Correlation of community-based tourism with sustainable development to improve community welfare: a review

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Abstract: Using a literature review methodology, this research investigates the correlation of community-based tourism (CBT) with sustainable development to improve community welfare with a literature review approach. The results in this study are based on previous studies that discuss related topics to the topic being studied. The study showed a correlation between community-based tourism and sustainable development to improve community welfare. The CBT model has a positive effect on managing and empowering local communities while still paying attention to the potential of natural resources, the skills of local communities, the socioeconomic and cultural communities of local communities, and the preservation of the environment to stay sustainable. Applying the CBT model to manage tourism areas is very effective because all activities involve the community in planning, management, and development while still paying attention to local cultural aspects. Tourism policy-makers and those in control of tourist sites should be able to develop and implement a community-based tourism model in order to achieve the Sustainable Development Goals. Thus, directly and indirectly, community-based tourism changes people's perceptions by increasing community participation in tourism activities and increasing the value of people who carry out tourism activities, with implications for improving welfare.

Keywords: community-based tourism, sustainable tourism, sustainable development, community welfare.

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Introduction

Tourism is an essential economic resource for achieving sustainable development (Abuhay et al., 2019). Today, tourism is an agent of cultural change that influences an individual's position, customs, and worldview. To strengthen tourist administration and prioritize the socio-cultural circumstances of the community, a wave of tourism with thoughtful and synergistic planning is required (Stone & Stone, 2020). The implementation and development of a community-based tourism model that focuses on the development of local tourism because it utilizes local resources and benefits is the determining factor that can improve the image and positive benefits of tourism (Giampiccoli & Mtapuri, 2020; Müllera et al., 2020; Nordin et al., 2020).

Community-Based Tourism (CBT) is a key strategy for achieving sustainable development. As one of the methods to reduce poverty and improve the long-term sustainability of underdeveloped places and its inhabitants, community-based tourism is advocated. Community-based tourism contributes to the economical and physical sustainability of rural communities, which is a desirable attribute (Juma & Khademi-Vidra, 2019). Community-Based Tourism can be utilized as a method for both local sustainable development and biodiversity protection (Sène-Harper & Séye, 2019). Community-based tourism products have the potential to attract local and international tourists interested in employing community-based products in rural areas (Rami et al., 2019). Community-Based Tourism is a paradigm for the development of tourism areas based on local knowledge that prioritize enhancing the standard of life of the community without

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harming the environmental ecology in the region, hence making sustainability the primary objective (Mohanty et al., 2019; Ren et al., 2019).

In the application of the concept of community-based tourism, the community plays a significant role in the development of tourism through active participation in various stages of development, management, and evaluation of indicators that have been implemented in the hope that the concept will improve the community's welfare and quality of life. Research by Hlengwa & Maruta (2019) states that the application of CBT in the community is beneficial for the development of local socioeconomic, natural, and cultural potential as well as the sustainability of programs and potential run by local communities. In this order, society strives to expand its skills, culture, and natural potential without harming it in any way, because these indicators characterize and facilitate sustainable development, i.e. environmental preservation. Elbarmelgy et al. (2019). A community-based tourism approach is employed as the primary entry point for growing the creative economy, boosting the locality of quality tourism in rural regions, and enhancing the living conditions of local communities as area developers and managers. The CBT approach combines strategic policy plans and the effects of tourism development by related sectors. This helps regions do an excellent job of running tourist spots (Muresan et al., 2019). This concept's expansion and growth are based on the Sustainable Development Goals (SDGs) program, whose 2030 objectives include the eradication of poverty, the betterment of urban areas, and the promotion of sustainable communication.

Putting community-based tourism into action in a particular area can be seen from both good and bad points of view. Previous research has revealed the role of tourism in supporting sustainable development. However, not many studies have reported on the relationship of community-based tourism in improving the welfare of communities in rural and urban areas. This study is to demonstrate how the relationship between sustainable development and community-based tourism (CBT) may be utilized to enhance the management and operation of tourism. This research constructs sustainable development strategies and the application of CBT in tourism development to obtain a comprehensive picture of relevant variables. Through this research, it is hoped that the CBT concept can be planned, developed, and watched as it is put into place in tourist areas.

Methodology

Literature studies are used as in-depth studies related to specific topics to obtain conclusions, models, and implications of strategies that can be implemented (Darwin et al., 2021). The literature study is essential in improving state-of-the-art tourism for the subsequent development of programs. A literature review presents similar topics in summaries and narratives to make it easier for readers to identify the intentions, objectives, and indicators studied in this study. These results were then analyzed, which examined the correlation between community-based tourism (CBT) and sustainable development to improve community welfare. The entire dataset is analyzed descriptively and presented in the form of a narrative (Adnyana, 2021).

Results and Discussion

Results

Realization of community based tourism supports sustainable tourism

Tourism expansion is intrinsically linked to both short- and long-term economic growth (Radianto et al., 2019). In addition, tourism contributes to the socioeconomic community by offering a unified platform for all social circles to communicate, share, and understand one another in order to develop cooperation, a sense of belonging, and integrity (Mohanty et al.,

2019). Tourist development is deemed capable of producing positive externalities for the community's welfare, and tourism development can be incorporated into the broader agenda for sustainable development (Yergeau, 2020). Tourism development must be beneficial to local communities by enhancing the quality and standard of living of local residents and prioritizing the local economy (Strydom et al., 2019). In Indonesia, various regions have developed community-based tourism by prioritizing environmental, social, cultural, economic, educational, and other aspects. Here are ecotourism activities that carry the concept of sustainable tourism released by the Ministry of Tourism and creative economy in 2022, presented in figure 1.

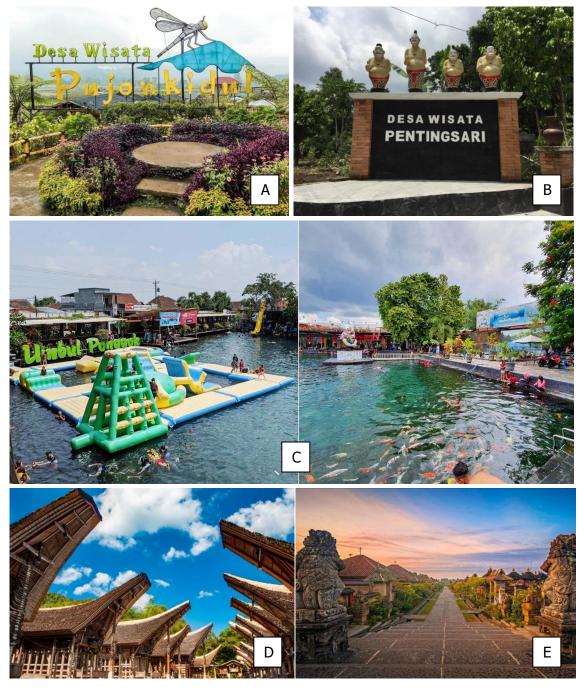


Figure 1. Tourism Village applies the concept of village ecotourism based on sustainable tourism. Information: (a) Pujon Kidul Village (Malang); (b) Pentingsari Village (Yogyakarta); (c) Ponggok Village (Klaten); (d) Kete Kesu Village (Toraja; (e) Penglipuran Village (Bali) (Hagiworo, 2022).

Key pillars in the implementation of sustainable tourism based on CBT

Sustainable tourism must be put into practice by putting community-based tourism first and ensuring that local business opportunities are protected and have a positive effect (Dangi & Jamal, 2016; Jehan et al., 2022; Mtapuri et al., 2022). However, in turn, it seeks to advance and improve the welfare of local communities through special pillars. Eventually, it will manage all resources to meet economic, social, and aesthetic requirements while preserving cultural integrity, vital ecological processes, biodiversity, and life-sustaining systems (Pahrudin et al., 2022). Making Tourism More Sustainable: A Guide for Policy Makers by UNEP The UNWTO talks about a comprehensive policy with 12 goals for sustainable tourism development. These goals are connected to three main "pillars" that directly deal with sustainability's economic, social, and environmental aspects. The goals are outlined as follows (Dangi & Jamal, 2016; Oktadiana et al., 2022): (1) Economic sustainability means ensuring that everyone is doing well and that all economic activities are as efficient as possible. The profitability of businesses, operations, and capacity for long-term maintenance are of utmost importance; (2) Social sustainability means respecting people's rights and giving everyone the same chance to do well. In order to do this, benefits must be given fairly, with a focus on lowering poverty. Local communities and the systems that keep them alive, as well as recognizing and respecting other cultures and avoiding all kinds of exploitation, are given the most attention; (3) Environmental sustainability means taking care of and saving resources, especially those that cannot be replaced or are needed to keep life going. We need to take action to protect biodiversity and the natural world's legacy and cut down on air, soil, and water pollution.

Community-based development refers to projects where people in the community make important decisions about the project, such as how to manage investment funds. Community-based development is an umbrella term for projects in which the people who will benefit from them are actively involved in planning and running them (Moayerian et al., 2022). According to the definition of sustainable tourism, it satisfies the demands of visitors, industry, the environment, and the host community while considering all current and future economic, social, and environmental impacts (Jehan et al., 2022; Moayerian et al., 2022). Figure 1 shows the three main pillars that make community-based tourism a sustainable form of tourism.

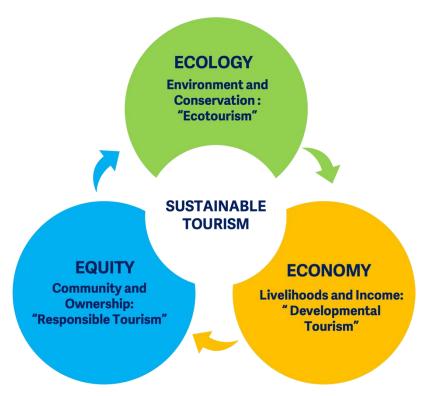


Figure 1. The three main pillars of community-based tourism are sustainable tourism (Dangi & Jamal, 2016; Jehan et al., 2022)

Discussion

Correlation of CBT with Sustainable Development to improve Community Welfare

Tourism is crucial to the success of long-term destinations and plays a significant role in planning for sustainable development. Research by Santos et al. (2020) showed the importance of understanding the image and perception of tourists towards a destination for tourism planning because destinations play a crucial role in travelers' decisions. In tourism, it is necessary to consider two key concepts: perception and sustainability. Research results in Santos et al. (2020) and Harianto et al. (2020) showed that expressing the perception of sustainability in sustainable tourism development focuses on the perceptions of tourists, stakeholders, and residents. These results show how important it is for the local community to be involved in the planning process for a destination so that the results of tourism development meet the local community's expectations. According to Damayanti et al. (2021), effective coordination between local stakeholders, including the public and corporate sectors, as well as various non-governmental or community-based organization, is required to improve destination resilience.

Modern destination tourism planning must include all levels of society, such as stakeholders, local communities, and age groups, if the participation process is to be inclusive and global. For tourism to conform to the new paradigm of sustainability and responsibility, participatory planning is required (Koščak et al., 2019). When the community participates in the design and development of this sort of tourism, the community experiences significant social and economic benefits. Participatory planning is a method of communal learning that occurs through discourse. Research Koščak et al. (2019), details the role of children and adolescents in establishing sustainable tourism at the local level through participatory methods. Including the notion that planning for sustainable tourist development is an attempt to affect the future. The younger generation is a significant component of communities and stakeholders, and they should be able to participate in the planning and development of how local goals are managed.

Rami et al. (2019) and Ibrahim et al. (2019) found that the development of local tourism can improve the community's welfare. It is consistent with the community's growing socioeconomic status, employment, income, and language proficiency (Nordin et al., 2020). It is asserted that tourist development has a greater positive influence than negative impact; therefore, the existence of tourism development is thought to improve the quality of life of people who reside in local destinations and their sustainability. These findings are essential for stakeholders to plan strategic and sustainable tourism development in tourism destinations. Although it has many positive impacts, local tourism has challenges. Understanding the extent of community welfare during tourism development is essential, a critical element of realizing a sustainable society (Ibrahim et al., 2019; Rami et al., 2019). Potential benefits of rural tourism include employment, a broader economic basis, social development, communal welfare, and the revitalization of local crafts (Nicolaides, 2020). In order to build modern rural tourism, a deeper understanding of rural culture is required, and rural tourism's allure continues to grow (Fan, 2020). The growth of ecotourism in rural areas not only contributes to the modernization of rural areas, but also significantly advances the spiritual civilization between urban and rural areas and closes the gap between the two (Fan, 2020).

Cultural tourism and ecotourism are strongly tied to rural tourism. Cultural tourism, ecotourism, and sustainable tourism development have a beneficial and substantial effect on the competitiveness of a place. Ecotourism has no direct effect on the competitiveness of a place, but indirectly, via the development of sustainable tourism, it has a substantial impact on competitiveness (Roziqin & Syarafina, 2021; Wardana et al., 2019). Sustainable tourism is an industry that can foster sustainable development since it is interconnected with every facet of a destination, from transportation and culture to natural resource management (Feyers et al., 2020). To achieve tourism and sustainable development, community involvement is required. In order to generate better programs, the existence of community partisanship will result in planning and design decisions based on the community's needs and priorities (Wikantiyoso et al., 2021).

Rural tourism has two internal and external challenges in its application. In an evolved and changing society, internal resource issues pose the greatest obstacles, whereas the promotion of a rural destination presents external obstacles (Rosalina et al., 2021). In promoting traditional rural tourism, there needs to be community strength, in addition to the need to increase the internal capacity of the countryside and opportunities for a more inclusive development strategy for the future conservation of rural tourism; policymaking; and rural tourism development (Jia et al., 2020). Research Saarinen et al. (2020) explains that the absence of local benefits and participation in tourist development restricts the capacity of tourism to be developed for the achievement of sustainable local development. In order to increase community engagement, the community's strength is crucial because it may empower the community by moving the attention to a paradigm that begins inside the community itself (Nguyen et al., 2022).

In addition, the community allows the community to achieve the desired goals (Nguyen et al., 2022). Research from Wondirad & Ewnetu (2019) in Dinsho (Ethiopia), Existing societies' involvement correlates to a continuum of non-participation, stated citizens are tricked by fake and tokenistic engagement, which results in unequal profit distribution. The results of the study indicate that community involvement in tourist development is strongly dependent on the type of policymakers and the economic background of the community. Furthermore, McNaughton et al. (2020) stated a community-centered participatory framework approach can assist in the empowerment of communities in the tourism industry by enhancing the visibility and quality of service delivery for small operators, and community contributions are crucial to enhancing inclusive development and capability. Youth are trained in particular to construct and maintain digital infrastructure, which provides vital local capabilities and can be repurposed for other field-

based data collection operations to create alternative economic prospects. The gathered data can be utilized to supplement local tourism development policy expertise.

Community-based tourism is considered a tourism development model in accordance with local tourism development because CBT focuses on resources, community empowerment, and local benefits. The CBT approach is a prerequisite for sustainable tourism development and has been ensured to focus on the community, especially industry, and the excellence of local potential (Strydom et al., 2019). CBT is considered an effective model for promoting the development and preservation of natural resources with a local cultural approach (Tseng et al., 2021). Through the CBT model, communities in developed areas require an integrated program that emphasizes environmental studies or green education (Mertha Adnyana & Sudaryati, 2022). CBT can potentially drive long-term management and transformation of ecological awareness among rural communities (Raftopoulos, 2020). Community-based tourism is an approach to tourism development that is increasingly in demand by the community because the application of CBT opens up more inclusive opportunities to empower communities by the ideas highlighted in the Sustainable Development Goals (SDGs) (Dolezal & Novelli, 2020).

In its application, community-based tourism requires active participation from the community. The community can act as an agent of change to realize the goals of ecotourism and sustainable development (D'Souza et al., 2019). Research Pranee (2019) demonstrates that tourist management under the notion of community-based tourism is inextricable from the community's synergy to reflect on their creative ideas and develop their resources, as well as to boost employment and contribute to the increase of people's income. In tourist studies, CBT is frequently thought to be a method for resolving power imbalances by including all stakeholders in the fulfillment of their desires. Moreover, the empowerment of local communities through the CBT model is not only evident from an economic standpoint, but also in other dimensions. (Cornelisse, 2020).

Research conducted by Stone & Stone (2020) demonstrates that community-based tourism in Botswana may be linked back to community-based natural resource management, which has both benefits and drawbacks. Community difficulties, multi-stakeholder participation, diversity and heterogeneity, limitations in economic acumen, lack of income distribution plans and reinvestment goals, and passive community participation are identified as obstacles to the development of community-based tourism. Thus, developing and answering these challenges is necessary to improve the sustainable CBT model (Harianto et al., 2020; Pasanchay & Schott, 2021; Zhang et al., 2021). Community-Based Tourism should be developed and implemented in underdeveloped nations. This is due to the fact that CBT can be used to combat poverty (Müllera et al., 2020). Community-based tourism is a model for tourism development that can increase the community's socioeconomic growth, language skills, and cultural heritage (Nomnian et al., 2020). Research Pickel-Chevalier et al. (2021) demonstrates that three villages in Bali have effectively met the requirements of sustainable tourism by fostering economic growth that enables local communities to protect their communities and their potential. CBT is a paradigm for a new form of sustainable tourism that maximizes local sustainable development and provides numerous financial and non-financial benefits for local communities (Han et al., 2019). CBT is a tourism approach that is considered capable of achieving the progress of Sustainable Development Goals (Pasanchay & Schott, 2021). On this basis, there is a correlation between community-based tourism and sustainable development, both of which contribute to the improvement of the social welfare. The development of this strategy is anticipated to alleviate rural poverty while maintaining the environment and local natural resources (Nicolaides, 2020; Strydom et al., 2019).

Conclusion

Based on literature studies, there is a correlation between community-based tourism and sustainable development in efforts to improve community welfare. The CBT model positively impacts managing and empowering local communities while still paying attention to the potential of natural resources, local communities' skills, the local communities' socioeconomics and culture, and environmental conservation to remain sustainable. Community-Based Tourism is an extremely efficient technique for achieving the 2030 Sustainable Development Goals (SDGs). The three main pillars that need to be considered in realizing community-based sustainable tourism development are the following: the story of ecotourism that is feasible, efficient, and prioritizes environmental conservation, comprehensive socio-cultural development through innovation based on responsible tourism, and the development of tourism by prioritizing economic aspects to increase the income of residents, which has implications for improving community welfare. Future research on the effect of community-based tourism on sustainable development must incorporate ecological, economic, sociocultural, political, defensive, and security elements based on indigenous knowledge.

This study has a limitation in that the researcher only examines the relationship between sustainable development and community-based tourism and does not discuss the relationship between sustainable development and other indicators such as ecological, economic, sociocultural, political, and defensive and security sustainability. Thus, it has not been able to accurately predict the effects of the use of CBT on factors that are more complicated.

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