

CHAPTER 2

LITERATURE REVIEW

2.1 Foreign Tourists' Perceptions

Based on research observations, people's abilities can be identified from the information of other people's perceptions. Robbins and Judge (2017) stated that perception is a process by which individuals organize and interpret their sensory impressions to give meaning to their environment. Furthermore, Wang (2007) assumed that perception is a set of internal sensational cognitive processes of the brain at the subconscious cognitive function layer that detects, relates, interprets, and searches internal cognitive information in the mind. The perceptions and judgments regarding a person's actions are often significantly influenced by assumptions that we make about the person's internal state. In terms of knowing people's abilities using other people's perceptions, Borkowski (2015) has an opinion that the perception process follows four stages: stimulation, registration, organization, and interpretation. An example of a relationship between someone's perceptions and language skills is when someone uses a particular language whilst communicating, and then the perceptions appear to each person. The researcher concludes that perceptions are people's senses related to their experiences. Although, in reality, the perception is not always accurate, its effect is considered a matter of right.

Based on the tourism needs, their capability of English was directed into a specific framework of English for Tourism (ETP). Cravotta (1990) believes that people who use ETP are expected to endeavor to maintain their communicative

communication ability, accuracy, and fluency. The language skills of people working in tourism can be known and assessed by how they provide services. Based on the perceptions of foreign tourists, the English skills of public services will be categorized into levels that have been established and determined. Public services' English skills were referred to the Meaning Function of the Functional Grammar, which Michael A.K. Halliday developed. Meaning is the primary goal of languages. By understanding language as meaning, simple communication will be formed without reducing the main message in a communication. (Halliday and Matthiessen 2004). The three Meaning Functions of Functional Grammar are: (1). Using language to talk about experiences in our world, entering our world to get a thought, are accurately described, and the state of being encompassed in it. (2). Using language to interact with other people. (3). Using language to organize our message to others. All these statements showed us the function of English used by public services in providing services, which was observed through foreign tourists' perceptions.

2.2 Public Services' English Skills

As a global tourism language, English is essential in realizing good services. Bobanovic (2011) stated that it is necessary to find a common language between supply and demand to ensure the quality of tourism and hospitality services. English has become necessary for employees who work in the tourism industry to fulfill the tourism requirements. Hotel and tourism industries need educational establishments that design hospitality and language courses. In this research, English skills were interpreted as a tool for delivering services and divided into specific communication

and psychological aspects designed by Akaa Bee Joseph (2016). (1) Communication aspects: Oral and written communication is essential for everyone, especially for providing services. (2) Psychological aspects: As front-line officers, public services have an essential role in tourism. Public services have to maintain their psychological aspects, which will give an excellent first impression to establish a relationship between public services and foreign tourists.

2.2.1 Communication Aspects

Oral communication: it involves all messages that are sent using words. It could be through face-to-face conversation, telephone, or other electronic/internet audio or audio-visual platforms. Communicating verbally (with words) is essential when we are trying to give someone information, for example, our name, where they can get a service, etc. The verbal part of the message is called the content. The content of the message usually relates to our thoughts and ideas about a particular issue, or it might refer to the information we give to someone. In workplaces, oral communication could be in the form of speech during delivery services and meetings.

Written communication: it involves any message that uses written words. This could be in hand-written, printed, or electronic forms. Written communication is the most essential and effective mode of office or business communication. It is also the communication used in a workplace for official transactions. Examples are memos, letters, notices, and reports.

2.2.2 Psychological Aspects

Psychological aspects such as self-confidence, anxiety, fear of mistakes, and readiness are typical aspects related to the mental process. It is usually an obstacle for the people (public service) to communicate with foreign tourists.

2.3 Pangandaran Tourism Area

Pangandaran is a tourist area that foreign tourists from various countries often visit. The Pangandaran tourist area is located in West Java, Indonesia, with 168,509 hectares of area, 67,340 hectares of sea, and a beach length of 91 Kilometers. The West Java Provincial Government made Pangandaran a world-class beach tourism destination. The Central Bureau of Statistics (Badan Pusat Statistik) recorded that Pangandaran received 12.233 foreign tourist visits in 2019. This case must be accompanied by facilities and services such as; hotels, transport, and public services' communication skills that can fulfill the needs of the tourism industry to provide good services. The Central Bureau of Statistics in 2021 reported that Pangandaran has 10-star hotels and 444 non-star hotels for lodging accommodation facilities, making Pangandaran the second city with the most hotels in West Java, Indonesia. The Central Bureau of Statistics also recorded that Pangandaran received 12.233 foreign tourist visits in 2019. These situations can stimulate the local community's economy. Asmin and Hasby (2017) stated that the tourism industry is one sector that can be the source of financing for the society around tourist attractions. However, the implementation of English in Pangandaran has not reached the maximum level yet, and there are still many aspects that should

be developed for better communication in providing services. Many factors influenced the development of the tourism industry; one of them is the human resources factor. An adequate number of human resources is an effective way to promote tourism in a region. The quality of human resources must be supported by the ability to speak a foreign language, particularly English.