



Societal's Attitude towards the Essential of English for the Tourism Sector: Perceptions and Actions

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Abstract. This study aimed to investigate societal's perceptions and actions towards the essential of English for the tourism sector in Indonesia. This research employed a qualitative design under the case study. It was done in North Toraja and Bulukumba regencies, South Sulawesi Province, Indonesia. These regencies were chosen to represent cultural, natural, and beach-based tourism in Indonesia. Twenty societies were selected purposely as participants in this study. They participated in responding to the questionnaires and interviews. The data were analyzed in six steps. The results of the questionnaires showed that most participants had positive perceptions toward the essentials of English for the tourism sector. In contrast, the results of the societal actions questionnaire toward the essentials of English for the tourism sector received more negative responses. It indicates that society had high perceptions and awareness regarding the importance of using English in tourism areas. However, they might experience some obstacles in implementing their actions. As this study aims to contribute to supporting the acceleration of Second Language Acquisition and promote the essential of English in Indonesian tourism Objects, it is suggested that society should develop their self-awareness in the ability to speak English will highly affect effective communication and customer satisfaction, cultural exchange and enriched experiences, economic impact and global competitiveness, marketing and online presence, professional collaboration and networking. Besides, the government's role indeed plays a significant role in providing all the facilities needed to achieve these goals.

Keywords: *Perceptions, Actions, Second language acquisition (SLA), English Tourism*

Introduction

Currently, tourism is a favorite throughout the world (Pratiwi, et al., 2023). Tourism activities can benefit countries that are recipients of tourist visits, especially international tourists (Cherkasov et al., 2018). Hence, some countries in the world, including Indonesia, consider tourism an essential aspect of their strategy country's development.

Tourism is a series of travel activities carried out by individuals or, families, or groups from their place of residence to various other places to make tourist visits and not to work or earn income at the destination (Oklevik et al., 2019). Tourism is among the most significant foreign exchange contributors to countries worldwide (Sofronov, 2018), including Indonesia. Tourism is the primary source of foreign exchange because Indonesia is a country that has various types of tourism, such as natural, social, and cultural tourism.

Indonesia is a country that is rich in natural beauty and substantial cultural diversity, which makes it one of the tourism potentials to attract tourists to visit (Ollivaud & Haxton,

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2019). Indonesia, which passes through the equator and has a tropical climate, is a blessing in itself for the people of this country. It is because the natural beauty of this country can be enjoyed throughout the year without having to be limited or adjusted to the seasons. It is an extraordinary attraction for the world of tourism in this country.

Based on a "Global Tourism Intentions Survey" conducted by Visa with 11,620 respondents from 23 countries worldwide, the survey revealed that political stability, attractive tourist offers, and natural beauty are the main factors for foreign tourists coming to Indonesia. Until now, many foreign tourists have visited Indonesia to enjoy the tourism potential that cannot be found in their country.

Some time ago, tourist spots that were the target of foreign tourists in Indonesia were Bali, Yogya, Lombok, and Jakarta. However, there has been regional development that has spread to almost all corners of the country. Therefore, through tourism offices in each region in Indonesia, local governments are competing and trying to take advantage of the available potential, both natural, cultural, and human resources (Tayibnapis & Sundari, 2020).

However, one thing that is no less important in tourism development is English language skills (Suprayogi & Eko, 2020). As said by Ho (2020) English plays a crucial role in increasing tourism because, in essence, the entire communication process with foreign tourists requires the ability and mastery of English, at least basic English related to tourism. The application and utilization of English is necessary as a medium of communication so that foreign tourists can easily understand the tours described by the local community. Thus, foreign tourists feel they are getting good service in terms of communication.

Based on the preliminary study, several steps have been taken by the government, especially the tourism agency, in an effort to improve English language skills for local communities, especially tourism actors (Asrifan, et al., 2020) namely regular training on the use of English for Specific Purposes (ESP), such as English for tour guides, hotel services, selling handicrafts; Introducing and training the use of various kinds of Artificial Intelligence, such as Google translation, creating and practicing English via WA group, and localizing a village named Tourism English Village where the local communities can practice English as much as possible.



Figure 1.
Stakeholders' Effort for English Speaking Fluency

Of course, several of the efforts made by the government above will not be successful if there is no cooperation from local communities who actively participate in learning and participating in various types of activities provided by the government, as well as applying the use of English directly. The community is expected to be the best service provider to foreign tourists to promote Indonesian tourism because they will interact directly with foreign tourists.

Based on the above phenomenon, this research was conducted to study societies' expectations and actions towards the Essential of English for the Tourism Sector. This

research is expected to contribute to the acceleration of Second Language Acquisition and to increase the promotion of the tourism in Indonesia.

Theoretical Framework

This section explores some literatur reviews related to the importance of mastering English in the globalization era amidst the challenges of English as a foreign language in Indonesia and the role of English in the tourism sector in Indonesia.

The Importance of Mastering English in the Globalization Era amidst the Challenges of English as a Foreign Language in Indonesia

In the contemporary era of globalization, the mastery of English has become increasingly imperative, particularly in the context of the burgeoning tourism sector. The interplay between societal attitudes, expectations, and actions regarding the essential role of English in this sector reflects the dynamic challenges faced by a nation like Indonesia, where English is continually evolving as a foreign language.

One significant aspect of the literature on this subject highlights the pivotal role that English plays in fostering international communication and collaboration. In the tourism industry, where interactions with a diverse range of global visitors are commonplace, a strong command of English becomes not just advantageous but crucial. Effective communication, better tourist experiences, and good destination views are all bolstered by native English speakers, according to research by Smith (2018) and Johnson et al. (2020).

Problems still exist, especially in the Indonesian setting, even though the value of English is widely acknowledged. According to Suryanto's (2019) research, there is still a disparity between public expectations and actual skill levels in English, even if English education is receiving more and more attention. The quality of English instruction, economic inequality, and geographical differences are a few of the variables that contribute to this gap.

The complexities are further complicated by the ever-shifting dynamics of English as an international language. Brown (2021) investigates how different varieties of English, such as globalized English and the effects of different English-speaking societies on linguistic development. If lawmakers and teachers want to successfully modify language curriculum, they must have a firm grasp of these processes.

Examining how people in Indonesia feel about studying English is another topic covered in the literature. Perceived economic prospects and the need for improved cultural interchange create a favorable attitude towards improving English skills, according to research by Widodo (2017). But there are other schools of thought; for example, Rahman (2018) notes that some academics are worried about a possible loss of cultural and linguistic diversity.

The Role of English in the Tourism Sector in Indonesia

It would be an understatement to say that English is an indispensable tool for successful communication and engagement in the modern world of international tourism. Examining social attitudes, expectations, and behaviors about the crucial role of English proficiency, this literature review delves into the dynamics of English within the context of Indonesia's tourist industry.

1. **Effective Communication and Customer Satisfaction.**

A common thread running across the research is the significance of fluency in English for enabling efficient communication in the tourist industry. Positive relationships between service providers and visitors depend on effective communication, especially in English, according to Richards and Rodgers (2014). Customer satisfaction is greatly enhanced when you can comprehend and cater to the requirements of a wide variety of visitors.

2. **Cultural Exchange and Enriched Experiences**

The importance of fluency in English in promoting cross-cultural understanding during tourism has been highlighted by research conducted by Johnson et al. (2017). Tourists from across the world may learn more about the intricate details of a culture, history, and customs from local guides, craftspeople, and inhabitants who speak English well. This cultural enrichment makes the trip experience more genuine and changes the way people see the place.

3. Economic Impact and Global Competitiveness

In their 2018 study, Smith and Brown investigate the monetary effects of tourist English competence. Guests are more likely to be from varied backgrounds and spend more money at locations where the staff is fluent in English, according to the survey. Businesses in the area get the advantages, and the destination as a whole gains an advantage in the worldwide tourist market.

4. Marketing and Online Presence

In their 2018 study, Smith and Brown investigate the monetary effects of tourist English competence. Guests are more likely to be from varied backgrounds and spend more money at locations where the staff is fluent in English, according to the survey. Businesses in the area get the advantages, and the destination as a whole gains an advantage in the worldwide tourist market.

5. Professional Collaboration and Networking

The material highlights how being able to communicate well in English may help professionals in the tourist industry work together more effectively. Widodo (2016) cites research that shows how stakeholders, such as governments, companies, and NGOs, can communicate and network more effectively when they use a common language. For the tourist industry to flourish and expand sustainably, this partnership is vital.

The need for fluency in English is becoming more and more apparent as Indonesia's tourist industry keeps growing. This literature review underscores the multifaceted role of English in shaping the tourism landscape, from economic considerations to societal attitudes and targeted educational interventions.

Research Methodology

This research employed a qualitative design under the case study. It was done in North Toraja and Bulukumba regencies, South Sulawesi Province, Indonesia. These regencies were chosen to represent cultural, natural, and beach-based tourism in Indonesia. The preliminary studies through interviews and literature reviews showed that these two attractions were popular objects most frequently visited by International tourists. However, their attractions were not as popular as Bali, Yogya, Lombok, and Jakarta, especially in the use of English. Thus, the current study investigated societal perceptions and actions towards the essential of English for the tourism sector in these two locations.

Twenty societies were selected purposely as participants in this study, namely local communities that play a direct role as tourism actors in these two locations. They worked as tour guides, car or motorbike rentals, craftsmen, souvenir traders, food stall owners, hotel or inn renters, etc. These 20 societies participated in responding to the questionnaires distributed related to societal perceptions and actions toward the essentials of English for the tourism sector. Then, some were chosen to be interviewed to respond to the questions related to societal actions toward the essentials of English for the tourism sector. Not all participants were chosen in this session. They were selected to get in-depth data according to their negative actions toward the essentials of English for the tourism sector. The participants were symbolized as P1, P2, P3, and P4 (Participants). These participants had different professions in these two tourism locations and they were participants who had unique answers.

Ten statements related to societal perceptions toward the essentials of English for the tourism sector were developed from five roles of English in the tourism sector in Indonesia that were raised in the literature review as follows effective communication and customer

satisfaction, cultural exchange, and enriched experiences, economic impact and global competitiveness, marketing and online presence, and professional collaboration and networking. While, eight statements related to societal perceptions toward the essentials of English for the tourism sector were about training and development, language use in daily interactions, overcoming language barriers, customer feedback and adaptation, collaborative practices, recognition of language skills, challenges in multilingual environments, and continuous improvement and learning. The following tables presented questionnaires.

Table 1.

Questionnaires of Societal Perceptions toward the Essentials of English for the Tourism Sector

No	Category	Statements
1	Effective communication and customer satisfaction	Clear communication, particularly in English, is fundamental for ensuring positive interactions between International tourists and service providers. The ability to understand and respond to the needs of a diverse range of International visitors contributes significantly to overall customer satisfaction
2	Cultural exchange and enriched experiences	About mastery of English enables local guides, artisans, and residents to share nuanced aspects of their culture, history, and traditions with international tourists About comprehensive cultural enrichment enhances the authenticity of the travel experience of International tourists, leaving a lasting impact on the perception of the destination
3	Economic impact and global competitiveness	Destinations with an English-proficient workforce attract a more diverse and higher-spending International tourist demographic English not only benefits local businesses but also contributes to the overall competitiveness of a destination in the global tourism market
4	Marketing and online presence	English serves as the primary language for tourism promotion on digital platforms Destinations with well-crafted English-language content, including websites, social media, and promotional materials, are more likely to capture the attention of a global audience
5	Professional collaboration and networking	Mastering English will facilitate collaboration among tourism professionals Shared English language communication enables effective communication and networking among stakeholders, including government bodies, businesses, and international organizations

Table 2.

Questionnaires of Societal Actions toward the Essentials of English for the Tourism Sector

No	Category	Statements
1	Training and Development	My workplace provides sufficient opportunities for me to enhance my English proficiency through training and development programs

2	Language Use in Daily Interactions	In my role within the tourism service industry, I frequently use English to communicate with tourists to ensure effective interactions
3	Overcoming Language Barriers	I actively seek solutions to overcome language barriers when communicating with tourists who may not speak the local language
4	Customer Feedback and Adaptation	I pay attention to feedback from tourists regarding language-related aspects and make adjustments to improve customer satisfaction
5	Collaborative Practices	I actively contribute to creating a collaborative and language-inclusive work environment within the tourism service industry
6	Recognition of Language Skills	I feel that my language skills, especially proficiency in English, are recognized and valued in my workplace
7	Challenges in Multilingual Environments	I actively contribute to maintaining an inclusive environment for tourists by respecting and incorporating linguistic diversity
8	Continuous Improvement and Learning	I proactively seek opportunities to continuously improve my language skills, particularly in English, to meet the evolving needs of the tourism industry

Following that, the data underwent six analytic steps, as Creswell (2014) proposed. They were collecting raw data (transcripts, field notes, photos, etc.), organizing and setting up the data for analysis, ensuring an effort to read all the data, manually coding the data (themes or descriptions), expressing the theme or description, and then determining the theme or description's significance. Then, Creswell (2014) recommended eight key validity strategies, including triangulation, detailed description, member checking or negotiation, specifying the study's bias, and longer duration. Some of which were employed in this study. The aforementioned techniques were then used to evaluate the validity of the findings drawn from the study.

Result and Discussion

This section is divided into two parts. They were the results of the questionnaires and interviews. Two themes raised in each parts. They were societal expectations toward the essentials of English for the tourism sector and societal actions toward the essentials of English for the tourism sector.

Result

Questionnaires

Societal Perceptions toward the Essentials of English for the Tourism Sector

Ten statements from five role of English in the tourism sector in Indonesia raised related to societal perceptions toward the essentials of English for the tourism sector. The results of the questionnaires were as follows:

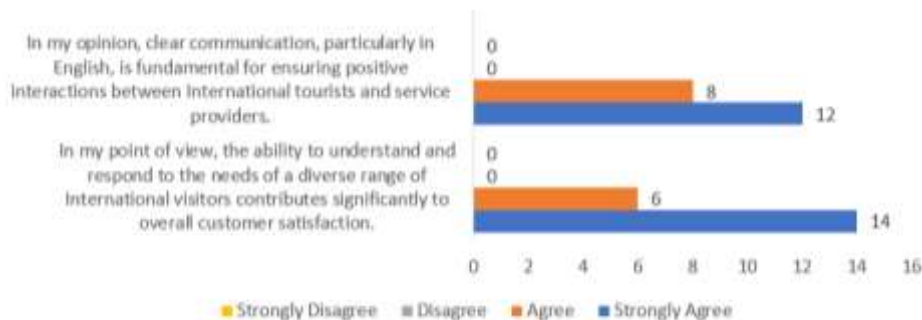


Figure 2.

Societal Perceptions 1 toward the Essentials of English for the Tourism Sector

The results of the questionnaire showed that all participants had a positive perception that using English in the tourism sector produced effective communication and customer satisfaction. 12 participants responded strongly agreed with the perception that clear communication, particularly in English, is fundamental for ensuring positive interactions between International tourists and service providers. While the rest 8 participants agreed with the statement. The second statement about the perception of the ability to understand and respond to the needs of a diverse range of International visitors contributes significantly to overall customer satisfaction was strongly agreed by 14 participants and agreed by 6 participants.



Figure 3.

Societal Perceptions 2 toward the Essentials of English for the Tourism Sector

The results of the questionnaire showed that most participants had a positive perception that using English in the tourism sector produced cultural exchange and enriched experiences. 8 participants strongly agreed with the perception that mastery of English enables local guides, artisans, and residents to share nuanced aspects of their culture, history, and traditions with international tourists. While 10 participants responded agreed with the statement. But the rest 2 participants responded disagree. The second statement about comprehensive cultural enrichment enhances the authenticity of the travel experience of International tourists, leaving a lasting impact on the perception of the destination was strongly agreed by 12 participants and agreed by 8 participants.

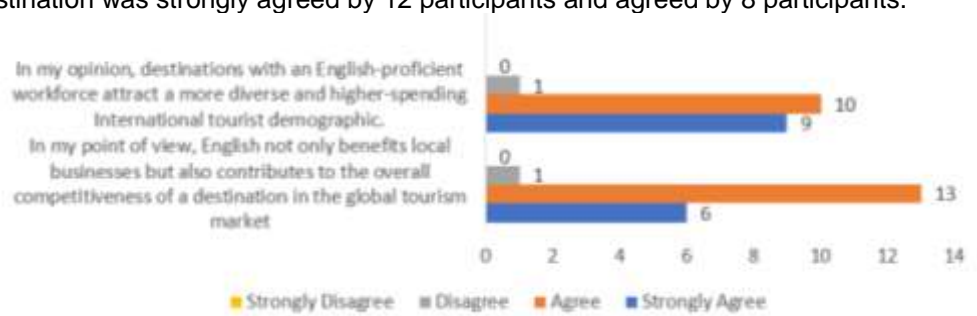


Figure 4.

Societal Perceptions 3 toward the Essentials of English for the Tourism Sector

The results of the questionnaire showed that most participants had a positive perception that using English in the tourism sector produced economic impact and global competitiveness. 9 participants responded strongly agreed with the perception that destinations with an English-proficient workforce attract a more diverse and higher-spending International tourist demographic. While 10 participants agreed with the statement. But the rest 1 participant responded disagree. The second statement about English not only benefits local businesses but also contributes to the overall competitiveness of a destination in the global tourism market was answered strongly agree by 6 participants, agree by 8 participants, and disagreed by 1 participant.

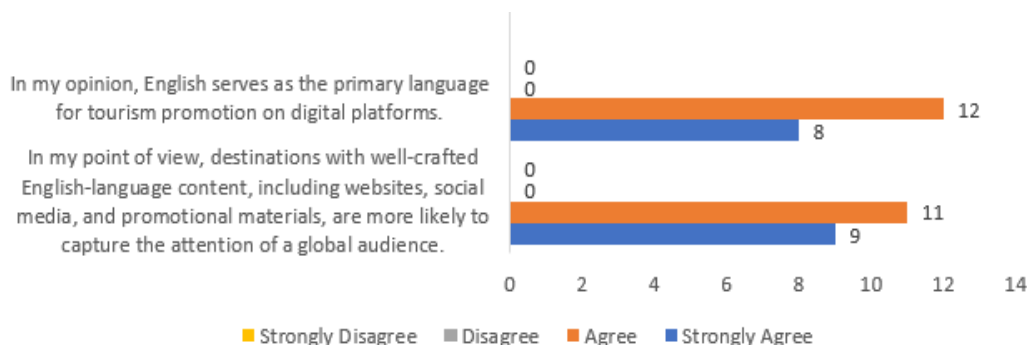


Figure 5.

Societal Perceptions 4 toward the Essentials of English for the Tourism Sector

The results of the questionnaire showed that all participants had a positive perception that using English in the tourism sector produced marketing and online presence. 8 participants responded strongly agree with the perception that English serves as the primary language for tourism promotion on digital platforms. While the rest 12 participants agreed with the statement. The second statement about the perception of destinations with well-crafted English-language content, including websites, social media, and promotional materials, are more likely to capture the attention of a global audience was responded strongly agreed by 9 participants and agreed by 11 participants.

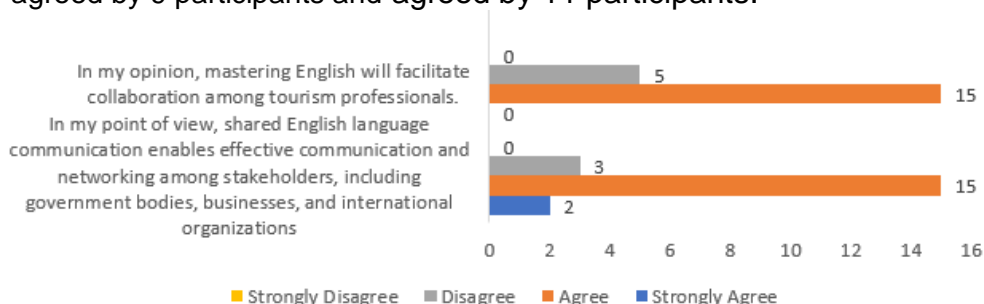


Figure 6.

Societal Perceptions 5 toward the Essentials of English for the Tourism Sector

The results of the questionnaire showed that most participants had a positive perception that using English in the tourism sector produced professional collaboration and networking. 15 participants agreed with the perception that mastering English will facilitate collaboration among tourism professionals. But the rest 5 participants responded disagree. The second statement about shared English language communication enables effective communication and networking among stakeholders, including government bodies, businesses, and international organizations were responded strongly agree by 2 participants, agree by 15 participants, and disagreed by 3 participants.

Societal Actions Toward the Essentials of English for the Tourism Sector

Eight statements raised related to societal actions toward the essentials of English for the tourism sector. The results of the questionnaires were as follows:

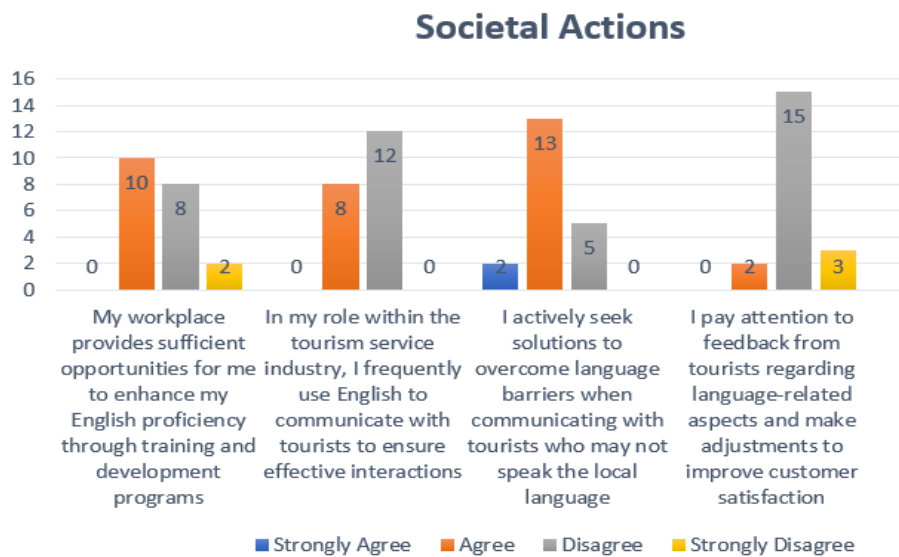


Figure 7.

Societal Actions 1 - 4 toward the Essentials of English for the Tourism Sector

The first questionnaire explored societal actions related to training and development. The statement was “My workplace provides sufficient opportunities for me to enhance my English proficiency through training and development programs”. Based on the chart, it is shown that some societies agreed with the statement, while the rest presented negative results. It was 8 for disagreed and 2 for strongly disagreed.

The second questionnaire explored societal actions related to language use in daily interactions. The statement was “In my role within the tourism service industry, I frequently use English to communicate with tourists to ensure effective interactions”. Based on the chart, it is shown that society presented more negative actions than positive ones, which were 12 people presented disagreed with the statement and the rest 8 people who agreed.

The third questionnaire explored societal actions related to overcoming language barriers. The statement was “I actively seek solutions to overcome language barriers when communicating with tourists who may not speak the local language”. Based on the chart, it is shown that most participants reacted positively to the statement than the negative one. It was 2 participants answered strongly agreed, 13 participants answered agreed, and 5 participants answered disagree.

The fourth questionnaire explored societal actions related to customer feedback and adaptation. The statement was “I pay attention to feedback from tourists regarding language-related aspects and make adjustments to improve customer satisfaction”. Based on the chart, it is shown that most participants reacted negatively to the statement than the positive one. It was 2 participants answered agreed, 15 participants answered disagreed, and 3 participants answered strongly disagree.

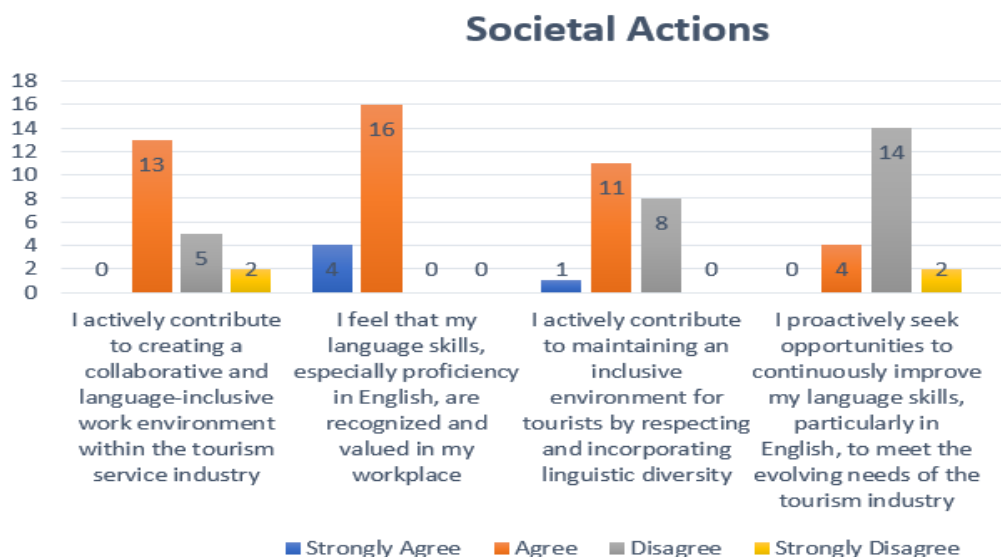


Figure 8.

Societal Actions 5 - 8 toward the Essentials of English for the Tourism Sector

The fifth questionnaire explored societal actions related to collaborative practices. The statement was "I actively contribute to creating a collaborative and language-inclusive work environment within the tourism service industry". Based on the chart, it is shown that society presented more positive actions than negative ones, which were 13 people presented agreed with the statement. While the rest 5 people disagreed and 2 strongly disagreed with the statement.

The sixth questionnaire explored societal actions related to the recognition of language skills. The statement was "I feel that my language skills, especially proficiency in English, are recognized and valued in my workplace." Based on the chart, it is shown that all participants reacted positively to the statement and no one had a negative statement. It was 4 participants answered strongly agreed and 16 participants answered agreed.

The seventh questionnaire explored societal actions related to challenges in multilingual environments. The statement was "I actively contribute to maintaining an inclusive environment for tourists by respecting and incorporating linguistic diversity." Based on the chart, it is shown that more participants reacted positively to the statement than the negative one. It was 1 participant answered strongly agreed, 11 participants answered agreed, and 8 participants answered disagree.

The eighth questionnaires explored societal actions related to continuous improvement and learning. The statement was "I proactively seek opportunities to continuously improve my language skills, particularly in English, to meet the evolving needs of the tourism industry." Based on the chart, it is shown that most participants reacted negatively to the statement than the positive one. It was only 4 participants agreed. While the rest 14 participants answered disagreed, and 2 participants answered strongly disagree.

Interviews

The results of the questionnaires showed that most participants had positive perceptions toward the essentials of English for the tourism sector. However, among the 5 categories that emerged which mostly received positive responses, there was one category with two statements "using English in the tourism sector produced professional collaboration and networking", which received highly negative responses. Then, the questionnaire was raised in the interview.

The results of the societal actions questionnaire toward the essentials of English for the tourism sector received more negative responses, such as "I actively seek solutions to

overcome language barriers when communicating with tourists who may not speak the local language, I pay attention to feedback from tourists regarding language-related aspects and make adjustments to improve customer satisfaction, I proactively seek opportunities to continuously improve my language skills, particularly in English, to meet the evolving needs of the tourism industry.” These data were taken from statements that received more negative responses than positive ones. Then, the questionnaire was raised in the interview.

Table 3.
Interview Result

R	I understand that you disagree with using English in the tourism sector produced professional collaboration and networking. Could you tell me the reason?
P2	Because, in my opinion, English could overshadow local languages and cultural nuances, potentially diminishing the authenticity of the tourist experience. So, I think, we can still explain tourism here in our own style, and our goal is only to make a living, not to increase collaboration.
R	I understand that you did not actively seek solutions to overcome language barriers when communicating with tourists who may not speak the local language. Don't you mind sharing the reason?
P3	Yes because I think language barriers are not significant obstacles. I can use my body gestures to explain everything and I am sure the International tourists who come to Indonesia have a basic knowledge of the Indonesian language and tourism.
R	I understand that you do not want to pay attention to feedback from tourists regarding language-related aspects and make adjustments to improve customer satisfaction. Please share your experience.
P1	I think whether or not paying attention to feedback from tourists does not have a direct impact on the progress of tourism and our economy. Feedback from tourists should be conveyed to the government so that the government can take real action against the weaknesses felt by tourists while visiting here.
R	I understand that sometimes you do not want to proactively seek opportunities to continuously improve your language skills, particularly in English, to meet the evolving needs of the tourism industry. Don't you mind sharing your ideas about this?
P4	Pariwisata ini sudah terkenal sejak dulu. Fasih atau tidak fasih berbahasa Inggris masyarakatnya, turis akan tetap berkunjung di tempat ini.

Discussion

The result of the questionnaires showed that most participants had positive perceptions toward the essentials of English for the tourism sector. They strongly agreed and agreed that using English in the tourism sector will produce Effective communication and customer satisfaction, Cultural exchange and enriched experiences, Economic impact and global competitiveness, Marketing and online presence, Professional collaboration and networking. The answers were in line with the literature review presented in this paper.

However, among the 5 categories that emerged which mostly received positive responses, there was one category with two statements “using English in the tourism sector produced professional collaboration and networking”, which received high negative responses. They were 5 participants responded disagree if mastering English will facilitate collaboration among tourism professionals and 3 participants responded disagree if shared English language communication enables effective communication and networking among stakeholders, including government bodies, businesses, and international organizations.

Based on the interview, some stated that emphasizing English could overshadow local languages and cultural nuances, potentially diminishing the authenticity of the tourist experience. In some regions, local networking traditions may be deeply rooted and effective, potentially leading to skepticism about the added value of English in professional

collaboration. However, Chen and Chen (2018) suggest that maintaining a balance between promoting English proficiency and preserving local languages is essential to ensure an inclusive and culturally rich tourism environment. Indeed local networking traditions are important. However, as Brown and Smith (2016) suggest integrating global practices should be done with a nuanced understanding of local contexts.

In contrast to the results of the societal perceptions questionnaire toward the essentials of English for the tourism sector which received the most positive responses, the results of the societal actions questionnaire toward the essentials of English for the tourism sector received more negative responses, such as "I actively seek solutions to overcome language barriers when communicating with tourists who may not speak the local language, I pay attention to feedback from tourists regarding language-related aspects and make adjustments to improve customer satisfaction, I proactively seek opportunities to continuously improve my language skills, particularly in English, to meet the evolving needs of the tourism industry." These data were taken from statements that received more negative responses than positive ones. It indicates that society had high perceptions and awareness regarding the importance of using English in tourism areas. However, they might experience some obstacles in implementing their actions.

Complacency, limited resources, and the belief that current communication techniques are adequate could all contribute to societal inertia or a failure to actively address linguistic obstacles in the tourist industry. According to Zhang and Wang's (2019) research, there may be a widespread assumption that conventional communication techniques or local languages are sufficient for accommodating visitors in certain areas, especially those with well-established tourism sectors. The research shows that locals may be more likely to stick to tried-and-true methods in tourist hotspots, presuming that language hurdles won't be a big deal.

Kim and Park (2018) also highlight how limited time and money are two resources that might make it hard to conduct language instruction programs. For locals working in the tourist industry, it could be difficult to find affordable and efficient language classes. Even if there is a growing linguistic variety among travelers, this constraint might cause people to passively accept their current language ability.

Also, as pointed out by Gao and Huang (2017), not all communities will understand the monetary advantages of actively working to overcome linguistic obstacles. Investment in language solutions may be hindered if the perceived economic effect of tourism is not directly tied to language ability. A lack of initiative in addressing linguistic difficulties may result from this economic divide. Hence, cultures may not actively pursue solutions to eliminate language barriers in the tourist industry due to a mix of historical norms, resource restrictions, and a perceived lack of economic incentives. To solve this, we need a detailed knowledge of the dynamics at play in the area and concerted attempts to highlight the positive aspects of language variety and good communication as they pertain to tourism.

Additionally, cultural resistance, ignorance of the effect of language on consumer happiness, and the perceived primacy of other factors may contribute to society's reluctance to listen to visitor feedback on language-related aspects and implement required changes. Wong and Wang (2019) found that certain cultures may be resistant to outside effects, such as visitor comments. This reluctance to accept changes in language-related features may originate from a desire to maintain local traditions and customs. The research shows that in certain situations, locals may put the needs of their own culture ahead of those of tourists from other countries.

Furthermore, research by Li and Tse (2016) suggests that local populations can be unaware of how language-related factors greatly affect consumer satisfaction as a whole. The connection between good communication—which is often made easier by language proficiency—and pleasant visitor experiences may not be completely understood by the communities. Disconnecting the perceived significance of language-related characteristics from their real influence on customer satisfaction might occur due to a lack of knowledge.

When it comes to tourism, Huang and Chen (2018) talk about how other things, such local hospitality or natural attractions, could take precedence over language-related considerations. Societies may de-prioritize language alterations based on tourist input if they consider these elements are more important in attracting and pleasing visitors.

The last point, people's reluctance to actively seek out ways to improve their language skills, particularly in English for the tourism industry, could be influenced by things like being content with one's current level of proficiency, not having enough educational resources, and thinking that one's current level of proficiency is enough for what one needs right now. Research by Smith and Johnson (2017) indicates that in regions where tourism has been stable and successful for an extended period, there may be a prevailing sense of complacency. Local communities might perceive their current level of language proficiency as adequate, given the historical success of the tourism industry. This complacency can lead to a reluctance to actively seek language improvement opportunities.

Furthermore, studies by Li and Wang (2018) highlight that limited access to educational resources, both in terms of language training programs and materials, can hinder proactive efforts to enhance language skills. In some communities, individuals may face challenges in accessing quality language education, leading to a lack of initiative in seeking opportunities for improvement.

Conclusion

The results of the questionnaires showed that most participants had positive perceptions toward the essentials of English for the tourism sector. They strongly agreed and agreed that using English in the tourism sector will produce Effective communication and customer satisfaction, Cultural exchange and enriched experiences, Economic impact and global competitiveness, Marketing and online presence, Professional collaboration, and networking. The answers were in line with the literature review presented in this paper. However, among the 5 categories that emerged which mostly received positive responses, there was one category with two statements "using English in the tourism sector produced professional collaboration and networking", which received highly negative responses. They were 5 participants responded disagree if mastering English will facilitate collaboration among tourism professionals and 3 participants responded disagree if shared English language communication enables effective communication and networking among stakeholders, including government bodies, businesses, and international organizations.

In contrast to the results of the societal perceptions questionnaire toward the essentials of English for the tourism sector which received the most positive responses, the results of the societal actions questionnaire toward the essentials of English for the tourism sector received more negative responses, such as "I actively seek solutions to overcome language barriers when communicating with tourists who may not speak the local language, I pay attention to feedback from tourists regarding language-related aspects and make adjustments to improve customer satisfaction, I proactively seek opportunities to continuously improve my language skills, particularly in English, to meet the evolving needs of the tourism industry." These data were taken from statements that received more negative responses than positive ones. It indicates that society had high perceptions and awareness regarding the importance of using English in tourism areas. However, they might experience some obstacles in implementing their actions. As this study aims to contribute to supporting the acceleration of Second Language Acquisition and promote the essential of English in Indonesian tourism Objects, it is suggested that society should develop their self-awareness in the ability to speak English will highly affect effective communication and customer satisfaction, cultural exchange and enriched experiences, economic impact and global competitiveness, marketing and online presence, professional collaboration and networking. Besides, the government's role indeed plays a significant role in providing all the facilities needed to achieve these goals.

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