CHAPTER I

INTRODUCTION

1.1 Opening Remarks

The purpose of this chapter is to present the discussion of research background, research problem identification, and limitation of the problem, research objectives, research significance, and operational definition of selected terms. In detail, the discussion of the points above is presented in the following parts.

1.2 Background

English for Tourism services becomes more important since Tourism in Indonesia is an important component of the Indonesia economy as well as a significant source of its foreign exchange revenue. As part of English for Special Purpose (ESP), English for Tourism services demands the students majoring tourism department in tourism intitute to be professionalized developed. Thus, to compete professionally one has to be proficient in the language of the profession.

Culture is one of major components of Indonesian tourism. The rich cultural heritage which reflects Indonesia's dynamic history and ethnic diversity that is complemented by the beauty of the natural scenery drawn to attract international tourists to enjoy them, as it was said by *Faizal, the travel head department of SekolahTinggiPariwisata as published in the article Pikiran Rakyat, Jumat(Pahing), 3 Juni 2011, duringthe Travel Mart 2011 event.*As cities

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are the entrances to a region or a country, they are often at the frontline of the competition to attract more international travelers.

Cultural tourism is predicted to become even more important to the tourist industry in the future. The exciting prospect of developing cultural tourism has not only economic, but cultural benefits. Traditional crafts would have an additional market; traditional musicians would be able to perform more regularly. And perhaps, children might not be so easily persuaded to abandon traditional ways as they become adults. As it is strengthened by the statement from Koentjoroningrat in Soetarno: 2004 as cited in Saliman 2009:

> Kebudayaansebagai system ide yang dimilikibersamaolehmasyarakatpendukungnya yang meliputi; (1) kepercayaan, (2) pengetahuan, (3) keseluruhannilaidannormahubunganantarindividudalamsuatukomunitas yang dihayati, silakukan, ditaati, dandilestarikan, (4) keseluruhancaramengungkapkanperasaandenganbahaslisan, tulisan, nyanyian, permainan music, tarian, lukisan, ataupenggunaanlambang.

At the same time that we set out to reap economic benefits from our heritage, we must be very careful not to destroy the very thing that we promote. Carefully and thoughtfully, we must present them to the public in ways that help to insure that the traditions are strengthened and honored, not weakened or degraded.

Tourists find culture-tourism appealing because it offers a cultural experience, including local history, lifestyle, and environment. In successful culture-tourism tour guides play an essential role because an effective guide can act as a "culture broker" who interprets the given culture for tourists (Cohen, Ifergan& Cohen, 2002) in Lo and Sheu (2008). Thus, the role of tour guides has gained research attention. Researchers have found that the quality of guides is

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vital to touristic success (Ap& Wong, 2001; Cohen, Ifergan& Cohen, 2002) as cited in Lo and Sheu (2008). Recognizing the value of culture tourism for the growth of the urban economy and the importance of tour guides for enhancing tourists' experiences,

Therefore, the knowledge of Indonesian culture is one important thing for the STPB students to be possessed. This is especially important for the teacher who have responsibility of helping to prepare the EFL tourism students to face their future job in real hotel industry where they are demanded to represent Indonesian culture, and further, elaborate those cultural attraction as part of the cultural tourism to the foreigners.

In fact, based on the researcher's persistent observation, most of the studentsin this institute have lack of knowledge about Indonesian culture. The finding showed their lack of knowledge of the culture led them into a difficulty in explaining this culture to foreign tourists whenever they have their job training, *Expose Interpretation Event* (which is held annually), and *Travel Mart* (which is held annually) as cited in *KurikulumBerbasisKompetensi (KBK) Program Diploma PadaPendidikanTinggiPariwisata di LingkunganKementrianKebudayaandanPariwisata (2010).* This would lead also to their less-prepared performance in facing the real tourism industry especially in promoting our culture, after graduating.

Therefore, this study aimed to reveal the students' needs about Indonesian culture based material in order to help the EFL teacher to find appropriate material as a class activity to improve their communicative competence in

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English. The researcher further thought that conducting need analysis would be appropriate. It is important to know learners' reasons of learning language, thus teacher can consider the learners need and further design appropriate material.

Therefore, the students' understanding about Indonesian culture based material need to be expanded through the materials given in English class, especially before facing the real industry in the job training or in the real industry after they are graduating.

This study was conducted through need analysis to reveal the students' need in culturally based Indonesian material in order to gain their knowledge about it, and further being able to present it in English in which foreigners are their targets. In line with this study, Fengxiang,_____ once in his research mentioned that:

> Actually cultural background information is in the most cases the most important and appealing factor to attract tourist. Many famous tourist spots and sites are remarkable for their historic buildings, events, stoies happened there or special customes which has been developed in the river of history during a long period of time. And now people from every part of the world come to visit them in order to appreciate the nice scenery, acquire knowledge about history and enjoy the special customes which are so different from their own.

1.3 Research Questions

This study was attempted to address the following questions;

1. What were the students of Travel Business Management needs should be fulfilled related to IndonesianCulture Based Materialgiven in English classroom?

2. What kind of Indonesian Culture Based Material do the teachers believe to be appropriate for the activities to meet the students' needs?

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1.4 The Purposes of the Study

As indicated in the background of the study, this study was aimed at:

1. Investigating the students' (majoring Travel Business Management) expectations towards the need of Indonesian culture based material to be given in English classroom.

2. Suggesting and enhancing one appropriate Indonesian culture based materials for the teachers, based on the need investigated.

1.5 Significance of the Study

This study was significant in that the results of this are expected to contribute and give more informative ideas to the development of the theory, teaching practice, and profession.

For theoretical development, this study can offer the information that can be used as a model for the improvement of the English teaching program in ESP context, especially concerning with developing more culturally based Indonesian material for Travel Business Management students.

For practical and professional developments, the result of the study was particularly beneficial for the lecturers, in finding the relevance of the material to the students' need, and further they are able to conduct a good teaching learning process in general.

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1.6 Scope of the Study

This study was limited to the investigation of the students' need and expectation towards the culturally based Indonesian material at Travel Business Management program at one of tourism institute in Bandung. The exploration of the students' needs were only limited to the teaching materials of Indonesian Culture Based Material in the classroom and their experience of conducting their knowledge about Indonesian culture in their job training overseas. The data for the study were taken from one particular class majoring Tourism Business Management. The first questionnaire was conducted only for those who have already had their job training, as the purposive sampling. Those students were chosen based on consideration that they are worth to be questioned, based on their experience in admitting whether this particular material should be given in the classroom, or not.One particular lecturers in Travel Business Management department were also interviewed with aim to confirm the students' needs with the department's expectation towards Indonesian culture, and one of ESP lectures to gain in-depth sight on the related material.

Furthermore, based on the finding, the suggested material was implemented in the classroom once as an example of material which underlined the findings.

1.7 Organization of the Paper

This study was divided into six chapters. Chapter one gave general description of the introduction to the topic of the research, which relates to the

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background of the study,the research aims and questions, and the significance of the study. Chapter two elaborated the theoretical framework underpinning the study, precisely on the English for Specific Purposes (ESP) as proposed by Murby (1978); Hutchinson and Waters (1987); Dudley-Evans and St. John (1998), especially in the theory of 'need analysis' which primarily support this study. The theory of culture based material from Kirkpatrick as cited in Aziz (2003), Alwasilah as cited in Aziz (2003). andMansoor (2002). The elaboration of material development framework is also discussed in this chapter to underpin the design of suggesting material.

Chapter three outlined the design and methodology of the study, including; research site and participants, data collection techniques, and lastly data analysis. Furthermore, chapter four presents and analyse the data obtained in the study. The thesis' finding and discussion was stated in chapter five, while the conclusion and recomendation in which the writer provides the conclusion drawn from the discussion in chapter four as well as it offers recommendation for further research.

1.8 Closing Remarks

This chapter has presented the introduction of the whole study, which includes research aims and problems, data collection and data analysis. The following chapter will present the theoretical foundation that frames the study.

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