

A Systematic Review on Community-Based Tourism during the Pandemic: Trends, Challenges, and Future Direction

Adam Satria Pratama¹, Idris^{2*}, Cheng-wen Lee³

¹Universitas Negeri Malang, 5th Semarang, Malang, Indonesia

²Universitas Negeri Malang, 5th Semarang, Malang, Indonesia

³Chung Yuan Christian University, Zhongbei, Taoyuan, Taiwan

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ABSTRACT

Community-Based Tourism (CBT) has recently become a tourism concept that is widely used in the world. Several systematic reviews have been conducted regarding the concept of CBT. However, the pandemic period that swept across the world caused the emergence of new topics of discussion for CBT was interesting to study. This article aims to analyze the existing literature, including those related to: 1) What research trends were discussed in CBT research during a pandemic; 2) What were the challenges related to CBT research during a pandemic; and 3) What were the research directions for future CBT research. This systematic review was guided by PRISMA, and the Scopus and ScienceDirect databases served as primary data sources. The data collection technique started from the process of determining eligibility and exclusion criteria, then came to the four stages including identification, screening, eligibility, and ready-to-review articles, and ended by quality appraisal. By using thematic analysis to 20 selected articles, this study found that there are four main themes discussed involving in advantages of CBT practices, empowering CBT stakeholders, Sustainable tourism, and marketing strategy. In addition, it was also found related to several challenges of CBT research during the pandemic. In addition, it was also found related to several challenges of CBT research during the pandemic. The results found three topics or themes related to CBT research trends during the pandemic, namely advantages of CBT practices, empowerment stakeholders for CBT, sustainable tourism, and marketing strategies. The implications of this research were also highlighted

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*Corresponding author. e-mail: idris.fis@um.ac.id.

INTRODUCTION

Tourism is the most strategic area of economic growth for some countries as well as the largest contributor to income and employment in the world (Idris et al., 2021; Purnomo et al., 2020; Wahyuningtyas & Ratnawati, 2021). Community-based tourism (CBT) in recent decades has been widely used in African countries, South America, Southeast Asia and several other developing countries (Barbieri, Sotomayor, & Gil Arroyo, 2020; Lo & Janta, 2020; Ngo, Lohmann, & Hales, 2020). CBT is a local community development where all decision making and control of resources is held by the local community (Idris et al., 2021). The goal is that local communities can directly get benefits from their participation (Mayaka, Lacey, & Rogerson, 2020).

The various benefits of CBT are empowering communities, creating community economic security, and most importantly creating local environmental conservation (Dolezal & Novelli, 2020; Gan, 2020; Lo & Janta, 2020). The implementation of CBT has also been recommended by International Organizations because it is able to maintain the conservation of nature and cultural resources, increase a sense of belonging among communities, improve the community's economy and other benefits (Amir, Ghapar, Jamal, & Ahmad, 2015).

The rise of tourism development in the last few decades has encouraged a lot of literature that discusses the concept of CBT. Academics and practitioners mostly discuss the implications and evaluation of CBT on society (Cornelisse, 2020; Idris et al., 2021), and strategies for developing CBT in community groups (Kansal, Walia, Bansal, & Sandeep Walia, 2016). However, in various literatures, the concept of CBT is not discussed in depth, especially how to implement, trends, and challenges during the pandemic (Adinugraha et al., 2020; Mtapuri & Giampiccoli, 2019; Onkar Mani, Harsimran Chadha, Onkar, & Professor, 2019).

Proposed ways to fill a gap is conducting a Systematic Review. Comparing conventional reviews, it has several advantages including transparency in the article search process. SLRs in the search should be guided by a review protocol, so that each step is systematic. Moreover, it is also more prominent research areas. SLR in its use focuses on one particular area so as to provide clear research objectives. Finally, it has more meaningful goals so that research bias can be controlled. In SLR, the process of searching for data to processing must be guided by a certain protocol. So that the researcher's subjectivity can be suppressed and the objectivity of the results can be a reliable finding (Shaffril, Krauss, & Samsuddin, 2018; Shaffril, Samah, & Samsuddin, 2021). Meanwhile, the drawback of conventional literature reviews lies in the transparency of data search, as the method is less rigorous and only relies on the researchers' knowledge and experience. In addition, the absence of a quality assessment process leads to significant research bias (Shaffril et al., 2021).

This article reviews all relevant literature systematically to fill the gap, namely the absence of research discussing the trends and challenges of CBT during the pandemic by comparing and analyzing evidence of delisting on CBT. Furthermore, this research is important because it can provide an understanding of the trends and challenges of CBT during a pandemic, and provide a direction for future CBT research. The development of this systematic review was based on the research question (RQ) What are the emerging trends and challenges in CBT research during a pandemic? Based on the questions that have been determined, there are at least three main research objectives: analyzing trends in CBT research during a pandemic, analyzing the challenges of CBT research during a pandemic, and analyzing the direction of CBT research in the future.

METHODS

This study used a qualitative approach by using a systematic literature review (SLR) guided by PRISMA (*Preferred Reporting Items for Systematic Reviews and Meta-Analyses*). This included various elements such as determining data base (Scopus and ScienceDirect) used in the systematic review, eligibility and exclusion criteria, systematic review process, quality appraisal and data abstraction and analysis. The main data, then, were analyzed using thematic data analysis techniques. This technique is one of the qualitative data analysis techniques where the aim is to construct several themes from a set of data. The theme construction process begins with reading the data repeatedly, then proceeds with coding the data (Clarke & Braun, 2013). The reason for using this technique is the flexibility for researchers to interact with data that can provide context, themes that truly represent the analyzed-data. PRISMA is generally used in the process of systematic review because it offers three unique advantages such as clearly and systematically defining questions of research, identifying criteria of inclusion and exclusion, and examining large scientific databases within the allocated time (Shaffril, Samah, Samsuddin, & Ali, 2019).

1.1 Data Sources

The type of data used in this study is qualitative data in the form of secondary data obtained from the Scopus and ScienceDirect databases. Both were chosen because they are the two largest, prestigious and most used electronic databases in the world. Recorded about 24,600 titles from various fields of study and types of documents such as books, conference proceedings, and scientific journals (Abelha, Fernandes, Mesquita, Seabra, & Ferreira-Oliveira, 2020; Shaffril et al., 2018). Therefore, these two electronic databases are considered the most able to provide a comprehensive picture. In addition, these two databases were chosen because they provide convenience in finding articles. Documents from various fields of study and various types of documents provide researchers with comprehensive research results. Another convenience is the existence of smart tools to make it easier for researchers to track the desired document or research (Shaffril et al., 2018, 2021).

1.2 Eligibility, inclusion and exclusion criteria

Several eligibility, inclusion, and exclusion criteria have been determined. First, the document type is only in the form of research articles, which means that books, review articles, book chapters, conference proceedings and reports can be excluded. Second, to get quality research articles that cover research around the world, non-English publications are excluded and only research articles that use English are taken. Third, the selected time span is between 2019 and 2021. This period was chosen because this systematic literature review focused on the Covid-19 pandemic. The year 2022 was not chosen because the data search process was carried out between 2019 and 2021. Finally, to ensure the quality of the articles, articles that were not published in the Scopus index were excluded (See tabel 1).

Table 1. Criteria of inclusion and exclusion

Criteria	Inclusion	Exclusion
Time of publication	2019-2021	< 2019 and >2021
Document types	Research articles	Review articles, book chapters, conference proceeding, books, and reports
Language	English	Non-English
Journal Index	Scopus	Non-Scopus

Source: Researcer, 2026.

1.3 Systematic Review Process

This systematic review involved four stages. The first stage was to identify keywords through searching information from dictionaries, thesaurus and keywords from previous studies (See table 2). At this stage, six duplicate articles were found after careful screening, and then eight articles were removed. The second stage was screening in which of the 139 articles that had been screened, 85 were removed due to several reasons, such as non-research articles, non-English, and not being indexed by Scopus. The third stage was checking the reliability. At this stage, articles were accessed and examined carefully, as many as 34 articles were excluded because 26 articles were outside the scope of the CBT topic and 8 articles could not be accessed because they were not subscribed. The last stage found a total of 20 articles that were ready to be used for review (See figure 1).

Table 2. Research strings

Database	Search string
Scopus	TITLE-ABS-KEY ((“community-based tourism” OR “CBT”) AND (“trend*” OR “tendency”) AND (“challeng*” OR “demand”) AND (“Covid-19” OR “coronavirus”) AND (“pandemic” OR “epidemic” OR “outbreak”))
ScienceDirect	(“community-based tourism” OR “CBT”) (“trend” OR “tendency”) (“Covid-19” OR “coronavirus”) (“pandemic” OR “epidemic” OR “outbreak”)

Source: Researcher, 2026.

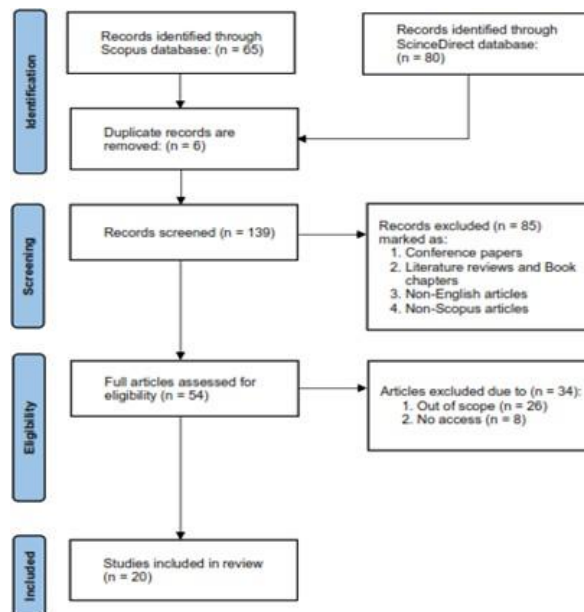


Figure 1. Prisma diagram

1.4 Quality Appraisal

This quality appraisal was guided by the checklist of MMAT (*Mix Method Appraisal Tools*) (Hong et al., 2018). The flexibility of this checklist is considered as a crucial and reliable technique. This flexibility means that it can be used in different designs of study such as qualitative, quantitative and mixed methods. This stage evaluates the articles that have been identified in the previous step. It aims to be able to select studies that can answer research questions and are more detailed in

supporting the analysis of inclusion and exclusion criteria. Questions from the quality appraisal used in this study include general, qualitative, and quantitative questions.

The scoring procedure was determined with 1 for “Yes”, 0.5 for “I Don't Know”, and 0 for “No”. The rating scores of the articles were divided into four categories: very good ($10 \leq$ - 12), good ($7 \leq$ - 9), moderate ($4 \leq$ - 6), and failed ($0 \leq$ - 3). The results of the quality assessment showed that a total of 25 articles are all categorized as “good”, meaning that all articles can be used for this systematic review.

1.5 Data Abstraction and Analysis

The articles, then, were evaluated, reviewed and analyzed. The focus of this systematic review is on articles that are able to answer the questions that have been formulated. Data extraction was done by reading the abstract, and continued by reading the whole article in-depth which aims to determine the theme and sub-theme. Qualitative analysis in the form of thematic analysis was used in identifying themes related to CBT research.

RESULTS AND DISCUSSION

1. Selected Articles

This section describes some general information such as, authors, years of publication, journals name, publishers, countries of study, indexations, and quartiles in scopus. A total of 20 selected research articles, according to predetermined criteria, all articles have been indexed by Scopus (see table 4). Furthermore, regarding the year of publication, four journals were published in 2019, ten articles were published in 2020 and six articles were published in 2021 (figure 2). Furthermore, a total of two articles applied a quantitative approach while the rest (18) used a qualitative approach (see table 3).

After the review process was carried out, it resulted in five main themes and four sub-themes related to CBT research in the world. The four main themes are the advantages of CBT practices, empowering CBT stakeholders (two sub-themes), sustainable tourism, and marketing strategies (see Table 5). The results of the review, then, were comprehensively analyzed based on factors related to CBT research. The challenges of CBT research and future directions were also discussed resulting a comprehensive analysis of CBT research trends during the pandemic.

Table 3. Themes and sub-themes for selected articles

Main themes	Total articles	Authors
The advantages of CBT practices	12	Barbieri et al. (2019); Gan (2020); Nagy & Segui (2019); Müller et al. (2020); Songpornwanich et al. (2020); Fan et al. (2021); Lo & Janta (2021); Harris-Smith & Palmer (2021); Nugroho & Numata (2020); Ruiz-Ballesteros & Tejedor (2020); Gohori & Merwe (2020); Priatmoko et al. (2020)
Empowering CBT stakeholders (local and non-local communities empowerment)	7	Barbieri et al. (2019); Mayaka et al. (2020); Dolezal & Novelli (2020); Cornelisse (2019); Nguyen et al. (2021); Ruiz-Ballesteros & Tejedor (2020); Gohori & Merwe (2020)

Sustainable tourism	5	Barbieri et al. (2019); Müller et al. (2020); Cornelisse (2019); Priatmoko et al. (2020); Noorashid & Chin (2021)
Marketing strategies	2	Ngo et al. (2019); Noorashid & Chin (2021)

Source: Researcher, 2026.

Table 4. General information for selected articles

Paper ID	Authors	Years	Journals	Publishers	Countries	Quartiles	Indexations
P1	Mayaka et al	2020	Development Southern Africa	Routledge	Kenya	Q2	Scopus
P2	Dolezal & Novelli	2020	Journal of Sustainable Tourism	Taylor & Francis	Indonesia	Q1	Scopus
P3	Ngo et al	2019	Current Issues in Tourism	Taylor & Francis	Vietnam	Q1	Scopus
P4	Barbieri et al.	2019	Tourism Planning & Development	Routledge	Peru	Q1	Scopus
P5	Gan	2020	Tourism Planning & Development	Routledge	Malaysia	Q1	Scopus
P6	Lo & Janta	2020	Frontiers in Psychology	Frontiers Media	Thailand	Q2	Scopus
P7	Nagy & Segui	2019	Journal of Tourism Analysis: Revista de Análisis Turístico	Emerald	Romania	Q2	Scopus
P8	Müller et al.	2020	Austrian Journal of South-East Asian Studies	Society for South-East Asian Studies	Kamboja	Q3	Scopus
P9	Songpornwanich et al.	2020	Kasetsart Journal of Social Sciences	Kasetsart University	Thailand	Q2	Scopus
P10	Cornelisse	2019	Journal of Tourism and Cultural Change	Taylor & Francis	Peru	Q1	Scopus

P11	Fan et al	2021	Tourism Geographies	Routledge	Malaysia	Q1	Scopus
P12	Lo & Janta	2021	Frontiers in Psychology	Frontiers Media	Thailand	Q2	Scopus
P13	Harris-Smith & Palmer	2021	Tourism Planning & Development	Routledge	Tajikistan	Q1	Scopus
P14	Nguyen et al.	2021	Journal of Sustainable Tourism	Taylor & Francis	Vietnam	Q1	Scopus
P15	Nugroho & Numata	2020	Journal of Sustainable Forestry	Taylor & Francis	Indonesia	Q2	Scopus
P16	Setokoe & Ramukumba	2020	WIT Transactions on Ecology and the Environment	WITPress	Afrika Selatan	Q3	Scopus
P17	Ruiz-Ballesteros & Tejedor	2020	Sustainability	MDPI AG	Ekuador	Q1	Scopus
P18	Gohori & Merwe	2020	Sustainability	MDPI AG	Zimbabwe	Q1	Scopus
P19	Priatmoko et al	2020	Sustainability	MDPI AG	Indonesia	Q1	Scopus
P20	Noorashid & Chin	2021	Sustainability	MDPI AG	Brunei Darussalam	Q1	Scopus

Source: Researcher, 2026.

2. The advantages of CBT practices

A total of 12 articles out of 20 articles on CBT practices focus on explaining the benefits of practicing CBT. One of them that stands out is the economic advantage in terms of increasing income (Müllera, Hucka, & Markovab, 2020). In addition, job opportunities have also increased significantly. This is due to the emergence of new job opportunities and employment opportunities (Harris-Smith & Palmer, 2021; Lo & Janta, 2021). Interesting results were shown in research on the benefits of CBT between men and women in Gunung Cermi National Park, Indonesia which showed that men could benefit more from CBT. However, job opportunities and employment opportunities are not only felt by men, but also women can feel the benefits (Nugroho & Numata, 2020). In Manicaland, Zimbabwe, for example, women make crafts and antiques to sell as souvenirs to tourists, perform traditional dances as tourist attractions, and work on CBT projects (Gohori & van der Merwe, 2020), and in Pampang Village, Indonesia, women make traditional food to attract tourists to enjoy local specialties (Priatmoko, Kabil, Purwoko, & Dávid, 2021). Women can take advantage of the job opportunities created by CBT to gain economic independence (Barbieri et al., 2020). However, income from CBT cannot be used as the main income, but only as additional or

complementary income (Gohori & van der Merwe, 2020; Nagy & Segui, 2020). The reason for this is that the income from CBT has not been able to meet the needs of life, because it depends on the number of tourists and during the pandemic the number of tourists has dropped drastically (Barbieri et al., 2020; Gohori & van der Merwe, 2020).

Another economic benefit is that CBT practices can also directly improve public infrastructure (Lo & Janta, 2021). In the Peruvian Andes, the economic benefits derived by local communities must be set aside and given to the community to improve public infrastructure in the region (Barbieri et al., 2020). Meanwhile, in Zerafshan, Tajikistan, road and tunnel construction projects are being carried out in stages with the aim of making it easier for tourists to access (Harris-Smith & Palmer, 2021). Another advantage is the increased knowledge and skills of local people (Priatmoko et al., 2021). Several studies have stated that the increase in knowledge and skills of local people is due to the training, especially related to tourism such as accepting tourists, serving tourists, talking to tourists, cooking lessons, and using the e-tourism application platform (Barbieri et al., 2020; Harris-Smith & Palmer, 2021). Slightly different from the others, in Zerafshan, Tajikistan, the training provided is about security and safety in tourist attractions, this is a solution to the high crime rate there (Lo & Janta, 2020). Meanwhile, in the Pa Mon community in Chiang Mai, Thailand, the first training given to the community was the concept of CBT, so as to create shared knowledge and vision in the implementation of CBT practice (Songpornwanich, Emphandhu, & Sudharatna, 2020).

One of the benefits in CBT practice according to experts and the reason for International Organizations recommending it to be implemented is being able to maintain the conservation of nature and the continuity of cultural resources (Amir et al., 2015). A real case emerged in the Andes, Peru, the people there are increasingly aware of preserving nature and their cultural traditions. They enforce strict regulations for the conservation of natural resources by establishing the Amantani zone, which is an open area where animals must be there and carrying out cleaning of public areas. In addition, there also applies the use of local ingredients for the manufacture of food and drinks for tourists. This is done because they are aware that their land is an important asset in tourism practice, so they must maintain it while respecting local traditions so that these traditions can survive (Barbieri et al., 2020). In Romania, the implementation of CBT practices motivates the community to protect and preserve cultural heritage such as in the Viscri community, maintaining Saxon culture by building inns in the Saxon style. This is done to maintain customary values and community identity (Nagy & Segui, 2020). In Taman Negara, Malaysia, one of the Batek ethnic groups plays an active role in tourism while maintaining their traditions. Indigenous Batek people still live in the forest and their livelihoods such as hunting, gathering and looking for agarwood are the main objects of tourism (Fan et al., 2021). In Pampang Village, Indonesia, the community preserves traditional culinary arts as a form of maintaining culture, and is more aware of environmental conservation, river cleanliness and natural ecosystems (Priatmoko et al., 2021).

3. Empowering Stakeholders and Local Communities

This section focuses on discussing the role and efforts of stakeholders in empowering CBT around the world. A total of 20 selected articles, 7 included in the theme of CBT empowerment. Furthermore, a review of the articles that fall into this theme was carried out and resulted in two sub-themes including the role of local and non-local communities.

A total of 7 articles on the theme of empowering CBT stakeholders, as many as 5 articles focus on explanations related to the role of local communities, tourism management communities, in CBT empowerment. One of the roles of local communities in empowering CBT is as an initiator. In Maasai, Kenya, senior heads and elders act as catalysts and then visit other areas that are already in

the tourism business to exchange knowledge. This aims to increase their understanding of the tourism business and they can apply it in their own area (Mayaka et al., 2020). Meanwhile in Vicos, Peru, the people there have the initiative to form a non-governmental organization (NGO). Their goal is to implement a CBT project so that the ecosystem and traditional culture are preserved. This NGO invites the whole community to work together and participate in the project (Cornelisse, 2020).

The next role of the local community is as a participator, taking part in all tourism activities. In Bali, Indonesia, community participation can be seen from their active participation in training such as tourism knowledge courses, massage courses, and active English courses. This active community participation has even been integrated into people's daily lives, for example, the association of plastic collectors formed by the community contributes to the cleanliness of the village. This has even become a habit and common consciousness (Dolezal & Novelli, 2020).

People in Vicos, Peru, build homestays for tourists to stay longer. However, there are problems in this development, many people want to build inns independently. This threatens the village's traditional culture and is no longer compatible with the CBT concept. However, now the issue has been resolved and only a few families have been chosen to run the inn. This creates new participation for the community, especially those who are selected to run the inn, with special conditions for income sharing with people who are not selected. The participation is that they can now contribute and help their community (Cornelisse, 2020). In Floreana, Ecuador, the participation of the local community there is shown by almost all households there participating in CBT. A total of 30 households participate through ownership of hotels, restaurants, transportation services and tourism services (Ruiz-Ballesteros & Tejedor, 2020). An interesting local community participation took place in Thai Nguyen, Vietnam, where there were local men who gave great participation in empowering CBT. They develop traditional tea by building a boat with a tea tree planted on it. The goal is to introduce traditional tea. The tourists can enjoy traditional tea with the atmosphere on the boat. In fact, they also participate by providing input to other residents on program ideas that can be done to attract tourists such as cultural performances, local songs, and dances. (Nguyen, d'Hauteserre, & Serrao-Neumann, 2021).

4. Non-local communities empowering Empowering

A total of 6 articles out of a total of 7 articles on the theme of CBT empowerment focus on explanations related to the role of non-local communities in CBT empowerment. non-local communities are related parties who contribute and come from outside the local community, be it governments, institutions, organizations and other parties. One of the roles of these non-local communities is as a facilitator. In Il Ngwesi, Lumo and Kiio villages, the role of non-local communities is to facilitate partnership relationships with funders or investors (Mayaka et al., 2020). In addition, the role of non-local communities can also be seen from efforts to facilitate communities to receive training. In Bali, Indonesia, the community is trained and facilitated to collaborate with universities, tourism institutions and hotels, then training in English language courses funded by the government (Dolezal & Novelli, 2020). In the Peruvian Andes, community training is in the form of tourism-related courses provided by the government and non-profit organizations (Barbieri et al., 2020). Another role of non-local communities is to provide public facilities and accommodation. In Kenya, for example, both the government and related institutions provide public facilities such as clinics, schools, toilets, and windmills (Gohori & van der Merwe, 2020). While in Vicos, Ecuador, the government provides road access to tourist attractions (Ruiz-Ballesteros & Tejedor, 2020). Another role of non-local communities is tourism promotion. The International Tea Festival which is held every two years in Thai Nguyen, Vietnam is an event initiated by the government to promote

tourism. As a result, in collaboration with the community, this festival has become the biggest cultural festival in the city and has succeeded in attracting tourists to visit (Nguyen et al., 2021).

The next role of non-local communities is as managers, including initiators, managers, and facilitators of CBT empowerment. In Bali, Indonesia, non-local communities, investors, provide villas. However, their ownership there tends to be considered a negative impact because they only prioritize their personal gain (Dolezal & Novelli, 2020). In Visco, Ecuador, non-local communities-Centro Comunitario Floreana (CECFLOR), actually contribute to tourism management by subcontracting with external operators for visits. In addition, they also made the decision that they must develop tourism products so that tourist consumption patterns change and as a result tourists not only stop temporarily to rest, but can also stay longer to enjoy tourism in Visco. Another decision is to apply distribution among members based on equality and rotation, so that each community has the same turnover (Ruiz-Ballesteros & Tejedor, 2020). Meanwhile in Kenya, the role of non-local communities is that of initiators. In Mwaluganje, for example, non-local communities contributed to the development of a project proposal for a human-wildlife conflict solution to help empower CBT. Meanwhile, in Il Ngwesi, non-local communities initiated the community to fight against exploitation business activities (Mayaka et al., 2020). Despite the various roles that non-local communities play in the empowerment of CBT, there are negative results shown in Thai Nguyen, Vietnam. The community is too dependent on government management of tourism and believes that it is impossible to empower tourism without government assistance. This causes a lack of community participation and makes it difficult to empower CBT stakeholders (Nguyen et al., 2021)

5. Sustainable Tourism

This section focuses on discussing the implementation of sustainable tourism in CBT practices around the world. A total of 20 selected articles, as many as 5 took place on the sustainable tourism. Sustainable tourism arises due to the emergence of environmental issues in tourism development. While the concept of sustainable tourism is related to tourism development based on three dimensions of sustainability such as economic impact, environmental impact and social impact (Streimikiene, Svagzdiene, Jasinskas, & Simanavicius, 2021). This is relevant to the benefits of implementing CBT including being able to maintain the conservation of nature and cultural resources, increasing the sense of belonging among communities, and improving the community's economy (Amir et al., 2015).

The implementation of sustainable tourism in CBT practices has been discussed by many researchers. People, in the Andes, Peru, find it difficult when asked about the definition of sustainable tourism. However, in practice, they have done it like respecting local traditions by keeping them alive and not rejecting them. In addition, they implement strict regulations related to resource conservation, especially agriculture such as restrictions on Amantani zoning, habah suyo or open fields where animals must exist and live (Barbieri et al., 2020). Research in Cambodia on tourists' willingness to pay (WTP) for the products and services offered, showed that the Sustainable Development Goals (SDGs) only serve SDG 1 and SDG 8. CBT practices in Cambodia are currently marketed as accommodation, food and beverages, and guides. tour. Therefore, the goal of getting decent work and economic growth is the main thing (SDG 8. Decent work and Economic growth). In addition, pricing decisions are also problematic. This is due to the use of the US dollar as the main business currency, so many prices are rounded and these prices are used for local and international visitors. For international visitors, of course, the price of tourism products and services is not too perceived. However, for local visitors of course this price is very expensive. Therefore, this causes

the community to lose the potential to get additional income and poverty remains a problem (SDG 1. No poverty (Müllera et al., 2020).

The implementation of sustainable tourism, in Vicos, Peru was demonstrated by the goal of starting a CBT project by preventing outside influences on the local culture, so that the people of return are proud of their own culture and make the community earn additional income (Cornelisse, 2020). Another case in Pampang Village, Indonesia, the implementation of sustainable tourism is shown from the strong ties and relationships between the community and the village government. The facts found show that the role of academics in the introduction of the initial concept of sustainable tourism and CBT is very crucial to raise awareness. For example, the people there cook traditional culinary as a form of cultural preservation. In addition, after the idea of making ecotourism emerged, there was a change in public awareness of the environment, such as no longer catching fish or shrimp with chemicals and electricity, and not catching and shooting birds. As a result, currently the river is maintained and the birds are back and are now an ecosystem, even a tourist attraction (Priatmoko et al., 2021). In Brunei Darussalam, the Covid-19 pandemic has actually increased the implementation of sustainable tourism. This is shown by the greater appreciation of the people of Brunei for their own culture and many CBT business people employing local people so as to increase the economic income of the community (Noorashid & Chin, 2021).

6. Marketing Strategies

This last section deals with the worldwide CBT marketing strategy. A total of 20 selected articles, as many as 2 entered on the theme of marketing strategy. Marketing strategy is the process of formulating a pattern for selecting a target market, offering value, targeting position, promotion and others in order to achieve certain goals (Morgan, Whitler, Feng, & Chari, 2019). Regarding the marketing strategy discussed, it includes market segmentation, product design and development, and product promotion (Ngo et al., 2020).

Market segmentation is very essential in the development of CBT. This is because the right entry of tourists will affect the sustainability of tourism. In Vietnam, directly, related parties determine the right segmentation for the tourism business. The segmentation for the international market is tourists with middle and high incomes, living in developed countries, educated, and respecting nature. Meanwhile, the local market segmentation includes Vietnamese students studying abroad and educated urban travelers. These two segments were chosen so that incoming tourists understand the concept of CBT tourism and can maintain the conservation of natural and cultural resources of the local community, so that there is no destruction of traditional community values (Ngo et al., 2020). An interesting case occurred in Brunei Darussalam, due to the Covid-19 pandemic causing business owners to determine new market segments due to the absence of foreign tourists visiting. Business owners target the local market consisting of local Bruneians and expatriates working in Brunei to keep their business running (Noorashid & Chin, 2021)

Based on the results of research in Vietnam, it was found that product design and development is very crucial. There are 2 important factors that must be considered involving traditional customary values, and can also meet the basic needs of tourists. Reflecting on the case that occurred in Vietnam, many CBT products have traditional traditional values such as houses on stilts with bedrooms and dining rooms that are the same typical of Vietnamese mountain ethnicities, and mattresses made of “bong lau” or reeds typical of Vietnamese ethnicity. North. However, these two products cannot meet the basic needs of tourists, such as the stilt house which does not meet the basic problems of cleanliness for tourists and mattresses made of reeds which of course will make tourists allergic. Therefore, it is necessary to adjust these 2 important factors to produce a decent

product. In addition, in product design and development it is worth paying attention to the issue of pricing. This is so that the community gets positive economic benefits (Ngo et al., 2020).

The last thing that is very important in the CBT marketing strategy is product promotion. CBT promotion in Vietnam is mostly done online, especially through social media. Based on the results of the study, it was explained that promotion through static websites had less impact, while the use of social media, such as Facebook was very popular. Apart from online, CBT promotion in Vietnam is also carried out through a network of marketing intermediaries, such as relationships with tour operators and other related parties (Ngo et al., 2020). Research in Brunei revealed that "Word of Mouth" promotion through testimonials from social media users such as Instagram, YouTube, and Facebook is the most effective way to promote the CBT tourism business during the pandemic (Noorashid & Chin, 2021).

7. Challenges and directions

Many studies have found that the challenges of CBT research, particularly the practice of CBT, are waste problems and environmental damage (Nagy & Segui, 2020). The practice of CBT certainly cannot be separated from the presence of tourists, but with it a new problem arose, tourists began to carry a lot of garbage (Barbieri et al., 2020). The more tourists, the more waste is generated. This certainly poses a challenge for tourism managers to process the waste. In Chiang Mai, Thailand it was found that the cost of handling waste was too high, resulting in reduced income (Lo & Janta, 2021). In addition, the practice of CBT also causes environmental damage. In Belum-Temengor, Malaysia, elephant habitat has been destroyed by licensed logging to establish monoculture farms on protected forest borders. Although this logging is licensed and aims to develop tourism, the impact is the emergence of human and wildlife conflicts (Gan, 2020).

Furthermore, the challenge faced by the practice of CBT is the lack of community education, knowledge and skills (Harris-Smith & Palmer, 2021). In Belum-Temengor, Malaysia, it was found that the illiteracy rate of the people there is still high (Gan, 2020). Similar to the community in Nqileni Village, South Africa, the low level of education and literacy, and the community's lack of proficiency in English is a challenge. This is exacerbated by the lack of interest among young people to continue their study (Setokoe & Ramukumba, 2020). In addition to the problem of lack of formal education, another challenge is the lack of community knowledge and skills regarding technology. For example, in Chiang Mai, Thailand, people do not understand about online tourism services (Lo & Janta, 2021). Meanwhile in Zarafshan, Tajikistan, people do not understand electronic payments (Harris-Smith & Palmer, 2021), and lack of understanding and interest in community participation in CBT practices (Barbieri et al., 2020; Lo & Janta, 2020). Tourism proponents, in Romania, face challenges related to community reluctance to participate. This is because tourism practices, especially in Rosia and Montana, do not get support from the government (Nagy & Segui, 2020). In Zarafshan, Tajikistan, the lack of community participation in tourism is due to jealousy of the people who have recommended guest houses in the region. Tourists tend to want to stay at certain guesthouses they've read about or heard of, and of course have better service. This makes other people who have guesthouses that are less known and recommended to get a little less income (Harris-Smith & Palmer, 2021).

In Belum-Temeng, Malaysia, people do not participate in tourism due to the lack of benefits received and often certain parties take personal benefits. This makes tourist arrivals there generally treated indifferently by the public (Gan, 2020). The same case occurred in Nqileni Village, South Africa, where there were parties who took personal advantage or in this case corruption, making people reluctant to participate in tourism (Setokoe & Ramukumba, 2020). While the case that

occurred in the Andes, Peru, it was found that the people there still lacked understanding about the definition of CBT, but a positive response was shown by the community with their narratives and practices that had demonstrated the management of CBT practices (Barbieri et al., 2020).

The next challenge faced by CBT practice is the lack of support, be it the government or related stakeholders (Lo & Janta, 2020; Noorashid & Chin, 2021). In the Andes, Peru and Rosia, Montana, Romania, support from relevant parties and the government is minimal or even almost non-existent. This hampers tourism growth and reduces community participation (Barbieri et al., 2020; Nagy & Segui, 2020). A different case occurred in Nqileni Village, South Africa, the lack of support from the government and outside parties due to debates with traditional leaders there. This causes the government to be less responsive to the needs of the village (Setokoe & Ramukumba, 2020). In Belum-Temeng, Malaysia, the lack of support from related parties can be seen from the absence of reciprocal relationships with villagers. This makes the benefits felt by the villagers less tangible (Gan, 2020). An interesting finding was found in Brunei, where government support is very real, but the government is too intervening (Noorashid & Chin, 2021).

The Covid-19 pandemic has affected all sectors, especially tourism. An example of the case in Chiang Mai, Thailand, the occurrence of the Covid-19 pandemic made tourists no longer come, thus affecting the economy and impacting several people who had to lose their jobs. Worse yet, it does not only affect humans, but also animals. Elephants lose their care and well-being as many handlers are laid off (Lo & Janta, 2021). Similar to what happened in Thailand, CBT-based tourism in Brunei is also facing the challenges of the Covid-19 pandemic. According to tourism investors, the Covid-19 pandemic is the most unexpected challenge to occur and has never happened so far. As a result they have to face new challenges in CBT practices such as scanning the BruHealth QR code and cleaning tourist areas with disinfectant. The findings also indicate another challenge, namely recalibrating the tourism products offered to suit the interests of local communities. This happens because access to Brunei is limited so that foreign tourists cannot visit. As a result, tourism owners adapt by providing tourism services for local communities (Noorashid & Chin, 2021).

Apart from the challenges of CBT practice mentioned above, there are other challenges. In "Belum-Temeng", Malaysia for example, the arrival of tourists is often accompanied by junk food, they often bring it and distribute it to the children of Orang Asli Malaysia. Of course, according to them, this is to give to each other, but according to local people, this is tantamount to bringing dangerous goods and they are afraid that it will affect their lifestyle that they don't want. In addition, the practice of CBT does offer the experience of living side by side with Orang Asli, but tourists often enter the private space of the community at will. Of course, this is not wanted by the community because it interferes with their quality of life (Gan, 2020). Furthermore, an interesting challenge to CBT practice was found in Taman Negara, Malaysia. The issue of debate as to who is the most indigenous arose. There are three ethnicities including Malays, Malaysian Chinese and Orang Asli Batek. They debated which of the three of them was the most indigenous, either based on history or geographical location. This has become a matter of debate because local conflicts largely determine who holds power over land and resources in Taman Negara, Malaysia (Fan et al., 2021).

Much remains unknown about what trends are being discussed in CBT research in times of pandemic. Therefore, future research should pay attention to several important points. First, future research is expected to explore more deeply related to CBT practices, such as the level of community involvement, community perceptions, community social relations in CBT, adherence to CBT practices, benefits obtained, and others. So it is hoped that future research can provide better development strategies to overcome the challenges that still exist in CBT practice (Barbieri et al.,

2020; Dolezal & Novelli, 2020; Mayaka et al., 2020; Ngo et al., 2020). Second, future research is expected to cover more specific areas and specific times, so that it can provide a comparison of the differences between several CBT practices that are useful for literacy materials for CBT developers about what they should do. (Barbieri et al., 2020; Noorashid & Chin, 2021). Finally, future research is expected to use mixed methods as a research approach. This is because from a total of 20 selected articles, 18 articles used a qualitative approach and two articles used a quantitative approach. The use of a mixed methods approach in CBT research is expected to produce stronger research results, answer more research questions that other methods cannot answer, and can provide several different perspectives on CBT research (Gan, 2020; Tashakkori & Teddlie, 2010).

CONCLUSION

This systematic review has highlighted the trends, challenges and directions of CBT during the pandemic. The pandemic that has occurred around the world has also affected the practice of CBT, which can be briefly identified into four themes related to CBT research trends, the benefits of CBT practice, empowering CBT stakeholders with two sub-themes, the role of local communities and non-local communities, sustainable tourism, and marketing strategy. The research challenges include: 1) Waste and environmental problems; 2) Lack of community education, knowledge and skills; 3) Lack of public understanding and interest in CBT; 4) Lack of support from related parties; 5) There is a Covid-19 pandemic; and 6) Ethnic culture issues. Meanwhile, the direction of future research needs to be more encouraged in the areas of community involvement level, community perception, community social relations in CBT, adherence to CBT practices, and the impact of CBT on psychology, socio-economics, and culture of the community.

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AUTHOR CONTRIBUTIONS

The author has responsibility for conceptualizing the research idea, the writing design that guides the research. The author searches for relevant literature in journals, especially Scopus and ScienceDirect, there is a proper filtering process and relevant journal relationships so that in accordance with the guidelines, data analysis is also carried out for smooth writing. In addition, All three authors have reviewed, approved, and approved the final version of the manuscript, and each is solely responsible for the work presented herein.

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CONFLICT OF INTEREST

There was no conflict of any kind in the entire writing stage until the publication of this manuscript. The author is confident that all stages of the research process are through full transparency and integrity in the implementation and reporting of this research. No one was harmed in writing this article.

DECLARATION ON AI USE

Use (AI) in this writing in a limited capacity for language improvement, grammar checking, and writing assistance. We are responsible for the accuracy, originality, interpretation, and final content of the manuscript, including all decisions related to research design, data analysis, thematic interpretation, and Conclusions. This writing is done entirely by the author without the involvement of AI. No AI tool is listed as an author, as it does not meet the requirements set for authorship and accountability in academic publishing.

DATA AVAILABILITY STATEMENT

All primary or empirical data information collected, generated, or analyzed directly by the author as part of the research process. The research comes from secondary sources, specifically 20 peer-reviewed research articles that have been identified through Scopus and ScienceDirect, so that all sources are publicly accessible. There is no engineering data and all of it can be publicly proven.

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