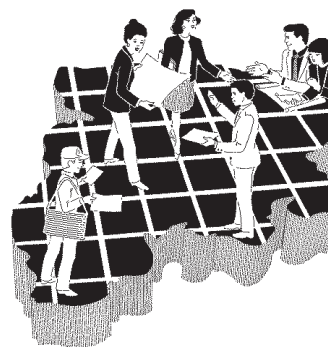


ЗАРУБЕЖНЫЙ ОПЫТ



**NGUYEN HAI DUONG,
DO ANH TAI**

FACTORS AFFECTING COMMUNITY-BASED TOURISM DEVELOPMENT: INSIGHTS FROM A SYSTEMATIC REVIEW

Community-based tourism (CBT) brings various benefits to local communities and is thus considered an important focus in tourism development strategies in many countries and locations around the world. A lot of research effort has been put into this emerging topic, which aims to identify factors affecting community-based development. The objective of this paper is to review the relevant literature and provide comprehensive insights on these factors. The authors utilize reputable databases of scientific publications to search for the papers on community-based tourism and review those which fully meet the selection criteria. Based on the review, the following conclusions can be drawn. First, community-based tourism has become the focus of the relevant tourism literature and attracts scholarly effort to discuss feasible means to enhance community-based tourism development. Second, most of the reviewed papers argue that community-based tourism development issues are important in developing countries. Third, it appears that the qualitative research methodology approach using interviews or case study analysis has been widely applied in the papers related to community-based tourism.

Keywords: community-based tourism; factors; systematic review; database.

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1. Introduction. Community-based tourism has been recognized as bringing multiple benefits including improving income of local residents, creating jobs, preserving local cultural values, protecting local environment, enhancing social capital, innovativeness, and residents' life satisfaction, and thus contributing to sustainable development of local communities (Joo et al., 2019; Oka et al., 2021, Noorashid & Chin, 2021). Therefore, in many countries, community-based tourism has been focused as one of the main pillars of the national tourism

NGUYEN Hai Duong (nguyenhaiduong92@gmail.com), *Deputy Secretary of Young Union of Ha Giang Province (Ha Giang, Vietnam);*
DO Anh Tai (doanhtai@dainam.edu.vn), *Vice Rector of Dai Nam university (Hanoi, Vietnam).*

development strategy (Phunnarong, 2021; Sugandi et al., 2020; Thuy & Hop, 2019; Tongdaeng & Mahakanjana, 2022). This indicates the importance of community-based tourism in the development strategy of many countries and the globe in general. How to effectively develop community-based tourism is a central issue not only for both practicing managers and scholars. To answer the question, a multitude of academic research has been conducted to identify factors that affect community-based tourism (Dangi & Petrick, 2021; Zielinski et al., 2021).

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

This paper is structured as follows:

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

Second, we mine the reviewed papers and present the information about these papers, including authors, year of publication, main research issues, influential factors, methodology approach, and main study findings and suggestions.

Third, we further discuss and comment on the findings in the reviewed papers and draw the conclusions.

2. Methodology. 2.1. Database and Search Strategy.

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

This study uses various keywords to insert into the search engines, either one-by-one or in combination with other keywords. The keywords we used include: COMMUNITY-BASED TOURISM, COMMUNITY BASED TOURISM, COMMUNITY TOURISM, TOURISM DEVELOPMENT, FACTORS AFFECTING, DETERMINANTS, INFLUENTIAL FACTORS, FULL-TEXT, FULL-PAPER.

2.2. Selection Criteria.

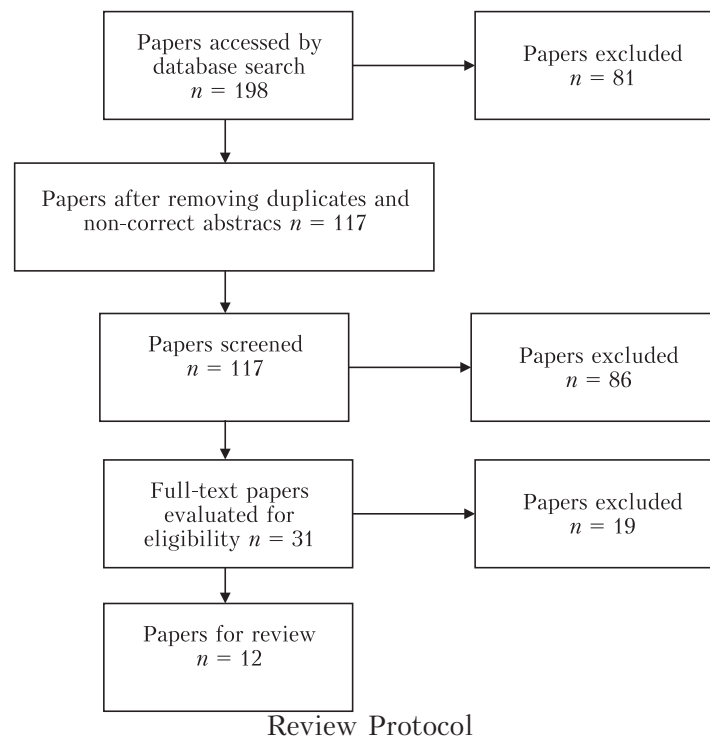
This study set various criteria for paper selections, as presented below:

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

2.3. Review Protocol.

The review protocol is shown in Figure.

Figure indicates the protocol for reviewing the literature. Firstly, we collected 198 papers with suitable title from the database. Secondly, we identified 117 papers and screen for the abstracts, in which 86 papers are excluded. Thirdly, we assessed the 31 papers for their eligibility and identified 19 papers as non-eligible. Finally, there were 12 papers which fully satisfied the selection criteria.



Source: Designed by Authors.

3. Results and Discussion. The results of the literature review are presented in Table.

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

From Table, we can see that the majority of the research locations and settings are developed countries, such as Colombia (Yanes et al., 2019), Indonesia (Manaf et al., 2018; Oka et al., 2021; Sugandi et al., 2020), Thailand, Brunei (Noorashid & Chin, 2021), and Vietnam (Giampiccoli & Mtapuri, 2021; Thuy & Hop, 2019).

In addition to the various factors that influence community-based tourism identified in the reviewed papers, the involvement of stakeholders, especially of local residents, is critical in the effective development of community-based tourism (Manaf et al., 2018; Yanes et al., 2019).

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

Review of the Literature on Community-Based Tourism

Paper	Research settings	Research issues	Influential Factors	Methodology approach	Main findings/suggestions
1	2	3	4	5	6
Sugandi et al. (2020)	Lombok, West Nusa Tenggara Province, Indonesia	Homestay management in CBT development	Market penetration, market development, product management, product development	Qualitative method, SWOT analysis, observation, interviews, documentation, literature studies	Position of the homestay was in strong internal and external conditions Establishing and strengthening of homestay institutions Integrated tour packages Optimizing online promotional content Procuring digital systems Improving environmentally friendly villages Increasing human resource quality Maintaining the authenticity of nature and traditions Creating variety of new tourist attractions Increasing community empowerment Forming the synergy of pentahelix
Manaf et al. (2018)	Yogyakarta Province, Indonesia	Community-based tourism sustainability	Participation and involvement of multiple relevant stakeholders: central and central government, for-profit institutions, non-profit institutions, local community	Qualitative approach with the case study method, in-depth interviews, observation, review of documents	The local community should be the critical and central stakeholder of CBT Central and local government manages administration, facilitators, regulators, and guides, as well as beneficiaries through levies and profit-sharing systems Public/private for-profit institutions take roles as provision of tourism activities and as the means of promotion and transportation assistance for visitors through travel agents Public/private for-profit institutions take the role of promotion through the mass media Non-profit institutions: Academics' role involves research, and as innovators that offer tourism development advice, non-profit organizations act as mentors, mediators, and advisors for developing and planning of tourism activities
Yanes et al. (2019)	Colombia	A framework for community-based tourism policy analysis	CBT participation principle, Administrative governance, Capacity development and assessment, Protection of community rights, Distribution of benefits	Systematic review, Snowball techniques, Content analysis	The Colombian CBT policies are weak in providing a base for community engagement in CBT The barriers to CBT are similar throughout the world The framework developed is useful and applicable in the assessment of CBT policies in other developing countries

Table continuation

1	2	3	4	5	6
Okta et al. (2021)	Bali, Indonesia	Local People's Perception of the Implementation of CBT	<p>Economic factor (economic advantage, increasing income, opening new job opportunities, giving contribution in the form funds)</p> <p>Social factor (improving social status, increasing pride, increasing role, improving cooperation)</p> <p>Cultural factor (involving the nature, being relevant to the local culture, strengthening the local culture, getting affected by the western culture)</p> <p>Environmental factor (conserving the nature, keeping the natural environment clean, conserving the environmental ecosystem)</p> <p>Political factor (improving the local people's participation, strengthening the local people's power, guaranteeing the local people's rights, motivating the local people to be active in the touristic activities)</p>	<p>Mixed method approach, observation, interview, library research, questionnaire, reliability test, Cronbach alpha</p>	<p>Benefit of the implementation of the CBT at the tourist village has been positively perceived by the local people</p> <p>There are five factors including the economic, social, cultural, environmental and political ones, that have significantly contributed to the implementation of the CBT at the four tourist villages</p> <p>Village developed into a tourist one has been able to benefit the local people economically, socially, culturally, environmentally and politically</p>
Phunnarong (2021)	Thailand	Success of CBT in homestay form	<p>Homestay management and arrangement</p> <p>Arrangement of learning activities, performing arts, cultural shows, and story-telling</p> <p>Reasonable price for tourism and homestay services</p>	<p>Interview, descriptive statistics, mean analysis (t-test),</p>	<p>Central government needs to encourage local communities to run their homestays in compliance with the Homestay Standard Thailand</p> <p>Central government should consider applying preferential policies for homestays (e.g., tax deductible expense)</p> <p>Local government and educational institutions need to provide knowledge, creating understanding, increasing the experience to enable the homestays to make their learning activities more attractive</p>

Table continuation

1	2	3	4	5	6
Giampiccoli & Mtapuri (2021)	Hanoi, Vietnam	CBT as tourism development approach	Food street vendors alongside large international hotel chains Large national (privately owned) hotels (nationally/locally owned) Small independent national hotels (locally owned) Bed and breakfast/guesthouses (locally owned) Backpackers (locally owned) Homestay (locally owned), Albergo Diffuso' (locally owned) Luxury CBT accommodation (locally owned) CBT (independently owned structures under an umbrella organization) CBT (community-owned structures)	Literature review, conceptual framework	All types of accommodation establishments should be redirected towards aligning to the CBT principles and characteristics proposed in the case of luxury CBT More research is needed to support a shift from conventional/mass tourism to alternative tourism approaches, such as CBT, especially regarding disadvantaged community members, it will enhance local tourism control and management and, ultimately, tourism benefits
Tongdaeng & Mahakanjana (2022)	Thailand	SMEs' response in the digital economy age, which reflected the perception and the decision-making process of entrepreneurs during CBT policy implementation	The structural contingency factors refer to the factors of the open organization structure The SMEs' potential factor refers to the factors that reflect that SMEs had enough management resources The perception factors refer to the entrepreneurs' perception of e-business infrastructure The decision-making process factors refer to the factors related to the entrepreneurs' decision-making process in digital leadership The strategic management factors refer to strategies chosen by entrepreneurs to gain opportunities and handle threats from technology to achieve the business outcome	Mixed methods approach, content analysis, descriptive statistics multiple regression	Digital technology skills, finance and investment, economy, society, and environment, the support system and mechanisms from the government should be considered and developed to support SMEs in CBT sector

Table continuation

1	2	3	4	5	6
Thuy & Hop (2021)	Ha Giang province, Vietnam	Development of CBT	Level of organization and management of the tourism industry Participation of the community Tourism resources Infrastructure development Human resource training development	Survey, multiple regression, ANOVA	The five dependent variables have positive impacts on the development of community tourism services in Ha Giang province The involvement of stakeholders (government, local communities, tourism businesses, educational institutions) are critical in developing CBT in Ha Giang province, Vietnam
Dangi & Petrick (2021)	Brazos County, Texas, United States	Destination justice, ethics, and equity for sustainable CBT development	Stakeholder influence in the distribution of tourism revenue and benefit Financial incentives to locals and to ethnic minorities to run tourism business Stakeholders' perception of fairness of tourism revenue distribution	Qualitative research approach, literature review, semi-structured interviews	CBT facilitates cultural preservation and community pride and promotes the sense of mutual respect and understanding among visitors and stakeholders Ethnic minorities perceive that they are not fully benefitting from CBT A more proactive, inclusive, and care-oriented tourism governance should be implemented to help ensure sustainable CBT development
Zielinski et al. (2021)	Many countries including developed and developing countries	CBT development	Technical cooperation, provision of capacity building, cooperation with private tourism enterprises and other stakeholders, financial support, mechanism for distribution of profit, independence in the decision-making process, community control over land and resources, awareness of the importance of nature conservation, increase in community pride caused by foreign visits, inadequate government policies, access to national and international networks	Qualitative research approach, case study analysis, content analysis	Communities in developed countries are in a better position to start or engage in tourism development compared to developing countries Some elements in the collective land and tourism initiative ownership (such as control over land, tourism and natural resources, independence in decision-making, participative management, and wider distribution of benefits) can provide certain advantages to communities in developing countries

End of table

1	2	3	4	5	6
Joo et al. (2019)	South Korea	Social capital, innovativeness, residents' life satisfaction in CBT	through tour operators and marketing channels, effective individual leadership, support for promotion, presence of management structure, participative decision-making, involvement of community stakeholders in the tourism planning stage, high level of control over tourism activities, lease of communal lands/contractual partnership with tour operators, alliances and cooperation with other communities to support each other and share experiences	Online and onsite survey, partial least squares structural equation modeling (PLS-SEM)	The role of producers has a positive impact on social capital, innovativeness, and, as a result, residents' life satisfaction
Noorashid & Chin (2021)	Brunei	Resilience and transformation of CBT in Covid-19	Tour package diversification, local resource and product utilization	Qualitative research approach, purposive sampling, semi-structured interviews	Due to effective tour package diversification and local resource and product utilization, CBT operations flourished, generated more income, and created job opportunities for the community This makes the local community appreciate local cultures, the environment, and ultimately increases CBT experiences in the country

Source: Reviewed and Summarized by Authors, 2023.

4. Conclusion. This study uses a literature review approach to identify scientific papers related to community-based tourism development. We accessed and scanned 12 full academic papers and summarized their main contents. The results of the literature review imply several issues. First, community-based tourism has been emerging as a focus in the relevant tourism literature and attracts scholarly effort to discuss feasible means for enhancing community-based tourism development. Second, the majority of the reviewed papers argue that community-based tourism development issues are important for developing countries, which seem to have various resources with suitable contexts and conditions for developing community-based tourism as one of their focus in general socio-economic development. Third, it appears that the qualitative research methodology approach with interview or case study analysis has been widely applied in the papers related to community-based tourism; this may be due to the nature of the methodology approach providing rich and insightful information about different ways of developing community-based tourism in various locations across the world. This paper provides a comprehensive review of the community-based tourism literature and can serve as a valuable reference for future studies to further investigate community-based tourism development in various locations and settings.

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**НГУЕН ХАЙ ЗЫОНГ,
ДО АНЬ ТАЙ**

**ФАКТОРЫ, ВЛИЯЮЩИЕ НА РАЗВИТИЕ ТУРИЗМА,
ОСНОВАННОГО НА МЕСТНЫХ СООБЩЕСТВАХ:
ВЫВОДЫ СИСТЕМАТИЧЕСКОГО ОБЗОРА**

Об авторах. НГУЕН Хай Зыонг (nguyenhaiduong92@gmail.com), заместитель секретаря Союза молодежи провинции Ха Джанг (Хазянг, Вьетнам); ДО Ань Тай (doanhtai@dainam.edu.vn), проректор университета Дай Нам (Ханой, Вьетнам).

Туризм, основанный на местном сообществе, приносит различные выгоды этим сообществам и поэтому считается важным направлением стратегии развития туризма во многих странах. Авторами было приложено много усилий по исследованию этой новой темы для выявления факторов, влияющих на развитие местных сообществ. Целью данной статьи является обзор соответствующей литературы и предоставление всестороннего понимания этих факторов. Авторами используются авторитетные базы данных научных публикаций для поиска статей, посвященных туризму, основанному на местном сообществе, и отбору тех, что полностью соответствуют нашим критериям. На основании обзора можно сделать следующие выводы. Во-первых, туризм на уровне сообществ стал предметом внимания соответствующей литературы по туризму и привлекает внимание ученых к обсуждению возможных способов активизации его развития. Во-вторых, в большинстве рассмотренных статей утверждается, что вопросы развития туризма, основанного на местном сообществе, важны в развивающихся странах. В-третьих, похоже, что методология качественного исследования с использованием интервью или анализа конкретных случаев широко применялась в статьях, касающихся местного туризма.

Ключевые слова: туризм, основанный на местном сообществе; факторы; систематический обзор; база данных.

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Адрес редакции:
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