

Bibliometrics of Community-Based Tourism Research in Developing Countries

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ABSTRACT

This study aims to map and analyze the intellectual structure and research trends of community-based tourism (CBT) in developing countries through a bibliometric approach. Using publication data retrieved from the Scopus database, this research applies VOSviewer to examine keyword co-occurrence, overlay visualization, density mapping, co-authorship networks, institutional collaboration, and country collaboration patterns. The findings reveal that community-based tourism, tourism development, sustainability, and ecotourism represent the core themes shaping the field. Early research primarily focused on conservation and protected areas, while more recent studies emphasize poverty alleviation, stakeholder engagement, and local community empowerment within sustainable tourism frameworks. Collaboration analysis indicates that developed-country institutions still play a bridging role in global research networks, although emerging contributions from developing regions are becoming more prominent. Overall, this study highlights the multidisciplinary evolution of CBT research and identifies future research opportunities related to governance, institutional capacity, and inclusive tourism development strategies. The results provide valuable insights for scholars, policymakers, and practitioners seeking to advance sustainable tourism initiatives in developing country contexts.

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1. INTRODUCTION

Community-based tourism (CBT) has emerged as a critical paradigm in contemporary tourism studies due to its potential to balance economic growth with social equity and cultural preservation in developing contexts [1]. Unlike conventional tourism, which often prioritizes mass consumption and external investment, CBT emphasizes local empowerment, community

ownership, and participatory decision-making [2]. This form of tourism advocates that host communities not only receive economic benefits but also retain cultural integrity, influence development pathways, and promote environmental stewardship [3]. The growing popularity of CBT aligns with global development agendas, such as the Sustainable Development Goals (SDGs), which call for inclusive economic growth, responsible consumption, and community

resilience. As such, CBT has attracted increasing scholarly attention, not only among tourism researchers but also among development practitioners, policymakers, and community leaders.

Despite its theoretical promise, CBT remains a multifaceted and debated concept, characterized by divergent interpretations and implementations across regions and cultures [4]. In some locations, CBT has been celebrated as a vehicle for poverty alleviation and cultural revitalization; in others, it has struggled with issues such as elite capture, unequal benefit distribution, and market dependency. These variations reflect broader debates in sustainable tourism about the trade-offs between community aspirations, market forces, and governance capacities [5]. Consequently, academic research on CBT has expanded to encompass not only case studies and qualitative analyses but also more systematic evaluations of outcomes, governance structures, and socio-economic impacts [6]. This rich and evolving literature underscores the importance of critically mapping how CBT is conceptualized, studied, and applied in diverse developing country settings.

In parallel with the conceptual debates, bibliometric analysis has established itself as a valuable methodological approach in tourism research to quantitatively assess scientific outputs, knowledge structures, key contributors, and evolving themes within a field [7], [8]. Bibliometrics applies statistical and network analysis techniques to scholarly metadata (e.g., publications, citations, keywords), enabling researchers to identify influential works, collaboration patterns, research clusters, and emergent trends over time. In tourism studies, bibliometric methods have been used to map research in areas such as sustainable tourism, ecotourism, and heritage tourism, revealing intellectual structures that would be difficult to discern through traditional literature review alone. By providing a macro-level perspective on scientific production, bibliometrics assists in identifying knowledge gaps, guiding future research priorities, and fostering cross-disciplinary synthesis.

While bibliometric studies have proliferated in broader tourism domains, relatively few have focused specifically on community-based tourism, particularly within the context of developing countries where CBT is most often proposed as a strategy for socio-economic development. Developing countries, characterized by limited economic resources, socio-political complexities, and rich cultural and ecological diversity, represent fertile ground for both CBT practice and research (Telfer & Sharpley, 2008). Yet the uneven distribution of research attention – both geographically and thematically – suggests potential biases in the academic production that may overlook local perspectives, indigenous knowledge systems, and context-specific challenges [9], [10]. A bibliometric assessment can thus provide clarity on where research efforts have concentrated, which topics are under-represented, and how scholarly communities are networked internationally.

Furthermore, in an era marked by rapid globalization, climate change, and post-pandemic recovery, CBT research carries heightened relevance as communities seek resilient pathways toward sustainable livelihoods [11]. Understanding the evolution of CBT scholarship contributes not only to tourism theory but also to practical policy formulation, community planning, and educational curricula. The integration of bibliometric insights with substantive interpretations helps researchers and stakeholders recognize not just what has been studied, but how knowledge flows, which voices dominate the discourse, and where innovation or contestation arises. This scholarly mapping is especially pertinent for developing countries, where research capacity may be limited and international collaboration can shape both the production and application of knowledge.

Finally, the expansion of digital databases, citation platforms, and analytical software has transformed the capacity to conduct rigorous bibliometric research across large datasets [12]. Tools such as co-citation analysis, thematic clustering, and bibliographic coupling facilitate nuanced

examinations of intellectual structures in ways that qualitative reviews cannot easily emulate. Harnessing these tools to investigate CBT in developing countries enables a systematic, transparent, and replicable assessment of research patterns that can inform both academia and practice. Moreover, by identifying seminal works, influential scholars, and key institutional contributors, bibliometrics can foster dialogue and collaboration between global North and South research communities. This alignment of method and subject matter – bibliometric analysis and community-based tourism – promises to yield meaningful insights for understanding the state and direction of CBT research.

Despite the burgeoning volume of research on community-based tourism in developing countries, there has been limited effort to systematically chart this growing body of literature through bibliometric analysis. The absence of such comprehensive mapping obscures critical insights into thematic priorities, influential publications, collaboration networks, and research gaps, which in turn limits the ability of scholars, practitioners, and policymakers to discern patterns, build on established work, and address underexplored issues (Author C, Year). Without a clear understanding of how CBT research has evolved, where concentrations of scholarly activity lie, and which voices or regions may be marginalized, the field risks fragmentation and redundancy, undermining its potential to contribute effectively to sustainable development in contexts that most need evidence-based strategies. This study aims to conduct a comprehensive bibliometric analysis of community-based tourism research in developing countries in order to illuminate the intellectual structure, thematic evolution, and collaborative patterns of the field.

2. METHODS

This study employs a quantitative bibliometric research design to systematically analyze the development and structure of community-based tourism (CBT) research in

developing countries. Bibliometric analysis is particularly suitable for examining large volumes of academic literature, as it enables the identification of publication patterns, citation structures, collaboration networks, and thematic evolution within a research field. The study adopts a descriptive and evaluative bibliometric approach, combining performance analysis (e.g., publication output, citation counts, prolific authors, institutions, and countries) with science mapping techniques (e.g., co-authorship, co-citation, and keyword co-occurrence analysis). This dual approach provides both a quantitative overview of research productivity and a structural understanding of intellectual linkages within the field.

The data for this study were retrieved from a major international academic database known for its comprehensive coverage of peer-reviewed journals and citation indexing. A structured search strategy was developed using combinations of keywords such as “community-based tourism,” “CBT,” “developing countries,” “developing nations,” and related terms. Boolean operators (AND, OR) were applied to refine the search and ensure the inclusion of relevant publications. The inclusion criteria were limited to journal articles and review papers published in English to maintain consistency and academic rigor. Publications were filtered based on relevance to developing country contexts, either through case study locations, comparative studies, or explicit thematic focus. After removing duplicates and irrelevant records through title, abstract, and keyword screening, the final dataset was exported in compatible formats for bibliometric analysis.

The bibliometric analysis was conducted using VOSviewer. Performance indicators were calculated to assess annual publication trends, leading journals, most cited articles, influential authors, and institutional and country contributions. Science mapping techniques were applied to explore collaboration patterns through co-authorship networks, intellectual foundations through co-citation analysis, and research themes through keyword co-occurrence

mapping. Thematic evolution analysis was further used to identify shifts in research focus over time.

3. RESULTS AND DISCUSSION

3.1 Keyword Co-Occurrence Network

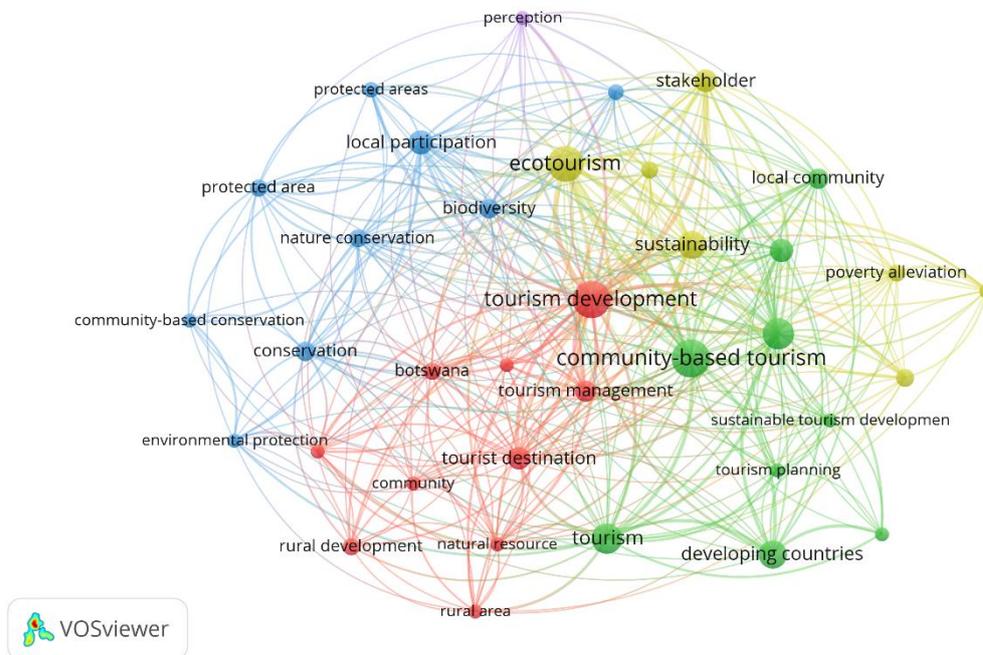


Figure 1. Network Visualization

Source: Data Analysis Result, 2026

Figure 1 illustrates the intellectual structure of community-based tourism (CBT) research in developing countries through several interconnected thematic clusters. At the center of the map, “community-based tourism,” “tourism development,” and “tourism” appear as dominant nodes, indicating their high frequency and strong co-occurrence with other keywords. This central positioning suggests that the literature does not treat CBT as an isolated concept but rather as an integrated component of broader tourism development discourse, particularly within sustainability and rural development contexts.

The green cluster highlights themes related to sustainability and socio-economic development, including developing countries, sustainability, local community, and tourism planning. The strong connections among these terms indicate that CBT research often emphasizes participatory development

strategies aimed at improving local livelihoods. The presence of “poverty alleviation” within this cluster reinforces the narrative that CBT is widely framed as a tool for inclusive growth, aligning tourism initiatives with broader development goals in emerging economies.

Meanwhile, the blue cluster is strongly associated with environmental conservation, biodiversity, and protected areas. Keywords such as nature conservation, protected areas, biodiversity, and community-based conservation suggest that a substantial portion of CBT research is rooted in ecological and environmental management perspectives. This reflects the close relationship between ecotourism and CBT, where local participation is frequently positioned as a mechanism to balance tourism activities with conservation outcomes, particularly in sensitive natural landscapes.

The red cluster focuses on tourism management and destination development themes, including tourist destination, tourism management, rural development, and natural resources. This indicates that scholars also examine CBT from a managerial and planning perspective, exploring how community involvement shapes destination competitiveness and governance. The inclusion of specific geographical references such as Botswana implies that empirical case

studies in developing regions contribute significantly to the evolution of CBT scholarship. The yellow cluster emphasizes governance and stakeholder engagement, represented by keywords like stakeholder and perception. This cluster bridges the sustainability and tourism development themes, highlighting the importance of collaboration among local communities, policymakers, and tourism actors.

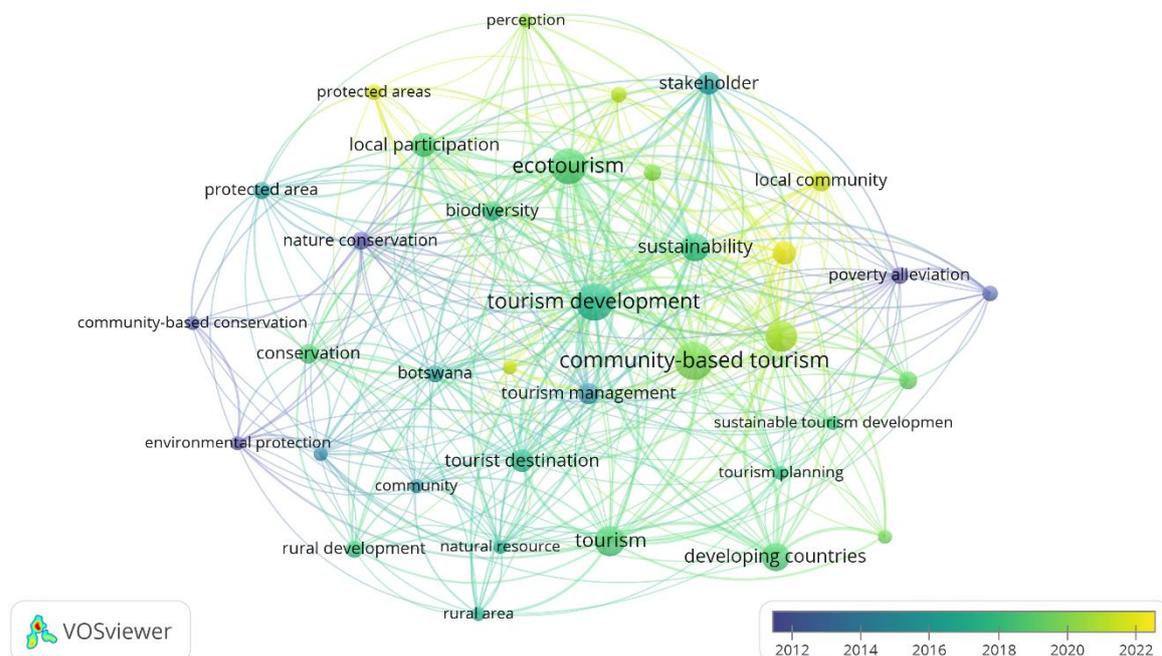


Figure 2. Overlay Visualization

Source: Data Analysis Result, 2026

Figure 2 illustrates the temporal evolution of research themes in community-based tourism within developing countries, where color gradients represent the average publication year. Earlier research trends, shown in darker blue and purple tones, are primarily associated with keywords such as community-based conservation, protected areas, and environmental protection. This suggests that initial scholarly attention focused heavily on conservation-oriented perspectives, emphasizing the role of local communities in preserving biodiversity and managing natural resources in protected landscapes.

As the field progressed, a shift toward integrated tourism development emerged, reflected in green-colored nodes such as tourism development, tourism management, and ecotourism. These themes indicate a transition from purely conservation-based discussions toward more holistic approaches that link environmental sustainability with tourism planning and destination management. During this middle phase, researchers began exploring how community participation could support both ecological preservation and economic development, positioning CBT as a bridge between conservation science and tourism studies.

More recent trends, represented by yellow tones, highlight keywords such as sustainability, local community, and poverty alleviation. The prominence of these newer themes suggests a growing emphasis on social impact, inclusive growth, and sustainable development goals within CBT research. Scholars increasingly frame community-

based tourism as a mechanism for addressing socio-economic inequalities in developing countries, reflecting a broader shift toward human-centered and policy-oriented research agendas that prioritize resilience, stakeholder collaboration, and long-term community benefits.

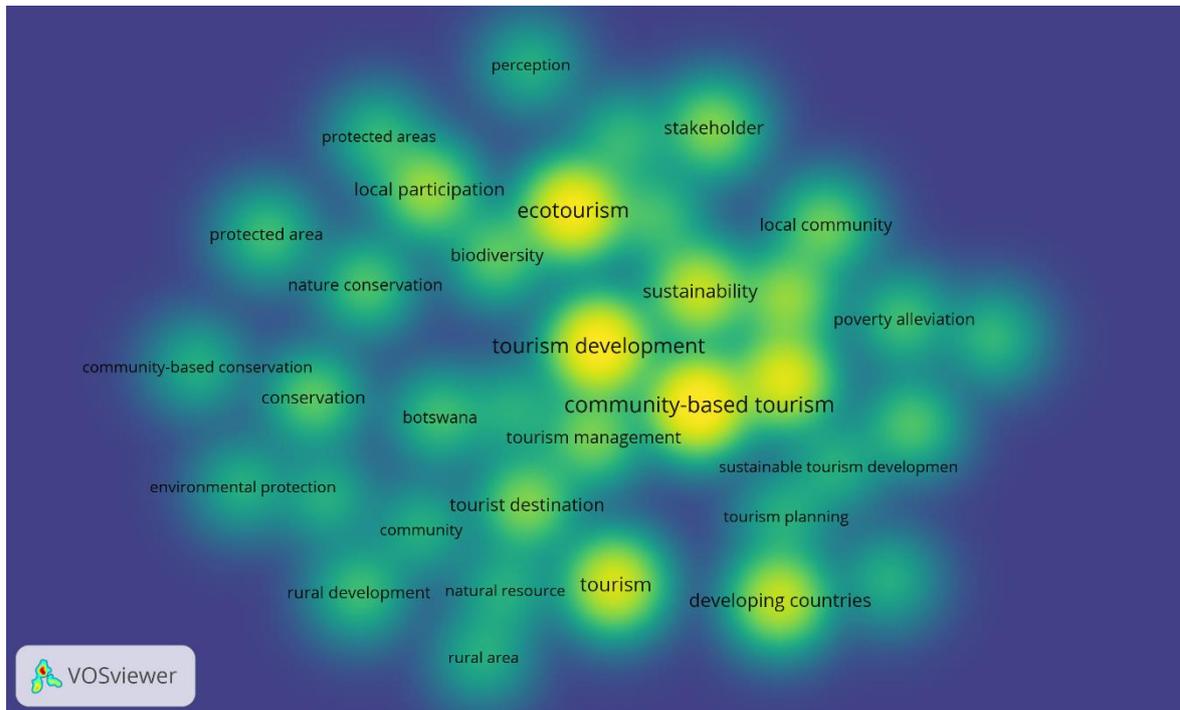


Figure 3. Density Visualization

Source: Data Analysis Result, 2026

Figure 3 highlights the most frequently studied and highly connected themes within community-based tourism research in developing countries. Areas shown in bright yellow indicate high research intensity, with community-based tourism, tourism development, ecotourism, sustainability, and tourism emerging as the core knowledge hubs. This concentration suggests that the literature strongly emphasizes the intersection between sustainable tourism development and community participation, positioning CBT as a central framework for achieving balanced

economic growth and environmental stewardship.

In contrast, areas displayed in green to blue tones represent emerging or less densely explored topics, such as community-based conservation, environmental protection, rural area, and certain governance-related themes. Although these topics remain relevant, their lower density indicates potential research gaps and opportunities for future studies, particularly in linking conservation governance, rural livelihoods, and social empowerment with broader tourism strategies.

3.2 Co-Authorship Network

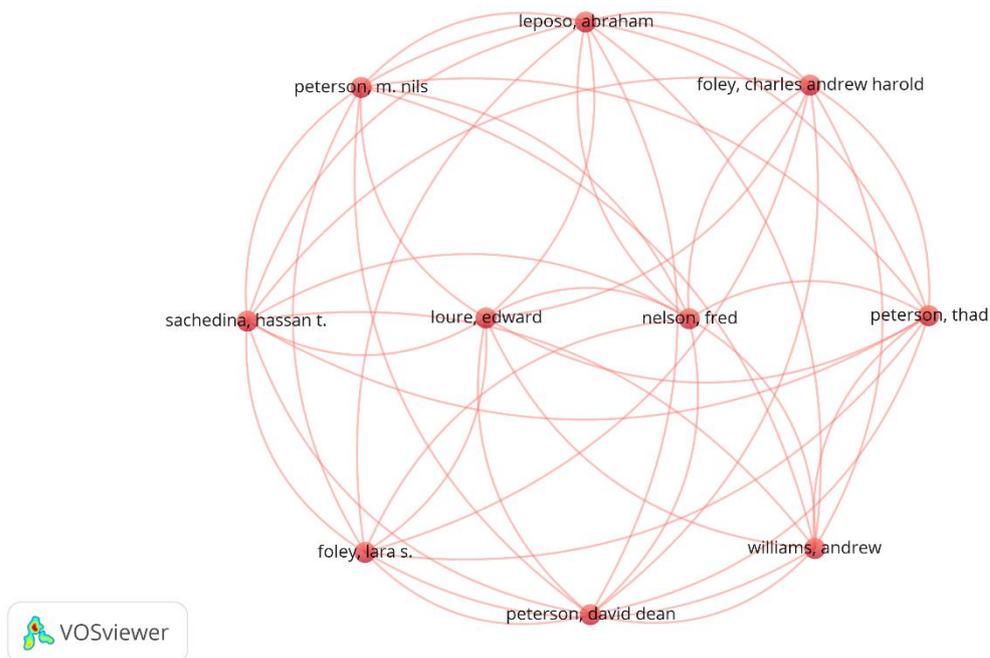


Figure 4. Author Collaboration Visualization

Source: Data Analysis Result, 2026

Figure 4 reveals a tightly interconnected group of scholars contributing to community-based tourism research in developing countries. Authors such as Nelson, Fred, Loure, Edward, Peterson, David Dean, and Foley, Charles Andrew Harold appear centrally positioned, indicating strong collaboration patterns and potential leadership roles within the research network. The dense web of links suggests that this field is shaped by collaborative partnerships rather than isolated individual contributions,

reflecting the interdisciplinary nature of community-based tourism studies that often require cooperation among conservation scientists, tourism researchers, and development scholars. Additionally, the presence of recurring author clusters implies the existence of established research communities focusing on conservation-based tourism and local participation, highlighting how knowledge production in this area is driven by collaborative academic ecosystems rather than fragmented efforts.

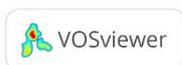


Figure 5. Affiliation Collaboration Visualization

Source: Data Analysis Result, 2026

Figure 5 shows a relatively focused pattern of partnerships centered around the Okavango Research Institute, University of Botswana, which appears as the main hub connecting several affiliated institutions. Its central position indicates a strong role in shaping research outputs related to community-based tourism and conservation in developing country contexts, particularly within African case studies. Connections with departments such as the Department of Environmental Science and the Department of Geography suggest interdisciplinary

collaboration that integrates environmental management, geography, and tourism development perspectives. However, the linear and limited structure of the network also implies that institutional collaboration in this research area remains somewhat concentrated within specific regional academic clusters, highlighting opportunities for broader international partnerships and cross-regional research expansion in future studies.

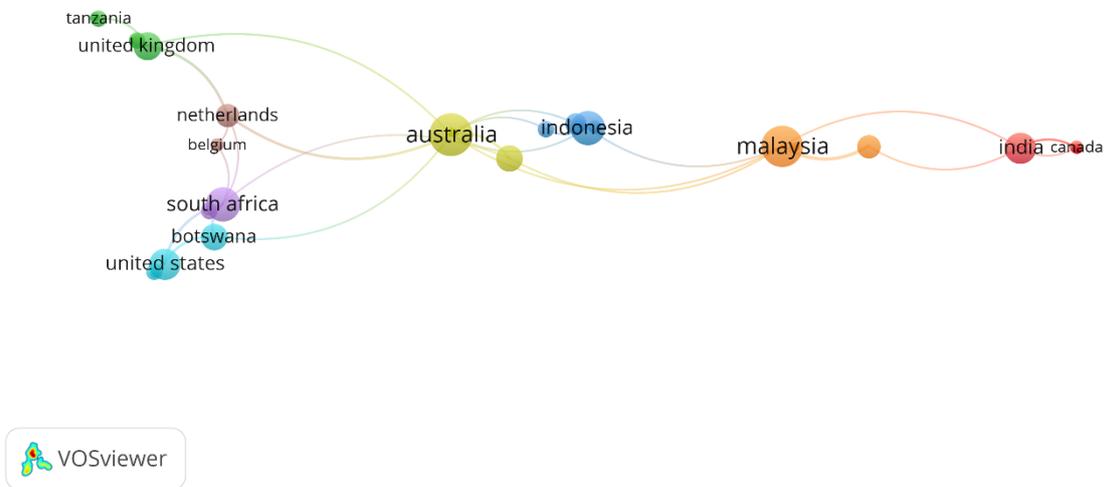


Figure 6. Country Collaboration Visualization

Source: Data Analysis Result, 2026

Figure 6 illustrates the global structure of community-based tourism research in developing countries, highlighting several key hubs that bridge different regional research communities. Australia appears as a central connector, linking collaborations between Southeast Asian countries such as Indonesia and Malaysia and Western research partners including the United Kingdom and the Netherlands, suggesting its influential role in facilitating international research networks. Meanwhile, clusters involving South Africa, Botswana, and the United States

indicate strong African–Western partnerships, reflecting the prominence of conservation-oriented case studies in African contexts. The presence of emerging contributors such as India and Malaysia also signals a growing diversification of research leadership from developing regions themselves, demonstrating a gradual shift toward more regionally driven scholarship in community-based tourism studies.

3.3 Citation Analysis

Table 1. Top Cited Research

Citations	Authors and year	Title
392	[13]	Community-based tourism enterprises development in Kenya: An exploration of their potential as avenues of poverty reduction
299	[14]	Rural tourism: A systematic literature review on definitions and challenges
264	[15]	Does community-based conservation shape favorable attitudes among locals? An empirical study from Nepal
260	[16]	Tourism as a tool for poverty alleviation: A critical analysis of 'pro-poor tourism' and implications for sustainability
164	[17]	Strengthening Community-Based Tourism in a new resource-based island nation: Why and how?
153	[18]	Ecotourism, biodiversity conservation and livelihoods: Understanding the convergence and divergence

Citations	Authors and year	Title
141	[19]	"Women cannot lead": empowering women through cultural tourism in Botswana
123	[20]	Community-based tourism in developing countries: A framework for policy evaluation
117	[21]	Community-based ecotourism: A collaborative partnerships perspective
109	[22]	Resident support of community-based tourism development: Evidence from Gunung Ciremai National Park, Indonesia

Source: Scopus, 2026

Discussion

Summary of Findings

This bibliometric analysis reveals that research on community-based tourism (CBT) in developing countries has evolved into a multidisciplinary field integrating tourism development, sustainability, conservation, and socio-economic empowerment. The keyword co-occurrence network demonstrates that community-based tourism, tourism development, and sustainability function as central conceptual pillars, indicating that CBT research is no longer limited to niche community initiatives but has become embedded within broader discussions of sustainable tourism systems. The strong presence of ecotourism and biodiversity-related themes also confirms the historical roots of CBT research in conservation-based tourism models, particularly within protected areas and rural landscapes.

The overlay visualization further illustrates a temporal shift in research focus. Early studies concentrated on environmental protection, community-based conservation, and protected areas, reflecting an ecological orientation. Over time, the literature transitioned toward integrated tourism management and planning, before moving into more recent discussions centered on poverty alleviation, stakeholder collaboration, and local community empowerment. This progression indicates that CBT scholarship has gradually moved from conservation-driven narratives toward development-oriented frameworks aligned with the Sustainable Development Goals (SDGs).

Density analysis reinforces these findings by highlighting high-intensity research areas around sustainability, ecotourism, and tourism development. However, lower-density themes such as governance structures, community perception, and institutional collaboration suggest emerging research opportunities. These gaps imply that future studies could benefit from deeper exploration of social governance, policy integration, and power dynamics within CBT initiatives, particularly in developing country contexts where institutional capacity varies significantly.

The co-authorship and institutional collaboration networks reveal a relatively concentrated scholarly ecosystem. A small group of highly interconnected researchers and institutions, especially those linked to conservation-focused regions such as southern Africa, appear to dominate knowledge production. While this indicates strong academic collaboration, it also suggests potential geographical concentration that may limit diverse theoretical perspectives. Expanding collaboration networks to include scholars from Southeast Asia, Latin America, and other underrepresented regions could enrich the conceptual diversity of CBT research.

Country collaboration patterns further demonstrate that developed-country institutions continue to play a significant role in shaping research agendas, often acting as bridges between developing-country case studies. Countries such as Australia and the United Kingdom function as central connectors, while emerging research contributions from Indonesia, Malaysia, and India indicate a growing shift toward locally

driven scholarship. This trend suggests that CBT research is gradually moving toward more inclusive global participation, reflecting the increasing importance of indigenous knowledge and community-centered development frameworks.

Theoretical Implications

From a theoretical perspective, the findings indicate that CBT research is transitioning from traditional ecotourism and conservation paradigms toward broader sustainability and development theories. The integration of stakeholder collaboration, rural development, and poverty alleviation themes highlights the relevance of community empowerment theory, sustainable development frameworks, and participatory governance models. The centrality of tourism development concepts also suggests that CBT is increasingly viewed as a strategic development mechanism rather than solely a conservation tool.

Moreover, the evolution of research themes demonstrates a conceptual convergence between tourism studies and development studies. CBT literature now draws from interdisciplinary perspectives, including environmental governance, social entrepreneurship, and resilience theory. This theoretical expansion reflects the complexity of tourism systems in developing countries, where socio-economic, environmental, and cultural factors intersect.

Practical Implications

Practically, the findings highlight the importance of strengthening local stakeholder engagement and institutional collaboration to enhance CBT outcomes. Policymakers in developing countries should prioritize inclusive tourism planning models that integrate community participation with sustainable resource management. The growing emphasis on poverty alleviation and

local community empowerment also underscores the need for policies that ensure equitable benefit distribution within tourism initiatives.

For practitioners, the results suggest that successful CBT development requires balancing environmental conservation with socio-economic development goals. Tourism planners and local governments should foster partnerships between communities, researchers, and international organizations to promote knowledge exchange and capacity building. Additionally, expanding research collaboration networks across regions may support more context-specific strategies tailored to diverse cultural and ecological environments.

4. CONCLUSION

This bibliometric study demonstrates that research on community-based tourism in developing countries has evolved from conservation-oriented foundations toward a broader sustainability and development-driven paradigm. The findings highlight community-based tourism, tourism development, and sustainability as the central intellectual pillars, supported by growing themes related to stakeholder collaboration, local community empowerment, and poverty alleviation. Collaboration networks indicate that while research remains influenced by institutions and scholars from developed countries, contributions from emerging regions are increasingly shaping the discourse. The study confirms that community-based tourism is no longer viewed solely as an alternative tourism model but as a strategic framework for inclusive and sustainable development, while also revealing future research opportunities in governance, institutional collaboration, and socio-cultural dimensions within developing country contexts.

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