ENGLISH FOR TOURISM BASED ON THE LOCAL TOURIST ATTRACTION

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Abstract

In tourism, English is used as an instructional language (lingua-Franca) that commonly used in the transaction and communication both oral and written by the foreign tourists. English language proficiency is important for the people who live around local attractions in order to improve the quality of communications services for travelers. This study aims to describe phrases and expression used by the people around tourist attraction in Latuppa, Palopo. Also, to improve the English communication skill for the people who live around the tourism destination in Latuppa. The method applied in this research is descriptive qualitative with direct observation and interview in collecting data. This study found that there are many vocabularies and expressions related to the local tourism in Latuppa. Moreover, the researchers also found that people in the tourism area of Latuppa are very enthusiastic in developing tourism attractions in their area. Unfortunately, most of them said that mastering English language is not required for now, because the visitors who come are the local residents only. In addition, they agree that the improvement of facilities at the tourism attraction is more needed for now.

Keywords: tourism, attractions, Latuppa, Palopo, English

1. Introduction
a. Background

Latuppa is one of famous tourism sites that located in Palopo, on the northern tip of South Sulawesi. It is an area where found many objects for mass bathing tourism, such as a waterfall and the main water supplier for the city. It's precisely located about 360 km from the city of Makassar. Geographically, the location is consisting of the lower mainland, beaches and mountains. Latuppa is about 5 miles from downtown Palopo is one of the tourist destinations of the good citizens of the town of Palopo itself and from the surrounding area. Latuppa waterfall has three levels of waterfalls and it's located in the lush cocoa plantations. Near to the location, we can find many seasonal fruit trees such as durian, rambutan and mangosteen.

It's located 9 miles from Palopo or about 10 minutes away by car. To reach this location, we will pass a paved, winding, downhill and uphill road, with magnificent sightseeing of 2000 meters long river that will be suitable for Rafting. After arriving to the gate, we have to walk through the slippery and steep path, among cocoa plantations that owned by local people, about 50 meters from the parking area.

The tourism industry is one sector that can be the source of financing for government and society around the tourist attractions. The development of the tourism industry is influenced by many factors; one of them is a human resources factor. The adequate of human resources is an effective way to promote tourism in a region. The quality of human resources is supported by the ability to speak English as an international language that commonly used in the tourism industry (lingufranca). Language is a cultural manifestation that is used by human beings in communication, in writing or even as a body language to convey our desire to others.
The researchers thought that by mastering English for tourism people around the tourist attractions could be helped in communicating with international tourist. Palopo is a small town in South Sulawesi that is has a lot of tourism attractions around the city, one of them is Latuppa area. In Latuppa there are several tourist attractions which local citizen always visited, such as Latuppa Waterfall, Kali Jodoh, Agro Wisata and Kambo Hill. These tourism objects are interesting; unfortunately the government seems not concerned to develop it. It’s based on the researchers experienced when traveled tourism places in Latuppa, Palopo.

Reflecting from the experience above, the researchers then attracted to conduct a study that is aimed at improving the human resources quality of the people who live around the tourism attractions in Latuppa area, Palopo. According to Mr. Firmansyah Rahim as Director General, Development of Tourism Destinations (2013), tourism development is fitting to involve citizens around the tourist attractions; one way to involve them is by providing English language training. Mr. Rahim added that the government or tourism provider and the citizen around the tourism place can establish a good connection in order to develop local tourism in a region. Moreover, Wello and Dollah (2008:55) said that “a foreign language should be studied in the context of improving learning gains”. It means that a foreign language should be studied based on the context in order to achieve successful learners.

Appropriate with the explanation above, the researchers then conducted a research titled “English for Tourism, based on the Local Attractions”.

b. Objectives
The issues examined in this research are to find out the vocabulary and phrases needed by the local residents around the tourism attractions in Latuppa. Besides that, this research also tries to find out the perception of people in Latuppa tourism attractions related to the importance of English and to know their participation in the development of local tourism of Latuppa, Palopo.

c. Significances
The significances of the research are:
1) Basically, this research is expected to improve human resources and tourism development of Palopo, particularly in the area of tourism attraction through the English language. Besides that, through this research the interest of the community to learn English for tourism could be increased.
2) This research also expected to know the citizen’ participation who lives around the local attraction in Latuppa related to the tourism development.
3) The result of the research is designed to be a reference material in English for Tourism course based on local attractions.

2. Method
This research applied descriptive qualitative design. The sample of the research is the people around Latuppa attractions; the researchers have collected data through direct observation and interview. The research site is a Latuppa attractions area in Kelurahan Latuppa, Kecamatan Mungkajang Kota Palopo, Sulawesi Selatan.
3. Findings

Based on the observation and interview conducted during the research, the researchers found many vocabularies and phrases used by the citizen and tourist in Latuppa tourism attractions. The researchers concluded some of themes that can be developed as a dialogue or conversation in accordance with the needs of people who live nearby the tourism attractions in Latuppa, Palopo. These themes such as buying and selling, renting something, in the parking lot, asking something, show directions, telling the time, ordering food and drinks, check in at the hotel, explained the hotel facilities/sites, describing traditional food and beverage, welcomed guests (greeting) and some public conversation which can be used in daily conversation.

To answer the second research questions about how the people who live nearby the local attractions in Latuppa realized the importance of English and the citizen participation in tourism development, the researchers through direct observation and interviews concluded that the majority of citizens does not understand the importance of English in the development of potential tourism in their area. They argued that the tourism attractions in Latuppa lack of foreign travelers or foreign tourist, so mastering English is not important for now. In additional, they said that mastering English would be very good for the future, but for now in Latuppa the tourists who came is domestic tourist only, the majority of tourist who came to the Latuppa attractions is still local people from Palopo and Tana Luwu. Thus, mastering the English language is not very important for them now. This opinion in contrast to the young people or students in Latuppa, in the interviews they said that the English language is very important in daily communicating and it would be great if people can master the English language for tourism, so that they can be easily to communicate and interact with the foreign tourists who come to visit Latuppa attractions.

Discussing about the participation the citizens in the development of tourism in Latuppa, the researchers concluded that the citizens actively participated to increase tourism in their area, especially in the economic sector, such as selling a variety of fruits, gasoline, provide rent tires to swim, provided parking space and mini restaurant nearby the attractions. However, the citizens are lacking in terms of creativity, such as making various souvenirs typical of Latuppa or Palopo which can be sold as a souvenir (ole-ole) typical of Latuppa attractions by touring. According to Prof. Dr. I Gde Pitana (2012), “according to Prof. Dr. I Gde Pitana (2012), ”developing a tourism destination is not possible without the creative economy. Instead, the creative economy cannot develop without the market. The market for creative economy is tourism”. This indicates tourism has a very close relationship with the creative economy. Rao, Ravantharanathe and Abdullah, Syaharom (2007) found that the role of English language proficiency in the tourism industry is prominent. It is a factor that could affect choice of hotel and satisfaction of stay”. These statements indicated the role and importance of the English language in the tourism industry. Tourism is an activity that directly involves the community so as to provide a wide range of impacts on local communities. Further, the tourism industry can change the lives of local people in various aspects of life, such as in the economic, social, cultural, ideological defense, and security. This is what makes the world tourism is becoming a subject of study, and tourism often get the attention of the public because of the nature of tourism is dynamic and involves many stakeholders.

This paper has been presented at Sahid Jaya Hotel Makassar- International Conference on Natural and Social Sciences 2017. Palopo Cokroaminoto University, Makassar, March 12-13, 2017.
4. Conclusion

Tourism is one essential factor in the development of a region. English as a Lingua Franca is also an important element in developing a tourism sector. The conclusion of this study shows that there is a lack of awareness and knowledge of the citizens related to the importance of tourism in Palopo, especially in the tourist area of Latuppa which has several tourism destinations that could be an interesting tourist attraction for foreign tourists to visit Latuppa. Some phrases and vocabulary appropriate for the citizens nearby Latuppa have been found, the phrases found can be divided into several themes such as; buying or selling, leasing, show directions, telling time and so on. Generally, these expressions were used in the English for tourism books. Therefore, it is expected of the government of Tourism Sector of Palopo city to give more attention to the development of local tourism by increasing interest and participation in the development of local tourism. The government needs to support the promotion of local tourism facilities, such as by completing and improving the quality of human resources of the citizens who live around the tourism attractions, one way is by learning the English language for tourism.

5. References