

**RESEARCH TREND OF CULTURAL VILLAGE AS A COMMUNITY-BASED
TOURISM: A SYSTEMATIC LITERATURE 2000-2020**

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ABSTRACT

This study aims to collect, review, synthesize, and analyze a collection of scientific articles that focus on discussing the outcomes or results of a form of community-based tourism (CBT) practices worldwide. The specific form of CBT examined in this study is the Cultural Village and similar village-based initiatives. The research period spans over 20 years, from 2000 to 2020. In addition to examining the evolution of research trends and mapping the literature on these topics, this study proposes a framework for assessing the outcomes of this form of community-based tourism. The Systematic Literature Review (SLR) was employed to collect and analyze relevant scientific articles. The SLR method involves at least six main stages. Ten scientific literature databases served as sources of information for retrieving related articles. A total of 61 articles were selected during the search and filtering process. The primary findings indicate that properly managed Cultural Villages can positively impact three main aspects: the economy, the environment, and the socio-culture. This phenomenon is termed the "Multiplier Effect" of Cultural Villages by the researcher.

INTRODUCTION

The background to this research problem begins with the increasing popularity and interest of the CBT concept in many countries in the last three decades (Dewi et al., 2017a). CBT is seen as a means to enhance the prosperity of local communities, particularly in rural areas, by directly involving them in business and tourism activities (Goodwin & Santili, 2009; Amir et al, 2015). Previously, the benefits of tourism were primarily enjoyed by those in the tourism industry, with little involvement or contribution from local residents towards tourism development (Dewi et al., 2017a). CBT is thus advocated as a developmental tool that addresses the social, environmental, and economic needs of

local communities through the provision of tourism products that prioritize sustainable principles (Goodwin & Santili, 2009; Lee, 2013).

CBT is defined as a concept in which tourism ensures that environmental, social, and cultural sustainability is managed and owned by the community, for the community, to enable visitors to increase their awareness and learn about the community and local people's way of life (Suansri, 2003). It is also considered to be an alternative form of tourism development, intended to create and maximize opportunities and benefits for members of the local community (Curcija, Breakey, & Driml, 2019). It can be summed up as an activity that encourages and

supports various goals in environmental, economic, and socio-cultural conservation and development, owned and/or managed by the community, and intended to provide benefits to the wider community (Goodwin & Santili, 2009).

Initially, most CBT programs were related to rural communities with a small scope, focusing on nature conservation through ecotourism, short visits, homestays, and others that only focused on specific tourist destinations (Suansri, 2007; Zapata et al., 2011). However, over time, this concept has expanded and diversified into various forms and tourism products, such as cultural villages, tourist villages, traditional villages, etc. (Goodwin & Santili, 2009; Okazaki, 2008; Dewi et al., 2017a).

Cultural villages and similar manifestations of CBT, represent a form of tourism aimed at involving and benefiting local communities (Suansri, 2003), particularly indigenous people within the village (Dewi et al., 2017a). Several research reports related to cultural villages suggest various positive outcomes benefiting all societal levels, including the enhancement of local welfare (Boonzaaier & Wels, 2017; Atmoko, 2018; Jones, 2009; Triwardani & Rochayanti, 2014; Hong & Lee, 2014; Abi, Mariapan, & Aziz, 2015; Keliwar & Nurcahyo, 2015). Recognizing the potential outcomes from cultural villages is one reason why this research is necessary. By focusing on outcomes, we can assess the extent to which a program/policy provides benefits to its targets. Outcomes are identified as changes or personal/organizational benefits resulting from an activity, intervention, or service (Schalock, 2002).

This research aims to systematically synthesize various studies on the outcomes of CBT around the world, particularly focusing on cultural villages. Additionally, this research will examine the development of research trends accompanied by literature mapping (demographics) of the topic using the SLR method. The use of the SLR method is considered

important for synthesizing various previous studies, avoiding bias, and strengthening the foundation for future research needs (Djalante, 2018). Integrating cultural villages as a form of CBT with their diverse outcomes is a pertinent topic for discussion. As stated by Boaz, Fitzpatrick, & Shaw (2008), synthesizing previous studies enables a comprehensive understanding of global experiences with different forms of CBT, especially in cultural villages. Therefore, the research questions for this study are formulated as follows:

RQ 1: How has the literature map evolved regarding research on cultural villages as a form of CBT from 2000-2020?

RQ 2: What are the outcomes provided by cultural villages as a form of CBT worldwide?

This research aims to fill the gap in research on this topic. By synthesizing various relevant research results, this research will provide policymakers with comprehensive, up-to-date, and balanced information (Siswanto, 2010).

RESEARCH METHODS

This study employed the Systematic Literature Review (SLR) method, an explicit, comprehensive, and reproducible systematic approach to identify, evaluate, and synthesize an existing research topic (Fink, 2014). Brereton et al. (2007) added that SLR primarily focuses on gathering empirical evidence obtained through various techniques and in different research contexts. To facilitate research practice, the author employed the PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) protocol. PRISMA is a guideline commonly used in systematic review studies and meta-analyzes to reduce the risk of error, ensure clarity, and enhance transparency in systematic review reporting (Liberati et al., 2009; Beller et al., 2013). There are six main stages in using PRISMA to conduct a systematic literature review

(Handayani, Indrianto, & Budi, 2017): 1) defining eligibility criteria; 2) identifying sources of information; 3) selecting articles; 4) collecting

data; 5) selecting data items; and 6) applying PRISMA Flow Diagrams in research.

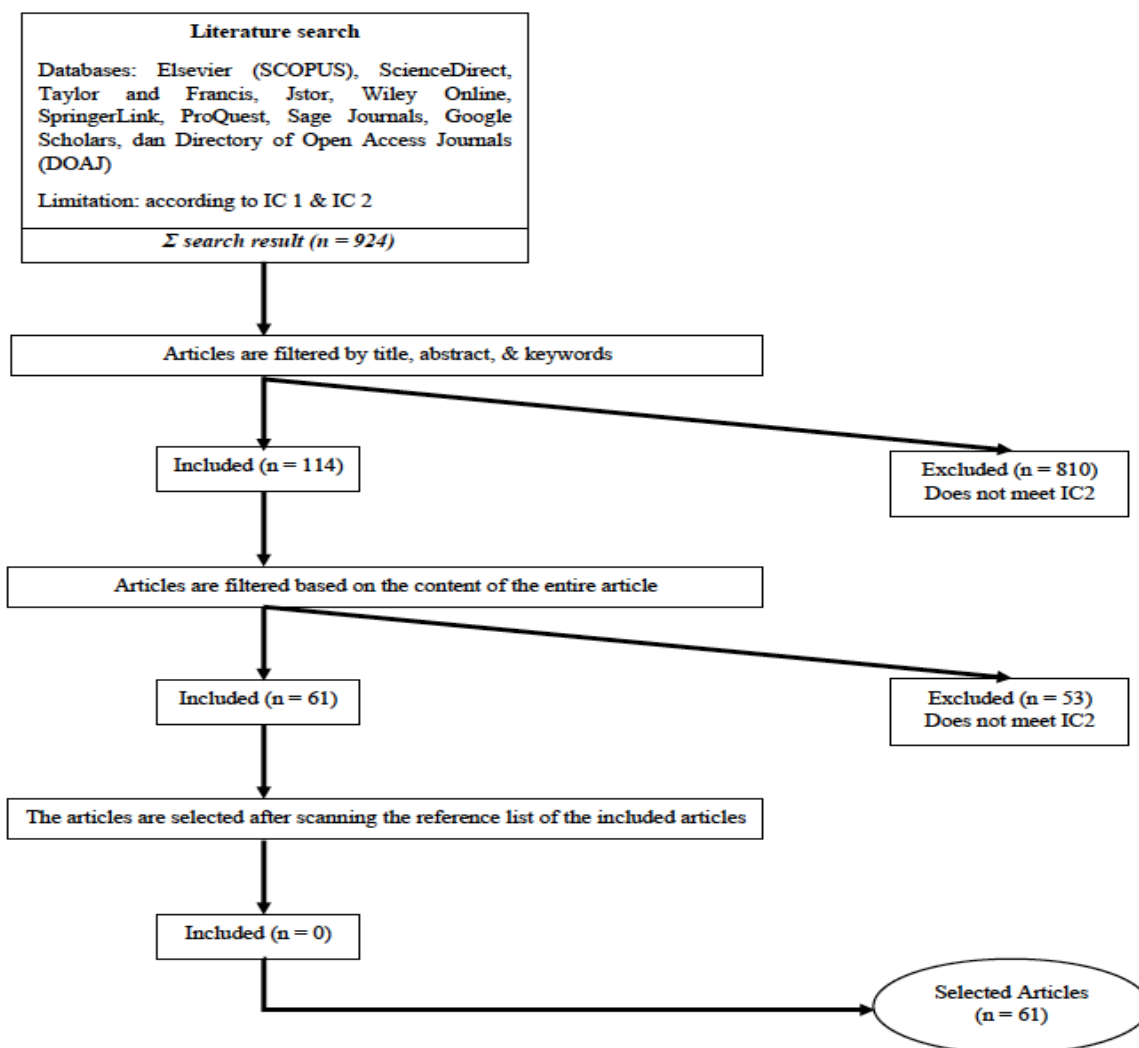


Figure 1. PRISMA Flow Diagram application

Source: Processed by the authors

- 1) Defining eligibility / Inclusion Criteria (IC)
 - IC 1: Research articles must be original empirical studies, written in English, published between 2000-2020, and within the scope of social science research
 - IC 2: The research article aims to elucidate the various outcomes that arise from the existence of a cultural village
- 2) Information sources for articles were obtained from 10 databases, including Elsevier (SCOPUS), ScienceDirect, Taylor and Francis, Jstor, Wiley Online, SpringerLink, ProQuest, Sage Journals, Google Scholars, and Directory of Open Access Journals (DOAJ)
- 3) In the first stage, article selection was performed by entering keywords ("*cultural*

villages" OR "*traditional villages*" OR "*tourism villages*") AND ("*outcome*" OR "*benefit*" OR "*result*" OR "*impact*"). In the second stage, exploration of the titles, abstracts, and keywords for each key article was conducted based on predefined eligibility criteria. In the final stage, complete or partial articles not eliminated in the previous stage were read to determine their inclusion in the study according to the eligibility criteria.

- 4) Data collection was manually conducted using a data extraction form comprising types of articles, journal or conference names, years, topics, titles, keywords, countries, research methodology, and forms of outcomes from the cultural village.
- 5) The information retrieved after extracting each article included:
 - a) Demographics of the selected articles, including trends in cultural village studies, research locations by country, sources of research studies, distribution of ScimagoJr indexed journals, distribution of research methods, distribution of the selected articles by database, and distribution of theorization in selected articles

- b) Identification of various potential outcomes from the existence of cultural villages worldwide, including strategies and recommendations for achieving these outcomes
- 6) The application of PRISMA Flow Diagrams in research as described in Figure 1.

RESULTS AND DISCUSSION

Results

The findings in this study were divided into six discussion points, namely; 1) research trends from 2000 to 2020; 2) countries serving as study locations for cultural villages; 3) source of cultural village research studies; 4) journals indexed in ScimagoJr; 5) distribution of research methods; 6) distribution of the number of articles based on the database; and 7) distribution of theory in selected articles. The following is a brief description of the research findings:

- 1) Figure 2 shows the results of the study, viewed from the demographics perspective, indicate that the research trend for this topic fluctuated between 2000-2020.

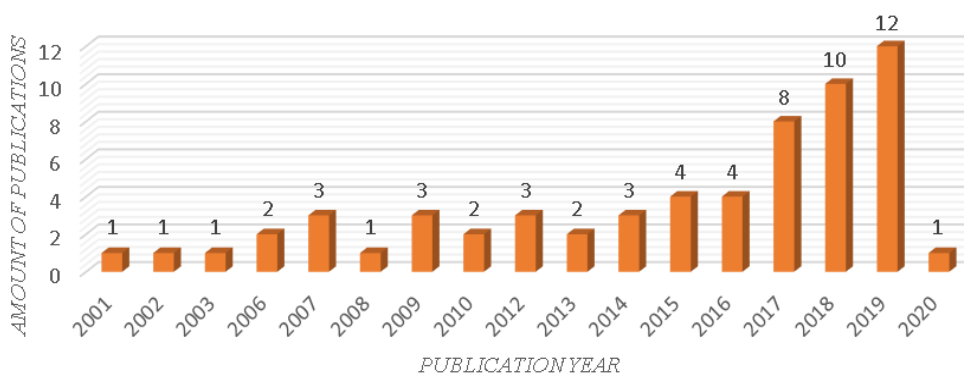


Figure 2. Distribution of research trends in cultural villages & similar villages as a form of CBT.

Source: processed by the authors

- 2) Asia is the continent with the most research on this topic, with Indonesia leading as the country with the most

publications. Figure 3 shows the diversity of research location relating to the topics.

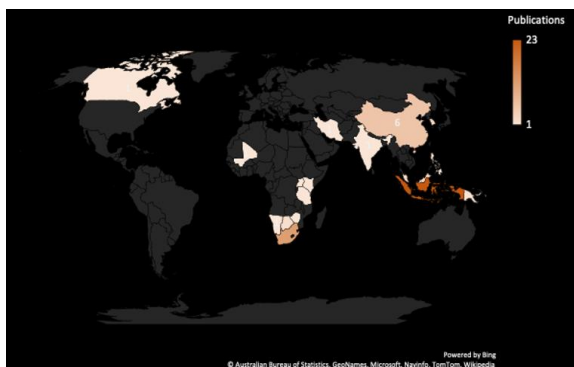


Figure 3. Distribution of countries involved in the study of cultural village.

Source: processed by the authors

- 3) Eight types of articles out of a total of 61 are the sources of cultural village research studies. The details can be found in below:

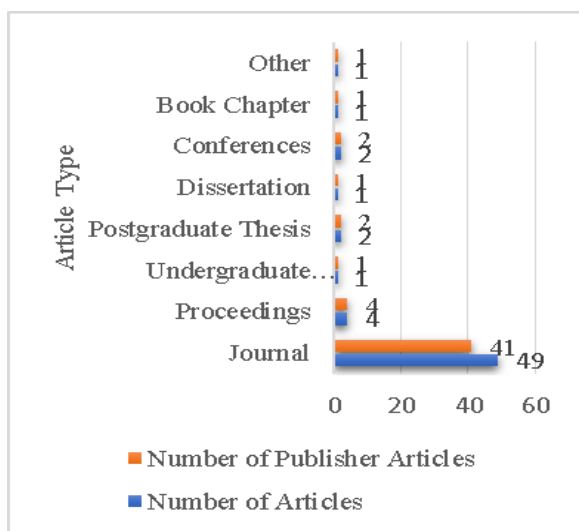


Figure 4. Sources of Cultural Village Research Studies.

Source: processed by the authors

- 4) Qualitative methods have been the preferred approach used by researchers from 2000 to 2020 by focusing on the type of case study research. Table 1 show the details of research methods of the existing literature

Table 1. Distribution of cultural village study based on research methods.

Methods	Types of Research	Number of Publications
Qualitative (48)	Interviews & Observations	10
	Interview	3
	Interviews, Observations, & Documentation	1
	Interviews, Observations, & Literacy Studies	1
	Literacy Studies	3
	Observation & Document Review	1
	Observation	4
	Interview & Participation	1
	Participative	1
	Case study	22
Quantitative (10)	Questionnaires & Interviews	1
	Questionnaire	9
Mix Methods (3)	-	3
<i>Σ total = 3 Metode Penelitian dari 61 artikel</i>		

Source: processed by the authors

- 5) Google Scholars emerged as the database producing the most articles among other databases after screening the entire content of the articles. In total, ten databases were used in the article search.
- 6) Anthropology theory is the most widely used theory by researchers, particularly the Anthropology theory of Cultural Tourism.

Discussion

In this subsection of the thesis, we will explore and analyze the findings and data gathered throughout the research. This discussion will provide in-depth insights into the research issues, linking them to relevant literature, and presenting careful interpretations and analyses.

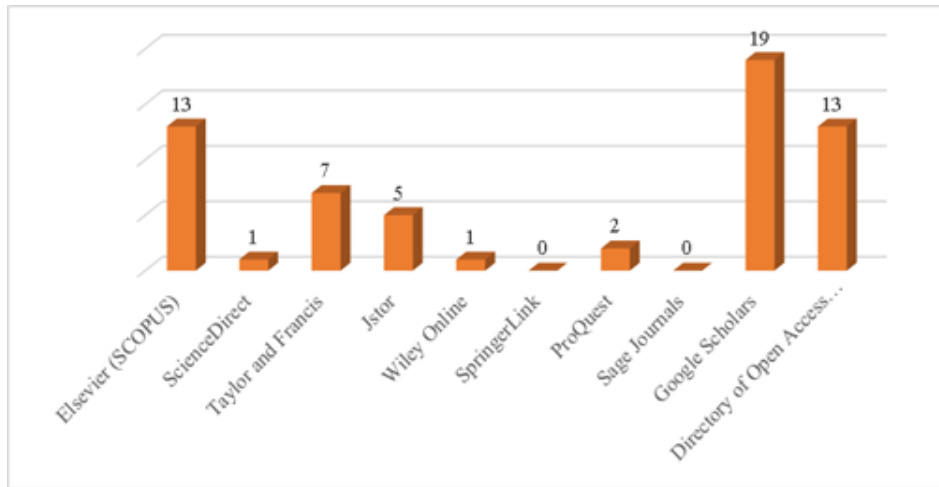


Figure 6. Distribution of the number of articles
Source: processed by the authors



Figure 7. Distribution theorization in selected articles
Source: processed by the authors

Chong and Balasingam (2019) stated in their article that forms of sustainable tourism, such as cultural villages, have a multiplier effect in every aspect that is positively affected. The concerned multiplier effect is that not only local communities enjoy various positive outcomes, but also other parties who support the running of these activities. The author likens a cultural village to a company that builds a new factory. Over time, this new factory will stimulate a

variety of other jobs around it, such as restaurants, service industries, and so on. This means that the existence of the new factory not only has a positive impact on the workers but also provides incentives to other parties around it to participate in supporting the operations of the factory. As explained before, this form of support is indicated by the emergence of various businesses that have a demand and supply nature or the existence of buying and selling

products/services. Of course, consumers from factories will also get positive outcomes from the products they produce.

Ismagilova, Saifullin, and Gavurov (2015) in their research, added that an increase in tourist arrivals in an area leads to increased production of tourist products, high tourist acceptance in tourist centers, and investment growth in the local tourism industry, thus contributing to a multiplier effect in tourism. Furthermore, Vaughan (1984), Amir et al. (2015), and Ursache (2015) stated that there are three interrelated positive impacts/effects of sustainable tourism forms such as cultural villages, namely; direct, indirect, and impact-induced. Direct effect refers to direct expenses by tourists, such as expenses on hotels, travel agencies, airlines, and tour operators. Indirect effects refer to intermediary spending (third-party expenditures) for goods and services produced in the tourism sector that will encourage locally produced goods and services in maximizing revenue. Then the last one, the induced impact represents the expenditure of individuals who are directly or indirectly employed in the tourism industry.

In other studies, it was also stated that the form of a community-based sustainable tourism industry/CBT (cultural village) is a strategy to empower the poor in remote/rural areas. Poor households in rural areas fulfill their living needs through a combination of livelihood strategies and community-based tourism, as this is seen as an additional means of meeting household needs (Giampiccoli & Kalis, 2012). This means that community-based sustainable tourism offers great potential to provide alternative resources for community development by providing alternative sources of income (Sebele, 2010).

Realizing various positive outcomes from a form of sustainable cultural tourism based on local communities is not without challenges. According to Boyd (2002), there are at least 4 things that need to be considered to maintain the sustainability of the cultural village as a manifestation of this form of tourism: 1)

authenticity and quality; 2) continuous learning; 3) protection and conservation; 4) building a good partnership. In addition, there is also a need for a policy supportive of the sustainability of cultural villages or which is generally categorized as a form of community-based sustainable tourism. In formulating the policy, Hall (2011) stated that there are 3 important pillars/dimensions that must be considered: 1) Economic Sustainability, which means generating prosperity at various levels of society and overcoming the cost effectiveness of all economic activities; 2) Socio-cultural sustainability, which means respecting human rights and providing equal/fair opportunities for all communities; 3) Environmental Sustainability, which means preserving and managing resources, especially those that are not renewable or valuable in terms of life support.

It can be concluded that cultural villages, as a form of community-based sustainable tourism, can yield various positive outcomes when managed effectively and supported by appropriate policies. These benefits extend not only to the local community but also to the broader environment and beyond. The existence of a positive multiplier effect stemming from community-based sustainable tourism, exemplified by cultural villages, presents a novel approach to rural and tourism development worldwide (Einali, Yeganeh & Ghasemlou, 2019).

CONCLUSION

The existence of a cultural village not only yields positive impacts on the community within it but also stimulates other parties around it to participate in supporting the activities of the cultural village. Realizing these benefits necessitates attention to authenticity and quality, continuous learning, protection and conservation, and fostering strong partnerships. Furthermore, policies that support the sustainability of cultural villages, which are often categorized as a form of community-based sustainable tourism, are essential. Dimensions

such as economic sustainability, social sustainability, and environmental sustainability should be considered in shaping policies regarding the future of cultural villages.

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