


Communication Crisis in the Tourism Sector: Tourism Village Response to Impact Climate and Weather Crisis Extreme

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Article Info	ABSTRACT
<p>Keywords: Communication Crisis, Tourism Village, Climate Crisis, Weather Extremes, Situational Crisis Communication Theory</p>	<p>This study aims to analyze the crisis communication strategies implemented by tourism villages in responding to the impacts of the increasing climate crisis and extreme weather. The tourism sector, which is highly dependent on natural conditions, faces major challenges due to hydrometeorological disasters such as floods, droughts, and landslides. Using a qualitative descriptive approach, this study examines how tourism village managers build adaptive communication with visitors, local communities, and other stakeholders. The results of the study show that tourism village managers affected by the climate crisis and extreme weather implement crisis communication strategies based on Situational Crisis Communication Theory (SCCT), especially through the delivery of safety information (instructing information), empathy and explanation of the situation (adjusting information), and efforts to maintain a positive image by highlighting local values and environmental sustainability. This strategy is carried out despite challenges such as limited technology, low human resource capacity, and minimal cross-agency coordination. The crisis communication carried out tends to be responsive and participatory, and relies on social media and local networks to reach tourists and the community effectively.</p>
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INTRODUCTION

The tourism sector plays an important role in Indonesia's economy due to its significant contributions to state revenue, job creation, and regional and infrastructure development (Al Mustaqim, 2023). As an archipelagic country rich in cultural, natural, and historical diversity, Indonesia holds immense tourism potential that attracts both domestic and international travelers. Revenue from this sector comes not only from entrance fees to tourist attractions, but also from related sectors such as transportation, hospitality, culinary services, and handicrafts, which directly drive local economic growth. Moreover, tourism also serves as a medium for promoting national culture and identity on the global stage (Lukito, 2022).

Therefore, the reputation of a tourist destination must be protected and maintained, as a positive image is a key factor in attracting and retaining tourists. A good reputation reflects the quality of services, safety, cleanliness, environmental sustainability, and the preservation of local culture offered by the destination (Haribowo, 2022). If a destination's reputation is damaged due to poor management, social conflict, or environmental issues, tourists' trust will

decline, ultimately resulting in decreased visits and revenue. Hence, all parties — including the government, tourism industry players, and the local community — must actively participate in maintaining high standards of quality and comfort in a consistent manner (Aninda & Sazali, 2024).

Crisis communication in tourism is crucial to protecting a destination's reputation and the sustainability of the tourism industry, especially during critical times such as natural disasters, disease outbreaks, or security disturbances. In such crises, accurate, swift, and transparent information is key to managing public perception, preventing the spread of misinformation, and maintaining the trust of tourists and other stakeholders (Wacika, 2021). Effective communication enables destination managers to provide safety guidelines, current situation updates, and mitigation steps, thereby creating a sense of security for tourists. Additionally, well-planned and coordinated crisis communication strategies can accelerate the recovery of a destination's image after a crisis and demonstrate the destination's preparedness and accountability in facing difficult situations (Faustyna, 2024).

Crisis communication in tourism is a vital strategy used by various tourism organizations — such as hotels, travel agencies, destination operators, and local governments — to deliver fast, accurate, and targeted information to the public, including tourists, the media, and other stakeholders, when facing emergencies or incidents that could damage their image and reputation (Purwantoro & Sukirno, 2023). In the tourism context, a crisis may take the form of natural disasters, disease outbreaks, accidents, or security threats that directly affect tourist perception and comfort. Therefore, the ability to manage communication effectively is essential to ensure that the information provided does not cause panic, but instead offers clarity and guidance to the public (Sukirno & Purwantoro, 2022).

Tourist villages are a form of destination that also require strong crisis communication management. A tourist village is a rural area that offers tourism appeal based on local potential such as natural beauty, culture, traditions, and authentic community life experiences (Wijayanti, 2022). Tourist villages serve not only as recreational spaces but also as venues for education and cultural preservation involving the active participation of the local community. Due to their community-based and locally rooted characteristics, tourist villages are highly vulnerable to crises, especially natural disasters (Purmada et al., 2016). Therefore, tourist village managers need to understand and be prepared to develop crisis communication strategies to respond quickly and appropriately to disruptions, and to ensure the ethical, inclusive, and sustainable continuation of tourism in the future (Chamidah et al., 2021).

Climate change has become a pressing global challenge, marked by increasing frequency and intensity of extreme weather events such as floods, droughts, storms, and heatwaves. The impact of this phenomenon is felt not only in the agriculture and environmental sectors but also significantly affects the tourism sector (Darsana, 2023). Tourism is highly dependent on weather stability and ecosystem sustainability, particularly in nature-based destinations such as tourist villages. When extreme weather events occur, tourism operations may be disrupted, infrastructure may be damaged, and tourist interest in visiting may decline drastically (Suwanto, 2011).

Tourist villages, which rely on local cultural uniqueness and natural beauty as their main attractions, are among the most vulnerable destinations to climate-related crises. Their topography, often located in mountainous or coastal areas, makes them susceptible to disasters such as landslides, floods, or coastal erosion (Kusmawan, 2013). Moreover, the lack of mitigation and adaptation infrastructure in tourist villages means they are often unprepared to respond to crises suddenly. This situation not only endangers the safety of visitors and local communities but also threatens the sustainability of the tourism-based economy that has been developed (Setiawan, 2012).

Therefore, a structured and adaptive crisis communication strategy is needed to face these challenges. Crisis communication is a crucial tool for delivering timely, accurate, and transparent information to tourists, communities, and other stakeholders (Prastya, 2011). This strategy aims to minimize the negative impacts of a crisis, protect the destination's reputation, and rebuild tourists' trust after the event. Accurate information, transparency in crisis management, and active community participation in the communication process are key to building the resilience of tourist villages against the impacts of climate change and extreme weather (Akhyar & Pratiwi, 2019).

Several previous studies have highlighted the importance of crisis communication in the tourism sector, such as Coombs' study (2022) which introduced the Situational Crisis Communication Theory (SCCT) as a framework for responding to crises based on the type of crisis and public perception. Research by Ritchie & Brindley (2009) also shows that effective crisis management, including fast and transparent communication, greatly contributes to the recovery of destinations after disasters. In Indonesia, research on tourist villages has mostly focused on economic development and community empowerment, while studies specifically examining crisis communication strategies to address the impacts of climate change and extreme weather in tourist villages remain limited. This indicates a research gap that needs to be filled, particularly to understand how tourist villages respond to environmental threats through adaptive and participatory communication approaches.

Therefore, this study aims to analyze the crisis communication strategies implemented by tourist village managers in response to the impacts of climate-related crises and extreme weather. It also seeks to identify the challenges faced in implementing crisis communication to maintain the operational sustainability and reputation of tourist villages. The theoretical benefit of this study is to contribute to the development of communication knowledge, particularly in the context of crisis communication and community-based tourism. Practically, this research is expected to serve as a guide for tourist village managers, local governments, and other stakeholders in designing responsive, adaptive, and community-based crisis communication strategies to address the challenges of climate change and extreme weather.

METHOD

This study uses a qualitative descriptive approach to gain an in-depth understanding of the crisis communication strategies employed by tourist village management in responding to the impacts of climate and extreme weather crises. This approach aims to describe the phenomenon in a detailed and contextual manner based on the real experiences,

perspectives, and actions of actors in the field. Data were collected through in-depth interviews to explore narratives of communication strategies, direct observation at tourist village sites, and document studies of activity archives, disaster reports, and official village communication media. The data analysis employed a thematic analysis technique, identifying patterns and themes from the interviews, observations, and collected documents. The analysis process involved stages of data reduction, data presentation in narrative and matrix form, and drawing conclusions based on relevant findings. To ensure data validity, source and method triangulation were applied by comparing information from various sources and data collection techniques. Additionally, member checking was conducted with key informants to ensure that the researcher's interpretations accurately reflected the informants' intended meanings. Through this method, the study aims to provide a comprehensive understanding of the effectiveness, challenges, and forms of crisis communication implemented by tourist villages in responding to climate crises.

RESULT AND DISCUSSION

Picture of Tourism Village in Facing Climate and Weather Crisis Extreme

The climate crisis and the phenomenon of extreme weather have become increasingly urgent global challenges, significantly impacting various sectors of human life. Climate change has caused irregular weather patterns, which in turn affect many aspects of social and economic activity. One of the most significant impacts of climate change is the shifting duration of the dry and wet seasons, which are no longer consistent with the traditional annual climate cycles. This directly affects agricultural activities that rely heavily on seasonal stability (Wibowo, 2013). Farmers face increasing uncertainty in determining planting and harvesting times, resulting in reduced productivity and a higher risk of crop failure—threatening food security, especially in developing countries.

Furthermore, according to Rejekiningrum (2014), rising sea surface temperatures and changing rainfall intensity contribute to an increased risk of hydrometeorological disasters, such as floods, landslides, droughts, and tropical storms. These disasters not only cause economic losses due to damaged infrastructure and lost assets but also disrupt local economic activities, particularly in primary sectors like agriculture, fisheries, and tourism. In the long term, accumulated losses can reduce national economic growth and increase the burden on state finances for post-disaster recovery. Infrastructure that is not climate-resilient is especially vulnerable to damage, reducing the effectiveness of development investments.

The public health sector is also significantly impacted by the climate crisis. Higher temperatures and increased humidity levels elevate the risk of spreading infectious diseases such as dengue fever, malaria, and respiratory infections. Poor air quality, exacerbated by heat and pollution, worsens the condition of people with chronic illnesses. Vulnerable populations, including the elderly, children, and low-income communities, are among the most affected groups (Mukono, 2020). This situation requires the health service system to increase its capacity to handle climate-related health issues, which in turn increases the burden on national healthcare costs.

In addition, ecosystems such as forests, coral reefs, and wetlands are also severely affected by climate change. Coral bleaching, caused by rising sea temperatures, has led to significant damage to marine ecosystems, which serve as habitats for various fish species and other marine organisms. This ecosystem degradation affects fishermen's catch and disrupts marine food chains (Humaida, 2024). Similarly, tropical forests are highly vulnerable to prolonged drought and wildfires, leading to biodiversity loss and diminished forest functions as carbon sinks.

Tourism villages are particularly vulnerable to climate change and extreme weather, which can impact tourism appeal, the local economy, and the environment. Changes in temperature, rainfall, and extreme weather events can affect recreational and tourism activities, such as holiday season shifts, operational disruptions, and infrastructure damage. These changes alter weather patterns, including increased extreme rainfall, droughts, and storms, which interfere with tourism activities such as beach trips or nature tours in the mountains, ultimately reducing tourist visits and tourism village income (Jatayu et al., 2024).

Extreme weather events such as floods, landslides, and forest fires pose a significant threat to the sustainability of tourism villages, particularly in terms of infrastructure and ecosystem integrity—key attractions for tourism. Floods can severely damage roads and bridges, impeding tourist access and logistics distribution, while landslides may destroy culturally and historically significant traditional buildings (Arfani, 2022). Forest fires also pose serious threats to natural landscapes and biodiversity, damaging local flora and fauna and creating unhealthy environmental conditions. These impacts not only diminish the quality of the tourist experience but also threaten the economic sustainability of tourism-dependent communities.

In addition to infrastructure and ecosystem damage, climate change and extreme weather can lead to a decline in tourist visits to tourism villages. Weather uncertainty and increased natural disaster risks may deter tourists, particularly during rainy seasons that were previously peak visitation periods. This directly affects tourism businesses such as homestays, tour guides, and local culinary enterprises, resulting in income disruption. As a consequence, local communities that rely on tourism as their main livelihood suffer significant economic losses and face the risk of losing their primary income sources.

Moreover, climate change affects biodiversity in and around tourism villages—an important component of nature-based and ecotourism. Rising temperatures, altered rainfall patterns, and environmental disasters may reduce wildlife populations, damage coral reefs, and degrade the quality of rivers and lakes used for tourism activities. The loss of species or destruction of natural habitats not only diminishes the aesthetic and educational value of natural tourism attractions but also disrupts the ecological balance vital to village life (Rindrasih & Mujiasih, 2015). Therefore, ecosystem-based adaptation and sustainable environmental management are crucial components of climate risk mitigation strategies for tourism.

For example, Nglanggeran Tourism Village in Gunungkidul, Yogyakarta—renowned for its unique Ancient Volcano Geosite and geological educational tourism—has in recent years experienced the serious impacts of prolonged drought due to climate change. These droughts

have caused a clean water crisis, affecting both residents and visitors. Furthermore, agricultural activities, which are part of the tourism attraction, have been disrupted, impacting local income and tourist comfort.

Similarly, Pentingsari Tourism Village in Sleman, Yogyakarta—known as a pioneer in nature- and culture-based tourism—has faced increasing challenges due to extreme weather. Heavier rainfall in recent years has triggered local floods and landslides, damaging tourism infrastructure such as access roads and homestay facilities. The natural environment, including nearby rivers and forests that form integral parts of the tourism experience, has been affected by erosion and water overflow. These conditions not only threaten the sustainability of the destination but also reduce tourist interest due to concerns about safety and comfort during visits..

Communication Strategy Tourism Village Crisis in face Climate and Weather Crisis Extreme

Crisis communication strategy is a crucial aspect that must be carried out by tourism village managers in responding to the impacts of the increasingly extreme climate and weather crises. In situations of uncertainty due to natural disasters such as floods, droughts, or landslides, managers must be able to convey information quickly, accurately and transparently to prospective tourists so as not to cause panic or negative perceptions of the tourist destination (Widyaningrum et al., 2023). Therefore, structured, data-based communication planning is needed, which includes conveying current conditions, mitigation steps that have been taken, and ensuring safety and comfort for visitors. Communication that is carried out consistently and openly can build tourist trust and loyalty, as well as maintain a positive destination image in the midst of a crisis. Through this study, the author seeks to explore in depth how crisis communication strategies are developed and implemented by tourism village managers in responding to the challenges of climate change and extreme weather. In the study of crisis communication, one of the theories that can be used to examine this problem is the situational crisis communication theory or Situational Crisis Communication Theory (SCCT). This theory explains a series of strategies used by an organization or company in dealing with a crisis. As stated by Coombs (2022), SCCT has a good conceptual framework for understanding how to maintain reputation through communication. SCCT emphasizes the strategies used by companies or organizations to survive in the face of a crisis. Basically, this theory looks at the public's own attribution of the crisis, and the attributions that affect the organization's reputation. SCCT also assesses the success of an organization in dealing with a crisis depending on the strategic management carried out by the organization. The communication strategy of tourism villages in dealing with climate crises and extreme weather based on Situational Crisis Communication Theory (SCCT) must be adjusted to the characteristics of the crisis and public perception so as not to be sufficient to answer the manager's questions. In this context, crises caused by climate change and extreme weather such as floods, droughts, landslides, or forest fires are usually included in the Victim Cluster category according to SCCT, because tourism villages are seen as the affected party, not the main cause of the crisis. Therefore, the communication strategy used must focus on protecting reputation, transparency of information, and growing public trust.

Some communication strategies that can be applied manager village tour based on The SCCT framework includes:

Instructional Information

Crisis communication strategy in the form of Instructional Information, within the framework of the Situational Crisis Communication Theory (SCCT), primarily aims to ensure public safety—in this context, both tourists and the local community—by providing accurate, clear, and easily understood information about potential dangers and the appropriate actions to take. This strategy becomes especially crucial during crises such as floods, landslides, extreme droughts, or sudden storms that affect tourism village areas. Below is a more detailed explanation of the technical aspects of its implementation:

1. Compilation Protocol Responsive Emergency

Before crisis happened, manager village tour need compile and document protocol responsive specific emergency for various type crisis. Protocol This includes:

- a. Evacuation map, routes safe, and point gather.
- b. Duties and roles officer tourism, including team guides, volunteers, and equipment village.
- c. Emergency contacts, such as BPBD (Disaster Management Agency) Regional Disaster Management Agency), Health Centers, and officers security.
- d. Simulation disaster in a way periodic for ensure readiness all party.

2. Distribution Information Fast and Structured

When the crisis start detected or predicted, manager need convey information beginning in a way fast and accurate to tourists. Technical ways that can done:

- a. Installation board warning or banners at points strategic like gate entry, information post, and path tour.
- b. Use of social media official village tourism (Instagram, Facebook, WhatsApp group) for convey real-time alerts.
- c. Hardener voice or warning alarm early installed in some point villages, especially disaster-prone areas like slope hill or near river.

3. Direction Direct to Traveler

Officer field must Ready give direction direct to tourists who are activities in the affected area. This can in the form of:

- a. evacuation guidance by the guide or officer field.
- b. Distribution brochure evacuation emergency or card information small in various language (if There is traveler overseas).
- c. Direct traveler for quick avoid dangerous areas, for example dangerous trekking route landslide or the river that begins overflowing.

4. Collaboration with Media and Related Institutions

For expand range information and building trust, managers must also:

- a. Collaborate with local media for convey condition actual.
- b. Work The same with BPBD, BMKG, and Tourism Office For ensure accuracy information weather and potential risk.

- c. Provide room information emergency on the official website or center service information village.

5. Evaluation and Improvement Periodic

After crisis passed, done evaluation comprehensive on the effectiveness of instructing information strategies, including speed delivery information, understanding traveler to instructions, as well as obstacles faced in the field. Evaluation This important for repair system communication crisis to front.

Adjusting Information

Adjusting Information in The Situational Crisis Communication Theory (SCCT) framework is a communication strategy that focuses on recovery. trust and stability emotion public after crisis happened. This strategy No only aiming give information, but also foster empathy, solidarity, and a sense of security. In the context of village tourism affected weather extreme or disaster consequence change climate, this strategy is very important for maintain reputation destination and guarantee that tourists and society local feel be noticed.

Following is explanation detailed and technical Implementation of Adjusting Information strategy:

1. Statement Empathy and Solidarity

Manager village tour need convey messages that show concern to safety, comfort and loss traveler and also inhabitant local. The implementation technique includes:

- a. Statement official through social media, village website tourism, and press releases, which include sentence empathetic like:

“We are also involved concerned on the inconvenience that occurs consequence weather extreme ...”

“Safety and comfort visitors as well as inhabitant is our priority ...”

- b. Delivery directly by the character village, chief manager tourism, or frontline officers to tourists who are still be at the location.

2. Saying Apology

Although crisis in victim cluster category (disaster no consequence negligence party manager), request Sorry still important as form not quite enough answer social and ethical. Form technically Can in the form of:

- a. Short and polite message through communication media like WhatsApp group visitors, board information, or follow-up email:

“We beg Sorry on disturbance activity tour consequence disaster nature that occurs. We will Keep going make an effort repair conditions and provide service best.”

- b. Video statement from manager village as form more personal and touching visual communication emotion.

3. Delivery Plan Recovery Plan

Transparency about effort recovery term short and long term long help build expectations and perceptions positive. Plan This must delivered in a way communicative, for example:

- a. Infographics or recovery timeline on social media or board information physical showing progress repair infrastructure, opening track tourism, or rehabilitation ecosystem.

Updates periodic about condition latest village tourism, good from aspect security, environment, and readiness service.

- b. example: "Repair bridge main will finished in 10 days to front. Alternative route we have prepared."

4. Involvement Community and Travelers

Empathy No only in form of words, but also action real involving community and tourists in the process of recovery. A number of technical implementation:

- a. Conducting volunteer programs tour For clean trekking trails, planting tree, or help recovery ecotourism.
- b. Provide visit vouchers repeat, discount special, or other incentives to affected tourists as form of goodwill.

5. Public Response Monitoring and Message Adjustment

After message empathetic and planning recovery delivered, important for manager For:

- a. Monitoring response public on social media, review forums, and online communities.
- b. Adjusting tone and content communication based on feedback and sentiment public For guard reputation term long.

Reinforcing Strategies

Reinforcing Strategies in The Situational Crisis Communication Theory (SCCT) framework is a communication strategy additional purpose strengthen image positive and loyalty public during or after crisis. Although crisis Already happens, this strategy help create narrative that village tour still own strong values, responsible answer, and worthy trusted by tourists. In the context of crisis consequence weather extremes and changes climate, this strategy can used For highlight strength community, commitment environment, and resilience social.

Following explanation technical and detailed about Implementation of Reinforcing Strategies:

1. Highlighting Community Values: Resilience, Mutual Cooperation, and Solidarity

Manager village tour can to communicate How public village united, mutual help, and rise together in face disaster. This is Can to form perception positive that destination own resilience strong social. Technical implementation:

- a. Make content story or testimoni inhabitant about How they each other support moment crisis, then published via social media, official blog village tourism, or YouTube channel.
- b. Video documentation of mutual cooperation such as repair roads, removal of landslide material, or clean water distribution, then shared with narrative humanist.
- c. Involving local influencers or media For cover activity so that the reach message more wide.

2. Environmental Program Publication Sustainable

Show that village tour No only reactive to disaster, but also has commitment term long to preservation environment. Technical implementation:

- a. Publish programs such as reforestation, creation well infiltration, conservation springs, trash banks, or management waste through various channel information.

- b. Develop digital brochure or print entitled "Commitment to Tourism Villages" towards Nature", then shared to traveler moment visit or via email marketing.
- c. Invite traveler for participate in eco-tourism activities, such as "educational tours conservation" or "planting" tree together inhabitant".

3. System Early Warning and Management Risk

Show that village tour own protocol planned security and preparedness can increase trust public. Technical implementation:

- a. Convey information that village own system warning early warning system for floods, landslides, or drought (eg. siren village, application weather local, or responsive WA group disaster).
- b. Install infographic track evacuation and points gather at the location tour.
- c. Show documentation training responsive disaster involving residents and managers.

4. Strengthening Identity Social Positive

tourist village Can frame narrative that crisis No solely disaster, but also a moment show strength values local. Technical implementation:

- a. Holding an event with the theme "Climate Resilient Village" or "Green Village Tourism Festival" post-disaster as form recovery at a time promotion mark local.
- b. Spread branding narratives such as:
"Resilient, Environmentally Friendly, and Sustainable Tourism Village"
"Come and see our spirit of maintaining nature and culture"

Proactive Engagement

Proactive Engagement in The Situational Crisis Communication Theory (SCCT) framework is a communication strategy crisis that emphasizes openness information and collaboration since early, even before crisis getting worse or opinion public become negative. The main purpose is build trust, strengthen credibility, and expand range communication through active and trusted channels. For managers village tourism affected weather extreme and crisis climate, approach this is very important For show preparedness, transparency and commitment to safety as well as sustainability.

Following explanation detailed and technical implementation of Proactive Engagement strategy:

1. Use of Social Media In general Active and Planned

tourist village must manage social media accounts (Instagram, Facebook, TikTok, X/Twitter) consistent as channel communication crisis and also promotion. Technical implementation:

- a. Make content informative and regularly updated, for example about weather latest, track status access, and conditions facility tour.
- b. Provide infographic step evacuation or safety tips moment happen potential weather extreme.
- c. Reply comments and messages from follower in a way fast for build two- way relationship and shows openness.
- d. Use Instagram Stories or Live features when evacuation or activity responsive emergency For show transparency of processes in the field.

2. Utilization of Official Websites and Tourism Village Blogs

Official site or blog becomes source information credible term long for tourists, media and partners Work. Technical implementation:

- a. Provide page special” Weather & Safety Info” updated in a way periodic.
- b. Archiving report crisis, response managers, and plan recovery for the public understand steps taken.
- c. Publish article about effort mitigation, training responsive disasters, and collaboration community.

3. Collaboration of Local and National Media

Mass media can become bridge important for reach more public broad and strengthening legitimacy message communication village tour. Technical implementation:

- a. Interweaving connection with journalist local and inviting they in press conference or visit field moment crisis or recovery.
- b. Distributing official press releases with clear narrative and easy language understood, especially moment There is incident disaster.
- c. Work The same with local radio For broadcast situation updates, appeals safety, or volunteer event announcement environment.

4. Partnership Strategic with Stakeholder Interest

Build connection active with institution like Regional Government, BPBD (Disaster Management Agency) Regional Disaster Management Agency), Tourism Office, Environmental NGOs, and volunteers will give support structural at a time strengthen credibility village tour. Technical implementation:

- a. Signing a memorandum of understanding (MoU) with partner For support Handling disaster and conservation programs environment.
- b. Hold a dialogue forum with stakeholders regarding preparedness village to impact climate.
- c. Involving representative agency as source person in activity education traveler or training inhabitant.

Key Challenges of Communication Tourism Village Crisis in Facing Climate and Weather Crisis Extreme

1. Limitations in Infrastructure and Communication Technology

Tourism villages located in rural or highland areas often face limited access to information and communication technologies. Issues such as poor or nonexistent internet connectivity, unstable mobile networks, and the lack of communication tools—like radios or early warning systems—are major obstacles to delivering fast and accurate information during a crisis.

When extreme weather events such as floods or landslides occur suddenly, residents and tourists often receive little to no early warning due to these limitations. This poses a serious risk, especially when quick response times are critical to ensuring the safety of both visitors and local residents. Without adequate communication infrastructure, important messages—such as evacuation instructions or warnings to avoid danger zones—cannot be

delivered effectively. As a result, visitors may find themselves trapped in hazardous situations, and the village's reputation as a safe tourism destination may be compromised.

Improving infrastructure—such as installing early warning systems, loudspeakers at strategic points, and satellite-based internet for emergency use—is urgently needed. Regional governments and development partners should be involved in supporting the provision of communication tools tailored to the village level, ensuring tourism villages are better prepared to face increasing climate-related crises.

2. Low Capacity and Crisis Communication Literacy

Most tourism village managers come from local communities that focus primarily on tourism services, agriculture, or handicrafts. Many have not received specialized training in disaster management or public communication during emergencies. As a result, they often lack the ability to convey crisis information in a timely, accurate, and persuasive manner. Messages may be inconsistent, unclear, or not delivered at all during critical moments.

In addition, low digital literacy among local communities further hinders the dissemination and comprehension of crisis-related information. Even when internet and social media are available, not all residents or managers know how to verify information, avoid misinformation, or create informative and empathetic content during disasters. This lack of preparedness increases the likelihood of miscommunication and erodes tourists' trust.

To address this, foundational training on crisis communication, the use of social media during emergencies, and improving digital literacy should be integral to strengthening the human resource capacity of tourism villages. Such training can be facilitated by disaster management agencies, universities, or NGOs with relevant expertise.

3. Lack of Coordination with Relevant Institutions

Crisis communication cannot be handled by tourism villages alone. Unfortunately, many tourism village managers have not yet established regular and systematic communication with institutions such as the National Disaster Management Agency (BNPB), the Regional Disaster Management Agency (BPBD), tourism offices, or local media. Weak coordination leads to delays in receiving official information, limited logistical support during disasters, and unclear communication channels between institutions during crises.

In reality, cooperation with these institutions is crucial. For instance, BPBD can provide evacuation simulation training and weather forecasts that can be communicated to tourists. The tourism office can assist in developing specific crisis protocols for tourism areas, while local media can help disseminate credible and timely information to the broader public, including tourists.

To overcome this, tourism village managers need to establish cross-sector communication forums that bring together relevant stakeholders to develop collaborative crisis protocols. With coordinated communication, each actor can play their role effectively in responding to climate-related crises in an integrated manner.

4. Reliance on Informal and Traditional Communication

In many tourism villages, emergency communication systems remain highly traditional, relying on mosque loudspeakers, kentongan (bamboo slit drums), or word-of-mouth announcements. While these methods may work for local communities, they have limitations

in terms of reach and speed—especially for tourists unfamiliar with local communication systems.

During emergencies such as floods or landslides, slow or incomplete dissemination of information to all stakeholders can have fatal consequences. Tourists who do not understand local signals may be left behind or unaware of impending dangers. Moreover, informal communication is often undocumented, making post-crisis evaluation and learning more difficult.

There is a need to integrate traditional communication methods with modern, adaptive technologies. For example, kentongan or loudspeakers can be supplemented with SMS blasts, social media updates, or local apps that provide real-time crisis notifications. Communication during crises should also be documented and archived to support future learning and preparedness.

5. Challenges in Maintaining Public Image and Trust

One of the key dilemmas in crisis communication within the tourism sector is the fear that sharing information about a disaster may damage the image of the tourism village and deter visitors. As a result, some managers hesitate to communicate the real situation—or even withhold important information—to preserve a positive public perception of the destination.

However, withholding information can backfire. When tourists feel they have not been informed honestly, or experience discomfort without prior warning, their trust in the destination declines. This can lead to long-term negative effects on tourism. Transparency, empathy, and accountability in communication are essential to building long-term trust.

Therefore, tourism managers should develop communication strategies that highlight resilience and preparedness, rather than simply attempting to conceal crises. For instance, villages can showcase how the community responds to disasters through mutual cooperation, the presence of active early warning systems, or rapid recovery efforts. Such communication strengthens the image of the village as a safe and disaster-resilient destination.

CONCLUSION

tourist village as vulnerable destinations to crisis climate and weather extreme need a communication strategy appropriate and responsive crisis. Within the framework of Situational Crisis Communication Theory (SCCT), a crisis that originates from disaster natural generally enter to in victim cluster category, where the village tour No reason main crisis. Therefore that, the most relevant strategy is conveying instructing information and adjusting information that emphasizes safety, empathy, and recovery, as well supported by additional strategies such as reinforcing and proactive engagement to maintain image positive and trust public. However, the implementation of communication strategies the No off from challenge problems faced by managers village tourism. Limitations infrastructure technology communication, low human resources capacity in convey information emergency, lack of coordination with institution related, and domination informal communication becomes inhibitor main effectiveness communication moment crisis. In addition, the dilemma between guard image destination and deliver honest information is also often hinder transparency and accountability manager in handle crisis. Therefore that, is needed effort collaborative and

sustainable for build system communication a bigger crisis adaptive, coordinated, and based society. Improvement infrastructure, training communication emergency, reinforcement network between institutions, as well as integration communication traditional and modern become key in strengthen toughness village tourism. With the right approach, village tour No only can face crisis climate with more ready, but also build image as responsible destination responsible and sustainable in the eyes tourists and the public wide.

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