

Entrepreneurship in Community-Based Tourism: A Bibliometric Analysis

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Received March 23, 2026; **Revised** April 30, 2026; **Accepted** May 22, 2026

Abstract

Community-based tourism (CBT) has emerged as a tool to promote sustainability, aligned with the triple bottom line. Nevertheless, there is a notable absence of research focusing on enhancing the economic dimension of community-based tourism entrepreneurship (CBTE). This study investigates the integration of entrepreneurship and community-based tourism (CBT) from the perspective of the Sustainable Development Goals (SDGs) and presents an SDG index for the field of study. It also addresses emerging research trends in CBT management research in line with the SDGs agenda. The literature indicates a lack of scientific studies that employ bibliometric analysis to examine the intersection of entrepreneurship and CBT. Therefore, this quantitative study employs bibliometric analysis, which is increasingly applied in multidisciplinary studies. The study utilizes data from the Web of Science, published between 2008 and 2025. A total of 71 articles were analyzed for performance and science mapping using VOSviewer. The results indicate an increasing trend in research in the field from 2019 to 2024. The SDGs index showed a 10-goal association with 17 goals, with SDG 11 being the most relevant. Scholarly interest in these themes is increasing predominantly in developing countries. The existing body of literature on this subject consists mainly of qualitative case studies. A comprehensive analysis of key co-occurrence keywords identified four clusters: entrepreneurship empowerment, community-based tourism policy, community resilience and sustainable management, which emphasize the implementation of entrepreneurship in CBT. The integration of tourism management and community development with entrepreneurship can be conceptualized as the implementation of managerial practices and enhancements that foster sustainable growth within a CBT enterprise. Implementing SDG criteria could standardize CBT management, thereby facilitating sustainable tourism. The practical implications for local entrepreneurs, policymakers, practitioners, and CBT stakeholders should enable entrepreneurship in CBT management, thereby advancing the fulfillment of sustainability objectives. Therefore, the present study establishes a CBTE framework that integrates the perspectives of tourism management and community development as a multidisciplinary approach aligned with the SDG agenda. This framework emphasizes the pivotal role of entrepreneurship in CBT, as it enhances economic growth while ensuring sustainability.

Keywords: Entrepreneurship; Community-based tourism; Bibliometric analysis; Sustainable development goals

Introduction

The significance of tourism lies in its role as a driving force for economic development, with a positive impact on the socioeconomic conditions of local residents (Alcalá-Ordóñez & Segarra, 2023). Recent discourse has emphasized the significance of local and small destinations as a micro-trend within the tourism industry. This trend allows for social capabilities and the development of entrepreneurship and innovation (Yeoman & McMahon-Beattie, 2023). Future tourism strategies are likely to emphasize sustainability, flexibility, and innovation to better cope with potential future disruptions (Segarra et al., 2024). Sustainability has emerged as a key trend, with eco-friendly practices leading to higher occupancy rates and guest satisfaction (Chissom, 2024). Sustainable tourism has been discussed as a practice that not only helps revitalize local economies but also contributes to environmental conservation and social equity (Lapotulo & Amalia, 2024). As sustainability has become a concern in tourism, it can contribute both directly and indirectly to the UN's Sustainable Development Goals (SDGs).

Community-based tourism (CBT) is rooted in sustainability and contributes to the Sustainable Development Goals (SDGs) by promoting economic, social, and environmental balance through local tourism enterprises. Its core objective is to harmonize the needs of tourists, the industry, the environment, and host communities. While research has emphasized social and environmental aspects, the economic dimension remains underexplored despite its recognized importance (Salazar, 2011). The CBT research analysis indicated a significant growth with an annual increase of 7.6%, which notably accelerated after 2015. This trend is driven by an increasing interest in sustainable tourism practices and community empowerment (Tuyen et al., 2025). The failure of CBT initiatives is a complex issue. It is rooted in internal and external dynamics. Addressing these challenges requires a comprehensive approach to enhance CBT practices (Zielinski et al., 2018). Many CBT enterprises struggle to achieve economic sustainability (Boonratana, 2011), a challenge that can be addressed by fostering local entrepreneurship. Therefore, advancing entrepreneurship within CBT is critical to improving economic viability and long-term sustainability (Chaurasia, 2022). These interconnected domains require integrated management frameworks that combine tourism management and community development.

Expanding this field of knowledge is crucial, as entrepreneurship has not yet been fully integrated into community-based tourism (CBT) to strengthen local enterprises. Incorporating entrepreneurship into CBT management is essential, and research must align with the Sustainable Development Goals (SDGs) to support Agenda 2030 (Yamaguchi et al., 2022). This study reviews the literature on entrepreneurship and CBT in relation to the SDGs using bibliometric analysis—a method increasingly applied in tourism management (Salouw et al., 2024). The performance analysis aims to track scientific development and evaluate the impact of publications. The application of science mapping is to demonstrate the structural and dynamic organization of knowledge within a research field (Rosato et al., 2021). The findings indicate that emerging research trends offer insights into and recommendations for future tourism management research in accordance with the SDGs agenda, as outlined in the following research questions:

- RQ1: What are the journals, articles, authors, and countries in the research field that contribute the most to CBT and entrepreneurship?
- RQ2: Which SDGs are most relevant to the field of study?
- RQ3: What are the significant thematic clusters indicating potential directions for future tourism research agendas?

Literature Review

Tourism Entrepreneurship and SDGs Enhancement

Entrepreneurship has been defined and examined from multiple perspectives, such as social, community and sustainable entrepreneurship and has become a central focus in economics and management studies. Its study remains challenging because of conceptual ambiguity and overlapping subfields (Majid et al., 2012). Despite these complexities, all forms of entrepreneurship require economic viability to thrive. Distinct forms include commercial, social, and sustainable entrepreneurship.

In the tourism sector, entrepreneurship plays a critical role across various subsectors, including accommodation (hotels, homestays, and B&Bs), attractions, restaurants, cafes, bars, transportation, vehicle rentals, arts and leisure, events, retail trade, travel agencies, and tour operations (Hallak & Lee, 2024). Jiménez et al. (2022) classify entrepreneurship research into three clusters: (1) sustainable rural tourism, (2) small businesses and lifestyle enterprises, and (3) social entrepreneurship. Social entrepreneurship fosters empowerment and collective efficacy, contributing to SDGs (Wang et al., 2024). Entrepreneurial activities that prioritize social value through community engagement strengthen local economies and advance sustainable development goals (Yachin & Ioannides, 2020). Entrepreneurship is recognized as a fundamental driver of enterprise success, influencing innovation, economic growth, social development, value creation, and network capability (Ribeiro-Soriano, 2017). Challenges faced by local enterprises in rural destinations stem from several factors. Evidence suggests that the economic benefits of CBT entrepreneurship often materialize with a delay (Van Tuyen et al., 2023). Understanding this nexus is essential for identifying the core elements for future research. Such insights can guide strategies to enhance local entrepreneurship and improve CBT management, contributing to the 2030 SDG agenda.

Community-based tourism (CBT) and SDGs

CBT is distinguished by its community-centric model that prioritizes local ownership and participation in tourism management. Its core aim is to promote understanding and appreciation of a community's cultural traditions and social practices (Khartishvili et al., 2020). CBT serves as a strategic tool for sustainable community development, yielding mutual benefits (Kampetch & Jitpakdee, 2019). Krittayarangroj et al. (2023) emphasized sustainability in CBT, highlighting the need to balance environmental, socio-cultural, and economic dimensions. Recognized as a sustainable tourism model aligned with the triple bottom line of SDGs, which CBT contributes to development at both the community and national levels (Yang & Bi, 2024).

Extensive research has examined the link between CBT and developmental goals. Gantait et al. (2024) reported a positive impact, including cultural heritage preservation, community engagement in conservation, local empowerment, and economic diversification through tourism management. It also facilitates cultural exchange, education, and responsible tourism. Hutnaleontina et al. (2022) confirmed CBT's association with sustainable development and improved community welfare. The CBT approach integrates entrepreneurship with the SDGs by embedding local entrepreneurial initiatives within a sustainable, participatory framework. This framework generates sustainable development at the community level (Phoncharoen, 2025). The tourism sector must integrate the UN 2030 Agenda principles into policy and management practices to create a sustainable and inclusive future (Hall, 2019).

Therefore, its success is dependent on critical components, such as community participation. (Nugraha & Ramdani, 2024), tourism policy and empowerment (Moswete &

Lacey, 2012), and entrepreneurship (Chaurasia, 2022). However, studies reveal a lack of progress in sustainability, particularly in the economic sphere. The integration of entrepreneurship within CBT management is essential for advancing a sustainable development approach (Giampiccoli & Mtapuri, 2022).

Bibliometric studies related to CBT and Entrepreneurship

A growing body of academic literature has observed an increase in the use of bibliometric approaches across various disciplines, including tourism and hospitality (Ülke et al., 2023). Bibliometric studies that analyze scientific publications are important because they provide insights into the evolution of research fields (Salouw et al., 2024). Literature reviews primarily focus on bibliometric studies of entrepreneurship and CBT, emphasizing research that uses field-based analyses.

However, the existing bibliometric studies on tourism entrepreneurship ignore the CBT aspect. Consequently, the interdisciplinary study of the nexus between entrepreneurship and CBT is imperative for effective local tourism management, with the potential to foster sustainable performance, drive economic growth and align with the SDGs. This analysis addresses the key findings of the clusters and provides implications for future research in the field.

Research Methodology

Research Design

This study employed a comprehensive bibliometric analysis, an approach within library and information sciences that applies quantitative methods to examine bibliographic content (Prtichad, 1969; Leong et al., 2021). The research process followed a sequential framework, as illustrated in Figure 1. This framework consists of data collection, data processing, performance analysis, science mapping analysis, and synthesis of findings.

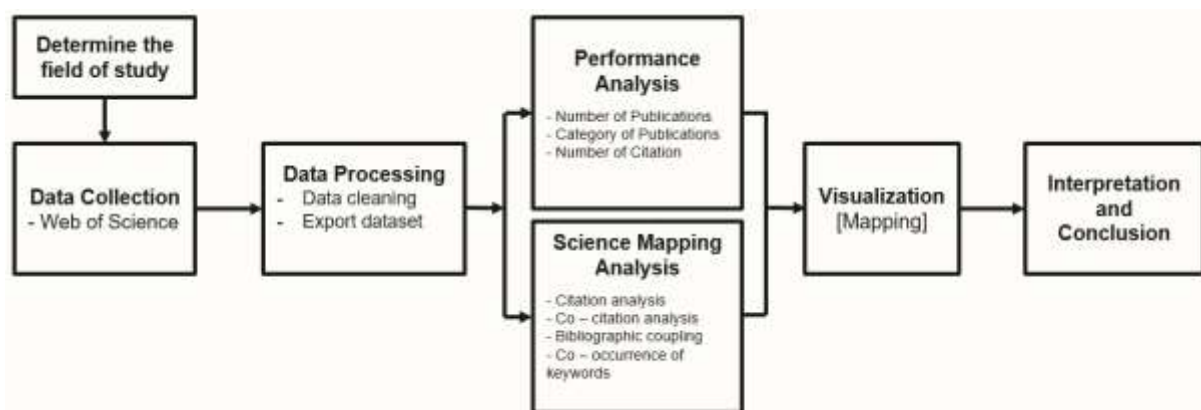


Figure 1: Research framework

Data collection

Academic documents were analyzed using the Web of Science (WoS) database, which is selected for three primary reasons. First, WoS is recognized as one of the most reliable sources for indexing highly ranked journals (Bota-Avram, 2023). Second, it provides an SDG index relevant to this study's context. Third, WoS supports advanced bibliometric tools such as VOSviewer, enabling detailed analyses of published documents. Accordingly, WoS served as a robust and reliable data source for this research. A total of 71 articles were selected between

2008 and 2025 in August 2024. The search criteria were constructed using the Boolean search method based on the specific logical relationships among keywords (Passas, 2024), as shown in Table 1.

Table 1: Search criteria

Category	Criteria
Research topic	Entrepreneurship in Community-Based Tourism: A Bibliometric Analysis
Access databased	Web of Science (WoS)
Search keywords	Community-based tourism AND Entrepreneur*
Timespan	Including only articles and proceeding papers published from 2008 to 2025
Literature type	Only articles and proceeding papers. Other documents, such as book chapters, book reviews, and meeting abstracts, are excluded from this analysis.
Language	Only articles published in English are selected.

Data analysis

The dataset was analyzed using VOSviewer software. It is a widely recognized instrument in academic research and a powerful tool for text analysis and data visualization (Bukar et al., 2023). This software is an effective bibliometric tool for visualizing knowledge-mapping networks and can process a diverse array of data units for analysis (Bota-Avram, 2023).

The bibliometric analysis was segmented into two primary components: (1) performance analysis and (2) mapping analysis. Performance analysis is a comprehensive investigation of the indicators of publication activity. It emphasizes the most significant contributions of research, including publication frequency, citations, highly cited publications, and publications counted by unit of analysis (e.g., authorship, country, institutions, sources, etc.) (Bota-Avram, 2023).

Mapping analysis focuses on the relationships among research constituents and provides a spatial interpretation of connections among different scientific units of analysis (Donthu et al., 2021). It can illustrate a variety of analytical concepts, including citation analysis, co-citation analysis, bibliographic coupling analysis, and keyword co-occurrence. The visualization depicts the research domain by conceptualizing keyword clusters and identifying potential avenues for future research. Therefore, this analysis can provide insights, identify current studies and trends, and inform knowledge development in the field.

Research Results

1. Performance analysis.

1.1 Published documents

The number of published documents related to this finding has significantly increased. The period from 2019 to 2024 reflects increased research interest in this field. In 2024, the highest number of publications was 13. The subsequent decline in the number of published research studies from 2021 to 2023 can be attributed to the pandemic. However, publication activity increased substantially by 2024 (Figure 2).

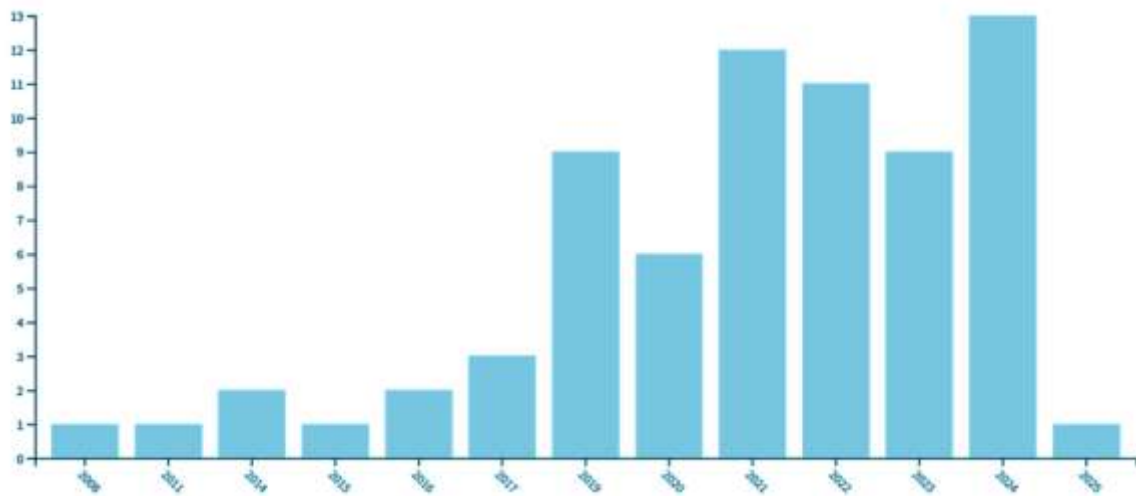


Figure 2: Number of publications related to CBT and entrepreneurship.

1.2 Publication by country

Figure 3 illustrates the publications by country, providing a quantitative overview of the global contributions to this research field. Australia produced the most publications, followed by Thailand, the United States, Italy, South Africa, Indonesia, Malaysia, Vietnam, and Austria, which together constituted the ten most productive countries. This distribution suggests that many authors were affiliated with institutions in these countries during the study period. Notably, several of the top ten countries were located in Southeast Asia, particularly Thailand, Indonesia, Malaysia, and Vietnam. This pattern underscores the region's substantial contribution to the field and highlights its importance as a productive research environment in this discipline.

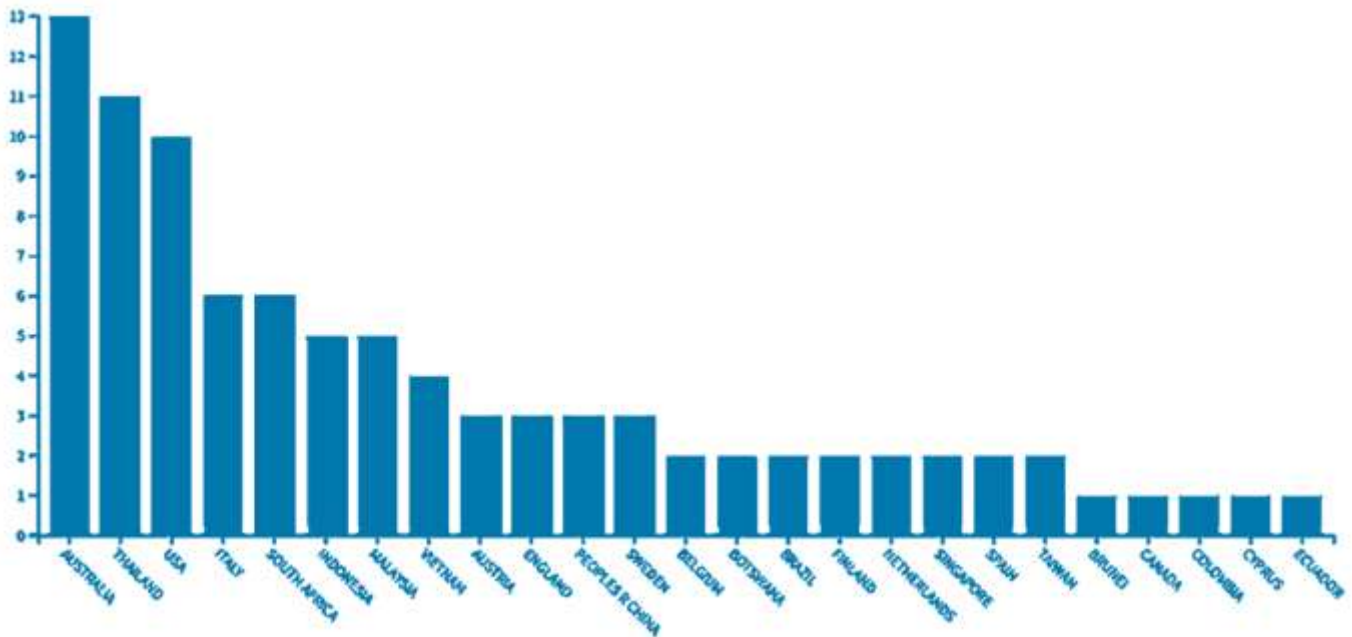


Figure 3: Number of publications by country

1.3 The most contributing publication journal in the study

The top ten most frequently cited journals in the field are listed in Table 3 along with their performance indicators and the number of articles published in this study. The top three journals, ranked by publication count, are Sustainability, Current Issues in Tourism, and Journal of Sustainable Tourism. Sustainability is the most widely cited journal in the research framework. The most highly cited journals in this field have significant implications for how knowledge is established and used in research. They facilitate the development of intellectual landscapes and the identification of emerging research trends in sustainability and tourism research.

Table 2: Top-10 publications

Publication Title	Record count	Coverage (%)
Sustainability	6	8.45%
Current Issues in Tourism	4	5.63%
Journal of Sustainable Tourism	4	5.63%
Tourism Review International	3	4.22%
Journal of Enterprising Communities: People and Places in the Global Economy	2	2.81%
Journal of Heritage Tourism	2	2.81%
Land Use Policy	2	2.81%
Mountain Research and Development	2	2.81%
Annals of Tourism Research	1	1.40%
Asia Pacific Journal of Tourism Research	1	1.40%

1.4 The SDG Index

The SDG index was a significant outcome of this study. Publications were identified with the SDGs using a specialized research evaluation tool, "InCites Benchmarking & Analytics," within the WoS database (Faeth, 2025). The number of documents related to each SDG goal is presented in Table 4. Of the 17 goals, ten were addressed by the documents, with several documents encompassing multiple goals within the same study. Nonetheless, six documents (8.451%) were found to be inconsistent with the goal because they did not contain data on the SDGs. The most relevant goal is Goal 11 (sustainable cities and communities; 51 documents, 71.83%), followed by Goal 1 (no poverty; 7 documents), Goal 2 (zero hunger; 7 documents), Goal 13 (climate action; 6 documents), Goal 15 (life on land; 6 documents), Goal 9 (industrial innovation and infrastructure; 4 documents), Goal 14 (life below water; 3 documents), Goal 5 (gender and equality; 2 documents), and Goals 3 (good health) and 4 (quality education) with one document each. The distribution of the SDGs index across the WoS database demonstrates the field of study's contribution to the SDGs from various perspectives. This result underscores the importance of the SDGs agenda and suggests potential future research, particularly given the absence of a goal dedicated to achieving them.

Table. 3: The articles related to the SDG index

Goal	Title	Number of documents	Coverage (%)
11	Sustainable Cities and Communities	51	71.83%
01	No Poverty	7	9.85%
02	Zero Hunger	7	9.85%
13	Climate Action	6	8.45%
15	Life on Land	6	8.45%
09	Industry Innovation and Infrastructure	4	5.63%
14	Life below Water	3	4.22%
05	Gender Equality	2	2.81%
03	Good Health and Well Being	1	1.40%
04	Quality Education	1	1.40%

2. Mapping analysis

2.1 Co-citation analysis

This analysis examined the conceptual relationships between co-cited references. It is used to determine the fundamental knowledge of a given topic (Mumtaz & Faisal, 2024). Three clusters, each representing the knowledge network within nodes that exhibited the same color, were identified. The size of each node indicates the intensity of citations in the documents, as illustrated in Figure 4. The largest foundation cluster is the Red cluster (9 items), named "Community-based tourism," followed by the Green cluster (8 items), "Sustainable tourism," and the Blue cluster (3 items), "Tourism management." These findings identify conceptual relationships in the field of research. The analysis leads to a comprehensive understanding of the organization and development of knowledge in the research field that concerns these three domains.

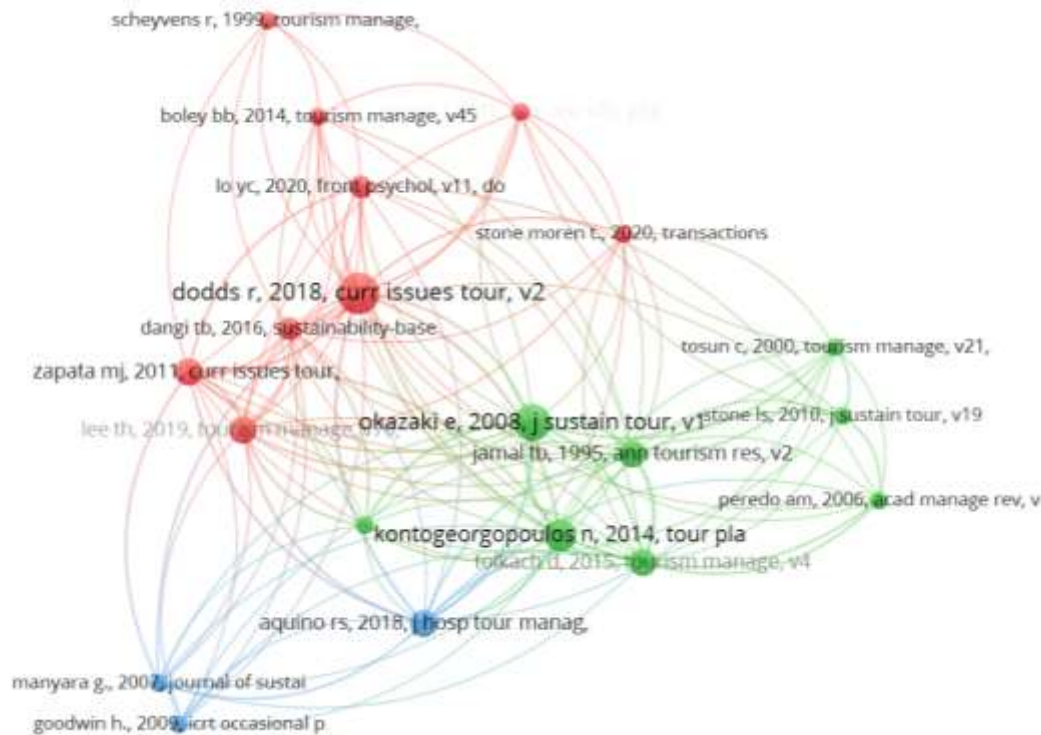


Figure 4: Co-citation analysis
Source: VOSviewer software

2.2 Co-occurrence keyword analysis

This analysis represents a form of content analysis conducted by authors or journals that measures the frequency of keyword co-occurrence in publications. This approach provides a powerful lens for understanding the conceptual structure of a research field (Khanra et al., 2020). The keywords displayed on the map correspond to the terms identified in the documents, with each occurrence counted. A total of 335 keywords were identified, of which 33 appear in Figure 5, consistent with the network threshold requiring at least 10 occurrences per term. The map illustrates clusters of nodes differentiated by size and color, with larger nodes indicating higher-frequency keywords. Lines represent the connections between terms, and shorter distances signify stronger associations. These 33 items were organized into four clusters. The most frequent keywords are "Community-Based Tourism," followed by "Entrepreneurship," "Rural Tourism," and "Management." The visualization demonstrates the integration of entrepreneurship and CBT across multiple perspectives, including community development, tourism policy, participation, sustainable development, and economic and managerial contexts. The key thematic clusters were assigned based on the most frequently occurring keywords, as illustrated in Table 4.

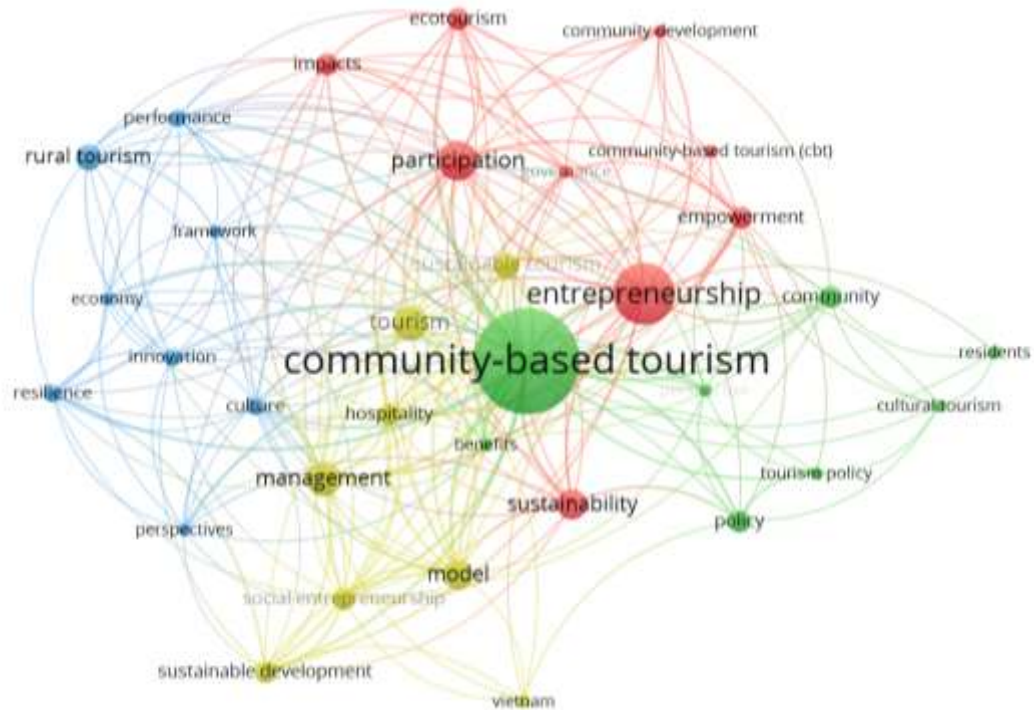


Figure 5: Co-occurrence keywords analysis
Source: VOSviewer software

Table 4: The thematic clusters by the occurring keyword

Cluster	Key thematic cluster	Items	Keywords
Red	Entrepreneurship Empowerment	9	Community development, Community-based tourism, Ecotourism, Empowerment, Entrepreneurship, Governance, Impacts, Participation, and Sustainability
Green	Community-based tourism Policy	8	Benefits, Community, Community-based tourism, Cultural tourism, Perspective, Policy, Residents, and Tourism policy
Blue	Community Resilience	8	Culture, Economy, Framework, Innovation, Performance, Perspectives, Resilience, and Rural Tourism
Yellow	Sustainable Management	8	Hospitality, Management, Model, Social entrepreneurship, Sustainable development, Tourism, and Vietnam

Source: Author's elaboration based on VOSviewer software

2.3 Bibliography coupling by document analysis

Bibliographic coupling analysis is a bibliometric technique used to identify connections among articles in a specific field. When two articles cite a third article, this is considered a sign of consistency in the subject presented in the articles. The study's analysis is shown in Figure 6. Six major clusters were identified to define the link between two or more documents that cited the same references. A visual representation of the relationships among research articles facilitates the understanding of the collaborative nature of knowledge construction in the field of study. The sizes of the network nodes reflect their significance, with larger nodes indicating greater importance.

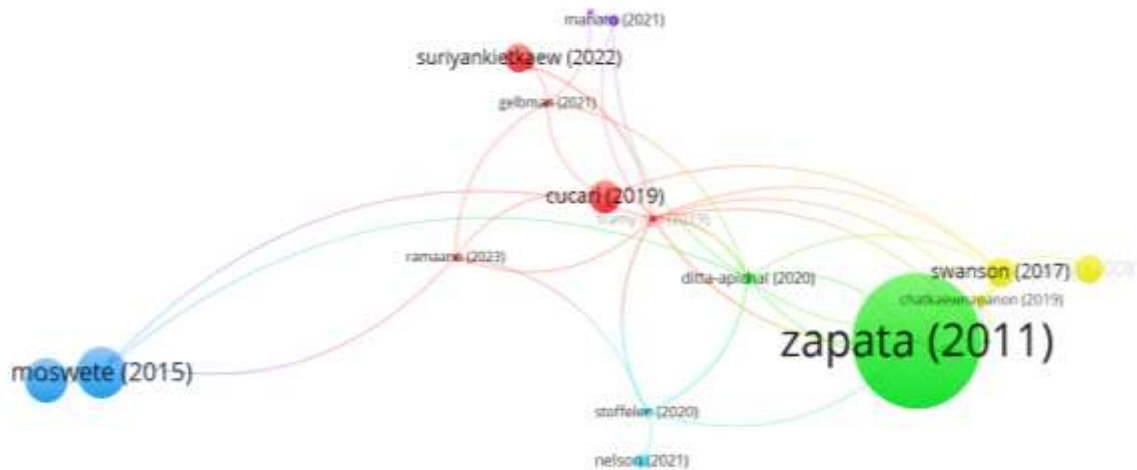


Figure 6: Bibliographic coupling analysis
Source: VOSviewer software

The most-cited and influential study in the green cluster is Zapata et al. (2011), with 223 citations. This research examined community-based tourism (CBT) frameworks to assess their potential to foster socioeconomic development and alleviate poverty through a case study in Nicaragua. The authors emphasized the need for stakeholders and policymakers to implement redistribution policies that strengthen the competencies, assets, and conditions of micro-level community and family enterprises. The blue cluster features Moswete and Lacey (2012), cited 85 times, who explored residents' perceptions of a new tourism policy in three villages in southern Botswana, focusing on its role in promoting female empowerment. Their findings identified policy pathways for empowerment and poverty alleviation, as well as barriers to equity and opportunity. The red cluster includes Cucari et al. (2019), with 55 citations, who investigated Albergo Diffuso as a model for sustainable community-based entrepreneurial land use. The study demonstrated how entrepreneurship and territorial development can complement each other to create stakeholder value and enhance tourist destinations.

The yellow cluster (cited 49 times) highlights Swanson and DeVereaux (2016), who proposed a culturally sustainable entrepreneurship framework that offers insights applicable to both Indigenous and non-Indigenous tourism contexts. Nelson et al. (2020), cited 23 times, identified three major trends in community-based approaches: the significance of community-based conservation, institutional constraints on community rights over natural resources, and the role of local entrepreneurship and resilience in generating new opportunities. Finally, the purple cluster (21 citations) presents Mahato et al. (2021), who argue that tourism social entrepreneurs have developed an implicit capacity to apply design thinking to social innovation despite lacking formal training. These findings illustrate the evolution of CBT and entrepreneurship, both of which emphasize sustainability and provide a foundation for future research. Table 6 lists the most frequently cited references in each cluster.

Table 5: Most citations by cluster (TC: total citation)

Author	Year	Title	TC	References
Zapata, M. J., Hall, C. M., Lindo, P., & Vanderschaeghe, M.	2011	Can community-based tourism contribute to development and poverty alleviation? Lessons from Nicaragua	223	68
Moswete, N., & Lacey, G.	2012	“Women cannot lead”: empowering women through cultural tourism in Botswana	85	50
Cucari, N., Wankowicz, E., & Esposito De Falco, S.	2019	Rural tourism and Albergo Diffuso: A case study for sustainable land-use planning	55	81
Swanson, K. K., & DeVereaux, C.	2016	A theoretical framework for sustaining culture: Culturally sustainable entrepreneurship	49	83
Nelson, F., Muyamwa-Mupeta, P., Muyengwa, S., Sulle, E., & Kaelo, D.	2020	Progress or regression? Institutional evolutions of community-based conservation in eastern and southern Africa	23	59
Mahato, S. S., Phi, G. T., & Prats, L.	2021	Design thinking for social innovation: Secrets to success for tourism social entrepreneurs	21	85

Source: Authors' elaboration based on VOSviewer software.

Discussions

Bibliometric analysis on entrepreneurship and CBT

This bibliometric analysis reveals the intersection between entrepreneurship and CBT, highlighting the potential synergies between the two domains. This approach enabled the identification of key conceptual frameworks and emerging trends in the literature. The findings indicate a growing scholarly consensus on the importance of entrepreneurship in CBT as a critical component of inclusive CBT management aligned with the SDGs. Sustainability was the most frequently cited journal, underscoring its central role in advancing sustainability research. The multidisciplinary scope integrates social, economic, and environmental dimensions into strategic business management, contributing significantly to the SDGs (Chumwichean & Meesing, 2025). Influential authors and articles identified in this study provide foundational frameworks rooted in two domains, namely, sustainable tourism management and community development, which have become focal areas of interest. Case studies offer insights into the broader applicability of entrepreneurship and CBT in comparable contexts.

Geographically, Australia ranked highest in publication volume, while a substantial share of the top ten studies originated from ASEAN countries, reflecting strong regional interest in CBT in entrepreneurial settings. This trend likely stems from the prevalence of developing nations in the region, where tourism development is a vital driver of economic growth and improved quality of life for local communities. The effectiveness of CBT initiatives depends on tourism policy and local decision-making, both of which are essential for fostering community engagement, particularly in developing countries (Yanes et al., 2019). This observation aligns with the existing literature, which emphasizes the role of entrepreneurship and local enterprises in driving local economic development (Topxhiu, 2012). A comprehensive analysis of keyword co-occurrence revealed four notable clusters: entrepreneurship empowerment (the most robust), community-based tourism policy,

community resilience, and sustainable management. These clusters form a robust framework for future research and implications. This framework conceptualizes a multidisciplinary nexus for mapping knowledge areas within the construct. (Ayaviri-Nina et al., 2023).

SDG Index in the Research Field

The SDG index results provide a framework for assessing the effectiveness of current and future initiatives by offering indicators aligned with global sustainability goals in entrepreneurship and community-based tourism (CBT) research. Sustainable Cities and Communities (SDG 11) emerged as the most relevant theme, highlighting the regeneration and preservation of cultural and environmental assets, which are the central principles of CBT. However, notable gaps remain regarding SDG 8 (Decent Work and Economic Growth) and SDG 12 (Responsible Consumption and Production). SDG 8 emphasizes tourism as a major source of employment and a driver of sustainable development, livelihood generation, and environmental conservation (United Nations Department of Economic and Social Affairs, 2025). SDG 12, in particular Target 12a, calls for tools to monitor the impacts of sustainable tourism in ways that create jobs and promote local culture and products (United Nations, 2025). In addition, entrepreneurship plays a critical role in advancing SDG 17, highlighting the importance of cross-sector partnerships in achieving sustainable development (Rodríguez-Peña, 2025). Strengthening partnerships can enhance the overall impact and effectiveness of sustainability initiatives. These gaps underscore the need for future research to integrate economic advancement, responsible consumption, and strategic partnerships as central constructs in CBT management for local tourism enterprises seeking to achieve SDGs.

Implications for CBT Management

The integration of entrepreneurship and CBT offers significant implications for tourism entrepreneurship and CBT management within a socioeconomic and sustainable framework. The practical contributions of this study are twofold: first, it informs policymakers and practitioners about key knowledge domains for CBT management in relation to global sustainability challenges; second, it provides a framework for understanding the relationship between tourism entrepreneurship and the advancement of CBT enterprises. Within the CBT context, entrepreneurship encompasses managerial practices and enhancement initiatives that promote sustainable growth in local communities, thereby empowering residents and strengthening their resilience. These insights enable practitioners and stakeholders to design effective improvement strategies, with knowledge of entrepreneurship serving as a critical foundation. Empowering local entrepreneurship in CBT enterprises may advance theoretical perspectives and knowledge-based approaches, whereas targeted policies can stimulate local tourism enterprises and improve community well-being. A strategic approach to rural economic development requires shifting from general support for small enterprises to targeted assistance for high-growth entrepreneurs, who are recognized as key drivers of job creation and economic expansion.

CBT management can be strengthened through entrepreneurial training programs that promote economic growth, social progress, and sustainable business management within communities. Applying SDG criteria and developing entrepreneurship can standardize CBT management practices to achieve sustainable tourism development (Hareebin, 2020). An active partnership with stakeholders and local communities is essential for capacity building, which underpins effective CBT management and advances SDG objectives at the destination level. Incorporating responsible tourism into policy as a strategic management tool is recommended to enhance destination quality and improve tourist satisfaction (Mathew et al., 2024). Implementing responsible tourism practices as an alternative approach has demonstrated positive impacts on tourism development agendas (Giampiccoli & Saayman, 2016). It has generated economic, social, and environmental benefits for both enterprises and communities

(Camilleri, 2015). Consequently, policy implementation, capacity building, and the establishment of strategic partnerships to support local enterprises are critical to positioning CBT as a cornerstone of sustainable tourism.

Future Research Direction

Enhancing CBT management and achieving the SDGs remain significant challenges. This study advances scholarly discourse by outlining strategic research directions and practical implications at the intersection of entrepreneurship in CBT. Bibliometric analysis establishes a critical link between these domains. To deepen our understanding, future research should employ systematic literature reviews to synthesize existing findings. While case studies offer valuable insights, quantitative methods are recommended to improve generalizability, and mixed-method approaches can strengthen both theoretical and practical outcomes. Addressing gaps, particularly the underrepresentation of SDGs 8, 12 (specifically 12a), and 17, is essential. Future studies should prioritize sustainable tourism through responsible consumption and strategic partnerships, considering both demand and supply perspectives. Local tourism enterprises may serve as foundational components within entrepreneurship and CBT frameworks, advancing global sustainability objectives.

Keyword co-occurrence analysis reinforces CBT as the central theme, with four clusters forming a robust framework for future research and for promoting the SDGs. An empirical investigation of the relationship between local entrepreneurship and sustainable practices is critical. Future research must address challenges such as the need for empirical data and interdisciplinary approaches to support CBT management (Madanaguli et al., 2021). Integrating tourism innovation, resilience frameworks, and inclusive cultural economy strategies is vital for developing rural tourism and strengthening local destinations. These efforts can enhance theoretical understanding and practical applications in tourism management aligned with the SDGs. Governance challenges and limited stakeholder engagement often hinder effective policymaking, particularly under top-down approaches. These constraints underscore the need for policy research to ensure equitable participation and fair distribution of benefits, especially for local entrepreneurs (Kuščer et al., 2024). Novel policies and managerial frameworks should be grounded in CBT principles (Giampiccoli & Saayman, 2016). Furthermore, integrating social entrepreneurship and sustainable management reflects a growing scholarly focus on innovation and inclusive enterprise models that prioritize social value alongside economic outcomes. Social entrepreneurship is increasingly recognized as a key driver of CBT, fostering local empowerment, enhancing community engagement, and addressing sustainability challenges (Miao et al., 2022). Further research in this area is warranted to strengthen the CBT enterprise and advance the SDGs, thereby empowering communities through entrepreneurship by promoting local participation and ensuring equitable distribution of benefits, consistent with the SDG framework (Pradhan et al., 2022). It is imperative to recognize that a community-based tourism enterprise (CBTE) is a tourism enterprise managed by the community and reliant on local entrepreneurs (Thananusak & Suriyankietkaew, 2023). Therefore, future studies should distinguish between CBT enterprises and CBT entrepreneurship to enhance CBT management while integrating tourism management and a community development perspective. Hence, the present study identifies community-based tourism entrepreneurship (CBTE) as the entrepreneurial processes undertaken by local community members to influence innovation, economic growth, social development, value creation, and network capability.

Knowledge from Research

This study contributes to the fields of tourism management and community development by analyzing the interconnection of CBT and entrepreneurship through the lens of the Sustainable Development Goals. The study identifies four key aspects of entrepreneurship empowerment, community-based tourism policy, community resilience, and sustainable management. To achieve the SDGs, it is argued that enhancing entrepreneurship is essential for advancing CBT enterprises. The integration of these key aspects has the potential to empower communities, enabling active contributions to sustainable growth and thereby advancing sustainable communities (SDG 11), responsible consumption and production (SDG 12), and decent work (SDG 8). Meanwhile, the capacity for entrepreneurship is contingent upon the implementation of conducive policies and multi-stakeholder partnerships, to consolidate these collaborations to achieve the goals (SDG 17). Therefore, CBTE can serve as a practical framework that links tourism management with community and sustainability development, translating them into actionable practices for CBT. The CBTE framework integrates the key thematic clusters related to tourism management and community development with the enhancement approach to the Sustainable Development Goals (SDGs), as shown in Figure 7. This integrative framework represents a novel approach that differs from traditional top-down or bottom-up models which transforms external support into internal community capacity and resilience. This establishment aims to develop theoretical and practical guidance for further study and practitioners to improve CBT performance and achieve sustainable outcomes.

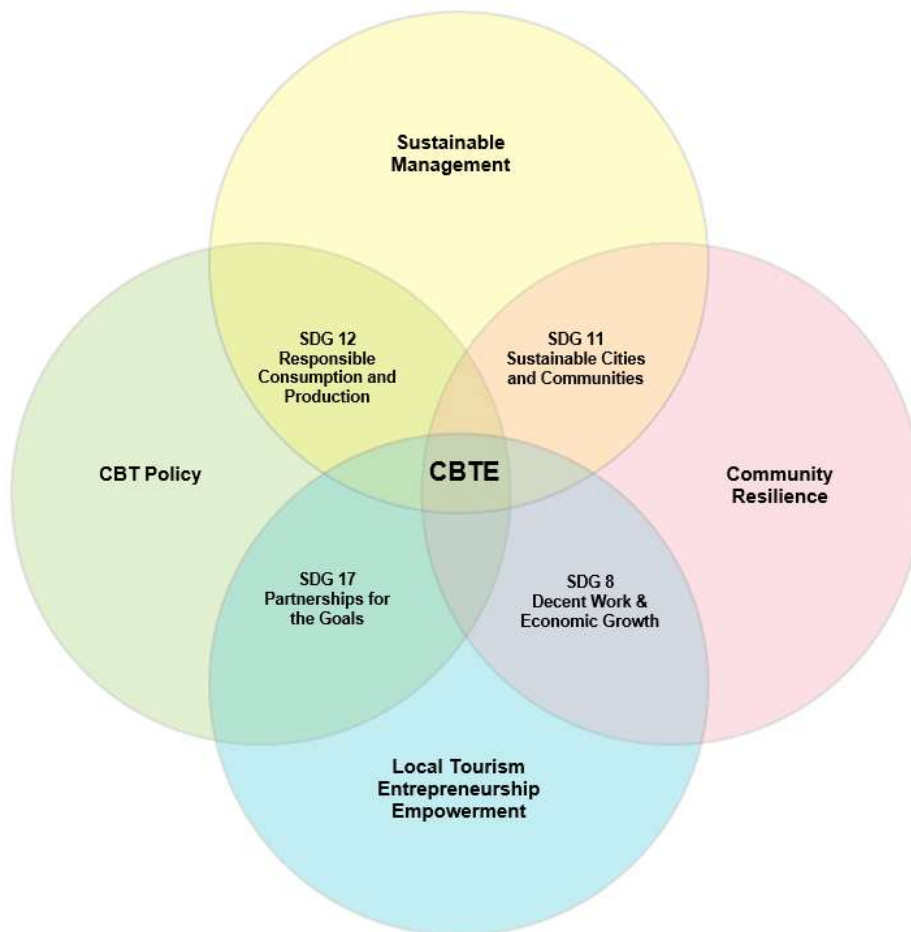


Figure 7: CBTE framework for enhancing SDGs

Conclusion

This study introduces an integrated conceptual framework that positions entrepreneurship and CBT within the 2030 Agenda. The concept of community-based tourism entrepreneurship (CBTE) requires further clarification to establish a coherent foundation for future research. This framework underscores the potential of community-driven approaches to address the economic, social, and environmental dimensions of sustainable tourism. This study emphasizes the critical importance of achieving the Sustainable Development Goals (SDGs) Agenda 2030. While Sustainable Cities and Communities (SDG 11) is the most significant related goal, there is a notable absence of specific goals addressing the enhancement of sustainable tourism, including SDGs 8, 12 and 17. A comprehensive examination of local entrepreneurial dynamics is essential to understand their role in CBT success. Advancing the integration of CBT entrepreneurship depends on deeper insights into local tourism entrepreneurs, which could broaden tourism scholarship and refine the conceptualization of entrepreneurship within CBT. This interdisciplinary approach offers a valuable lens for assessing CBTE contributions to innovative tourism and long-term sustainability outcomes aligned with the SDGs. Overall, this study positions entrepreneurship as a strategic intersection of CBT management and community development with considerable potential to support sustainable outcomes.

Recommendations

This bibliometric analysis revealed notable interconnections between CBTE and the Sustainable Development Agenda. The following recommendations are suggested to enhance the theoretical robustness, methodological rigor, and practical relevance of future CBTE studies.

The Nexus between Tourism Management and Community Development

Future research should employ integrated frameworks that link tourism management theories and community development perspectives to advance CBTE as a tourism development model. Theoretical synergy would facilitate the evolution of CBTE into a strategic approach to tourism development that enhances competitiveness, inclusivity, and sustainability.

Methodological Recommendations for Bibliometric Analysis

The validity of the bibliometric analyses is subject to constraints derived from database selection bias, search string subjectivity, and citation bias (Hoang, 2025). It is recommended to adopt a cross-database approach, drawing on Scopus, Web of Science, and other relevant academic resources, to enhance the reliability of bibliometric findings. The combination of multiple databases has the potential to reduce publication bias, capture diverse disciplinary contributions, and provide a more comprehensive mapping of CBTE knowledge structures. Further validation of bibliometric results could be conducted through empirical research, such as surveys, or through mixed-method designs with a qualitative approach, including systematic review and content analysis to generalize and standardize management frameworks. These approaches would include identifying the components of CBTE and the causal relationship between CBT and entrepreneurship.

Practical Implications

Practitioners should conceptualize community-based tourism entrepreneurship (CBTE) not merely as a localized business activity but as a strategic knowledge base that integrates entrepreneurial capability, community participation, and sustainable destination management. This perspective enables tourism organizations, government agencies, non-governmental organizations, and CBT enterprises to use CBTE as a foundation for designing context-sensitive development strategies that strengthen local competitiveness while preserving

cultural and environmental resources. These insights can inform capacity-building programs that enhance entrepreneurial skills, leadership, innovation, and market readiness among local stakeholders, thereby improving the long-term viability of community-based tourism initiatives. These can also guide policymakers in developing supportive institutional mechanisms, including funding schemes, CBT incubation hubs, training systems, cross-sector collaboration platforms, and regulatory frameworks that encourage inclusive and sustainable tourism development. For destination managers and community leaders, the findings highlight the importance of aligning tourism planning with local needs, values, and resource capacities to distribute economic benefits more equitably across communities. Moreover, a stronger CBTE knowledge base can support the co-creation of tourism products and experiences that reflect local identity, foster community ownership, and enhance destination resilience amid social, environmental, and market changes. By translating CBTE knowledge into policy, planning, and management practices, stakeholders can enhance local capabilities, reinforce community empowerment, and advance sustainable tourism pathways that meaningfully contribute to broader development goals.

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