

CHAPTER I

INTRODUCTION

A. Background of Study

Language is a communication tool to connect us with others. With language everything can be conveyed. So, language is really needed by everyone. Besides that, language can also connect one country to other countries, one of them is English.

English is an international language, most people already know English, at least they can master English. When we learn English, there are four English skills that need complete communication. We usually learn English by listen first, then to speak, then to read, and finally to write. They are called four language skills: Listening, Speaking, Reading, and Writing. English also have important role in daily life, in school or institutions. The touriism sectors represents a significant part of country's economy. Employees in tourism (tourism organizations, travel agencies, hotel and other accomudation facilities) need to be fully prepared to meet all kinds of demands made by their clients. Tourism in Indonesia is an important component of the Indonesia economy, it could be increased benefit of the country from the visitor. Indonesia has archipelago that could be offered; from natural beauty, historical heritage to cultural diversity, and learning is a foreign language in Indonesia. Unfortunately, the qualities of students in learning English develop slowly. More and

over, only few of education centers that provide good performance of English when they introduce the language to their students. Many factors behind the unsatisfied result of Indonesia students in learning English. One of them is because the education institutions do not offer what the students need in studying English such as the text book. Palmer and Mackey (1981) stated that “language program must be focus on the student’s needs” (Ulfa, 2015). The students of tourism should have specific English of tourism in education, so they can apply their skill especially in English for Tourism at work.

English used for the international tourism and service industry falls into the category of English for Specific Purpose and requires educators to understand the practical applications of this approach. A new category in the ESP genre, that of English for Tourism Purpose or ETP. The significance of ETP maintaining and improving learner motivation during their lifelong journey of learning by using communicate setting and a communicative methodology will be discussed. Learner who seek employment in the tourism and service industry need to remain highly motivated to become truly fluent in a high level professional language and master English for Tourism purposes (ETP). Educators engaged in using English for Specific Purposes as a theoretical frame work have various roles and responsibilities. Dudley-Evans and St John (1998) stated that identify key roles for the proper practice of ESP (Cravotta , 2010).

In Banjarmasin to increase the tourism industry, a National Tourism Academy was established with two studies programs. Namely, Hospitality program (D-3) and Tourism Bussiness Program (D-3). English

for tourism is important, Tourism could be developed with it. It could be used to develop tourism through specific communication. The implementation of teaching and learning English course in Academy Tourism National is one of the main course to help improve students' English skill. Teaching and learning are the process to get the knowledge and linking the material being studied with real world situations and encouraging students to make connection between knowledge and their daily activity.

Allah said in the holy Quran, Al-Ankabut/ 29 verse 19-20:

أَوَلَمْ يَرَوْا كَيْفَ يُبْدِئُ اللَّهُ الْخَلْقَ ثُمَّ يُعِيدُهُ إِنَّ ذَلِكَ عَلَى اللَّهِ يَسِيرٌ
 قُلْ سِيرُوا فِي الْأَرْضِ فَانظُرُوا كَيْفَ بَدَأَ الْخَلْقَ ثُمَّ اللَّهُ يُنشِئُ النَّشْأَةَ
 الْآخِرَةَ إِنَّ اللَّهَ عَلَىٰ كُلِّ شَيْءٍ قَدِيرٌ

Based on the verse 19-20 of the Qur'an about, it explain that Allah commands humans to carry out their obligation to learn and teach and is ordered to reflect on everything that happens in this universe. Allah invites humans to walk the earth and pay attention to Allah's creation and the signs of power in its creation. So that they understand that the substance (zat) which created all of them will easily repeat its creation without thinking or difficulty. The same is true of what I have discussed in research in which there are word **يَرَوْا** (pay attention/learn) and **سِيرُوا** (*travelling*) to review what has been created by Allah, which is more often known as the teaching and learning process.

The writer of this thesis intends to conduct research at National Tourism Academi Banjarmasin to find out how the implementation of

teaching and learning process English for tourism. The research is conducted by the implementation of English for Tourism at National Tourism Academi Banjarmasin.

B. Research Questions

1. How is the strategy of teaching and learning English for tourism?
2. How is the material used in teaching English for tourism?
3. What the students' difficulties in learning English?

C. Objectives of Study

1. To describes how is the teaching strategy of teaching and learning English for tourism at Akademi Pariwisata Nasional Banjarmasin
2. To find out how materials are used in teaching English for tourism
3. To identify student difficulties in learning English

D. Significance of Study

This research has significance as follow:

1. It will function as information about how is the teaching strategy of teaching English for tourism at National Tourism Academy Banjarmasin.
2. It will serve as information for those who want to know how is the implementation of teaching and learning English for tourism and can apply it as a teaching English technique
3. To enrich the writer's knowledge and experience in the specific research
4. As a reference to the next researcher

E. Definition of Key Term

1. The Implementation

The Implementation is a strategy application or action based on a plan that has been prepared and carefully designed. Implementation can be done if there is already planning and not just act alone.

2. Teaching

Teaching is guiding and facilitating learning, enabling the learner to learn, setting the conditions of learning (2007:7)

3. Learning

Learning is lasting behavior change, or the capacity to behave in certain way, resulting from practice or other forms of experience. Schunk (2015:5).

4. English for Tourism

English for tourism is knowing enough English to successfully navigate in English speaking society many times people travel and want to experience country's culture and point of interest.

5. Tourism

Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business, or other purposes. And they are needed a tour guide for knowing the culture or historical place.