

CHAPTER I

INTRODUCTION

This chapter consists of Background, Research Question, Objective of the research, Significance of the research, and key term definition.

1.1 Background

Toraja is one of the tourist destinations in Indonesia. The uniqueness of Toraja culture is a special attraction for foreign tourists, related to the tourism industry in North Toraja Regency. Data on North Toraja Tourism Statistics 2023 shows that the number of foreign tourists visiting in February - June 2023 amounted to (2,588 people) which decreased by 26.52%. Compared to the number of tourists in July - December 2023 amounting to (7,170 people) which increased by 73.48%. Then the total number of foreign tourists visiting is (9,758 people). This means that Toraja attracts foreign tourists which can boost the income of the North Toraja regency.

Even though Toraja is one of the foreign tourist destinations in Indonesia, where many tourists come to visit Toraja, but not all the society or local people in Toraja able are to explain orally the uniqueness of their culture due to the low English speaking skills. It is important to equip them with skills in order that they can promote their culture and tourist destination places to the foreigners in English, therefore, there is a high demand for good English speaking skills for tourism and hospitality in Toraja.

The role of English in the tourism and hospitality industry is to facilitate communication, avoid misunderstandings, strengthen relationships, and can create a family atmosphere between tourists and people related to these tourists. (Galela, 2014). As it is known that English is one of the international languages that is very commonly used in the world of tourism. The use of English in the tourism industry facilitates communication between tourism actors and tourists who come from all over the world.

There is a tendency of low interaction between local people and Tourists in some tourism destinations in Toraja, including *Ke'te kesu*, *Londa*, *Megalit Kalimbuang Bori*, *Mentirotik*, *To'Tombi*, located in North Toraja district. Because the ability possessed by local people in using English is still low. Speaking skills for tourism and hospitality is one of the very important things needed by local people in these places. This study is important to explore and identify what the needs of speaking skill in tourism and hospitality especially for local people in tourism in North Toraja. The result of this study then hopefully will be a solution to help local people to improve their communications skills so that they can promote the wonderful of Toraja culture to the foreign tourist who come to visit this place.

Based on the background of the problems described above, the researcher is interested to do the research entitled "Need Analysis of English speaking for tourism and hospitality at the tourism destination in Toraja".

1.2 Research Question (s)

Based on the above background or study, the researcher formulated a research question: What are the needs of English speaking for tourism and hospitality of the local people in the Tourists destination in North Toraja Regency?

1.3 Objective (s) of the Research

Based on the formulation of the problem above, the purpose of this study is to determine the needs of English speaking for tourism and hospitality of the local people in the tourist destinations in North Toraja regency.

1.4 Significance of the Research

There are several significances of this research as follows:

a Society

It is recommended that there be increased collaboration between the government, tourism industry player and society in planning and managing tourist destinations, to ensure inclusive and sustainable tourism development.

b Researchers

Useful for further researchers as a reference for research to be conducted. There are things that can be developed from this research that can be used by future researchers, namely being able to conduct research on English language needs in other destinations in Indonesian.

c Researchers

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d Government

Can provide English language training for local residents so that local people have the ability to communicate to introduce tourist attractions to foreign tourists who are visiting the area.

1.5 Research Methodology

The research method used in this study is a quantitative research method. Quantitative research according to Sugiyono (2019), is a research method based on the philosophy of positivism, as a scientific or scientific method because it has fulfilled scientific rules concretely or empirically, objectively, measurably, rationally, and systematically. The purpose of this research is to find out how to improve English communication skills needed by tourism industry players in Toraja.

1.6 Key Terms and Definitions

- a. **English for Specific Purposes (ESP):** Is a branch of English language learning and teaching that focuses on the specific vocabulary, skills, and genres required by particular professions or academic disciplines.

- b. **English Speaking for Tourism and Hospitality:** Refers to the ability to communicate in English used specifically in the context of the tourism and hospitality industry. The aim is to provide a friendly, efficient and professional service.

- c. **Tourist Destination:** Place that attracts visitors due to its natural beauty, cultural significance, historical importance, recreational opportunities, or entertainment option.

