



Multilingual Linguistic Lanscape in Lombok Tourism Area as a Social EducationMedia and Representation of Culture Identity

Arini Noor Izzati^{1*}, Brillianting Pratiwi², Rahma Dewi Hartati³, Juliana Simangunsong⁴

¹²³Prodi Pendidikan Bahasa dan Sastra Indonesia, Universitas Terbuka, Banten, Indonesia

*Email: arini@campus.ut.ac.id

ABSTRACT

This study explores how multilingual signage is used in tourism areas in Lombok and considers its role in shaping both communication practices and cultural identity. The research adopts a qualitative descriptive approach with a sociolinguistic perspective, drawing on observations, documentation, and a limited number of interviews. The data consist of various forms of public signage, including direction signs, shop names, advertisements, and tourist information boards found across major tourist destinations. The findings suggest that most signage combines Indonesian and English, reflecting a clear emphasis on accessibility for a diverse range of visitors. From a practical standpoint, this appears to support tourists in navigating the environment, as indicated by respondents' experiences. At the same time, the relatively limited presence of the local Sasak language points to a less visible role of local identity in public space. Taken together, these patterns indicate that while the linguistic landscape functions effectively as a communication tool, its potential to represent local culture is not yet fully realized. This highlights the importance of considering both communicative needs and cultural representation in the development of tourism spaces.

Keywords : multilingual linguistic landscape, Lombok tourism area, social education media, cultural identity

Lanskap Linguistik Multibahasa di Kawasan Wisata Lombok sebagai Media Pendidikan Sosial dan Representasi Identitas Budaya

ABSTRAK

Studi ini mengeksplorasi bagaimana papan petunjuk multibahasa digunakan di kawasan wisata di Lombok dan mempertimbangkan perannya dalam membentuk praktik komunikasi dan identitas budaya. Penelitian ini mengadopsi pendekatan deskriptif kualitatif dengan perspektif sosiolinguistik, berdasarkan observasi, dokumentasi, dan sejumlah kecil wawancara. Data terdiri dari berbagai bentuk papan petunjuk publik, termasuk rambu arah, nama toko, iklan, dan papan informasi wisata yang ditemukan di berbagai destinasi wisata utama. Temuan menunjukkan bahwa sebagian besar papan petunjuk menggabungkan bahasa Indonesia dan Inggris, mencerminkan penekanan yang jelas pada aksesibilitas bagi beragam pengunjung. Dari sudut pandang praktis, hal ini tampaknya mendukung wisatawan dalam menavigasi lingkungan, seperti yang ditunjukkan oleh pengalaman responden. Pada saat yang sama, kehadiran bahasa Sasak lokal yang relatif terbatas menunjukkan peran identitas lokal yang kurang terlihat di ruang publik. Secara keseluruhan, pola-pola ini menunjukkan bahwa meskipun lanskap linguistik berfungsi secara efektif sebagai alat komunikasi, potensinya untuk mewakili budaya lokal belum sepenuhnya terwujud. Hal ini menyoroti pentingnya mempertimbangkan kebutuhan komunikatif dan representasi budaya dalam pengembangan ruang wisata.

Kata kunci: lanskap linguistik multibahasa, kawasan wisata Lombok, media pendidikan sosial, identitas budaya

Submitted
22/04/2026

Accepted
28/05/06/2026

Published
31/05/2026

Citation	Izzati, A. N., Pratiwi, B., Hartati, R. D., & Simangunsong, J. (2026). Multilingual Linguistic Lanscape in Lombok Tourism Area as a Social EducationMedia and Representation of Culture Identity. <i>Jurnal Pembelajaran Bahasa dan Sastra, Volume 5, Nomor 3, Mei 2026</i> , 2627-2638. DOI: https://doi.org/10.55909/jpbs.v5i3.1407
----------	---

Publisher
Raja Zulkarnain Education Foundation

INTRODUCTION

The tourism sector has been in the national and global spotlight, transforming from a public space into a complex, multilingual community space. Landscape Linguistics studies have explored the context of this transformation, as language serves not only as a means of communication but also as the face of a destination's social, cultural, and economic identity. Previous studies have emphasized that the linguistic landscape in tourism studies reflects the dynamics of globalization, demonstrating both international language and local cultural identity through the integration of regional languages and cultures (Pathanasin, 2025; Santos Rovira, 2025). Furthermore, the use of language on information boards, advertisements, and public signs plays a significant role in shaping tourists' perceptions of the quality and image of a destination (Dai et al., 2024; Ladyanna & Almos, 2019).

Empirically, various previous studies have examined multilingual practices within the linguistic landscape, a dominant phenomenon in global tourist destinations. The combination of Indonesian and a foreign language has become a strategy in building destination identity of Bali (Susianti et al., 2025). Other studies have shown that the linguistic landscape is also a tool in the process of developing sustainable and inclusive tourism destinations in South Central Timor, Indonesia (Nenotek et al., 2025). Further research on the linguistic landscape of Gorontalo has reflected a shift toward bilingualism (Napu, 2024). Moreover, in the context of China, the linguistic landscape has been shown to contribute to shaping the destination's image and enhancing tourist satisfaction through the presence of multilingual signage (Ai et al., 2025; Lu et al., 2020). The linguistic landscape can provide information to visitors in a clear and engaging manner (Al-Sofi, 2024). Thus, globalization has expanded cross-lingual communication, impacting the linguistic landscape (Belarbi & Belaid, 2025). These findings confirm that language in the public sphere has a dual function: informational and symbolic.

Moreover, as an important component of culture, the commodification of language is a common but under-explored topic in tourism studies (Zhang & Xie, 2025). To date, the material culture of multilingualism remains largely under-researched (Aronin & Ó Laoire, 2013). The field of Applied Linguistics is experiencing a significant shift toward research that prioritizes practice-oriented scholarly engagement, focusing on reflective action to bring about transformative change (Duarte et al., 2025). Currently, the relationship between language and tourism remains a nascent field of research (Bruy  l-Olmedo & Juan-Garau, 2015). Publications on the linguistic landscape include a wide range of innovative theoretical and empirical studies addressing issues related to multilingualism, literacy, multimodality, language policy, linguistic diversity, and minority languages (Gorter, 2013a).

However, in the local context, particularly in the Lombok tourism area, several crucial issues remain. First, language use in the linguistic landscape tends to be dominated by Indonesian and English, while local languages, such as Sasak, are still under-utilized as representations of cultural identity. Second, there are no consistent standards or policies regarding the use of language on public information boards, resulting in inconsistent information presentation for tourists. Third, although tourists rely heavily on signage for navigation and environmental understanding, the quality and distribution of the linguistic landscape do not fully support an optimal tourist experience. Research shows that the clarity of language on signage significantly impacts tourists' sense of safety, comfort, and satisfaction (Sieras, 2024). Furthermore, from an academic perspective, a significant research gap remains. Most previous studies have focused on describing the form and distribution of language within the linguistic landscape, without deeply examining its relationship to the educational dimension and its social role in shaping public literacy. Furthermore, research on the linguistic landscape in tourist areas generally emphasizes globalization and economic



aspects, while the integration of the linguistic landscape, social education, and the preservation of local cultural identity remains relatively limited (Hasni et al., 2022). In fact, studies specifically linking the linguistic landscape to its educational function as a contextual learning medium in public spaces are still rare, particularly in Indonesia.

Thus, the novelty of this research lies in the integration of three main aspects: 1) analysis of the multilingual linguistic landscape in tourism areas, 2) exploration of the function of the linguistic landscape as a medium for social education, and 3) strengthening the role of language in representing and preserving local cultural identity. This approach not only enriches the study of landscape linguistics but also offers a new perspective relevant to the needs of developing sustainable tourism based on culture and education.

Therefore, the purpose of this study is to delve deeper into the multilingual linguistic landscape in the Lombok tourism area as a medium for social education and representation of cultural identity. Thus, this study formulates the problems, namely: 1) how is the multilingual linguistic landscape structured, especially in terms of the dominance of bilingual patterns involving Indonesian and English?, 2) to what extent has the linguistic landscape been utilized as a medium for social education and contextual learning in tourism spaces?, 3) how is local cultural identity, especially the Sasak language, represented in the linguistic landscape and what are the implications of its limited presence?, and how are the power relations between global, national, and local languages, as well as the structural challenges and limitations that hinder the optimization of the linguistic landscape as a medium for education, culture, and communication in the context of tourism?

Based on these conditions, this research has a high urgency. Practically, this research is important for providing strategic recommendations in developing language policies in tourism areas that are not only communicative but also educational

and oriented towards preserving local culture. Theoretically, this research contributes to expanding the study of landscape linguistics by integrating a social education perspective, so that language in public spaces is not only understood as a visual phenomenon, but also as a source of contextual learning for the community and tourists. This is in line with the view that linguistic landscapes can function as authentic learning media that increase language awareness and multilingual literacy (Gorter, 2018).

METHOD

This research uses a descriptive qualitative approach with a sociolinguistic perspective (Flick et al., 2022; Langman & Sayer, 2020). This approach was chosen because it allows for in-depth exploration of landscape linguistic phenomena within a natural context and interprets the social, cultural, and educational meanings of language use in public spaces. This study also integrates multimodal analysis, as the research object is not only text but also visual elements such as layout, symbols, colors, and the position of information boards.

The research was conducted in the tourism area of Lombok Island, West Nusa Tenggara Province, encompassing three main regions: 1) West Lombok (e.g., Senggigi), 2) Central Lombok (Kuta Mandalika), and 3) East Lombok (Sembalun and its surroundings). The location selection was based on its representation of prime tourism areas with a high level of multilingual interaction between local communities and both domestic and international tourists. The research subjects included public information boards (signage) such as road signs, shop/restaurant signs, banners, advertisements, and tourist information boards. Supporting informants included tourists, tourism businesses, and the local community.

This study used two types of data sources: primary data (text on outdoor media (signboards, signs, advertisements, directional signs), direct observations at the research locations, and limited interviews with tourists and tourism stakeholders.

Secondary data included documents on regional language and tourism policies, tourism statistics, and scientific literature related to landscape linguistics, multilingualism, and social education. Data were collected through several techniques, including: 1) direct observation. Each piece of data was recorded based on its type, location, language used, and social context. 2) Documents were collected using a digital camera or mobile device to record the form, design, and composition of the language on information boards. 3) Limited semi-structured interviews were conducted with tourists and business stakeholders to explore their perceptions regarding the function of language, ease of understanding, and the educational experience of multilingual signage. The primary instrument in this study was the researcher herself (human instrument).

Data analysis was conducted interactively, with stages including: 1) data reduction. Data were selected and grouped based on language type (Indonesian, local/Sasak, and foreign/English) and the categories of monolingual, bilingual, and multilingual. 2) Classification of data based on language functions, namely: informational functions, and symbolic functions (identity, culture, economy). 3) Multimodal analysis, namely examining the relationship between text, visuals, and social context to understand the meaning produced in the linguistic landscape. 4) Contextual interpretation. Data is interpreted to reveal the role of language as a medium for social education and representation of local cultural identity. 5) Presentation of data presented in the form of descriptive narratives, tables, and visuals (images/photos of signage).

RESULT

The Dominance of the Bilingual Linguistic Landscapes as the Primary Pattern of Tourism Communication

The following presents data on the dominance of the bilingual linguistic landscape as the main pattern of tourism communication.

Linguistic Landscape in Lombok's Tourism Area
Language Distribution on Signage

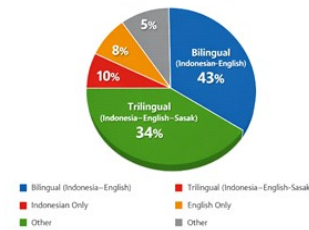


Figure 1
Linguistic Landscape in Lombok's Tourism Area

Research findings indicate that the linguistic landscape in Lombok's tourism areas is dominated by the use of Indonesian and English as the primary combination in public spaces. Data shows that 43% of signage uses a bilingual combination (Indonesian-English), while the use of Indonesian alone accounts for only 10%, and English alone accounts for 8%. Trilingual combinations (Indonesian-English-local language/Sasak) account for 34%. These findings indicate that bilingualism is a dominant communication strategy in bridging the needs of domestic and international tourists. Indonesian serves as the national lingua franca, while English serves as a global medium, increasing the accessibility of information for international tourists. Meanwhile, the presence of local languages remains marginal and has not yet become a primary element in the construction of the linguistic landscape.

The Dual Function of the Linguistic Landscape: Informational and Symbolic

The analysis shows that the linguistic landscape in Lombok's tourist areas has two main functions:

a. Informational Function

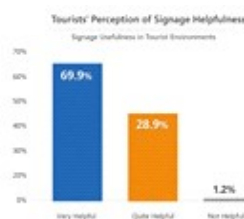


Figure 2
Drama Video Design

Most signage is used to convey practical information such as directions, place names, and tourist services. This is supported by data showing that 69.9% of tourists stated that signage was very helpful, and 28.9% stated that it was quite helpful in understanding the tourist environment. This finding confirms that the presence of language in public spaces directly contributes to ease of navigation, efficient mobility, and a sense of security for tourists.

b. Symbolic Function

In addition to its informational function, language also serves as a symbol of social and economic identity. This is indicated by the distribution of language use within the linguistic landscape, where the dominance of the combination of Indonesian and English (43%) and the presence of English in various signage reflect a global economic orientation and strategies to attract international tourists. Conversely, the limited use of local languages (around 5%) indicates that the representation of local cultural identity is still relatively weak in the public sphere. Thus, although symbolic functions are not directly measured through perception data, this pattern of language distribution indicates a power relationship between global and local languages, with English having a dominant position compared to local languages.

Tourist Preferences for Signage Types and Information Access

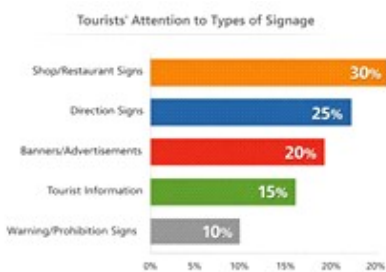


Figure 3
Tourists' Attention to Types of Signage

The findings indicate that tourists' attention to the linguistic landscape is not evenly distributed across all types of signage. The distribution of preferences is as follows: 30%: shop/restaurant signs 25%: directions 20%: banners/advertisements 15%: tourist information 10%: prohibition/warning signs This data indicates that tourists focus more on signage related to immediate needs (consumption and navigation), compared to educational or regulatory information. This indicates that practical functions are more dominant than educational functions in the tourist experience.

Tourist Awareness and Perception Level of the Linguistic Landscape

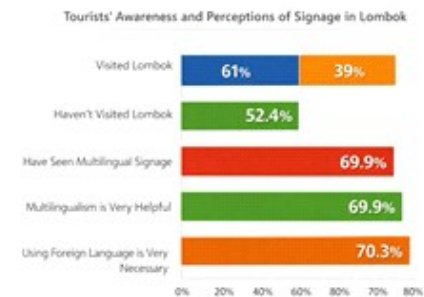


Figure 4
Tourists' Awareness and Perception of Signage in Lombok

Sixty one persen of respondents who had visited Lombok stated that they noticed the presence of public information boards, while 39% were still aware of the importance of signage even though they had not yet visited the location. Furthermore, 52.4% of tourists had seen multilingual signage, 69.9% stated that multilingualism was very helpful, and 70.3% stated that using a foreign language was very necessary. These findings indicate that tourists have a high level of awareness of the importance of the linguistic landscape, particularly in the context of cross-cultural communication.

Lack of Representation of Local Languages in the Linguistic Landscape

One of the most significant findings is the limited use of local languages (Sasak) in public spaces. The data show that only approximately 5% of signage incorporates the local language alongside Indonesian. This low proportion indicates that local languages are not prominently represented in the linguistic landscape.

In addition, observational data and tourist responses suggest that multilingual signage is predominantly oriented toward Indonesian and English, with minimal visibility of local languages. This condition reflects an imbalance between the demands of globalization represented by the use of English and efforts to preserve local cultural identity. Consequently, local languages have not yet been optimally utilized either as part of communication strategies or as cultural symbols within the tourism landscape.

The Linguistic Landscape as a Suboptimal Medium for Social Education

Although the linguistic landscape has the potential to function as a medium for social education, the findings suggest that this role has not been fully optimized. This is primarily indicated by the dominance of informational functions, as reflected in tourists' responses, where 69.9% perceived signage as very helpful in providing practical information. In addition, the distribution of signage types primarily related to commercial (30%) and directional purposes (25%) demonstrates a strong orientation toward functional and utilitarian needs rather than educational purposes. Furthermore, the limited use of local languages (approximately 5%) suggests that opportunities for cultural learning through linguistic exposure remain minimal.

While the study does not directly measure the educational function of signage, these patterns indicate that the linguistic landscape is predominantly designed for practical communication rather than as an intentional

medium for social or cultural learning. Nevertheless, the presence of multilingual signage still offers potential for incidental or contextual learning, particularly in introducing tourists to Indonesian and local cultural elements.

Overall, the results of this study reveal that:

1. Lombok's linguistic landscape is dominated by a global bilingual pattern (Indonesian–English)
2. Its primary function is still instrumental (informational & economic)
3. Local languages are marginalized in public spaces
4. The potential as a medium for social education has not been optimally utilized

These findings emphasize the tension between language globalization and the preservation of local identity, while also opening up space for the development of the linguistic landscape as a culture-based educational instrument. Based on these findings, the following research findings framework is outlined;

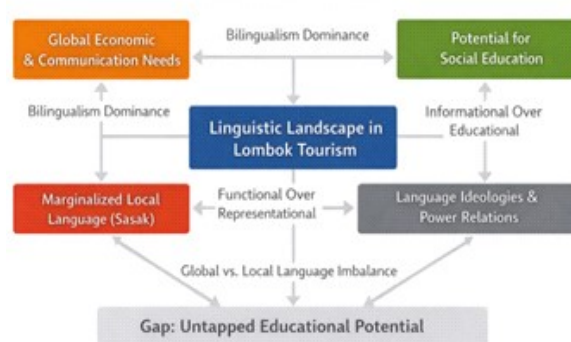


Figure 5
Conceptual Framework: Linguistic Landscape in Lombok Tourism

DISCUSSION

Data analysis found that the linguistic landscape in Lombok's tourist areas is dominated by a combination of Indonesian and English. Therefore, public spaces in tourist areas require the use of international languages as a means of communication and multilingualism (Guarín &



Arias-Cortés, 2025; Jiao & Singh, 2024; Syamsurijal & Ery Iswary, 2023). In the tourism context, the use of English has been shown to be a key strategy in increasing destination accessibility and attractiveness (AL-Ragdhí et al., 2024; Oktoma et al., 2024).

Previous studies focused on multilingualism as an indicator of linguistic diversity, which differs from this study because in Lombok, it is more instrumental. Therefore, it can be said that English is not only a reflection of cultural diversity, but also part of the needs of the global economy and market. This context strengthens Shohamy's argument that the linguistic landscape is not neutral, but rather reflects language ideologies and power relations (Shohamy et al., 2010). This research demonstrates that bilingualism in the context of Indonesian tourism is not only a linguistic phenomenon, but also an economic strategy that has the potential to shift local representations.

The primary function of signage is informational, as indicated by 69.9% of tourists who stated that signage was very helpful. Therefore, it can be said that the clarity of information in the linguistic landscape directly contributes to tourist comfort and satisfaction. However, previous research introduced the concept of the pedagogical linguistic landscape, which emphasizes that public spaces can function as a medium for language and cultural learning (Cenoz & Gorter, 2006; Gorter, 2013b, 2018; Gorter & Cenoz, 2015). In this context, the research findings indicate a gap, where the linguistic landscape in Lombok is still oriented towards practical functions and has not been consciously designed as a medium for social education. Previous studies emphasized its educational potential, and this research shows that this potential has not been optimally utilized. Therefore, this research identifies that in the context of Indonesian tourism, the linguistic landscape remains at the functional communication stage, having not yet developed into an educational space.

The data also shows that only around 5% of signage uses the local language (Sasak). This finding supports the theory that language practices in public spaces are often influenced by economic value and symbolic power, resulting in global languages tending to dominate local languages (Spolsky, 2021). Previous research suggests that the linguistic landscape can be an important tool in maintaining cultural identity and linguistic diversity (Anggayana et al., 2025; Bhujel & Sinha, 2025; Delmas et al., 2025; Nedeljković Pravić & Stojić, 2025). However, in the context of Lombok, this function has not yet been optimally utilized. Local languages are not only underused but also not yet integrated as part of tourism communication strategies. These findings highlight a paradox in culture-based tourism, where local identities are less visible in the public spaces that should represent them.

The research findings also indicate an imbalance between global languages (English), national languages (Indonesian), and local languages (Sasak). This aligns with Shohamy's concept of linguistic landscape as ideological space, which states that language in public spaces reflects power structures and social ideologies (Shohamy et al., 2010). In this study, the dominance of English functions not only as a means of communication but also as a symbol of modernity and globalization. Meanwhile, local languages are subordinated. These findings also confirm the view that linguistic landscapes reflect the ethnolinguistic vitality of a community (Barni & Bagna, 2010; Landry & Bourhis, 1997). Therefore, this study integrates landscape linguistic analysis with perspectives on social education and language power, which are still rarely explored in the context of Indonesian tourism. This research offers novelty in three main aspects:

- a. Revealing that multilingualism in tourism landscapes is instrumental, not representative

- b. Showing the gap between the educational potential and actual practices of linguistic landscapes
- c. Integrating landscape linguistic analysis with social education and language power relations

This research expands the study of landscape linguistics by integrating sociolinguistic, tourism, and social education perspectives. Linguistic landscapes are understood not only as visual phenomena of language in public spaces, but also as representations of cultural identity, instruments of cross-cultural communication, and media for social learning based on real-world contexts. This contribution enriches the development of Linguistic Landscape theory, particularly in the context of public space-based education.

Practically, the results of this research provide a basis for 1) local governments to formulate more targeted language policies that balance global needs with local preservation; 2) tourism managers to design signage that is not only informative but also educational and reflects cultural identity; and 3) local communities and businesses to raise awareness of the importance of using local languages as part of a cultural branding strategy. This research demonstrates that linguistic landscapes have the potential to serve as a social education medium that can enhance multilingual literacy and public cultural awareness. Public spaces can be utilized as contextual learning resources, where tourists and the public can learn local languages, cultural symbols, and values directly through interaction with signage.

CONCLUSION

The findings of this study indicate that the linguistic landscape in Lombok's tourist areas is largely shaped by practical communication needs. Signage using English and Indonesian facilitates easy understanding of information for tourists. However, the presence of the local Sasak language contributes to the local cultural identity, although

it does not dominate as a source of information for tourists. Therefore, the use of multilingualism in public spaces explains linguistic expression through local cultural values. While local identity is a powerful force in the tourism sector, it has not been fully integrated into communication practices. This study also shows that the potential of the linguistic landscape as a medium for social or cultural learning remains underdeveloped. Most signage continues to focus on immediate practical purposes, with little attention paid to its potential role in fostering cultural awareness. However, with more careful planning, public signage could be used not only to provide information but also to introduce elements of local knowledge and identity.

Based on these findings, several recommendations can be made. Local governments should consider developing language policies that balance the use of Indonesian, English, and regional languages in a more integrated manner. Encouraging the use of Sasak in public signage could also contribute to strengthening cultural visibility. For tourism managers, there is an opportunity to rethink how signage is designed and used. Signage, for example, could incorporate brief cultural explanations or local terms to enrich the visitor experience. The use of multiple languages, if carefully planned, can also increase accessibility and engagement. Integrating visual and linguistic elements that reflect local identity can further enhance the uniqueness of a destination. Finally, future research could explore this topic from multiple perspectives. Quantitative or experimental approaches could help assess the effectiveness of linguistic landscapes as a learning tool, while comparative studies across regions could provide a broader understanding of how language, culture, and tourism interact in different contexts.



ACKNOWLEDGEMENTS

The author would like to express sincere gratitude to all parties who contributed to the completion of this research. Special appreciation is extended to the tourism stakeholders and local communities in Lombok, Nusa Tenggara Barat, for their support and cooperation during the data collection process. The author also acknowledges the valuable insights provided by respondents, including tourists and local business actors, whose participation significantly enriched the findings of this study

REFERENCES

- Ai, B., Yang, L., & Wang, L. (2025). Examining Language Practices on Linguistic Landscapes of Tourism in Xi'an, China: A Perspective of Pride and Profit. *International Journal of Bilingualism*, (0). <https://doi.org/10.1177/13670069251356203>
- Al-Ragdhi, A., AL-Rakbi, A., AL-Ragdhi, K., & Bin-Hady, W. (2024). The Importance of English Language in Tourism Sector: A Study in Socotra Island. *Journal of Language Learning and Assessment*, 2(2), 85–90. <https://doi.org/10.71194/JLLA.V2I2.116>
- Al-Sofi, B. B. M. A. (2024). Linguistic Landscape and Multilingualism in Tourist Destinations: a Sociolinguistic Analysis. *Journal of Cultural Heritage Management and Sustainable Development*. <https://doi.org/10.1108/JCHMSD-02-2024-0034/1257456/LINGUISTIC-LANDSCAPE-AND-MULTILINGUALISM-IN>
- Anggayana, I. W. A., Asriyani, R., & Lindawati, N. P. (2025). Landscape Linguistics as a Form of Language Communication Approach in Promoting Local Products in Tourism Packages in the Tenganan Pegringsingan Tourism Village and Tenganan Dauh Tukad Village. In Hassan, A., Pitanatri, P.D.S. (eds) *Handbook of Tourism and Hospitality Marketing in Indonesia* (pp. 379–404). Springer, Singapore. https://doi.org/10.1007/978-981-96-2567-3_16
- Aronin, L., & Ó Laoire, M. (2013). The Material Culture of Multilingualism: Moving Beyond the Linguistic Landscape. *International Journal of Multilingualism*, 10(3), 225–235. <https://doi.org/10.1080/14790718.2012.679734>
- Barni, M., & Bagna, C. (2010). Linguistic Landscape and Language Vitality. In *Linguistic Landscape in the City* (pp. 3–18). Channel View Publications. <https://doi.org/10.21832/9781847692993-003/PDF/FIRSTPAGE>
- Belarbi, K., & Belaid, L. (2025). Multilingual Practices in the Linguistic Landscape: Insights into Linguistic Repertoires and Language Policy. *International Journal of Multilingual Education*, 26(1), 42–54. <https://doi.org/10.22333/IJME.2025.9075>
- Bhujel, B., & Sinha, S. (2025). Linguistic Landscape as a Tool of Identity Negotiation: The Case of the Nepali Ethnic Communities in West Bengal. *Ethnicities*, 25(1), 43–68. <https://doi.org/10.1177/14687968241265963>
- Bruyèl-Olmedo, A., & Juan-Garau, M. (2015). Minority Languages in the Linguistic Landscape of Tourism: the Case of Catalan in Mallorca. *Journal of Multilingual and Multicultural Development*, 36(6), 598–619. <https://doi.org/10.1080/01434632.2014.979832>

- Cenoz, J., & Gorter, D. (2006). Linguistic Landscape and Minority Languages. *International Journal of Multilingualism*, 3(1), 67–80. <https://doi.org/10.1080/14790710608668386>
- Dai, J., Chen, H., & Zhang, Z. (2024). How Does a Historical Linguistic Landscape Influence Tourists' Behavioral Intention? A mixed-Method Study. *Tourism Management Perspectives*, 53, 101294. <https://doi.org/10.1016/J.TMP.2024.101294>
- Delmas, M., Kruk, J., Willoughby, L., & Angouri, J. (2025). Doing Multilingualism through Transnational Linguistic Landscaping: The MultiDiv Experience. *Linguistics and Education*, 86, 101384. <https://doi.org/10.1016/J.LINGED.2025.101384>
- Duarte, J., Lourenço, M., & Melo-Pfeifer, S. (2025). Linguistic Landscapes as a Pedagogical Tool to Promote Global Citizenship Skills: Envisioning the Role of Service Learning. In *The Routledge Handbook of the Sociopolitical Context of Language Learning* (490–506). Taylor and Francis. <https://doi.org/10.4324/9781003398172-34/LINGUISTIC-LANDSCAPES-PEDAGOGICAL-TOOL-PROMOTE-GLOBAL-CITIZENSHIP-SKILLS-JOANA-DUARTE-M>
- Flick, U., Mesinioti, P., Angouri, J., & Turner, C. (2022). A Language-First Approach to Health Research: Sociolinguistic Ethnography in Hospital Settings. *The SAGE Handbook of Qualitative Research Design*. SAGE Publications Ltd. <https://doi.org/10.4135/9781529770278>
- Gorter, D. (2013a). Linguistic Landscapes in a Multilingual World. *Annual Review of Applied Linguistics*, 33, 190–212. <https://doi.org/10.1017/S0267190513000020>
- Gorter, D. (2013b). Linguistic Landscapes in a Multilingual World. In *Annual Review of Applied Linguistics*, 33, 190–212. <https://doi.org/10.1017/S0267190513000020>
- Gorter, D. (2018). Linguistic Landscapes and Trends in the Study of Schoolscapes. *Linguistics and Education*, 44, 80–85. <https://doi.org/10.1016/J.LINGED.2017.10.001>
- Gorter, D., & Cenoz, J. (2015). Translanguaging and Linguistic Landscapes. *Linguistic Landscape*, 1(1), 54–74. <https://doi.org/10.1075/LL.1.1-2.04GOR>
- Guarín, D., & Arias-Cortés, D. (2025). English as Symbolic Capital: Globalization and the Linguistic Landscape of Armenia, Quindío (Colombia). *Languages*, 10(3), 34–44. <https://doi.org/10.3390/LANGUAGES10030034>
- Hasni, N. A., Ya Shak, M. S., Abdul Malik, N., & Anuarudin, A. A. S. (2022). Linguistic Landscape of Tourist Spaces from 2014 to 2022: A Review. *International Journal of Academic Research in Business and Social Sciences*, 12(10). <https://doi.org/10.6007/IJARBS/V12-I10/14996>
- Jiao, Y., & Singh, M. K. M. (2024). Linguistic Landscape in George Town, Malaysia: Language Visibility in a Postcolonial and Globalized Context. *Ampersand*, 13, 100202. <https://doi.org/10.1016/J.AMPER.2024.100202>
- Ladyanna, S., & Almos, R. (2019). Language Used of Tourism Advertisings and Information. *Proceeding of The 4th International Seminar on Linguistics (ISOL-4)*, 270–276. <https://doi.org/10.2478/9783110680027-039>



- Landry, R., & Bourhis, R. Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology*, 16(1), 23–49. <https://doi.org/10.1177/0261927X970161002>
- Langman, J., & Sayer, P. (2020). Qualitative Sociolinguistics Research. *The Encyclopedia of Applied Linguistics*, 1–6. <https://doi.org/10.1002/9781405198431.WBEAL0985.PUB2>
- Lu, S., Li, G., & Xu, M. (2020). The Linguistic Landscape in Rural Destinations: A Case Study of Hongcun Village in China. *Tourism Management*, 77, 104005. <https://doi.org/10.1016/J.TOURMAN.2019.104005>
- Napu, N. (2024). Linguistic Landscapes in Multilingual Urban Settings: Insights from Translation Perspectives. *Studies in English Language and Education*, 11(1), 530–548. <https://doi.org/10.24815/SIELE.V11I1.29559>
- Nedeljkoviæ Pravidæ, M., & Stošić, A. (2025). The Importance of Linguistic Landscape in Analyzing Minority Language Policy. 8, 431–453. https://doi.org/10.18485/DPLS_PLD.2025.8.CH20
- Nenotek, S. A., Paramarta, I. M. S., Sjoen, A. E., Beeh, N., Cornelis, A. R., & Benu, N. N. (2025). The Linguistic Landscape for Sustainable and Inclusive Tourism: Insight from Timor Tengah Selatan, Indonesia. *Cogent Arts & Humanities*, 12(1). <https://doi.org/10.1080/23311983.2024.2441579>
- Oktoma, E., Solihat, D., & Masruroh, R. (2024). The Role of English Language Skills in the Tourism Industry in the 4.0 Era in Kuningan District, West Java Province. *International Journal Administration, Business & Organization*, 5(4), 71–81. <https://doi.org/10.6124/IJABO.24.418>
- Pathanasin, S. (2025). A Study of the Linguistic Landscape on Phuket Island: Identity, Tourism and Policy. *REFlections*, 32(1), 213–233. <https://doi.org/10.61508/REFL.V32I1.279617>
- Santos Rovira, J. M. (2025). Beyond Words: Navigating Lisbon's Linguistic Landscape in the Era of Mass Tourism and Migration. *Journal of Language and Social Psychology*, 44(6), 928–960. https://doi.org/10.1177/0261927X251339207/ASSET/F4B95CF8-90EA-41B5-98B0-C17DF15D1453/ASSETS/IMAGES/LARGE/10.1177_0261927X251339207-FIG9.JPG
- Shohamy, E., Ben-Rafael, E., & Barni, M. (2010). Linguistic Landscape in the City (E. Shohamy, E. Ben-Rafael, & M. Barni, Eds.). *Multilingual Matters*. <https://doi.org/10.21832/9781847692993>
- Sieras, S. G. (2024). Impact and Identities as Revealed in Tourists' Perceptions of the Linguistic Landscape in Tourist Destinations. *International Journal of Language and Literary Studies*, 6(1), 375–392. <https://doi.org/10.36892/IJLLS.V6I1.1644>
- Spolsky, B. (2021). *Rethinking Language Policy*. Edinburgh University Press. <https://doi.org/10.3366/EDINBURGH/9781474485463.001.0001>
- Susianti, H. W., Kade, N., Rastitiati, J., Ngurah, G., & Suprastayasa, A. (2025). Linguistic Landscape and Visitors' Perception of Written Information at Museums in Bali. *Englisia: Journal of Language, Education, and Humanities*, 13(1), 40–53. <https://doi.org/10.22373/EJ.V13I1.31210>

Syamsurijal, S., & Ery Iswary. (2023). Language Use in Public Space (Linguistic Landscape Study in Shopping Centers in Makassar City). *International Journal of Social Science*, 3(2), 113–122. <https://doi.org/10.53625/IJSS.V3I2.6295>

Zhang, A., & Xie, J. (2025). Creation of a Pseudo-Language as Spectacle: A Critical Study on the Linguistic Landscape of Heritage Tourism. *Annals of Tourism Research*, 115, 104019. <https://doi.org/10.1016/J.ANNALS.2025.104019>