

## Systematic Literature Review: “Business Models Proposed for Integrating Natural Heritage Values into Sustainable Tourism for Economic Development using Campbell Collaboration Approach”

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### KEYWORDS

Development and Sustainable Tourism, Natural Heritage, Sustainable, Systematic Literature Review.

### ABSTRACT

This research study proposes a systematic literature assessment, using the Campbell Collaboration methodology, to evaluate business models intended for integrating natural heritage assets into sustainable tourism for economic progress. Natural heritage, that consist of ecosystems, geological formations, and cultural landscapes, is progressively recognized as a critical asset for tourism terminuses, nurturing economic rewards and preservation inventiveness. However, reconciling economic development with environmental and cultural conservation endures to posture a substantial problem. The analysis combines evidence from numerous models, together with community-based tourism, public-private partnerships, and conservation finance approaches namely eco-taxes and Payment for Ecosystem Services. The results specify that community-based tourism boosts local communities and promotes a feeling of ownership; moreover, it imposes important investment in capacity building and training to adjust its efficiency. Both the public and private partnerships enable the growth of tourism infrastructure while accomplishing conservation ideas; still, their usefulness depends on strong governance and well-defined governing circumstances. Advanced conservation financing options deliver additional cash for preservation initiatives; yet they require robust institutional backing to guarantee equal advantages. Technological innovations, such Geographic Information Systems (GIS) and augmented reality (AR), are examined as means to improve tourist experiences and mitigate environmental effect; nevertheless, cost and accessibility challenges must be resolved for broad use. The assessment underscores that successful business models must incorporate cultural and ecological preservation comprehensively, adjust to evolving circumstances, and promote collaboration among stakeholders. The study's findings offer a basis for politicians, tourism developers, and conservationists to formulate policies that leverage natural heritage for sustainable economic development while preserving environmental and cultural resources. This research enhances sustainable tourism practices in heritage-rich areas such as Misfat Al Abriyeen in the Sultanate of Oman by tackling identified difficulties and utilizing potential.

## 1. Introduction

Natural heritage values, including varied ecosystems, geological structures, and distinctive landscapes, are essential assets that greatly enhance the attractiveness and sustainability of tourism destinations (Costanza et al., 2014). Utilising these natural resources to foster economic development while safeguarding environmental and cultural integrity has emerged as a crucial objective in tourism management and policy (Hall, 2011). When efficiently managed, sustainable tourism increases visitor experiences while promoting local economic growth, job creation, and environmental stewardship (Honey, 2008). Recently, the incorporation of natural heritage values into tourism has catalysed the creation of diverse business models designed to reconcile economic and ecological alarms (Weaver, 2011). These methods emphasize the inevitability for new tactics that engage local people, attract commercial investments, and assurance the long-term conservation of natural resources (Goodwin, 2008). There is a pressing requirement for a thorough assessment of these business models to determine their effectiveness and the circumstances that subsidise to their success or failure (Spenceley, 2012).

This research work does a systematic literature investigation following the Campbell Collaboration Strategies to explore and measure the business models recommended for incorporating natural heritage assets into sustainable tourism. The Campbell Collaboration, recognised for its rigorous and clear procedure, is especially adept at synthesising information from a wide array of inquiries (Campbell Collaboration, 2021). This method seeks to carry a complete and impartial estimation of the current literature, discern principal themes, and underscore evidence-based practices that adoptive economic development while preservation natural heritage (Gough, Oliver, & Thomas, 2017). The systematic review scrutinises essential enquiries, including: What are the prevalent features of effective business models for justifiable tourism? How can these models resolve economic incentives with environmental protection? What complications and potentials are linked with their implementation? This study intends to deliver insights to policymakers, tourism developers, and conservationists regarding successful techniques for incorporating natural heritage into tourism, henceforth fostering sustainable economic development and environmental resilience (Berkes, 2012).

## **2. Literature Review**

The study has reviewed detailed literature review relating to the topic “Business Models Proposed for Integrating Natural Heritage Values into Sustainable Tourism for Economic Development in Sultanate of Oman with Special Reference to Misfat Al Abriyeen,” using the Campbell Collaboration approach. The Sultanate of Oman, possess ridiculously huge natural heritage and exclusive cultural landscapes, has progressively focused on sustainable tourism as a strategy for economic growth. Misfat Al Abriyeen, a heritage village in the Al Hamra region, helps as a major illustration of integrating natural and cultural values into tourism to aid the local economy and preserve traditional practices. This systematic literature review, using the Campbell Collaboration approach, synthesizes prevailing research on business models proposed for sustainable tourism development in Oman, with a special focus on community-based models, public-private partnerships, and conservation financing. Community-based tourism is an essential theme in the literature on Misfat Al Abriyeen. Scholarly articles highlight that engaging local communities in tourism development is crucial for both economic sustainability and cultural preservation (Goodwin, 2008). Community based tourism in Misfat Al Abriyeen has been influential in empowering residents by providing them with a stake in tourism events, from functioning hotels to offer guided heritage tours (Rumpa Mitra, 2021). Different models confirms that revenue created from tourism remains within the community, fostering a sense of ownership and incentivizing conservation efforts (Scheyvens, 2002). Moreover, the study also pinpoints various challenges. limited training and knowledge about sustainable tourism practices can delay the potentials of Community based tourism incidents (Aref and Redzuan 2009). Continuous education and capacity-building programs are mandatory to improve community members' skills and increase the effectiveness of tourism operations in Sultanate of Oman (Barkauskas, Barkauskienė, & Jashinskys, 2015).

Tourism destination and natural heritage plays on a vital role in tourist’s assessment, it means visiting places attractiveness, and sightseeing, images, and satisfaction of a particular destination etc. Based on their research work (Krishna Murthy et al 2023) tourist must visit more times for the place in Sultanate of Oman. Public and private amalgamations have been projected a remedy to address infrastructure and resource limitations in heritage tourism sites like Misfat Al Abriyeen. The Ministry of Tourism in Oman has aligned with private companies to progress sustainable tourism infrastructure while protective the cultural and natural integrity of the site (Upadhya, 2017). The same amalgamation helps to invest in critical services, namely eco-friendly accommodations and different tourist’s visitor accommodating and ensuring that conservation procedures are strictly followed (Archiam, 2016). Though, the literature recommends that effective governance and clear regulatory frameworks are not easy to for successful amalgamation of public and private (Hall, 2011). Disorder of objectives among the public and private sectors could help to manage conflicts, especially when economic interests overshadow environmental concerns (Rogelio & Costa, 2019).

One of the essential elements in protecting the natural heritage of Misfat Al Abriyeen is financial factor that are incredible for sustaining tourism development when preserving natural heritage. One of the broadly discussed models is to include eco-taxes and conservation fees levied on tourists, which are invested into environmental protection and heritage preservation (Spenceley, 2012). It is finance that support the protection of natural heritage to manage waste management systems and the restoration of historic structures in Misfat Al Abriyeen in Sultanate of Oman (Rehman, 2020). One more promising approach is Payment for Ecosystem Services, where stakeholders, such as tourists and companies, compensate for the benefits derived from ecology services. Payment eco system can provide a reliable source of funding for conservation while aligning economic incentives with environmental protection (Fei et al 2023). Thus, employing these mechanisms involves strong institutional support and apparatuses to safeguard fair distribution of benefits among local communities (Policarpio Flores & Costa, 2019).

Cultural custom is vital to the tourism demand of Misfat Al Abriyeen. Traditional design of the traditional agricultural practices, and cultural festivals appeal visitors looking for reliable experiences (Henderson, 2009). Tourism creativities in Misfat Al Abriyeen have magnificently combined cultural heritage with modern tourism, forming an exclusive value plan (The Oman Observer 2013). Attentiveness that commercialization can threaten the genuineness of cultural experiences if not accomplished carefully. Balancing tourism development with the preservation of cultural values remains a critical challenge (Knox and Hannam 2005). The practise of technology in sustainable tourism is an evolving range of attention. Digital tools, viz., Geographic Information Systems are being used to accomplish visitor flows and display the environmental influence of tourism in heritage sites like Misfat Al Abriyeen (Cohen et al., 2019). Additionally, augmented reality applications ensure the tourists involvement by supporting interactive and informative tours without instigating physical strain on the spot (Beck et al., 2019). Pioneering approaches suggest various prospects to expand tourism sustainably, but excessive cost is the major factor that affect the execution of maintenance that could be prohibitive, certainly for small societies. Policymakers require to measure the cost effective of technological investments to approve long-term sustainability (Bandyopadhyay et al., 2014).

Heritage villages namely Misfat Al Abriyeen have become significant to Oman's tourism approach, presenting tourists a sign into the traditional Omani way of life. Heritage tourism not only ropes the preservation of cultural sites but also arouses the local economy by appealing culturally motivated tourists (Soumyen Bandyopadhyay et al 2014). The architectural significance of mu brick houses and traditional irrigation systems in Misfat Al Abriyeen enhances to the village's appeal. Nevertheless, the researchers warn of the dangers of overtourism, which can corrode the cultural values that tourism purposes to celebrate (Soumyen Bandyopadhyay et al. 2014). Bridging cultural heritage with ecological conservation is a design explored by Archiam 2016), debating integrating these activities that are key for the long-term sustainability of tourism in places namely Misfat Al Abriyeen. This method facilitates the natural and cultural assets which are preserved, creating a full tourists practise. Appreciation by UNESCOs on heritage villages, as emphasized in the case of Bizzaro (2020), moreover accentuates the global standing of such conservation efforts. However, managing the association among cultural and ecological values remains complex, requiring balanced approaches.

Active tourism governance is critical for the sustainable development of heritage sites (Upadhyya 2017). In the context of Oman, strategic guidelines are required to adjust tourism activities and guard natural heritage. The Ministry of Tourism has executed various guidelines, such as partitioning and visitor limits, to alleviate ecological degradation (Chambers, 2009). Thus, there are trials with which strategies are not always imposed constantly, leading to encounters in maintaining site honesty. Research activity conducted by Ritchie and Crouch (2003) assess the socio-economic advantage of tourism in natural heritage places, such as improved employment opportunities and enhancing income opportunities. In Misfat Al Abriyeen, tourism has been accredited with revitalizing local crafts and agriculture, as more tourists are interested in buying local products and experiencing traditional

farming practices (Policarpio Flores & Costa, 2019). However, there is a risk that over-reliance on tourism can make the local economy vulnerable to external shocks, such as a sudden drop in visitor numbers due to global crises.

Evolving sustainable infrastructure is crucial for protecting natural heritage spots from the negative impacts of tourism. Eco-friendly structure, such as waste management systems and renewable energy installations, can reduce the environmental mark of tourism (Barkauskas et al. (2015). The government and private sector in Oman have made strides in implementing sustainable practices in Misfat Al Abriyeen, though Bandyopadhyay et al. (2014) note that more investments are needed to scale these efforts effectively. Sharmiladevi and Rameshraj (2017) highlights the significance of tourists' satisfaction in heritage tourism. The study also depicts the factors that influence visitor experiences, such as the guide quality of tourism, the availability of huge services, and the authenticity of cultural encounters. In Misfat Al Abriyeens's tourists' opinion usually explores the village's scenic beauty and cultural richness. However, challenges like limited parking and overcrowding during peak seasons can detract from the overall experience (Oman Observer, 2013).

Conservation of traditional lifestyles is one more test explored by Byrne (2008) which is a part of innovative creativities. There is constantly a risk in the tourism of Misfat Al Abriyeen, that conversion could weaken traditional practices. Innovation of latest services, which are required for tourist convenience, can occasionally clash with the village's old character. This pressure needs careful planning and community engagement to confirm that tourism growth does not cooperate cultural heritage (Hannam & Knox, 2005). Community contribution is often cited as a cornerstone of successful heritage tourism methodologies. Empowering local communities to have a say in tourism planning leads to high sustainable outcomes (Aref and Redzuan 2009). In Misfat Al Abriyeen, societal and community-based activities, such as traditional craft workshops and cultural festivals, got significant attractions. Nevertheless, genuine empowerment goes beyond economic advantage, it also involves giving locals a voice in decision-making processes (Scheyvens 2002)

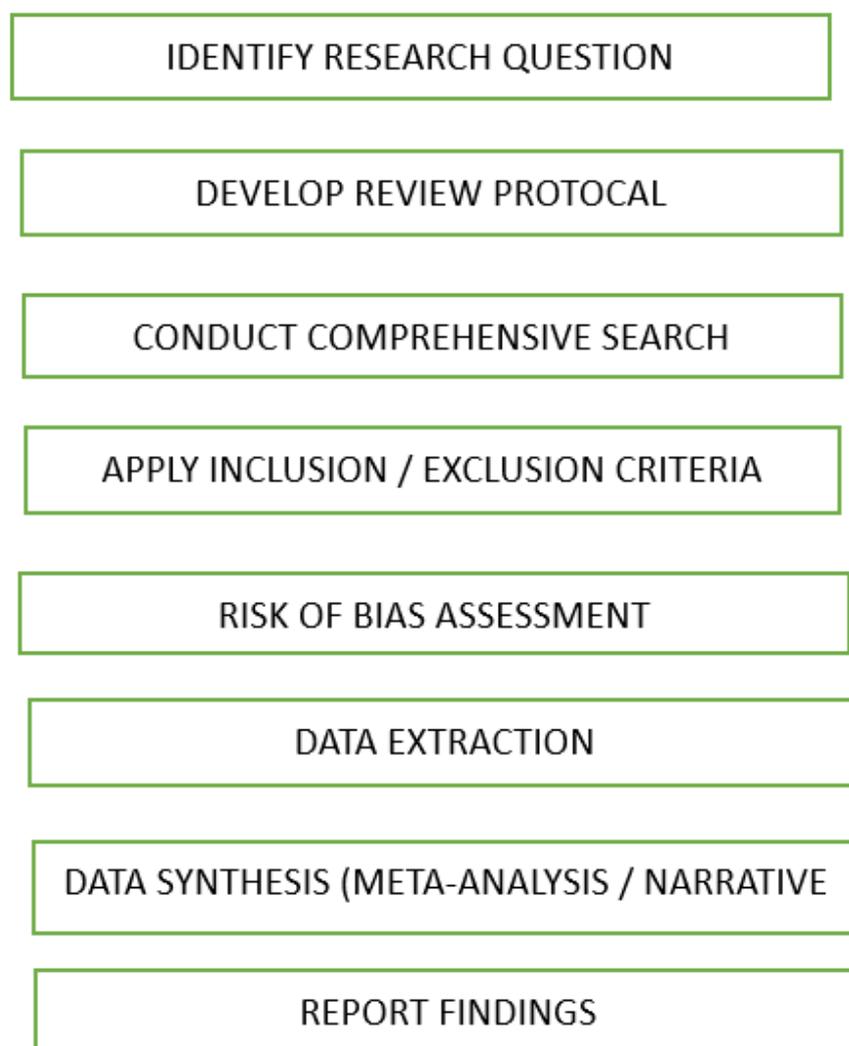
Booming out a broad examination with the help of ecology confirms a substantial action for understanding the possible adversative effects of tourism on natural heritage positions. Cohen et al. (2019) explore through the valuation could support to find and alleviate environmental risks before tourism projects are applied. In Sultanate of Oman, the reviews have showed more often but their usefulness is rarely questioned due to restricted follow-up and execution (Rehman, 2020). In Misfat Al Abriyeen, the studies have been conducted for assessing and managing waste and conserve water possessions. The future of natural heritage tourism in Misfat Al Abriyeen depend on adaptive management approaches that could answer emerging contests. Climate change has an impact on tourism patterns and demand new conservation approaches (Bizzaro 2020). Moreover, innovations in online technology namely virtual heritage tours, offer innovative ways to involve innovative ideas to engage tourists while reducing conservational stress. It is also significant to have series of amalgamations among government consultancies, private sector stakeholders, and local communities will be having crucial and potential elements of sustainable tourism in the region (Upadhya, 2017).

### **3. Research Methodology**

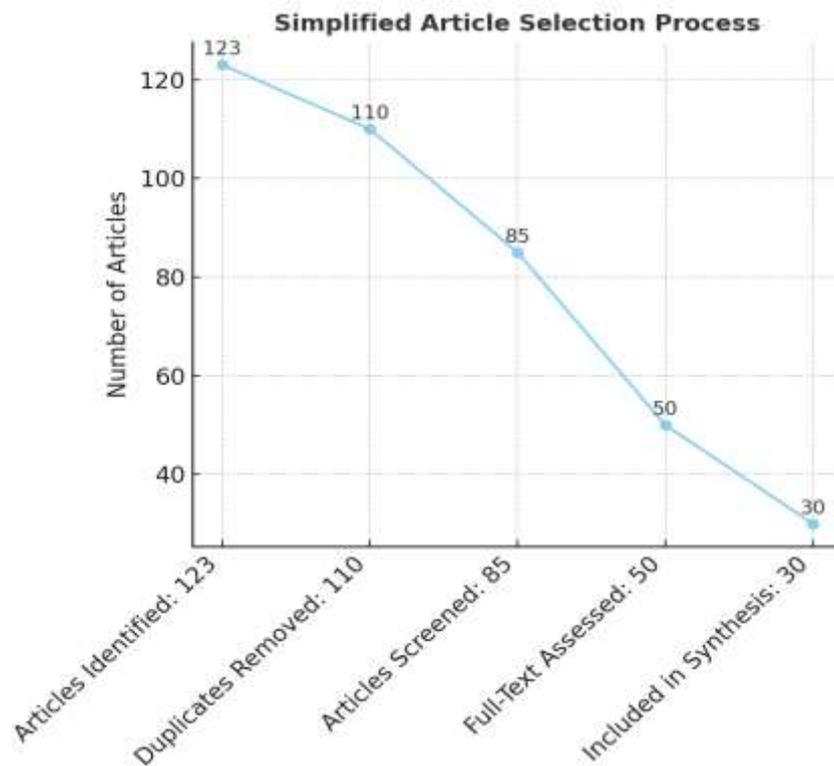
The Campbell Collaboration methodology is a global research grid that suggest systematic assessments of information to guide procedure and practice, in areas such as social welfare, education, criminal justice, and international development (Campbell Collaboration, 2021). The procedure established by the Campbell Collaboration intends to create high-quality, rigorous, and clear systematic reviews. It emphasises the synthesis of knowledge from numerous studies to derive reliable findings relating efficacy, target populations, and appropriate factors (Gough, Oliver, & Thomas, 2017). The Campbell technique is measured by a rigorous and transparent procedure, assuring that reviews are well-structured and replicable (Kugley et al., 2017). Studies must be documented in a protocol that defines the research topic, search strategy, data extraction techniques, and analytic practice, with the protocol

commonly subjected to peer review and publication to make sure transparency (Higgins et al., 2022). A detailed and extensive search for relevant research is performed across many catalogues, together with grey literature, to decrease publication bias (Littell, Corcoran, & Pillai, 2008). Inclusion and elimination criteria are defined prior to the commencement of the review and are recorded to guarantee the inclusion of only high-quality, related studies (Campbell Collaboration, 2021). Data from chosen papers are extracted using standard form to make sure uniformity and reduce errors, with reviewers collaborating in pairs to lower bias (Higgins et al., 2022). The systematic approach consists of a thorough evaluation of bias risk utilising instruments namely the Cochrane Risk of Bias Tool for randomised trials or ROBINS-I for non-randomized research, so promising that conclusions are founded on trustworthy evidence (Sterne et al., 2016). Data synthesis techniques incorporate meta-analysis for quantitative data and narrative synthesis for qualitative data, using systematic approaches to aggregate results and deliver exact estimates (Gough et al., 2012). Results are published in a comprehensive fashion with the help of Campbell Collaboration templates, surrounding all requisite elements such as the abstract, methodology, results, and discussion, at the same time it is also highlighting the review's limitations and practical consequences (Campbell Collaboration, 2021). Eventually, systematic reviews use this methodology are intended for continuous updates to include new data, hence preserving the significance of conclusions throughout time (Gough et al., 2017).

### **Cambbell Collaboration Systematic Review Process**



Systematic Review Process (Source: Authors)



Literature search protocol (Source: Authors)

The graphic outlines the systematic review procedure, representing the lowering in the number of publications at each stage. A total of 123 papers were found in the beginning after a wide search, demonstrating the extensive literature on the chosen topic of business strategies for integrating natural heritage assets into sustainable tourism. The first phase comprehends all pertinent studies, guaranteeing a massive range to include various perspectives and practises. To safeguard quality and relevance, duplicates are removed, ensuing in a total of 110 articles. This phase is important for eliminating redundancy and improving the collection of studies to solely exclusive contributions.

The successive stage is measuring 110 research studies according to demonstrated insertion and exclusion category, so lowering the selected to eighty-five reviews. Screening frequently needs an assessment of abstracts and titles to see if each study gratifies the criteria of the research topic and organizational standards. This step assures the retention of reviews that emphasise the integration of natural heritage assets into sustainable tourism. As the methodology intensifies, complete assessments are accomplished on fifty of the outstanding studies. This complete review requires evaluation of wholeness of each study, scrutinising the methodology, data integrity, and relevance to the research objectives. Eventually, the final combination includes thirty reviews. This significant reduction demonstrates the stringent methodology of the Campbell Collaboration, which seeks to aggregate only the most reliable and relevant indication. The selected research articles will be analysed to derive significant findings concerning effective business models for sustainable tourism. The efficient plan emphasizes the methodical procedure of filtering and selecting reviews, highlighting the stipulation of preserving both extent and deepness in research despite the fact promising the quality and relevance of the evidence base.

#### 4. Conclusion

The systematic literature review employed by using Campbell Collaboration approach has generated a detailed investigation different model for those conducting the business activities that include natural heritage assets into sustainable tourism for economic development. The scrutiny reveals that successful practices are complicated, compelling a balance between economic inducements and environmental

preservation. One of the significant strategies of community-based tourism helps to empower the residents and foster ownership, however it requires considerable investment in learning and building capacity to reach the extensive potentials of natural heritage. The Misfat Al Abriyeen illustrate and demonstrates societal involvement along with strategy planning which may facilitate sustainable consequences while protecting cultural heritage.

Another strategy of public and private amalgamation methodology attempts environment and investment activities by using guidelines from the government along with private sector resources. A significant policy for adopting infrastructure and investment problems is public and private amalgamation which merge private sector resources with governmental management. Sharp and clear governance and regulatory framework that stabilize the conflicting interests of stakeholders are necessary for the effective implementation of private and public combination. Pioneering ways to support preservation projects and balance business interests with environmental goals are provided by preservation funding schemes like eco-taxes and Disbursement for Ecosystem Services. These approaches, involve vigorous institutional backing to ensure long-term sustainability and reasonable benefit distribution.

The summary of findings underlines the necessity of combining cultural and ecological conservation efforts broadly. Technological innovations, inclusive of Geographic Information Systems and augmented reality, which provide significant prospective for enhancing tourist experiences while lowering physical damage. However, these developments must be economically feasible and accessible to guarantee widespread implementation. The research highlights that constant adaptation, evidence-based policy design, and stakeholder association are necessary for increasing the potential of sustainable tourism in natural heritage such as Misfat Al Abriyeen. The study reviews conclude could inform future proposals to influence natural heritage for sustainable economic development while protecting environmental and cultural resources.

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