



## Integrated Communication Model to Develop Tourism in Coastal Areas of Southeast Sulawesi

Harnina Ridwan<sup>1\*</sup>, Sarpin<sup>2</sup>

Department of Communication Science, Halu Oleo University

**Corresponding Author:** Harnina Ridwan [ninaridwansept@uho.ac.id](mailto:ninaridwansept@uho.ac.id)

---

### ARTICLE INFO

*Keywords:* Communication Model, Tourism, Tourism Communication, Tourism Development, Coastal Tourism

*Received :* 5 March

*Revised :* 20 March

*Accepted:* 17 April

©2023 Ridwan, Sarpin: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study aims to provide an overview of tourism improvement through communication. The development of tourism in coastal areas requires integrated communication. Improving the image of the destination can be enhanced through effective integrated communication. Local governments can use integrated communication as a driving tool in tourism development. They were using a qualitative approach to describe and describe the core of the problem. Research informants are the government, private sector and the community as stakeholders. Observation, interview and documentation are collection techniques used by authors. The procedure in this study is to simplify the collected data, systematically present the oral data of the interview and recording results into written data, and process, interpret and analyse more comprehensively. Tourism communication is an activity of the government, society and tourism business owners to exchange information about the substance of tourism consisting of tourism marketing activities, delivery of destination image information, messages about accessibility and information on the availability of human resources and Institutional. The outline of the tourism communication model shows the importance of communication elements that frame the overall process of tourism communication channels. The persuasive communication process of mass communication, interpersonal communication and group communication on tourism marketing activities in coastal areas is an integral part of tourism communication

## INTRODUCTION

Regions with potential destinations need tourism development based on tourism communication. Local tourism is oriented towards improving each area's uniqueness (Schmidt & Uriely, 2019). The development of tourism is one of the advanced industries and has gone global because it can change a regional economy; tourism also makes other sectors develop, for example, in the advertising sector, product sector, support and or organisations the commercial sector (Kanwel et al., 2019). Through good management and governance from related parties, the tourism sector provides opportunities for businesses in the private sector (Pavón et al., 2018). Government success in tourism development can affect the socioeconomic conditions of local communities (Schmidt & Uriely, 2019).

Tourism development is inseparable from the process of communication. The position of communication in tourism is to help various elements of tourism. Communication plays a role in communication media and tourism communication content. Communication facilitates interaction between local people and tourists who come to visit. Many countries, aerialists, the communication process supports tourism activities. The smooth running of the tourism product business or industry becomes easy with the communication built. Tourism businesses such as hospitality and transportation become smooth with communication to drive tourism (Petrović et al., 2018).

Communication media is used in various activities, including in the tourism marketing process; the role of communication media participates in building the development of tourism in an area (Madriz & Tejedor, 2020). In the media, communication provides marketing channels, destination channels, access channels ability, as well as the management of human resources and tourism institutions. In contrast, In the content of the message, communication acts as a bridge to convey information to the public or tourists about what they should know. Product information can be given to the audience through a marketing communication process to strengthen a product (Kim & Lee, 2018). Implementation of developing tourism development using communication as the primary driving tool involving elements of the community, government and private parties as owners of tourism. The communication that promotes coordination aims to introduce tourism products owned through promotion, support from various parties must also be complemented by sufficient funds. This is intended to overcome the competitiveness of tourism products in other regions (Schmidt & Uriely, 2019).

The coastal areas of Southeast Sulawesi still have various problems in the development of tourism, especially in the coordination and availability and dissemination of tourism information to the wider community. If tourism information is not packed appropriately according to visitors' requests, it will affect tourism development (Li et al., 2020). Furthermore, since tourism activities substantially impact coastal areas, local governments will face complex problems (Mance et al., 2020). Tourism areas in coastal regions have controversies with different methods of handling cases (Cruz & Zaragoza, 2019). Any region with a

tourism object should be able to use a good development strategy (Sechi et al., 2020).

Tourism development in the coastal areas of Southeast Sulawesi has not been based on the principles of benefits, kinship, fairness and equity, balance, independence, sustainability, participation, and sustainability. The community will not benefit from tourism if the relevant government agencies do not produce a communication network that refers to the welfare of local communities in the region (Stoddart et al., 2020). The implementation of the tourism development plan in the coastal areas of Southeast Sulawesi does not highlight the diversity, uniqueness, and peculiarities of culture and nature, as well as the human needs to travel. The Southeast Sulawesi Regional government has not been able to manage the tourism information system under regional capabilities and conditions. Tourism development in the coastal areas of Southeast Sulawesi is due to weak management of tourism, especially in the packaging of communication messages given to the public. The tourism system is complicated by diverse problems (Okhrimenko et al., 2019).

## **METHODS**

This research is qualitative research that describes and interprets analysis data and secondary data. Informants in this study master tourism issues consisting of government, private and community elements. Collection of research data by eliminating objects of seeing and sensitivity to uncover and read problems. Interviews to listen directly to information or information related to the phenomenon or reality of tourism and document all observational activity discussion. Research her archers using instruments such as field notebooks, interview guides (interview guides) using tape recorders and cam report document data to formulate research results. Meanwhile, secondary data is obtained through mass media, research results, documents from the government and other related sources. The procedure in this study is to simplify the collected data, systematically present the oral data of interviews and recordings into written data, then process, interpret and analyse more comprehensively.

## **RESULTS**

The position of communication in tourism is to help various elements of tourism, and communication plays a role in communication media and tourism communication content. All sectors need a touch, such as the tourism sector. Tourism aims to; tourism the community (Uslu et al., 2020). In the media, communication provides marketing, destination, access, and media channels for human resources and tourism institutions.

In contrast, intent communication acts as a bridge to convey information to the public or tourists about what they should know, including marketing communication messages, the meaning of destination diversity, accessibility information and information on the availability of resources human beings as supporters of needs in travelling. Tourism marketing communication plays an essential role in developing tourism destinations through promotional activities using communication channels (Kim & Lee, 2018).

The reality of tourism communication in the coastal areas of Southeast Sulawesi Province illustrates the construction framework that has not been able to help tourism development, so it needs a concept as a driver in the level of tourism achievement that is beneficial to the community and local governments. The central government must play a role in tourism development.

The life of people in coastal areas affects the development of tourism both directly and indirectly (Nurhayati et al., 2019). One of the references for the creation of tourism communication in tourism development contained in the tourism law on the authority hints that the government and local governments ensure the availability and dissemination of information to the public for the benefit of tourism development in providing and disseminating information. The government develops a national tourism information system, and regional governments can create and manage tourism information systems in accordance with regional capabilities and conditions. Tourism development in coastal areas depends on collaboration between local communities, the private sector and the government. The relationship between the three elements can build a good communication network for tourism development (Cehan et al., 2020).

Coordination between implementing tourism in the region and facilitating the promotion of tourism destinations and products in the area. To reorganise development of tourism that develops, communication is needed as the primary driving tool involving elements of the community, the Government and the private sector as owners of the tourism industry. The local tourism industry in the coastal area also affects the development and progress of the existing socio-economic system of the community (Schmidt & Uriely, 2019).

Tourism development based on tourism communication is needed to face the phenomena faced by the area where the destination is located, as well as in the coastal regions of Southeast Sulawesi, which, based on reality, still have various problems in tourism development, especially in coordination and availability and dissemination of tourism information to the broader community. Some critical areas to be of concern to the local Government and the Provincial Government of Southeast Sulawesi are:

1. Tourism Marketing Communications.

The southeast Sulawesi provincial government needs to strive for a concept of marketing communication with all aspects that affect it so that it can then be applied by the community and tourism industry owners. The idea of marketing communication patterns of persuasive communication, interpersonal communication, group communication and mass communication so that in the application of tourism marketing communication can produce ideal coordination from three interested parties. Tourism products can be marketed through innovations in equity management that reprioritise the right marketing communication system (Okhrimenko et al., 2019).

2. Destination Brand

The coastal areas of Southeast Sulawesi have a variety of tourism destinations whose forms can be favoured. However, these tourism destinations do not yet have an advantage in terms of identity. The destination brand is considered to be one of the supporters of tourism development. Communicating

tourism destinations and visually introducing the uniqueness of destinations in tourism marketing activities using destination brands. Destination brands not only need an icon or but the most important thing is how to keep promises to the tourist market. Destination brands can be a force to face the personage of tourist products owned by specific areas, including coastal areas (Kim & Lee, 2018). Suppose tourism in the coastal area of Southeast Sulawesi has a destination brand. In that case, parties interested in tourism development can show the tourism market the identity or identity of tourism in the coastal area and be able to make a different identification from the destinations of its competitors. The target that must be achieved through this destination brand is the tourism market, through the destination brand tourists can remember all the unique elements inherent in tourism.

### 3. Tourism Communication Management

Tourism development in the coastal areas of Southeast Sulawesi is due to weak management of tourism, especially in the packaging of communication messages given to the public. Communication management is needed to face competitiveness in the tourism industry with the aim of attracting the attention of visitors, including international tourists (Afshardoost & Eshaghi, 2020). The southeast Sulawesi provincial government is the authority to regulate and manage tourism affairs, including tourism in coastal areas must be able to implement tourism communication management. The regional Government of Southeast Sulawesi can coordinate with the community and tourism industry owners in implementing communication management to achieve the expected tourism development. Tourism communication management must be applied in tourism marketing management, destination management, accessibility management, as well as human and institutional resource management. Tourism development requires communication management to remove obstacles faced in the tourism market. (Hall, 2019). Tourism communication management involves the role of regional leaders or policy-determining leaders who understand budget management and management of tourism communication tools and machines. In addition, based on the results of research, tourism communication management is essential for the continuity of the tourism communication movement, especially various kinds of tourism communication media channels which are diverse and in the packaging of tourism messages.

### 4. Tourism Transportation Communication

The development of tourism is primarily determined by its people. The understanding of modern tourism societies draws their needs to information, including information about accessibility to reach cold destinations. Some of the results of the author's research in the field are that the order of importance of the image of destinations according to tourists makes accommodation a significant part, that's why transportation communication is necessary to be a concern for the government that is authorised managing tourism in coastal areas. One way to improve the government to increase accessibility needs to hold development in the form of infrastructure to tourism destinations using tourism transportation (Jeong & Kim, 2019). Local governments can strive for the proper communication of tourism transportation for their target market; namely, the government plays

an active role in coordinating with the community and coordinating with tourism industry owners regarding the media or channel tools communication that can be useful in the delivery of tourism transportation information. Travel activities must be supported by an adequate infrastructure for the comfort needs of visitors (Munien et al., 2019). The results of coordination from the government and the community and tourism industry owners are not only the availability of transportation to reach the destination area but rather the principle of comfort, the focus on security, the principle of affordability, and the principle of memories. Tourism development is realised with the support of an advanced transportation sector. (Mach & Ponting, 2018).

#### 5. Visual Communication of Tourism

The coastal area of Southeast Sulawesi is an area with all its beauty and charm that should be a mainstay of regional foreign exchange earnings in its development. To achieve that, the provincial government must be able to create an innovation to be able to survive while being able to develop sustainable tourism. Tourism has a strategic role in improving the welfare of the community. The part of government is to realise this through the creation of innovations, one of which is through the use of communication technology to produce visual communication. Visual communication refers to a graphic design that can be used by the owners of the tourism creative industry in the coastal area of Southeast Sulawesi to produce souvenirs, souvenirs, souvenirs with local icon nuances which can at the same time become a tourism brand in Southeast Sulawesi. In this visual communication of tourism, the government needs to be a bridge for tourism industry owners to coordinate with potential parties such as banks, markets and community leaders. Through good coordination between the government, the community, and the owners of the tourism industry, visual communication can support the sustainable tourism communication process that leads to tourism development. Some images of tourism services and industry products presuppose the visual content of photos used in introducing tourism in other countries. (Xiao et al., 2020).

#### 6. Tourism Group Communication

Tourism is very close to organising activities and providing services summarised in the tourism business sector. This business sector is not a personal business but refers to the business of a group of people. Therefore, it is necessary to have a skill from each interested party in this effort to communicate in groups linked to the quality of human resources. Poor human resources can be a hindrance to the development and progress of tourism. (Kozić, 2019) Tourism group communication is necessary to achieve equality of perception between parties interested in tourism. The Southeast Sulawesi provincial government should be the party that coordinates between regional sectors involving all stakeholders in tourism development efforts and avoiding conflicts between groups that may occur. Social relations in tourism group communication can be formed in collaboration (Stoddart et al., 2020).

#### 7. Tourism Online Communication

The development of communication and information technology is very much in the face of tourism. This technology makes it easier for tourists to search

for and get tourist services, and personal, mobile and interactive communication is already digital-based. The use of technology beats conventional communication systems. This research shows that the construction of tourism communication in the coastal areas of Southeast Sulawesi benefits from this technology. Furthermore, through this tourism communication, the government can directly train the ability of the community and tourism industry owners, namely the ability to store (upload) information in coastal areas, the ability to manage tourism information and the ability to release information (download), be able to spread communication and be able to construct online media-based imagery. The image of tourist destinations can be formed from the local culture owned, the image of tourism can be formed from the use of *communiqué* media, including online social media (Almeida-Santana & Moreno-Gil, 2019).

#### 8. Public Relation

Seeing the reality of tourism communication in the Southeast Sulawesi province, which has not yet narrowed down to the expected achievements of tourism development, the local government needs to function the role of this public relations. Through the public relations function, local governments in tourism management can be helped from the management function to enforce and maintain tourism communication rules in order to create mutual understanding between the government, the community and tourism industry owners. In general, public relations can support tourism management in responding to public opinion, serving the public's interest in responding to the phenomenon of tourism; public concern can function to follow and monitor because it is a system of red flags facing the destructive possibilities of the tourism phenomenon and using research and persuasive communication techniques that are effective in the implementation of tourism. A tourism product is designed to be introduced through advertising activities that public relations can use to communicate (Kim & Lee, 2018).

#### 9. Tourism Communication Research

The Government of Southeast Sulawesi Province uses various studies as a reference in tourism development efforts in coastal areas. It is undeniable that tourism communication puts hope in the results of the study of tourism research. Institutions related to tourism organise research and development of tourism to support the development of tourism. The development of tourism in an area provides a co-frequency of positive and negative effects. Tourism is considered a double-edged sword for its environment (Skeiseid et al., 2019). The government's tourism development uses research results and long-term strategies (Hall, 2019). Tourism in the Southeast Sulawesi Province still needs an ideal concept for the development of tourism. Tourism development must favour the surrounding natural environment and strive to create a local tourism market (Stoffelen et al., 2020). This research offers a tourism communication concept that is embodied in a tourism communication model that can be used by interested parties to solve the same problems in tourism in coastal areas and tourism in general with the following type:

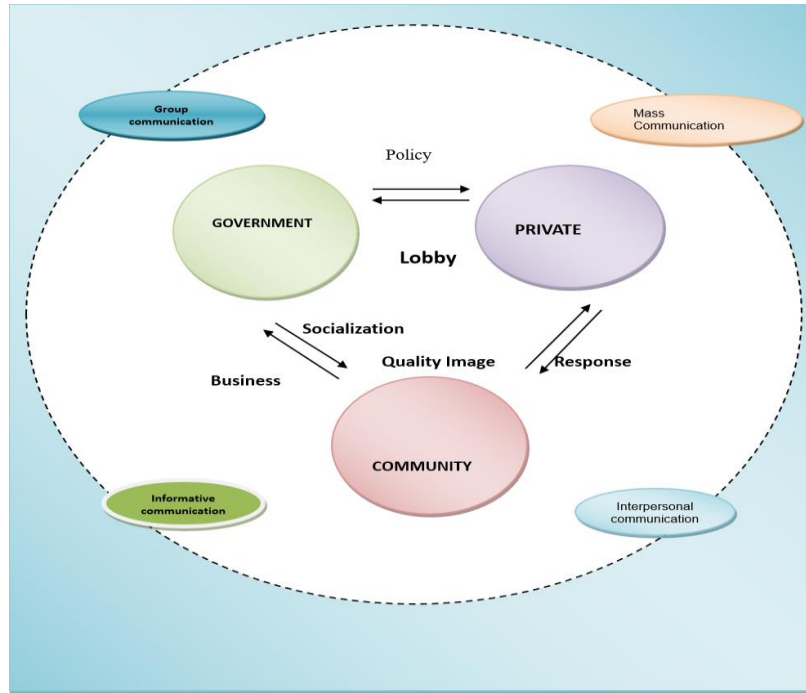


Figure 1. Integrated Communication Model for Tourism Development

The picture is an integrated tourism communication model in developing tourism in coastal areas played by the government, the private sector and the community. This role is also an element in tourism, whose driving wheel is communication. Sustainable tourism development through tourism communication is one of the strategies that involves three pillars: the community, the private sector and the Government (Eusébio et al., 2018). The reference from model tourism communication shows Six channels in the tourism communication process: (1) Tourism communication channels from the government to private parties with content regarding policies. (2) Tourism communication channels from the government to the community, where the government actively socialises and educates the community towards the tourism community. (3) Tourism communication channels from the private sector to the government put forward lobbying as the main objective of this process. (4) Channels for tourism communication from the private sector to the community through business communication to benefit from tourism in their area. (5) Tourism communication channels from the community to the government are a communication process that produces community responses regarding previous communication processes. (6) Tourism communication channels from the community to self-government parties show the results of a communication process that produces a quality image of tourism services.

The channel's essence is coordination in the form of tourism communication played by the government, the private sector and the community. The communication process can only proceed or occur if there has been a typical exchange of knowledge and experience between the parties involved. Communication becomes a process by which an idea is transferred directly from a source to one or more recipients who want to change their behaviour. Communication is also a process by which two or more people form and exchange

information with each other. At the end of the process, there will be a period of deep understanding of competitiveness. It requires the involvement of local communities to provide the information tourists need (Nantucket & Vorachart, 2021)

It is this exchange of information that links communication and tourism. The model illustrates that tourism communication is an activity of the government, society and tourism business owners to exchange information about the substance of tourism consisting of tourism marketing activities, delivery of destination image information, messages about accessibility and information on the availability of human resources and institutions. The outline of the tourism communication model shows the importance of communication elements that frame the overall process of tourism communication channels.

Communication elements include persuasive communication, mass communication, interpersonal communication and group communication integrated with modern tourism concepts such as tourism marketing, tourism destinations, tourism accessibility, and human resources in tourism institutions. The policy referred to in the model is a long-term government plan whose goal is the development of more advanced tourism. Such planning procedures or procedures are realised in the form of formal statements or official documents. Related parties or tourism stakeholders make the policy a legal document, a reference, or a guide to be obeyed to grow the tourism economy and improve job opportunities for the community in the tourism industry. Tourism development must have a mature policy. The tourism cluster is closely related to the public sector and partners with the private sector (Okhrimenko et al., 2019)

One of the policies issued by the government in developing tourism in coastal areas is in the form of a strategic tourism development plan. To improve the quality of life of local people, the government should use a tourism promotion system (Suess et al., 2018). The policy document of the tourism development strategy plan is realised as a result of an analysis of all tourism potentials owned by coastal areas, including their tourist attractions. The southeast Sulawesi provincial government makes this tourism development strategy plan a reference and implementation in implementing decentralised authority in tourism. However, it has not been able to be a solution for the Southeast Sulawesi provincial government to face the problem of supporting tourism actors and the business world in tourism development is not optimal, so a concept is needed that leads to how the policy can be understood, understood and internalisation individuals of service business owners and tourism businesses. Growth in a coastal area requires elements of government, society and interested parties, as well as technological systems (Susie et al., 2019). Through tourism communication channels, the role of government tourism communication is communicating with tourism industry business owners as communicants. The process is packaged using four elements in tourism communication, including persuasive communication, mass communication, interpersonal communication and group communication that is integrated with the substance of tourism.

The delivery of messages about government policies to tourism actors aims to form the creation of mutual understanding and understanding between the government and the private sector so that the role of communication channels with the content of these policies can be a foreign exchange carried out of coastal tourism

and in general and can support regional tourism in Southeast Sulawesi Province. Socialisation is a government activity to the community about the importance of tourism; this socialisation is also, at the same time, a channel for tourism communication. The government actively carries out socialisation with the aim of educating the community towards the tourism community. In this model, researchers recommend a socialisation theme, which refers to sustainable tourism.

The government, as a communicator, plays a role in conveying tourism messages to the community through socialisation related to sustainable tourism with the content of messages related to (1) Sustainable coastal tourism, namely the government should socialise rules to be obeyed by the community regarding related matters such as procedures and management of facilities and infrastructure, waste management at the location of tourism destinations, inviting the community to be directly involved in tourism decision making and so on that lead to the development and the same benefits by all parties who are sustainable. (2) Sustainable people's tourism. The government is a determinant of policies to socialize and invite the public to play an active role in developing destinations (3) The right people's tourism model in coastal areas. This socialises to provide an understanding to the community that the right model of people's tourism is that the community can become owners and managers by utilising the potential and beauty of nature but must still pay attention to the carrying capacity of objects so that environmental damage can be avoided. The community gets socialisation from the government about the need for the community to learn to increase knowledge and skills, and human resources are increasing towards sustainable tourism. (4) issues related to sustainable coastal tourism also needs to be socialised, considering that the community as a devotee must know about the security, comfort and cleanliness of the destination location, therefore through the socialisation of coastal tourism issues, it is hoped that the community will understand the importance of safety, comfort and cleanliness factors for tourists and investors is something that can be sold, utilised for the welfare of the community itself. (5) the principles of sustainable tourism. This socialisation expected to enlighten the community on the principle of participation, monitoring and evaluation, training, promotion, carrying capacity, ownership of local community capital which means that the community must be directly involved in the principle of tourism development.

The tourism process is framed by persuasive communication, mass communication, interpersonal communication and group communication that intersect with the substance of tourism. Lobbying is a tourism communication channel created by business owners to the government; lobbying is the most crucial part for tourism business owners; lobbying referred to in this tourism communication model is not only on the communication techniques used but also more on lobby content that is appropriately connected to the purpose of tourism development, one of which is the welfare of the people in the destination area and the improvement of the local revenue in general, therefore in this study recommends a lobbying message containing prioritising local communities to be part of the sustainability of the tourism business.

The lobbying message also makes the community the heart of security. The community will maintain and secure tourism activities, so they need to be involved

in tourism business activities in their area. At the same time, it can also advance culture, preservation of natural resources and the environment that is maintained towards overall tourism development in Southeast Sulawesi with a frame of persuasive communication, mass communication, interpersonal communication and group communication that is integrated with the substance of tourism.

The response is an effect of previous tourism communication channels. This effect is created by the community to the government as a form of "re-inputting" because tourism communication is also a reaction process between individuals who play a role.

Communication is understood as a reaction (response) given by the recipient of the message or communicant to the messenger or communicator, or source. In addition, feedback can also be a reaction from the message to the communicator. The response in this model aims to produce harmonious communication between society and the government. The response will give an idea of how much the community response (Communicator) understands, understands about the substance of tourism provided by the Government (Communicant). This response is one of the elements in tourism communication to see whether the communication between the government and the community is successful or unsuccessful. Of course, there are several obstacles. In this model, the response has several types that can be created from the community to the government as the initial communicator, namely: (1) Internal response is a response sent by the community based on the content of the tourism message, which is realised directly by the community about the importance of the substance of tourism in their area so that the community quickly responds in the form of changes in the treatment of tourism. (2) External responses that are direct and indirect to changes in their behaviour on the substance of tourism.

The response can be in persuasive communication, mass communication, interpersonal communication and group communication intertwined with tourism's substance. Business communication is one of the channels in this tourism communication model, which business owners create for the public. Business communication is closely related to marketing activities, advertising, sales promotion, face-to-face selling and public relations. Tourism business development can use promotional strategies as an opportunity for sustainable tourism development (Kim & Lee, 2018). Tourism business owners must intelligently use visuals to promote their tourist products (Ge, 2019). This model recommends that business owners or people who play a role in the tourism industry in coastal areas understand that business communication in the tourism sector must carry out a continuous exchange of information by ensuring that the communication messages given to the community are communication messages that are thoroughly integrated with the concepts of the substance of tourism following the development of digital communication 4.0.

This model directs tourism business communication in coastal areas to follow the development of digital communication 4.0 as a form of adaptation to the more competent tourism sector so that the goal of tourism in coastal regions is achieved, namely the development and progress of tourism towards sustainable tourism. Tourism is a business world for a place that needs an active digital business with a sustainable model (Madriz & Tejedor, 2020).

The quality image of tourism services results from communication channels created by the public to the private sector. The model leads to consumer behaviour where in tourism activities, a prospective tourist (potential customer) will search for various information before deciding to buy. This tourism communication channel is greatly influenced by the business communication system created in the previous channel, namely stimuli packaged by business and tourism industry owners in business communication.

The government must pay attention to tourism services from tourism workers to maintain business communication of tourism products (Szromek et al., 2020). Or employees will give a good response or feedback if the stimulation of business consumers communication that hits it is effective with the frame of persuasive communication, mass communication, interpersonal communication and group communication that is intertwined with the substance of tourism is considered as a way for the government to overcome poverty in the region (Lee & Jan 2019). The tourism communication model is a communication process that leads to the development of tourism in coastal areas. This model recommends the importance of an element of communication ranging from sources, messages, media, communicants, responses or feedback into a complete whole in a tourism communication system in coastal areas, the system that works in the model is circular with the intention that interested parties carry out their roles continuously to create sustainable tourism. The concept of sustainable tourism is a strengthening activity that can use communication as a driving tool in the core sector of tourism related to the fields of tourism marketing communication, destination brands, tourism communication management, tourism transportation communication, tourism visual communication, tourism group communication, tourism online communication, public relations and tourism communication research.

## **DISCUSSION**

The Integrated Communication Model to develop Tourism in the Coastal Region of Southeast Sulawesi is played by the government, the private sector and the community. The essence of such channels is coordination. This role is also an element in tourism whose driving force is communication. The policy of planning from the government on the development of advanced tourism. Socialization is a government activity to the community about the importance of tourism, and the right lobbying is connected to the purpose of tourism development, one of which is the welfare of the community. The response is created by society, a process of reaction action between individuals who play a role. Business communication puts forward the exchange of ideas about the substance of tourism. The image of the quality of tourism services results from communication channels created by the public to the private sector. The government, the private sector and the community play the tourism communication model in developing tourism in coastal areas. The essence of such channels is coordination. This role is also an element in tourism whose driving force is communication. The policy of planning from the government on the development of advanced tourism. Socialization is a government activity to the community about the importance of tourism, and the right lobbying is connected to the purpose of tourism

development, one of which is the welfare of the community. The response is created by society, a process of reaction action between individuals who play a role. Business communication puts forward the exchange of ideas about the substance of tourism. The image of the quality of tourism services results from communication channels created by the public to the private sector.

## REFERENCES

- Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, 81(April), 1-10. <https://doi.org/10.1016/j.tourman.2020.104154>
- Almeida-Santana, A., & Moreno-Gil, S. (2019). Perceived Sustainable Destination Image: Implications for Marketing Strategies in Europe. *Sustainability*, 11(22), 6466. <https://doi.org/10.3390/su11226466>
- Cehan, A., Eva, M., Iațu, C., & Costa, C. (2020). Inquiring structure and forms of collaboration in tourism through social network analysis. *Sustainability (Switzerland)*, 12(19), 1-18. <https://doi.org/10.3390/su12198161>
- Cruz, M. S., & Zaragoza, M. P. P. (2019). Analysis of the accommodation density in coastal tourism areas of insular destinations from the perspective of overtourism. *Sustainability (Switzerland)*, 11(11), 1-19. <https://doi.org/10.3390/su11113031>
- Eusébio, C., Vieira, A. L., & Lima, S. (2018). Place attachment, host-tourist interactions, and residents' attitudes towards tourism development: the case of Boa Vista Island in Cape Verde. *Journal of Sustainable Tourism*, 26(6), 1-21. <https://doi.org/10.1080/09669582.2018.1425695>
- Ge, J. (2019). Social media-based visual humour use in tourism marketing: a semiotic perspective. *The European Journal of Humour Research*, 7(3), 6-25. <https://doi.org/10.7592/EJHR2019.7.3.ge>
- Hall, C. M. (2019). Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism. *Journal of Sustainable Tourism*, 27(7), 1-18. <https://doi.org/10.1080/09669582.2018.1560456>
- Jeong, Y., & Kim, S. K. (2019). The key antecedent and consequences of destination image in a mega sporting event. *South African Journal of Business Management*, 50(1), 1-11. <https://doi.org/10.4102/sajbm.v50i1.1480>
- Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. *Sustainability (Switzerland)*, 11(22),

- 1-19. <https://doi.org/10.3390/su11226401>
- Kim, H.-K., & Lee, T. (2018). Brand Equity of a Tourist Destination. *Sustainability*, 10(2), 431. <https://doi.org/10.3390/su10020431>
- Kozić, I. (2019). Can tourism development induce deterioration of human capital? *Annals of Tourism Research*, 77(December 2018), 168-170. <https://doi.org/10.1016/j.annals.2018.12.018>
- Lee, T. H., & Jan, F. H. (2019). Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. *Tourism Management*, 70(September 2018), 368-380. <https://doi.org/10.1016/j.tourman.2018.09.003>
- Li, Y., Xu, X., Song, B., & He, H. (2020). Impact of short food videos on the tourist destination image-Take Chengdu as an example. *Sustainability (Switzerland)*, 12(17), 1-13. <https://doi.org/10.3390/SU12176739>
- Mach, L., & Ponting, J. (2018). Governmentality and surf tourism destination governance. *Journal of Sustainable Tourism*, 26(11), 1-19. <https://doi.org/10.1080/09669582.2018.1513008>
- Madriz, S., & Tejedor, S. (2020). Analysis of effective digital communication in travel blog business models. *Communication and Society*, 33(4), 75-87. <https://doi.org/10.15581/003.33.4.75-87>
- Mance, D., Vilke, S., & Debelić, B. (2020). Sustainable governance of coastal areas and tourism impact on waste production: Panel analysis of croatian municipalities. *Sustainability (Switzerland)*, 12(18), 1-16. <https://doi.org/10.3390/su12187243>
- Munien, S., Gumede, A., Gounden, R., Bob, U., Gounden, D., & Perry, N. S. (2019). Profile of visitors to coastal and marine tourism locations in cape town, South Africa. *Geojournal of Tourism and Geosites*, 27(4), 1134-1147. <https://doi.org/10.30892/gtg.27402-421>
- NANTAKAT, B., & VORACHART, V. (2021). Designing tourism identity communication in satun unesco global geopark. *Geojournal of Tourism and Geosites*, 35(2), 275-281. <https://doi.org/10.30892/GTG.35202-648>
- Nurhayati, A., Aisah, I., & Supriatna, A. K. (2019). Model development of a synergistic sustainable marine ecotourism-A case study in Pangandaran Region, West Java Province, Indonesia. *Sustainability (Switzerland)*, 11(12), 1-16. <https://doi.org/10.3390/SU11123418>
- Okhrimenko, A., Boiko, M., Bosovska, M., Melnychenko, S., & Poltavska, O.

- (2019). Multisubject governance of the national tourism system. *Problems and Perspectives in Management*, 17(2), 165-176. [https://doi.org/10.21511/ppm.17\(2\).2019.12](https://doi.org/10.21511/ppm.17(2).2019.12)
- Pavón, D., Gabarda-Mallorquí, A., & Ribas, A. (2018). What governance? The role of public and private stakeholders in water supply management in Mediterranean coastal tourist destinations: The case of the Costa Brava. *Water (Switzerland)*, 10(12), 1-21. <https://doi.org/10.3390/w10121758>
- Petrović, M. D., Vujko, A., Gajić, T., Vuković, D. B., Radovanović, M., Jovanović, J. M., & Vuković, N. (2018). Tourism as an approach to sustainable rural development in post-socialist countries: A comparative study of Serbia and Slovenia. *Sustainability (Switzerland)*, 10(1), 1-14. <https://doi.org/10.3390/su10010054>
- Schmidt, J., & Uriely, N. (2019). Tourism development and the empowerment of local communities: The case of Mitzpe Ramon, a peripheral town in the Israeli Negev Desert. *Journal of Sustainable Tourism*, 27(6), 1-22. <https://doi.org/10.1080/09669582.2018.1515952>
- Sechi, L., Moscarelli, R., & Pileri, P. (2020). Planning tourist infrastructures to regenerate marginalised territories: the study case of North Sardinia, Italy. *City, Territory and Architecture*, 7(1), 1-12. <https://doi.org/10.1186/s40410-019-0108-x>
- Skeiseid, H., Derdowski, L. A., Grahn, Å. H., & Hansen, H. (2019). It is motivating Sustainable Change in Tourism Behavior: The First- and Third-Person Effects of Hard and Soft Messages. *Sustainability*, 12(1), 235. <https://doi.org/10.3390/su12010235>
- Stoddart, M. C. J., Catano, G., Ramos, H., Vodden, K., Lowery, B., & Butters, L. (2020). Collaboration gaps and regional tourism networks in rural coastal communities. *Journal of Sustainable Tourism*, 28(4), 1-22. <https://doi.org/10.1080/09669582.2019.1694526>
- Stoffelen, A., Adiyia, B., Vanneste, D., & Kotze, N. (2020). Post-apartheid local sustainable development through tourism: an analysis of policy perceptions among 'responsible' tourism stakeholders around Pilanesberg National Park, South Africa. *Journal of Sustainable Tourism*, 28(3), 1-20. <https://doi.org/10.1080/09669582.2019.1679821>
- Suess, C., Baloglu, S., & Busser, J. A. (2018). Perceived impacts of medical tourism development on community wellbeing. *Tourism Management*, 69(June), 232-245. <https://doi.org/10.1016/j.tourman.2018.06.006>
- Susie, S., DIDA, S., NUGRAHA, A. R., SJUCHRO, D. W., & MUDA, I. (2019).

INDUNG/PARENT MANAGEMENT COMMUNICATION MODEL TO ESTABLISHMENT OF TOURISM IDENTITY BASED ON SUNDANESE CULTURAL VALUES. *GeoJournal of Tourism and Geosites*, 27(4), 1201-1211. <https://doi.org/10.30892/gtg.27407-426>

Szromek, A. R., Kruczek, Z., & Walas, B. (2020). The attitude of tourist destination residents towards the effects of overtourism-Kraków case study. *Sustainability (Switzerland)*, 12(1), 1-17. <https://doi.org/10.3390/SU12010228>

Uslu, A., Pekesen, Y., & Tunca, A. (2020). Evaluation of communication skills of historical bazaar tradesmen: A research on foreign tourists visiting edirne. *GeoJournal of Tourism and Geosites*, 30(2), 835-842. <https://doi.org/10.30892/gtg.302spl08-512>

Xiao, X., Fang, C., & Lin, H. (2020). Characterising tourism destination images using photos' visual content. *ISPRS International Journal of Geo-Information*, 9(12), 1-18. <https://doi.org/10.3390/ijgi9120730>