

**COMMUNICATIVE NEEDS IN THE ENGLISH LANGUAGE
OF FRONT OFFICE PERSONNEL OF HOTELS AND RESORTS**

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ABSTRAK

Penggunaan bahasa Inggeris di dalam sektor perkhidmatan terutamanya di dalam industri perhotelan sudah sememangnya selari dalam arus globalisasi masa kini. Sesungguhnya cara penggunaan bahasa Inggeris di dalam industri perhotelan telah lama diperkenalkan dan diamalkan secara menyeluruh di seluruh dunia. Namun begitu, cara penggunaan bahasa Inggeris khususnya untuk industri perhotelan ini di anggap baru untuk pelajar Politeknik Johor Bahru khususnya pelajar Pengurusan Hotel. Kajian ini akan mengambilkira jenis-jenis aktiviti komunikasi yang dilakukan sewaktu bekerja untuk mengenalpasti kepentingannya kepada pelajar dan juga ke arah pembentukan sukatan pelajaran yang lebih berkesan. Kajian dilakukan melalui pengedaran borang soal selidik, pemerhatian di tempat kajian dan juga dengan menemuramah responden yang terpilih. Analisis kajian telah dapat mengenalpasti jenis-jenis aktiviti komunikasi yang penting yang tidak terdapat di dalam sukatan pelajaran kursus 'English for Commercial Purposes'. Dari hasil kajian ini, cadangan-cadangan untuk memperbaiki lagi sukatan pelajaran dapat dilaksanakan untuk kebaikan pelajar dan juga dapat melahirkan pelajar yang lebih cemerlang.

ABSTRACT

The application of English Language in the service industry specifically in hotel industry has been synonymous and well acknowledged globally. The application for this particular industry has been formulated and practically has been implemented to cater to their specific needs. This Language for Specific Purpose (LSP) is rather new to the student of Hotel Catering in Johor Bahru Polytechnic (PJB). This study presents the findings of an in-depth survey to identify the occupational needs of the students. The different types of communicative activities at the hotels/resort are gauged by using questionnaires, on-the-job observations and interviews. The data gathered through questionnaires from the staff of the hotels/resorts of various rankings and designations that focus on type of communicative activities, parties involved in communicative activities and problem encountered in executing communicative activities. On-the-job observation provides the opportunity to verify the execution of communicative activities while data from the interview will probe further on the problems and ways of rectifying the problem. The research revealed that there are additional communicative activities that should be included in the English for Commercial Purposes course. Therefore, suggestions and recommendations are provided to help improve the syllabus of the course to meet not only the academic requirement but also to equip student for their occupational environment.