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## Analysis of English Learning Needs for Travel Bureau Students in Bali, Indonesia

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### ABSTRACT

The tourism industry in Indonesia, especially Bali, has developed rapidly in recent years. This drives the need for skilled workers in the tourism sector, including good English language skills. This research aims to analyze the English language learning needs of students majoring in Travel Bureaus in Bali, Indonesia. This research uses quantitative and qualitative methods. Data was collected through a survey of 100 students majoring in Travel Bureau and in-depth interviews with 10 lecturers and 5 tourism industry practitioners. The research results show that students majoring in Travel Bureau have a high need to improve their English language skills, especially in the aspects of speaking, listening, and reading. This need is driven by the demands of work in the tourism industry, where English is widely used to communicate with foreign tourists. This research provides an overview of the English language learning needs for students majoring in Travel Bureaus in Bali, Indonesia. The findings of this research can be used to develop English language learning programs that are more effective and relevant to the needs of the tourism industry.

### 1. Introduction

The tourism industry in Indonesia is an important sector that contributes to national economic growth. In 2022, the tourism sector will contribute 1.07% to Indonesia's GDP and employ 15.8 million people. Bali, as one of the main tourist destinations in Indonesia, plays an important role in encouraging the growth of the national tourism sector. The potential for the Indonesian tourism industry is very large. Indonesia has extraordinary natural wealth, such as beautiful beaches, majestic mountains, and pristine forests. Apart from that, Indonesia also has a diverse culture and famously friendly people. These factors make Indonesia an attractive tourist destination for tourists from all over the world. The Indonesian government pays great attention to the development of the tourism industry. Various policies and programs have been launched to increase Indonesia's tourist attractions,

such as infrastructure development, tourism promotion, and human resource development. Bali is one of the main tourist destinations in Indonesia. In 2022, Bali will be visited by 5.3 million foreign tourists. This number accounts for around 30% of the total foreign tourists visiting Indonesia. Bali has a unique tourist attraction and is different from other regions in Indonesia. The natural beauty of Bali, the strong Hindu culture, and the friendliness of the people make Bali a tourist destination that is popular with tourists from all over the world. The tourism industry in Bali makes a significant contribution to the local economy. The tourism sector in Bali absorbs around 1.5 million workers and contributes around 20% of Bali's GDP.<sup>1-3</sup>

The development of the tourism industry in Bali drives the need for skilled workers in the tourism sector, including good English language skills. English is an international language that is widely used in the

tourism industry to communicate with foreign tourists. Therefore, good English language skills are one of the important competencies that must be possessed by professionals in the tourism sector. Students majoring in Travel Bureau are one of the groups who need to have good English skills. They will work in various sectors of the tourism industry, such as travel agents, hotels, restaurants and tourist attractions. In their duties, they will often communicate with foreign tourists, both directly and indirectly. Therefore, they need to have sufficient English skills to understand tourists' needs and provide the best service.<sup>4,7</sup> This research aims to analyze the English language learning needs for students majoring in Travel Bureaus in Bali, Indonesia. It is hoped that the results of this research will provide useful information for the development of English language learning programs that are more effective and relevant to the needs of the tourism industry.

## **2. Methods**

This research uses mixed research methods which combine quantitative and qualitative approaches. Quantitative methods were used to measure and analyze statistical data obtained from a survey of 100 students majoring in Travel Bureaus in Bali, Indonesia. This survey was designed to collect information about: Students' level of English proficiency, measured using standard English proficiency tests; Students' English learning needs, identified through questions about the aspects of English they want to improve, their English learning goals, and the obstacles they face in learning English as well as factors that influence students' English learning needs, such as gender, age, years of study, and work experience in the tourism industry. Survey data was analyzed using descriptive and inferential statistics to identify patterns and trends in students' English learning needs. Statistical analysis allows researchers to make generalizations about the student population majoring in Travel Bureaus in Bali, Indonesia.

Qualitative methods were used to dig deeper into students' English learning needs and gain deeper

perspectives from lecturers and tourism industry practitioners. In-depth interviews were conducted with 10 lecturers majoring in Travel Bureau and 5 tourism industry practitioners to understand their views on the English language learning needs for students majoring in Travel Bureau, get their input on the ideal curriculum and English learning methods for students majoring in Travel Bureau and identify challenges and obstacles in meeting students' English learning needs. Interview data was analyzed using thematic analysis techniques to identify the main themes that emerged from the interviews. Thematic analysis allows researchers to understand the deeper meaning of the data and gain richer insight into students' English learning needs. This research was conducted with due regard to research ethics. Informed consent was obtained from all study participants. The privacy and confidentiality of participant data is well maintained.

## **3. Results and Discussion**

Table 1 shows that there is a gender balance among the 100 respondents, with 52% men and 48% women. This shows that the need for English for students majoring in Travel Bureau is not limited to one gender, but is needed by everyone who wants to have a career in this field. The majority of respondents (80%) were between 18 and 21 years old, with 20% 18 years old, 25% 19 years old, 28% 20 years old, and 27% 21 years old. This shows that this research focuses on young students who have just started their education in the Travel Bureau department. Approximately 25% of respondents have a low level of English proficiency, 40% have a medium level of English proficiency, and 35% have a high level of English proficiency. This distribution shows that there is a diverse need to improve English language skills among students majoring in Travel Bureau. The main obstacles faced by students in learning English are lack of time (32%), lack of motivation (28%), and ineffective learning methods (24%). This shows that English learning programs need to be designed taking into account the time available for students, increasing their motivation, and using more effective methods.

Table 1. Characteristics of survey respondents.

<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Gender		
Male	52	52%
Female	48	48%
Age		
18 years	20	20%
19 years	25	25%
20 years	28	28%
21 years	27	27%
English proficiency level		
Low	25	25%
Medium	40	40%
High	35	35%
Obstacles in learning English		
Lack of time	32	32%
Lack of motivation	28	28%
Ineffective learning methods	24	24%
Difficulty understanding the material	16	16%

This research involved 15 informants, consisting of 10 lecturers and 5 tourism industry practitioners, to explore the English language needs of students majoring in Travel Bureau. The interviews reveal the important voices of these stakeholders, providing a comprehensive picture of the industry's demands and expectations. Lecturers consistently emphasize that English is an essential skill for students majoring in Travel Bureau. This ability allows them to communicate effectively with foreign tourists, both orally and in writing. This is the key to providing quality service and building good relationships with guests. The lecturers identified several aspects that needed to be improved in the curriculum and English learning methods. The curriculum needs to focus more on the needs of the tourism industry, with an emphasis on speaking, listening, and reading skills. Learning methods also need to be more communicative and interactive, utilizing technology and simulations to create a more contextual and interesting learning atmosphere. Tourism industry

practitioners provide a more concrete perspective on the English language skills needed in the field. They emphasized the importance of good English language skills to serve foreign tourists in various sectors, such as hotels, restaurants, travel agents, and tourist attractions. Both lecturers and tourism industry practitioners agree that closer collaboration between universities and industry is needed to develop more effective English language learning programs. This collaboration can be carried out through internship programs, seminars, and English language training specifically designed for the needs of the tourism industry. Table 2 shows that the need for English among students majoring in Travel Bureau is very high. By understanding industry needs and expectations, universities can design more effective and relevant English language learning programs, preparing students to compete in the dynamic and global world of tourism.

Table 2. Results of in-depth interviews with informants.

No.	Informant	Position	Institution	Interview result
1	Dr. A	Lecturer	X University	- Travel Bureau students need to have good English skills to communicate with foreign tourists. - The English language learning curriculum needs to focus more on the needs of the tourism industry. - English learning methods need to be more communicative and interactive.
2	Dr. B	Lecturer	X University	- Travel Bureau students need to have strong English language skills, especially in the aspects of speaking, listening, and reading. - The quality of English lecturers needs to be improved. - English learning facilities need to be equipped.
3	Dr. C	Lecturer	X University	- English is very important for Travel Bureau students to work in the tourism industry. - Students need to have better English skills than the average English language skills of Indonesian society. - There needs to be a special English language learning program for students majoring in Travel Bureau.
4	Dr. D	Lecturer	X University	- Good English language skills are one of the main competencies that must be possessed by professionals in the tourism sector. - Travel Bureau students need to be equipped with adequate English language skills to face the demands of work in the tourism industry. - There needs to be cooperation between universities and the tourism industry in developing effective English language learning programs.
5	Dr. E	Lecturer	X University	- English is an international language that is widely used in the tourism industry. - Travel Bureau students need to have sufficient English skills to communicate with foreign tourists. - English learning methods need to place more emphasis on conversational practice.
6	Mr. X	Manager	PT. Y	- Employees in the tourism sector need to have good English skills to serve foreign tourists. - Good English skills can increase career opportunities in the tourism industry. - There needs to be English language training for employees in the tourism sector.
7	Mrs. Y	Tour guide	PT. Z	-English language skills are very important for tour guides to explain information to foreign tourists. - There needs to be special English language training for tour guides.
8	Mr. A	Hotel manager	Hotel B	- Hotel staff need to have good English skills to communicate with hotel guests. - Good English skills can improve the quality of hotel services. - There needs to be an English language learning program for hotel staff.
9	Mr. W	Tour guide	PT. S	Good English skills can increase career opportunities in the tourism industry. - There needs to be English language training for employees in the tourism sector.
10	Mrs. B	Travel agent	Travel C	- Travel agents need to have good English skills to communicate with clients and business partners. - Good English skills can increase travel agent business turnover. - There needs to be English language training for travel agents.
11	Mr. C	Restaurant manager	Restaurant D	- Restaurant staff need to have good English skills to serve foreign customers. - Good English skills can increase customer satisfaction and restaurant image. - There needs to be an English learning program for restaurant staff.
12	Dr. F	Lecturer	X University	- Travel Bureau students need to have good English skills to communicate with foreign tourists, read lecture materials in English, and write reports in English. - The English learning curriculum needs to focus more on developing the four English language skills (speaking, listening, reading, writing). - English learning methods need to place more emphasis on using English in real contexts.
13	Dr. G	Lecturer	X University	- Students majoring in Travel Bureau need to have adequate English language skills to work in various sectors of the tourism industry, such as hotels, restaurants, travel agents, and tourist attractions. - The quality of English lecturers needs to be improved by attending training and seminars. - English learning facilities need to be equipped with up-to-date books, audio, and videos.
14	Dr. H	Lecturer	X University	- English is very important for students majoring in Travel Bureau to compete in the era of globalization. - Students need to have better English skills than the average English language skills of Indonesian society. - There needs to be a continuous and structured English language learning program for students majoring in Travel Bureau.
15	Dr. I	Lecturer	X University	-Good English language skills are one of the keys to success in the tourism industry. - Travel Bureau students need to be equipped with adequate English language skills to successfully face the demands of work in the tourism industry

The tourism industry is one of the important sectors that contributes to Indonesia's economic growth. In this era of globalization, English language skills are becoming increasingly important for professionals in the tourism sector, especially for students majoring in Travel Bureau. Research shows that the need for English among Travel Bureau students is very high. Therefore, it is necessary to develop an English language curriculum that is more focused on the needs of the tourism industry. Students need to be trained to speak English fluently and confidently in various situations, such as when welcoming guests, providing information, and answering questions. Students need to be trained to understand English conversations well, both orally and in writing. Students need to be trained to read English texts fluently and understand their meaning. English learning materials need to be filled with examples and contexts that are relevant to the tourism industry. This can help students understand how English is used in practice in the field. English language skills need to be integrated with other courses in the Travel Bureau major. This can help students apply English in various work contexts. The English Conversation for Tourism course focuses on English conversation training in various situations often faced by professionals in the tourism sector, such as when welcoming guests, providing information, and answering questions. The Tourism Text Reading course focuses on training in reading English texts related to the tourism industry, such as tourist brochures, tourist websites, and news articles about tourism. The Business English for Tourism course focuses on business English training needed by professionals in the tourism sector, such as writing business emails, making presentations, and conducting negotiations. Simulations can be used to train students to speak English in various situations that are often faced by professionals in the tourism sector. The project can be used to train students to read and write English texts related to the tourism industry. Role-playing can be used to train students to apply English in various work contexts. Developing an English curriculum that focuses more on the needs of the tourism industry is very important to prepare

students majoring in Travel Bureau to be able to compete in the world of work. A well-designed curriculum can help students improve their English and gain the skills needed to work in various sectors of the tourism industry.<sup>8-12</sup>

Traditional learning methods that emphasize grammar and theory often make Travel Bureau students feel bored and uninterested in learning English. This can cause a lack of motivation and suboptimal learning results. To overcome this problem, it is necessary to apply English learning methods that are more communicative and interactive. Communicative and interactive learning methods focus on the use of English in real contexts. Students are encouraged to communicate with each other and with teachers in English, so they can practice their English skills directly. This method also emphasizes interaction and collaboration between students, so that they can learn from each other and help each other. In role plays, students act out various situations that might occur in the world of tourism, such as helping foreign tourists book hotel rooms, providing information about tourist attractions, or solving problems faced by foreign tourists. In class discussions, students discuss various topics relevant to the world of tourism, such as culture, history or economics. In debate, students are divided into two groups and debate on a topic related to the world of tourism. In presentations, students present the results of their research or projects on a topic related to the world of tourism. In the simulation, students are invited to simulate situations that might occur in the world of tourism, such as working in a travel agent, being a tour guide, or serving hotel guests. Technology and simulations can help students learn English more fun and effectively. Videos can be used to introduce culture and tourist attractions in various countries. Students can watch videos and then discuss what they see and hear. Audio can be used to train students' listening skills. Students can listen to English conversations and then answer questions about the conversation. English software can be used to help students learn grammar, vocabulary, and pronunciation. Virtual reality can be used to create immersive learning environments. Students can use

virtual reality headsets to explore tourist attractions and interact with foreigners in English. Communicative and interactive English learning methods can help Travel Bureau students learn English more fun and effectively. The use of technology and simulations can help students learn English more interestingly and realistically. By applying these methods, it is hoped that students can improve their English skills and become professionals who are ready to work in the global world of tourism.<sup>13-15</sup>

Increasing motivation to learn English for students majoring in Travel Bureau can be done with several strategies, one of which is by giving them an understanding of the importance of English in the world of tourism. Hold seminars or workshops that present tourism industry practitioners, where in these seminars or workshops, practitioners can share their experiences about how English helps them in their work. They can also provide tips and strategies for learning English effectively. Show videos or documentaries about the benefits of learning English, where videos or documentaries can provide a clearer picture of how English is used in the world of tourism. Students can see how people who work in the tourism sector use English to communicate with tourists, complete their work, and build good relationships with colleagues. Create posters or infographics containing information about the benefits of learning English. Posters or infographics can be installed in strategic places on campus, such as classrooms, libraries, and dormitories. This poster or infographic must contain information that is interesting and easy for students to understand. Providing opportunities for students to use English in real contexts is an effective way to increase their motivation. Student exchange programs allow students to learn English in another country and use it in everyday life. Extracurricular activities that use English, such as English conversation clubs, English theater societies, and English debate clubs, can provide opportunities for students to use English in a fun and interactive way. Class assignments that require students to use English, such as presentations, debates, and essay writing, can help them develop their English skills and increase their confidence in using English. University X collaborates

with travel agents to hold an internship program for students majoring in Travel Bureau. In this program, students will be placed in travel agents and work with employees who use English to communicate with tourists. Lecturers in the Travel Bureau department created a blog containing tips and strategies for learning English. This blog can be accessed by students online and they can use these tips and strategies to improve their English skills. Travel Bureau students create an online community to learn English together. In this online community, they can help each other and practice using English. Increasing motivation to learn English for students majoring in Travel Bureau is important to prepare them to face the competitive world of work. By giving them an understanding of the importance of English in the world of tourism and by providing opportunities for them to use English in real contexts, universities can help students improve their English skills and achieve success in the future.<sup>16,17</sup>

The tourism industry is an important sector in the Indonesian economy. English language skills are an essential skill for professionals in this field, especially for students majoring in Travel Bureau. Research shows that students majoring in Travel Bureau generally have a low level of English proficiency. This can be caused by various factors, such as lack of study time, ineffective learning methods, and lack of motivation. One solution to overcome this problem is to collaborate between universities and the tourism industry. This collaboration can be carried out through various programs, such as internship programs, seminars and English language training. The internship program allows students to gain work experience in the tourism industry and apply their English skills in real contexts. University X collaborates with PT. Y, a well-known travel agent company, for a 3 month internship program. Students majoring in Travel Bureau at University X can take part in this internship program and work in various departments at PT. Y, such as reservations, ticketing and customer service. These internship activities are useful in improving students' English skills in the context of work in the tourism industry, providing valuable work experience for students and helping

students build professional networks in the tourism industry. Seminars can be a forum for the tourism industry to share their knowledge and experience about English language needs in the field. University X held a seminar with the theme "The Need for English in the Tourism Industry". Speakers from the tourism industry, such as hotels, restaurants and travel agents, were invited to share their experiences about the need for English for employees in the tourism sector. The benefits of this activity are increasing students' understanding of the need for English in the tourism industry, providing information to students about the latest trends in the tourism industry and helping students prepare for careers in the tourism sector. English language training can be specifically designed to meet the English language needs of Travel Bureau students. X University collaborates with well-known English language training institutions to conduct special English language training for students majoring in Travel Bureau. This training will focus on English skills needed in the field, such as speaking, listening, and reading. Collaboration between universities and the tourism industry can be an effective solution to improve the English language skills of students majoring in Travel Bureau. Internship programs, seminars, and English language training are just a few examples of the forms of collaboration that can be carried out. By working closely, universities and the tourism industry can help students better prepare for careers in the dynamic and global field of tourism.<sup>18-20</sup>

#### 4. Conclusion

The findings of this research indicate that there needs to be an improvement in the quality of English language learning for students majoring in Travel Bureau. This can be done by developing a curriculum that is more focused on the needs of the tourism industry, using learning methods that are more communicative and interactive, and improving the quality of English lecturers.

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