaluations of research publications (Donthu et al., 2020; Martínez-López et al., 2018). The keyword selection was performed by analyzing the subject of the research, together with the terms present in the title, keywords, and abstract of these studies: TITLE-ABS-KEY (( "sustainab\*" AND "community-based tourism\*" OR "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 " )).



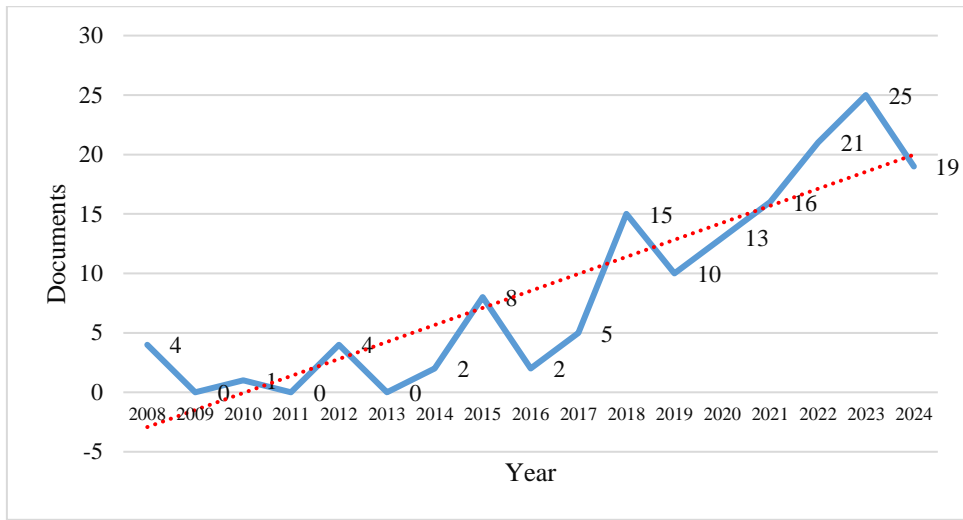
**Figure 1: Study selection process**  
Source: Author's Analysis

Based on the provided search term criteria, the researchers gathered 147 studies overall from the Scopus databases in October 2024 (see Figure 1). We also worked on the language filtration concurrently. This directly led to the finding of 146 papers overall. A total of 146 articles were obtained following the implementation of diverse strategies during the publication phase for the selection of journal articles. Following the screening process, 145 papers in all were selected for our bibliometric analysis.

## 4. Results

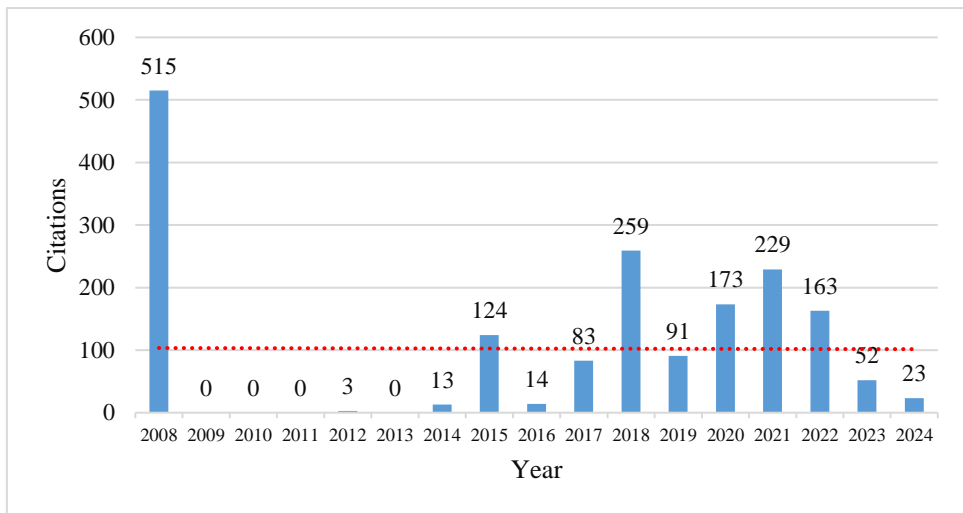
### 4.1. Publications trends

The sustainability of CBT has emerged as a novel study domain since 2008, yielding a total of 145 documents by October 2024. The data shows a general upward tendency in the volume of papers over time, although with occasional differences and fluctuations in certain years (Figure 2). The quantity of documents begins with a small total in 2008 (4 documents) and increases gradually until 2015 (8 documents). However, the lack of published documents in 2009, 2012, and 2013 is substantial, indicating a significant gap of the available information from documents during that particular period. From 2016 to 2023, a significant increase trend in the annual amount of documents is evident, reaching a peak of 25 documents in 2023. In 2024, there was a rise of 19 documents compared to the prior year, up to October 2024. Beginning in 2024, the sustainability of CBT has surfaced as a viable and appealing option for advancing sustainable tourism in Southeast Asia.



**Figure 2: Research publication volume from 2008 to 2024**  
Source: Authour's Analysis

Figure 3 illustrates that the data begin with a substantial impact in 2008, with 515 citations, which signifies that research from this year exerted considerable influence. Conversely, many years exhibit no citations (2009, 2010, 2011, 2013), indicating that research from these years failed to garner instant interest. In 2014, there was a modest increase with 13 citations, followed by a significant rise in 2015 with 124 citations, signifying a revival in research influence over these years. Between 2016 and 2018, citations exhibited consistent growth, culminating in a notable rise to 259 citations in 2018, signifying a period of heightened attention for research produced during these years. In 2021, there were 229 citations, indicating a pinnacle of significance for the research published that year. A little reduction in citations occurred in 2022 and 2023, succeeded by a further dip in 2024 to 23 citations, indicating a possible diminishment in the immediate impact of research from these recent years.

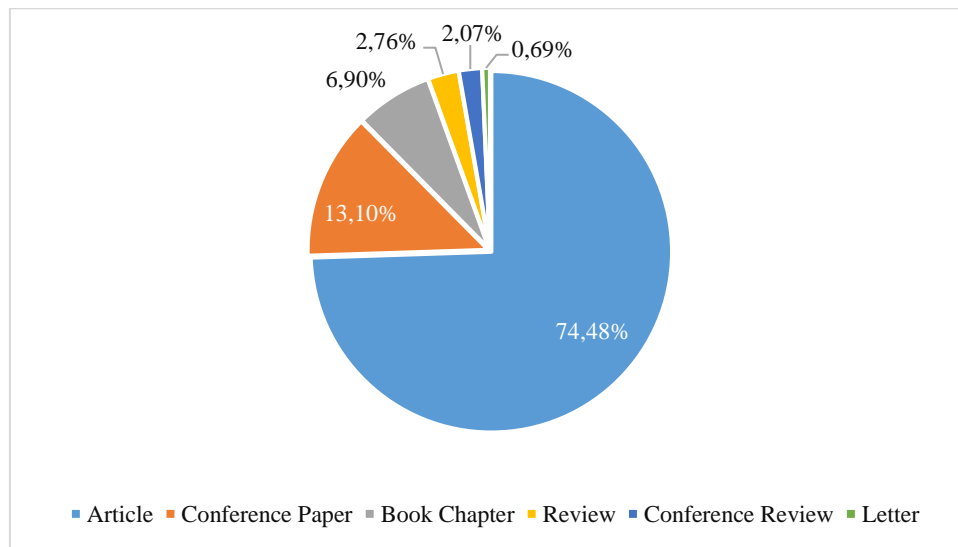


**Figure 3: Research citations from 2008 to 2024**  
Source: Authour's Analysis

The research will be enhanced to yield data that facilitates a deeper comprehension of the significance of past research, subsequent to an examination of the temporal progression of the quantity of articles and citations pertaining to the sustainability of CBT.

## 4.2. Document types

This section contains 145 scientific documents related to the subject theme. These publications include various types, such as articles, conference papers, and other pertinent textual elements.

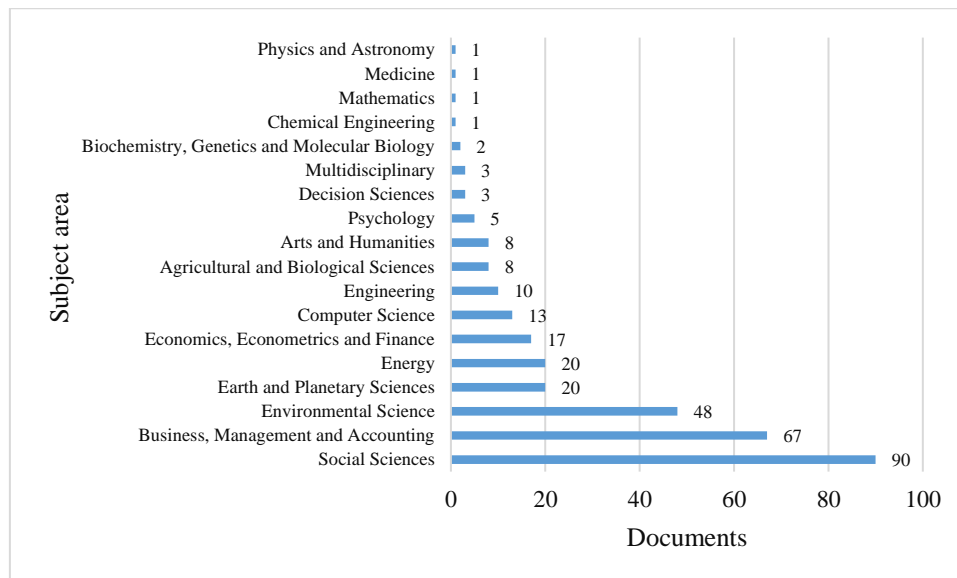


**Figure 4: Documents by type**  
Source: Author's Analysis

The bibliometric analysis employed research publications on the sustainability of CBT in Southeast Asia, specifically up to October 2024. The dataset consists of 145 documents (Figure 4), distributed as follows: 108 articles (74.48%), 19 conference papers (13.10%), 10 book chapters (6.9%), 4 review papers (2.76%), 3 conference reviews (2.07%), and 1 letter (0.69%). The predominant format of publication regarding the sustainability of CBT in Southeast Asia is the article.

## 4.3. Subject areas

The analysis of subject categories and academic domains offers significant insights into the interrelation of diverse disciplines. Figure 5 illustrates the subject areas derived from the Scopus source. The domain of Social Sciences comprises the largest volume of publications, with 90 papers or 28.3% of the overall amount. Following this, the category of Business, Management, and Accounting has 67 papers (21.1%), Environmental Science has 48 papers (15.1%), Earth and Planetary Sciences has 20 papers (6.29%), Energy has 20 papers (6.29%), Economics, Econometrics, and Finance has 17 papers (5.35%), Computer Science has 13 papers (4.09%), Engineering has 10 papers (3.14%), Arts and Humanities; Agricultural and Biological Sciences each has 8 papers (2.52%), Physics and Astronomy has 5 papers (1.57%), and other subject categories each have fewer than 3 papers.



**Figure 5: Subject area of research during 2008–2024**  
Source: Authour’s Analysis

The sustainability of CBT has garnered increasing attention, resulting in the establishment of several initiatives and projects designed to promote sustainable tourism. The preliminary research in the domains of Social Sciences, Business, Management, Accounting, and Environmental Science has indicated that ecotourism can serve as a viable sustainable option for developmental initiatives in northern Thailand (Sitikarn, 2008).

#### 4.4. Journals

Table 1 presents a selection of the ten foremost academic journals that publish research on the sustainability of CBT in Southeast Asia.

**Table 1: The top ten journals studies on sustainability of CBT in Southeast Asia**

Rank	Sources	Articles	Percentage (%)	Cumulative Articles	H Index
1	IOP Conference Series: Earth and Environmental Science	6	4.14%	13	48
2	E3S Web of Conferences	6	4.14%	19	39
3	Journal of Sustainable Tourism	5	3.45%	24	140
4	Kasetsart Journal of Social Sciences	4	2.76%	28	28
5	Journal of Environmental Management and Tourism	4	2.76%	32	21
6	African Journal of Hospitality, Tourism and Leisure	4	2.76%	36	23
7	Perspectives on Asian Tourism	3	2.07%	39	-
8	Geojournal of Tourism and Geosites	3	2.07%	42	25
9	Current Issues in Tourism	3	2.07%	45	108
10	Asia-Pacific Journal of Innovation in Hospitality and Tourism	3	2.07%	1	8

Source: Authour’s Analysis

Both IOP Conference Series: Earth and Environmental Science; and E3S Web of Conferences are the biggest publication with with 6 papers in each source (4.14%), followed by Journal of Sustainable Tourism with 5 papers (3.45%), Kasetsart Journal of Social Sciences; Journal of Environmental Management and Tourism; and African Journal of Hospitality, Tourism and Leisure with 4 papers for each source (2.76% each source), Perspectives on Asian Tourism; Geojournal of Tourism and Geosites; Current Issues in Tourism and Asia-Pacific Journal of Innovation in Hospitality and Tourism with 3 papers in each source (2.07%).

The Journal of Sustainable Tourism possesses the highest H-index of 140, determined by combining the total works that have been cited by at least that number of other authors (Mingers et al., 2012). It is followed by Current Issues in Tourism (1108 H-index), both of which rank in the top ten journals with the highest H-index

#### 4.5. Institutes

Institutional analysis offers research data, encompassing the most prominent institutions in the field. Table 2 presents a comprehensive compilation of the leading educational organization from Thailand (6 institutes), Indonesia (3 institutes), Malaysia (3 institutes), Australia (2 institutes), and Vietnam (1 institute). A distinct correlation exists between premier educational facilities and the most powerful nations.

**Table 2: Top 15 research institutions on sustainability of CBT in Southeast Asia**

Rank	Affiliations	Country	Total papers	Percentage (%)	Citation	Average citations per paper
1	Griffith University	Australia	6	4.14%	107	17.83
2	Politeknik Negeri Bali	Indonesia	5	3.45%	65	13.00
3	Universiti Utara Malaysia	Malaysia	4	2.76%	27	6.75
4	Prince of Songkla University	Thailand	4	2.76%	36	9.00
5	Brawijaya University	Indonesia	4	2.76%	3	0.75
6	Edith Cowan University	Australia	4	2.76%	67	16.75
7	Mahidol University	Thailand	4	2.76%	91	22.75
8	Universiti Teknologi Malaysia	Malaysia	4	2.76%	48	12.00
9	Mahidol University	Thailand	4	2.76%	91	22.75
10	Chiang Mai University	Thailand	3	2.07%	37	12.33
11	Universiti Teknologi MARA	Malaysia	3	2.07%	6	2.00
12	Maejo University	Thailand	3	2.07%	7	2.33
13	Universitas Gadjah Mada	Indonesia	3	2.07%	7	2.33
14	Hue University	Vietnam	3	2.07%	5	1.67
15	Suan Sunandha Rajabhat University	Thailand	3	2.07%	16	5.33

Source: Authour's Analysis

Griffith University from Australia possesses the highest quantity of documents, with 6 papers constituting 4.14% of the total 145 papers. This proportion is slightly elevated in comparison to other notable institutions, including Politeknik Negeri Bali from Indonesia, which has published 5 papers (3.45%). Other institutions have contributed four research papers each, representing 2.76% of the total. These institutions include Universiti Utara Malaysia (Malaysia), Prince of Songkla University (Thailand), Brawijaya University (Indonesia), Edith Cowan University (Australia), and Mahidol University (Thailand), as well as Universiti Teknologi Malaysia (Malaysia). Furthermore, each of the universities, including Chiang Mai University (Thailand), Universiti Teknologi MARA (Malaysia), Maejo University (Thailand), Universitas Gadjah Mada (Indonesia), Hue University (Vietnam), and Suan Sunandha Rajabhat University (Thailand), has produced 3 papers, constituting 2.07%. The total percentage of institutes surpasses 100% because authors may possess numerous affiliations (Liu et al., 2023).

#### 4.6. Countries

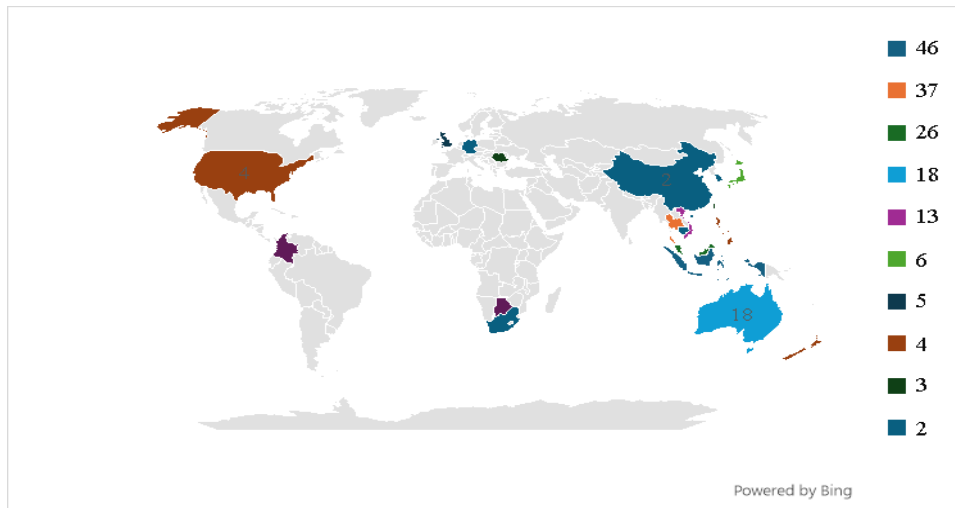
Researchers from different nations may have differing degrees of interest in conducting research on particular subjects. The writers of specific articles may originate from diverse countries, as indicated in Table 3 of the fifteen most prolific nations.

**Table 3: Top 15 research-producing nations sustainability of CBT in the Southeast Asia**

Rank	Country	Total publications	Percentage (%)	Single country publications	International collaboration publications
1	Indonesia	46	22.55%	15	31
2	Thailand	37	18.14%	18	19
3	Malaysia	27	13.24%	14	13
4	Australia	18	8.82%	4	14
5	Viet Nam	14	6.86%	6	8
6	Japan	6	2.94%	2	4
7	United Kingdom	5	2.45%	2	3
8	New Zealand	4	1.96%	0	4
9	Philippines	4	1.96%	2	2
10	United States	4	1.96%	2	2
11	Brunei Darussalam	3	1.47%	1	2
12	Romania	3	1.47%	0	3
13	Taiwan	3	1.47%	1	2
14	Cambodia	2	0.98%	0	2
15	China	2	0.98%	0	2

Source: Authour's Analysis

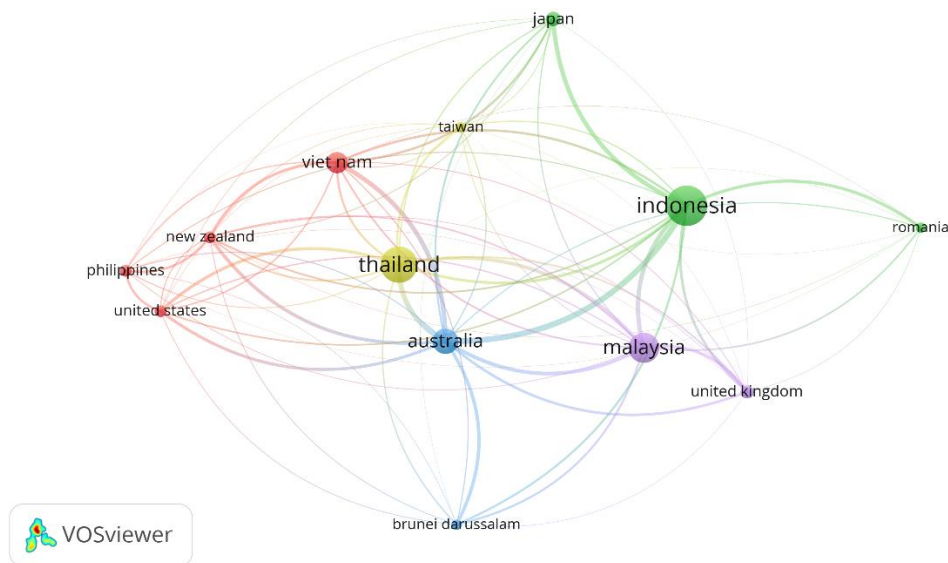
With a total of 46 papers (22.55%), the most productive country is Indonesia. Thailand follows suit with 37 papers (18.14%), Malaysia with 27 papers (13.24%), Australia with 18 papers (8.82%), Viet Nam with 14 papers (6.86%), Japan with 6 papers (2.94%), United Kingdom with 5 papers (2.45%), New Zealand, Philippines, United States each contribute 4 papers (1.96%), Brunei Darussalam, Romania, Taiwan each contribute 3 papers (1.47%), and Cambodia, China each contribute 2 papers (0.98%).



**Figure 6: The map of the most productive nations of research on sustainability of CBT in the Southeast Asian**

Source: Authour's Analysis

The publication number indicates the level of activity of countries in a certain subject, revealing that sustainability of CBT is primarily located in underdeveloped nations (Curcija et al., 2019; Schott & Nhem, 2018) like Southeast Asia region. This field attracts more interest in industrialized nations, like the US, the UK, New Zealand, Australia, China, and Japan. Among the fifteen most productive nations, Indonesia, Thailand, Malaysia, Australia, and Vietnam have a greater level of international collaboration.



**Figure 7: A global publishing network with positive relationships**

Source: Authour's Analysis

Figure 7 displays a visual depiction of the geographical map and interconnected network that illustrates the cooperative interactions formed among different nations. The nations demonstrating the highest productivity levels include Indonesia, Thailand, Malaysia, Australia, and Vietnam. The dimensions and configuration of the line linking the different countries are intended to signify coordinated research initiatives. It is evident that several nations are collaborating in a cooperative and close manner.

#### 4.7. Authors

The 145 papers on sustainability of CBT in Southeast Asia were written by 134 writers from various institutes and countries. There are 23 single-author publications and 111 co-author publications. Table 4 shows the 15 writers with the most publications and the ones with the most contributions to the subject. Ernawati, Ni Made in Universitas Udayana, Bali, Indonesia is the highest quantity of documents in the field of study, with a total of 65 citations and 5 publications; followed by Ngo, Tramy (4 papers) from Dong Nai Technology University, Dong Nai, Viet Nam and Kayat, Kalsom (4 papers) in Othman Yeop Abdullah Graduate School of Business, Kuala Lumpur, Malaysia; Hales, Rob James and Lohmann, Gui (3 papers each authors) from Griffith University, Brisbane, Australia; while other authors published a comparatively lesser number of 4 papers each.

**Table 4: Number of top-15 field author publications**

Rank	Name	Publications	H Index	Total Citations	Year of first Publication
1	Ernawati, N.M.	5	3	65	2015
2	Kayat, K.	4	11	27	2014
3	Ngo, T.	4	6	75	2018
4	Hales, R.	3	13	64	2018
5	Lohmann, G.	3	22	64	2018
6	Awang, K.W.	2	8	2	2012
7	Boyer, B.	2	1	2	2018
8	Chatkaewnapanon, Y.	2	2	26	2019
9	Chin, W.L.	2	8	8	2022
10	Ditta-Apichai, M.	2	4	36	2020
11	Dowling, R.	2	26	49	2015
12	Ha, H.D.	2	4	4	2023
13	Ismail, N.W.	2	16	2	2012
14	Janta, P.	2	3	47	2020
15	Lo, Y.C.	2	5	47	2020

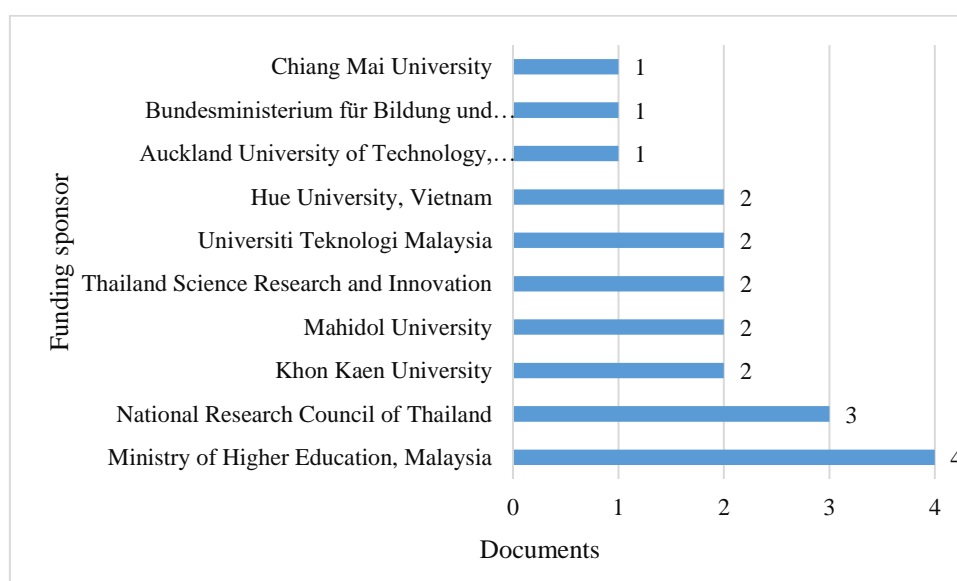
Source: Authour's Analysis

The quantity of authors cited correlates with the publication's numeral (Liu et al., 2023). Ernawati Ni Made is the most referenced author with 62 citations, followed by Kayat Kalsom with 60 citations and Ngo, Tramy with 58 citations. Lohmann Gui possesses the maximum scholarly influence, evidenced by her h-index score of 20. The H-index, also known as the Hirsch index, provides a preliminary assessment of the cumulative influence, importance, and relevance of a scientist's research contributions (Hirsch, 2005).

#### 4.8. Funding sponsors

The examination of funding sponsors provides valuable insights into the entities that contribute or finance to the costs related to specific sectors. Figure 8 from the Scopus provides an overview of the different funding sponsors. The Ministry of Higher Education, Malaysia, is the principal entity providing financing for research on the sustainability of CBT in Southeast Asia, with four published articles. The first financial distribution from this organization pointed out the insufficient participation in tourism microenterprises within the local community, where self-employed individuals operate their businesses out of necessity, lacking formal education and entrepreneurial skills among Amanah Ikhtiar Malaysia (AIM) borrowers in Semporna, Sabah (Ibrahim et al., 2018). The National Research Council of Thailand supported a total of three

publications, nevertheless other organizations provided a considerably lesser quantity of three papers each.



**Figure 8: Funding sponsor of research during 2008–2024**

Source: Authour’s Analysis

#### 4.9. Keywords

Table 5 presents the twenty most commonly utilized keywords found in academic literature about the sustainability of CBT in Southeast Asia.

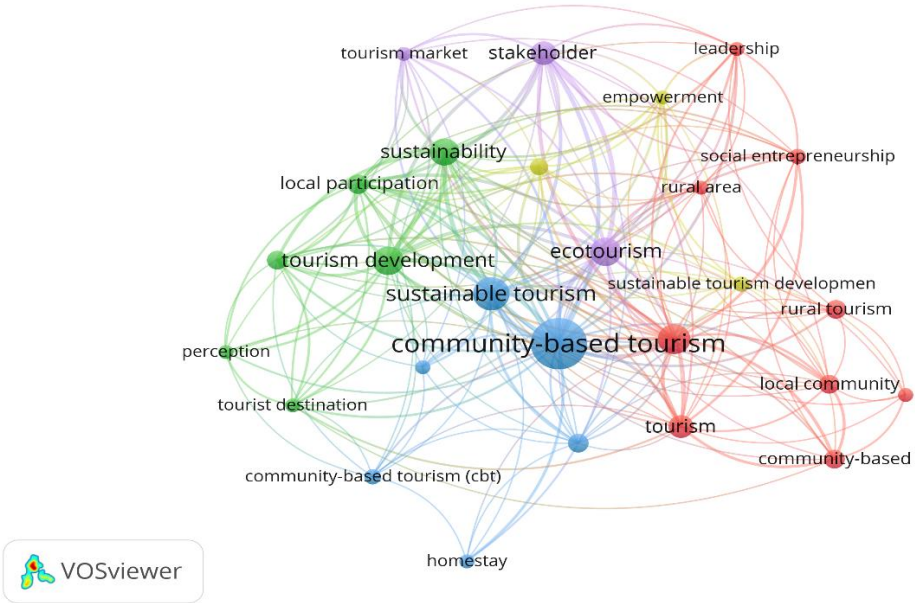
**Table 5: The twenty most frequently used keywords**

Rank	Keyword	Occurrences	Total link strength
1	community-based tourism	82	171
2	sustainable tourism	28	78
3	sustainable development	23	90
4	ecotourism	21	93
5	tourism development	21	91
6	sustainability	19	86
7	stakeholder	14	81
8	tourism	13	53
9	local participation	10	63
10	community participation	9	25
11	community-based	9	28
12	local community	9	29
13	rural tourism	9	15
14	tourism management	9	43
15	community development	7	37
16	social entrepreneurship	6	27
17	sustainable tourism development	6	22
18	empowerment	5	28
19	homestay	5	12
20	leadership	5	27

Source: Authour’s Analysis

Analysis of the 145 articles in the dataset revealed a total of 606 pertinent keywords. A total of 469 terms were detected as occurring solely once in the submitted dataset, accounting for an overall frequency of 77.93%. A total of 34 supplementary keywords were discovered as appearing more than five times, constituting roughly 5.61% of the total dataset. Furthermore, five keywords were identified, each appearing a minimum of 20 times, resulting in a frequency of around 0.83%. "Community-based tourism" was referenced 82 times, which is significantly greater than the frequencies of "sustainable tourism" (28 times), "ecotourism" and "tourism development" (21 times). The term "community-based tourism" has been predominantly employed as the major descriptive in the studied publications, serving as the most commonly utilized summary term.

Figure 9 illustrates the visualization and temporal documentation of the keywords co-occurrence network generated using the VOSviewer program. A keyword co-occurrence network demonstrates the relationships among keywords that reflect the context of the main material (Loureiro & Nascimento, 2021). The node forms indicate the keywords mentioned in the documents, while the size of each node reflects the frequency of the keywords' occurrence in the publications. The line connecting nodes signifies the link between terms. The coloration of keywords signifies the existence of related themes in related research (Liu et al., 2023). The terms "community-based tourism", "community development", "ecotourism", "empowerment", "leadership", "local community", "rural tourism" and "social entrepreneurship" are emphasized in red, signifying the dominant position of research in tourism management. The keywords highlighted in green include "local participation", "sustainability", "stakeholder", "sustainable development", "tourism management" and they are closely related to collaborate among stakeholders in tourism. The keywords that are highlighted in blue include "community participation", "homestay", "sustainable tourism", "sustainable tourism development" suggesting the current research on products and services at tourism sites.



**Figure 9: Keyword trends from co-occurrence analysis**  
 Source: Authour’s Analysis

**3. Discussion, Conclusions, and Limitations**

CBT is a potential to foster economic growth by creating employment opportunities and aiding the preservation of environmentally protected regions (Lee & Jan, 2019). However, the successful conservation of the local environment via the implementation of CBT in Southeast Asia

requires the collaborative efforts of regulatory bodies, community organizations, tourists, enterprises, and tourism administrators (Aini, 2024). This investigation examined multiple viewpoints and proposed topics for further academic research to address identified shortcomings. This study investigation has yielded five separate contributions.

*Firstly*, We address the first research question concerning the developments and trends observed in publications. The sustainability of CBT in Southeast Asia has been a focus of research since 2008. The quantity of papers begins with a modest total in 2008 (4 documents) and fluctuates until 2015 (8 documents). Between 2015 and 2024, the annual quantity of papers had a substantial rise, peaking at 25 documents in 2023. In addition, the citation trend indicates a substantial impact in 2008, with 515 citations, suggesting that research from that year exerted considerable influence. Between 2016 and 2018, citations exhibited consistent growth, culminating in a notable rise to 259 citations in 2018, indicating a phase of increased interest for research disseminated throughout these years. In 2021, there were 229 citations, marking the peak in the impact of the research published that year. A slight reduction in citations occurred in 2022 and 2023, succeeded by a further dip in 2024 to 23 citations, indicating a possible reduction in the immediate impact of research from these recent years.

*Secondly*, The second question is addressed through an analysis of analysis produces the subsequent findings: (a) The primary categories of disseminating the sustainability of CBT in Southeast Asia is via articles. A total of 108 articles, representing 74.48% of the 145 documents; (b) the Social Sciences discipline has the highest quantity of publications, with 90 papers constituting 28.3% of the total; (c) 134 authors from diverse institutions and countries contributed to the 145 articles on the sustainability of CBT in Southeast Asia. Ernawati, Ni Made from Universitas Udayana, Bali, Indonesia, is the most prolific author in the discipline, with five publications and a total of 65 citations; (d) Griffith University in Australia possesses the highest number of publications, totaling 6 papers, which constitutes 4.14% of the overall 145 papers; (e) Both IOP Conference Series: Earth and Environmental Science; and E3S Web of Conferences are the leading publication with 6 papers for each sources; (f) Indonesia emerges as the most prolific nation with a total of 46 papers, accounting for 22.55% of the total; (g) the Ministry of Higher Education, Malaysia, is the primary institution financing research on the sustainability of CBT in Southeast Asia, with 4 papers.

*Thirdly*, We identify the responses pertaining to the third research question, which centers on the most prevalent keywords analyzed in the existing literature. Analysis of the 145 articles in the dataset revealed a total of 606 pertinent keywords. "Community-based tourism" was referenced 82 times, far surpassing the occurrences of "sustainable tourism" (28 times), "ecotourism," and "tourism development" (21 times each). The term "community-based tourism" has been predominantly employed as the major descriptor in the studied articles, making it the most commonly utilized keyword for summarization.

Nevertheless, this investigation is subject to certain evident limitations. *Firstly*, the Scopus database is the sole source of data for the study, which is dedicated to the collection of publications concerning the sustainability of CBT in South Asia. Future research endeavors could integrate data from numerous databases, including Dimensions, PubMed, Google Scholar, and Web of Science, to overcome these constraints. *Secondly*, this analysis is restricted to research conducted in the English language. Therefore, it is essential to conduct further research on more languages to widen the extent of the conclusions of the research. *Thirdly*, this investigation emphasizes the sustainability of CBT and comprises an exhaustive roster of Southeast Asian nations for data acquisition. Nevertheless, future research could investigate the feasibility of incorporating additional keywords to encompass a broader spectrum of data sets, such as examining the sustainability of CBT in other continents. We are confident that our study will serve as an invaluable resource for stakeholders who are engaged in the sustainability of CBT in Southeast Asia, despite its limitations. It will aid in the preservation of traditions and customs, environmental protection, and economic development.

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