

Chapter I

Introduction

In this chapter, the writer introduces the foundation of the research by presenting the background, identifying the problems, and outlining the purpose of the study. It emphasizes the importance of English-speaking skills in the hospitality industry, specifically among hotel receptionists, as a vital component of effective guest service.

1.1 Background of the Study

Indonesia is one of the largest and most culturally countries in the world, particularly in the world of tourism. Its rich cultural heritage is reflected in the diverse of tourist attractions that can be found almost everywhere across provinces including West Java. From stunning natural landscapes to historical sites and local traditions, Indonesia offers a wealth of experiences for tourist. This extensive distribution of tourist areas highlights the country's remarkable cultural richness and its potential as a tourist destination.

Based on data from the Indonesian Central Statistics Agency, in May 2024, foreign tourist visits to Indonesia reached 1.15 million visitations. This number increased by 7.36 percent compared to April 2024 and increased by 20.11 percent compared to the same month last year. Cumulatively, foreign tourist visits from January to May 2024 increased by 23.78 percent compared to the same period in 2023. In addition, the number of foreign tourists in Indonesia is indicated by the increasing hotel room occupancy rate. The

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Room Occupancy Rate (TPK) in star hotels in May 2024 reached 54.03 percent, an increase of 5.01 points year on year, and an increase of 6.89 points month to month. While the TPK of non-star hotels in May 2024 reached 27.11 percent, an increase of 2.87 points year on year, and an increase of 0.90 points month to month. Foreign tourist visits and hotel occupancy rates reflect the growing appeal of Indonesia as a travel destination, signaling continued growth in the tourism sector in 2024.

Hotels play a crucial role in supporting the tourism industry by providing essential services such as accommodation, food and beverages, and a variety of amenities. Hotels offer a range of facilities to ensure that tourists feel comfortable, happy, and receive the best possible service during their stay. To maintain high-quality service, it is essential for hotels to find a common language with their guests. In the tourism industry, English-speaking skill is particularly important. Since English is the international language, many guests from abroad and foreign business partners expect hotel receptionists to speak English. This not only helps improve guest convenience but also supports collaborative business efforts across different industries and companies.

English, as an international language plays a very important role in world of business and tourism. The tourism industry represents a significant part of Indonesia's economy. Since English is a global language, it is important for hotel staff, particularly receptionists, to have proficient English-speaking skills. Hotel receptionists play a crucial role as the first point of

contact for guests, and their ability to communicate proficiently in English can significantly influence guest satisfaction and overall hotel reputation. In the globalized world of tourism and hospitality, English speaking skill is important to create effective communication that is essential for delivering high-quality service.

Although English is becoming more important in the hospitality industry, many hotel receptionists, especially in non-English-speaking countries, have trouble speaking the language. This can be due to few chances to practice, or gaps in their education. As a result, receptionists may have difficulty providing good customer service, leading to misunderstandings and lower guest satisfaction. These language barriers can also affect the overall guest experience, as clear communication is key to meeting guests' needs and handling issues quickly. To improve service, it is essential for hotels to invest in language training programs and create more opportunities for staff to practice speaking English.

This research aims to explore the English-speaking skills of hotel receptionists, examining the factors that contribute to their proficiency and identifying areas for improvement. By understanding the current state of English language skills among receptionists, the research seeks to provide insights that can inform training programs and strategies to enhance communication within the hospitality sector. Ultimately, improving English speaking skills among hotel receptionists can lead to better guest experiences, increased loyalty, and a stronger competitive position in the global market.

Considering how important use of English-speaking skill in the world of hospitality to improve the quality of service in hotel, the writer is interested in conducting research with the title "An Analysis English-Speaking Skill of Receptionist at Belviu Hotel Bandung".

1.2 Identification of the Problems

Based on the background of the study above, the identification of the problems is English speaking skills is very essential in the tourism industry to create an Effective communication especially for hotel receptionists. Their English-speaking skills are crucial for providing a positive guest experience. However, many receptionists may struggle with these skills, which can affect the quality of service.

1.3 Limitation of the Study

This research is limited to investigate the English-speaking skills which focuses exclusively on assessing grammar, vocabulary, fluency, and pronunciation of the receptions at Belviu hotel Bandung, in order to know the difficulties that reception facing, considering that English is an international language.

1.4 Research Questions

This research analyzes the importance of English in improving the quality of service in hotels. Three research problems of the present researches are formulated as follows:

1. How is English speaking skills of the reception at Belviu Hotel?
2. What difficulties are facing by reception at Belviu Hotel in speaking English?

1.5 Objectives of the Study

Based on what stated in the research problems, the main objectives to be achieved of this research are:

1. To determine the English-speaking skills of the reception at Belviu hotel.
2. To determine the difficulties that faced by receptionist in speaking English.

1.6 Significance of the Study

The following are the primary significances that can be gained from this research:

1. Theoretical Significances

It is anticipated that the outcomes of this research will prove beneficial for the advancement of the Indonesian hotel industry in enhancing English-speaking skill as a global language, thus elevating the overall service quality within the hospitality sector.

Furthermore, it is anticipated that this research is useful for future researchers as a reference.

2. Practical Significances

a. For authors

It is anticipated that the outcomes of this research will prove beneficial to providing a comprehensive overview regarding the significance of English-speaking skills, thereby serving as a motivational catalyst for writer to broaden the writer insight.

b. For Hotel

It is hoped that the results of this research can help to improve English speaking skills of receptionist that will help provide better service to guests, increase their satisfaction, and strengthen the hotel's position in the competitive market.

c. For further researchers

It is hoped that this research can add insight, from the research results and serve as material for developing other research related to describing the importance of English-speaking skill in hotels. Researchers are also expected to be able to develop discussions using different methods and other variables that have not been discussed in this research.