

# A Systematic literature review using PRISMA framework: An assessment on the community based tourism businesses and sustainable livelihood

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## Abstract

Community-Based Tourism has been remarked as a cogent development strategy of transforming local economies, empowering communities, preserving sociocultural dignity and ecological resources across the globe. Yet, an astonishing question exists, is it a true game-changer for indigenous communities? This systematic literature review aims at assessing the studies absorbed on community based tourism businesses and sustainable livelihood practices published in the selected journals within



a specified period. The review meticulously analyzes 32 quality assessed research papers using the PRISMA framework. The objective is to gain a deeper understanding on what are the key factors that influence the effectiveness of community-based tourism businesses in promoting sustainable livelihoods, particularly in terms of research themes, disciplinary perspectives, and methodologies. The findings reveal a significant increase in research related to community based tourism businesses and sustainable livelihood practices, particularly in rural homestays, agro tourism, and social tourism models. In addition, the review uncovers critical research gaps, especially regarding long-term sustainability. Furthermore, the review identifies a compelling direction for future research and serves as an important guide for advancing resilient and inclusive tourism models, mapping emerging trends and shaping the future of sustainable tourism practices around the similar global context.

**Keywords:** Community Based Tourism Businesses (CBTBs); sustainable livelihood; tourism development models; sociocultural and ecological preservation; PRISMA framework.

## 1 Introduction

Community-Based Tourism Businesses (CBTBs) have been gaining their popularity and globally recognized as an influential tool for promotion of sustainable livelihoods in rural and indigenous communities. CBTBs not only create economic opportunities but also preserve ecological resources and sociocultural heritage by engaging indigenous people at the center of tourism operations (Zapata et al., 2011; Martínez et al., 2024). Since sustainability has been at top consideration in contemporary development paradigm, there is an increasing attention of the academia on how CBTBs best align with sustainable livelihood practices such as to address rural poverty, reduce sociocultural and ecological footprints and improve community well-being (Mbaiwa & Stronza, 2010). However, a significant number of CBTB initiatives have been struggling to achieve long-term success. Many CBTBs are found to be failing within the first five years of operation due to several challenges such as inadequate financial resources, weak community involvement, CBTB policies and poor organizational management structures (Mearns, 2011 ; Yanes et al., 2019). Additionally, the CBT initiatives are found to be suffered from cultural commodification, gentrification, and expropriation, even though; the initiatives are contributing as an alternative prospective and model on sustainable rural tourism development

(Vongvisitsin et al., 2024). This review aims at identifying and presenting the fundamental factors that contribute to both the success and failure of CBTBs through a methodical literature review approach and sustainable livelihood practices of indigenous residents. To evaluate the existing CBTBs literatures systematically, identify gaps, and offer a comprehensive assessment of the relationship between CBTBs and sustainable livelihood practices, the review approach uses the PRISMA framework (Preferred Reporting Items for Systematic Reviews and Meta-Analyses).

Theoretically, community-based tourism (CBT) business model roots on the concept of indigenous community's ownership, control and operation. Indigenous communities are enthusiastically involved in planning, decision-making and sharing the benefits generated from tourism related activities (Goodwin & Santilli 2009). This tourism business model contrasts with traditional mass tourism models, which often disregard sociocultural dignity of indigenous communities and concentrate only with the profits on the favor of investors only. Along with economic benefits, CBTBs aim to empower the local communities by facilitating them to leverage their sociocultural and ecological dignity, encouraging sustainable livelihoods through direct participation in the tourism businesses (Lucchetti & Font, 2013). This study of (Priatmoko et al., 2021) emphasizes on community solidarity and active involvement of community members to influence the sustainability, and success of community based tourism initiatives.

Several studies focus on the significant role of CBTBs in promoting inclusive and justifiable community development and alleviating poverty, particularly in rural areas. For instance, the studies of Sutresna et al., (2019) focus on the economic opportunity through locally produced products and services, which not only generate income but also foster sociocultural dignity and pride and enhance community cohesion. CBTBs contribute to poverty alleviation by creating number of jobs, fostering entrepreneurial skills, and encouraging cultural dignity among local residents (Zapata et al., 2011). Similarly, the study of Mbaiwa (2015) has shown that CBT initiatives are essential to enhance community cohesion and promote conservation efforts. Despite several success stories, some evidences show that many CBT businesses face several obstacles hindering sustainability and effectiveness.

Despite, CBT business projects offer a promising avenue for sustainable community livelihood development; the success is often constrained by various challenges. The growing challenges include

inadequate infrastructure, lack of access to financial resources, insufficient marketing strategies and destination branding have been found to be obstructing the long-term success of CBT initiatives (Dangi & Jamal, 2016; Khalid et al., 2019) and by the increasing cultural commodification, gentrification, expropriation and youth drain (La Salle, 2014).

Another thoughtful issue is the poor involvement of indigenous people in operating, planning and management of CBT projects due to lack of sufficient investment fund. Many CBT ventures have been found to be heavily relying on external private investment rather than self-investment of the community members, which create dependency and undermine long-term sustainability (Mearns, 2011). This is the issue of business failure. When external funding dries up, CBTBs are often, suffer from the shortage of the essential financial backup to continue operations and thereby leading to the failure of many CBT initiatives. Although CBTBs are designed to empower indigenous inhabitants, in practice, many CBT businesses are invested and functioned by external agents such as NGOs, government agencies, and private sectors (Simpson, 2008). This top-down approach definitely limits the sense of community ownership, accountability and responsibility among local stakeholders and this ultimately leads to poor business management and unsustainable practices (Mtapuri & Giampiccoli, 2016). Moreover, lack of sufficient skills business and managerial skills and expertise within communities hampers the effective implementation of CBT initiatives, particularly in areas such as destination branding, tourism marketing, visitor quality service, and financial management (Lo & Janta, 2020). In addition to internal challenges, CBT initiatives often face external pressures that threaten their sustainability. For example, open market system, competition from larger, more established mass tourism enterprises make it difficult for such community lead small-scale CBT initiatives to attract visitors and generate sufficient income (Mbaiwa & Stronza, 2010). Furthermore, the global nature of tourism means that CBT initiatives are vulnerable due to fluctuations in international tourism demand, political instability, and ecological changes (Blackman et al., 2014).

However, researchers have been warning about the negative impacts of such free-market and profit-oriented growth and emphasizing the importance of sustainable tourism (Ninerola et al., 2019; Streimikiene et al., 2020). Sustainable tourism has gained popularity over the past few decades as the rapid growth and associated ecological changes have made it an important issue to discuss and research (Sumardi, Shah & Najib, 2021). The contemporary worldwide popular campaigns for

environmental preservation include the green movement, sustainable development, ecosystem management, circular economy, and green economy, among others. These campaigns aim to achieve economic objectives without damaging ecological and social values and ethics and are a common commitment among global societies (Finke et al., 2016; Font & McCabe, 2017; Higgins-desbiolles, 2018; Tura et al., 2019).

The increasing environmental issues at the global level have led to the development of green movements. The sustainable development agenda has three fundamental pillars: social, economic, and environmental (UNWTO Report, 2015). The green innovation movement aims to achieve these sustainable development goals, such as social, economic, and environmental goals, by increasing the productivity of economic resources through less use of natural resources, waste recycling, energy-saving, and environmental preservation innovations. It reduces adverse environmental impacts of economic activities, raises climate change awareness, and encourages the achievement of economic, social, and environmental goals (UNWTO Report, 2020).

### **1.1 Geographical Areas of the Studies**

This review paper reveals a growing trend in research on community-based rural homestays, particularly in the Asian region, encompassing Thailand, Nepal, India, Malaysia, Indonesia, Vietnam, Maldives, Singapore, and Cambodia. For the review purpose, literatures on CBTBs in the Asian region have been selected because the region is recognized as the growing popularity of sustainable tourism business models (Wani et al., 2023; Azwar et al., 2023). The Asian region is globally recognized for how CBTBs economically empower rural communities by providing alternative income sources along with preserving indigenous culture and traditions (Dahles et al., 2020). Additionally, this region is acknowledged for measuring the environmental impact of community homestays, promoting sustainable practices, and informing policy development to enhance community well-being and long-term sustainability in rural tourism (Nugroho & Numata, 2020).

The study calls attention to a central focus on the sociocultural and economic pillars of sustainability with environmental aspects on alternative sustainable tourism development model. The review aims to contribute to the researchers, rural tourism authorities, and practitioners in accessing pertinent literature, bridging research gaps, and fostering sustainable rural tourism development practices.

Nonetheless, the extent to which CBT businesses contribute to sustainable livelihood development depends on several key factors, including the level of community participation, businesses operation, distribution of benefits, awareness and the capacity of local residents to manage tourism activities effectively (Han et al., 2019). In the cases where local communities are not meaningfully engaged in decision-making processes or do not receive a fair share of the economic benefits, CBTBs exacerbate existing inequalities and disparities which, further leads to fail to deliver on its promise of sustainable livelihood development (Mtapuri & Giampiccoli, 2016; Martínez-García et al., 2024). Despite, the effectiveness of CBT businesses in achieving sustainable livelihoods, the issue holds a subject of ongoing debate. This review aims at providing a complete assessment of the existing literatures on CBTBs and their impact on sustainable livelihoods. Using PRISMA framework, the researchers have carefully searched, identified, evaluated, and synthesized relevant studies. The framework provides systematic guidelines for conducting literature review, thereby confirming the review process is logical, scientific and replicable (Moher et al., 2009). The findings are synthesized into six thematic categories to provide a clear understanding on the current state of literatures on CBTBs and sustainable livelihoods.

## **2 Methodology**

This study aims at addressing the research question under the guidelines of PRISMA framework. For the data extraction, the literatures have been searched, obtained and evaluated from the robust databases; WoS (Web of Science) and Scopus indexed Journals under the subject area of CBTBs and sustainable livelihood practices during the period of 2010 to 2023. The methodology section comprises the method of developing of research question, review protocol, literature searching and identifying, screening and quality assessment for final review.

### **2.1 Development of Research Question**

In order to develop the research question of the study, "PICOT" and the "FINER" criteria have been used. "PICOT" framework implemented by (Shaffril et al., 2020) stands for population, intervention, comparison, outcome, and timeframe of the review subject. Likewise, "FINER" is a set of criteria used to evaluate the quality of research questions in qualitative and quantitative studies stands for feasible, interesting, new, ethical, and relevant.

According to the "PICOT" framework, community based tourism businesses of all types such as community-based homestays, lodges, agro-tourism, farm stays, community forests, souvenir shops, cultural performers and tour operators are considered as the population of the study. Again, the consideration of community-based tourism model is the intervention by the reviewers for review process. Similarly, under the comparison criteria, the reviewers have compared the CBT tourism practices in against traditional mass or the mainstream tourism. Likewise, positive impacts of intervention variables such as social, cultural and ecological conservations are taken as the outcome criteria. For the review process, all the publications in the selected journals during the period of 2010 to 2023 have been taken as the timeframe.

Furthermore, the FINER criterion, adopted by (Thabane et al., 2009), is used to assess the feasibility, interest, novelty, ethics, and relevance of the study. The study is deemed feasible, interesting, novel, ethical, and relevant as it aims to examine current tourism practices as an alternative to traditional mass tourism while respecting research ethics and providing valuable knowledge on effective tourism management strategies not only for economic benefits but also as a tool to preserve socio-cultural and ecological dignity. Thus, based on these criteria, the research question for this study is developed as: *How has research on CBTBs and progressed over the years in the context of the key factors that influence the effectiveness of CBT businesses in promoting sustainable livelihoods? and what are the areas that call for further research and exploration to strengthen the notion of sustainability in tourism?*

## **2.2 Development of Review Protocol**

A review protocol has been formulated with the aim of guiding the systematic review process in accordance with the research question. The review protocol includes databases to be used, key search terms, literature screening and the criteria for determining the eligibility of literature. The protocol considers a meticulous approach to the systematic literature search strategy and data extraction for discussion. The review protocol is provided as follow:

**Table 1. Method of Developing Review Protocol**

Title	<b>A Systematic Literature Review Using PRISMA Framework: An Assessment On The Community Based Tourism Businesses And Sustainable Livelihood</b>
Background	CBTB clutches more than just economic objectives; it involves collaborative actions in preserving socio-cultural dignity through the community engagement. Therefore, the community based tourism and sustainable livelihood has become an important topic for the tourism research. The purpose of this review is to evaluate the recent status of available literatures on the key factors that influence the effectiveness of CBTBs in promoting sustainable livelihoods.
Research Question	How has research on CBTBs and progressed over the years in the context of the key factors that influence the effectiveness of CBT businesses in promoting sustainable livelihoods? and what are the areas that call for further research and exploration to strengthen the notion of sustainability in tourism? The study considers the review of literatures published in between January 1, 2010, to June 31, 2023.
Objectives	<p>The objectives of this literature review are:</p> <ol style="list-style-type: none"> <li>1. To analyze the growth of research on CBTBs over the years, focusing on how key factors have shaped their effectiveness in promoting sustainable livelihoods.</li> <li>2. To assess the influence of critical factors such as resources, management practices, and community integration on the success of CBTBs in achieving sustainability goals.</li> <li>3. To identify gaps in existing research and propose areas for further exploration that can enhance sustainability practices within community-based tourism, strengthening its role in sustainable development.</li> </ol>
Inclusion Criteria	<p>The inclusion criteria for the literature review are:</p> <ul style="list-style-type: none"> <li>◆ Research papers published in selected journals and time period</li> <li>◆ Data Bases: WoS (Web of Science) and Scopus indexed Journals</li> <li>◆ Research papers that focus on CBTBs and sustainable livelihood practices</li> <li>◆ Research papers that use mixed research methods, econometric models including descriptive statistics, structural equation modeling, factor analysis, phenomenological study , explanatory and case study</li> <li>◆ Additional Criteria: Peer-reviewed, original, full-text studies written in the English language</li> </ul>
Exclusion Criteria	<p>The exclusion criteria for the literature review are:</p> <ul style="list-style-type: none"> <li>◆ All gray/ non-peer reviewed research papers</li> <li>◆ Research papers that do not focus CBTBs and sustainable livelihood practices</li> <li>◆ Research papers that use research methods other than those mentioned in the inclusion criteria.</li> <li>◆ Language: Written in other than English language</li> <li>◆ Conference papers, Book chapters, Organizational publication and research reports, and Non-English papers</li> <li>◆ Research conducted on non-Asian region.</li> </ul>
Literature Screening	The literature review has been conducted under the PRISMA framework. A comprehensive search has been carried out in selected databases especially from WoS (Web of Science) and Scopus indexed Journals. The following keywords (using Boolean operators) have been used: Community based tourism businesses (CBTBs), sustainable livelihood, key success factors, sustainable tourism, community homestays and related words.
Data Extraction and Synthesis	Data extraction process has involved the following information: author(s), year of publication, research methods used, topics covered, theoretical frameworks used, and key findings. A narrative synthesis approach has been used to extract and synthesize the data.
Quality Assessment	The quality assessment of the included research papers has been conducted after being examined and categorized by the experts. This has helped to appraise the validity and reliability of the research papers included in the literature review.

**Source:** Researcher's own construct, 2024



Table 1 presents the process of establishing a structured review protocol in order to guide systematic literature review, specifying databases, search key terms, screening criteria, data extraction, and quality assessment with a focus on CBTB and sustainability literatures.

### **2.3 Review Tools and Guidelines**

The review protocol used for this review has been developed by implementing the guidelines of PRISMA framework (Moher et al., 2009; Pickering and Byrne, 2014). PRISMA is a robust systematic literature review process that involves techniques of literature identifying, screening, and assessing the eligibility of those literatures under the inclusion and exclusion criteria (Moher, 2009). This protocol provides a structured method for defining clear research questions, conducting a complete literature search, and analyzing a large database of literature (Sierra-Correa & Cantera Kintz, 2015).

### **2.4 Journal Database Selection and Literature Identification**

As stated earlier, relevant literatures originated in in Asian region from January 1, 2010 to December 31, 2023 on WoS (Web of Science) and Scopus indexed Journals have been searched. In order to identify relevant journals, the researchers have looked for databases that are specialized in tourism and sustainable development. Considering the research question and review intentions, a systematic review protocol has been developed in order to direct the search strategy. Following the experts' advice and review of SLR papers, keywords, synonyms, and Boolean operators were identified to search the appropriate literature. Different combinations of keywords and synonyms were used. To ensure the completeness of the systematic review, external experts were consulted. Low qualities as identified by the experts were excluded. They were tasked with verifying the final list of references and identifying any studies that may have been missed during the initial search. The following words/Boolean operators were used to capture studies that explored tourism development innovations from a sustainability perspective:

**Table 2. Key Words/Boolean operators for search from robust databases**

Database	Key Words /Boolean operators	No of articles
Web of Science	("Community based tourism businesses" OR "CBTBs" OR "sustainable livelihood practices") AND ("sustainable livelihood" and "key success factors" OR "community based tourism" OR "rural tourism") AND ("tourism and rural hospitality" OR "community hotels and homestays" OR "farm stays") ("new trends and practices in tourism" AND "sustainable tourism development innovations") AND ("rural tourism" OR "community tourism") AND ("Agro tourism" OR "Community engagement")	916
Scopus	"CBTBs models" OR "Community Homestays" AND "sustainable livelihood practices" OR "community home-stays" AND "sustainable tourism businesses models" "CBTBs AND success factors" OR "Community Tourism" AND "community-based Tourism homestays" AND "host-guest interactions" "Sustainable livelihood practices AND success factors" "community homestays" AND "community hospitality" "Community-based tourism," OR "sustainable tourism," "tourism development," "tourism industry," "Tourism Innovation," AND "New trends in Tourism industry" "innovation OR innovative" AND "tourism"	715
Total		1631

**Source:** Researcher's own construct, 2024

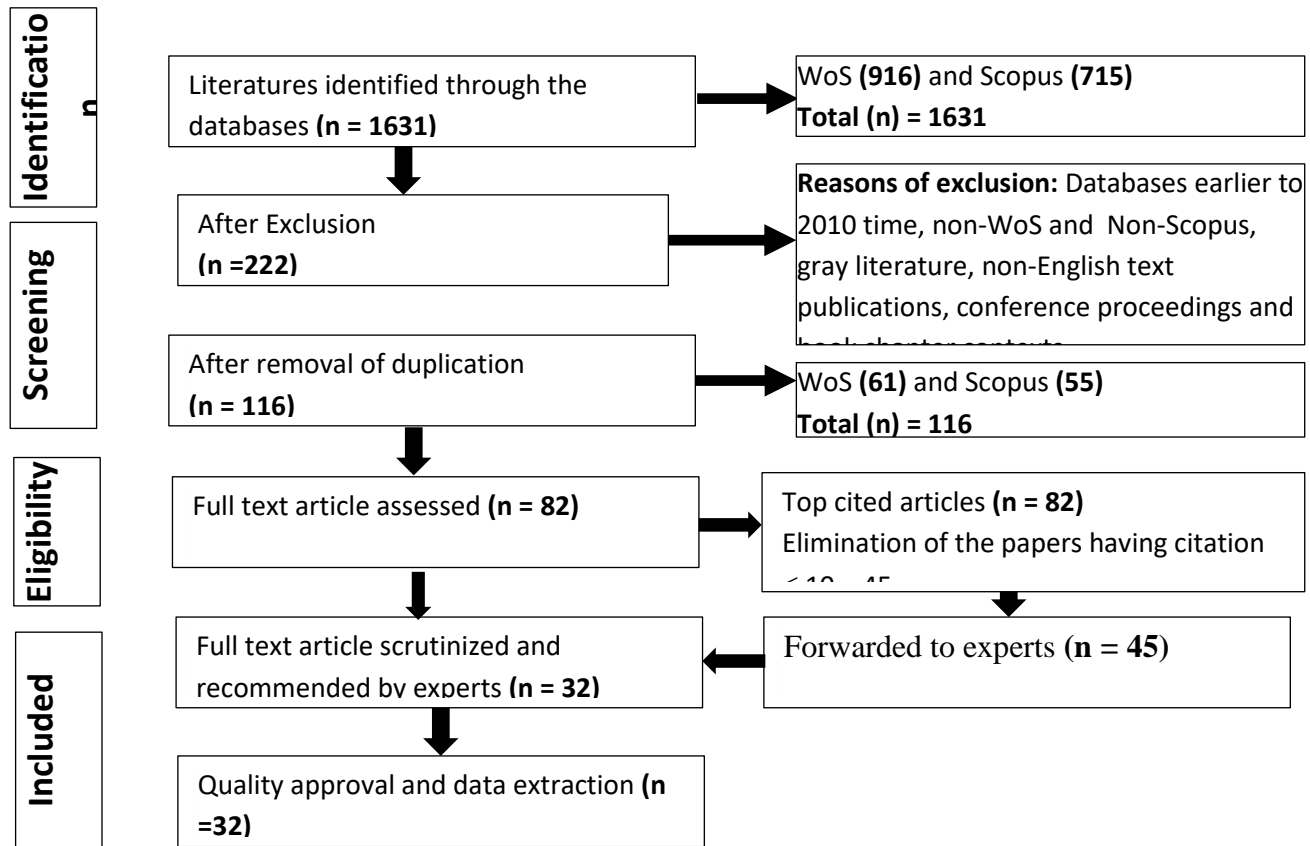
Table 2 reveals key words that were used in literature searching in two robust databases Web of Science (WoS) and Scopus indexed journals published in between 2010–2023. According to the table, 916 relevant literatures were identified from WoS indexed journals and 715 from Scopus indexed. In total, 1631 interrelated literatures were identified.

## 2.5 Literature Screening, Eligibility Criteria and Quality Assessment

As guided and directed by the research question and review protocol, literature screening was performed. Since alternative tourism activities have become more important as sustainable tourism development strategies in the contemporary world, the peer-reviewed journal research papers on alternative tourism activities between 2010 and 2023 in Asian region have been selected for review. The research articles published in the two database journals related to alternative tourism activities to traditional mass tourism in the English language have been considered in the search process. The

PRISMA flowchart for the literature screening process (summary of eligibility criteria) has been shown in the following flowchart:

**Figure 1. PRISMA Framework Flowchart**



Source: Adapted from Moher et al. (2009)

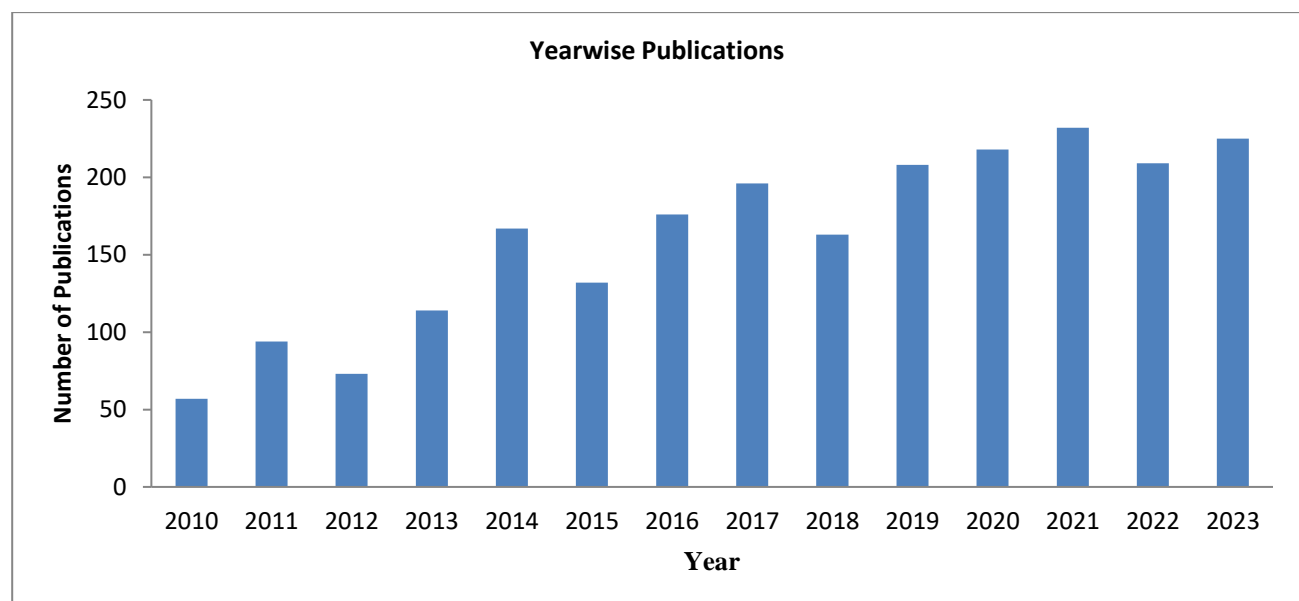
Above flowchart/figure 1 exhibits PRISMA framework of selecting literatures for data extraction. According to the flowchart, initially total 1631 articles were identified and screened. Out of these, 1409 literatures were excluded. As guided and directed from the review protocol, the reasons for exclusion include databases earlier to 2010 time, articles not focused on CBTBs and sustainable livelihood practices, non-WoS and non-Scopus, gray literature, non-English text publications, conference proceedings and book chapter contexts. Remaining 222 papers were compared to each other in order to identify the duplication, where 106 of them were found to be duplicated and hence eliminated. The remaining 116 papers were then retrieved for full-text assess and quality assessment. The quality assessment has been conducted in order to confirm the quality content of the literature and avoid bias.

The quality assessment has been performed based on the citation of the papers. Again, by following the review protocol, papers having citations less than 10 were eliminated. Remaining 45 research papers were sent to experts for scrutinize and categorize the articles into three types such as topmost quality, moderate quality, and low quality in terms of content. Experts have identified 25 articles as high, 7 as moderate, and 13 as low standards. The low- standard papers have been eliminated again. Therefore, ultimately, 32 literatures were found to be eligible under the PRISMA framework and hence were extracted for review, data extraction, analysis, and conclusion making.

### 3 Result Overview: Evolution of the Literature and Retrievals

This section provides a thorough investigation into the progress of literature concerning CBTBs and sustainable livelihood practices. It extensively demonstrates the evolution of literature on CBTBs specifically on Asian region, with a specific focus on journals and publication years from 2010 to 2023. The number of publication during the selection periods has been shown in the following table and chart:

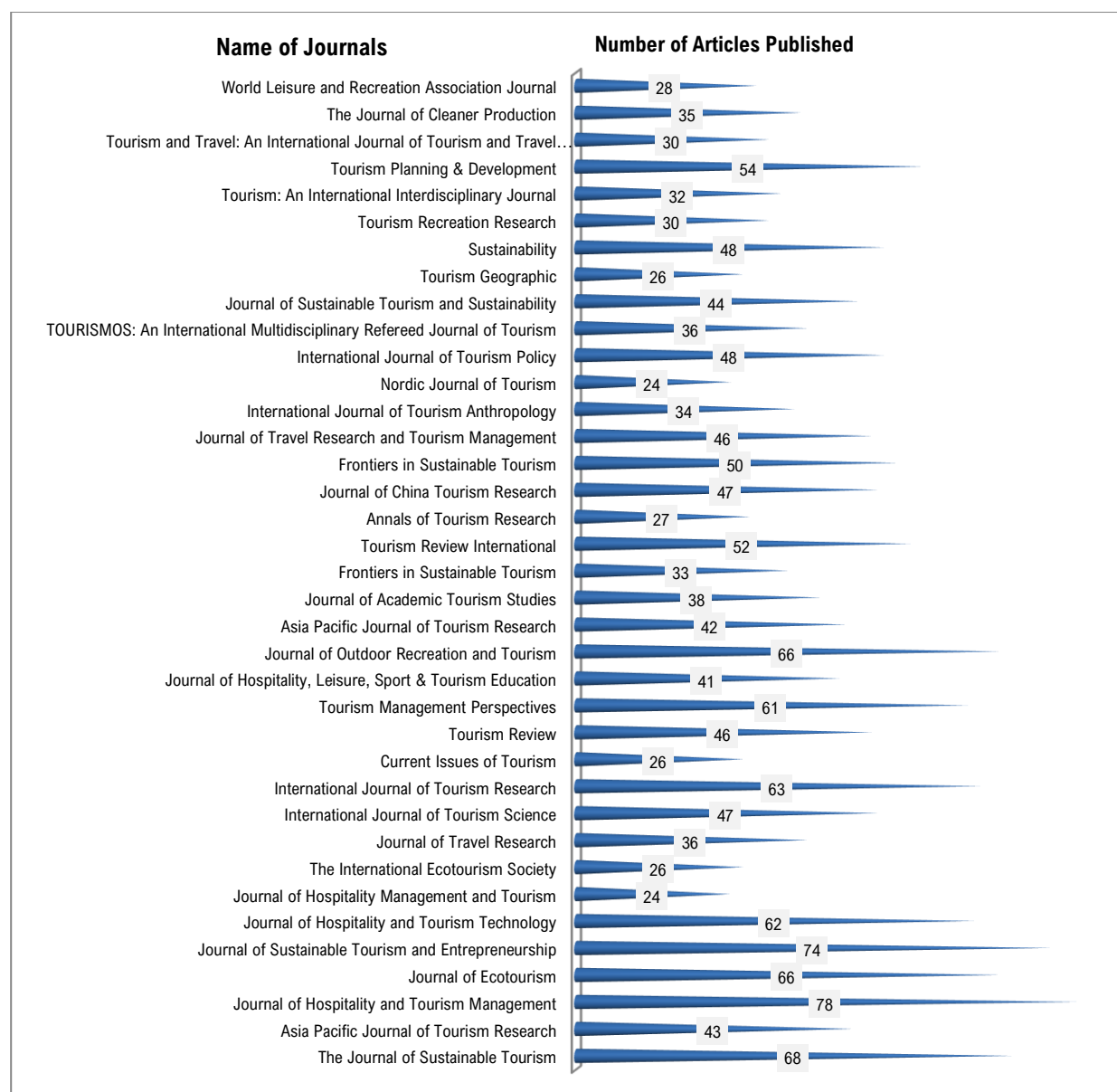
**Figure 2. Year wise Publication**



**Source:** Researcher's own Collection from WoS (Web of Science) and Scopus indexed Journals Data bases, 2024

Figure 2 displays the year wise publication of research articles on CBTBs and sustainable livelihood practices in WoS and Scopus indexed journals during January 1, 2010 to December 31, 2023. According to the graph, there is a steady increase in the number of publications during the period. There is a significant jump in publications in 2020 and 2021, followed by a slight decrease in 2022 and to some extent increase in 2023.

**Figure 3. Number of articles published from 2010 to 2023 Journal wise**



**Source:** Researcher's own Collection from Web of Science and Scopus Data Bases, 2024

Figure 2 shows the bar diagrams of journal wise publication of research articles on CBTBs and sustainable livelihood practices in WoS and Scopus indexed journals during January 1, 2010 to December 31, 2023. According to the bar diagram, The journals with the highest number of publications include The Journal of Sustainable Tourism, The Journal of Hospitality and Tourism Management, and The Asia Pacific Journal of Tourism Research. This suggests that these journals are highly influential and widely recognized in the field of tourism research. Entries include the Journal of Sustainable Tourism is 68, and the Journal of Hospitality and Tourism Management scoring 78. Journals like Tourism Management Perspectives and Tourism Planning & Development scoring 61 and 54, respectively. The diverse range of publications, covering CBTBs and sustainable livelihood practices, reflects the interdisciplinary nature of the field. Scores indicate the perceived impact or quality, contributing to the scholarly landscape. Overall, the list displays a broad spectrum of research avenues within the CBTB and sustainable livelihood domain.

### **3.1 Synopsis Finding**

The synopsis section is divided into following subsections:

#### **3.1.1 Sustainable Tourism Practices**

Researchers primarily focus on topics of CBTBs and sustainable livelihood practices such as local community-based tourism, homestays/agro-tourism, rural tourism, cultural tourism, community-impact, dimensions of community based tourism, and responsible tourism. Altogether, 32 eligible and dedicated studies on CBTBs and sustainable livelihood practices have been finalized for data extraction. Among all; sixteen studies have dedicated on indigenous community based tourism businesses and sustainable livelihood practices (Homestays, souvenir shops, agro-tourism and culture tourism) nine have been emphasizing the role of community homestays, and sustainability practices. Likewise, three studies focused into marginalized people's economic sustainability, and poverty alleviation. Additionally, four studies investigate sustainable development within community based tourism and women's participation in tourism entrepreneurship. Many studies adopt an interdisciplinary approach, addressing multiple sustainable practices within one research endeavor. Overall, the research landscape underscores the multilayered dimensions of sustainable tourism, cultural, economic, and community-oriented considerations.

## 3.2 Researches under Different CBTB Domain

The distribution of different CBTB domain of articles after the quality assessment has been classified under following two categories:

### 3.2.1 Researches under Different CBTB Domain

CBTBs domain in the selected articles includes community homestays, community managed lodges, culture tourism (folk songs/dance), community managed agro-tourism/farm stays, forest/nature tourism, tourism based social entrepreneurship (souvenir production and sales), community-impact dimensions of tourism, responsible tourism and contemporary tourism innovations. Following table displays the overview of researches under different CBTB domain:

**Table 3. Research Methods under Different CBTB Domain**

SN	Sustainable Tourism Domain	Qualitative Studies	Quantative Studies	Mixed Studies
1.	Community Homestays	2	2	2
2.	Community Managed Lodges	0	2	2
3.	Community Managed Agro-tourism/Farm Stays	1	2	1
4.	Culture Tourism (Folk Songs/Dance)	1	0	1
4.	Forest/Nature tourism	0	1	2
6.	Tourism based Social Entrepreneurship (Souvenir Production and Sales)	1	3	1
8.	Community-impact Dimensions of CBTBS	0	2	2
9.	Responsible Tourism and Contemporary Tourism Innovations	1	1	2
<b>Total</b>		<b>6</b>	<b>13</b>	<b>13</b>

**Source:** Researcher's own construct, 2024

Table 3 demonstrates the distribution of research studies across various CBTB domains, categorizing them into qualitative, quantitative, and mixed-method studies after the quality assessment. According to the table, same number of researchers, each of two, on community-based homestays has used qualitative, quantitative and mixed research methods. Community managed loges stand out with each of two, quantitative and mixed research methods. Community managed agro-tourism (farm stays)

consists one qualitative, two quantitative and one mixed research methods. Culture tourism has each of one, qualitative and mixed research method, forest/nature tourism has one quantitative and two mixed methods of study. Tourism based social entrepreneurship (souvenir production and sales) features one qualitative, three quantitative and one mixed methods of study. Community-impact dimensions of CBTBS encompass two quantitative and two mixed methods. Lastly, responsible tourism and contemporary tourism innovations show one qualitative, one quantitative and two mixed research methods. This analysis highlights the research diversity within CBTBs and livelihood practices, emphasizing qualitative, quantitative and mixed research methodologies.

### **3.2.2 Theoretical Framework Employed**

A majority of studies, comprising 84.38% ( $n = 27$ ), have used grounded theory, theory of planned behavior, social exchange theory, and theory of workplace learning. In contrast, the remaining 15.62% ( $n = 5$ ) did not adhere to any specific theoretical framework, exhibiting a preference for interdisciplinary approaches. This signifies a prevalent use of established theories in the majority of research, while a few subsets adopt diverse interdisciplinary perspectives. The blended established frameworks and interdisciplinary exploration contributes to the varied landscape of research methodologies in the studies reviewed.

## **4 Result and Thematic Discussion**

The majority of publications in this field have focused on various research methodologies and statistical models like structural equation modeling, factor analysis, and descriptive statistics. The reviewed literature indicates that CBTBs research primarily centers on topics such as rural homestays, farms, and social tourism. However, there exist several sustainability-related issues that have received limited attention, including local community-based tourism policies, the role of information and communication technology (ICT), knowledge management for sustainability, entrepreneurship in community-based tourism, branding, skill development, and disaster preparedness among operators. The aspects that pertain to risk management strategies and collaboration with mainstream mass tourism have been particularly under-researched.

This systematic literature review examines the significance and progress of CBTBs in sustainable livelihood practices. It evaluates research techniques, subject areas, and theoretical frameworks



employed in this field. The review highlights the need to strengthen the integration of sustainability principles and innovation concepts within the CBT businesses. It offers recommendations to policymakers and researchers to foster socioeconomic and environmental empowerment. The findings of this review work as a valuable resource for future research endeavors and align with the current strategic focus on sustainability in tourism sector.

Community based tourism business model is one of the significant social tourism model begun from 1970 with community idea to preserve the environment (Dong, 2020). It is an initiative for ecosystem management. (Jethi, 2016) remarked that a community led ecotourism business model could act as 'new development paradigm' and an important device of gearing up the sustainable economic growth of any nation. He further emphasizes that the multiplier effects of ecotourism are anticipated to create ample of economic benefits in the economy. Therefore, to introduce the strategies of ecotourism, a consistent national framework of ecotourism that means a comprehensive sustainable tourism strategy is essential.

Overall, this study emphasizes the importance of strategic positioning of tourism products based on sustainability for rural community-based tourism businesses. It sheds light on the need to address the identified issues and their implications for the development of these communities.

The discussion section is divided into six themes. Thus, the result of the review on the selected researches revealed on the following thematic areas:

#### **4.1 CBTBs and Tourism Sustainable Livelihood Development: Frameworks, and Models**

The thematic discussion on "CBTBs and Tourism Sustainable Livelihood Development: Frameworks, and Models" reveals on the importance of integrating CBTBs into sustainable livelihood strategies as guided by UN 2030 Agendas. The theme centers on the key issues of discussion:

**Frameworks for Sustainable Livelihoods:** The discussion highlights various frameworks that support the development of sustainable livelihoods through CBTBs. These frameworks principally focus on community participation empowerment, justifiable and equitable distribution of benefits derived from tourism activities. The framework intentions to make sure that the community members are actively

involved in decision-making processes and utilize their socio-cultural and ecological resources more efficiently.

**Models of CBTBs:** The review centers on to discuss different CBTB models; such as rural homestays, farm stays, agro-tourism, community forest/wildlife tourism, social/culture tourism and community lodges. These models are designed not only to create economic opportunities but also to preserve sociocultural heritage and ecological resources. Principally, models of CBTBs emphasis on community ownership and operation with an intention of ensuring sustainable livelihood.

**Interdisciplinary Approaches:** The review calls for interdisciplinary approaches to promote CBTBs and sustainable livelihood, including digital technology, new business management and adaptive management strategies and governance models. This is truly essential in order to address the diverse sustainability issues faced by CBTBs.

**Challenges and Gaps:** Despite huge potentials of CBTBs for sustainable tourism development, the review identifies some important gaps in the literature, particularly regarding long-term sustainability, cultural commodification, market dynamics and the equitable distribution of tourism benefits among stakeholders. Identification and addressing these challenges is essential for augmenting the effectiveness of CBTBs in sustainable local livelihoods.

Thus, the discussion on this theme underscores the need for comprehensive frameworks and CBTBs models that support the sustainable rural tourism development, emphasizing the importance of active community participation, interdisciplinary approaches, and addressing existing challenges to enhance the effectiveness of these community based tourism initiatives in promoting sustainable livelihoods.

#### **4.2 Theoretical Approaches to Understanding CBTBs and Sustainable Livelihood Development**

Discussion on another "Theoretical Approaches to Understanding CBTBs and Sustainable Livelihood Development" focuses into the several theoretical frameworks that underpin the study of CBTBs and sustainable livelihood practices. Here are the key points:

**Community Empowerment and Participation:** The theoretical approaches lay emphasis on the importance of community education, awareness and empowerment along with their active participation in local tourism development. Principally, CBTBs are grounded on the concept that indigenous

community members should have their ownership/control and a voice in important decision-making processes, which contrasts the traditional mass tourism business models that often ignore local people.

**Sustainable Tourism Practices:** The theories related CBTBs focus on sustainable tourism practices center on social, economic, and environmental dimensions as guided from SDG agendas 2030. This holistic perspective is necessary for understanding how CBTBs contribute to sustainable livelihoods by balancing the needs of the community along with the demands of tourism industry.

**Indigenous Knowledge and Cultural Sensitivity:** The theoretical frameworks again emphasize on the value of indigenous knowledge and sociocultural sensitivity in the development of CBTBs. The framework underscores on incorporating indigenous culture, traditions, norms, values, institutions and practices to develop CBTBs along with economic benefits.

**Interdisciplinary Perspectives:** The review theme advocates for interdisciplinary approaches of CBTB development such as sociological, economic and environmental science. The interdisciplinary perspective is essential in order to comprehend the complexities of CBTB models and their impact on sustainable livelihoods.

**Frameworks for Analysis:** Despite, there is no subject specific or single/core "CBTB Theory," The researchers and practitioners have been adopted various related theoretical frameworks to measure and analyze the effectiveness of CBTBs. These frameworks often focus on the explanation of relationships between community participation, rural tourism development, and sustainable tourism outcomes.

**Challenges and Limitations:** The review acknowledges several challenges and limitations confronted by most of the CBTBs. For example, financial constraints, management and operational issues, globalization, gentrification, open market forces and the risk of cultural commodification. Systematic assessment of these challenges is essential in order to enhance the sustainability and resilience of CBTBs.

Hence, theoretical approaches to understand CBTBs and sustainable livelihood development emphasize on community participation, empowerment, sustainable practices, and the integration of

interdisciplinary perspectives. These frameworks provide valuable understandings into how CBTBs effectively contribute to the well-being of indigenous communities and promoting sustainable tourism businesses.

#### **4.3 Key Drivers and Barriers to CBTBs and Sustainable Livelihood Practices**

Discussion on another theme "Key Drivers and Barriers to CBTBs and Sustainable Livelihood Practices" identifies the key drivers that facilitate or barriers that hinder the effectiveness of CBTBs and sustainable livelihoods. Here are the key issues derived from the review:

##### **Key Drivers**

**Community Engagement and Empowerment:** Inclusive community participation in problem identification, planning and decision-making processes is a key driver for the success of CBTBs. When communities are educated, aware, empowered, and engaged, they are more likely to take ownership, responsibility and accountability of tourism initiatives thereby leading to better business management and sustainability outcomes.

**Sociocultural and Natural Resource Utilization:** Another important key driver of success of CBTBs in terms of sustainability is the ability of communities to leverage their unique sociocultural and ecological resources. Effective utilization of such resources in the community creates authentic experiences for tourists along with generating income for local residents.

**Supportive Policies and Governance:** Effective and sound governance frameworks and supportive law/policies at local, regional, and national levels are pre-requisites to enhance the viability of CBTBs. These are the fundamental setups to provide financial or technical support for the success of CBT initiatives.

**Innovation and Adaptability:** The capacity for innovation and adaptability within communities are other essential keys in order to respond the dynamic nature of market demand, visitor's choice, and increasing environmental challenges. These keys are extremely necessary to adopt in order to thrive in the competitive tourism landscape.

**Collaboration and Partnerships:** Building partnerships and networking with various stakeholders, such as government agencies, NGOs, INGOs and the private sector provide additional support for resource

management and operational expertise for the success of CBTBs. Collaborative efforts enhance the capacity of CBTBs to address challenges and leverage opportunities for sustainable development.

## **Barriers**

**Limited Financial Resources:** Many researchers have pointed out that most of CBTBs are failing within the five years of operation due the lack of adequate financial resources. Many community initiatives struggle to generate funds for startup costs, marketing, and ongoing operations, which hinders sustainability of community based tourism initiatives. Therefore, financial backup is extremely necessary for the success of CBTBs.

**Cultural Commodification:** The most serious issue under CBTBs is cultural commodification. It means, local cultures, values, traditions are concentrated to provide to tourist expectations. Some communities are found to be mislaid to protect cultural dignity and pride due to increasing financial pressure. This undermines the authenticity and quality of life of the tourist experience and negatively impacts community identity and glory.

**Inequitable Distribution of Benefit:** The main reason for community tensions and conflicts is inequitable and unjustifiable distribution of economic benefits among community members. Community's intervention for ensuring the inclusive participation of all stakeholders, fair and acceptable share of benefits is essential. The intervention helps for upholding community ownership and active participation of all stakeholders to make sustainable CBTBs.

**External Market Pressures:** External market pressure has been found to be a key challenge for the success of CBTBs. Open market system, economic liberalization, globalization and technological advancement are the key threats of CBTBs. Several studies have shown that CBTBs often faces competition from mainstream mass tourism operators, which has been creating pressure on pricing and service quality at destinations. This competition has been threatening the community-based initiatives to attract and retain visitors. Generally, CBTBs are operated by indigenous people and the operators are financially not as much strong as mainstream mass tourism operators and therefore, small-scale CBTB operators have troubling in compete in price and service quality.

In sum up, key drivers of CBTBs and sustainable livelihood practices include active community participation, efficient resource utilization, supportive laws and policies, innovation, change adaptation, and collaboration. On the other hand, key barriers include limited financial resources, weak management, cultural commodification, inequitable distribution of tourism benefits, and external market pressures. The key barriers are found to be considerably hampering the effectiveness and success of CBTBs and encouraging sustainable livelihoods. Addressing these barriers and leveraging the key drivers is extremely necessary for long-term success of CBTBs.

#### **4.4 Appreciable Practices and Success Factors for CBTBs and Sustainable Livelihood**

Discussion on the theme "Best Practices and Success Factors for CBTBs and Sustainable Livelihood" outlines appreciable and effective practices that contribute to the success of CBTBs and sustainable livelihoods. Following are the key issues derived from the review:

##### **Appreciable Practices**

**Community Involvement and Ownership:** The beauty of CBTBs is active involvement of indigenous community in the planning, development, and management of tourism initiatives. This practice fosters a sense of ownership, accountability and responsibility and thereby leads to more sustainable business practices and better outcomes for the entire community.

**Capacity Building and Training:** Another appreciable practice under CBTB is capacity building through training, educating and empowering. Training and capacity-building programs for community members improve their skills in destination branding, tourism management, marketing, and quality service delivery. Such investment in human capital is indispensable for improving the visitor's quality of life at destinations and ensuring long-term sustainability.

**Sustainable Resource Management:** Principally, CBTBs are established in order to promote the sustainable use of ecological and sociocultural resources for the sustainable livelihood practices. Sustainable resource management includes developing guidelines and framework for appreciable practice for resource conservation, resource rewarding and controlling, waste management, and environmental protection to minimize the ecological footprint from the tourism activities.

**Sociocultural Dignity, Pride and Preservation:** Another appreciable practice includes CBTBs integrate sociocultural dignity, pride and ecological heritages into tourism offerings that not only supplements the visitor experience but also supports to preserve local identity, glory, traditions and practices. CBTBs that emphasize cultural authenticity and originality attract tourists seeking genuine experiences along with benefiting the community.

**Marketing and Promotion:** Other appreciable practice of CBTBs includes effective marketing strategies that center the unique aspects of the community and its tourism offerings attract more visitors. Some communities have been utilizing digital platforms and social media enhance visibility and reach broader area visitors.

**Partnerships and Collaboration:** The appreciable practice of CBTBs includes building strong networking and partnerships with local governments, NGOs, INGOs and the private sector provide additional resources, expertise, and support to the sustainable development of CBTBs. Collaborative efforts and networking enhance the capacity of CBTBs to address emerging challenges and leverage opportunities for sustainable growth.

### **Success Factors**

**Strong Leadership and Governance:** The review has recognized active leadership within the community as the key success factor for CBTBs. Community leaders who encourage, motivate and mobilize community members, as well as navigate external partnerships, has been found as the appreciable key success factor of CBTBs.

**Clear Vision and Goals:** Clear vision and set of goals are necessary for the sustainable community based tourism initiative and it helps to align the community efforts and sustainable utilization of local resources. Clear vision and goals guide decision-making and ensure that all stakeholders are motivated to work to achieve common communal objectives.

**Adaptability and Resilience:** Another appreciable success factor of CBTBs includes adaptability and resilience. The ability to adapt to changing market conditions, social structure, social needs and environmental challenges is indispensable for the long-term success of CBTBs. Resilient communities that pivot and revolutionize in response to challenges are more likely to grow well of CBT initiatives.

**Monitoring and Evaluation:** Another appreciable issue of CBTBs is continuous monitoring and evaluation of tourism activities and behavior of operators and visitors. Implementing systems for regular monitoring and evaluating the impacts of tourism enterprises permits communities to assess their effectiveness and make essential improvements and adjustments. This continuous feedback loop is vital for improving performance of CBTBs and ensuring sustainability.

**Equitable Benefit Distribution:** Another success factor of CBTBs is equitable tourism benefit sharing. CBTBs guarantee that the economic benefits generated from tourism activities are reasonably and equitably distributed among community members and encourage for the active participation. Transparent and fair benefit sharing processes under CBTBs builds trust and solidarity within the community members.

In sum up concept, appreciable practices for CBTBs and sustainable livelihoods found to be active community involvement, capacity building, empowerment, sustainable resource management, cultural preservation, effective marketing, and collaboration and networking. Success factors comprise strong community leadership, clear vision mission and goal, adaptability to the change, effective monitoring and evaluation, and equitable and fair benefit dissemination. Implementation of these practices and concentrating on success factors, CBTBs develop their effectiveness contribute positively to the communities.

#### **4.5 CBTBs and Sustainable Livelihood Policies, Strategies, and Governance Frameworks**

Discussion on the theme "CBTBs and Sustainable Livelihood Policies, Strategies, and Governance Frameworks" anticipates that the strong policies, strategies, and governance framework are required to strengthen CBTBs and promoting sustainable livelihoods. Following are the key issues derived from the review:

##### **Policies**

**Supportive and Regulatory Frameworks:** Review underscores the urgent need of supportive, directive and regulatory policy framework for the success of CBTBs. Regulatory framework should encourage community participation, guidance, protect, control and reward of sociocultural and ecological



resources, and make sure that whether the community based tourism activities align with sustainable development goals framework.

**Incentives for Sustainable Practices:** Governments should provide financial incentives, such as grants or tax breaks, technical and operational support to encourage communities to adopt sustainable tourism practices. These incentives and supports help to offset startup costs and encourage investment in sociocultural and eco-friendly tourism initiatives.

**Cultural Heritage Protection Policies:** Implementation of policies and laws to protect and promote local cultural heritage, dignity and pride is essential for maintaining the legitimacy of CBTBs. Such policies and laws help to prevent or limit cultural commodification and ensure that tourism development respects indigenous glory and pride.

## **Strategies**

**Integrated Community Development:** Review reveals on the tactful strategies to integrate community tourism development with broader community development goals along with the overall long term well-being of local residents. This strategy includes linking tourism initiatives with education, empowerment, awareness, and good health and infrastructure development.

**Capacity Building Initiatives:** Continuous trainings, workshops and empowerment programs are necessary to build and improve the skills of community members in areas such as hospitality, marketing, and management is necessary. These programs empower locals in order to effectively manage tourism operations, improve service quality and visitor's quality of life at destinations.

**Sustainable Resource Management Strategies:** Implementation of sustainable resource management strategies for the sustainable management of ecological and sociocultural resources is extremely essential. This includes formulating guidelines for resource use, control, reward and conservation, waste management, and responsible tourism practices to minimize sociocultural and environmental footprints.

**Marketing and Promotion Strategies:** As business promoting tool, developing and implementing targeted marketing strategies are very important to publicize the unique tourism attractions of the

community. For this, utilizing digital marketing system and social media platforms becomes effective means to enhance visibility and reach to the wider target group.

### **Governance Frameworks**

**Participatory Governance Models:** Inclusive and justice governance frameworks make sure participatory decision-making practice to ensure the community members to have a voice. This enhances responsibility and accountability and fosters a sense of ownership over resource and protection among residents.

**Multi-Stakeholder Collaboration:** Effective governance and transparent system involves collaboration among various stakeholders, including local governments, NGOs, INGOs and the private sector. Multi-stakeholder partnerships model provides additional resources, expertise, and technical support for long-term success of CBTBs.

**Conflict Resolution Frameworks:** Self-control, motivation and participation are the key beauty of the CBTBs. A community framework effectively works for conflict and disputes that may arise among stakeholders and community members. Transparent and justifiable processes of resolving probable conflicts enhance friendship, fellowship, cooperation and thereby ensure that tourism development benefits the entire community.

For that reason, it is urgently necessary to develop effective policies, strategies, and governance frameworks in order to support CBTBs in promoting sustainable livelihoods. Supportive regulatory frameworks, incentives for sustainable tourism practices, and sociocultural dignity and ecological heritage protection policies are essential. Strategies should emphasis on integrated community development programs, skill development, capacity building, sustainable resource management, and targeted marketing. Governance frameworks should promote participatory and inclusive decision-making, multi-stakeholder collaboration, monitoring, supervision and evaluation, and peaceful conflict and dispute settlements. CBTBs contribute positively to the sustainable livelihoods of indigenous communities when these frameworks are strictly implemented.

#### 4.6 CBTBs and Sociocultural and Environmental Conservation: Opportunities

The discussion on "CBTBs and Sociocultural and Environmental Conservation: Opportunities" exposes various opportunities as mentioned as follows:

**Empowerment through Conservation:** CBTBs empower indigenous community members by involving them in conservation of sociocultural and ecological heritages. This engagement fosters a sense of dignity, pride and ownership over such resources. Engagement, knowledge, education, awareness and encouragement are the basic norms of sustainable livelihood practices.

**Sociocultural Dignity, Pride and Preservation:** CBTBs serve as a platform to preserve sociocultural dignity and pride. The platform provides an opportunity to glorify and encourages the continuation of cultural and traditional practices, which are often important for indigenous identity.

**Economic Incentives for Conservation:** CBTBs create economic incentives from the conservation efforts thereby generating employment and income through eco-friendly tourism activities. This motivates communities to protect their aboriginal cultural practices and natural environments, as they directly benefit from their conservation effort.

**Collaboration with Conservation Organizations:** Collaboration and networking with conservation organizations and activists provides necessary expertise and supports for effective conservation strategies and practices. Such collaborations enhance the sustainability of community based tourism initiatives and contribute to reduce sociocultural and environmental footprints.

**Education and Awareness:** CBTBs play the vital role in educating and making aware both tourists and operators about the importance of sociocultural and ecological conservation. Education and awareness lead to more responsible tourism behavior and greater community involvement in conservation efforts.

Concisely, CBTBs create significant opportunities related to sociocultural and environmental conservation for positive impact. Addressing issues such as cultural commodification, gentrification, and inadequate resources is essential for the success of CBTBs. Collaborations with conservation organizations and the adoption of innovative practices further enhance their effectiveness in achieving conservation goals. Ultimately, an opportunity for balanced community development approach prioritizes both community well-being and environmental sustainability.

## 5 Conclusion

The review exposes the importance of CBTBs in sustainable livelihoods, identifies research gaps, and proposes future agendas to enhance understanding and practices for community empowerment and sustainable tourism development. The review reveals significant insights and implications for various stakeholders, including academia, society, CBTB operators, and policymakers. The findings underscore the potential of CBTBs to foster sustainable livelihoods along with the challenges that need to be addressed for their long-term success.

The study emphasizes on a need for interdisciplinary approaches on the CBTBs and sustainable livelihood practices research. It demands integrating perspectives from sociology, economics, environmental science, and tourism studies, which leads to a broader understanding of the dynamics in community-based tourism businesses. The critical gap exists in the social tourism literature regarding long-term sustainability, the effects of cultural commodification, gentrification, youth drain and equitable tourism benefit sharing. Future research should focus on these areas to provide better understanding of CBTBs and their long-term impacts. The review offers the importance of using different research methodologies, including qualitative and quantitative approaches, to capture the boarder understanding of CBTBs and socio-economic and environmental implications.

Likewise, the review contributes to the societies by providing an important insight for community empowerment through the CBTBs. CBTBs empower indigenous communities by educating and involving them in decision-making processes and guaranteeing the multilayered benefits from tourism activities. This empowerment promotes social cohesion and cultural dignity and pride, which are essential for community resilience. Also, engaging in CBTBs helps to preserve indigenous cultures and traditions, and provides a platform for cultural exchange, education and sense of awareness. It is essential for maintaining the indigenous identity and heritage of communities in the face of globalization. Furthermore, CBTBs promote ecological conservation by encouraging sustainable practices among indigenous inhabitants and tourists, leads to better management of natural resources, and enhances ecological awareness within communities.

Again, the review contributes for CBTB operators by providing key knowledge of sustainable livelihood practices. Operators should prioritize sustainable practices that not only enhance the visitor experience

but also protect indigenous culture and tradition. It suggests for adopting eco-friendly technologies and promoting responsible tourism behaviors among guests. Besides, the review emphasizes on the investment in training and skill-building programs for local community members are essential. This enhances their skills and capacity of CBTB operation such as service quality, hospitality business management, and destination marketing, thereby leads to more successful and sustainable tourism operations. Moreover, building collaboration and networks with other CBTB operators, NGOs, INGOs and academic institutions provide necessary support and resources. Collaboration leads to shared appreciable practices and innovative solutions to cope the challenges.

As well, the review provides key insights for the policymakers. Policymakers should formulate and implement supportive and friendly policies that facilitate the long-term growth of CBTBs. The policy framework should focus on providing financial assistance, infrastructure development, and regulatory mechanisms that promote sustainable tourism practices. The review results serve to the policymakers as the policy inputs in order to ensure the indigenous communities actively involved in tourism planning and decision-making processes. This enhances the relevance and effectiveness of community based tourism businesses.

Lastly, CBTBs hold significant premises for promoting sustainable livelihoods and conserving sociocultural and ecological resources. However, this premise requires intensive efforts from academia, society, CBTB operators, and policymakers. By addressing the challenges identified in this review and leveraging the opportunities presented, it is necessary that the stakeholders should work together to create a more sustainable and equitable tourism landscape that benefits local communities and preserves their sociocultural and ecological heritage for future generations.

## 6 Limitations

The systematic literature review on Community-Based Tourism Businesses (CBTBs) and sustainable livelihood practices using PRISMA framework acknowledges some important review limitations as mentioned as follows:

**Timeframe Constraints:** The review has been conducted within a specific timeframe of research published from January 2010 to November 2023 in Scopus and WoS indexed journals.

**Language Bias:** The review has exclusively focused on research publications in English language, which may introduce a language bias. Important research published in other languages could provide additional insights and perspectives on CBTBs and sustainable livelihoods. However, these researches have not been captured in this study.

**Selection Criteria:** The inclusion and eligibility criteria were limited to peer-reviewed journals and articles having more than or equals to ten citations. Conference papers, book chapters, gray literature were excluded in the article screening process. However, these articles could be the relevant sources in order to understand the CBTBs and livelihood practices.

**Geographical Focus:** The review has primarily considered studies from Asian contexts, which may limit the generalizability of the research findings to other regions with different cultural, economic, and environmental contexts.

**Focus on Specific Themes:** The review has concentrated on particular themes of CBTBs and livelihood practices such as rural homestays, community lodges, agro-tourism, farm stays and social tourism models.

## **7 Future Agendas**

The systematic literature review on Community-Based Tourism Businesses (CBTBs) and sustainable livelihoods practices has identified several key research areas and agendas for future research. Based on the research gaps identified, the future research agendas for further in-depth research are proposed as follows:

**Longitudinal Studies on Sustainability Impact:** The review opens a door for the future research that should concentrate on longitudinal research to assess the long-term impacts of CBTBs on indigenous communities, social structure, environments, and economies.

**Role of Technology in Enhancing Sustainability:** The review suggests another research on investigating the role of emerging technologies, such as artificial intelligence, blockchain, and virtual reality, in promoting CBTBs and sustainable livelihood practices. Future research should explore how these technologies can be integrated into CBTBs to improve operational efficiency, destination branding, enhance visitor's quality experiences, and support sustainable practices.

**Inclusive Collaboration and Stakeholder Engagement:** Further research should examine the dynamics of inclusive collaboration among various stakeholders, including local communities, government agencies, NGOs, INGOs, international communities and private sector actors.

**Addressing Gender Inequalities:** Future research should focus on identifying those strategies, which, addresses gender disparities prevailed particularly in CBTBs. Studies should explore the socio-cultural barriers that hinder gender equality and propose targeted interventions to promote inclusivity and empower women in tourism business leadership role.

**Policy Frameworks and Governance Models:** Future research should focus on evaluating the existing policy frameworks, developing new policies and governance models that support the sustainable development of CBTBs. This includes assessing the effectiveness of existing policies and identifying best practices for integrating indigenous community voice into tourism planning and decision-making processes.

**Risk Management and Resilience Building:** The review calls for future studies that should explore risk management strategies and resilience-building measures for CBTBs, particularly in the context of natural calamities, economic fluctuations, and global health crises (e.g., pandemics).

**Impact of Climate Change on CBTBs:** The review presents in important research gap for the future researchers for further study. The study should investigate the implications of climate change for CBTBs and the communities that depend on them. It includes the assessment of vulnerabilities, adaptation skills and strategies, and the role of CBTBs in promoting environmental stewardship and climate change resilience.

**Comparative Studies across Regions:** Another important future research agenda is proposed as conducting comparative studies across different cross cultural and geographical regions that provide valuable insights into the diverse practices and outcomes of CBTBs.

By presenting these future research agendas, the researchers can contribute to the ongoing discourse on CBTBs and sustainable livelihood practices. Addressing the research gaps identified from this review and exploring emerging trends will not only enhances academic knowledge but also provides

practical strategies for promoting CBTBs that benefit indigenous communities and preserves sociocultural dignity and ecological resources for future generations.

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