

# **CHAPTER I**

## **INTRODUCTION**

In this chapter, the researcher explains the research's introduction, which discusses the foundations for its conduct. This chapter addresses the background of the study, identification of the problem, delimitation of the problem, formulation of the problem, objective of the study, product specification, significance of the study, and operational definition

### **A. Background of the Study**

In the realm of travel and tourism, there are countless destinations waiting to be explored. Some are well-known and frequently visited, while others remain hidden gems, waiting to be discovered by adventurous travelers. The tourism industry, particularly the hospitality sector, plays a vital role in supporting economies worldwide. In Indonesia, the tourism industry has emerged as the new idol job sector. Tourism is crucial to Indonesian economies since it is a source of foreign exchange income (Afriandi & Fatimah, 2021). As travel becomes increasingly accessible and globalization continues to shape the business landscape, effective communication skills have emerged as crucial competencies for professionals working in tourism businesses and English also English plays a crucial role within the tourism industry (Prasetyo et al, 2023). It is apparent that English proficiency has become one of the qualifications that established companies look for when hiring new employees. As a result, having a good

command of the English language will assist businesses, fields, and even organizations in meeting their demands and developing the potential of their regions and countries (Yoestera et al., 2021). For instance, BUMDes Sambimulyo is a business entity engaged in profit and social as well as a forum for economic activities in the Sambirejo Village area. With the existence of BUMDes, it is expected to improve community welfare through the development of cooperation from various parties. BUMDes can optimally manage the potential and assets of the Kalurahan for the welfare of a competitive society (<https://sambirejosid.slemankab.go.id/first/artikel/15>, accessed on November 24, 2023). The first unit of the BUMDes is Tebing Breksi, a geo heritage tourism (Kurniawan, 2021). This tourism place is the English Education Study Program's partner to undergo Practicum of Tourism subject whose supervisor requested to implement the tourism intensive course for the administrators to enhance their English skill. Additionally, the researcher includes data on international tourists in Tebing Breksi from 2023-2024, which serves as concrete evidence of the significance of learning English for its administrators.

**Table 1 The Data of Tebing Breksi's Visitors in 2023 and 2024**

<b>NO</b>	<b>MONTH</b>	<b>VISITORS</b>
1	JANUARY	117
2	FEBRUARY	82
3	MARCH	97
4	APRIL	95
5	MAY	107

6	JUNE	194
7	JULY	255
8	AUGUST	237
9	SEPTEMBER	440
10	OCTOBER	196
11	NOVEMBER	136
12	DECEMBER	197
<b>TOTAL</b>		<b>2.153</b>

<b>NO</b>	<b>MONTH</b>	<b>VISITORS</b>
1	JANUARY	85
2	FEBRUARY	102
3	MARCH	210
4	APRIL	107

Source: Tebing Breksi's Secretary

As industries and companies increasingly operate globally, effective communication is recognized as essential for both individuals and organizations to succeed. Even in roles where staff members do not directly interact with clients, having strong interpersonal skills is vital in the tourism and hospitality sector (Bhardwaj & Thakur, 2023). So that, among the various language skills, listening and speaking aptitudes are especially important for ensuring successful communication between tourists and service providers. People who frequently

practice their English listening skills will experience an increase in their vocabulary knowledge and improvement in their speaking abilities (Rahman et al., 2019). Furthermore, speaking ability is directly tied to listening ability, since it is commonly stated that an inclined listener is a good speaker (Mazumder, 2021). However, numerous challenges and obstacles arise in ensuring efficient communication (Franscy & Ramli, 2022) within tourism destinations. Language barriers, cultural differences, limited industry-specific vocabulary, and a lack of professional development opportunities all contribute to the difficulties faced by tourism place administrators. To address these challenges, developing listening and speaking materials specifically tailored to the tourism business is crucial since perhaps, it can enhance the tourism place administrators' ability in the real world. This study aims to develop listening and speaking materials for tourism intensive course, especially in Tebing Breksi Yogyakarta.

## **B. Identification of the Problem**

Based on the background described above, the problems to be identified in this research are as follows:

### **a. Language Barriers and the Need for Effective Communication**

The tourism industry attracts visitors from diverse linguistic backgrounds. Tourism professionals must be proficient in languages spoken by their visitors to provide accurate information, facilitate transactions, and offer a personalized experience. Inadequate language skills result in misunderstandings, inadequate information, and dissatisfied customers. We must address three technical challenges arising from language barriers: (1)

the sender may be unaware of the receiver's language; (2) the receiver may be unfamiliar with the sender's language; (3) there may be a lack of shared messages between the sender and receiver, hindering the transmission of useful information (Giovannoni & Xiong, 2019).

**b. Cultural Differences**

Cultural differences present significant challenges in effective communication within the tourism industry. The interaction between industrial businesses and cultures creates a unique cross-cultural situation when companies from different industries and with diverse objectives come into business contact across countries (Shamne et al., 2019). Each culture has its own customs, behaviors, and expectations. Tourism professionals must understand and cater to these cultural preferences and sensitivities to ensure a positive experience for visitors.

**c. Inadequate Listening Skills**

Effective communication is often hindered by various obstacles, including difficulties with hearing, physical limitations in the auditory system, inadequate listening skills, and obstacles in verbal expression. Many administrators struggle to understand tourists' requests, needs, and preferences, leading to misunderstandings and miscommunications (Alharbi & Al-Ahdal, 2024).

**d. Limited Speaking Skills**

When administrators are not well-versed in the language, they may often struggle to articulate their thoughts clearly and effectively, resulting

in difficulties in communicating complex information to tourists (Jantawong, 2024).

**e. Lack of Authentic Materials**

Learning is more effective when it's connected to real-life situations, allowing individuals to apply what they've learned in practical and relevant ways. However, the materials are often created by teachers or textbook authors, which may not reflect real-life language use in the tourism industry. This can lead to a disconnect between the language taught in class and the language used in real-life situations (Supartini et al., 2024).

**C. Delimitation of the Problem**

Based on the identification of problems described above, the delimitation of the problem to be identified in this research is as follow:

The lack of authentic material refers to real-world materials that do not reflect the way they are used in real-life situations, such as artificial or simulated materials that may not accurately represent the real-world context. Developing listening and speaking materials targeted to the tourism business facilitates the materials should related to real life situations because using authentic materials targeted to the tourism industry can facilitate the development of materials that are relevant and meaningful to administrators. This means that administrators can practice their listening and speaking skills by engaging with real-world scenarios and language use, rather than being presented with contrived or artificial examples. This approach can help administrators develop a more accurate

understanding of how language is used in real-life situations, which can improve their overall language proficiency and prepare them for effective communication in a professional setting.

#### **D. Formulation of the Problem**

1. How to develop listening and speaking module for Tebing Breksi's administrators?
2. Is the listening and speaking module developed feasible to use?

#### **E. Objective of the Study**

1. To develop listening and speaking module for Tebing Breksi's administrators.
2. To find out the feasibility of the listening and speaking module developed.

#### **F. Product Specification**

The product specification this study is a module contains listening and speaking materials for tourism administrators in Tebing Breksi. According to Neyshabur et al., (2020), a module is a component within the computation graph that receives inputs from other modules and sends outputs to other nodes. It carries out a linear transformation on its inputs.

The module consists of three chapters that cover pricing, giving directions, and describing objects, each with pre, during, and post-activity sections. Pre-activity is the stage for a clear introduction and objectives, during activity is the stage for listening to real-life scenarios and practice the listening skills and speaking skills and the post-activity is to review and reflect what the

administrators have learned from the materials. Then, the listening skills component includes scannable barcodes that allow users to access audio recordings, which can be accompanied by subtitles on their phone screen to help with pronunciation. The audio recordings are authentic, featuring the researcher's voice and real-life scenarios from Tebing Breksi. Besides that, the speaking skills section offers a comprehensive and guided speaking experience, focusing on the lesson's theme, and encourages administrators to collaborate in pairs or groups to share feedback and overcome learning challenges. Additionally, the module includes role-play activities to further enhance speaking skills.

### **G. Significance of the Study**

The significance of this study can be extensive and impact various stakeholders such as lecturers, students, tourism place partners, and other researchers.

#### **1. For Lecturers:**

- a. Enhanced Teaching Effectiveness: Up-to-date listening and speaking materials provide lecturers with relevant resources to enhance their teaching methodologies and strategies.
- b. Improved Course Content: Incorporating listening and speaking materials tailored to the tourism industry can contribute to comprehensive and practical course content for lecturers, ensuring that students receive relevant and industry-specific knowledge.
- c. Access to Quality Resources: Listening and speaking materials provide lecturers with access to high-quality resources that can supplement



their teaching materials and extend their knowledge in the field of tourism.

## **2. For Students:**

- a. **Enhanced Language Skills:** Listening and speaking materials designed specifically for the tourism industry help students improve their language proficiency in communication situations they are likely to encounter in their future careers.
- b. **Increased Industry-Relevance:** Such materials enable students to familiarize themselves with the language, vocabulary, and communication techniques commonly used in the tourism business, making them better prepared for real-world scenarios.
- c. **Practical Training:** Listening to and speaking with tourism professionals through relevant materials can provide students with practical training and experience that bridges the gap between theory and practice.

## **3. For Tourism Place Partners:**

- a. **Improved Communication:** Providing listening and speaking materials to tourism place partners allows for better communication and collaboration with the academic community, facilitating mutual understanding and effective cooperation.
- b. **Enhanced Customer Service:** Promoting the use of listening and speaking materials can contribute to heightened customer service as

tourism place partners' staff members can develop their communication skills to better assist and connect with tourists.

#### **4. For Other Researchers:**

- a. **Research Insights:** Listening and speaking materials can serve as valuable sources of data for other researchers, allowing them to analyze and examine communication patterns, linguistic features, and trends within the tourism industry.
- b. **Comparative Studies:** Researchers can use these materials for comparative studies, investigating variations and similarities in communication practices across different tourism destinations and cultural contexts.
- c. **Advancement of Knowledge:** The availability of listening and speaking materials broadens the scope of research possibilities, enabling researchers to contribute to the advancement of knowledge in the field of tourism communication.