



## **ENGLISH LANGUAGE BARRIERS IN TOURISM COMMUNICATION AT SOMI BEACH**

**Daniel Setiawan Zamasi<sup>1</sup>, Afore Tahir Harefa<sup>2</sup>, Maria Putri Cantika Hia<sup>3</sup>, Fitri Waruwu<sup>4</sup>**

Universitas Nias<sup>1,2,3,4</sup>

e-mail: [aforetahirharefa@unias.ac.id](mailto:aforetahirharefa@unias.ac.id)

Diterima: 12/1/2026; Direvisi: 22/1/2026; Diterbitkan: 3/2/2026

### **ABSTRAK**

Komunikasi pariwisata merupakan elemen strategis dalam membangun kualitas layanan, pengalaman wisatawan, dan keberlanjutan destinasi, khususnya pada kawasan wisata yang sedang berkembang. Pantai Somi di Nias, Indonesia, memiliki potensi alam dan budaya yang besar, namun pengembangannya masih menghadapi kendala pada aspek komunikasi bahasa Inggris di kalangan pelaku pariwisata lokal. Penelitian ini bertujuan untuk mengkaji bentuk, penyebab, dan dampak hambatan bahasa Inggris dalam komunikasi pariwisata, serta mengidentifikasi strategi adaptif yang digunakan oleh pelaku pariwisata lokal dalam berinteraksi dengan wisatawan internasional. Penelitian menggunakan pendekatan kualitatif deskriptif dengan pengumpulan data melalui wawancara mendalam terhadap pemandu wisata, pemilik homestay, penjual makanan, dan pengelola pariwisata, serta observasi langsung terhadap interaksi layanan di lapangan. Hasil penelitian menunjukkan bahwa hambatan bahasa Inggris terutama muncul pada komunikasi fungsional, seperti menjelaskan daya tarik wisata, menyampaikan informasi layanan, menanggapi pertanyaan pengunjung, dan melakukan interaksi lintas budaya. Hambatan tersebut dipengaruhi oleh keterbatasan pendidikan formal bahasa Inggris, minimnya pelatihan bahasa Inggris pariwisata, rendahnya intensitas penggunaan bahasa Inggris, serta kurangnya kepercayaan diri dalam komunikasi lisan. Dampaknya terlihat pada menurunnya efektivitas layanan, munculnya kesalahpahaman, berkurangnya kepuasan wisatawan, dan terbatasnya peluang promosi destinasi. Meskipun demikian, pelaku pariwisata lokal mengembangkan strategi komunikasi adaptif melalui penggunaan ungkapan dasar bahasa Inggris, bahasa nonverbal, aplikasi terjemahan, dan bantuan sesama. Studi ini menegaskan pentingnya pengembangan kapasitas bahasa Inggris berbasis konteks lokal sebagai bagian dari penguatan sumber daya manusia untuk mendukung pertumbuhan pariwisata berkelanjutan di destinasi pesisir yang sedang berkembang.

**Kata Kunci:** *Hambatan Bahasa Inggris, Komunikasi Pariwisata, Pantai Somi*

### **ABSTRACT**

Tourism communication constitutes a strategic element in shaping service quality, tourist experiences, and destination sustainability, particularly in emerging tourism areas. Somi Beach in Nias, Indonesia, possesses significant natural and cultural potential; however, its development continues to be constrained by limitations in English communication skills among local tourism actors. This study aims to examine the forms, causes, and impacts of English language barriers in tourism communication, as well as to identify the adaptive strategies employed by local tourism actors in their interactions with international visitors. The study adopts a descriptive qualitative approach, with data collected through in-depth interviews with local tour guides, homestay owners, food vendors, and tourism managers, complemented by



direct field observations of service interactions. The findings indicate that English language barriers primarily occur at the level of functional communication, including difficulties in explaining tourist attractions, providing service information, responding to visitor inquiries, and engaging in intercultural interaction. These barriers are influenced by limited formal English education, insufficient tourism-specific English training, low frequency of English use, and a lack of confidence in oral communication. The impacts are reflected in reduced service effectiveness, the occurrence of misunderstandings, decreased tourist satisfaction, and missed opportunities for destination promotion. Despite these challenges, local tourism actors employ adaptive communication strategies, such as the use of basic English expressions, non-verbal communication, translation applications, and peer assistance. This study underscores the importance of developing context-based English language capacity as part of human resource strengthening to support sustainable tourism growth in emerging coastal destinations.

**Keywords:** *English Language Barriers, Tourism Communication, Somi Beach*

## INTRODUCTION

Tourism communication has become increasingly central to destination development in contemporary tourism, where visitor experiences are shaped not only by tangible attractions but also by interactional quality and processes of meaning construction. Current tourism paradigms highlight experiential engagement, cultural interpretation, and relational encounters between hosts and visitors, thereby positioning communication as a fundamental mechanism in value creation. Richards (2021) emphasizes that cultural and experiential tourism depends strongly on destinations' ability to articulate narratives, identities, and symbolic meanings in compelling ways. Accordingly, communicative competence functions as a strategic determinant of destination attractiveness, competitiveness, and long-term sustainability.

Destination competitiveness is no longer measured solely through infrastructure provision or natural endowments, but increasingly through the management of service encounters and interactional experiences. A comprehensive synthesis of tourism destination competitiveness studies demonstrates that intangible resources such as communication quality, service interaction, and human capital have become pivotal sources of competitive advantage (Mior Shariffuddin et al., 2023). Communication influences how destinations are perceived, how satisfaction is formed, and how trust develops between tourists and local stakeholders. Consequently, destinations that fail to invest in communicative capacity risk losing market position even when endowed with substantial tourism potential.

In international tourism contexts, English operates as a shared medium enabling interaction among culturally diverse actors. It is widely used as a lingua franca in service encounters, allowing tourism practitioners to communicate with visitors across linguistic boundaries. Studies on English as a lingua franca in hospitality and tourism suggest that successful interactions rely less on grammatical precision and more on pragmatic clarity and interactional effectiveness (Thongphut & Kaur, 2023). From an English for Tourism perspective, communicative competence is therefore essential for ensuring smooth service encounters, delivering accurate information, and fostering positive visitor experiences.

Despite its strategic importance, language-related communication barriers remain persistent in many developing and emerging destinations. Empirical evidence indicates that limited English proficiency among tourism personnel often produces misunderstandings, fragmented information exchange, and diminished service quality (Ka-kan-dee & Nonthapot, 2020). Such problems are particularly evident where tourism growth outpaces human capital



preparation. As a result, the professional ideals associated with interaction-based tourism services frequently contrast with the communicative realities encountered by local tourism actors.

From a service-dominant logic perspective, tourism value is co-created through interactions between tourists and service providers. Effective communication facilitates shared understanding, participation, and the negotiation of meanings that underpin sustainable tourism experiences (Font et al., 2021). When language barriers constrain interaction, opportunities for value co-creation become limited, leading to superficial encounters and reduced experiential depth. This condition highlights that language competence should be understood not merely as a technical resource, but as a relational asset shaping experiential quality.

Language ability is also integral to the interpretive dimensions of tourism, where contemporary visitors increasingly seek meaningful engagement with local culture, heritage, and social life rather than passive consumption of attractions. Interpretive communication enables tourism actors to convey narratives, contextualize heritage, and establish emotional connections with guests (Brezovec, 2022). However, limited English proficiency restricts local actors' capacity to perform interpretive roles effectively, resulting in constrained storytelling and diminished experiential richness.

Recent tourism communication scholarship further underscores that communication is crucial not only in routine service encounters but also in shaping destination image, particularly during periods of crisis and uncertainty. Pascual-Fraile et al. (2024) demonstrate that communication strategies significantly influence how destinations are perceived and trusted, while also identifying future research needs related to communicative resilience and adaptive capacity. Their review suggests that destinations with limited communication infrastructure and human capital face heightened vulnerability in image management when confronted with disruption. In emerging destinations, where professional communication systems are still developing, these vulnerabilities may be amplified. This perspective reinforces the strategic importance of strengthening everyday tourism communication practices at the community level as part of broader destination development efforts.

From sustainability and community empowerment standpoints, communication competence also contributes to inclusive tourism governance and local participation. Effective communication enables community members to interact directly with visitors, reduce dependence on intermediaries, and engage more actively in marketing and destination management processes (Purworini et al., 2023; Tölkes, 2018). Somi Beach in Nias represents an emerging coastal destination endowed with strong natural and cultural assets, yet local tourism actors frequently encounter difficulties in English-mediated service interactions. While much of the existing literature concentrates on established or urban destinations, comparatively little attention has been paid to everyday communicative practices among grassroots tourism actors in developing coastal contexts.

Therefore, this study seeks to explore the forms, causes, and impacts of English language barriers in tourism communication at Somi Beach, while also examining the adaptive strategies employed by local tourism actors in managing such constraints. By focusing on a community-based coastal destination that remains underrepresented in current research, the study offers context-specific insights that extend discussions within English for Tourism and sustainable destination development (Fujita, 2019; Mariani, 2020). The research contributes empirically by documenting communicative realities at the frontline of service encounters and conceptually by highlighting language competence as a strategic resource for community empowerment and



destination resilience. In doing so, it addresses a critical gap in tourism communication studies concerning emerging destinations in peripheral regions.

## **RESEARCH METHOD**

This study adopted a descriptive qualitative approach to generate empirical insights into English language barriers in tourism communication at Somi Beach, Nias. The research focused on identifying the types of communication difficulties encountered by local tourism actors, the factors contributing to these challenges, and their consequences for service encounters with international visitors. The site was selected because it represents an emerging coastal destination characterized by frequent face-to-face interaction between community members and foreign tourists. Fieldwork was conducted during a scheduled data-collection period, during which the researchers directly observed communicative practices in real service situations.

Participants included frontline tourism practitioners such as tour guides, homestay operators, food vendors, and destination managers. Informants were recruited using purposive sampling, with selection criteria requiring prior experience interacting with international visitors and the use of English in tourism-related activities, either regularly or occasionally. The final number of participants was determined by data saturation, achieved when additional interviews no longer produced substantively new information. Recruitment procedures were coordinated with local tourism authorities, and all participants provided voluntary consent prior to involvement.

Data were gathered through semi-structured in-depth interviews and systematic field observations. Research instruments consisted of an interview guide covering English use, communication challenges, and adaptive strategies, as well as an observation checklist documenting verbal and non-verbal interaction patterns during service encounters. The dataset was examined through thematic analysis involving data organization, initial coding, theme construction, and contextual interpretation. To ensure trustworthiness, the study employed triangulation across data sources and methods, participant validation of preliminary findings, and detailed documentation of analytic decisions.

## **RESULT AND DISCUSSION**

### **Result**

This section presents the empirical findings of the study obtained from in-depth interviews and field observations involving local tourism actors at Somi Beach, Nias. The results focus on identifying the forms of English language barriers, the underlying causes of these barriers, and the adaptive communication strategies employed during service interactions with international visitors. The findings are organized thematically in line with the research objectives and the qualitative descriptive approach adopted in this study. To enhance clarity and readability, the results are presented through a combination of narrative descriptions and summary tables.

### **Functional Communication Barriers**

The results indicate that the dominant English language difficulties faced by tourism practitioners at Somi Beach are primarily functional in character and emerge during everyday service encounters. These problems are most apparent when staff attempt to describe attractions, convey service information, respond to visitor questions, or explain safety rules and pricing arrangements. Interview evidence suggests that communication is frequently restricted

to memorized phrases that support simple transactions but do not allow for more detailed or extended interaction. Observational records also show that miscommunication often occurs when tourists request clarification or additional information. The main categories of these functional barriers are summarized in Table 1.

**Table 1. Forms of Functional English Language Barriers at Somi Beach**

Communication Aspect	Observed Difficulties
Explaining attractions	Limited vocabulary and descriptive ability
Providing service information	Incomplete or unclear explanations
Responding to inquiries	Difficulty understanding complex questions
Explaining safety and rules	Reliance on gestures and minimal English

As shown in Table 1, functional communication difficulties are most evident in situations that require descriptive language and comprehension of complex visitor inquiries. Local tourism actors often struggle to provide detailed explanations, which leads them to rely on gestures, simplified language, or assistance from others. Observational data confirm that these limitations affect the fluency of service interactions and occasionally result in incomplete information exchange. These findings illustrate that functional language barriers directly influence the effectiveness of tourism communication at the service level.

**Limited Formal English Education and Training**

Beyond the forms of communication difficulties, the findings also point to several structural factors that limit English proficiency among local tourism actors. Many participants indicated that they had minimal access to formal instruction or tourism-oriented language training programs. Their English abilities were largely developed through informal processes, including independent learning, interaction with colleagues, and repeated practice during service encounters, resulting in uneven and situationally dependent competence. Consequently, participants characterized their communication skills as fragmented rather than systematically developed. The principal factors contributing to these barriers are summarized in Table 2.

**Table 2. Causes of English Language Barriers among Local Tourism Actors**

Cause	Description
Limited formal education	No access to structured English training
Lack of tourism-specific English	General English not aligned with tourism needs
Minimal training opportunities	Absence of continuous capacity building
Informal learning practices	Fragmented and inconsistent language skills

Table 2 indicates that English language barriers are closely associated with limited educational and training opportunities rather than individual reluctance to communicate. The absence of tourism-oriented English programs restricts the development of consistent and functional communication skills. Informal learning practices, while helpful for basic interaction, result in uneven language competence among tourism actors. These conditions contribute to a persistent gap between professional communication demands and the actual language capacity available at the destination.

### **Adaptive Communication Strategies Used by Local Tourism Actors**

Although confronted with various linguistic limitations, tourism practitioners at Somi Beach employ a range of adaptive techniques to maintain interaction with international visitors. These practices evolve through practical experience and represent attempts to sustain service quality when full language competence is lacking. Participants explained that they modify their communication styles in response to tourists’ reactions and the immediate demands of specific situations, demonstrating situational flexibility. Such adjustments reflect a form of communicative resilience in coping with language-related constraints. The adaptive strategies identified in this study are summarized in Table 3.

**Table 3. Adaptive Communication Strategies Used by Local Tourism Actors at Somi Beach**

Strategy	Description
Basic English expressions	Use of memorized phrases for common situations
Non-verbal communication	Gestures and body language
Translation applications	Use of mobile translation tools
Peer assistance	Seeking help from colleagues with better English

As shown in Table 3, the most frequently used strategies include reliance on basic English expressions and non-verbal communication. Translation applications and peer assistance serve as supplementary tools when interactions become more complex. While these strategies help sustain basic communication, they are limited in supporting detailed explanations or interpretive engagement. The findings suggest that adaptive practices function as temporary solutions rather than substitutes for structured English language competence.

### **Discussion**

The findings of this study demonstrate that English language barriers at Somi Beach extend beyond individual linguistic limitations and reflect broader issues of human capital readiness in emerging tourism destinations. This interpretation aligns with the global overview presented by Ahmad et al. (2024), who identify language barriers as a structural challenge closely linked to uneven tourism development and limited access to capacity-building resources. In community-based tourism settings, such as Somi Beach, insufficient language competence constrains local actors’ ability to participate fully in tourism value chains. Similar



patterns have been observed in Southeast Asian contexts, where language skills shape dependency, access to opportunities, and community empowerment (Nomnian et al., 2020).

From an English for Specific Purposes perspective, the results reinforce the relevance of English for Tourism as a functional and context-sensitive approach rather than a focus on general language proficiency. Pireddu (2021) emphasizes that effective English for Tourism instruction must address real communicative tasks encountered in service interactions, including explanation, negotiation, and cultural mediation. The predominance of memorized expressions and limited explanatory capacity among participants indicates a mismatch between communicative demands and available language skills. This finding supports the argument that ESP-oriented training is essential for equipping local tourism actors with practical communicative competence tailored to destination-specific needs.

The adaptive strategies identified in this study, such as simplified English, non-verbal communication, and the use of translation applications, reflect typical practices in English as a Lingua Franca (ELF) tourism contexts. Parise (2023) argues that ELF interactions in tourism prioritize intelligibility and pragmatic effectiveness over grammatical accuracy, a pattern clearly observed at Somi Beach. While these strategies enable basic interaction and transactional communication, they remain limited in supporting deeper engagement and extended dialogue. As a result, communication remains functional but lacks interpretive richness, restricting the experiential depth sought by contemporary tourists.

The implications of language barriers also extend to destination image formation and tourist satisfaction. Previous studies demonstrate that communication quality plays a critical role in shaping tourists' perceptions of professionalism and service reliability. Arabacıoğlu and Dedeoğlu (2025) highlight that guides' communication skills significantly influence tour satisfaction, particularly when information quality mediates service encounters. In this regard, limited English competence at Somi Beach may indirectly affect tourists' evaluations and future behavioral intentions, even when natural attractions and hospitality attitudes are favorable.

From a sustainable tourism and community development perspective, language competence contributes to long-term empowerment and resilience. Folarin et al. (2017) argue that tourism development can support human capital growth when local actors possess the skills required to engage meaningfully with visitors and stakeholders. Similarly, sustainability communication research emphasizes that effective communication is central to aligning tourist behavior with local sustainability goals (Tölkes, 2020). Without adequate English communication skills, local tourism actors may struggle to convey sustainability values, safety guidelines, and cultural norms, thereby limiting the potential for responsible and inclusive tourism development.

The findings of this study resonate strongly with national-level research on tourism communication and language training in Indonesia. Studies conducted in community-based destinations highlight that tourism communication is most effective when local actors are actively involved and supported through targeted capacity-building initiatives (Setyaningrum et al., 2022; Daulay et al., 2020). Empirical evidence from community-based English training programs further demonstrates that structured and contextualized language instruction can enhance confidence, service quality, and local participation (Meylina & Mulyaningsih, 2024). In line with recent national findings on communication barriers in rural tourism promotion (Yurkova, 2025), this study contributes new empirical insights from a coastal emerging destination, underscoring the need for integrated language, communication, and community development strategies in tourism planning.



## CONCLUSION

This study confirms that tourism communication represents a strategic foundation for service quality, visitor experience, and destination development in emerging coastal areas such as Somi Beach, Nias. The analysis reveals that English language barriers are embedded within broader structural conditions rather than arising solely from individual limitations. Functional communication difficulties, limited access to tourism-specific language training, and restricted opportunities for practice collectively shape everyday service encounters. These findings reinforce the view that language competence should be regarded as a core component of destination competitiveness and sustainability rather than as a supplementary skill.

By focusing on communicative realities at the grassroots level, this research contributes new empirical insights to discussions on English for Tourism and community-based destination development. The study extends existing scholarship by demonstrating how human-capital constraints intersect with service interaction, cultural interpretation, and visitor satisfaction in an under-researched coastal context. It also emphasizes that adaptive strategies such as simplified English, non-verbal resources, translation technologies, and peer assistance reflect local resilience but cannot substitute for systematic capacity building. Consequently, the findings highlight the necessity of context-sensitive language programs tailored to the communicative demands and socio-cultural characteristics of emerging destinations.

From a practical perspective, the study suggests that destination managers and policymakers should prioritize structured English for Tourism training as part of broader sustainable tourism planning initiatives. Integrating language development into community empowerment programs may strengthen local participation, improve service quality, and enhance destination image formation. Looking forward, future research could undertake comparative investigations across different emerging tourism sites to test the transferability of these findings. Longitudinal studies evaluating the long-term impact of community-based language interventions and analyses of policy frameworks for language capacity development would further advance knowledge in this field.

## REFERENCES

- Ahmad, F., Akbari Motlaq, M. D., Salman, A., & Basendwah, M. (2024). *Language barriers in tourism: An overview of global landscape through bibliometric analysis*. Available at SSRN 5100801. <https://dx.doi.org/10.2139/ssrn.5100801>
- Arabacıoğlu, D., & Dedeoğlu, B. B. (2025). The moderating role of information quality in the relationship between guides' communication skills and tour satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 26(4), 813–832. <https://doi.org/10.1080/1528008X.2023.2264510>
- Brezovec, A. (2022). Interpretation of heritage for tourists: An interactional view. In *Handbook on heritage, sustainable tourism and digital media* (pp. 210–227). Edward Elgar Publishing. <https://doi.org/10.4337/9781788970082.00026>
- Daulay, L. S., Ginting, R., & Saleh, A. (2020, February). Komunikasi pariwisata pihak pemerintah, pengelola, dan masyarakat dalam mengembangkan pariwisata berbasis kearifan lokal di Kota Padangsidimpuan. In *Talenta Conference Series: Local Wisdom, Social, and Arts (LWSA)*. 3(1). <https://doi.org/10.32734/lwsa.v3i1.809>
- Folarin, O., Oladipupo, E., Ajogbeje, K., & Adeniyi, O. (2017). Does tourism development contribute to human capital development in Africa? *Tourism: An International*



- Interdisciplinary Journal*, 65(3), 314–329. <https://hrcak.srce.hr/186955>
- Font, X., English, R., Gkritzali, A., & Tian, W. S. (2021). Value co-creation in sustainable tourism: A service-dominant logic approach. *Tourism Management*, 82, 104200. <https://doi.org/10.1016/j.tourman.2020.104200>
- Fujita, R. (2019). English for tourism and hospitality. In *Towards a new paradigm for English language teaching* (pp. 172–180). <https://www.taylorfrancis.com/chapters/edit/10.4324/9780429423963-16/english-tourism-hospitality-reiko-fujita>
- Ka-kan-dee, M., & Nonthapot, S. (2020). Language communication barriers among tourism services personnel in the upper northeast, Thailand. *International Journal of Management*, 11(9). [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3710469](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3710469)
- Mariani, M. (2020). Big data and analytics in tourism and hospitality: A perspective article. *Tourism Review*, 75(1), 299–303. <https://doi.org/10.1108/TR-06-2019-0259>
- Meylina, M., & Mulyaningsih, S. (2024). Pelatihan bahasa Inggris pariwisata untuk pemuda di daerah wisata Pariaman. *Jurnal Pustaka Mitra (Pusat Akses Kajian Mengabdikan Terhadap Masyarakat)*, 4(1), 6–12. <https://doi.org/10.55382/jurnalpustakamitra.v4i1.649>
- Mior Shariffuddin, N. S., Azinuddin, M., Hanafiah, M. H., & Wan Mohd Zain, W. M. A. (2023). A comprehensive review on tourism destination competitiveness (TDC) literature. *Competitiveness Review: An International Business Journal*, 33(4), 787–819. <https://doi.org/10.1108/CR-04-2021-0054>
- Nomnian, S., Trupp, A., Niyomthong, W., Tangcharoensathaporn, P., & Charoenkongka, A. (2020). Language and community-based tourism in Thailand: Use, needs, dependency, and limitations. *ASEAS – Austrian Journal of South-East Asian Studies*, 13(1), 57–79. <https://doi.org/10.14764/10.ASEAS-0029>
- Parise, I. (2023). *English as a lingua franca for tourism: A pragmatic study in the Italian context* (Doctoral dissertation, Goldsmiths, University of London). <https://research.gold.ac.uk/id/eprint/34168/>
- Pascual-Fraile, M. D. P., Talon-Ballester, P., Villace-Molinero, T., & Ramos-Rodriguez, A. R. (2024). Communication for destinations' image in crises and disasters: A review and future research agenda. *Tourism Review*, 79(7), 1385–1407. <https://doi.org/10.1108/TR-11-2021-0521>
- Pireddu, S. (2021). E-learning and ESP: Teaching English for tourism. In *MOOCs, language learning and mobility, design, integration, reuse* (pp. 1–11). HAL. <https://iris.unito.it/handle/2318/1788651>
- Purworini, D., Chasana, R. R., Palupi, P., Setyawan, S., Triyono, A., & Yuwono, I. T. (2023). The role of community empowerment in the development of a marketing communication strategy for Kembang Kuning Tourism Village. *ASEAN Journal of Community Engagement*, 7(1), 113–126. <https://scholarhub.ui.ac.id/ajce/vol7/iss1/9/>
- Richards, G. (2021). *Rethinking cultural tourism*. Edward Elgar Publishing. <https://books.google.co.id/books?id=DsMpEAAAQBAJ>
- Setyaningrum, L. Z., Rahmanto, A. N., & Suparno, B. A. (2022, April). Komunikasi pariwisata dalam pengembangan destinasi wisata di “Nepal van Java” Dusun Butuh, Kabupaten Magelang. In *Seminar Nasional Pariwisata dan Kewirausahaan (SNPK)* (Vol. 1, pp. 94–103). <https://doi.org/10.36441/snpk.vol1.2022.21>
- Thongphut, A., & Kaur, J. (2023). “Doing explicit” in hospitality and tourism service encounters in English as a lingua franca. *English for Specific Purposes*, 70, 224–236.



<https://doi.org/10.1016/j.esp.2023.01.003>

Tölkes, C. (2018). Sustainability communication in tourism: A literature review. *Tourism Management Perspectives*, 27, 10–21. <https://doi.org/10.1016/j.tmp.2018.04.002>

Tölkes, C. (2020). The role of sustainability communication in the attitude–behaviour gap of sustainable tourism. *Tourism and Hospitality Research*, 20(1), 117–128. <https://doi.org/10.1177/1467358418820085>

Yurkova, D. (2025). Hambatan komunikasi dalam mempromosikan desa agrowisata pada wisatawan asing. *Jurnal Ilmu Komunikasi*, 22(1). <https://doi.org/10.24002/jik.v22i1.9433>