

Cultural Tourism and Local Economic Development: A Systematic Literature Review

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Abstract. Tourism and local economic development have always been inevitably linked. However, there are few studies involving the synergy of culture and tourism. Therefore, this study aims to identify determinant factors supporting cultural tourism to promote local economic development. This paper involved a systematic literature review using the PRISMA flowchart that is widely used for social sciences studies. This systematic review employed data from Scopus and Web of Science databases from 2017 to 2022. The findings of this systematic review indicate that the determinant of cultural tourism includes cultural identity, local resources, government, economic structure, and knowledge. In addition, the findings also noted the robust link between cultural tourism and local economic development. Future directions for further research are also provided in this paper. The first implication of the community's economy can be seen in the increase of income. The first positive impact is an increase in the economy of business actors experiencing an increase in income. Second, the social interaction of the community is well established because the community can work together.

Keywords: Cultural tourism, local economic development, community development, systematic review.

1 Introduction

Tourism is considered one of the promising sectors to help achieve economic development. The underlying rationale is that the tourism sector can promote new job opportunities, increase revenue, enhance the standard of living, and stimulate other production sectors, which in turn impact economic development (Torre & Scarborough, 2017). In addition, some economic literature mentioned that the benefits of the tourism sector can be seen from the increasing business opportunities, increasing tax revenues, raising income receipts, accelerating income distribution, increasing the added value of cultural products, expanding product markets, increasing the impact of the multiplier effect on the economy due to tourists, investors and foreign trade (Rodriguez et al., 2020; Ramaano, 2022). It is why governments in various countries are concerned to support the tourism sector for their economy.

Tourism and economic development have always been inevitably linked. Economic development is a process of increasing total income and per capita income by considering population growth and is accompanied by fundamental changes in the economic structure of a

region (Rogerson & Rogerson, 2019). The implementation of local economic development is directed at promoting equitable development and reducing poverty to increasing the optimal utilization of local potential. The potential of tourism contributes significantly to poverty alleviation efforts through the creation of employment opportunities, especially in developing countries (Utomo et al., 2020). Some scholars mentioned that the economic development of local communities involves various parties, including the government, public institutions, the business world and the community (Utomo et al., 2020; Rogerson, 2018).

In local economic development, they are given the freedom to innovate in managing and highlighting their potential so that it has a positive impact (Rogerson & Rogerson, 2019). With the development of the local economy, new jobs are created to improve the economy of the local residents. Cultural tourism will provide new opportunities for residents in rural areas to be successful by involving local culture (Moric et al., 2021). This development model must be based on a theory that places human development as the first goal, as well as building strong social capital (Utomo et al., 2022). The rapidly growing tourism industry provides intercultural understanding and understanding through the interaction of tourists with the local community where the tourist area is located. This allows tourists to know and appreciate the culture of the local community and also understand the background of the local culture adopted by the community (Bole et al., 2017).

Considering the important role of the tourism sector in local economic development, it has attracted studies by several researchers. Recent research tries to involve ecotourism as an alternative to existing tourism. In addition, some researchers also focused on exploring village-based tourism, while few studies concerned with culture-based tourism (e.g., Pradhan et al., 2022). In fact, this has considerable potential for countries with unique cultures, such as Indonesia and Thailand. Therefore, it is expected that a systematic literature review can help answer such research questions as: (RQ1) What is the trend in the theme of cultural tourism and local economic development? (RQ2) what factors support cultural tourism? (RQ3) how is cultural tourism relevant to local economic development?

This paper will contribute to the economic, tourism, and management literature on how to raise and manage the tourism sector by elaborating on culture-based tourism. It will benefit the government and policy researchers in identifying relevant factors supporting cultural-based tourism. The paper of this study is outlined as follows. The first section provides information on the tourism sector and local economic development. The following section focuses on the method used in searching, filtering and analyzing data. The third section deals with the results of this literature search and is accompanied by a discussion in the fourth section. The last section concerns the conclusion, implication, limitation, and suggestion.

2 Materials and Method

2.1 Search Strategy

The search strategy in this systematic literature review was performed using the standard Preferred Reporting Items or Systematic Review and Meta-Analyses (PRISMA) from Page et al. (2021) to review the factors supporting culture-based tourism and the link between culture-based tourism and local economic development. The data were collected from Scopus and

Web of Science databases with the search string keywords “Cultural-based Tourism” OR “Cultural Tourism” OR “Local-cultural Tourism” AND “Local Economic Development” OR “Local Economic” OR “Community Development”. The data were selected from 2017 to 2022 to understand the current theme of culture-based tourism and local economic development.

2.2 Exclusion and Inclusion

This systematic literature review focuses on papers published from 2017 to 2022. Therefore, papers beyond the publication period will not be included. In detail, exclusion and inclusion criteria are provided as follows. (1) Papers included in this review should focus on the theme of culture-based tourism and local economic development (2) Papers are not written in English are not included paper for this review (3) Papers that are published in proceedings will also be excluded for this review (4) Unpublished or non-peer-reviewed literature will be excluded (5) Articles without full-text option will also be deleted. The process of exclusion and inclusion of the paper is based on those criteria, and it is performed by three selectors to reduce any bias and subjectivity. A paper can be included when at least two selectors support it. If it is supported by at least two selectors, then the paper will not be included.

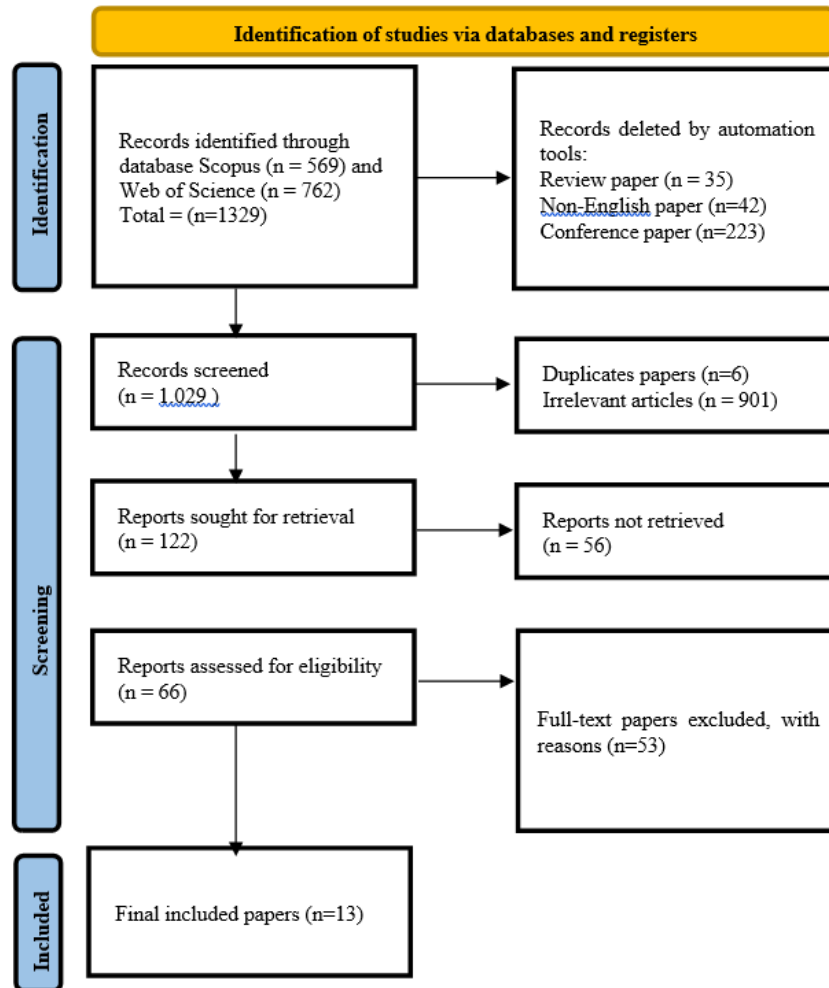


Fig. 1. PRISMA Search Strategy

2.3 Reporting Results

Based on the exclusion and inclusion criteria, the selected papers will be analyzed accordingly. The reporting procedure of this systematic review uses the standard graph formula and table, which consists of year publication, country, authors, and main findings. Furthermore, the determinant of factors supporting culture-based tourism will be provided in the table and further explained descriptively

3 Results and Discussion

The search strategy yielded a total of 1329 papers from the databases Scopus (n=569) and Web of Science (n=762) between 2017 and 2022. The search strategy follows the PRISMA flowchart (see Figure 1). As mentioned previously, this paper aims to identify factors supporting cultural-based tourism and linked with local economic development. Therefore, papers out of this scope will be deleted. The screening process involved three authors and independently reviewing the papers. The authors accessed the title and abstract for the screening of the eligible papers. Overall, most of the collected papers were diminished by the authors due to the lack of relevance to the topic of culture-based tourism and local economic development. After this first screening, we excluded 35 review papers, 42 non-English papers, and 223 conference papers.

After eliminating six duplicate papers, we found 1029 selected papers for investigation. Most of the papers failed to meet the criteria of cultural tourism and local economic development, so we eliminated 901 papers. During the selection process, we discovered two papers that did not meet the consensus and the selectors decided to exclude them. Furthermore, we also excluded 56 non-open access papers that cannot be used for detailed analysis. After an in-depth analysis of 66 existing papers, we deleted 53 review papers that did not meet the criteria and consensus among reviewers. Therefore, 13 articles were considered relevant, having met the objectives of the study, and were included in the final review. In detail, the paper for analysis is provided in Table 1.

Table 1. Final Papers for Review

NO	Authors	Year	Country	Description
1	Ramaano	2022	South Africa	Investigating cultural and heritage resources that impact tourism welfare and local communities
2	Bole et al.	2017	Slovenia	Understanding the connectivity between knowledge, culture, society, and economic and community development in Slovenia
3	Adhika & Putra	2020	Indonesia	Examining the link between tourism development and planning, and the conservation of Indonesia's cultural landscape
4	Yeniasır & Gökbulu	2018	Nicosia	Identifying perception and attitudes of local community toward cultural tourism
5	Boulhila et al.	2022	Algeria	Providing a development model of local cultural tourism through the local collaboration
6	Moric et al.	2021	Montenegro	Investigating the connectivity between cultural tourism and community engagement
7	Šťastná et al.	2020	Moravia	Understanding factors influencing the

				potential for cultural tourism affecting rural development
8	Ratanapongtra et	2020	Thailand	Recognizing the role of local identity in supporting cultural tourism in Thailand
9	Wardana et al.	2019	Indonesia	Analyzing the relationship between cultural tourism and ecotourism in supporting sustainable tourism development
10	Dychkovskyy & Ivanov	2020	Ukraine	Identifying factors in the development of cultural tourism
11	Ginting et al.	2022	Indonesia	Analyzing strategy and economic impact of cultural tourism in Indonesia
12	Li & Du	2021	China	Investigating the link between cultural tourism industry competitiveness and tourism flow
13	Syafrini	2020	Indonesia	Understanding multiethnic cultural tourism in Indonesia

3.1 The Trend of Culture-Based Tourism

The greatest number of articles (five) were published in 2020, with three in 2022, two in 2021, and only one article in 2017, 2018, and 2019 respectively. In addition, studies were conducted in 10 countries. In general, the studies in the context of Indonesia were conducted by four researchers and one paper for the following countries listed. The majority of studies in Indonesia were performed in Bali, which is well-known for culture-based tourism. From the analysis, it can be concluded that there has been a growing trend during the last five years in various countries, primarily in Indonesia

3.2 Factors Supporting Culture-Based Tourism

A total of five themes on the factors supporting cultural tourism were extracted from all of the 15 articles: (a) cultural identity, (b) local resources, (c) government, (d) economic structure, and (e) knowledge. Based on Table 2, it can be seen that a total of 9 papers mention that cultural identity plays a significant role in supporting cultural tourism (e.g., Ramaano, 2022; Adhika & Putra, 2020; Boulhila et al., 2022). In addition, the seven identified papers remarked that government support is a significant consideration for the enhancement of cultural tourism that can impact community economic development in several countries (e.g., Adhika & Putra, 2020; Moric et al., 2021; Dychkovskyy & Ivanov, 2020).

The scholars have also acknowledged the role of local resources and knowledge in supporting cultural tourism. A total of five papers noted that cultural tourism needs to consider the availability of resources, including human resources, natural resources and other supporting resources (Boulhila et al., 2022; Štastná et al., 2020). This is due to the fact that local resources are directly linked with tourism activities. Furthermore, human resources should cover knowledge and information to support cultural tourism. Since the main menu for this occasion is “cultural”, a community should realize and support the sustainability of this tourism sector (Bole et al., 2017; Ratanapongtra et al., 2020). Lastly, the scholar also

recognises the economic structure in supporting the development of cultural tourism (Šťastná et al., 2020; Ginting et al., 2022).

Table 2. Mapping the supporting factors of cultural tourism

No	Authors	Supporting Factors				
		Cultural identity	Local resources	Government	Economic structure	Knowledge
1	Ramaano	•	•			
2	Bole et al.				•	•
3	Adhika & Putra	•		•		•
4	Yeniasır & Gökbulu		•			•
5	Boulhila et al.	•	•	•		•
6	Moric et al.	•		•		
7	Šťastná et al.		•		•	
8	Ratanapongtra et	•		•		•
9	Wardana et al.	•	•			
10	Dychkovskyy & Ivanov	•		•		
11	Ginting et al.			•	•	
12	Li & Du			•		
13	Syafrini	•	•			

3.2 Cultural Tourism and Local Economic Development

Cultural tourism has been acknowledged among scholars as the motor in enhancing community welfare through local economic development. The definition of cultural tourism is almost the same between scholars (e.g., Ramaano, 2022; Ratanapongtra et al., 2020). Cultural tourism has to do with the cultural excellence and uniqueness of people, whether artificial or inherited (Dychkovskyy & Ivanov, 2020). Among the cultural heritage that serves as the source of tourist attractions, we have dances, music, customs, places, historical monuments, pictures, arts and crafts, traditional religion, traditional weddings and burials (Li & Du, 2021). Cultural tourism is one type of tourism that makes culture the main attraction (Boulhila et al., 2022). In this cultural tourism, tourists will be guided to recognize and understand the culture and wisdom of the local community (Wardana et al., 2019; Syafrini et al., 2020).

In acquaintance with the local community, visitors will be spoiled with views, historical places as well as museums, representations of local people's values and life systems, art (both performing arts and other arts), as well as culinary specialities from indigenous peoples or

local communities concerned. It is also mentioned that the success of community development is provided by elaborating on market research to meet the needs and expectations. Also, local knowledge (education) is an essential aspect of community development that is often ignored during the development process (Bole et al., 2017). The development of cultural tourism needs to consider the cultural landscape, environment, and climate to reach maximum benefit for the tourism sector and local economy (Adhika & Putra, 2020). In addition, from the previously selected papers, it is perceived that tourism has been considered essential for community development and is a great alternative that brings a positive impact on society (Yeniasır & Gökbulut, 2018).

3.2 Discussion

The tourism sector is currently undergoing very rapid changes. Among the development is cultural tourism. The tourism sector is used as a solution for the government to increase the economic growth of a region and society (Ramaano, 2022; Adhika & Putra, 2020; Boulhila et al., 2022). The development of cultural tourism to improve the economy of the community really needs to be conducted as an evaluation step and a preventive step in determining the next development step. This is because the development of cultural tourism has a multi-sectoral character of the activity. In addition, the findings remarked that the implementation of tourism development must be planned while considering other aspects, especially the economic and socio-cultural aspects of the local community.

At each stage of the development, tourism actors should be minimized as the negative impacts that will arise and are closely related to the economic and socio-cultural development of the local community. Furthermore, obtaining government revenues requires a participatory process that encourages and provides avenues for local stakeholders to increase local competitiveness to decent jobs and create sustainable economic activities (Canzanelli, 2001; Adhika & Putra, 2020; Ratanapongtra et al. (2020). Therefore, cultural tourism can be determined as the new economic source for the surrounding community. In addition, the lack of awareness of cultural tourism will negatively impact tourism growth (Boulhila et al., 2022). The analysis also showed that cultural tourism is a growing concern in Montenegro to support community welfare.

In addition to the emergence of knowledge, government support is essential to provide an excellent policy in covering business, cultural and community activities (Moric et al., 2021). The role of the government and its bureaucracy in the development of cultural tourism must indeed be in line with the vision and mission of the area concerned. This means that both bureaucratic management and whatever will be offered as part of a cultural tourism site reflect the identity and uniqueness of the area. This uniqueness must be presented elegantly to strengthen tourist attraction. Furthermore, cultural tourism should consider geographical and economic perspectives. In its development, it needs to estimate economic and non-economic benefits (Št'astná et al., 2020). Wardana et al. (2019) remarked that cultural tourism and ecotourism have a robust impact on the competitiveness of tourism in Indonesia. This indicates that cultural tourism has attracted a new concept for tourists to revisit the area.

This study also confirmed a robust relationship between cultural tourism and local economic development. The first implication for the community's economy can be seen in the increase in the income of among the members of the community, which results in the increase of

community's economic income. The first positive impact is an increase in the economy of business actors due to the increasing income. Second, the social interaction of the community is well established because the community can work together.

4 Conclusion

This paper systematically identifies factors supporting cultural tourism and local economic development using data gathered from Scopus and Web of Science-indexed articles published between 2017 and 2022. The findings indicate an upward trend in this theme in various countries and in Indonesia in particular. In addition, five factors were identified as the determinant of supporting cultural tourism, including cultural identity, local resources, government, economic structure, and knowledge. Another result of this review paper is that there is a robust link between cultural tourism and local economic development. As with other studies, this study has limitations. The databases included only focus on Scopus and Web of Science and can further be elaborated with Ebsco and ProQuest to reach wider results. The time frame of the study also can be enlarged to reach different results. However, the output of this systematic literature review is forecasted as the basis for the development of the research on this theme by exploring in more detail using a quantitative or qualitative approach

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