

Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

INTERCULTURAL COMMUNICATION AND COMMUNITY ENGAGEMENT ON THE DEVELOPMENT OF SUKAMAJU TOURISM VILLAGE IN EAST KUTAI REGENCY, INDONESIA

Syamsidar[1], Syamsu Rijal[2], Wahyuni[3]
Universitas Muslim Indonesia[1,3]
Politetnik Pariwisata Makassar[2]
Email: syamsidar.syamsidar@umi.ac.id [1], rijal@poltekparmakassar.ac.id [2] , wahyuni.wahyuni@umi.ac.id [3]

Abstract

This study examines the role of intercultural communication and community engagement in developing Sukamaju Tourism Village, located in East Kutai Regency, Indonesia. Employing a qualitative approach, data were collected through interviews, focus group discussions, and participant observation involving local residents, community leaders, and tourism stakeholders. The findings reveal that effective intercultural communication fosters mutual understanding and collaboration among diverse ethnic groups within the village, enhancing community participation in tourism initiatives. Community engagement is a critical factor in ensuring the sustainability and inclusivity of tourism development, as it empowers local stakeholders to contribute actively to decision-making processes and resource management. The study underscores the importance of culturally sensitive communication strategies and participatory approaches in promoting harmonious community relations and sustainable rural tourism development.

Keywords: Intercultural Communication, Community Engagement, Tourism Village, Rural Tourism, Community-based Tourism

1. INTRODUCTION

Indonesia's economy relies on tourism (Sugiyarto et al., 2003), has used its tourism destinations to create an economic paradigm that empowers communities, improves welfare, and secures sustainable tourism revenue (Utomo et al., 2020), and is important for national development because it generates foreign exchange, which boosts economic growth, reduces unemployment, and boosts productivity (Pham & Nugroho, 2022; Zhao, 2023). Tourist village development is one of several Indonesian government tourist initiatives (Ap et al., 2020; Rozdianda & Gultom, 2024). This program has been crucial to Indonesia's tourism growth strategy since 2018, before the COVID-19 pandemic. As the epidemic subsided, the tourism village concept emerged as the main plan to revive Indonesian tourism (Utomo et al., 2023), especially in line with the eighth goal of the global Sustainable Development Goals (SDGs) to foster decent work and economic progress by inclusively advancing economic activity.



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

Kutai Regency underwent official division into East Kutai Regency, establishing a territory comprising 18 sub-districts, 2 urban villages, and 139 villages on October 28, 1999. The East Kutai district government has designated Sukamaju Village as a cultural-based tourist village due to its diverse demographic and multicultural nature. As of 2023, the village has a population of 4,598 people from various ethnic groups (BPS Kutai Timur, 2024). Sukamaju Village was the Wahau Timur V Transmigration Settlement Unit, a Preparatory Village in 1993 and a Definitive Village in 1995, along with six other Kongbeng District villages. The government and people of Sukamaju Village turned it into a tourism destination in 2022, highlighting the Banyu Langit reservoir and its multicultural background.

Tourism facilitates the convergence of individuals from varied origins, offering hosts and guests a unique opportunity to exchange their distinct cultures and ideas (Viken et al., 2021; Alamineh et al., 2023). Members of different cultures can share firsthand experiences and develop personal relationships that may transform into significant coalitions, promoting enduring societal advancements (Koc, 2020; Li et al., 2024). The community-based tourism (CBT) development method seeks to fortify institutions that encourage local participation (Lina, 2023) and improve the economic, social, and cultural welfare of the predominant population (Hariyadi et al., 2024). The objective is to establish a balanced and harmonious development strategy that considers the diverse needs, interests, and capabilities of the community and its inhabitants while also taking into account the compatibility of various development forms with other sectors of the local economy (Giampiccoli et al., 2022). To foster the growth of CBT, it is essential to promote community ownership, establish partnerships, enhance quality of life, safeguard the environment and culture, elevate social welfare, implement equitable benefit-sharing mechanisms, engage with local economies, enrich visitor experiences through meaningful interactions, and achieve financial independence from community-based initiatives (Krittayaruangroj et al., 2023; De Abreu et al., 2024).

Researchers have conducted extensive studies on intercultural communication between host communities and visitors, as well as community involvement in community-based tourism principles (Gascón & Milano, 2024). However, there is still little research on how local communities with different social, cultural, and economic backgrounds communicate internally to develop culture-based tourist villages, which can help bring people together and boost the economy while protecting nature, cultural heritage, and the environment. This study aims to examine the forms and roles of intercultural communication among diverse individuals in the Sukamaju village community in realizing a regenerative cultural tourism village. Since its inception, the region, which encompasses various racial, religious, educational, and socio-economic backgrounds, has experienced no significant conflicts. This has served as the main foundation for the realization of intercultural communication, which aims to encourage the participation of various ethnic communities in society. These considerations then became the main argument for making the area a prominent, harmonious, and culturally oriented tourist destination, referred to as mini-Indonesia (Agung et al., 2024).



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

This research examines how intercultural communication patterns among various ethnic communities can foster trust and collaboration in the development of a tourist village. It also explores how the participation of these communities in showcasing their cultures as cultural tourist attractions enhances their understanding of both their own and other cultures within the diverse society of the tourist village.

2. REVIEW OF LITERATURE

Intercultural communication is the study of interactions between people from different sociocultural backgrounds, with a particular focus on how cultural characteristics affect the communication process (Aleksandrova et al., 2024). Sex, gender, color, age, religion, country, occupation, and language are all important factors (Darvin & Sun, 2024). Language, ethnicity, and nationality are the key variables that distinguish social groups. Intercultural communication is the exchange of information between persons from various cultural backgrounds, using both verbal and nonverbal communication (Ahtif & Gandhi, 2022). Convergence and divergence are frequent intercultural communication tactics, with convergence aimed at reducing cultural differences (Diner et al., 2022). Sociolinguistics emphasizes the importance of language in intercultural communication and its role in communication, perception, and cognition (Kecskes, 2023; Aleksandrova et al., 2024).

Two fundamental elements underpin intercultural communication, namely ethnicity and social identity. Ethnicity refers to a group's long-term structure of cultural features, which affect social identity (Lewis et al., 2023). Nationally, ethnic groups want to establish their own politically independent nation, and these characteristics and relationships define their social identity. Identity and ethnicity are not fixed, and prejudices can lead to rash decisions (Hudson et al., 2024). To address this, link culture to action, which is a manner of thought and conduct expressed via communal activities (Fietz et al., 2021). Communication patterns fluctuate between linguistic and cultural communities, creating intercultural communication issues (Dumitrașcu-Băldău & Dumitrașcu, 2019). Understanding these distinctions requires evaluating communication practices and affecting circumstances, thus distinguishing between actions by one individual and those needing numerous individuals' involvement. Understanding perceived information depends on contextualization, which is crucial in intercultural communication, especially when individuals lack common cultural backgrounds (Kaiser et al., 2020). Improving intercultural communication requires understanding pre-understandings, being sensitive to potential misunderstandings, and familiarizing oneself with different cultures (Pang et al., 2024). Misunderstandings can arise from impulsive emotional responses, and positive reactions can facilitate advantageous connections (Kupferberg, & Hasler, 2023), while negative reactions can elicit bias, distrust, animosity, and discrimination (Zhu, 2020).

Tourism is often viewed as a one-dimensional sector; however, this viewpoint changes as awareness of its impact on local economies and cultures increases (Soares et al., 2022). Sustainable tourism maximizes resource efficiency while preserving cultural integrity and natural systems, promoting community well-being, sustainability, participatory tourism, and acknowledging



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

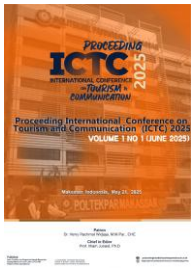
DOI: https://doi.org/10.33649/icontc.v1i1

nature's inherent worth beyond tourism (Fu et al., 2024). Sustainable tourism aims to alleviate a destination's negative economic, sociocultural, and environmental impacts while maximizing resource efficiency to fulfill economic, social, and aesthetic goals (Bathla et al., 2024). It promotes cultural authenticity, ecological processes, biological diversity, and life support systems (Chirieleison & Rizzi, 2023). Community participation is vital to economic, social, and cultural advancement, encompassing conservation initiatives, intellectual involvement, and human capital (Tong et al., 2024). Sustainable development integrates ecological, social, cultural, and economic sustainability for future generations (Gupta et al., 2024). Destination appeal, community participation, environmental awareness, and place connection affect public awareness. Sustainable growth requires tourism preservation and conservation (Liu, 2023). Five key metrics are economic growth, community welfare, natural resource protection, healthy culture, and tourist satisfaction (Ngo & Creutz, 2022). Sustainable tourism ensures an SDG-aligned policy and can foster stakeholder collaboration and sustainable development (Wondirad et al., 2019).

As an emerging business, tourism can become a new economic sector using discounted resources and cheap entry costs. It can provide jobs, especially for marginalized people (Vuksanović et al., 2024). Sustainable tourism must support the host community and environment to survive (Takuli et al., 2022). Natural and artificial settings, as well as locals, affect tourism quality (Ramkissoon, 2020). People and communities can help shape tourist policy by recognizing cultural heritage and sharing local knowledge about the destination's history, ecology, culture, and economy (Lundberg et al., 2024). Locals are vital to visitor happiness and destination and tourism event planning (Mihajlović & MagOec, 2017; Björk & Sthapit, 2017). Their success depends on understanding destination growth and tourist interaction challenges (Obradović & Tešin, 2023). Commercial tourism may affect people's lives. To overcome this, they must be involved in destination planning and management to understand tourism as an activity and industry and manage change effectively for the community (Jørgensen et al., 2024).

Community empowerment is a crucial aspect of addressing the challenges of globalization, particularly in the tourism sector. It involves empowering individuals to implement desired local changes and fostering social capital, which can positively impact economic development efforts (Khalid et al., 2019). Public participation, democracy, and community empowerment grounded in local social capital are effective strategies to address globalization challenges at the local level (Baxter et al., 2022). The community approach to tourism development involves assessing the benefits and drawbacks for both individuals and the community, recognizing that aspects of the environment, such as architecture, cuisine, heritage, aesthetics, and ecology, can hold importance and allure for outsiders (Khalid et al., 2019; Riyanto et al., 2023). Tourism villages, as rural locales, have demonstrated how tourism can become a driving force for destination preservation, receiving significant support from local communities (Fafurida et al., 2023).

Tourism development must involve communities to empower them and preserve cultural traditions (Tong et al., 2024; Hariyadi, 2024). CBT is a sustainable approach that incorporates local communities in decision-making, benefits local communities, and educates locals about tourism (De Abreu, 2024). CBT principles include recognizing



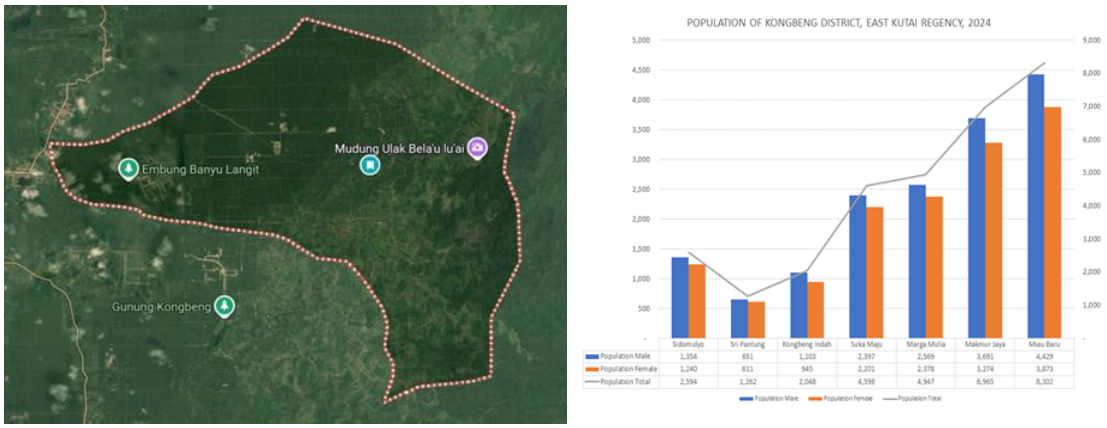
Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

community ownership; involving community members in tourism development; cultivating community pride; improving quality of life; ensuring environmental sustainability; promoting intercultural education; upholding human dignity and cultural diversity; distributing profits and benefits equitably; allocating a portion of generated revenue to community development projects; and emphasizing the connections between them. People often view CBT as a means to alleviate poverty in developing countries. This involves equitable distribution of benefits, efficient management, strong partnerships, unique attractions, and environmental conservation (Lina, 2023). However, this approach may prioritize tourism development over community involvement. CBT may be effective in the short term, but its long-term viability is uncertain (Ngo & Creutz, 2022; Ismail et al., 2024). The lack of resources and community engagement in CBT locations can lead to ambiguity about tourism beneficiaries and a dependence on tourism, negatively impacting economic stability (Zielinski et al., 2020). Therefore, it is crucial to understand and engage local communities in tourism initiatives.

3. RESEARCH METHODOLOGY

This research utilizes qualitative methodologies and an interactive model design. Through data collection and thorough descriptions, it aims to clarify the phenomena related to intercultural communication, cultural attraction, and community involvement among ethnic groups in the context of tourism village development. The descriptive method produces systematic, factual, and accurate representations of information (Bowen, 2009). Qualitative research approaches clarify the reality that arises from direct engagement with the subject of study (Oranga & Matere, 2023).



(a) (b)

Figure 1: (a) Research Location, (b) Population of Kongbeng District, 2024
Source: (a) Google Maps, 2024; (b) East Kutai Stattiscs, 2024



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

The research focuses on the integration of culture in tourism. The data collection techniques include observation to identify field issues and assess conditions related to intercultural communication in the development of the Sukamaju tourism village. Interviews with 247 key informants, including the Head of the East Kutai Regency Tourism Office, the Head of the Tourism Destination Division, the Head of Sukamaju Village, the Chairperson of the Sukamaju Village TAG, the Chairperson of the ethnic group in Kongbeng Sub-district, MSMEs in East Kutai Regency, and the electronic media in East Kutai Regency. Documentation is done by compiling prior archives or information to enhance research references. Rembug Desa is a focus group village discussion with village stakeholders to establish the village government program, which is conducted to identify challenges and propose alternative solutions as part of the Sukamaju tourism village work program.

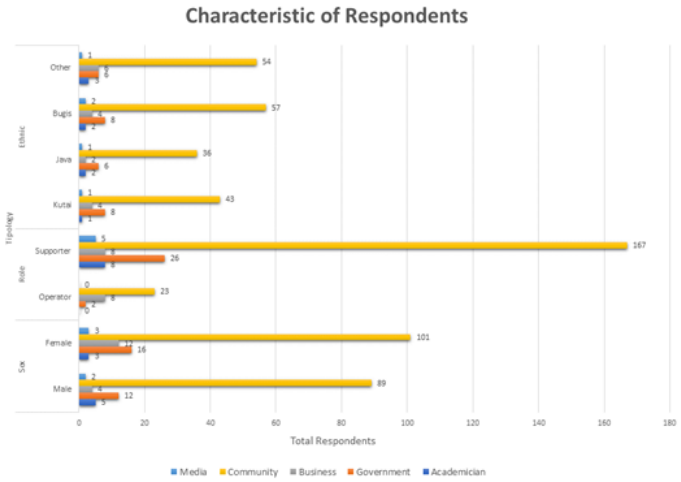


Figure 2. Characteristics of Research Respondents by Ethnicity, Sex, and Role in the Management of Tourism Villages

Source: Research Data Analysis, 2024

The study employs a four-step interactive model of qualitative data analysis developed by Miles and Huberman to analyze data (Miles & Huberman, 1994). Data was collected through observation and comprehensive interviews to gather any relevant information associated with the research objectives; data reduction involved summarizing and organizing the information gathered, commonly by identifying themes, patterns, and key concepts; data was displayed by structuring the reduced information in an approach that contributes to analysis and interpretation, such as by tables and charts; and conclusions were drawn from the analyzed data, with verification achieved by examining supplementary data.

Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

We investigated the interactions among ethnic groups in the Sukamaju tourism village. We adopted Yoo and Sohn's (2003) integrated model and modified the key agents, relationships, influencing factors, processes, and outcomes of intercultural interactions. The intercultural interaction model of the tourism village community consists of two elements: structure and impact. Communication strategies and cultural values influence the variables in the relationship, particularly trust. The ethnic groups face role conflicts influenced by capital assets. Ethnic groups strive to overcome their asset limitations by engaging with and assimilating into TAG. The village community possesses a profound understanding of its ethnic cultural potential as a tourism asset through distinctive intercultural experiences, which in turn influence the branding and image of the tourist village.

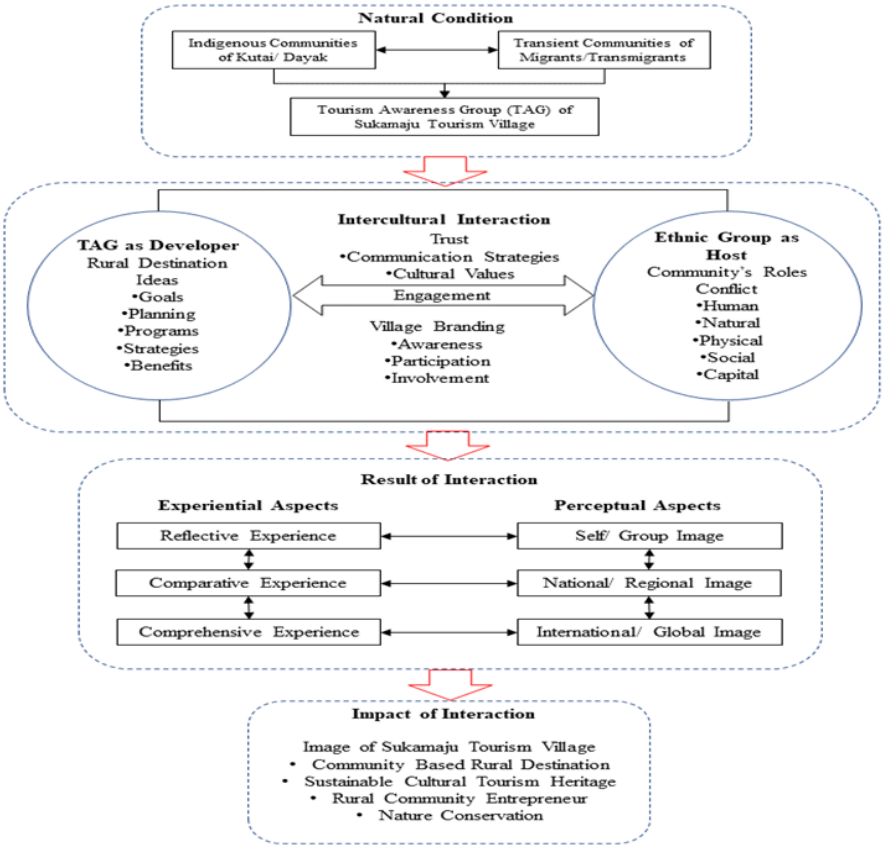


Figure 3. Conceptual Framework
Source: Research Data Analysis, Adapted from Yoo & Sohn (2003), 2024

4. FINDINGS AND DISCUSSION

In-depth interviews have shown that Sukamaju Tourism Village is a varied ex-transmigrant settlement from beyond Kalimantan. Kutai and Dayak (38.23%), Javanese (17.58%), Sulawesi



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

(15.36%), West Nusa Tenggara (5.74%), East Nusa (1.18%), Balinese (12.51%), and others (4.4%) live in the village. When the village was officially established in 1997, its main issue was clean water. A village assembly with ethnic group leaders resolved to build a reservoir in the former oil palm plantation. After almost two years of effort, the reservoir's water quality progressively improved, with the village population calling it a "miracle." The reservoir is named *Embung Banyu Langit* (*banyu* means water and *langit* means sky) because God gives it water from the sky. The Sukamaju tourism town currently attracts an average of 350 tourists each month, serving as a new economic catalyst for the community and local government.

4.1 Intercultural Communication among Communities in Sukamaju Tourism Village

The experience of interacting with other ethnic groups has fostered a spirit of togetherness, collaboration, and trust among the villagers. Villagers are currently working together and trust each other after connecting with other ethnic groups. They now communicate and solve problems more openly, established in their culture. The Bugis practice *assitulung-tulungéng* (helping others), while the Javanese practice *rukun agawe santosa, crah agawe bubrah* (living in peace). Like the Sasak tribe, the Balinese use *ngayah* (helping each other). These principles are embedded in every indigenous society and transmitted forward. Since the new place shares their values, they can still identify with their ancestral culture. Farmers' dominance and lack of artistic cultural performance skills make it difficult for TAG to promote community involvement in tourism communities, especially among ethnic groups. TAG has collaborated with indigenous community leaders to promote their cultural heritage as a tourist destination. Cultural activities in households improve ethnic identification and appreciation and compliment the neighborhood's natural culture.

Language choices differ in different communication environments. The village leader/leader of TAG and ethnic community leaders communicate in formal Indonesian, occasionally using English terminology when involving external parties such as the Regional Tourism Office or academics for reinforcement. This is done to emphasize regulations and the importance of tourist villages for the village's economy. Meanwhile, ethnic community leaders and group members communicate utilizing the native languages of each ethnic group and Indonesian variations to emphasize the group's cultural potential and economic benefits. Places and times for communication activities also vary. The village leader/TAG chairman holds formal meetings with ethnic community leaders at the village hall, while these leaders engage in informal meetings, joint activities, or special meetings with families or individuals, particularly those who are resistant, to foster ethnic group cohesion.

Analysis of intercultural communication between the Village Leader/ Leader of TAG and the ethnic community leader (figure 4 a), as well as between the ethnic community leader and their group members (figure 4 b), has revealed differences in communication models. In terms of initial orientation, both forms of communication exhibit similarities, with the listeners showing no (or minimally insignificant) resistance. This indicates a similarity in initial orientation regarding the development of tourist villages between the speaker and the listener.



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

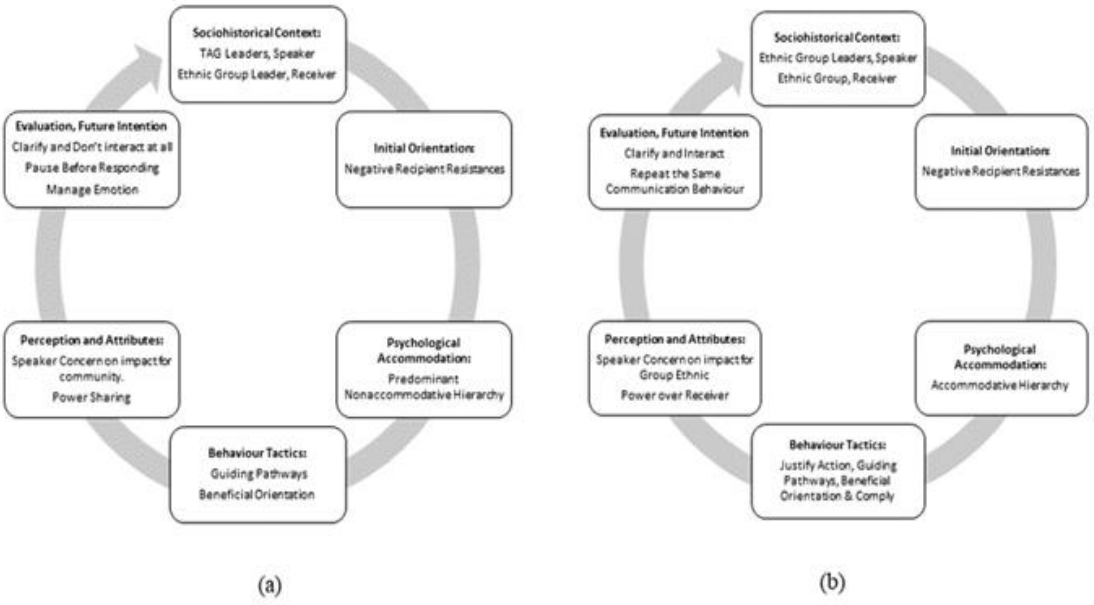
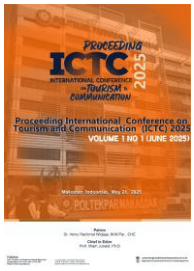


Figure 4. Model of: (a) Village Leader/TAG Leaders of a Speaking Up Massage with Ethnic Community Leader, and (b) Ethnic Community Leaders of a Speaking Up Massage with Ethnic Community Members
Source: Research Data Analysis, 2024

4.2.Implementation of Community Based Tourism in Sukamaju Tourism Village

Psychological accommodation shows that the village leader/TAG head and ethnic community leader generally accept (Figure 4). This acceptance comes from believing that the tourist village boosts the local economy and protects ethnic culture. Although the ethnic group leaders communicated with their members, the male heads of families initially resisted, believing they lacked the necessary skills and that cultural tourism activities differed significantly from their jobs and livelihoods. The ethnic group's respected traditional leader was polite in his rejection. The ethnic group leader increased communication with the Sukamaju village women and youth in response to this issue. The village's family heads gradually discovered that cultural tourism did not disrupt their labor patterns, but brought value to their income. Improving agricultural methods, plantations, and other livelihoods would attract tourists, especially those interested in traditional cuisine. The woman and youth communication method transformed the perspectives of family heads on the development of cultural tourism villages.



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1



Figure 5. Some of Cultural Attraction Performed by Ethnic Groups of Sukamaju Tourism Village
Source: Research Data Analysis, 2024

Sukamaju Village leaders/TAG leaders and ethnic community leaders' behavioral tactics differ significantly (Figure 4). The village/ TAG and ethnic community leaders communicate using operational technical criteria to clarify the roadmap, program objectives, development strategies, and community and village advantages. Ethnic community leaders and groups engage in more programmatic communication, making adjustments based on the community's cultural potential and capacity to implement cultural events and rituals. These adjustments will lead to developing cultural tourism products that will benefit both the ethnic group and the Sukamaju village community, both economically and socio-culturally.

The communication between Sukamaju village leaders/TAG leaders and ethnic community leaders, as well as between ethnic community leaders and their respective ethnic community groups, shares similar perceptions and attributes. The similarity lies in the communication's focus on the benefits of developing a tourist village for the economy and culture of the ethnic community and the village of Sukamaju. The only difference between the two is in their attributes. There is a sharing of power in communication. However, in the communication between ethnic community leaders and their respective ethnic community groups, the attributes of ethnic community leaders are significantly more potent than those of their ethnic community groups.

Collaboration in tourism development will improve the local environment, community participation, interactions between tourism and other local industries, and the unique sense of place discerning travelers seek (Li et al., 2021). Local trade and commerce groups and educational institutions must be tapped to determine the educational and training needs of the burgeoning tourism village as a community enterprise (Dahles et al., 2019). Rural tourism markets will value and respond to sustainable, community-oriented tourism sectors and goods (Reina-Usuga et al., 2024).

Evaluation and future intentions reveal differences in communication accommodations between the two groups under study. Sukamaju village leaders/TAG leaders communicate with ethnic community leaders, ensuring their understanding of the village tourism



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

development program, while suppressing emotions and attempting to limit discussions beyond their areas of expertise. Meanwhile, in communication between ethnic community leaders and the ethnic community group, there is clarification and more intense interaction to unravel solutions to their problems, and the ethnic group leader will exhibit the same communication behavior as their ethnic group.

5. CONCLUSION

Culture is essential for communicative behavior, and language is a reflection of this. Intercultural communication may result in misconceptions or problems stemming from subtle differences. Harmony promotes social cohesion in communities by cultivating a thriving environment through community engagement, recognizing diversity, cultural understanding, and tolerance. This harmony is crucial for effective collaboration and cohabitation, particularly in Sukamaju tourism villages, as it is a fundamental aspect of community life.

The variety of language and politeness exhibited by speakers in intercultural communication express a significant intent to recipients, consequently affecting the involvement of ethnic communities in the development of the Sukamaju tourist hamlet. This research has revealed the substantial role of social media as a conduit for intercultural communication, offering a platform for information and education that enables ethnic communities to participate in the development of the Sukamaju tourism village, particularly for the millennial generation.

Effective leadership and communication among tourism stakeholders (penta-helix) are both essential for guiding local tourism initiatives. The formulation and execution of tourism policy must direct community engagement in the development of destination products, in accordance with global, national, regional, and local policies. At the local level, a collaborative framework must be established to ensure equitable participation from citizens, interest groups, enterprises, and social organizations, and define suitable geographical operating scales. The contributions of women and youth to the development of tourism villages are crucial. Improving tourism in the Sukamaju Tourism Village will necessitate a comprehensive strategic plan and realistic expectations for the area's economic outcomes. Tourism, a sector characterized by sustainable growth, may profoundly impact East Kutai's evolution as a tourist destination, aligning its scale and success indicators with the aspirations and capacities of the local community.

This research has been limited by its inability to investigate the role of social media in intercultural communication, leading to an absence of thorough insights regarding the disparities in the efficacy of face-to-face versus online media in cross-cultural communication. This factor is essential for the advancement of tourist villages, particularly in culturally diverse regions.

REFERENCE

Alamineh, G. A., Hussein, J. W., Mulu, Y. E., & Taddesse, B. (2023). The negative cultural impact of tourism and its implication on sustainable development in Amhara Regional State. *Cogent Arts and Humanities*, *10*(1). https://doi.org/10.1080/23311983.2023.2224597



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

Aleksandrova, O., Kolinko, M., Ishchuk, A., Kozlovets, M., Petryshyn, H., Hotsalyuk, A., & Taran, G. (2024). Understanding Intercultural Communication as a Condition for Sustainable Development. *European Journal of Sustainable Development*, *13*(2), 261. https://doi.org/10.14207/ejsd.2024.v13n2p261

Ap, A. R., Imron, D. K., & Pertiwi, C. (2020). Tourism Village: Challenges and Opportunities in New Normal. *Advances in Social Science, Education and Humanities Research*. https://doi.org/10.2991/assehr.k.201219.082

Bathla, G., Raina, A., Kumar, A., Tripathi, R., & Kaur, D. (2024). Exploring the Role of Sustainable Tourism in Building Environmental and Social Resilience. In *Advances in hospitality, tourism and the services industry (AHTSI) book series* (pp. 83–106). https://doi.org/10.4018/979-8-3693-5405-6.ch004

Baxter, S., Barnes, A., Lee, C., Mead, R., & Clowes, M. (2022). Increasing public participation and influence in local decision-making to address social determinants of health: a systematic review examining initiatives and theories. *Local Government Studies*, *49*(5), 861–887. https://doi.org/10.1080/03003930.2022.2081551

Besculides, A., Lee, M. E., & McCormick, P. J. (2002). Residents' perceptions of the cultural benefits of tourism. *Annals of Tourism Research*, *29*(2), 303–319. https://doi.org/10.1016/s0160-7383(01)00066-4

Bibi, F., & Hamida, L. (2024). Exploring communication patterns among international students in Indonesia: a study using communication accommodation theory. *Cogent Arts and Humanities*, *11*(1). https://doi.org/10.1080/23311983.2024.2397188

Björk, P., & Sthapit, E. (2017). Well-Being of Locals, Tourist Experiences and Destination Competitiveness. In *Tourism on the verge* (pp. 149–162). https://doi.org/10.1007/978-3-31944108-5_12

Bowen, G. A. (2009). Document Analysis as a Qualitative Research Method. *Qualitative Research Journal*, *9*(2), 27–40. https://doi.org/10.3316/qrj0902027

BPS-Statitics of East Kutai Regency. (2024). Kongbeng Subditrict in Figures

Chirieleison, C., & Rizzi, F. (2023). Sustainable Tourism. In *Springer eBooks* (pp. 3607–3613). https://doi.org/10.1007/978-3-031-25984-5_135

Dahles, H., Khieng, S., Verver, M., & Manders, I. (2019). Social entrepreneurship and tourism in Cambodia: advancing community engagement. *Journal of Sustainable Tourism*, *28*(6), 816–833. https://doi.org/10.1080/09669582.2019.1706544

Darvin, R., & Sun, T. (2024). *Intercultural Communication and Identity*. https://doi.org/10.1017/9781009206754

De Abreu, L. A., Da Conceição Walkowski, M., Perinotto, A. R. C., & Da Fonseca, J. F. (2024). Community-Based Tourism and Best Practices with the Sustainable Development Goals. *Administrative Sciences*, *14*(2), 36. https://doi.org/10.3390/admsci14020036

Dumitraşcu-Băldău, I., & Dumitraşcu, D. D. (2019). Intercultural Communication and its Challenges Within the International Virtual Project Team. *MATEC Web of Conferences*, *290*, 07005. https://doi.org/10.1051/matecconf/201929007005



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

Fafurida, F., Purwaningsih, Y., Mulyanto, M., & Suryanto, S. (2023). Tourism Village Development: Measuring the Effectiveness of the Success of Village Development. *Economies*, *11*(5), 133. https://doi.org/10.3390/economies11050133

Fietz, B., Hillmann, J., & Guenther, E. (2021). Cultural Effects on Organizational Resilience: Evidence from the NAFTA Region. *Schmalenbach Journal of Business Research*, *73*(1), 5–46. https://doi.org/10.1007/s41471-021-00106-8

Gascón, J., & Milano, C. (2024). Community Based Tourism: A Global South Perspective. *Tourism & Management Studies*, *20*(3), 27–37. https://doi.org/10.18089/tms.20240303

Giampiccoli, A., Dłużewska, A., & Mnguni, E. M. (2022). Host Population Well-Being through Community-Based Tourism and Local Control: Issues and Ways Forward. *Sustainability*, *14*(7), 4372. https://doi.org/10.3390/su14074372

Gupta, R., Mondal, M. E. A., Janardhan, M., Kumawat, H., & Shekhar, C. (2024, March 4). *Sustainable Tourism Development: Balancing Economic Growth and Environmental Conservation*. https://migrationletters.com/index.php/ml/article/view/8967

Hariyadi, B. R., Rokhman, A., Rosyadi, S., Yamin, M., & Runtiko, A. G. (2024). The Role of Community-Based Tourism in Sustainable Tourism Village In Indonesia. *Revista De Gestão Social E Ambiental*, *18*(7), e05466. https://doi.org/10.24857/rgsa.v18n7-038

Hudson, S. T. J., Myer, A., & Berney, E. C. (2024). Stereotyping, prejudice, and discrimination at the intersection of race and gender: An intersectional theory primer. *Social and Personality Psychology Compass*, *18*(2). https://doi.org/10.1111/spc3.12939

Jørgensen, M. T., Fuglsang, L., & Sundbo, J. (2024). Tourism transitions, complex challenges and robust destination development in peri-urban areas: A case study of Zealand, Denmark. *Journal of Destination Marketing & Management*, *33*, 100905. https://doi.org/10.1016/j.jdmm.2024.100905

Kaiser, D., Inciuraite, G., & Cichy, R. M. (2020). Rapid contextualization of fragmented scene information in the human visual system. *NeuroImage*, *219*, 117045. https://doi.org/10.1016/j.neuroimage.2020.117045

Kecskes, I. (2023). Intercultural Communication and our Understanding of Language. In *Perspectives in pragmatics, psychology & philosophy* (pp. 45–63). https://doi.org/10.1007/978-3-031-30160-5_3

Khalid, S., Ahmad, M. S., Ramayah, T., Hwang, J., & Kim, I. (2019). Community Empowerment and Sustainable Tourism Development: The Mediating Role of Community Support for Tourism. *Sustainability*, *11*(22), 6248. https://doi.org/10.3390/su11226248

Kluger, A. N., & Itzchakov, G. (2021). The Power of Listening at Work. *Annual Review of Organizational Psychology and Organizational Behavior*, *9*(1), 121–146. https://doi.org/10.1146/annurev-orgpsych-012420-091013

Koc, E. (2020). Cross-Cultural Aspects of Tourism and Hospitality. In *Routledge eBooks*. https://doi.org/10.4324/9781003018193

Krittayaruangroj, K., Suriyankietkaew, S., & Hallinger, P. (2023). Research on sustainability in community-based tourism: a bibliometric review and future directions. *Asia Pacific*



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

Journal of Tourism Research, *28*(9), 1031–1051. https://doi.org/10.1080/10941665.2023.2276477

Kupferberg, A., & Hasler, G. (2023). The social cost of depression: Investigating the impact of impaired social emotion regulation, social cognition, and interpersonal behavior on social functioning. *Journal of Affective Disorders Reports*, *14*, 100631. https://doi.org/10.1016/j.jadr.2023.100631

Lewis, C., Cohen, P. R., Bahl, D., Levine, E. M., & Khaliq, W. (2023). Race and Ethnic Categories: A Brief Review of Global Terms and Nomenclature. *Cureus*. https://doi.org/10.7759/cureus.41253

Liu, X. (2023). Tourism development, environmental regulations, and natural resource management: Evidence from G20 countries. *Resources Policy*, *86*, 104224. https://doi.org/10.1016/j.resourpol.2023.104224

Li, Y., Guo, Z., Hua, H., & Li, W. (2024). An empirical analysis of cultural differences in overseas tourism: How do they affect self-determination theory (SDT) needs by age? *International Journal of Intercultural Relations*, *99*, 101936. https://doi.org/10.1016/j.ijintrel.2024.101936

Lina, F. (2023). Community-Based Tourism (CBT): A Community Development Tool. *European Journal of Business and Management*. https://doi.org/10.7176/ejbm/15-17-01

Lundberg, C., Lexhagen, M., & Ziakas, V. (2024). Integrating popular culture tourism in local communities: a scoping review and ways forward. *Scandinavian Journal of Hospitality and Tourism*, *24*(1), 4–26. https://doi.org/10.1080/15022250.2024.2359410

Mihajlović, I., & MagOec, M. V. (2017). The Importance of Local Events for Positioning of Tourist Destination. *European Journal of Social Sciences Education and Research*, *10*(2), 228. https://doi.org/10.26417/ejser.v10i2.p228-239

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An Expanded Sourcebook*. SAGE.

Ngo, T. H., & Creutz, S. (2022). Assessing the sustainability of community-based tourism: a case study in rural areas of Hoi An, Vietnam. *Cogent Social Sciences*, *8*(1). https://doi.org/10.1080/23311886.2022.2116812

Obradović, S., & Tešin, A. (2023). Local Communities' Perceptions of Tourism Planning in Natural Areas. *Tourism and Hospitality*, *4*(2), 336–354. https://doi.org/10.3390/tourhosp4020021

Oranga, J., & Matere, A. (2023). Qualitative Research: Essence, Types and Advantages. *OALib*, *10*(12), 1–9. https://doi.org/10.4236/oalib.1111001

Pang, H. T., Zhou, X., & Chu, M. (2024). Cross-cultural Differences in Using Nonverbal Behaviors to Identify Indirect Replies. *Journal of Nonverbal Behavior*, *48*(2), 323–344. https://doi.org/10.1007/s10919-024-00454-z

Pham, T., & Nugroho, A. (2022). Tourism-induced poverty impacts of COVID-19 in Indonesia. *Annals of Tourism Research Empirical Insights*, *3*(2), 100069. https://doi.org/10.1016/j.annale.2022.100069



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

Ramkissoon, H. (2020). Perceived social impacts of tourism and quality-of-life: a new conceptual model. *Journal of Sustainable Tourism*, *31*(2), 442–459. https://doi.org/10.1080/09669582.2020.1858091

Reina-Usuga, L., Camino, F., Gomez-Casero, G., & Alba, C. a. J. (2024). Rural tourism initiatives and their relationship to collaborative governance and perceived value: A review of recent research and trends. *Journal of Destination Marketing & Management*, *34*, 100926. https://doi.org/10.1016/j.jdmm.2024.100926

Riyanto, N., Iqbal, M., Supriono, N., Fahmi, M. R. A., & Yuliaji, E. S. (2023). The effect of community involvement and perceived impact on residents' overall well-being: Evidence in Malang marine tourism. *Cogent Business & Management*, *10*(3). https://doi.org/10.1080/23311975.2023.2270800

Rozdianda, U., & Gultom, Y. (2024). The Impact of Regional Tourism Development on The Food Tourism Industry: Case Study of Tourism Village Assistance Policy in Indonesia and The Influence of Regional Disparity on its Effectiveness. *International Review of Humanities Studies*, *9*(1). https://doi.org/10.7454/irhs.v9i1.1277

Šegota, T., Mihalič, T., & Perdue, R. R. (2022). Resident perceptions and responses to tourism: individual vs community level impacts. *Journal of Sustainable Tourism*, *32*(2), 340–363. https://doi.org/10.1080/09669582.2022.2149759

Soares, J. R. R., Remoaldo, P., Gabriel, L. P. M. C., & Perinotto, A. R. C. (2022). Perceptions of the resident of Santiago de Compostela regarding tourism: effects on hospitality. *Cogent Social Sciences*, *8*(1). https://doi.org/10.1080/23311886.2022.2109262

Sugiyarto, G., Blake, A., & Sinclair, M. (2003). Tourism and globalization. *Annals of Tourism Research*, *30*(3), 683–701. https://doi.org/10.1016/s0160-7383(03)00048-3

Takuli, S., Rawal, Y. S., & Takuli, S. S. (2022). A Review on Effect of Sustainable Tourism on Host Community. *AIJR Publisher eBooks*, 45–53. https://doi.org/10.21467/books.134.6

Timothy, D. J. (2024). Heritage and Destination Conscience: Empowering Communities and Enhancing Tourism Experiences. In *Emerald Publishing Limited eBooks* (pp. 51–63). https://doi.org/10.1108/978-1-80455-960-420241007

Tong, J., Li, Y., & Yang, Y. (2024). System Construction, Tourism Empowerment, and Community Participation: The Sustainable Way of Rural Tourism Development. *Sustainability*, *16*(1), 422. https://doi.org/10.3390/su16010422

Tustonja, M., Stipić, D. T., Skoko, I., Čuljak, A., & Vegar, A. (2024). Active Listening – A Model of Empathetic Communication In The Helping Professions. *Medicina Academica Integrativa.*, *1*(1), 42–47. https://doi.org/10.47960/3029-3316.2024.1.1.42

Utomo, S., Yenny, A. S., Dawi, K., Siswadi, S., & Sebayang, A. (2023). Efforts to Revitalize Indonesia's Tourism Industry During the Covid-19 Pandemic. In *Proceedings of the 3rd International Conference on Business Law and Local Wisdom in Tourism (ICBLT 2022)* (pp. 194–198). https://doi.org/10.2991/978-2-494069-93-0_23

Utomo, S. H., Wulandari, D., Narmaditya, B. S., Ishak, S., Prayitno, P. H., Sahid, S., & Qodri, L. A. (2020). Rural-Based Tourism and Local Economic Development: Evidence From



Proceeding International Conference on Tourism and Communication,Vol 1 No 1 (June, 2025)
E-ISSN xxxx-xxxx, Page 177-192
https://journal.poltekparmakassar.ac.id/index.php/icontc

DOI: https://doi.org/10.33649/icontc.v1i1

Indonesia. *GeoJournal of Tourism and Geosites*, *31*(3), 1161–1165. https://doi.org/10.30892/gtg.31330-553

Viken, A., Höckert, E., & Grimwood, B. S. (2021). Cultural sensitivity: Engaging difference in tourism. *Annals of Tourism Research*, *89*, 103223. https://doi.org/10.1016/j.annals.2021.103223

Vuksanović, N., Bajrami, D. D., Petrović, M. D., Radovanović, M. M., Malinović-Milićević, S., Radosavac, A., Obradović, V., & Ravančić, M. E. (2024). The Role of Culinary Tourism in Local Marketplace Business—New Outlook in the Selected Developing Area. *Agriculture*, *14*(1), 130. https://doi.org/10.3390/agriculture14010130

Wondirad, A., Tolkach, D., & King, B. (2019). Stakeholder collaboration as a major factor for sustainable ecotourism development in developing countries. *Tourism Management*, *78*, 104024. https://doi.org/10.1016/j.tourman.2019.104024

Yang, L. (2011). Ethnic tourism and cultural representation. *Annals of Tourism Research*, *38*(2), 561–585. https://doi.org/10.1016/j.annals.2010.10.009

Yasir, Y., Firzal, Y., Sulistyani, A., & Yesicha, C. (2021). Penta Helix Communication Model Through Community Based Tourism (Cbt) For Tourism Village Development in Koto Sentajo, Riau, Indonesia. *GeoJournal of Tourism and Geosites*, *37*(3), 851–860. https://doi.org/10.30892/gtg.37316-718

Yoo, J., & Sohn, D. (2003). The Structure and Meanings of Intercultural Interactions of International Tourists. *Journal of Travel & Tourism Marketing*, *14*(1), 55–68. https://doi.org/10.1300/j073v14n01_04

Zhao, J., Yang, D., Zhao, X., & Lei, M. (2023). Tourism industry and employment generation in emerging seven economies: evidence from novel panel methods. *Economic Research-Ekonomska Istraživanja*, *36*(3). https://doi.org/10.1080/1331677x.2023.2206471

Zhu, S. (2020). A Study on Affective Barriers in Intercultural Communication and Related Strategies. *Theory and Practice in Language Studies*, *10*(12), 1651. https://doi.org/10.17507/tpls.1012.20

Zielinski, S., Jeong, Y., & Milanés, C. B. (2020). Factors that influence community-based tourism (CBT) in developing and developed countries. *Tourism Geographies*, *23*(5–6), 1040–1072. https://doi.org/10.1080/14616688.2020.1786156