

# CHAPTER I

## INTRODUCTION

This chapter includes the research's background, research difficulties, research aims, scope and limitations, significance of the research, and definitions of key terms. This chapter provides thorough information and an explanation of the research's significance.

### 1.1 Background of the Research

Tourism in Indonesia continues to grow every year. Lots of tourists visit, starting from residents and abroad. Tourists want to be served and get the accommodation they expect. One means of accommodation is hospitality. Hospitality is one of the supporting factors in tourism that provides lodging services. In hospitality, service in terms of quality and facilities for tourists is the primary goal. That way, the priority of the hotel manager is the satisfaction of tourists to provide the best service and quality. In hospitality, the direct and indirect relationships between service quality, guest happiness, and loyalty are critical success factors (Priyo et al., 2019). That way, hospitality continues to strive to improve its services. The necessity of offering high-touch, personable services has been highlighted in hospitality (Lin & Mattila, 2021). The language used in hospitality is imperative to improve communication properly. Thus, the language needs of ESP program students are important in learning relevant to hospitality.

English is the most widely utilized language in the hotel business due to the need to learn a foreign language. English for Specific Purposes (ESP) is the use of English by professional and scientific fields, especially in hospitality. ESP in

hospitality to specialize and relate to the use of English needed in hospitality. The use of language features in hotels, in general, can facilitate communication between employees and guests in the use of language and ethics according to the situation. According to (Dudle-Evans & John, 1998), regarding the definition of ESP features and characteristics. Firstly, students' specific needs were identified through ESP. Secondly, ESP uses discipline-specific activities and principal methodology. Finally, ESP concentrates on language learning appropriate for learning skills, genres, lexis, grammar, and discourse.

Hospitality is displaying genuine worry and compassion to a guest, whether they are an unknown person, a friend, or someone else in need (Mahsar, 2022). It is also a customer-focused industry that largely depends on good communication to provide high-quality customer service. In this era, English skills are needed in hospitality. The research is English as an international language often used in conversation.

As a global lingua franca, English facilitates interaction with international guests, which is crucial in providing personalized and efficient service. English language skills are critical in hospitality. According to Rahman (2023), examining learning English related to hospitality and industry by emphasizing speaking and writing abilities, implementing imaginative and captivating exercises, and offering chances for practical experience can help them succeed in their future careers. To collect data, the researchers used descriptive qualitative methods. The researchers took 36 students from two classes in the second semester of the 2021/2022 academic year. The findings revealed that students faced significant English

speaking and writing challenges. Consequently, these skills were identified as priorities for development.

According to Bagus et al. (2020), have researched the English language for tourism and hospitality employees in the global economy. This research used qualitative research. The research subjects were two hundred and fifty tourism employees. The results of the research found that in the form of the role of the English language, it is very important for employees to communicate fluently and precisely by using expressions, vocabulary, and grammar. So, these findings served as a basis for research to develop lesson plans to improve the English language skills of employees.

In addition, Afriani (2021), has researched the benefits of learning English for hotel employees in Indonesia. This research employed online interviews. The research subject included 100 hotel employees in Indonesia who had learned English in 20 online and offline meetings. The result showed an increase in English when learning English. There are many foreign guests from various countries staying overnight. Thus, hotel employees must learn English to provide the best service to hotel guests.

According to Mafiyah and Sumardiono (2020), this research identified students' particular needs regarding English and ESP-based instruction in hospitality programs. This research used mixed methods as a research design. The subjects studied were teachers and students from two vocational high schools. The

results of this research indicate the need to develop ESP learning in hospitality programs to meet the needs of hospitality service professionals.

The hotel industry is a customer-focused industry that provides high-quality service to guests. English can help improve the quality of the hotel itself. As English has become an international language, it has become increasingly important for employees working in tourism to gain language abilities to meet the needs of tourists (Léonard, 2021). There are many people in the hospitality industry. English for Specific Purposes (ESP) for hotels to emphasize using functional language in communicating effectively. This is very important regarding communication skills that can affect guests' comfort. The hotel employees need good English skills. Therefore, it is essential to employ the English language effectively to understand the intent of the guests' requests.

The guests from various countries have different characteristics in terms of their English language skills. Guests can come from multiple countries with other cultures. Employees can broaden their knowledge of diverse cultures. Moreover, English is also used as a vocabulary in terms found in hotels, such as rooms, facilities, and other equipment. That way, employees must understand the words. English can also improve quality and self-development for employees. This can increase the ability to have career opportunities in hotels.

In the hotel, there are English terms that are commonly used. These are widely called language features. Language features in hospitality are significant. Knowing about vocabulary, specific sentences, and expressions is common. A good

understanding of linguistic features is becoming an essential foundation for employees in the hospitality industry. That is helpful for a clear and efficient understanding of hotel employees. It is not only for employees but also to make it easy for guests to understand the procedures and services provided.

In addition, the speaking and listening abilities are thought to be the most crucial, while spoken grammar is regarded as the least important (Prima, 2022). According to Bagus et al. (2020), employees must communicate fluently and precisely using expressions, vocabulary, and grammar. This research can be the basis for developing lesson plans to improve English language skills. Improving English skills can increase employee career advancement and income (Afriani, 2021). According to Mafiyah and Sumardiono, (2020), creating and designing the ESP learning and syllabus is essential to fulfill the needs of students in hospitality services professionalism.

Thus, although several studies have been conducted regarding the importance of improving English language skills in hospitality, there still needs to be more research that focuses on the gap between language needs learn by ESP Program and English for Hospitality in the hotel. That means providing good communication, good service, and English as an international language.

## **1.2 Research Problems**

The researcher will explain the gap between language needs and English language learning in hospitality through the ESP program. The research is designed

to identify and assist in finding practical solutions. Thus, the researcher hopes to improve ESP programs to be more effective and relevant to hospitality needs.

This researcher examined the topic and formulated specific questions as follows:

- 1) What are the gaps of the language needs between CoE English for Hospitality and Kapal Garden Hotel Malang?
- 2) What are the gaps in the linguistics feature needs between CoE English for Hospitality and Kapal Garden Hotel Malang?

### **1.3 Research Objectives**

Based on the stated research objectives, this research aims to determine the gap between language needs and English learning in the CoE English for Hospitality program.

### **1.4 Scope and Limitation**

This research identifies and analyzes the gap between language needs and the ESP Program designed for the hospitality industry. This research observed English Education Study Program students at the University of Muhammadiyah Malang who were selected as participants in the 2020 CoE English for Hospitality and employees at the Kapal Garden Hotel Malang.

### **1.5 Research Significance**

According to the researcher, this research will provide important information about:

## 1. Students

In the hospitality industry, the need for English is essential to improve the hotel's service quality, so that students can understand what to learn about the English language needs following the hospitality industry.

## 2. Future Researchers

The researcher hopes these findings can serve as guidelines and insights for further researchers to produce better research. The results of this research are expected to provide a basic understanding of the needs and gaps in English in the world of hospitality.

### 1.6 Definition of Key Terms

- a) Language Needs: Language needs in ESP include reading specialist materials, interactive exercises, social media, specialized translation, specialized vocabulary, and incentives for course enhancement. (Stefanova & Bozeva, 2023)
- b) Hospitality: Hospitality is a notion utilized to investigate numerous discussions and exchanges in social science fields and has garnered attention (Bell, 2009).
- c) ESP Program: ESP is unique because students usually learn English for practical reasons, and their careers can be significantly determined by their proficiency in their chosen field of interest (Čapková & Kroupová, 2017).
- d) CoE English for Hospitality: CoE English for Hospitality is a hospitality professional class program to support students in competing in-work

competencies by learning soft and hard skills acquired during the learning process.

