

DIGGING UP RURAL COMMUNITY-BASED TOURISM (CBT) IN DEVELOPING COUNTRY, INDONESIA'S FRAMEWORK FINDING

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Abstract: To effectively support new rural CBTs and create development plans, it is necessary to have a broad understanding of rural CBT in developing countries. This study uses Indonesia as a case study to map and analyze patterns in earlier research in order to establish a conceptual framework. The study used a qualitative content analysis methodology to find important themes and trends in Indonesia's rural CBT development by examining journal papers indexed by Scopus that were referenced by other researchers. By charting these academic works, the researchers were able to get a wider view and identify potential problems in the sector. The analysis identified five interconnected dimensions - spatial aspects, local attractions, rural capacity, economic viability, and socio-cultural components - that form the foundation of rural CBT. These dimensions are critical in building a comprehensive framework that guides development planning, stakeholder collaboration, and long-term sustainability. Findings emphasize the importance of aligning rural CBT development with the principles of the circular economy, which promote environmental stewardship, community empowerment, and sustainable resource management. The study also highlights how preserving social capital, fostering inclusiveness, and enhancing local welfare are long-term goals achievable through strategic mapping, capacity building, and equitable profit distribution. The study also emphasizes how important social media and digital platforms are in influencing public perceptions and interest in rural tourism, which has aided in the quick ascent of rural CBT organizations throughout Indonesia. It becomes clear that community involvement and government assistance are essential to turning rural regions into sustainable travel destinations. Nonetheless, it is necessary to address enduring issues including environmental degradation, human resource problems, and infrastructure constraints. Ultimately, the study offers a rural CBT framework that can assist policymakers, tourism planners, and local stakeholders in making context-sensitive decisions. By integrating socio-spatial understanding, participatory planning, and capacity-focused strategies, stakeholders can create more resilient, inclusive, and sustainable tourism systems. This framework not only supports local livelihoods but also aligns with global Sustainable Development Goals (SDGs), offering a replicable model for other developing countries seeking to implement rural CBT initiatives effectively.

Keywords: rural tourism, regional planning, sustainable development, content analysis, circular tourism, developing country

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INTRODUCTION

Since tourism has become part of the community-run businesses, there have been many changes in its activities (Murphy, 1988). In the sense of social ties in an environment, the community forms a joint agreement to take part in tourism business activities. In Indonesia, the developing economy in East Asia & Pacific (excluding high-income countries) (World Bank Group, 2024), people in villages and urban communities created these groups, a contract for tourism purposes: a community-based tourism (CBT) business organization. The popularity of rural tourism among both domestic and foreign travellers is on the rise (Dashper, 2014). Rural CBT in Indonesia has a specific form based on its location. The terminology of “rural tourism” (Indonesian language: *desa wisata*) is more often used than CBT for the community and academics. The popularity of “rural tourism” terminology is because people in rural areas more widely adopt the CBT. Additionally, the activity elements which are offered to tourists frequently highlight the customs and lifestyle of rural areas.

The growth of the tourist villages centres on their emphasis and branding of content is driven by competition and determination amongst communities to obtain a marketing context. For this reason, sub-themes emerged as activities carried out specifically by tourism villages and are used as new terminology by tourism village business actors. Terms such as agricultural tourism villages, geopark tourism village, and eco-tourism village began to appear. Even the effect

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of temporal landmarks on tourist destinations also determines the direction and image of an area in its development, whether as a cultural or natural destination (Dávid et al., 2003; Meng et al., 2024). More differentiation is needed to draw in visitors who belong to a certain target market. The phenomenon of a particular activity that emerged was also recorded from articles published by researchers. Mapping is necessary for the tourism village's specific activities, as the main content is distributed in the community's region. Using mapping as a note-taking technique, we can emphasize key thoughts and lines by visualizing various notions. It facilitates the illustration of the connections between the various concepts (University of Toronto Scarborough, n.d.). By knowing the regional distribution and particular activities at a macro scale, planning and working that are conducted in rural tourism destinations will be more comprehensively applicable (Dávid et al., 2008). The concept proposed will be useful for the informal sectors in developing countries, which covers almost 75% of the world's total area of land and represents 85% of the entire population (Aguilar & Campuzano, 2009; *Developing Countries - an Overview / ScienceDirect Topics*, n.d.). According to the previous explanation, this research paper will explore the concepts of tourism activities and villages in developing countries that emerged from previous studies, using Indonesia as a case study. With an emphasis on identifying important resources, players, obstacles, and chances for sustainable development in particular rural locations, this study aims to investigate and methodically map the growth, characteristics and activities of rural community-based tourism. This article starts with the introduction in part one, which presents the background of the tourism village and the phenomena related to the specific content.

A comprehensive literature review introduces part two to draw emphasis to the substantial research gap: the importance of understanding particular rural tourism activities to the development's framework concept. The link to the circular economy and tourism is also a top priority (Kabil et al., 2024). Furthermore, part three provides an explanation of the data collecting and analyzing methodology. Finally, after presenting the findings and debate, the conclusion is given.

LITERATURE REVIEW

Rural Tourism

One approach to address the issues facing rural areas is through rural tourism, which is a type of sustainable development and landscape conservation (Reina-Usuga et al., 2024). As part of CBT, rural tourism is a significant part of developing countries and is part of the rural development strategy (Tolkach & King, 2015). In terms of terminology, the term rural tourism continued until a mapping exercise was conducted, in which the terminology and definitions of rural tourism from a number of experts were investigated (Rosalina et al., 2021). The identity and pride held by local residents also positively influence involvement and growth in rural tourism activities (Han et al., 2024). The community manages rural CBT destinations and depends on nature and culture, unlike a destination run by a large company or the government (Rindrasih, 2018a). It can be challenging at times to educate people in rural CBT about the long-term benefits of tourism on their wellbeing (Junaid et al., 2020). For instance, agrotourism, which is also starting to be found in rural areas, shows an increasingly diverse rural tourism phenomenon (Safarov et al., 2024). However, active countryside tourism has increased over the past 25 years as more urban residents look to rural areas for leisure and relaxation (Dashper, 2014).

Specific forms of CBT are sometimes presented as a win-win strategy for developing nations to address their needs for both conservation and economic growth (Ocampo-Peñuela & Winton, 2017). Other study demonstrated that CBT has the capacity to facilitate the transformation of tourism destinations that have suffered or disaster significant disruptions. It can thus be inferred that the level of human involvement within a community provides a measure of resilience for the destination (Rindrasih, 2018b). Therefore, the local community contributes significantly to the development of sustainable tourism, especially as members of the community frequently live close to popular tourist sites and benefit from the money made by tourism (Putri & Adinia, 2018). If there is a balance between local management and the government, the increased transparency in decision-making also encourages the community to participate in tourism actively (Woosnam et al., 2024). Furthermore, tourism improves the well-being of rural communities through the creation of economic linkages generated by community-based tourism (CBT) (Trejos & Chiang, 2009).

The importance of these financial benefits seems to be one of the primary motivations behind the community to join in rural CBT activities. Although tourism does not always bring economic and social livelihood impacts to all village residents, some parties still get direct or indirect economic benefits from these activities (Biddulph, 2015). The possible solution for some of the issues related to missing revenue potential and population loss that come along with agriculture's decline is rural tourism (Dashper, 2014). Other significant sources of income are related to the exploitation of natural resources locally (Biddulph, 2015) in rural areas. Poor infrastructure, policy concerns, and inadequate financial resources are some of the primary causes of undeveloped rural areas.

Therefore, it is crucial to prioritize the local community at the core of rural tourism while fostering effective stakeholder collaboration and multisector linkage (Haulle et al., 2024). However, while these efforts clearly emphasize diversity and differences in practices and experiences related to rural tourism, they also display numerous similarities that seem to characterize rural tourism regardless of local context and specificity (Dashper, 2014).

CBT in Indonesia

There are 82,190 villages in Indonesia (BPS-Statistics, 2017). As the rural tourism idiom is a term that is very popular among Indonesian academics and citizens, it was recorded that in 2024 there were 4,812 rural CBT entities spread across Indonesia with different geographic locations (Indonesia Ministry of Tourism, n.d.). In Indonesia, the characteristics of a tourism village with other forming elements will form a different tourism system.

It becomes essential as a reference and direction for developing tourism elements (Purbasari & Manaf, 2017). For villagers, the philosophy of rural tourism is an "alternative tourism" in which tourism should diversify the traditional economy by contributing to its maintenance (Chevalier, 2018).

In Indonesia, the relationship between community attachment and support for the growth of tourism attractions in the village was successfully mediated by the economic impact of tourism (Tela et al., 2024). Those involved in rural tourism organization activities also have a part in the success of community collaboration and the collaboration of stakeholders has been demonstrated to facilitate the improvement of human capital and enhance the competitive advantage of businesses, thereby promoting more effective and sustainable tourism destination management (Hidayah et al., 2022).

The organization's stakeholders' involvement in a consequence and its perceived dependency with other stakeholders in dealing with the domain's dilemma are essential factors in collaboration (Manaf et al., 2018). These parties have a part in the success of a destination village in achieving its goals. The goals are to distribute local economic benefits and third-party businesses in rural tourism to gain a fairer distribution of sustainable economic and business benefits (Rosalina et al., 2023a). Along with the citizens' way of life, the concepts of sustainability and conservation have become a concern when residents begin to involve themselves in tourism business activities in their villages (Chevalier, 2018).

Activities centered around agriculture, village life, rural scenery, and local cultural tourism in the countryside are also considered as the operators' attraction aspects in the tourism industry in Indonesia (Priatmoko et al., 2021). From various research and case studies conducted on tourist villages in Indonesia, different spatial types and types of activities are correlated with the content offered. Undoubtedly, one of the key topics in tourism development today is the efficient use and management of tourism resources to accomplish the sustainable and coordinated growth of the environment, economy, and society (Luo & Peng, 2024). However, there is no systematic data collection for all content and spatial types, and related matters. It is essential to understand the spatial aspects related to the content so that a more macro and comprehensive road map and planning can be found on the development of rural CBT based on a spatial perspective.

Obviously, given that there are numerous villages throughout Indonesia, it is difficult to learn about all the spatial types and activities selected by tourism village actors. The most effective and possible approach is to utilize the research results of researchers who specialize in CBT tourism villages in Indonesia. Tourism policymakers, planners, managers, and other relevant stakeholders can better recognize cultural landscapes, elements, spatial organization, and representations in the changing values of other cultures by having a better understanding of the socio-spatial linkages of destinations (Centeno, 2024). These research findings allow us to combine the content of published articles to identify different themes regarding tourist destinations, activities, and the attributes associated with them. Synthesizing ideas and visions carried out at different organization levels and processes can provide more good recommendations (Hoang & Romm, 2020).

Finally, we can say that there are many tourist villages with various attributes and characteristics attached. It turns out that systematic data collection and grouping have not been carried out. Knowing the macro characteristic map of the types of tourist villages will help make development strategies that are more comprehensive and interrelated.

Moreover, identifying the types of tourism villages will provide an accurate regional picture of the socio-economic meaning of rural CBT activities in developing countries.

MATERIALS AND METHODS

We construct a novel data set consisting of articles. The use of articles derived from previous studies, and a significant number of citations tends to lead to a sharp and focused analysis (Kabil et al., 2021). The reasoning behind this was that it would make it easier to analyze and synthesize the patterns, similarities, and differences across various literary works, having the same characteristic of being an excellent illustration of research. Content analysis is used to support the understanding of existing objects or processes and their relationship with other information. We do the content analysis: coding, categorizing, synthesizing, theorizing (Saldaña, 2013).

We use the article to provide a more comprehensive perspective from many studies. As "rural tourism" is a component of Community-based tourism (CBT), we use it as a keyword to find correlated articles. We use one of the databases that specifically consider the use of broader international researchers, the Scopus database.

We selected Scopus as a scientific database to gain access to a comprehensive collection of peer-reviewed articles and one of the largest databases in the academic field. It is widely used by scholars as a highly trustworthy information source (Baas et al., 2020). Since we believe the last five years are sufficient to see the present trend scenario and sometime in the future, we only search for publications from this time frame. The use of a 5-year time period is also used by some researchers to make future forecasts (Ofer et al., 2024).

We also use cited articles because they assess that the reports that have been cited are relatively trusted and influenced by at least one other researcher, thereby increasing the degree of trustworthiness of the source. We also eliminate articles that are not related to tourism research. Using articles from the suggested Scopus database with the particular keywords, we summarized the articles related using the NVIVO version 12 application. NVivo was selected for its auto-coding functionality, which enables the classification of textual data and offers the potential for scholars to reproduce the outcomes of previous studies. Its capacity to generate key term outputs in a structured framework, represented in a matrix, is also a feature that enhances its utility (Allsop et al., 2022; Hilal & Al Abri, 2013). We then reconstruct the theme to determine the concept. The study procedure is depicted in Figure 1 below.

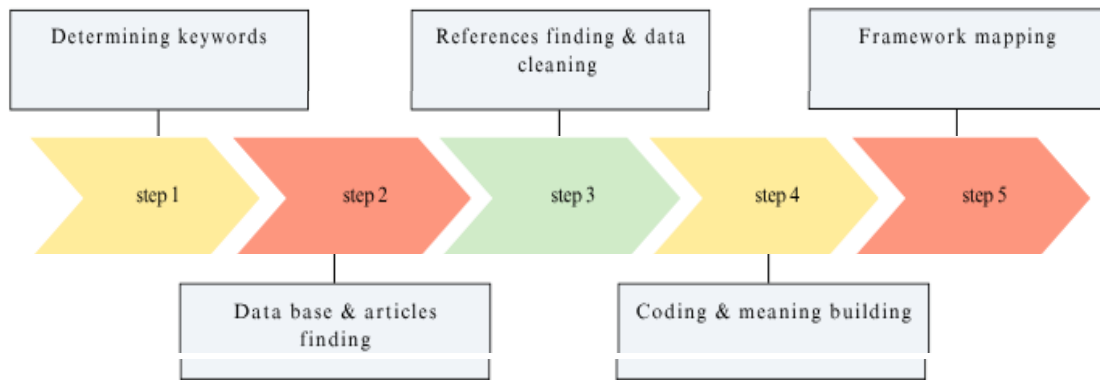


Figure 1. Research flow (Source: author, 2024)

RESULTS AND DISCUSSION

Our Literature Review's focus is on "Indonesia rural tourism", these keywords are what we utilize to look up relevant material. We collected 69 cited literature from the Scopus Database from 2019 to 2023. This database contains 33 samples, which are adequate for the qualitative analysis procedure. (Sim et al., 2018). After removing articles unrelated to tourism studies from the Scopus database, we used 66 of 69 papers, as shown in Table 1.

Table 1. Scopus Cited Articles (Source: generated by author, 2024)

No.	Author(s), year of publication	Citation	No.	Author(s), year of publication	Citation	No.	Author(s), year of publication	Citation
1	Jeyacheya & Hampton, 2020	54	25	Hutagalung et al., 2022	10	49	Mujiatun et al., 2023	4
2	Priatmoko et al., 2021	48	26	Utomo et al., 2020	10	50	Djuwendah et al., 2023	4
3	Nugraha et al., 2021	39	27	Sevisari & Reichenberger, 2020	9	51	Mulyani et al., 2022	3
4	Arintoko et al., 2020	36	28	Tiku et al., 2022	9	52	Rahmanto, 2021	3
5	Priatmoko et al., 2021	32	29	Sari et al., 2022	9	53	Wijanarko et al., 2023	2
6	Purnomo et al., 2020	24	30	Nugroho et al., 2021	9	54	Damayani et al., 2021	2
7	Utami et al., 2023	17	31	Setyawan, 2022	9	55	Dewi et al., 2022	1
8	Firdaus et al., 2021	16	32	Priatmoko & David, 2021	8	56	Astuti et al., 2021	1
9	Rosalina et al., 2023	16	33	Hermawan et al., 2023	8	57	Baihaqki & Islami, 2022	1
10	Chin & Hampton, 2020	15	34	Syafrudin et al., 2023	7	58	Maski et al., 2020	1
11	Wikantiyoso et al., 2021	15	35	Pranita et al., 2022	6	59	Wolor et al., 2023	1
12	Murti, 2020	15	36	Untari & Suharto, 2021	6	60	Rahman & Anwar, 2022	1
13	Singgale, 2020	14	37	Chen et al., 2020	6	61	Yudanegara et al., 2021	1
14	Ariyani & Fauzi, 2023	13	38	Prayitno et al., 2022	6	62	Wibowo et al., 2023	1
15	Saputro et al., 2023	13	39	Rizal et al., 2022	5	63	Pudianti et al., 2020	1
16	Andréfouët et al., 2021	13	40	Indarto & Hakim, 2021	5	64	Setiadi et al., 2022	1
17	PUTRI et al., 2020	13	41	Juliana et al., 2023	5	65	Meutia et al., 2022	1
18	Murti, 2020	11	42	Juliana et al., 2022	5	66	Tarlani et al., 2022	1
19	Yasir et al., 2021	11	43	Mastika et al., 2023	5	67	Priliani et al., 2020	6 (Not Avail.)
20	Dahles et al., 2020	11	44	Jayanthi et al., 2022	5	68	Mayuzumi, 2023	4 (Not Avail.)
21	Susilorini et al., 2022	11	45	Sari et al., 2021	4	69	Latif et al., 2022	2 (Not Avail.)
22	Agustin et al., 2022	10	46	Murti et al., 2023	4	-	-	-
23	Maharja et al., 2023	10	47	Alim et al., 2023	4	-	-	-
24	Prayitno et al., 2023	10	48	Choe & Mahyuni, 2023	4	-	-	-

We are considering the findings from the important articles above and found several highlights. Based on Jeyacheya & Hampton's fieldwork in Malaysia, Vietnam, Indonesia, and Myanmar, it poses the key issue of whether tourism-led growth can be inclusive in the short to medium term. However, it has been discovered that giving preference to foreign companies, crony conglomerates, and enormous capital is a regional tendency and a significant barrier to inclusive economic policies driven by tourism (Jeyacheya & Hampton, 2020). This implies that solving the issue requires a case-by-case approach. Social capital, which is made up of networks, trust, and norms, affects how young locals engage in agritourism (Nugraha et al., 2021). The younger generation was influenced by higher education levels to stay in the community, support sustainable agriculture, and maintain land use as an agricultural system. This implies that developing the economy of rural areas may be affected by unequal access to education.

As suggested by Arintoko et al. (2020), the primary strategy to accomplish destination objectives is a cooperation between the private sector, regional and state governments, and the community. State-owned enterprises continue to play a significant role in ensuring the sustainability of rural tourism destinations (Arintoko et al., 2020). For some remote locations where the role of State-Owned Enterprises is diminished or nonexistent, this creates a challenging position. Rosalina et al. (2023) argue the necessity of community and customary involvement in maintaining local control over resources, which allow for the efficient utilization of labor and infrastructure. These enable narrative and co-creative

experience-making to support resource conservation (Rosalina et al., 2023b). The challenge is to construct the understanding for residents with farming families with a lack of understanding of the concept of tourism and creativity. Some of the findings mentioned above indicate that the grand concept of developing rural CBT industry is still fragmented. Furthermore, from the 66 articles in Table 1, we did the coding process to determine the theme with the help of the NVivo 12 application. All papers were fully coded, and Nvivo software was used for analysis in order to discover important themes. From the interpretation of the words and nodes, analysis, and grouping phases, five large groups were obtained from the "tourism industries" node, including the activities, destination, economic aspect, social aspect, and capacity (Figure 2). We interpreted previous research articles on tourism villages from the themes and content in them, as shown in Figure 3.

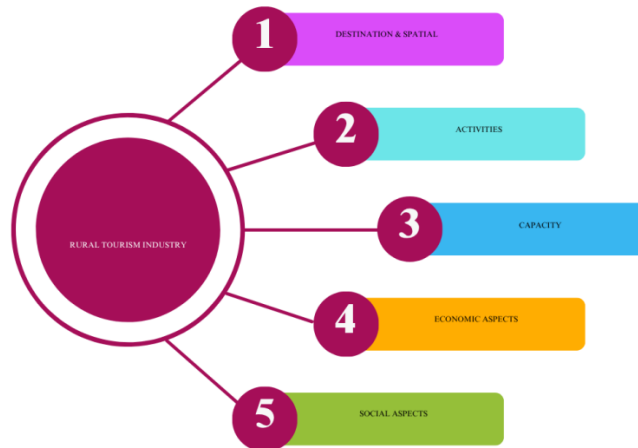


Figure 2. Indonesia Rural Tourism Theme Map Structure (Source: authors, generated from NVivo)

CORE CATEGORY	RELATED THEME & WORDS	INTERPRETATION
Destination&Spatial	Agro-tourism City & Suburban Coastal Protected & Conservation Geopark Heritage Remote Rural	regional understanding
Activities	Farming Fishing traditional art recreational & entertainment Education culture-based	attractions inventoring
Capacity	product & promotion cultural development infrastructure sustainable development village & urban development facilities human capital	capacity building
Economic Aspect	tourism business rural development social and community benefit environmental & pandemic issue natural resources capital government project local income	profit-neighborhood balance
Social Aspect	social capital inclusive community ties community welfare	long term-goal

Figure 3. Building Interpretation (Source: author, generated from NVivo)

1. Regional Understanding

From the regional potential in Indonesia, spatial with specific characteristics can be mapped to be developed into a rural CBT business. Macro understanding of this zoning is crucial because it will then determine the views of various stakeholders in making strategic choices. Each spatial area will have specific characteristics that will determine the level of the obstacle. Some regional initiatives should be highlighted as undermining the government's efforts to accurately quantify the size of tourism (Webster & Ivanov, 2012). Cooperation between academics, practitioners, and government assistance is required to

promote tourism activities, particularly those that depend on socio-cultural capital (Prasetyo et al., 2024). Determination of the development centre or "core-periphery" can be done after understanding the regional concept. Selecting the right "core-periphery" will quickly spread profits or benefits to the surrounding areas (Xi et al., 2015). Conversely, if spatial understanding is not fully understood, it will lead locals to disengage from tourism-related activities (Wang et al., 2020).

2. Attractions Inventoring

If it is possible to determine which spatial are considered potential, various attraction activities can be collected. The research results show that farming, fishing, traditional arts, recreation & entertainment, education, and culture-based significantly become the main themes of tourism villages in Indonesia. The continual convergence between activities of humans and the dynamics of nature maintained by the natural world's beauty can create a strong attraction and even develop sustainable agriculture (Giordano, 2019). However, taking advantage of various daily activities as attention needs to be maintained so long-term tourism growth is possible if the ecosystem remains stable and locals continue to support it. (Yang et al., 2020). The next thought is to determine the form of a more specific attraction according to the location that will be made "core-periphery."

3. Rural Capacity Building

The things that need to be done and prepared together in rural capacity building are infrastructure and human resources. Tourism is not the main occupation of the villagers or urban community. If this is the case, then education on the understanding of the tourism business and its relation to their way of life will have to be done. In emerging nations, a lack of capacity building is a significant obstacle to tourism development, and the primary barriers are located at the organizational and community levels (Aref, 2011). So far, the most frequent challenge for capacity building is that citizens think it is only for the benefit of certain parties (Mandić, 2019). The finding that scope capacity building is: product & promotion, cultural development, infrastructure, sustainable development, village & urban development, facilities, and human capital, makes it possible to increase the participation rate for the capacity building program. Moreover, CBT capacity building will be linked to the quality of design and service and will directly influenced tourists' intention to visit CBT destinations (Phengkona, 2021). Consequently, through rural capacity-building strategies, it is possible to enhance the ability of local human resources, improve the quality of village infrastructure, and, in turn, promote the well-being of local communities (Fatimah & Ayu, 2020).

4. Profit-neighborhood Balance

For villagers, cash gain is not the primary objective in rural CBT businesses. The balance between social and community benefits, environmental issues, and natural resources become a more careful consideration for every action in business. The concept of balance in protecting and enhance resources while still meeting the needs of all stakeholders (present and future) is part of destination management (UNWTO, 2007). Low awareness of protecting and enhance resources could be driven by the fact that tourism is not their primary and first job. Villager participation in the tourism industry and controlling the standard of travel-related activities and their impacts are prominent. In other words, the critical success component is the equilibrium in social exchange that favours the village. (Tirasattayapitak et al., 2015). This understanding of Profit-neighborhood Balance illustrates that the humanist approach is prioritized in the concept of rural CBT in Indonesia.

5. Long-term Goal

Social capital is valuable capital to build a rural CBT business where money is often a limitation. Although a good organization must support it, the growth of social capital can significantly increase the value of starting an enterprise (Moyes et al., 2015). Inclusiveness by involving all parties in the community in the village will create a strong bond. With the result of community ties, it will be easier to discuss and plan goals for the prosperity of a tourist village. Leadership, social capital, and contextual adaptability to social and ecological factors can create long-term, sustainable organizational goals (Dressel et al., 2021). Inclusiveness also means that the village must be prepared to welcome tourists from various racial and cultural backgrounds. The idea also aligns that planning for tourists should pay more attention to local cultures and should be capable of ensuring a better level of historic closeness; further, the community believed that it should aim for a more Indigenous/endogenous-oriented development (Del Chiappa et al., 2018).



Figure 4. Rural CBT Continuity Framework Concept (Source: author, 2024)

By understanding the regional attractions mapping, rural capacity building, profit-neighbourhood balance, and long-term goals in the rural tourism phenomena in Indonesia, we propose the model concept of the rural CBT framework, as seen in Figure 4. From the diagram, the long-term goal of rural CBT is preserving social capital, inclusiveness, and increasing community ties and welfare if regional understanding, attractions mapping, capacity building, and profit-neighbourhood balance meet. This concept means that it is in line with the circular economy in the tourism sector by becoming a model for circular tourism. The idea of circularity serves as a tool to encourage travellers to adopt more environmentally friendly consumption habits that protect and enhance the productivity of tourism resources at the local level (Alonso-Almeida et al., 2024). The innovative capacity of these destinations is included in a mixture of variously shaped and co-located sub-networks, whose characteristics are strongly influenced by the state of social capital (Schuhbert, 2023). Long-term goals also should be put into every planning, development, and target mission before understanding a broader perspective to support Sustainability Development Goals (SDGs) (Team Europe, 2020). Maintaining sustainability also means adapting rural tourism sites to their distinctive circumstances (Zhang et al., 2021).

Through understanding the diagram mapping approach, stakeholders can ascertain the tactics, undertakings, and even funding required to establish and grow a rural CBT enterprise. Tourism policymakers, planners, managers, and other relevant stakeholders can better recognize cultural landscapes, elements, spatial organization, and representations in the changing values of other cultures by having a better understanding of the socio-spatial linkages of destinations (Saleem Wani et al., 2024). Furthermore, to effectively create equitable income-earning opportunities in societies, it is essential to comprehend how tourism development fits into the local livelihood framework and how CBT efforts distribute tourism job opportunities (Legatzke et al., 2024). Participation in raising awareness of tourism resources is positively impacted by household characteristics, livelihood advantages, tourism resources, local CBT development planning, and community organization (Chi et al., 2024). In the framework of capacity building or other associated sustainable improvements, countries that are interested in tourism as an economic booster will be able to choose initiatives in a more targeted and strategic way. Finally, it can be said that using adaptable, context-aware CBT techniques based on a practical awareness of local sociocultural life is crucial (Chi et al., 2024).

Indonesia's Rural Tourism Industry as It Stands

There are currently 4,812 rural CBT entities dispersed throughout Indonesia in various geographic regions (Indonesia Ministry of Tourism, n.d.). Rural tourism villages in Indonesia have experienced rapid development along with the increasing public interest in nature-based tourism and local culture (Utomo et al., 2020). Information through social media also encourages village communities to start being interested in developing their natural and cultural potential into tourism villages (Senyao & Ha, 2022). The Indonesian government, through the Ministry of Tourism and Creative Economy, has been actively encouraging the growth of tourist villages. Driven by government funding, related ministries and institutions have become agents of change for villages that want to become tourist villages. Due to social media and digital marketing that emphasizes the distinctiveness and depth of regional culture, villages that were previously less well-known, are beginning to draw interest from both domestic and foreign tourists. This means that the demand for increased capacity building for villages is inevitable (Ezeuduji, 2015; Moscardo, 2008). One of the substantial factors in the development of rural tourism in Indonesia is community empowerment. This indicates the existence of a communal identity concern that motivates the group to engage in joint activities (Abrahams, 2015; Ilieş & Ilieş, 2015). Typically, they operate homestays, provide regional cuisine, and act as tour guides, introducing visitors to the traditions and way of life of the area. By doing this, the village's culture and surroundings are preserved, and the local economy is strengthened. Furthermore, it is essential to understand destinations at multiple levels, from the individual to the state level. The goal of establishing sustainable tourism is to seamlessly integrate travel into the current social-ecological system, not to centralize tourism (Hanita et al., 2024).

Spatial identities used as capital towards social welfare can also be found in several villages that are considered successful. Tourist villages such as Penglipuran Village in Bali, Nglanggeran Village and Pentingsari Village in Yogyakarta are successful examples of sustainable tourist village development by The World Tourism Organization/UNWTO (unwto.org, n.d.). They combine natural beauty, tradition, and the friendliness of the local people, thus providing an authentic experience to tourists, which ultimately brings prosperity to the local people.

Still, there are obstacles to overcome, particularly in the areas of infrastructure, facilities, accessibility, human resources, and environmental sustainability. Since many rural tourism destinations are situated in remote locations, basic amenities like road connectivity still need to be developed (Purwani et al., 2023). Additionally, one of the particularly essential tasks for managers of tourist villages is to find a balance between growing visitor numbers and environmental sustainability. In addition, maintaining a balance between increasing the number of tourists and environmental sustainability is an important task for village managers (Utami et al., 2023). The intention is for long-term goals to be developed into long-term objectives. Inclusive and sustainable tourism-based village economic development can be attained if a balance between business interests, income, and benefits is met.

CONCLUSION

Content analysis can be used to understand an issue more comprehensively by using good research article sources. Using research results from the cited Scopus database is very helpful in seeing the broader context of various research gaps and generalizing existing findings. The selection of publications cited by other researchers makes the degree of connectivity of the reference sources better. The emergence of CBT tourism villages that seek to follow the pattern of tourism business forms can be observed from the results of previous studies. The ultimate goal is still to maintain social

links and aspirations to raise everyone's standard of living, regardless of the attraction's type, location, economic objectives, or capacity-building strategy used. However, to construct resilient and sustainable rural tourism in the face of essential dependencies, policy protections, capacity building, and cooperative partnerships are required (Sutomo et al., 2024). This study emphasizes the significance of customary involvement, conservationist resource interpretations, harmony between people and nature, and spirituality in rural tourist resource management (Rosalina et al., 2023a).

Various tourism development approaches will have varying effects and advantages in the local context, favoring some actors while marginalizing others (Giampiccoli, 2020). Therefore, the failure of a rural CBT activity always stems from the assumption that an action does not reflect the ultimate goal that contains shared values.

By knowing the pattern of Indonesia's rural CBT framework, the need for development planning and anticipating problems can be mapped thus the actions for the development program could be more focused and targeted.

Limitations and Implementation

The source of this research is one source, which, in this instance, is the database of Scopus. It will be exciting to build on this work by utilizing additional resources in the same way in the future. Even though Indonesia has thousands of rural tourism destinations, using articles from Indonesian cases will still provide a local perspective. By comparing the results of the other developing countries, we may find some new insights.

The framework of mapping components in the findings of this study can be used as indicators of measuring the performance and achievement of national and international bodies or stakeholders like the Ministry of Tourism or UNWTO to understand and develop the conditions of rural CBT businesses in other developing countries.

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