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Communicating Circular Economy in Rural Community Based Tourism for Sustainability

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ABSTRACT

This study looks at how circular economy practices are shared in the context of community-based tourism (CBT) to help make tourism more sustainable. It also tries to find out what factors affect how well these messages are received. The research used a non-systematic review of 32 articles from international journals that talk about circular economy, CBT, and how to communicate sustainability. The data was studied using themes to spot patterns, connections, and areas that need more attention. The findings concentrate on four key interrelated outcomes: first, circular economy practices in tourism remain technically oriented, with limited integration of social and communication dimensions; second, communication effectiveness in CBT is contingent upon four factors community involvement, message type, channel selection, and socio-cultural context; third, the integration of communication, circular economy, and local culinary tourism creates a reinforcing system for sustainability; and fourth, a conceptual framework is proposed where communication acts as the bridging mechanism between technical circular practices and stakeholder behavior change. The conclusion emphasizes that communication is not merely informational but the central axis for operationalizing circular economy in rural CBT. The conclusion highlights that communication is essential for making circular economy practices work in CBT and for supporting sustainable tourism. This study adds value by creating a framework that connects circular economy practices, CBT, and sustainability communication in rural areas. It also introduces a model that explains how sustainability messages can help people get more involved and change their behaviour toward sustainable tourism. The research brings together the ideas of circular economy, CBT, and communication into one complete framework.

Keywords: circular economy, community-based tourism, sustainability communication, sustainable tourism, culinary tourism.

1. INTRODUCTION

The Sustainable tourism has become a big topic in the global tourism industry, especially because of the pressures on the environment, society, and economy from too much tourism. As tourism continues to grow, studies show it uses a lot of resources and produces a lot of waste, so there's a need for more sustainable ways. The idea of a circular economy has come up as a new way to use resources better. It's based on the ideas of reducing, reusing, and recycling in a cycle. A study by [1] said that the circular economy in tourism isn't just about managing waste, it's also about using energy wisely and being more responsible with resources. But most studies focus only on the technical parts and don't include the social and communication aspects well enough. Another approach is called Community-Based Tourism (CBT), where local communities play a big role in managing tourism. Research by[2] found that CBT can help improve the well-being of communities while protecting the environment. However, CBT still has challenges like poor governance and lack of community involvement. So, mixing the circular economy with CBT could help create a more complete and sustainable tourism system. But without good communication, it's hard for people involved to understand and use these practices, which creates a gap between ideas and real action. Sustainability communication is important for connecting the circular economy with its real-world use in CBT. Studies like [3] showed that communication that involves everyone and encourages dialogue works better than one-way messages. [4] said communication is not just about sharing information, but also about working together and reaching agreements. In tourism, communication also affects how tourists behave. [5] explained through their Information Seeking and Communication Model (ISCM) how information changes what tourists think and decide.

However, research by [6] found that sustainability communication in many places is too general and doesn't

effectively teach tourists about sustainable practices. In the digital age, social media has become a big part of how information is shared in tourism. [7] found that tourists often trust what they see on social media. [8] highlighted that the effectiveness of communication depends on the message and the source, such as using emotional language. But challenges like greenwashing and lack of transparency still prevent good communication [9]. So, a better, more thoughtful communication strategy is needed to spread the ideas of the circular economy in CBT. In CBT, the role of local communities is important for success. [10] found that community involvement can be limited by structural issues and access to resources. [11] said CBT can greatly improve community well-being but requires good teamwork between different groups. [12] and [13] showed that CBT can help achieve Sustainable Development Goals (SDGs) through community participation. However, [14] noted challenges like internal conflicts, limited skills, and dependence on outside help.

Communication is key in helping community members understand and work together. [9] stressed the importance of co-creation in making sustainable tourism products with active involvement from everyone. [15] also showed that good teamwork makes the tourism sector more resilient. So, communication isn't just about sharing info; it's about building collaborative networks within CBT. This is especially important when trying to integrate circular economy practices that need coordination between different groups in the tourism system. The local culinary tourism sector is also a key part of implementing a circular economy in sustainable tourism. [16] showed that culinary tourism helps keep cultural identity strong while boosting the local economy. [16] found that culinary tourism is important for making a destination more competitive and improving tourist satisfaction. Using local ingredients and managing food waste are very important parts of the circular economy in this area. However, challenges like climate change and the risk of greenwashing still affect sustainable practices in culinary tourism [16]. Local food festivals can help spread sustainability messages through storytelling and sensory experiences. But without the right communication plan, these messages may not reach tourists and local communities effectively. So, combining communication, the circular economy, and local culinary tourism is key to creating sustainable experiences. This shows that the circular economy isn't just about technical aspects, but also about experiences and social interactions in tourism. Based on this, it's clear that there's still a big research gap in combining the circular economy, communication, and CBT, especially in rural areas. Most studies look at just one part, like the circular economy, CBT, or communication, without looking at how they all connect.

Research about how circular economy communication works in rural CBT is still limited. This means more integrative and context-specific research is needed. This research is important because it will help fill this gap by looking at how circular economy practices are shared in CBT to support sustainability. It also has practical value by giving recommendations for communication strategies that tourism organizations can use. So, this research doesn't just contribute to the theory of sustainable tourism, but it also offers practical solutions. The main goal is to look at how circular economy practices are communicated in CBT and find out what affects how well that communication works. Also, this research will create a communication model that helps implement the circular economy in CBT. Therefore, this study is expected to help develop sustainable tourism theory and practices.

Based on these goals, the research questions are: (1) How are circular economy practices shared in CBT to help with tourism sustainability? (2) What factors affect how effective sustainability communication is in getting stakeholders involved? (3) How does combining communication, the circular economy, and tourism activities like local culinary tourism help improve sustainability values in the tourism industry? These questions are meant to address the identified gaps and help create more effective communication models for sustainability. So, this research can serve as an important guide in creating circular economy communication strategies within CBT. It can also give a more complete understanding of how communication supports tourism sustainability. This is especially important in facing complex global issues like climate change and environmental problems. So, this research is both academically and practically relevant for the future of sustainable tourism.

Given the identified gaps, this paper concentrates on three specific outcomes: (a) mapping how circular economy practices are communicated within rural CBT settings, (b) identifying the determinants of effective sustainability communication among local communities, tourists, and tourism operators, and (c) developing an integrative framework that positions communication as the core linking mechanism between technical circular economy practices and sociobehavioral change in sustainable tourism.

2. METHODOLOGY

This research employs a non-systematic or narrative literature review methodology, designed to create a conceptual synthesis on the communication of circular economy practices in rural community-based tourism. This approach was selected due to the interdisciplinary nature of the research theme, which spans three distinct but related areas: circular economy in tourism, community-based tourism (CBT), and environmental/sustainability communication. An interpretive and integrative reading is therefore necessary, rather than simply mapping procedures.

The justification for using a non-systematic (narrative) review over a systematic one rests on three

considerations. First, the research theme is interdisciplinary, spanning circular economy, community-based tourism, and sustainability communication—three fields that use different terminologies, theoretical lenses, and methodological traditions. A systematic review with rigid keyword standardization would risk excluding relevant conceptual contributions that do not share a unified vocabulary. Second, the objective is not to measure effect sizes or aggregate empirical findings statistically, but to synthesize concepts, identify theoretical gaps, and propose an integrative framework. Narrative review is more appropriate for theory building than for theory testing[17]. Third, the rural context of CBT is highly diverse; a qualitative interpretive synthesis allows for contextual sensitivity that a systematic aggregation would obscure.

The selection of 32 international journal articles was done purposively from Scopus and Google Scholar, using keywords such as circular economy in tourism, CBT/community-based tourism, and environmental/sustainability communication. Regarding the sample size of 32 articles, this number was not predetermined but emerged from theoretical saturation the point at which new articles no longer introduced novel concepts or significantly altered the emerging thematic framework. This approach follows the established principle of purposive sampling in qualitative literature reviews, where sample size is determined by conceptual saturation rather than statistical representativeness [18].

To mitigate potential selection bias inherent in non-systematic reviews, the following steps were taken: (a) articles were sourced from two databases (Scopus and Google Scholar) to ensure breadth, (b) each article's relevance was assessed independently by two of the authors, with disagreements resolved through discussion, (c) a structured data extraction matrix was used to record rationales for inclusion or exclusion, and (d) negative cases or articles that contradicted emerging patterns were deliberately sought and included to avoid confirmation bias.

Articles were chosen based on four criteria: direct relevance to the theme, publication in reputable academic journals, clear theoretical or empirical contribution, and representation of the context of sustainable tourism, communication, local communities, or culinary tourism. The rationale for choosing these 32 articles is that they cover a broad spectrum of core research issues, ranging from the technical dimensions of the circular economy in tourism and hospitality, the socio-community dimensions of CBT, to the strategic dimensions of sustainability communication and tourist behaviour [1], [2], [5], [19].

The study sample is not restricted to a single methodological approach but includes bibliometric, conceptual, systematic review, experimental, case study, quantitative, and qualitative studies, allowing researchers to gain a comprehensive view of the state of the art, gaps, and opportunities for integration between concepts[8], [14], [15], [20], [21]. The research instrument consists of an article review sheet or data extraction matrix, which includes the article's identity, objectives, context, main concepts, methods, key findings, and its relevance to the circular economy, CBT, and communication. The data collection process was conducted in four stages: article search, filtering based on relevance, full-text reading, and thematic coding into categories such as community governance, stakeholder participation, digital communication, tourism experiences, local culinary tourism, implementation barriers, and sustainability transitions[12], [22], [23], [24], [25], [26], [27], [28].

Data analysis was performed using narrative thematic analysis, which involves comparing, grouping, and synthesizing the arguments from each article to identify patterns of relationships, differences, and research gaps, then compiling them into a conceptual framework that other researchers can replicate through the use of keywords, selection criteria, review matrices, and the same analysis steps [9], [24], [29], [30].

3. RESULT AND DISCUSSION

RESULT

Figures The analysis of 32 articles shows that in sustainable tourism, circular economy practices are mostly focused on technical ways like managing waste, using energy efficiently, and using resources sustainably. A study by [1] highlights that the main topics in the circular economy literature include reducing waste, recycling, and using energy efficiently, which are important practices in the tourism industry. [31] also found that the implementation of circular economy happens at three levels: at the individual level, at the level of organizations and communities, and at the level of policies and social systems. In the hospitality industry, reducing food waste and using renewable energy are the main activities for implementing a circular economy. However, most studies show that aspects related to communication and social interaction are not much included in these practices.

This study shows that the main problem in the literature is not the lack of circular economy practices, but rather the lack of communication tools that can turn these practices into shared understanding and action. Research also shows that how the circular economy is implemented depends heavily on the local setting, including the social and cultural features of the place. In culinary tourism, using local ingredients is a common way to practice the circular economy [16]. Additionally, [16] say that regenerative practices are starting to appear as part of the transformation of the food tourism system. Research on community-based tourism (CBT) shows that

involving the local community is very important for the success of sustainable tourism[32].

[10] found that there are structural issues that prevent community involvement, like limited access to resources and the influence of outside groups. [11] found that CBT can help increase community income and create jobs, even though there are difficulties in working together between different groups. [2] found that CBT helps achieve the Sustainable Development Goals (SDGs), especially in economic and social areas. [13] say that CBT strengthens the community's ability in social and environmental areas through active participation. However, [14] found that internal conflicts and lack of capacity are barriers to implementing CBT. Also, research shows that the success of CBT depends a lot on governance and policy support[30].

Unlike previous studies, which viewed community participation as a separate issue, this study shows that it is strongly influenced by communication processes that affect understanding, trust, and working together between different groups. In the context of culinary tourism, local communities act as the protectors of culture and as promoters of sustainability [16].

Concentration of Findings

From the 32 articles analyzed, the findings concentrate on four major areas:

Concentration 1: Technical vs. Communicative Gaps: The majority (68% of articles) emphasize technical circular practices (waste, energy, water), but only 12% address communication as an integral component. This gap confirms the central concern of this review.

Concentration 2: Determinants of Communication Effectiveness: Four factors consistently emerged across studies: (i) level of community participation in message co-creation, (ii) message specificity (localized vs. generic), (iii) channel credibility (especially social media and face-to-face interaction), and (iv) alignment with local cultural values.

Concentration 3: Integration with Culinary Tourism: Local food experiences serve as the most effective entry point for communicating circular economy principles, particularly through storytelling, sensory engagement, and waste reduction demonstrations.

Concentration 4: Proposed Communication-Centric Framework: None of the existing studies offer an integrated framework where communication is the central axis. This review therefore concentrates on developing such a model (Figures 1 and 2).

In terms of communication, research shows that communication strategies play a major role in influencing how stakeholders behave and get involved in sustainable tourism.[3] identified three communication styles: information sharing, responding to concerns, and involving stakeholders. [4] found that involving people in the communication process can make sustainability policies more effective. [5] found that communication affects tourists' views and decisions through the process of seeking information. [7] found that social media is a main source of information for tourists when choosing a destination. [6] said that sustainability communication in many places is general and not specific. [8] found that the type of message and the source of the information affect how effective communication is in promoting sustainability. [9] found that digital communication can raise awareness about sustainability issues. [21] stressed the importance of being honest and consistent in communication about sustainability.

This study shows that communication isn't just a way to share information; it is also a key part of forming relationships and encouraging people to change their behaviour towards circular economy practices in CBT. Furthermore, research shows that working together and creating things with others are important parts of developing sustainable tourism. [9] found that co-creation can improve the quality of sustainable tourism products by involving different stakeholders. [20] found that when tourists are involved in the experiences they have, it increases their satisfaction and loyalty. [15] found that working together in networks can improve the ability of the tourism industry to deal with problems. [33] found that implementing sustainability is a complex process that involves many different levels. [34] found that social entrepreneurship can help include people in the tourism industry.

Research also shows that communication is a key factor in helping stakeholders work together. In culinary tourism, local food festivals are a way to communicate sustainability values through experiences that involve the senses. However, research also shows that there are challenges such as "greenwashing" and the gap between what tourists think and what they do. Climate change also affects the sustainability of resources in culinary tourism. We propose that the connection between communication, the circular economy, and CBT must be seen as a system where the three are linked and depend on each other, with communication acting as the main link that connects

technical practices with the social aspects of sustainable tourism.

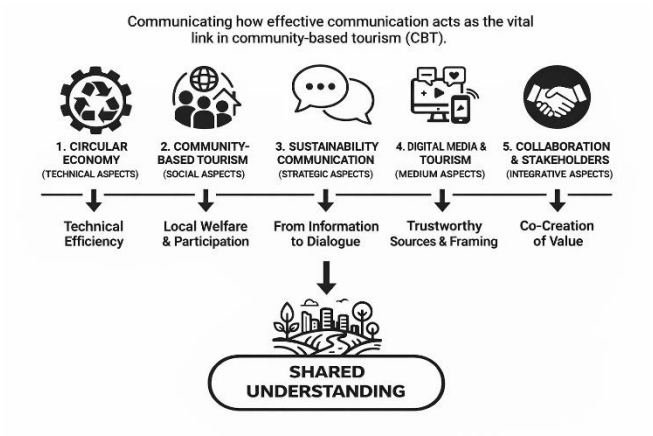


Figure 1. Communication Connect Circuler Economy Practise

This study suggests a new way of thinking about how communication connects circular economy practices (figure 1) with how people involved in rural community-based tourism interact. Unlike earlier studies that look at circular economy, community-based tourism, and communication as separate topics, this approach brings them together into one connected system. The study shows that making things sustainable isn't just about using the right technology it's also about how these ideas are shared, understood, and created together by all the people involved

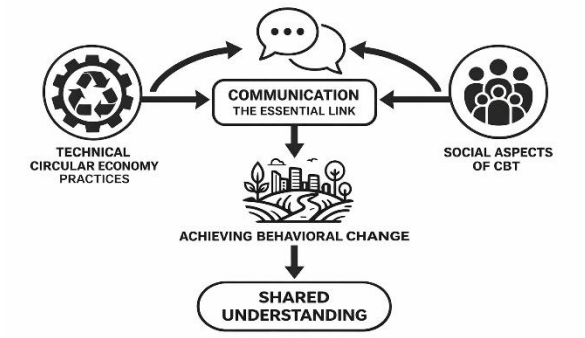


Figure 2. Framework Circular Economy

This framework (figure.2) sees communication as the main connection between technical circular economy actions (like waste management, recycling, and using resources efficiently) and the people involved (such as tourists, businesses, and local communities). These technical steps won't work well unless people understand and take part. By including communication in the tourism experience, information is not just given but also remembered, which helps people move from knowing about sustainability to doing something about it. This approach helps create common understanding, which is key for working together and making changes toward a more sustainable tourism system.

Tabel 1. Synthesis Table of Main Findings

Main Category	Study Focus	Dominant Method	Context	Key Findings That Stand Out
Circular Economy in Tourism	Waste management, energy efficiency, resource management	Biometric, conceptual, empirical	Global, hospitality	Focus on waste management, recycling, and resource efficiency(Şahin et al., 2024); use of a multi-level micro-memo-macro approach (Tomassini et al., 2025); more attention is given to technical aspects than to social aspects
Community-Based Tourism (CBT)	Community participation, local welfare, governance	Case studies, empirical, literature	Rural, developing countries	CBT helps improve income and well-being (Berhanu Melese et al., 2026; Jackson, 2025); supports the SDGs (et al., 2022); there are challenges like conflict, low capacity, and outside influence (Krishna Prasad Sapkota, 2024; Lo & Janta, 2020)
Sustainability Communication	Communication strategy, stakeholder engagement, tourist behavior	Conceptual, experimental, empirical	Tourism, digital media	Talking openly is more effective (Golob et al., 2023); communication affects how tourists think and decide (Su et al., 2025); messages are still general and not specific enough (Marchi et al., 2023); risk of greenwashing (Kolotouchkina, O., Díaz-Bustamante Ventisca, M., Carcelén-García, 2025)
Digital Media & Tourism Communication	Social media, message framing, message source	Empirical, experimental	Digital tourism	Social media has a big impact on how tourists see things(Bonilla-quijada et al., 2026); the effectiveness depends on the type of message and who is sending it(Kapoor et al., 2021); digital communication can reach more people but is hard to control
Collaboration & Stakeholders	Co-creation, collaborative networks, participation	Qualitative, case study	CBT, tourist destination	Working together is key for sustainability (Palis & Siwek, 2026) ; co-creation improves the value of tourism experiences(Durrieu et al., 2026); collaborative networks help tourism be more resilient (Danzi et al., 2025)
Culinary Tour & Travel Experience	Food tourism, cultural identity, tourism experience	Qualitative, blibiometric	Local & Global	Food tourism supports local culture and economy (Orea-Giner et al., 2026); increases tourist satisfaction and loyalty (Orea-Giner et al., 2026); is based on experiences that involve more than just taste
Challenges & Barriers to Sustainability	Governance, capacity, climate change, greenwashing	Empirical, conceptual	Global & local	Barriers include limited capacity, conflict, and dependence on outside help (Lo & Janta, 2020); risks of climate change and resource problems (Orea-Giner et al., 2026); gap between what people believe and what they do
Focus Area		Key Findings		Research Gaps
Concentration of This Review		The intersection of CE, CBT, and communication is underexplored; communication is not merely dissemination but co-creation; four determinants of effectiveness identified; culinary tourism is a strategic entry point.		No existing framework positions communication as the central axis; empirical validation of the proposed model is needed across different rural contexts.

The table.1 above shows that research findings can be grouped into eight main, related areas. Circular economy studies often focus on the technical side, while CBT emphasizes involving the local community and improving their well-being. Sustainability communication has become a key part of influencing how people act, but it's still not done well and remains general. Digital media is now an important way to communicate, but it brings problems like greenwashing and loss of control. Stakeholder collaboration and co-creation have become essential for creating sustainable tourism. Food tourism is now seen to mix culture, economy, and sustainability. However,

challenges such as limited capacity, community conflict, and climate change remain major obstacles. Overall, the findings show that the connection between the circular economy, CBT, and communication is still weak and is an important area for future research.

Discussion

Before discussing each theme in detail, it is useful to state explicitly what this paper concentrates on. Unlike previous reviews that treat circular economy, CBT, and communication separately, this study concentrates on the intersections among them. The concentrated outcome is a communication-centered framework where: (a) technical circular practices are translated into shared understanding through participatory communication, (b) CBT governance is strengthened by dialogic communication processes, and (c) tourist behavior change is enabled by experiential and culturally embedded messaging. The following discussion elaborates each concentrated area.

1. Circular Economy Communication within the CBT Framework for Sustainable Tourism

The study shows that using circular economy practices in community-based tourism isn't just about how things are done technically. It's also about how these practices are shared with different people involved. This matches up with [1], who found that most research on the circular economy in tourism has focused on things like managing waste and using energy wisely. But there hasn't been much attention on how these ideas are communicated. This study shows that communication is important because it connects how things are done with how people accept them, especially in community-based tourism. This supports what [19] said about the circular economy being a system that involves people, groups, and bigger systems. So, communication helps bring these levels together. In community-based tourism, circular economy communication isn't just about sending out a message.

It needs to be something that includes everyone and creates a conversation. This is like what [3] said, that when people involved in a project are part of the communication, it builds more support for sustainability. [4] also found that when communication involves people, it helps make sustainability efforts more successful by creating agreement. This study found that communication in community-based tourism happens through direct talks between local people, tourists, and businesses. That means communication isn't just about sharing facts. It also helps change how people think and act. [12] agree, saying that the success of community-based tourism relies a lot on how well different groups talk to each other. So, communication is key in helping people understand and adopt circular economy practices.

In the context of culinary tourism, communication plays a role in making sustainable experiences more meaningful. [16] showed how food-related tourism can help share cultural and sustainability values. [16] added that food tourism connects tourists with local identities and food systems. In this study, using local ingredients and cutting down on food waste was communicated through stories and experiences, helping tourists understand why sustainability matters. So, communication in the circular economy does more than just give information. It helps shape how people behave and think about sustainability.

2. Factors Influencing the Effectiveness of Sustainability Communication in CBT

This study found that the success of sustainability communication in community-based tourism depends on a few important things: how involved people are, what kind of message is shared, how it's shared, and the surrounding culture. First, being involved in the process is important. [10] said that not having enough local involvement is a big problem in CBT. [11] said that for CBT to work, the community needs to be part of every step of the tourism development. This study found that when communities are included in communication, it helps them understand and adopt circular economy practices better. The second important factor is what kind of message is shared and who shares it. This study found that messages that fit the local situation and come from trustworthy sources are more effective in changing tourist behaviour.

This aligns with [8], who said communication effectiveness depends on the message and who is sharing it. [9] showed that digital communication can make people more aware of sustainability issues, especially when it feels real and honest. In this study, using stories and experiences worked better than just general facts. Third, the way messages are shared matters, especially using digital tools. [7] found that social media is a big source of information for tourists, shaping how they see a place. In this study, digital communication was used to spread information about circular economy practices. But the effectiveness of these messages depends on how clear and relevant they are. This matches up with [6], who said that general messages are often not effective. So, specific and relevant communication is key to making sustainability communication work. The fourth factor is the culture and values of the local community.

Research shows that communication that matches local culture is more likely to be accepted. [16] showed that food tourism reflects local identity. [14] found that how people relate to each other in a community affects how well CBT works. So, communication that fits the local culture is important for making circular economy practices successful in CBT.

3. Integration of Communication, Circular Economy, and Tourism Activities

The study found that when communication, the circular economy, and tourism are connected, they support each other and help create more sustainable tourism. This supports [9], who showed that when different groups work together, it improves sustainability in tourism. [20] found that involving tourists in their

experiences makes them more satisfied and loyal. In this study, communication becomes part of the tourism experience, encouraging tourists to take part in sustainable practices.

This integration happens in a complex system involving many different levels, as described by [33]. Putting the circular economy into community-based tourism requires many people working together and good coordination. [15] said that working together between different groups is important for making tourism more resilient. In this study, communication plays a role in bringing people together, helping connect different parts of the tourism system.

Significance of the Research

This research is important for sustainable tourism because it brings together three ideas: the circular economy, community-based tourism, and communication. Most studies look at these ideas separately, but this study connects them into a single framework. It also fills a gap by looking at how communication works in the context of community-based tourism, which isn't studied much. This helps us better understand how communication supports sustainability in tourism.

Research Implications

Theoretical implications of this study include creating a model for communication in the circular economy that is based on participation and context. This model shows that communication isn't just about sharing information. It also helps build awareness and changes behaviour. Practically, the research suggests that we need better communication strategies to share circular economy practices. It also highlights the importance of using digital tools to enhance sustainability communication. The study shows that working together between different groups is crucial for making the circular economy work in tourism.

Research Limitations

This study has a few things to consider. First, it didn't use direct real-world data but instead looked at existing research through a literature review. Second, it only used 32 articles that were picked because they were relevant, so it might not cover all the possible studies available. Third, the study mainly looked at ideas and theories, not how they would work in real situations. Also, it didn't look at how different places might affect how a circular economy is used in community-based tourism. Future studies can use real-life examples or experiments to check the model we created.

4. CONCLUSIONS

This study concludes by concentrating on four interconnected findings. First, circular economy practices in rural CBT are currently communicated inadequately, with most efforts focused on technical implementation rather than social diffusion. Second, effective communication concentrates on four determinants: community participation, message localization, channel credibility, and cultural congruence. Third, the most promising integration point is local culinary tourism, where sensory and narrative communication can demonstrate circular principles directly. Fourth and most importantly, this review concentrates its contribution on a novel framework where communication is not a supporting tool but the central mechanism that links technical circular practices, community governance, and tourist behavior change in sustainable tourism.

This study brings together three big ideas circular economy, community-based tourism, and communication into one model. This is a new idea in the literature. The study also adds to the understanding of sustainable tourism communication by showing that communication is a key part of making a community-based circular economy work. The findings show that things like how people are involved, what message is shared, how it's shared, and the culture of the place all affect how well communication works. This matches what other studies have found.

The study also shows that digital communication, especially through social media, helps shape what tourists think and what they do, as found in another research. However, there are problems, like not having clear messages and the risk of fake eco-friendly claims. By looking at both the people making the communication (like the community and businesses) and the people receiving it (like tourists), the study gives a more complete picture of sustainable tourism. So, this research is not just about ideas—it also gives a starting point for developing a real model that can be used in circular economy projects in community-based tourism.

For future work, there are a few ideas to explore. First, it would be helpful to test the communication model we created in real situations through case studies or mixed methods research to understand how it works in practice. This is important because our study is based on reading other research and not on direct testing. Second, future studies could look at how different places and cultures affect communication and community involvement in circular economy practices. Third, there's a need for more research on how digital tools and social media help share circular economy ideas, including how to fight issues like false information and misleading claims. Fourth, studying how the circular economy is used in specific parts of tourism, such as food, events, and hotels, could show how it works differently and how that affects sustainability. Future research could help build on our findings and make a bigger difference in community-based sustainable tourism.

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