

CHAPTER II

REVIEW OF LITERATURE

This chapter discusses some literature reviews related to the study. The literature reviews included in this chapter are Definition of English Language Needs Analysis, English for Specific Purposes (ESP), The Front Office Department of Hotels, Previous Related Research Findings.

2.1 English Language Needs Analysis

In this section discusses some aspects of the research, namely Definition of English Language Needs Analysis, The Types of English Language Needs and English Language Needs Analysis Method.

2.1.1 Definition of English Language Needs Analysis

English Language Needs Analysis plays an important role in this research to understand the language needs of Front Office employees at the Aston Mojokerto Hotel & Conference Center in East Java. According to Johns (2023), the definition of ELNA is a systematic process of collecting and analyzing information about the language needs of individuals or groups in a particular context. In the case of this study, ELNA assisted in identifying the specific language skills and competencies required by Front Office employees to communicate effectively with guests, handle administrative tasks, and provide satisfactory service in the hospitality industry.

Littlemore (2022) also stated that the insights gained from ELNA are very instrumental in designing language learning programs that are tailored to the needs of learners. In this research, the ELNA findings can inform the development of language training programs targeted at Front Office staff, ensuring that the content and delivery methods are relevant and effective in meeting their specific language needs.

Additionally, as highlighted by Taylor (2021), ELNA is a key component in ESP program design. Considering the context of hospitality studies, ELNA helps ensure that language training programs are aligned with the professional needs and goals of Front Office employees, thereby enabling them to achieve proficiency in English communication in their work environment.

In summary, ELNA provides valuable insight into the language needs of Front Office employees at Aston Mojokerto Hotel & Conference Center, guiding the development of a language

training program that is tailored, relevant, effective and conducive to achieving communicative competency in English in a hospitality industry environment. .

2.1.2 The Types of English Language Needs

English Language Needs (ELN) are the skills required by individuals to achieve specific goals in particular contexts. As stated by Littlemore (2009), ELN refers to "the skills and abilities in English needed by someone to perform certain tasks or roles." Factors such as level of education, work experience, motivation, and learning style influence an individual's ELN, as articulated by Johns (2017). The significance of ELN lies in its ability to enhance learning efficiency and motivate individuals. By understanding ELN, individuals can plan more effective learning approaches to achieve their English language goals. Based on the explanation above, Based on the explanation above, English Language Needs (ELN) can be categorized into three main types: receptive, productive, and interactive, as stated by Dudley-Evans & St John (2018).

2.1.2.1 Receptive Needs

Receptive needs refer to the ability to understand spoken or written English. For front office hotel employees, these needs include understanding guest instructions and requests, understanding information about the hotel and its services, such as room types, facilities, and prices, and understanding announcements and other work-related information. As stated by Brown (2012), receptive needs relate to the ability to understand spoken and written language.

2.1.2.2 Productive Needs

Productive needs require the ability to use English both spoken and written. For hotel front office employees, these needs include greeting and welcoming guests in a friendly and professional manner, answering guest questions clearly, accurately and informatively, explaining information about the hotel and its services to guests in an interesting and easy to understand manner, and resolving guest problems professionally and efficient. As Hughes (2008) stated, Productive needs refer to the ability to use language, both spoken and written, to communicate with others.

2.1.2.3 Interactive Needs

Interactive needs refer to the ability to engage in English conversation effectively. For hotel front office employees, these needs include initiating and maintaining conversations with guests

in a friendly and professional manner, listening and understanding guests' needs attentively, conveying information clearly and successfully to guests, and resolving conflicts with guests professionally and efficiently. As highlighted by Littlemore (2010), Interactive needs maintain the ability to participate in English conversations effectively.

2.1.3 English Language Needs Analysis Method

In English Language Needs Analysis (ELNA), the interview method is one of the approaches used to understand the language needs of individuals or groups by gaining in-depth insight from participants regarding their communication needs in English. As suggested by Hughes (2008), interviews serve as a valuable tool for gathering information about participants' 'needs', 'wants' and 'lacks', whether conducted individually or in small groups. Interviews provide an opportunity to delve deeper into specific language requirements and challenges faced by individuals or groups, thereby enabling a comprehensive understanding of their communication needs in English.

In the context of research conducted at the Aston Hotel Mojokerto, ELNA used interviews to analyze the English language needs of front office staff. First, in the interview process, the interviewer will ask a series of structured questions to the front office staff of the Aston Mojokerto Hotel. These questions are designed to gather information about various aspects of English communication related to their duties and responsibilities at work. Furthermore, in analyzing interview responses, the interviewer will pay attention to three main aspects: 'necessities', 'lacks', and 'wants'.

2.1.3.1 Necessities

According to Yamin (2021), “necessities” refer to the knowledge and skills that individuals need to function effectively in certain situations. In the context of hotel front office staff, “necessities” refers to the English language skills they need to be able to communicate with guests such as greeting, asking for needs, solving problems, and providing information regarding the hotel and its services. Then, understand guest instructions and requests, handle complex situations such as Handling emergency situations, resolving conflicts, and providing assistance to guests. And the last, develop a positive image of the hotel such as communicating professionally, showing friendliness, and representing the hotel's image well.

2.1.3.2 Lacks

According to Nation and Macalister (2010) in Santoso (2016) lack itself means the necessities that the learners do not have. Moreover, lacks are the gap presents between what learners already know and what they need to know in order to function in a target situation. In the context of the front office department in a hotel, "lacks" refer to the necessities that the staff members do not possess. These lacks represent the gap between what the front office staff already know and what they need to know in order to effectively perform their duties in various situations. It is essential to identify these lacks to facilitate targeted training and development initiatives.

2.1.3.3 Wants

According to Yamin (2021) wants is the view from learners' perspective. Also, it shows the learners' demand of the course based on what their needs are. Nation & Macalister (2010) also defined "wants" is what the learners view about what they need and what they think is useful for them. Learners' affective needs include their feelings and expectations. These are the things that learners want and anticipate. In the context of the front office department in a hotel, "wants" refer to the perspectives and desires of the staff members themselves. It reflects their demands and preferences for training based on their perceived needs and what they believe would be beneficial for them in their roles. For example, front office staff may express a want to enhance their English communication skills to better serve guests and improve overall customer satisfaction. They may also desire training in conflict resolution techniques, time management skills, or customer service strategies to excel in their job responsibilities.

2.2 English for Specific Purposes (ESP)

This section discusses English for Specific Purposes (ESP). Namely, the definition of ESP, and the characteristics of ESP.

2.2.1 Definition of English for Specific Purposes (ESP)

In this research on English language needs of Front Office staff at Aston Mojokerto Hotel & Conference Center in East Java, English for Specific Purposes (ESP) refers to a special way of learning English adapted for the hotel industry. According to Dudley-Evans & St. John (2018), ESP focuses on teaching English that is directly related to the needs of people working in certain

fields. This helps them learn the language they need for their jobs, such as talking to guests or handling tasks at work.

Hamp-Lyons & Heift (2019) also highlight that ESP helps learners communicate better in certain situations they encounter at work. It's all about learning the language skills necessary for their profession or studies. Similarly, Johns (2023) points out that ESP is about teaching English that's useful for real-life situations, like in hotels, where workers need to understand and speak English with guests.

Moreover, in the hospitality industry, ESP, as explained by Walker & Jones (2020), focuses on teaching language skills for things like greeting guests, making small talk, and understanding different cultures. Beltrán (2015) adds that ESP helps hotel staff communicate effectively with guests from different countries and handle their tasks well. Carrol & Swan (2016) mention that ESP provides materials specifically designed for hotel employees, teaching them the specific English they need for their job, like dealing with guest complaints or explaining hotel services. Overall, ESP is all about teaching English that's practical and directly related to the needs of workers in the hospitality industry, just like those at Aston Mojokerto Hotel & Conference Center.

2.2.2 Characteristic of English for Specific Purposes (ESP)

In conducting research on the English language needs of Front Office employees at Aston Mojokerto Hotel & Conference Center in East Java, it's essential to understand the characteristics of English for Specific Purposes (ESP) as outlined by recent references. ESP, according to Dudley-Evans & St. John (2018), prioritizes addressing the specific language needs relevant to the professional or academic requirements of learners within particular fields. It's designed to facilitate learners in achieving specific communicative goals within their respective domains by utilizing content tailored to their field, employing appropriate methodologies like simulations and case studies.

Moreover, Hamp-Lyons & Heift (2019) stress the importance of ESP in developing language skills pertinent to learners' professional or academic needs, such as speaking, listening, reading, writing, and presentations. They emphasize its role in fostering effective communication within specific contexts, like the hospitality industry, and aiding learners in achieving specific learning objectives, such as improving communication with international guests. Johns (2023)

further highlights ESP's focus on developing language skills necessary for effective communication in specific contexts, such as the hospitality industry, to achieve specific communicative goals, such as addressing guest complaints. ESP utilizes authentic teaching materials, such as real conversations with hotel guests, to help learners grasp language usage in real-world contexts.

Additionally, in ESP for the hospitality industry, Walker & Jones (2020) stated that the importance of language skills relevant to interpersonal interactions, like greetings and negotiations, and fostering an understanding of the cultural norms of guests from various countries. Beltrán (2015) underscores ESP's focus on essential language skills for communication with guests, handling administrative tasks effectively, and delivering satisfactory hotel services. Carrol & Swan (2016) add that ESP provides specially designed materials for hotel employees, teaching specific vocabulary and phrases essential for their industry, and enhancing communication skills in various situations encountered at work, such as welcoming guests, addressing complaints, and presenting hotel services. These characteristics collectively define the role of ESP in addressing the specific English language needs of Front Office staff at Aston Mojokerto Hotel & Conference Center.

2.3 The Front Office Department of Hotel

This section discusses the definition and function of the front office department in a hotel and English language skills required by the Front Office Department.

2.3.1 The Definition and Function of The Front Office Department

The Front Office Department (FO) is the main guard of a hotel, which interacts directly with guests to provide service and ensure a positive first impression. As stated by Yulianti (2023), the Front Office Department functions as the front guard in providing service to guests and creating a positive first impression for them. This department is responsible for greeting and welcoming guests warmly and professionally, helping with luggage, and directing them to their rooms. Additionally, he handles check-in and check-out procedures, verifies guest identity, processes payments, issues room keys, and explains hotel rules and policies. Frigal (2015) stated the important role of the Front Office Department, stating that they are responsible for various important tasks such as welcoming and greeting guests, processing check-in and check-out, answering guest questions, and handling guest complaints.

In addition, the department responds to guest inquiries, provides information about the hotel and its services, local attractions, and assists with reservations and reservations. In handling guest complaints, the department listens attentively and professionally, seeks prompt resolution, and offers satisfactory solutions. Additionally, it offers additional services such as concierge services, including arranging transportation, restaurant reservations and ticket booking.

In conclusion, the Front Office Department plays an important role in a hotel, responsible for providing service and creating a positive initial experience for guests. It serves as the front line of guest interaction and ensures guests receive the best service from the moment they arrive.

2.3.2 English Language Skills Required by the Front Office Department

A hotel's Front Office (FO) department is on the front lines of direct interaction with guests, responsible for positive service and experiences. In the era of globalization, English language skills are important for FO employees to communicate with international guests, keep up with developments in the hotel industry, and improve the hotel's image. There are several English language skills needed by employees, including to speaking skill, listening skill, writing skill and vocabulary skill.

2.3.2.1 Speaking Skills

The ability to speak English is an important aspect required by Front Office (FO) employees in providing quality service to guests. This includes the ability to greet guests in a friendly and polite manner, answer guest questions clearly and accurately, and resolve guest problems in a polite and professional manner. Apart from that, FO employees also need to be able to communicate with guests from various countries with different accents and use appropriate body language in their interactions with guests.

As stated by Yulianti (2023), "The ability to speak good English allows FO employees to greet and welcome guests in a friendly and polite manner, as well as answer guest questions clearly and accurately." Thus, the ability to speak fluent English is key in creating a positive experience for hotel guests.

2.3.2.2 Listening Skills

The ability to listen to English is a very important skill for Front Office (FO) employees in

providing good service to guests. This includes the ability to carefully understand guests' needs and desires, even when they speak quickly. Apart from that, the ability to show empathy towards guests is also very necessary in ensuring that their needs are properly met.

As stated by Wijaya (2023), "Good English listening skills enable FO employees to understand guests' needs and desires carefully, as well as show empathy towards guests." Thus, the ability to listen well is one of the key factors in providing satisfactory service to hotel guests.

2.3.2.3 Writing Skills

The ability to write English is an important aspect needed by Front Office (FO) employees in communicating effectively with guests and their co-workers. This includes the ability to write emails, letters and reports using appropriate grammar and vocabulary and presenting information clearly and concisely.

As explained by O'Neill (2010), "Good English writing skills enable FO employees to write emails, letters, and reports to guests and colleagues with proper grammar and vocabulary, as well as writing clear and concise information." Thus, good writing skills are the key to maintaining effective and professional communication in a hotel work environment.

2.3.2.4 Vocabulary Skills

English vocabulary skills are crucial for Front Office (FO) employees in the context of the hotel industry. This includes a deep understanding of vocabulary directly related to the hospitality industry as well as the ability to use English formally and professionally.

As stated by Littlemore (2010), "Good English vocabulary skills enable FO employees to use formal and professional English, and avoid the use of slang and informal language." Thus, the use of appropriate vocabulary in communication is important in creating a professional and efficient work environment in the hotel Front Office department.