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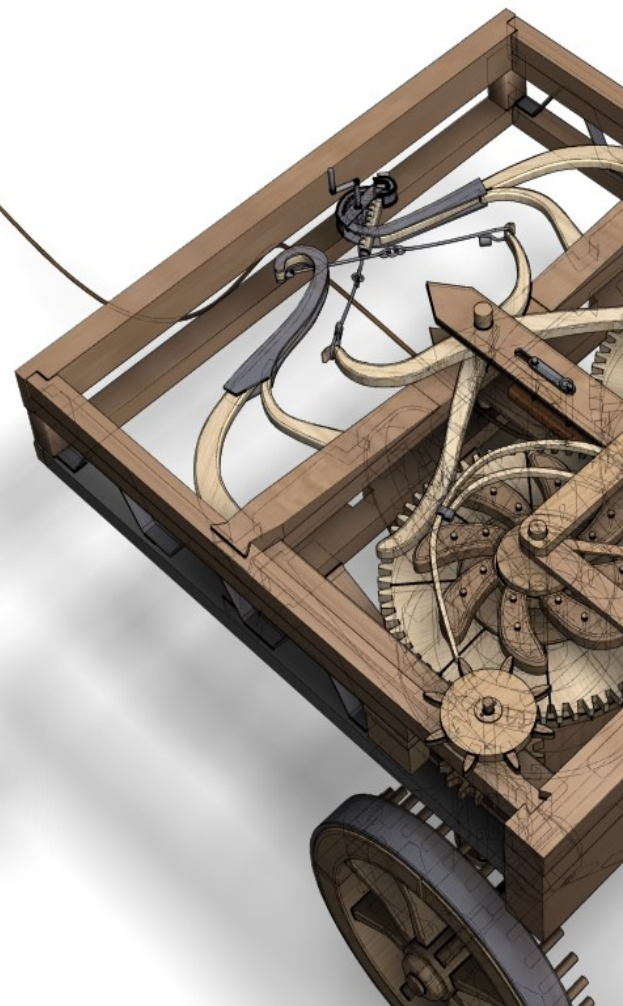
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## Table of Contents:

1	<b>The Cerro Azul Fisherman's Wharf, Peru: Revaluation and Tourism Promotion</b> Kerby Gilberto WONG ORMEÑO, Nestor CUBA CARBAJAL, Manuel Enrique CHENET ZUTA, Enaidy REYNOSA NAVARRO, Judith Soledad YANGALI VICENTE	2031
2	<b>Leading Directions of Tourism Development in Ural Region</b> Tatyana Yurieva KSENOFONTOVA, Natalya Petrovna TARKHANOVA, Tatyana Nikolaevna KOSHELEVA, Alexander Alexandrovich VORONOV, Roman Sergeevich LUCHANINOV	2038
3	<b>Evaluation of Walking Street Market and Improvement Plans for Tourism Promotion. A Case Study of Thanon Pha Kram</b> Niyomkar PIM-AMORN, Prongmanee NUTTHACHAI	2045
4	<b>The Effect of Service Quality in the Involvement of Participants in Leisure Dance Activity</b> Kyriaki SAVVIDOU, Dimitris GOULIMARIS, George KOSTA, Eyaggelos MPEMPETSOS, Efi TSITSKARI	2059
5	<b>Leading Attraction to "Visit of East Kalimantan". Prospects of Pampang Cultural Village, Samarinda</b> Saida Zainurossalamia ZA, Irsan TRICAHYADINATA, Syarifah HUDAYAH, Aprilya MUSTARI	2067
6	<b>Cultural Heritage in Peja and Turkish Denominations</b> Leonora HUSAJ, Valdrin HUSAJ	2074
7	<b>A Cluster Study of Community-Based Tourism Terminology</b> Dietermar SAY	2082
8	<b>The Historical Development of the Tourism Criminal Law</b> Abdullah AI KHSELLAT	2095
9	<b>Evaluation of Customer Experience and Satisfaction in Luxury Resort Hotels of the Maldives</b> Lyudmila POPP, Zamira MUKHAMBETOVA, Botagoz MATAYEVA, Gulzhan KUNAFINA, Almagul NURGALIYEVA, Vera VOLOKHINA, Ayagoz ZHANSAGIMOVA	2099
10	<b>Economic Analysis and Factors Influencing the Development of Tourism</b> Zubaira TEMIRALIYEVA, Karlygash ABDYKULOVA, Gulnara BAIBASHEVA, Zhassulan SADYKOV, Gulmira NAKIPOVA, Layly TOKAEVA	2109
11	<b>Prospects for the Development of Domestic Gastronomic Tourism in Conditions of Restrictions Caused by the COVID-19 Pandemic</b> Antonina Pavlovna SOKOLOVA, Roman Viktorovich SERYSHEV, Maya LIVSON, Ekaterina A. BARANOVA, Viktoria Viktorovna ZUNDE	2121
12	<b>Tourist Behavioral Intentions during the Covid-19 Pandemic. The Role of Reactance, Perceived Risk and Protection Motivation</b> Robert BĘBEN, Sylwia KUCZAMER-KŁOPOTOWSKA, Anna MŁYNKOWIAK-STAWARZ, Izabela PÓLBRAT	2129
13	<b>The Impact of the COVID-19 Pandemic on the Development of Internal Tourism in the Russian Federation: A Statistical Analysis</b> Elena Evgen'evna KABANOVA, Ekaterina AI. VETROVA, Tatiana A. EVSTRATOVA, Tatiana Vyacheslavovna BOGACHEVA, Elena Ivanovna KUBASOVA	2148

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**Laura Ungureanu**

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- 14 **Analysis of Financial and Economic Aspects of Company Functioning and Their Influence on the Tourist Cluster** 2157  
Adeliya YELCHIBAYEVA, Alma-Gul RYSKULOVA, Mayrash BAIMURATOVA,  
Gulnara KAPANOVA, Gulnazym SHARIPOVA, Ainura MAKSUTOVA
- 15 **The Relationship between Academic Performance and Environmental Sustainability Consciousness: A Case Study in Higher Education** 2168  
Kevin FUCHS
- 16 **Geriatric Problems in Medical Tourism** 2177  
Mikhail A. OSADCHUK, Maxim V. TRUSHIN, Karina S. SOLODENKOVA,  
Natal'ya V. KIREEVA
- 17 **Recovery Policy and Proper Management of Mangrove Forests to Preserve Environmental Sustainability and Ecotourism in Bangkalan Indonesia** 2188  
Bambang Eko TURISNO, Iga Gangga Santi DEWI, Siti MAHMUDAH, Amiek SOEMARMI
- 18 **Endowment Funds as an Effective Form of Partnership between the Business Sector and the Higher Education System: Case of Training Specialists in the Tourism Industry** 2194  
Zhibek KHUSAINOVA, Maral ASANOVA, MARDANOVA, Gulvira AKYBAYEVA,  
ABAUOVA
- 19 **Tourism After Lockdown: Will Business Travel Maintain Popularity?** 2217  
Tatiana Viktorovna UKHINA, Yulia Petrovna MAIDANEVYCH, Almakul Shakirbekovna  
ABDIMOMYNOVA, Diana Igorevna STEPANOVA, Gulmira Kairbaevna ZAMBINOVA
- 20 **The Impact of COVID-19 on the Finances of the Tourism Industry in Indonesia** 2224  
Wastam Wahyu HIDAYAT, Cahyadi HUSADHA
- 21 **Kabankalan City Accommodation Industry: Sustainable Business Attitudes and Practices** 2232  
Kimberly A. ALFARAS, Riza Stephanie A. ALFARAS
- 22 **Competitiveness Analysis of the Tourism Sector in Azerbaijan and the Clustering Problem** 2240  
Fariz AHMADOV, Gulnar MIRZAYEVA, Ilkin MAMMADOV
- 23 **The Impact of COVID-19 Pandemic on Egypt's Tourism. New Challenges for Media Houses to Make Awareness for Safety to Travel** 2251  
Miral Sabry ALASHRY, Majid ALKHUDARI
- 24 **Environmental Conservation and Socio-Cultural Preservation Manifestations in Tourism Policy Development in Bali** 2263  
Ni Luh Gede HADRIANI, I Putu GELGEL, I Putu Sastra WIBAWA
- 25 **Potency and Development Strategy of Sungai Bersejarah Mangrove Ecotourism, Siak Regency** 2272  
Irwan EFFENDI, Nursyirwani NURSYIRWANI, Warren Pangihutan PANJAITAN, Dessy  
YOSWATY, Musrifin GHALIB, Muhammad Rizal RAZMAN, Andrizal ANDRIZAL

# Call for Papers Spring Issues 2022 Journal of Environmental Management and Tourism

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## A Cluster Study of Community-Based Tourism Terminology

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### Abstract:

The lack of an official definition of “community-based tourism” (CBT) from the United Nations has caused the academics in the literature to debate the philosophy of the terminology. This paper collects and studies a list of CBT terminology changes in chronological order. Further observation reveals how the works in the CBT literature area have been mainly written by four groups of authors: 1) academics, 2) local government, NGOs, and 4) international organizations. A cluster of 90 CBT works are displayed through word cloud analysis presents evidence of the differences among these three different groups. The results show how the academics have a stronger focus on “community participation”, the government on “product placement”, and the international organizations on “development goals”. These results may allow future communities to more easily decide on which group of authors would suit them more when applying CBT practices.

**Keywords:** community-based tourism (CBT); terminology; community development; word cloud.

**JEL Classification:** Z32.

### Introduction

CBT is a development strategy that can be used by a community to promote sustainable development on its own by controlling tourism attractions. From the CBT related literature, the academic concept and definition of CBT can go further into arguing the philosophy of what a community is, or how a person identifies him/herself as a member of a community. However, those who are in need of a CBT strategy are not always limited to scholars but could be community members that are struggling to find practical methods for CBT transformation, and the discussion of terminology and philosophy may not be suitable for them. This study focus on examining the changes in CBT terminology over time, to prevent misunderstanding between CBT practitioners and communities during the process of community transformation.

In the following sections, the literature review is displayed in chronological order, followed by the methodology section where the 90 chosen pieces of CBT literature are analyzed using MAXQDA a computer-assisted qualitative data analysis software package. In section four, the results of the findings and their limitations are discussed, and the last section supplies the conclusions and recommendations. This study contributes to the CBT literature evolution and offers the communities and stakeholders a better understanding of CBT terminology.

### 1. Literature Review

The concept of utilizing tourism as a method to improve community development and to retard community decline began after World War II, but it was not until the mid-80s that ‘Community Based Tourism’ (CBT) became its own category in the tourism lexicon (Beeton 2006). Since CBT is still relatively new, the United Nations has yet to settle on a definition for the concept but does have a definition of ‘community development’ and of ‘tourism’ separately. In this context ‘community development’ is defined as “A process designed to create conditions of economic and social progress for the whole community with its active participation and the fullest possible reliance upon the

community's initiative." - United Nations, 1955. 'Tourism' is defined as "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes." - UNWTO, 2008.

Due to the lack of an official definition of 'community-based tourism' from the United Nations, several authors and organizations have debated the terminology and provide their own sets of definitions. There are thus different definitions of CBT, and this sometimes leads to confusion about its principles and practices (Ndlovu & Rogerson 2003; Giampiccoli & Mtapuri 2015). What these definitions have in common though is the concept of helping out a community through tourism. The common misunderstanding found is due to oversimplification of chosen CBT definition (Higgins-Desbiolles 2006; Weave 2010). Correspondingly, as Brohman (1996) stated, without determining the concept and principles of CBT any definition of it is bound to be simplistic and possibly end up with a wrong conclusion (Brohman 1996). For example, the concept of CBT is often misunderstood as being tourism that takes place in small or rural communities (Kontogeorgopoulos *et al.* 2014). During the initial emergence of the discussion about tourism and community relationships, the outside world was divided over development, with the concept of separation being 'West' and 'East'; 'First' and 'Third' world; North and South, and so on. Over thirty years these divisions have faded out because of greater understanding of the flows of power, resources, influence, and tourism impacts (Jamal & Dredge 2014). The main principle now is to build up local communities rather than external parties, where management and ownership is controlled by local people (Kaur *et al.* 2016). Tasci (2011) noted that cases of CBT mostly take place in less developed places targeted to alleviate poverty and other aid, the concept of CBT shares similarities with the business concept of strategic destination branding and destination marketing.

As the CBT definition continues to evolve there are various voices stating their know-how of the principles of achieving successful community-based tourism. These claimants can be divided into 4 parties: 1) academia, 2) non-government organization (NGOs), 3) local government, and 4) international organizations. As terminology plays an important part in the evolution of community and development, is necessary to understand the changes over time in this as expressed by different people or organizations overtime. Table 1 displays a generalized and truncated version of the chronological records of CBT terminology found in the literature.

Goodwin and Santilli (2009) argue that the definition from an academic point of view should be regarded as 'community ownership and community benefit', but from their survey, funders, conservationists, and development workers have shared concepts of CBT as: 1) Benefits to individuals/households in the community and collective benefits for general interest of the community; 2) Benefit for conservation -community owned enterprises; 3) Joint venture with community, expected transfer of management; 4) Private sector with community benefits; and 5) Marketing tourism product and developing networking in a local region

The basic premise of CBT is its foundation of 'community control over development' (Tasci *et al.* 2014). CBT is a tourism product that local communities are fully responsible for in every aspect of their management, decision making, planning, and evaluation (Kaur *et al.* 2016). Due to this wide definition of CBT, some researchers have suggested that CBT has a close resemblance to other forms of tourism. Kontogeorgopoulos *et al.* (2014) compared the traits of ecotourism and CBT in the literature and found that though both are similar in terms of cultural/ social sustainability, ecotourism focus more on ecological factors, but lacks the concentration on social equity and control of the tourism sector that CBT possesses, while CBT also leans more to local involvement than ecotourism. Leksakundilok (2006) argues that CBT applies the concept of the ecotourism and therefore the two contexts should be united as Community-based Ecotourism (CBET). Mayaka *et al.* (2019) argued that there are two trajectories for community tourism. One is to involve communities in tourism to help develop a profitable local industry. The other approach is to develop the community through tourism, as this second trajectory can bring up the value of the community beyond economic value (Mayaka *et al.* 2019).

Table 1. CBT definition changes overtime

Reference	Affiliation	Definition of CBT
Brohman (1996)	Academia	-the development that would seek to strengthen institutions designed to enhance local participation, promote economic, social and cultural wellbeing of the majority. -a development that would bring balance and harmony of local economy development with quality development, culture and environment development, divergent needs, and the interest/potentials of the community and its habitats.
Responsible Ecological Social Tour (REST), 1997 (in Suansri, 2003)	Local Government & NGOs	-" <i>CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn</i>

Reference	Affiliation	Definition of CBT
		<i>about the community and local ways of life".</i>
Worldwide Fund for Nature (2001)	NGOs	-substantial control, involvement, development, and management a community has, with its major proportion of the benefits remain within the community.
Natori (2001)	Academia	-activities of the community that promote exchange in order to create energetic community.
The Mountain Institute (2003)	International Organizations	-CBT <i>"is a visitor-host interaction that has meaningful participation by both and generates economic and conservation benefits for local communities and environments."</i>
Ndlovu and Rogerson (2004)	Academia	-CBT is <i>"contested and means different things to different people"</i>
Hiwasaki (2006)	Academia	-CBT is based on its four goals: (1) Empowerment and ownership, (2) resource conservation, (3) economic and social development, (4) visitor's experience.
Goodwin and Santilli (2009)	Academia	-academic definition: community ownership and benefit -varies upon different stakeholders
APEC (2009) (Hamzah and Khalifah 2009)	International Organizations	<i>"is a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring the local community's participation."</i>
Caribbean Tourism Organization (2009)	International Organization	-every tourism activity within the Caribbean is consider as CBT, since the international definitions are too narrow and not suitable for small islands. Tourism should take in the full consent and embrace of the community.
Boonratana (2010)	Academia	-in Thailand, tourism that associates with local/indigenous community is considered as CBT
APEC (in Asker <i>et al.</i> 2010)	International Organizations	<i>"CBT is generally small scale and involves interactions between visitor and host community, particularly suited to rural and regional areas."</i>
ESRT and WWF-Vietnam (2013)	Government & NGOs	<i>"CBT provides visitors with an experience of local life, in which local communities are directly involved in tourism activities and get socio-economic benefits from tourism activities and take responsibility for protecting the natural resources, environment and local culture."</i>
Tasci <i>et al.</i> (2014)	Academia	-CBT <i>"is a tourism resource development and management paradigm distilled from a half century's evolution of conceptual and philosophical approaches to resource management."</i>
ASEAN (2016)	International Organizations	-when community's owned and managed its tourism activity that leads to the well-being of themselves through sustaining socio-cultural traditions, natural and cultural assets.
COBATI (2015) (in Baryamujura and Bibangambah 2015)	NPOs	- <i>"(CBT) refers to a variety of tourist-host interactive activities that generate economic and social benefits for the host communities. CBT enables the rural communities to participate in tourism development to supplement their household incomes"</i>
Ruiz-Ballesteros and Cáceres-Feria (2016)	Academia	- <i>"CBT involves direct local participation (collective action) in the development, management and benefits of tourism activities that are integrated into the local economy. The level of this 'local involvement' will determine whether a particular destination can be classified as CBT"</i>
South Africa's National Department of Tourism (2016)	Local Government	-CBT <i>"refers to any tourism business or activity that is located within a community, it may either be privately owned or managed or operated with the involvement of the local community members. It should be able create community linkages and adhere to responsible tourism practices that take environmental, social and cultural sustainability into account."</i>
Mtapuri and Giampiccoli (2016)	Academia	-a representation of the social and economic traits of community well-being.

### 3. Methodology

This paper looks at the involvement of several stakeholders in the evaluation of information about CBTAs seen in Figure 1, there are different formats in the CBT literature that are targeted for different audiences. The works by academics tend to be theoretical and case study analyses. The government would usually work together with the local NGOs and other local sectors in designing guidelines or handbooks to the local residents. These publications are designed to be easy to understand with photographs, worksheet, and practical exercises to engage the readers' interest. The international organizations provide agenda, statistics, and their mission in their publications, their focus is toward their own employees, on-the-ground practitioners, or for academia.

The literature provides sufficient evidence to show that not only is the terminology for CBT evolving, the type of writing is also split into three large groups of authors: the academics, governments & NGOs, and international organizations. To further examine if there are similarities and difference among these three groups, a collection of 90 CBT works, 30 from each group, was collected and inserted into a word cloud software processor through MAXQDA. Word clouds allow the generation of body of text to serve as a starting point for deeper analysis. The frequency of texts displays the emphasis of the vocabulary the author used. This paper examines the top similarities and differences between each group. This method of analysis is an effective technique to provide visual understand of the overall content.

Figure 1. Different Formats of CBT Literature: (left) academia, (center) local government and NGOs, (right) international organizations



The international organizations are known for their reputation and resources in attending to local development. This group of independent bodies as seen in Table 2, have their own agenda and some have their own terminology in various areas. They provide statistics and forecasts based on their available databases, and act accordingly from their principles to support local development. The number of international organizations that focus on CBT development is limited however, therefore some are listed more than once in the list.

Table 2. 30 CBT Literature from a selection of International Organizations

Year	International Organization	Year	International Organization
1955	United Nations	2014	German Corporation for International Cooperation GmbH
1987	United Nations	2014	The Organisation for Economic Co-operation and Development
2004	World Tourism Organization (Manning)	2015	Association of Southeast Asian Nations
2006	World Tourism Organization	2015	International Association for Community Development
2007	United Nations Department of Economic and	2016	Association of Southeast Asian Nations



Year	International Organization	Year	International Organization
	Social Affairs		
2009	Asia-Pacific Economic Cooperation (Hamzah and Khalifah)	2017	International Trade Centre and World Tourism Organization
2009	Caribbean Tourism Organization (Henry)	2017	World Bank
2010	Asia-Pacific Economic Cooperation (Asker <i>et al.</i> )	2018	Federal Ministry for Economic Cooperation and Development
2011	International Labour Organization	2018	The Standing Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation
2012	Globally Important Agriculture Heritage System (Vafadari)	2018	World Tourism Organization
2012	United Nations Educational, Scientific and Cultural Organization (Albert <i>et al.</i> )	2018	World Trade Organization
2013	United Nations Conference on Trade and Development	2019	International Association for Community Development
2013	United Nations Economic Commission for Africa and Intergovernmental Authority on Development	2019	United Nations
2013 a	World Tourism Organization	2019	World Travel & Tourism Council
2013 b	World Tourism Organization	2020	The Organization for Economic Co-operation and Development

The government’s publication of CBT development plans may not necessarily claim a project as CBT, but rather a tourism promotion for communities in general. This group of authors would collaborate together with local NGOs to design practical strategies tailored for local people. In Table 3, 30 CBT strategies provided by selected governments are listed, these were selected based on English availability, collaboration with NGOs, and their mention of community and tourism development. The works by government and NGOs act from a national level and local level in providing CBT guidelines, where the same strategy could be reused and applied for different communities if it is within the government’s territorial control.

Table 3. 30 CBT Literature from a Selection of Government and NGO Sources

Year	Government & NGO	Year	Government & NGO
2001	Department of Communities and Local Government, London	2015	Community Based Tourism Initiative (Barymaujura and Bibangambah)
2001	World Wide Fund for Nature (Denman)	2015	European Parliament (Peeters <i>et al.</i> )
2003	Responsible Ecological Social Tour (Suansri)	2015	Ministry of Finance and Corporate Governance, Antigua and Barbuda
2003	The Mountain Institute	2015	Ministry of Tourism and Entertainment, Jamaica
2004	Department for Environment and Heritage, Australia	2016	Department of Rural and Community Development, Ireland
2006	United States Agency for International Development (Fries <i>et al.</i> )	2016	Mairie de Paris (Hidalgo)
2007	The International Ecotourism Society	2016	National Department of Tourism, South Africa
2009	Republic of Rwanda	2018	Department of Economic Development, Dubai
2012	Ministry of Tourism and Creative Economy, Indonesia	2018	Department of Transport, Tourism and Sport, Ireland
2012	Southern Africa Development Community	2018	Friends-International
2012	Task Force on Travel and Competiveness, USA	2019	Bureau of the Land Management, USA
2013	City of Sydney, Australia	2019	Ministry of Business Innovation & Employment and Department of Conservation
2013	The Economic Planning Group of Canada	2019	The Tourism Strategic Planning Committee, Cumberland
2013	ESRT and WWF Vietnam	2019	Western Australian Local Government Association
2014	INTERREG IVC, European Union, & National Institute for Research and Development in Tourism	2020	World Economic Forum

In Table 4, the contributions by 30 academics are listed. These were chosen for word cloud analysis based on them having terminology, strategy, and guidelines content for CBT. These academic authors utilized their theories and material from case studies to develop recommendations for communities, stakeholders, and investors in local tourism. As there is much more academic literature on CBT than for other groups, this list does not select the same academic author more than once to keep the pool diverse as possible.

Table 4. 30 CBT Literature by Academia

Year	Academia	Year	Academia
1968	Pinel	2010	Weaver
1993	Jamieson	2011	Hung et al
2000	Onyx and Bullen	2011	Yamashita
2000	Tosun	2012	Buckley
2001	Jafari	2012	Von der Weppen and Conchrane
2006	Hiwasaki	2012	Nkemngu
2008	Connell and Rugendyke	2013	Pedrana
2008	Kibicho	2013	Lucchetti and Font
2008	Simpson	2013	Vafadari
2008	Moscardo	2014	Kontogeorgopoulos <i>et al.</i>
2008	Okazaki	2015	Nair <i>et al.</i>
2009	Goodwin and Santilli	2016	Philips and Wong
2010	Boonratana	2018	Dodds <i>et al.</i>
2010	Green and Goetting	2018	Giampiccoli and Saayman
2010	Harwood	2019	Curcija <i>et al.</i>

The literature from Tables 2-4 are gathered and input into MAXQDA software for word cloud processing. The word cloud method allows visualization in text analytics, where highlighted words could be indicators for further research (Heimerl *et al.* 2014). This software was preferred due to its capability to upload and analyze massive quantities of documents. The MAXQDA system then generates a word cloud based on frequency of certain text while omitting common articles, pronouns, prepositions, and numbers. An Excel sheet is generated as the result, since the word count for each literature is different, to create an equal platform, percentages are used for comparison instead.

#### 4. Results and Discussion

The frequency of word phrases is used instead of word text, as certain words for instance: 'development', 'community', 'local', 'tourism', 'cultural', 'sustainable', 'people', 'economy', and 'planning' appear in almost every source. The MAXQDA word cloud setting is for it search two word phrases instead, which provides the findings listed in Table 5. The common themes these three groups highly emphasized were 'economic development', 'local communities', 'natural resources', 'rural areas', and 'sustainable tourism'. The three groups agreed that economic development and sustainable tourism can lead to an improvement in overall local development.

The governments & NGOs and international organization groups did mention 'community-based tourism' but not as strongly as the academic sources. This is because not all publications governments & NGOs and international organizations use the terminology of CBT, instead preferring to say community and development planning, or sustainable tourism planning for the community.

Table 5. Frequency of Word Phrases in the CBT Literature

Emphasized Key Phrases	Academia	NGO & Local Government	International Organization
action plan		✓	✓
case studies	✓		
case study	✓		
community based		✓	✓
community based tourism	✓		
community development		✓	✓
community participation	✓		
community tourism	✓		
decision making	✓	✓	
developing countries	✓		✓
development goals			✓
economic development	✓	✓	✓
economic growth		✓	✓
high level			✓
high quality		✓	✓
international tourism		✓	✓
local communities	✓	✓	✓
local people	✓		✓
long term	✓		✓
national level			✓
natural resources	✓	✓	✓
poverty reduction			✓
private sector		✓	✓
product development		✓	
rural areas	✓	✓	✓
socio economic			✓
sustainable development	✓	✓	
sustainable tourism	✓	✓	✓
technical assistance			✓
tour operators		✓	
tourism activity		✓	
tourism development	✓	✓	
tourism industry	✓		✓
tourism management	✓		
tourism policy	✓		
tourism sector		✓	✓
united nations			✓

#### 4.1 Comparing Academia and Government & NGOs

Based on the literature review both academic and governments & NGOs have a strong attachment to the topics of 'development', 'local', 'community', 'based', 'resources', and 'tourism'. These are stable vocabularies in most CBT publications, since development and community are the central themes. The topics of 'sustainable', 'management', 'economic', 'environmental' and 'people' are also similar elements that are commonly brought up in academia and governments & NGOs instructions. This suggests that their goal in CBT development is based on the sustainability and management principles of tourism development: economy, environment, social factors.

Phrases that are highlighted in both categories include 'sustainable development', 'decision making', 'human resource', 'local community', and 'tourism development'. It is reasonable for CBT handbooks to have 'local community' and 'tourism development' as they are the general concepts in managing 'sustainable development'. The similar emphasis on 'decision-making' and 'human resources' may indicate the CBT or community development in general requires to assess the local human capital before making decisions. After all, CBT is about letting the people make their own decisions. Shared topics such as 'tourism product', 'cultural heritage' and 'rural areas' are touched upon occasionally and this could suggest a plan and action for perseverance or marketing strategy of the rural' cultural heritage.

An obvious difference between the two groups is found in the frequency of keywords or phrases where one is significantly higher than another. In terms of phraseology, the academic area has a higher rate of mentioning of 'tourism management', 'community participation', 'development countries', and 'case study' than governments & NGOs. Whereas governments & NGOs talk more about 'action plans', 'product development', 'national level', 'tourism activities', 'high quality', and 'tourism policy'. One possible reason that there is a gap in emphasizing "case study" in NGOs & local government work could be because the academic area heavily relies on the outcomes of

existing case studies for their studies to build up their theories and CBT instructions and the government & NGOs are more to do with practical solutions.

The governments & NGOs group's lower rate of mentioning 'case study' may also partly be because this group is dealing with the case study by itself. Local government has usually already established 'action plans' and agenda for development with a more practical approach and finds little relevance in providing case studies to support their on-going actions. This assumption can be supported given their decision in aiming to provide better high quality tourism services through 'production development', 'tourism action', and 'tourism policy'.

That academia on the other hand does not have these other emphases might be because they see CBT as being more of a project for developing countries, therefore the byproduct of proper tourism management through 'community participation' or 'participatory' in general is of low importance, possible because either the government has already decided the roles as arranged or the NGO's instruction has a step to distribute roles for the people to do. In terms of vocabulary, academics put more emphasis on the following words than governments & NGOs: 'capital', 'life', 'health', and 'participation'. 'Capital' is understandable as a reference to the different types of resources capital. Life and health may suggest the aim of improving the people's quality of life. The reason governments & NGOs did not emphasize these words might be because the government has already an agenda for 'life and health' separate from CBT projects. 'Capital' and 'participation' to the governments & NGOs group are less significant probably because the word 'resources' and 'involvement' are used instead or that they are already part of a continuous agenda and therefore require less emphasis.

However, the governments & NGOs group instead mentioned the following words mentioned more than the academics: 'heritage', 'strategy', 'travel', 'industry', 'destination', and "market". This could be because the governments & NGOs group offers a list of strategies tailored for locals. 'Travel', 'industry', 'destination', and 'market' could be governments & NGOs way of emphasizing the importance of and eagerness to enter the tourism market 'industry'. 'Heritage' maybe a subject of conservation or as a part of 'marketing'. Meanwhile, that the academic area does not put emphasis on these words might be their priority in the concept and theory of CBT sustainability development.

#### 4.2 Comparing Academia and International Organizations

The academic and international organizations share strong similar attachment to: 'local', 'community', 'tourism', 'development', and 'sustainable', 'resource'. These are the fundamental topics to cover in the CBT literature. Other similar words in common are 'international', 'people', 'economic', and 'management'. This could suggest communities need international bodies or external aid to help direct the progress of CBT. The people and the community's economic core are important parts of managing sustainable tourism. The phrases that both parties share are: 'long-term', 'sustainable tourism', 'local communities', 'economic development', 'natural resource', and 'tourism industry'. It can be assumed that their goal for CBT is to build long-term sustainable tourism in local communities, with the involvement of the tourism industry of help in improving the development of the local economy, and the concept of natural resource could be utilizing nature as an asset or as a reminder to conserve the surrounding environment.

In analyzing individual keywords, academics mention: 'capital', 'participation' and 'life' more than international organizations. Although the presumption is that academics stress the management of sustainable, 'capitals', and local 'participation' to facilitate CBT only to improve local 'livelihoods'. The international organization rarely mentioned these three words. This could be due to word preference, the international organization preferring to resources instead of capital. 'Participation' and 'life' are hardly mentioned, implying that the international organization has already set their agenda in motion, and does not require local participation to improve the locals' quality of life.

In contrast, international organizations highlighted the following words more than academics, these are: 'heritage', 'destination', 'indicators', and 'Countries'. The international organizations are composed of members around globe among to preserve cultural and natural 'heritage' in difficult 'destinations'. They set up list of indicators that may create change for the better. The academic does not mention these four words as much as international organization does. Hence, it could suggest that 'indicators' to academic are terminology that is used in theory, as the unknown elements that contribute in playing a part in marketing CBT, and the international organizations happen to know what factor or indicator could be a game changer.

By expanding the analysis from word to phrases, we can see that from the literature, academics mention the following phrases more than international organizations. These phrases are: 'case study', 'CBT', 'tourism management', 'community participation', and 'community tourism'. This might be because the academic's role is to ensure CBT management can be sustainable through the lessons learnt from case studies, and one of the key

processes is to have the 'community participate in CBT projects. That international organizations mention of these phrases less this could be that they do feel it relevant to inform their readers about cases studies as references. The fact that 'CBT' is not mentioned that much, might be because the organizations that did mention it are APEC, ASEAN, CTO, and GIAHS, while the others refer it as community and tourism development. The United Nations has yet to have its own terminology of CBT [43] and instead of proposing CBT, they proposed the actions in their plans as sustainable tourism development or sustainable development in general although within this the contents are subject to helping the community to grow sustainable tourism practices, which includes 'community participation' and 'tourism management'.

International organizations covered more of these phrases in their publications than academia: 'United Nations', 'socio economic', 'technical assistance', 'development goals', 'high quality', 'economics growth', 'poverty reduction', and 'action plan'. Due to the United Nations' reputation their recent plan for SDG goals, without a doubt consigns the words 'United Nations' and 'development goals' to a higher appearance rate than in academic sources (for the moment). The international organizations share a common interest in 'poverty reduction' when it comes to community development; the phrases such as 'action plan', 'technical assistance' are part of an international organization's practice in improving local economic and socio economic growth. High quality in this context could be the aim for higher quality of life, or the strategy involved in the attempt to improve tourism product and services. The fact that academics did not put as much emphasis on these phrases as international organizations could be because academics settle discussions more in CBT theories and case studies than as their role as a practitioner.

### 4.3 Comparing Government & NGOs and International Organizations

The governments & NGOs and international organization groups have a lot more in common than their differences. By analyzing the keywords alone, both mention 'tourism', 'development', 'community', 'local', 'resource', 'sustainably', 'economic', 'planning', 'public management', 'cultural', 'sector', 'national', 'international', and 'people'. This analysis reveals the items for building community and sustainable tourism development for the locals. The developers have their own planning system that is available for the public and other organizations to access. The similarities continue when analyzing the phrases, the following showed up in both group's publications. These phrases are 'economic development', 'local communities', 'private sector', 'sustainable tourism', 'wide range', 'tourism sector' and 'high quality'. The subject of economic development reveals that both parties may consider the community's economic related issues as a prime factor in achieving sustainable CBT development. Local economic development can be achieved through partnerships. A wide range of tourism sectors may help the community to stay competitive in keeping up high quality standards in tourism products and service.

### Conclusion

This paper started by examining the evolution of CBT terminology, during the process it was noticeable there are three major types of CBT involvement by academics, governments & NGOs, and international organizations. The context and audiences are different for these three groups. To further compare the similarities and differences between the three groups, 30 CBT examples from each group was gathered and inputted into word cloud software MAXQDA to analysis the word phrase frequency for each group.

The findings show that the similarities in the three groups are their emphasis on the importance of 'economic development', 'local communities', 'natural resources', 'rural areas', and 'sustainable tourism'. Aside from that the gaps between academia and international organizations is the widest in this triangular relationship. The findings from the CBT guidelines show that although the three groups agree that economic growth is part of the key element in CBT development, international organizations tend to encourage the governments & NGOs group to give out funding and support for their local entrepreneurs. Although international organizations believe that enterprises and small businesses can expand and create employment leading to economic growth, little is mentioned in their agenda about them directly providing fund to local enterprises. Meanwhile, the governments & NGOs group seems to know that local entrepreneurs can help with the economy, but in their instructions there is little understanding on how they will help enterprises with their businesses.

This word cloud list could be used as indicators for questionnaire design in future CBT related research. Although this paper provides the understanding the strategies of all three groups for the purpose of community-based tourism development, it is questionable as to what academia and international organizations gain from CBT ventures. The governments & NGOs and the community share the same territory and therefore share mutual benefit from local development. Perhaps academia can benefit from the community, by continually using research on it as case studies. But little is mentioned in the literature about what the community can offer to international organizations in return either directly or indirectly. Future study could look into the groups' motivation and benefits each party could benefit from in return from CBT involvement.

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