

Related Industry Wants Towards English for Hotel and Tourism Course Learning Topics in Indonesian Context

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Abstract

In the field of tourism, English is a global language of communication between tourist guides and international tourists and vice versa about tourism spots, cultures, histories, foods, beverages, accommodations, transportation, souvenirs, services, and many more. The need analysis/assessment requires the synchronization of the needs between demand (tourism users), and supply (English for tourism) requires a need analysis/assessment. In the Indonesian context, there is an increasing market demand from the tourism sector for higher education institutions to supply their best graduates with linked and matched skills. This study investigates related industry's needs in English for hotel and tourism course. The study employed mixed methods of quantitative through survey and qualitative through interviews. The study results show that ten out of twelve topics in English for Hotel and Tourism book of the English Education study program of Universitas Terbuka are relevant to the respondents' occupation/industry. Meanwhile, there are two topics that most respondents think the two topics are not relevant to their job. For the improvement of the book, the study recommends that the two irrelevant topics be changed or modified.

Keywords: English for hotel and tourism, needs analysis, learning materials topics, English for specific purposes