

English as a Bridge for Sustainable Local Tourism in a Global Era

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Abstract. In today's global era, tourism has become one of the most dynamic and influential industries, contributing significantly to cultural exchange, economic growth, and community development. However, many local destinations face challenges in maintaining sustainability while remaining competitive at the international level. This study highlights the role of English as a bridge for sustainable local tourism, with a particular focus on community-based initiatives in Ternate, North Maluku. Proficiency in English enables local communities to improve communication with international tourists, promote unique cultural and natural attractions, and expand the reach of local businesses to global markets. In addition, it strengthens the ability of local stakeholders to adopt best practices in sustainable tourism while preserving traditional values. Therefore, English should not only be seen as a means of communication but also as a strategic asset that empowers local communities, strengthens cultural identity, and promotes the long-term sustainability of tourism in Eastern Indonesia.

Keywords: English Language, Sustainable Tourism, Local Empowerment, Ternate, Global Mindset