

Papers

Bibliometric analysis of scientific literature on community-based tourism from 2013 to 2018

Análise bibliométrica da produção científica sobre turismo de base comunitária de 2013 a 2018

Análisis bibliométrico de la producción científica sobre turismo de base comunitario de 2013 a 2018

Pollyanna Fraga Graciano¹, Luciana Araújo de Holanda¹

¹ Federal University of Pernambuco (UFPE), Recife, PE, Brazil.

Keywords:

Community-Based Tourism.
Integrative Literature Review.
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Abstract

Community-Based Tourism (CBT) is a proposal for planning and developing localities through tourism, based on sustainability and sustainable development concepts, promoting the social emancipation of communities through the population's leading role in self-management of their goods, services, and social capital, in order to improve residents' quality of life and the conservation of environmental, historical and cultural heritage. In order to understand the scientific literature that has gained prominence since 1990, and to identify possible gaps in the subject, this article brings together an Integrative Literature Review (ILR) and a Bibliometric Study (BS) of a sample of 158 articles in Portuguese, Spanish, and English published in 64 journals. The study fulfilled the three main bibliometrics laws: Lotka, Bradford, and Zipf, indicating the CBT as an expanding and pulverized production subject. Finally, the summary of knowledge identified as possible theoretical gaps: governance and marketing.

Palavras-chave:

Turismo de Base Comunitária.
Revisão Integrativa da Literatura.
Bibliometria.

Resumo

O Turismo de Base Comunitária é uma proposta para o planejamento e o desenvolvimento das localidades através da atividade turística, fundamentada nos conceitos de sustentabilidade e desenvolvimento sustentável, promovendo a emancipação social das comunidades por meio do protagonismo da população na autogestão de seus bens, serviços e capital social, para assim atingir a melhoria da qualidade de vida de seus moradores e a conservação de seu patrimônio ambiental, histórico e cultural. Com o objetivo de compreender a produção científica, que ganhou espaço a partir de 1990, e identificar possíveis lacunas sobre tema, este artigo reúne Revisão Integrativa da Literatura (RIL) ao Estudo Bibliométrico (EB) para analisar uma amostra de 158 artigos em português, espanhol e inglês distribuídos por 64 periódicos. O estudo cumpriu as três principais leis da bibliometria: Lotka, Bradford e Zipf, indicando o TBC como uma temática em expansão e com produção pulverizada. Por fim, a síntese dos conhecimentos produzidos identificou como possíveis lacunas teóricas: governança e comercialização.

Palabras clave:

Turismo de Base Comunitaria.
Revisión Integrativa de la Literatura.
Bibliometría

Resumen

El Turismo de Base Comunitaria es una propuesta para la planificación y el desarrollo de las localidades a través de la actividad turística, fundamentada en los conceptos de sustentabilidad y desarrollo sostenible, promoviendo la emancipación social de las comunidades a través del protagonismo de la población en la autogestión de sus bienes, servicios y capital

social, para así alcanzar la mejora de la calidad de vida de sus habitantes y la conservación de su patrimonio ambiental, histórico y cultural. Con el fin de entender la producción científica, que ha ganado terreno desde 1990, e identificar posibles deficiencias en el tema, este artículo reúne la Revisión Integrativa de la Literatura (RIL) con el Estudio bibliométrico (EB) para analizar una muestra de 158 artículos en portugués, español e inglés distribuidos por 64 periódicos. El estudio cumplió las tres principales leyes de la bibliometría: Lotka, Bradford y Zipf, indicando el TBC como una temática en expansión y con producción pulverizada. Por último, la síntesis de los conocimientos producidos identificó como posibles lagunas teóricas: gobernanza y comercialización.

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1 INTRODUCTION

The scholarly debate about Community-Based Tourism (CBT) has reached Brazil in the late 1990s part of the alternative tourism as a counter-point to expansion of tourism phenomenon massification. This new trend emerges to meet the needs of tourists concerned with the consequences of their travel on destinations. Part of the sustainability discourse, popular at the time, CBT is clearly to promote the local communities' sustainable development, and the social empowerment (Burgos & Mertens, 2015; Irving & Azevedo, 2002; Maldonado, 2009; Okazaki, 2008).

CBT aims to provide communities with an alternative source of income, and improve their quality of life and role. Some initiatives are strongly influenced by outside stakeholders as NGOs and higher education institutions, who come to community for the preparation and implementation of CBT. After these agencies leave the territory, few projects survive, culminating in the high mortality rate of initiatives (Mielke, 2009). The communities have many problems as the lack of training, lack of professionalism, lack of management tools, lack of information, and poor communication (Hallack, Burgos, & Carneiro, 2011; Maldonado, 2009).

As part of the tourism phenomenon, the CBT shows a multiplicity of concepts and definitions, conceiving epistemological difficulties detrimental to the advancement of the topic. Despite scholar efforts to classify, guide, and standardize its own epistemology, the thematic breadth hinders this delimitation. The approaches are superficial and make it impossible to delve into the actual issues. The imprisonment of many researchers by old positivist patterns translates into descriptive and statistical articles, little reflecting the human and social context. The scientification of the debate will result from the critical and reflective capacity on new research trends (Nechar & Panosso Netto, 2010), which will reach a more critical epistemology through collective efforts.

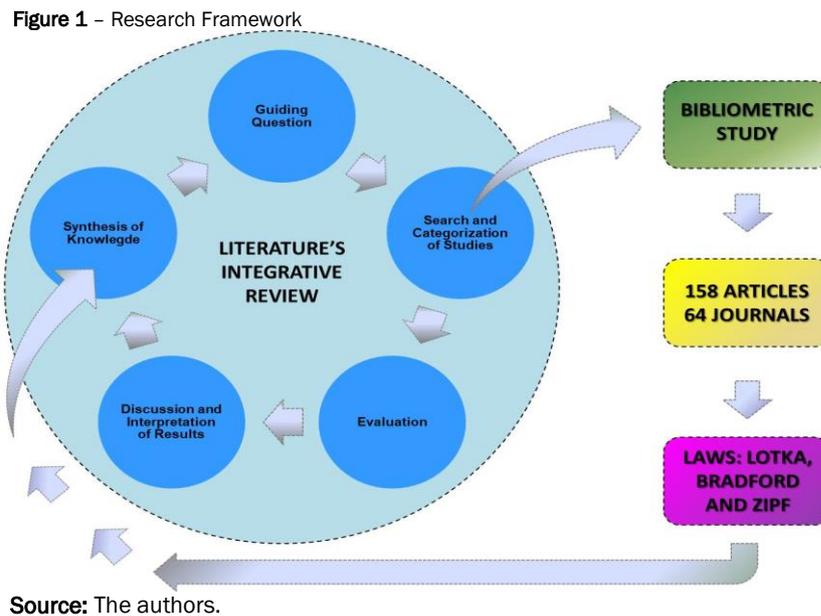
Aware of these bottlenecks, **this research aims to understand the scientific literature and identify possible gaps on the subject.** Thus, using an Integrative Literature Review (ILR) combined with Bibliometrics we sought to know and deepen the thinking about CBT. The article is divided into three sections, besides the introduction. The second section discusses the methodological procedures, followed by the section that aggregates the stages of the ILR, and finally, the conclusions are presented.

2 RESEARCH METHOD

ILR is a method that includes theoretical and empirical productions using quantitative and qualitative approaches. This multiplicity yields a wealth of concepts, theories, or gaps on the subject. ILR method has six stages: (i) guiding question; (ii) search; (iii) categorization of studies; (iv) evaluation; (v) discussion and interpretation of results; and (vi) synthesis of knowledge (Torraco, 2016).

In first stage, the origins and concepts of CBT were described. In search stage, a bibliometric study (BS) of literature was performed. Bibliometrics uses quantitative and statistical techniques to measure the scientific knowledge production and transmission, as well as reporting written communication patterns and aspects of literature (Koseoglu, Rahimi, Okumus, & Liu, 2016). Hall (2011) lists three reasons for this type of analysis:

(i) growth of tourism studies; (ii) contribution of individuals, publications, and institutions to tourism literature; and (iii) evaluation of study performance. Bibliometrics allows to identify the behavior and development of knowledge area. The fusion between LIR and BS is shown in Figure 1.



The search was carried out initially in *Periódicos Capes*¹ with a collection of 53,000 titles from 129 databases. The timeframe was set from January 2013 to October 2018 to continue the literature review of Albuquerque (2016) and Fabrino (2013). Therefore, we selected articles that presented the terms “community-based tourism” or “community tourism”, in Portuguese and English, in the title, totaling 103 articles in English, Spanish, and Portuguese. After evaluation, 12 duplicate articles were excluded, thus remaining 91 articles.

A preliminary analysis of the papers revealed that some of the prominent Brazilian tourism journals did not appear in the search results. Thus, the same search was performed on the *Publicações de Turismo*² platform, maintained by the USP Graduate Program in Tourism (PPGTUR). As a result, 118 publications on the subject were identified, and after excluding duplicate articles we obtained a total of 67 articles, distributed over 14 journals, as shown in Table 1.

Thus, we obtained a sample of 158 productions from 64 journals, in which we applied the three bibliometric laws: Lotka, Bradford and Zipf. Lotka's Law demonstrates the existence of a “quantitative relationship between the frequency of authors producing x number of works” (Quevedo-Silva, Santos, Brandão & Vils, 2016, p. 248), that is, a small number of authors have a large scientific production, and a large number of authors equals in production with a small number of authors. (Thompson & Walker, 2015). This analysis allows identifying research exponents on the subject.

¹ Website created and funded by the Brazilian Ministry of Education to offer free access to more than 21,500 journals for the Brazilian academic community.

² Website created and funded by the University of Sao Paulo's Graduation Program in Tourism (PPGTUR) to offer free access to Brazilian tourism journals.

Table 1. - Brazilian journals and CBT articles

No.	ISSN	Title	Qualis-CAPES 2013-2016	Classification	Number of articles
1	1982-6125	Revista Brasileira de Pesquisa em Turismo	A2		3
2	1677-6976	Caderno Virtual de Turismo	B1		23
3	1983-7151	Turismo: Visão e Ação	B1		3
4	1984-4867	Revista Turismo em Análise	B1		4
5	2178-9061	Rosa dos Ventos - Turismo e Hospitalidade	B2		1
6	1980-6965	Revista Acadêmica Observatório de Inovação no Turismo	B2		1
7	2236-6040	Revista Iberoamericana de Turismo	B3		3
8	1983-9391	Revista Brasileira de Ecoturismo	B3		20
9	1807-975X	Revista Hospitalidade	B3		1
10	1983-5442	Turismo e Sociedade	B4		2
11	2316-1493	Revista Turismo Estudos e Práticas	B4		1
12	2318-8561	Revista Cenário	B4		1
13	2448-198X	Revista Latino Americana de Turismologia	B4		1
14	1982-5838	Revista de Cultura e Turismo	B5		3

Source: The authors

Bradford's Law of scattering claims that a smaller number of journals concentrates many productions on the subject, while a larger number have fewer articles. Journals are divided into core and production zones, where the ratio of the number of journals in any zone to the number of journals in the preceding zone is called the "Bradford Multiplier" (B_m) (Quevedo-Silva et al., 2016; Thompson & Walker, 2015). This law will identify the most relevant journals on the subject, assisting in literature review and choosing journals to publish articles.

Zipf's Law demonstrates that in a set of text there will be words with a high frequency of occurrence, appearing more often than others, so there will be a small amount of words with many repetitions and a large amount of words with fewer repetitions (Quevedo-Silva et al., 2016). Commonly used in linguistics, this law allows you to map and create a word frequency ranking and/or terms in a field of study. The most frequent ones are of high and medium relevance and the less frequent ones are considered noise.

The generalization of epidemic theory to transmission of ideas, developed by Goffman and Newill in 1964, argues that dissemination of knowledge occurs similarly to the transmission of infectious diseases (Araújo, 2006), and includes the dynamics of literature. The most cited authors were analyzed to show links between individuals and their research areas.

In categorization of studies, a spreadsheet was elaborated with description, key concepts, objectives, methodological procedures, results, and conclusions. The last two stages consisted of discussion and interpretation of results and a synthesis of knowledge in the studies identified by bibliometrics.

3 LITERATURE REVIEW

3.1 Community-based tourism evolution (CBT)

CBT's projects began in Latin America in the 1980s through Community Rural Tourism (TCR), encouraged by the International Development Bank (IDB), to attend an international demand from tourists seeking to contribute to environmental preservation and communities diversity (Maldonado, 2009; Silva & Martins, 2012). Projects are more frequent in the southern hemisphere, in continents such as Africa, Asia, Oceania, as well as in Latin American countries, namely: Brazil, Ecuador, Mexico, and Peru (López-Guzmán, Sánchez-Cañizares, & Pavón, 2011). The tourism development in communities occurs in many ways, as each region has its own peculiarities, which influence the process. However, this diversity and the complexity of the communities make it difficult to define CBT.

According to Sansolo and Bursztyn (2009), CBT is an alternative tourism management proposal - endogenous and autonomous - seeking the economic diversification of local productive systems, managed by the communities themselves. Maldonado (2009) understands it as the sustainable self-management of community resources, emphasizing practices of collaboration and equity at work and the distribution of their results, highlighting the human and cultural dimension, as it encourages community dialogues and intercultural encounters.

Coriolano (2009) defines them as local productive arrangements, in which community associations have land management and tourism-related economic activities. The MTUR (2010) identifies a heterogeneity of CBT initiatives in Brazilian territory, so there is no widely accepted definition for this new practice. Thus, the Ministry defines criteria to assist in its classification: (i) self-management; (ii) association and cooperation; (iii) democratization of opportunities and benefits; (iv) the centrality of collaboration, partnership, and participation; (v) appreciation of local culture; and mainly, (vi) the role of local communities in the management of the activity and/or the supply of tourism goods and services.

Community Tourism concepts (CT) and Community-Based Tourism (CBT) have distinctions even though they are treated as synonyms. Some CT's definitions turn to the mercantile relationship, although based on equity and income distribution. CT is a segment developed in the community and although it wants to produce benefits for it, it is close to conventional tourism: (i) marketed by non-specialized agencies and operators; (ii) population does not take part in tourism management; and (iii) the income generated is not distributed to the community. In turn, the CBT presents itself as a proposal for sustainable local development, valuing local customs and beliefs, assuming the position of tourist activity model in which the community has a leading role (Alves, 2013; Silva, Malta, & Sá, 2016). Other studies distinguish CBT from Community-Based Enterprises (CBE), defined as organizations that pursue social enterprise collectively (Aldecua, 2011).

Fabrino, Nogueira and Pereira (2012) conclude that although the projects are organized in different ways by local complexities, these concepts have similar theoretical perspectives regarding the anthropological, sociological, economic, political, historical, psychological, and environmental dimensions, and the community being an active participant in its development, from creation to tourism operation. There is awareness that the success of development depends on the population social cooperation (Sen, 2010). Thus, although quantity is still a dominant aspect, there is a current of thought that seeks to value quality in tourist relations (Zaoual, 2009).

CBT focuses on community participation for three reasons: they are part of the tourism product; they are easily adaptable to change and they must broaden horizons. This participation promotes closer ties between community and visitors (López-Guzmán et al., 2011). CBT incorporates characteristics of sustainable tourism, based on ethical principles and values. While advocating a new way of doing tourism, this fact does not make it sustainable, sustainability is not an inherent feature but a goal to be achieved. CBT has its main attraction in traditional activities, underpinning its development (Fabrino, Costa, & Nascimento, 2012b).

Another aspect is the conviviality that consists in a social relationship interested in the other, for authenticity in simple traditions and practices. Characterized by the exchange of experiences between visitors and hosts, in which tourists experience everyday activities, surpassing the merely mercantile aspect of tourist relations (Sampaio & Coriolano, 2009; Sampaio & Zamignan, 2012; Sampaio, Zechner, Henríquez, Coriolano, & Fernandes, 2014).

Economic benefits are not the only advantages of CBT, as it contributes to the continuity of the way of life of traditional populations by contributing to the appreciation of the cultural identity of communities. CBT emerges as the possibility of a new tourism paradigm, and not just as another segment in the market, due to environmental conservation, cultural identity recognition, and benefits generated for host populations (Sansolo & Bursztyn, 2009). For Burgos and Mertens (2015), despite being an ally in the fight against poverty, CBT cannot only be associated with the generation of jobs and income, but also meet a broader expectation of social welfare and communities environmental quality.

Thus, CBT understands tourism as a systemic phenomenon integrated with other subsystems, such as education, health, and environment, being this element that differentiates it from others. Therefore, CBT is configured in a proposal for sustainable territorial development encompassing the political, economic, cultural and human dimensions of society (Sampaio & Coriolano, 2009).

The new requirement of the world tourism demand also encouraged the market to insert new attractions in its usual offer. Thus, the search for alternative sources of income and the desire to overcome poverty served as a catalyst for activities such as small domestic agribusiness, tourism, and eco-business in many communities. Thus, this process will increase its dependence on the market, territories dismemberment, cultural identity loss, weakening of its institutions and social cohesion (Maldonado, 2009).

In the 1990s, the I Encontro Nacional de Turismo de Base Local³ brought CBT studies to academia (Irving, 2009). These studies were driven in Brazil by the creation of the research group “Tourism and Social Development”, based at the Technology and Social Development Laboratory (LTDS) of the Federal University of Rio de Janeiro (UFRJ). Among its actions, this group founded the Virtual Institute of Tourism (IVT) in order to maintain an active network of researchers and the publication of the *Caderno Virtual de Turismo*⁴. In the 2nd International Conference of Sustainable Tourism held in the city of Fortaleza, CE was published MTUR Notice No. 01/2008 to fund community-based tourism projects, standing out as the first initiative of the federal government to support a tourism model in which communities are protagonists in the process (Bartholo, Sansolo, & Bursztyn, 2009).

The implementation of these projects has limitations: (i) lack of financial resources; (ii) little or no infrastructure or expertise; (iii) cultural limitation; and (iv) conflicts between stakeholders (Nyaupane, Morais, & Dowler, 2006). Kibicho (2008) understands as benefits: (i) the inclusion of the stakeholders; (ii) the assessment of individual and collective benefits; (iii) the definition of objectives; and (iv) the analysis of implemented decisions. According to Briedenhann and Wickens (2004) it should be considered that tourist perception is related to the evaluation of community attitude. The level of community participation will influence the tourist experience and tourism planning will affect the community entirely.

According to Blackstock (2005), community development aims to transform communities into active and sustainable places based on social justice and mutual respect. This is intended to eliminate barriers to popular participation and promote collective emancipation from local issues. However, Okazaki (2008) points out that communities participation is rarely coordinated, because to achieve their goals there must be a redistribution of power. Mayaka, Croy and Cox (2018) rated community participation as a wish rather than an inherent feature to CBT.

Community development is driven by a neoliberal economic imperative in pursuit of sustaining a tourism “industry” in response to new market demands. Social justice and empowerment remain in the background, the community is driven to support the tourism phenomenon hoping for shared management, when in fact it’s intended to make the activity more attractive and acceptable to residents (Blackstock, 2005). This redistribution of power through community management would encourage local stakeholders, without depending on the government, private companies, and NGOs, to be responsible for decision making, actions, control of tourism development, (Timothy, 2007), as a principle for escaping market massification.

Blackstock (2005) argues that local control will not immediately lead to more participatory decision-making by these stakeholders, as communities are not homogeneous, and such stratification can generate a power struggle between groups acting for their own benefit and not for the collective. Therefore, Okazaki (2008) advocates the use of facilitators – consultants, NGOs, and government representatives – to build a more respectful relationship in the community. Mayaka et al. (2018) have a contrary view by stating that there is little chance of community participation when the CBT initiative originates from exogenous stakeholders. Because of these issues and the need for local empowerment, community participation is poorly stimulated or restricted to the legitimacy of decisions because they mean increased costs and decreased profits (Blackstock, 2005).

Other issues hinder the progress of CBT initiatives, when researching Community Rural Tourism in Latin America, Maldonado (2009) identified the unpreparedness of communities, which were inserted in the activity in improvised situations, lacking professionalism and knowledge of the markets and management tools. Thus, they had great instability and poor competitiveness. Two reasons stand out to prevent CBT progress: first, the socio-environmental order by providing an unfavorable political-institutional environment for cooperative relationships; second, the methodological order, that is, the lack of knowledge of the process. The overcoming of these reasons will only occur when communities, still disorganized and unstructured, know how to deal with tourist industry complexity, with the development of relationships of collective interest, and with outside stakeholders’ support (Mielke, 2009).

Bursztyn e Bartholo (2012) highlight the lack of qualified information and communication difficulties, leading to the failure of well-structured projects, as well as the lack of strategies to introduce these initiatives in the

³Brazilian academic meeting about Local-Based Tourism.

⁴Brazilian tourism journal

tourist markets. Sancho e Malta (2015) call attention to the too much relevance given to the local scale of development under the threat of ignoring the various scales involved in the power relations and the territorial re-shaping processes. Thus, autonomy should not be understood as self-sufficiency or entail the occlusion of exogenous relationships.

Opposing the hegemonic model, CBT cannot be seen as just another market segment, as economic gains do not represent its only potential (Bursztyn & Bartholo, 2009). For Irving (2009), CBT is not just a community welcoming travelers looking for the exotic, but an opportunity for shared experiences. Therefore, discussions about the practice should be focused on its central premises: (i) endogenous basis of local initiative and development; (ii) participation and social relevance in the planning, implementation and evaluation of tourism projects; (iii) limited scale and controlled social and environmental impacts; (iv) generation of direct benefits to the local population; (v) cultural affirmation and interculturality; and (vi) “encounter” as an essential condition. Thus, it is possible to briefly summarize the constructs of the CBT theoretical foundations, as shown in Table 2.

Table 2 – Constructs of CBT theoretical foundations

Constructs	Authors
Conviviality; Experience	Briedenhann and Wickens (2004); Gómez et al. (2015); Irving (2009); Lobato (2013); Sampaio et al. (2014); Sampaio and Coriolano (2009); Sampaio and Zamignan (2012)
Cultural Identity Appreciation	Sansolo and Bursztyn (2009)
Self-management; Equity; Income Distribution	Alves (2013); Maldonado (2009); MTUR (2010)
Community stakeholders' leading role	Fabrino, Nascimento and Costa (2016); Irving (2009); MTUR (2010)
Sustainable local development	Aldecua (2011); Blackstock (2005); Bursztyn and Bartholo (2009); Fabrino, Nascimento and Costa (2016); Irving (2009); Mayaka, Croy and Cox (2018); Sampaio and Coriolano (2009); Sansolo and Bursztyn (2009)

Source: The authors

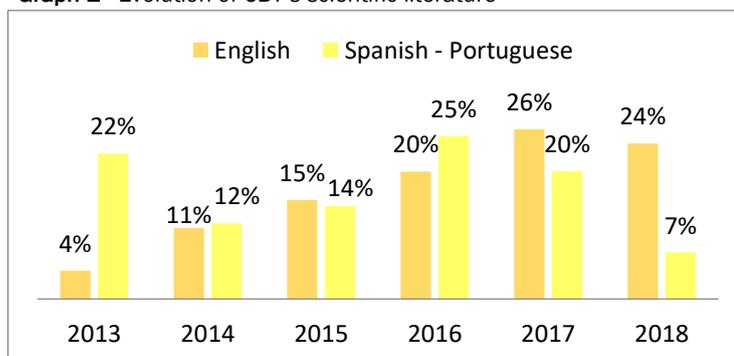
Given the above, to better understand the evolution of these concepts in scientific literature, we decided to conduct a CBT bibliometric study, seeking to identify the foundations and aspects most researched and debated in recent years thus enabling a theoretical synthesis of all thought gathered about the subject, besides demonstrating theoretical gaps that need to be more widely discussed in future research.

4 RESULTS ANALYSIS

4.1 CBT Bibliometric Study

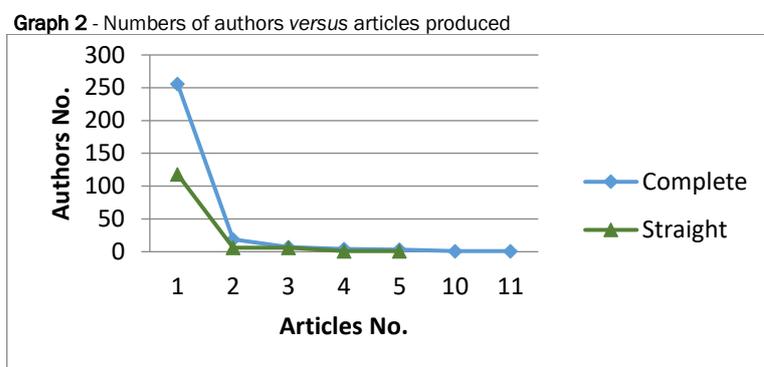
Initially, 291 authors were responsible for the production of the 158 articles analyzed, of which 70.80% are written in Spanish or Portuguese. English-language production has grown steadily since 2013, while articles produced in Spanish and Portuguese fluctuate in the timeframe studied with peaks in 2013 and 2016, reaching 22% and 25% of total productions respectively, as shown in Graph 1.

Graph 1 - Evolution of CBT's scientific literature



Source: Bibliometric Study

Lotka's Law application revealed the authors' productivity patterns, and relates the works distribution by the number of authors in the straight and complete counts (Graph 2). Straight counting credits only contributions from main authors, while complete counting credits one contribution to each author (Alvarado, 2002). There was a large concentration of authors producing only one article, this amount dropped dramatically when evaluating authors with two or more productions, being the most noticeable difference in the complete count.



Source: Bibliometric Study

Analyzing the productivity of main authors (straight counting), a set of 132 authors was obtained, of which 89% made only one contribution, being this group responsible for 74% of articles produced. The total average yield of authors is 0.55, with a variance of 0.57 and a standard deviation of 0.75 (Table 3).

Table 3 - Productivity and authors by straight counting

Articles by author (No.)	Authors (No.)	Authors (%)	Articles (No.)	Articles (%)
1	118	0,893939394	118	0,746835443
2	6	0,045454545	12	0,075949367
3	6	0,045454545	18	0,113924051
4	1	0,007575758	4	0,025316456
6	1	0,007575758	6	0,037974684
	132	1	158	1

Source: Modified from Urbizagastegui (2008:95)

In the complete count, the universe corresponds to 291 authors, where 87.9% published only one article in the period, corresponding to 74.6% of the accumulated number of articles. Thus, the overall average productivity is 1.27 articles per author, with a variance of 1.04 and a standard deviation of 1.02 (Table 4).

It was observed that a group of 14 authors was the most productive, accounting for 25% of the articles. This group is composed of researchers from South Africa, Brazil, Ecuador, Spain, and Mexico, with 57% of Brazilian researchers. Finally, many small producers were detected, characterizing an expanding discipline as explained Urbizagastegui (2008).

Table 4 - Productivity and authors by complete count

Articles by author (No.)	Authors (No.)	Authors (%)	Articles (No.)	Articles (%)
1	256	0,879725086	118	0,746835443
2	19	0,065292096	6	0,037974684
3	7	0,024054983	18	0,113924051
4	4	0,013745704	1	0,006329114
5	3	0,010309278	7	0,044303797
10	1	0,003436426	2	0,012658228
11	1	0,003436426	6	0,037974684
	291	1	158	1

Source: Modified from Urbizagastegui (2008:95)

Bradford's Law identified the most relevant journals on the subject. In this sample, we detected a universe of 64 scientific journals publishing on CBT divided by three Bradford's zones (core, zone 2 and zone 3), with $B_m = 4$. The first two zones contain 66% of articles produced, published in 15 different journals, the remaining 34% are distributed in 49 journals (Table 5).

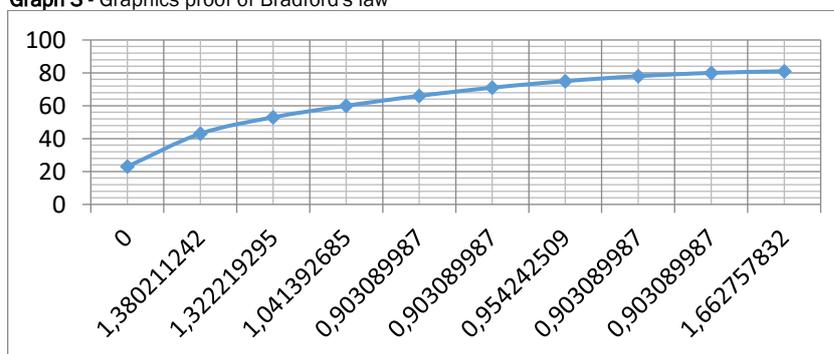
Table 5 – Bradford's zone

Journals (J)	Articles (A)	J+ (accumulated)	A+ (accumulated)	Ln (J+)	J*A	Bradford's zone
1	23	1	23	0	23	Core
1	20	24	43	1,380211	20	
1	10	21	53	1,322219	10	
1	7	11	60	1,041393	7	Zone 2
1	6	8	66	0,90309	6	
2	5	8	71	0,90309	10	
4	4	9	75	0,954243	16	
4	3	8	78	0,90309	12	Zona 3
5	2	8	80	0,90309	10	
44	1	46	81	1,662758	44	

Source: Bibliometric Study

The growth in the cumulative number of articles (A+) by the growth in the cumulative number of journals (P+) corresponds to a logarithmic constant. Thus, the logarithmic function graph of the accumulated number of journals (Ln P+) is equivalent to the graphic proof of Bradford's Law, which presents a rapid growth in the base, passing through a constant and reaching stagnation (Sudhier, 2014). In Graph 3, there is an accelerated growth in the base and the beginning of a constant, without stagnation, as the CBT is a recent area of study.

Graph 3 - Graphics proof of Bradford's law



Source: Bibliometric Study

The articles scattering by journals can be seen in Graph 4. Brazil has the two most productive journals, the third is from South Africa, showing a greater scientific interest on the subject in developing countries, where there is a higher concentration of CBT's projects.

Table 6 - Most cited journals

Journals	ARTICLES No.	ARTICLES (%)	QUOTES	QUOTES (%)
Caderno Virtual de Turismo	23	16%	42	9%
Revista Brasileira de Turismo	20	14%	12	3%
African Journal of Hospitality, Tourism and Leisure	10	7%	6	1%
Estudios y Perspectivas en Turismo	7	5%	40	9%
El Periplo Sustentable	6	4%	24	5%
PASOS Revista de Turismo y Patrimonio Cultural	5	3%	23	5%
Revista de Cultura e Turismo	4	3%	10	2%
Gazeta de Antropologia	4	3%	11	2%
Revista Iberoamericana de Turismo	4	3%	5	1%
Anais Brasileiros de Estudos Turísticos	4	3%	3	1%
Tourism Management	3	2%	66	15%
Sustainability	3	2%	30	7%
Worldwide Hospitality and Tourism Themes	2	1%	21	5%

Source: Bibliometric Study

Looking at the most cited authors (Table 7), we identified that these researches originated from countries such as Australia, Brazil, Colombia, Ecuador, Spain, United States, Indonesia, Laos, Malaysia, and Mexico. The two most cited papers were authored by researchers from Australian universities, but no discussion groups on CBT were detected among them, the large number of citations due to their publication in high impact journals. Brazilian researchers contributed with five articles, some of these authors are recognized references in research on CBT, and they float in research groups dedicated to the subject.

Bibliometrics revealed that CBT is an area of knowledge still in its early growth stages, as production is scattered in a big number of journals with several authors from a few articles. This study also reveals a small number of specialists on the subject, responsible for largest production, concentrated in a few journals. In addition, the BS pointed to possible theoretical gaps to be explored.

Table 7 - Most cited articles

(continued)

Title	Authors	Journals	Year	Quotes	%
Strengthening Community-Based Tourism in a new resource-based island nation: Why and how?	D. Tolkach B. King	Tourism Management	2015	49	11%
Touring responsibility: The trouble with 'going local' in community-based tourism in Thailand	H. L. Sin C. Minca	Geoforum	2014	34	8%
An Integrated Approach to "Sustainable Community-Based Tourism"	T. B. Dangi T. Jamal	Sustainability	2016	28	6%
Os conflitos em torno do turismo comunitário na Prainha do Canto Verde (CE)	R.A. Fortunato L.S. Silva	Revista Brasileira de Ecoturismo	2013	17	4%
Community-building and amenity migration in community-based tourism development. An approach from southwest Spain	E. Ruiz-Balles-teros R. Cáceres-Feria	Tourism Management	2016	16	4%
Turismo de Base Comunitária no Brasil. Insustentabilidade é uma Questão de Gestão?	E.J.C. Mielke F.V. Pegas	Revista Turismo em Análise	2013	13	3%
Barriers to Local Residents' Participation in Community-Based Tourism: Lessons from Houay Kaeng Village in Laos	K. Sangkyun P. Eerang P. Toulakham	SHS Web of Conferences	2014	12	3%
Turismo comunitario en Ecuador: ¿quo vadis?	C. G. Palacios	Estudios y Perspectivas en Turismo	2014	12	3%

Table 7 - Most cited articles (conclusion)

Title	Authors	Journals	Year	Quotes	%
El turismo comunitario en la Sierra Norte de Oaxaca: perspectiva desde las instituciones y la gobernanza en territorios indígenas	B. P. Villavicencio J. G. Zamora G. L. Pardo	El Periplo Sostenible	2016	11	2%
Os desafios do turismo no contexto da sustentabilidade: as contribuições do turismo de base comunitária	A. Burgos F. Mertens	PASOS Revista de Turismo y Patrimonio Cultural	2015	11	2%
Tourism cooperative for scaling up community-based tourism	V. Nair N. H. Mohamad A. Hamzah	Worldwide Hospitality and Tourism Themes	2013	11	2%
Rise and fall of community-based tourism - facilitators, inhibitors and outcomes	A. D. A. Tasci Croes B. Villanueva	R. J. Worldwide Hospitality and Tourism Themes	2014	10	2%
Turismo de base comunitária em territórios rurais: caso da Associação de Agroturismo Acolhida na Colônia (SC)	T. C. Guzzatti A. C. Sampaio N. M. T. Coriolano	C. L. Revista Brasileira de Ecoturismo	2013	9	2%
Host-Guest Orientations of Community-based Tourism Products: A Case Study in Bali, Indonesia	N. M. Ernawati D. Sanders R. Dowling	International Journal of Tourism Research	2017	7	2%
Energías Renovables y Turismo Comunitario: Una apuesta conjunta para el desarrollo humano sostenible de las comunidades rurales	T. J. Castilla	Energética	2014	7	2%
Impactos culturales del turismo comunitario en Ecuador sobre el rol del Chamán y los ritos mágico-religiosos	E. Cabanilla	Estudios y Perspectivas en Turismo	2015	7	2%
La valoración del diálogo en la construcción e implementación de rutas turísticas: Proyectos Palacios de Rio y Central de Turismo Comunitario de la Amazonia - Brasil	M. Egrejas I. Bursztyn R. S. Bartholo	Estudios y Perspectivas en Turismo	2013	7	2%

Source: Bibliometric Study

4.2 Interpretation and summary of the theoretical foundations

The articles selected for ILR were the most cited in the researched corpus. In addition to these, another 3 articles were selected addressing aspects still little debated in CBT studies, such as project feasibility and marketing, possible theoretical gaps. Therefore, reaching a total of 20 articles for knowledge summary.

As for the methods, the qualitative research prevailed, being the most used approach the case study. Observation and interviewing were also prioritized as data collection techniques, only one articles adopted the quantitative method. The most frequent types of sampling were intentional, followed by snowball. The cases studied concentrated on countries in Africa, Asia, and Latin America as previously noted by López-Guzmán; Sánchez-Cañizares and Pavón (2011).

The main topic in most articles revolved around community participation, consistent with studies such as those by Kibicho (2008) and Okazaki (2008) that point to participation as an essential element for CBT. Kim, Park and Phandanouvong (2014) pointed out some barriers to resident participation in planning and carrying out the activity in developing countries, as low levels of education, poor living conditions, little or no financial support, disparities in power, distrust of authorities, lack of knowledge about tourism and the view of tourism as something seasonal that provides low income.

Another study reported the internal conflicts between stakeholders, although CBT presents itself as a proposal for development (Palacios, 2016), confirming Nyaupane's, Morais and Dowler (2006) ideas. For Ruiz-Ballesteros and Cáceres-Feria (2016), starting the discussion about the community concept can influence a better basis for the planning and operation of the activity. The concept distinction has already been addressed by Aldecua (2011), who distinguished the definition between CBT and CBE as well Alves (2013) and Silva, Malta and Sá (2016) in identifying the outliers in the CBT and CT concepts.

The CBT proved to be a non-homogeneous activity restricted to some participants, when it should involve the entire community, which is the cause of differences among its members (Fortunato & Silva, 2013). This phenomenon heterogeneity, reason for internal disputes, was also demonstrated by Blackstock (2005). The importance of participatory management was emphasized, as "CBT should not be treated as a panacea for community development or the pursuit of such a dreamed sustainability, but as an opportunity for development for an organized community" (Burgos & Mertens, 2015:68).

Some studies have proposed ways of integrating stakeholders, Tolkach and King (2015) discuss the formation of a national CBT network to support development and assist in addressing challenges such as lack of information, funding, and marketing. Successful networks need good communication, as well as maintaining the balance of power. Cooperatives emerge as options to increase community involvement, being responsible for managing economic, socio-cultural, and environmental issues, besides to contribute to the strengthening of the social cohesion sense (Nair, Mohamad, & Hamzah, 2013).

Sustainability was widely debated in the selected articles, because as Dangi and Jamal (2016) recalled, it has a proximity to CBT in definitions, criteria, and principles, as Irving and Azevedo (2002) and Sampaio and Coriolano (2009) have already approached. The use of renewable energy in the initiatives, besides serving as attractive, can generate more jobs, although the concept of sustainability is little considered in public policy praxis. The sustainability ideal is also linked to responsible tourism, and despite the close relationship with CBT, Sin and Minca's (2014) research shows a hierarchy between those who help (the tourist) and those who are helped (the community).

"Travel often becomes a imbroglio of distancing and involvement, paternalistic protection and mutual exploitation, generosity and hospitality, but also corruption and self-interest" (Sin & Minca, 2014:96). Therefore, CBT aims to preserve the singular, the authentic, and the community values, Cabanilla (2015) observed the negative cultural impacts of the activity, when local stakeholders take a more mercantile posture to please the tourist, and approach the concept of TC treated by Alves (2013) and Silva, Malta and Sá (2016).

Commercialization was discussed from the collaborative marketing of destinations and branding, concluding that the absence of planning in this area impairs the market access process (Tasci, Croes, & Villanueva, 2014). This difficulty in accessing the market was previously studied by Bursztyn and Bartholo (2012) and Mielke (2009), pointing it as a way to the initiatives success, being the lack of these strategies the main cause of the failure of many initiatives. Cañada (2016) identified two forms of market access: (i) oriented to the middle and lower class of the local and national market, and (ii) the search to integrate the international market, the first being more successful. Andreu, Tur and De La Rosa (2017) point out that viability will depend on openness to the market, and on the ability of stakeholders to deal with tensions. Direct contact with tourists facilitates commercialization, but dependence on networks can reduce community autonomy (Cabanilla & Gentili, 2015).

Planning and governance serve to overcome challenges such as: power relations, management processes, and activity organization, professionalization, market positioning and maintaining a productive organization without succumbing to market demands (Egrejas, Bursztyn, & Bartholo, 2013; Guzzatti, Alberto, Sampaio, Neide, & Teixeira, 2013; Villavicencio, Zamora, & Pardo, 2016), but without greater conceptual depth.

Therefore, little or no evolution of knowledge was noticed in the last five years, since the difficulties presented in the researched articles had already been described, and the most recent researches only point to the same past challenges without deepening discussions and proposing solutions. The main cause of community conflict and problems stems from the difficulty of interaction between stakeholders, and this is reflected as a governance issue, but even knowing how to correct it was not identified a study that ventured to propose

improvements. Demand, marketing, and market access research is incipient. The studies analyzed were intentionally chosen to demonstrate how the subject is explained. In order to summarize the findings of this study, Table 8 was developed.

Table 8 - Main theoretical findings

Theoretical Findings	Authors
Local population's participation	Burgos and Mertens (2015); Fortunato and Silva (2013); Kim, Park and Phandanouvong (2014); Ruiz-Ballesteros and Cáceres-Feria (2016); Tolkach and King (2015)
Sustainability	Burgos and Mertens (2015); Castilla (2014); Dangí and Jamal (2016)
Governance, Networks and Cooperatives	Burgos and Mertens (2015); Mielke and Pegas (2013); Nair, Mohamad and Hamzah (2013); Sampaio (2013); Tolkach and King (2015) Villavicencio, Zamora and Pardo (2016)
Responsible Tourism Planning	Dangí and Jamal (2016); Sin and Minca (2014) Egrejas, Burstyn and Bartholo (2013); Guzzatti, Sampaio and Coriolano (2013); Palacios (2016)
Commercialization and market access	Andreu, Tur and De La Rosa (2017); Cañada (2016); Tasci, Croes and Villanueva (2014)

Source: The authors

5 CONCLUING REMARKS

This research through BS proved the three bibliometric laws: Lotka, Bradford and Zipf, and researched the dissemination of knowledge. The scientific literature on CBT is growing worldwide, but the same does not happen in the Brazilian context. The most cited articles come from journals with higher rankings and impact factor, with priority being given to dissemination of knowledge in more renowned journals, although not all authors are experts on the subject.

The ILR noted that the productions on the topic are limited to informing the obstacles in the CBT management process, from internal community issues to conflicts and distrust with external stakeholders, and despite pointing to good governance as a possible solution. So, this is a gap in proposals of methodologies to help in this process. CBT commercialization was pointed as a difficulty, but the studies do not discuss the initiatives marketing plan, and it can be said that the discourse on improving the quality of life, social emancipation, and sustainable local development outweigh the debate about the product. However, even if CBT adopts the principles of sustainability it still has among its objectives to generate income, and without it, its core ideals will not be achieved.

Governance also emerges as an aspect to be improved in communities to ensure a more fruitful management of the activity. Undoubtedly, an outcome to this issue should foresee commercialization and market access solutions. Governance should be worked from the moment the local population is made aware of tourism, but this inconvenience is also due to the distrust of some communities with external stakeholders, mainly because some use the CBT benefits as a way to enter the community and profit from its authenticity, sometimes by exempting the community from the activity self-management.

Understanding the distinction between Community-based Tourism (CBT) concepts and Community Tourism (CT) will be paramount. Both promise quality of life improvement and income generation for the population through tourism, but the first is characterized by being an emancipation community proposal, in which the activity will be self-managed, with responsibility for decisions about the phenomenon. While CT is configured as a segment that provides an authentic and peculiar attraction to the tourist, but by the conventional market. Thus, theoretical gaps were identified in the scientific literature, which if investigated will contribute to the strengthening of CBT initiatives in the tourism market.

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Informations about the authors

Pollyanna Fraga Graciano

She holds a Master's Degree in Hotel Management and Tourism at the Federal University of Pernambuco (UFPE), Brazil. She majored in Tourism at the Federal University of Pernambuco (UFPE).

Her contributions to the paper included were: definition of the topic, development of the initial draft of the proposal of the research, accomplishment of data collection, analysis of the data, and preparation of the conclusion of the study.

E-mail: lyafraga@gmail.com

ORCID: <https://orcid.org/0000-0002-6736-7961>

Luciana Araújo de Holanda

She holds a PhD and Master's in Business Administration at the Federal University of Pernambuco (UFPE), Brazil. She majored in Tourism at the Catholic University of Pernambuco. She is a Senior Lecturer in the Tourism and Hotel Management Department at UFPE.

Hers contributions to the paper include, but are not limited to, the choice of topic, the configuration of the research team, definition of the methodology used and the revision of draft versions of the article.

Email: luciana.holanda@ufpe.br

ORCID: <https://orcid.org/0000-0001-7312-5267>