

# CHAPTER I

## INTRODUCTION

This chapter consist of an introductory of the study. It offers the study's context, enabling the researcher to perform the research in many different ways. This chapter also covers background of the study, identification of the problems, delimitation of the problems, formulation of the study, objectives of the study, product specification and significant of the study.

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

English is typically the first foreign language taught to non-native speakers and also those who are traveling, based on its prominence in such a globalized society, and this is the aspect in the tourism sector.

After Bali and Malang, Yogyakarta is one of Indonesia's top three tourist destinations. (2013) Mustafa. Due to its central location on Java island, Yogyakarta is a very desirable destination. Yogyakarta saw 130 tourism attractions visited by 693,295 foreign visitors and 10,814,261 local visitors in 2012 (Badan Pusat Statistik D.I.Yogyakarta, 2014b).

The use of English for tourism falls within the category of English for specific purposes, and its practical application must be understood (Cravotta, 1990). It is utilized in the international tourism and service business. Many various industries, including business, technology, media, research, tourism, and medical, have been dominated by English.

The tourism industries has several business that can be developed, for example in the field of hotel, restaurant, travel agent, souvenirs, translation service, photographer service and event organizer. Those fields can be good place for the students who wants to learn about tourism sector.

The students in Ahmad Dahlan University are required to do practicum on tourism, this practicum is used to help the students to understand about the tourism sector which has a lot of sector to understand. In this activity researcher found that there is no guideline book for the students for their guidance. The aim of this study is to develop the previous guideline book for the practicum on tourism, because the previous guideline book is still not prepared well. That is why researcher want to develop the guideline book.

Furthermore, the concept of practicum is description, critical thinking, and developing. The activity of the practicum is not always like internship in someone office, but there are some activity, for example making a description of the tourism place in to a book and developing or designing a website for the travel agent.

Unfortunately, English Department in UAD has no the definite design for the practicum on tourism, the design always change every year without good preparation in changing the design. Because of that, the department has no guideline book for the students in practicum on tourism.

Since these objectives and tactics are different from those utilized in the regular classroom, it is crucial to emphasize them while teaching English for tourism. The exercises employed should be particularly focused on the course's objectives and the knowledge that students need to be effectively prepared for the tourism industry.

English is needed differently in the school industry than it is in the tourism sector. Hotel staff must service both domestic and foreign customers. Essentially, instructing in an English for Specific Purposes (ESP) course would be teaching English to students in an English for Tourism program. “The proposition that all language teaching must be designed for the specific learning and language use purposes of identified groups of students” (Johns, 1991: 67).

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

There are several problems that happened in practicum on tourism in UAD, those problems are:

1. The guideline book for practicum on tourism is not prepared well.
2. Not every tourism business field mastered English.
3. There should be a specific concept for the practicum

From all those problems researcher will only took one problem as the main discussion in the research.

## **C. Delimitation of the Problem**

This research will only focus on developing the guideline book for the students of Practicum on Tourism.

## **D. Formulation of the Study**

The problem in this research formulate by the researcher as follows:

How is the guideline book developed for the Practicum on Tourism?

What is the result of the feasibility of the developed guideline book?

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

The objective of this research is to develop the guideline book for the students of Practicum on Tourism.

## **F. Product Specification**

The product that was produced is a guideline book for practicum on tourism. The content of this product consists of guidelines about the program, activities, and the report section that will be held by the students in the practicum on tourism. The product that was produced in this research suited with the activities, program, and the report section for the practicum.

## **G. The Significance of this Study**

The analysis of this study is expected to give benefits for several components:

### **Practical**

#### 1. for Students

With new guideline book, students are able to learn about practicum on tourism themselves.

#### 2. for lecturer

It is expected to help the lecturer on providing guide for their students in practicum on tourism.

### **Theoretical**

#### 1. for the other researcher

This study is expected to help other researcher to understand more about how to develop a guideline book for practicum on tourism.

