

Material Design for Teaching to Improve English Communication Competencies for Tourism Industry Players to Increase the Volume of Tourist Visits in Indonesia

Nehru Pasoloran Pongsapan Anastasia Baan Petrus Sampelawang
Correspondence. Christian University of Indonesia Toraja, Indonesia

Abstract

Tourism is a mainstay of foreign exchange earners in a number of countries, both developed countries and developing countries including Indonesia. Based on data on tourist visits that travel to Indonesia does not show a significant increase from year to year, on the other hand the attraction of Indonesian culture and nature is no less compared to the culture and nature of other countries in the world. Tourists who visit Indonesia with different destinations, they certainly need information on what was visited, of course, tourism industry players in Indonesia will become and advise as the frontline to say the information needed by tourists. The general objective of this study was to produce a model for improving English communication skills for Indonesian tourism industry players to increase the volume of tourist visits to Indonesia to be achieved at the end of the study (in 2020) and specific objectives are (1) produce prototypes of learning needs to improve communication skills using English. This study will use the R n D method, namely the ADDIE approach (Analyze-Design-Develop-Implement-Evaluate) by Maribe 2010 and designed by Pongsapan 2016.

Keywords. Material design in English, Communication Ability, Tourism industry players

Tourists who visit tourist destinations in Indonesia who come from abroad have different cultural and linguistic backgrounds traveling to Indonesian tourist destinations having different destinations, of course they need information based on certain reasons or goals, for example tours with historical, religious, professional, and research objectives in a particular field of science other than based on general objectives, namely to enjoy the beauty and uniqueness of nature and culture, art attractions and local wisdom which lead to refreshing the body and soul from exhaustion due to work done routine every day. English as the language of international communication as the main medium used by tourism industry players to provide and convey information needed by tourists. By having communication skills through English, tourism industry players can provide and deliver clear and acute information based on the needs of tourist travel by tourists

The phenomenon that is seen in every tourism industry, the interaction between tourists and management is still low, this is because communication skills using English are still limited, thus affecting the length of staying program. Therefore the research is designed to find out teaching materials to improve English communication skills for tourism industry players to increase the volume of tourist visits both in terms of the long-stay tourist program and the number and volume of tourist visits to Indonesia.

Based on the background above, the researcher formulates the following research problems:

1. How do learning needs to improve English communication skills of tourism industry players in Indonesia?
2. What is the learning model needed by tourism industry players in Indonesia to improve English communication skills?

This research must produce outputs in the form of IPR national publications in the form of property rights, strategic design methods that are national and national scale, and proceedings of this study are also expected to produce additional outcomes such as accredited national journals, regional and local, and textbooks'

a research study based on this study, namely the study of the development of teaching English for specific purposes (ESP), with the title of the research is "Developing Instructional Material of English for Nursing Students at STIKES Toraja (Pongsapan 2016)" and reputable international journals, with the title "Developing Instructional Material for Nursing Students in Toraja (Pongsapan, 2016). Several articles through national journals that examined the design and development of English language teaching materials for specific purposes were published both through reference books, dissertations and international and national journals, including Fundamental Aspects of English Specific Purposes. (Wello, Basri & Dollah Syarifuddin. 2008), (Pongsapan 2017), Development of English Language Teaching Materials for Theological Students, in 2017 and (Ratnah. 2013). Developing English For ESP Course For Tours and Travel Students Based on Need Analysis.

The results of the research as described above are research on the teaching of English with a specific purpose (ESP) through the Research and Development approach (R n D).

2. RESEARCH METHOD

The research methods undertaken to achieve the objectives of the research are as follows;

- a. The research is set in major tourist destinations in Indonesia: Toraja, Jogyakarta, Bali, Kalimantan and

Wakatobi.

- b. Respondents. The respondents of the research are the Indonesian tourism industry players, (1) tour guides, (2) hotels and restaurants and shops / souvenir vendors (3). The sampling technique is snowball or snowball technique.
- c. Research instrument is questionnaire
- d. Data collection techniques are 1) library and 2) Field.
- e. Data analysis techniques, namely calculating to get an average value with a Likert scale and the respondents of this study were tour operators, hotels industry, and tourist guide.

3. RESULTS OF RESEARCH

The research results in the first year (2018) are the prototypes of language needs and learning needs of English to improve English communication for Indonesian tourism industry players.

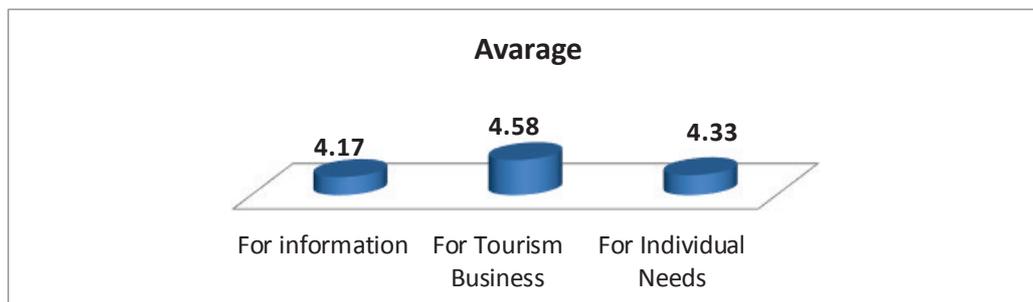
Data obtained from Indonesian tourism industry players which consist of (1) hospitality and restaurant industry, (2) tourist object management (3) souvenir shops and (4) tour guides who are in five main tourist destinations in Indonesia as Respondents of this study were then analyzed based on the steps of "Research and Development (Maribe 2010, Pongsapan 2016) namely Analyze which aims to find the language needs and learning needs of English and the needs of learning methods desired by Indonesian tourism industry based on the priority scale.

1	never	unimportant	No difficult	Unsuitable
2	seldom	Less important	Less difficult	Less suitable
3	rarely	hesitate	hesitate	Hesitate
4	sometimes	important	difficult	Suitable
5	always	Strongly important	Strongly difficult	Strongly suitable

The Result

Indonesian tourism industries argue that learning English is important for both information and individual needs, but is very important for tourism business. As shown in figure 5.1

Figure 3.1. The Important of English for Tourism Industries



Questionnaire item 2 assess to how often do the tourism industries implement English language skills. Based on the result of analysis as shown in figure 3.2 states that speaking skills and listening skills are sometimes used by tourism industries for their daily life, particularly at the workplace.

Figure 3.2 The Frequency of English skill used by Tourism Industry Players

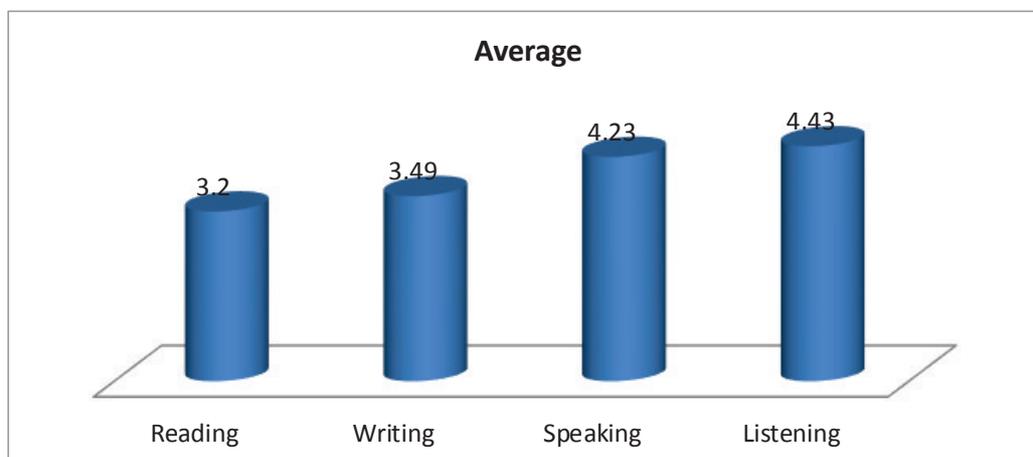
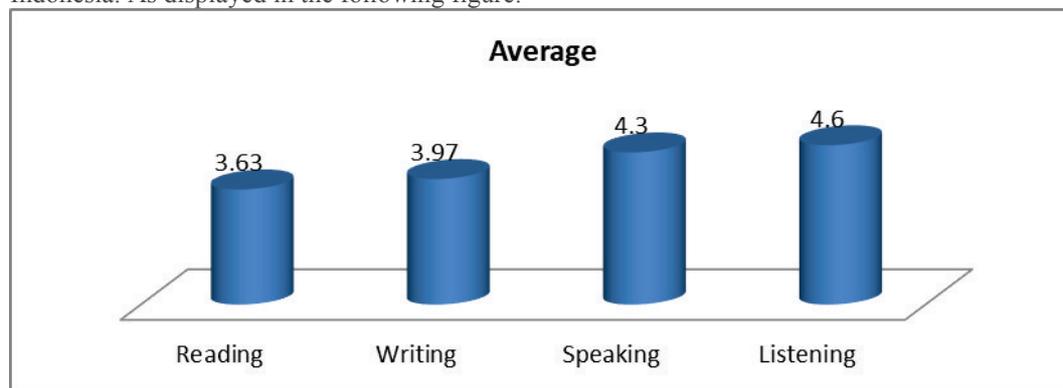
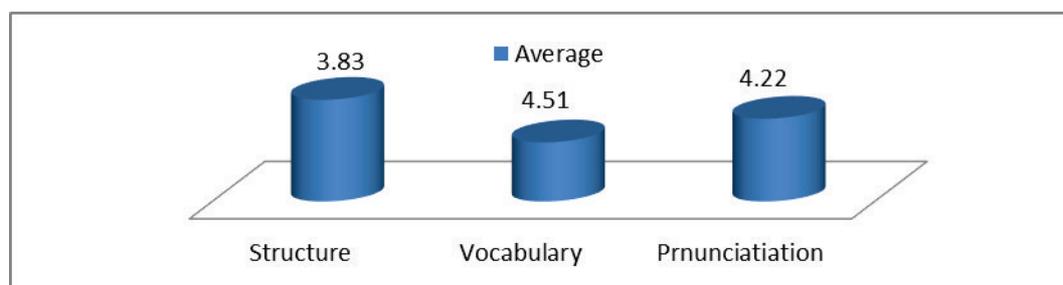


Figure 3.3 is the frequency of difficulties in English language skills faced by tourism industry perpetrator in Indonesia. As displayed in the following figure.

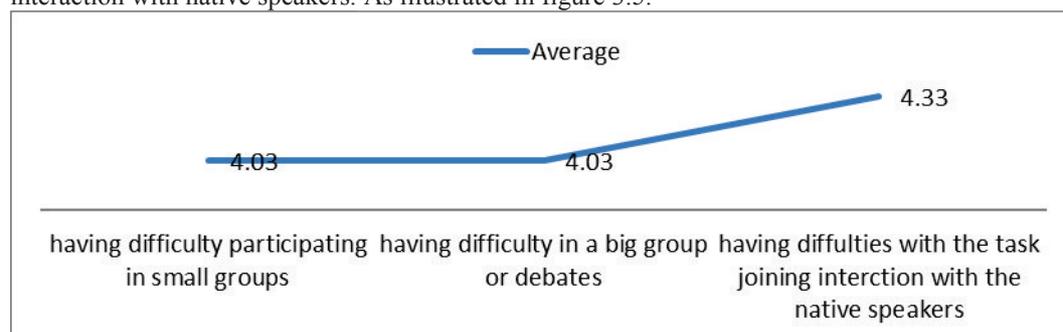


Questionnaire 4 is about competency in English according to the needs of tourism industry players in Indonesia. Based on the results of the analysis it was found that English language competencies that are in accordance with the needs of the workforce of the tourism industry in Indonesia are as follows based on the results of the analysis, it was found that English language competencies in accordance with the needs of the world of work of tourism industry players in Indonesia are as follows vocabulary is very suitable with the needs of the world of work of tourism industry players in Indonesia. As shown in figure 3.4.



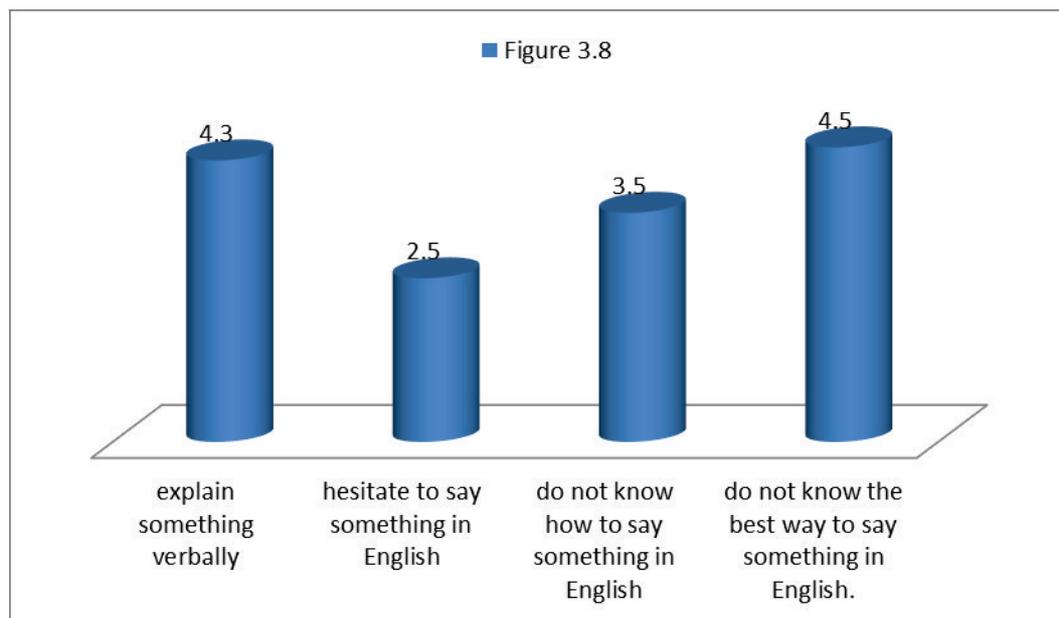
Questionnaire number five is about the measurement of the methods needed to learn English by tourism industry players in Indonesia.

The results of the analysis found that tourism industry players in Indonesia faced difficulties in several methods as follows (1) small group discussions (2) discussions in large groups or debates (3) problems with joint interaction with native speakers. As illustrated in figure 3.5.



Questionnaire item number six is about the difficulties experienced by the tourism industry in Indonesia regarding events about learning English. The results of the analysis from the data found that the tourism industry in Indonesia is very difficult to understand rather long talks. M meantime they have difficulty pronunciation in English, record the results of the conversation, understand informal English, and understand the difficulties with the topic or what is being discussed.

Questionnaire item number seven is about the difficulties faced by the stake holders of tourism industries in Indonesia regarding the following events are (1) explain something verbally, (2) hesitate to say something in English, (3) do not know how to say something in English (4) do not know the best way to say something in English. As displayed clearly in the figure 3.8.



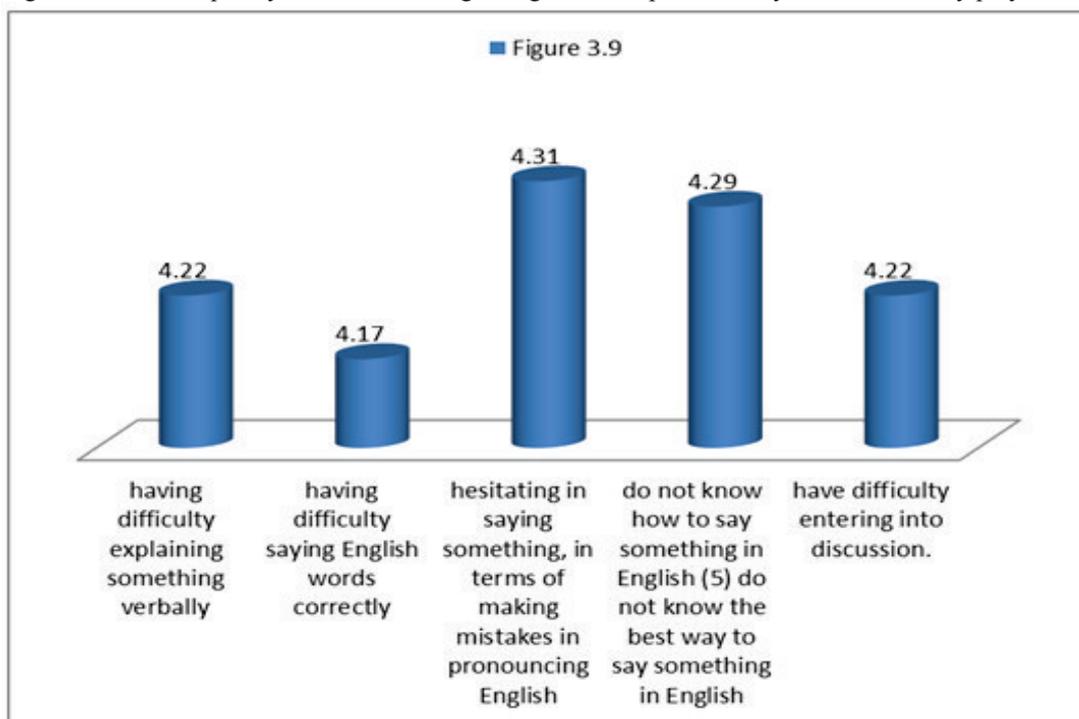
The results of data analysis are that the tourism industry is very difficult to say something in English; on the other hand they have difficulties, namely (1) explaining something in English, (2) saying words correctly, (3) not knowing the right way to say something in English, and (4) entered the discussion.

Questionnaire nine is about having difficulties by the tourism industries in Indonesia regarding the following events are (1)

Questionnaire item number nine is the frequency of difficulties regarding events experienced by tourism industry players in Indonesia. (1). having difficulty explaining something verbally. (2). having difficulty saying English words correctly. (3) Hesitating in saying something, in terms of making mistakes in pronouncing English. (4) Do not know how to say something in English (5) do not know the best way to say something in English and (6) have difficulty entering into discussion.

Based on the results of the analysis, it is explained that events as described above are difficult to do by tourism industry players in Indonesia as evidenced by the average value between 4.22 to 4.31. As clearly shown in the following figure 3.9.

Figure 3.9. The frequency of difficulties regarding events experienced by tourism industry players in Indonesia



Questionnaire 10 are topics that regarding to the tourism industry players in their daily activities. These topic are 1) Introduction of one another. 2) Tourist Destination Destinations. 3) Find places. 4) Allowed and prohibited. 5) Guiding Tourists. 6) Promotion and Sales. 8) Handle complaints. 9) Tour Packages. and 10) Tourist Information Centers.

Figure 3.10 shown the result of data analysis were important to important to be known by the stake holders of tourism industry in Indonesia.

This is evidenced by the average value between 4.14 to 4.28.

4. Coclussion

Based on the results of the analysis as outlined in chapter five above, the researcher draws the following conclusions:

1. Learning needs

The need to learn English for Indonesian tourism industry players it is generally concluded that all respondents think that English is very important and for the tourism business. And it's important for information for personal needs

2. English Language Needs.

English Language Needs. For Indonesian tourism industry players are as follows a. The English language skills needed by Indonesian tourism industry players are speaking, listening and writing (speaking, listening and writing skills) b. English language skills needed by Indonesian tourism industry players are vocabulary, pronunciation (pronunciation)

3. The Teaching Method of English needed by tourism industry players is

a. The method of discussion in small groups and uttering words and sentences in English with the audio-lingual method is to repeat and immediately correct errors.

b. Find and use words that suit the needs of the tourism industry.

4. The topics they want to know are (a) Find places (b). Guiding Tourists (c). Allowed and prohibited (d).

Introduction of one another (e). Tourist Information Center (f). Tourist Destination

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