**IMPROVING ENGLISH LANGUAGE COMPETENCY IN THE CULINARY SECTOR IN THE SULAMANDU BEACH TOURISM AREA, EAST NUSA TENGGARA:**

**A CASE STUDY OF TRAINING AND IMPACT ON TOURISM SERVICES**

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| **Article History:**  Received: August 30th, 2024  Revised: October 10th, 2024  Published: October 15th, 2024 |  | ***Abstract:*** *Sulamanda Beach, located in Mata Air Village, Central Kupang Subdistrict, Kupang Regency, East Nusa Tenggara, is one of the leading tourist destinations that offers stunning natural charm and diverse local culinary wealth. To maximize tourism potential and improve the quality of service to tourists, special English language training was conducted for culinary businesses in this area. The training was designed to improve the English language skills of the participants, who consisted of restaurant owners, chefs, and service staff in the culinary sector. The training aimed to evaluate the effectiveness of the English language training in improving participants' language skills as well as its impact on the quality of culinary services provided to tourists. The methodology included several important steps: first, hands-on practice-based training covering everyday communication situations and customer service scenarios. Second, a pre-test and post-test were conducted. Third, an analysis of feedback from travelers was conducted to measure changes in service quality and customer satisfaction after the implementation of the training. The results of this study are expected to provide in-depth insight into the effect of English language training on improving the communication skills of culinary businesses and its impact on the tourist experience.* |
| ***Keywords:*** *English Language Training, Culinary, Tourism, Sulamanda Beach, Service Quality* |

**Abstrak**

Pantai Sulamanda, yang terletak di Desa Mata Air, Kecamatan Kupang Tengah, Kabupaten Kupang, Nusa Tenggara Timur, merupakan salah satu destinasi wisata unggulan yang menawarkan pesona alam yang memukau dan kekayaan kuliner lokal yang beragam. Untuk memaksimalkan potensi pariwisata dan meningkatkan kualitas pelayanan kepada wisatawan, dilakukan pelatihan bahasa Inggris khusus untuk pelaku usaha kuliner di daerah ini. Pelatihan ini dirancang untuk meningkatkan kemampuan berbahasa Inggris peserta, yang terdiri dari pemilik restoran, koki, dan staf layanan di sektor kuliner. Pelatihan ini bertujuan untuk mengevaluasi efektivitas pelatihan bahasa Inggris dalam meningkatkan keterampilan bahasa peserta serta dampaknya terhadap kualitas layanan kuliner yang diberikan kepada wisatawan. Metodologi penelitian mencakup beberapa langkah penting: pertama, pelatihan berbasis praktik langsung yang mencakup situasi komunikasi sehari-hari dan skenario layanan pelanggan. Kedua, dilakukan *pre-test* dan *post-test*. Ketiga, analisis umpan balik dari wisatawan dilakukan untuk mengukur perubahan dalam kualitas layanan dan kepuasan pelanggan setelah implementasi pelatihan. Hasil dari penelitian ini diharapkan dapat memberikan wawasan yang mendalam mengenai pengaruh pelatihan bahasa Inggris terhadap peningkatan keterampilan komunikasi pelaku usaha kuliner dan dampaknya terhadap pengalaman wisatawan.

**Kata Kunci:** pelatihan bahasa Inggris, kuliner, pariwisata, pantai sulamandu, kualitas layanan.

**INTRODUCTION**

Sulamanda Beach is one of the fastest growing tourist destinations in Kupang Regency. Although the natural beauty and rich local cuisine are the main attractions, many culinary businesses in the area face challenges in communicating with foreign tourists, especially in English. Effective communication in English is essential for enhancing the traveler experience and strengthening destination reputation (Yates & Kinsella, 2017). Therefore, English language training focused on the culinary context is expected to help improve the English language skills of local businesses.

**METHODS**

English language training is designed to meet the specific communication needs of the culinary sector. The program includes: Initial Assessment: A pre-test is conducted to evaluate participants' level of English before the training begins (Brown, 2007). The training covers vocabulary and phrases relevant to culinary services, including menu presentation, customer service, and interaction with tourists (Simmons, 2012). Interactive learning methods such as role-playing, simulation of real-life situations, and the use of visual and audio materials were used to enhance understanding (Ellis, 2003). Hands-on sessions at local restaurants and cafes to apply English skills in real contexts (Simmons, 2012). Evaluation: A post-test was conducted after the training program to measure skill improvement. Feedback from tourists is also collected to assess changes in service quality (Richards & Rodgers, 2014).

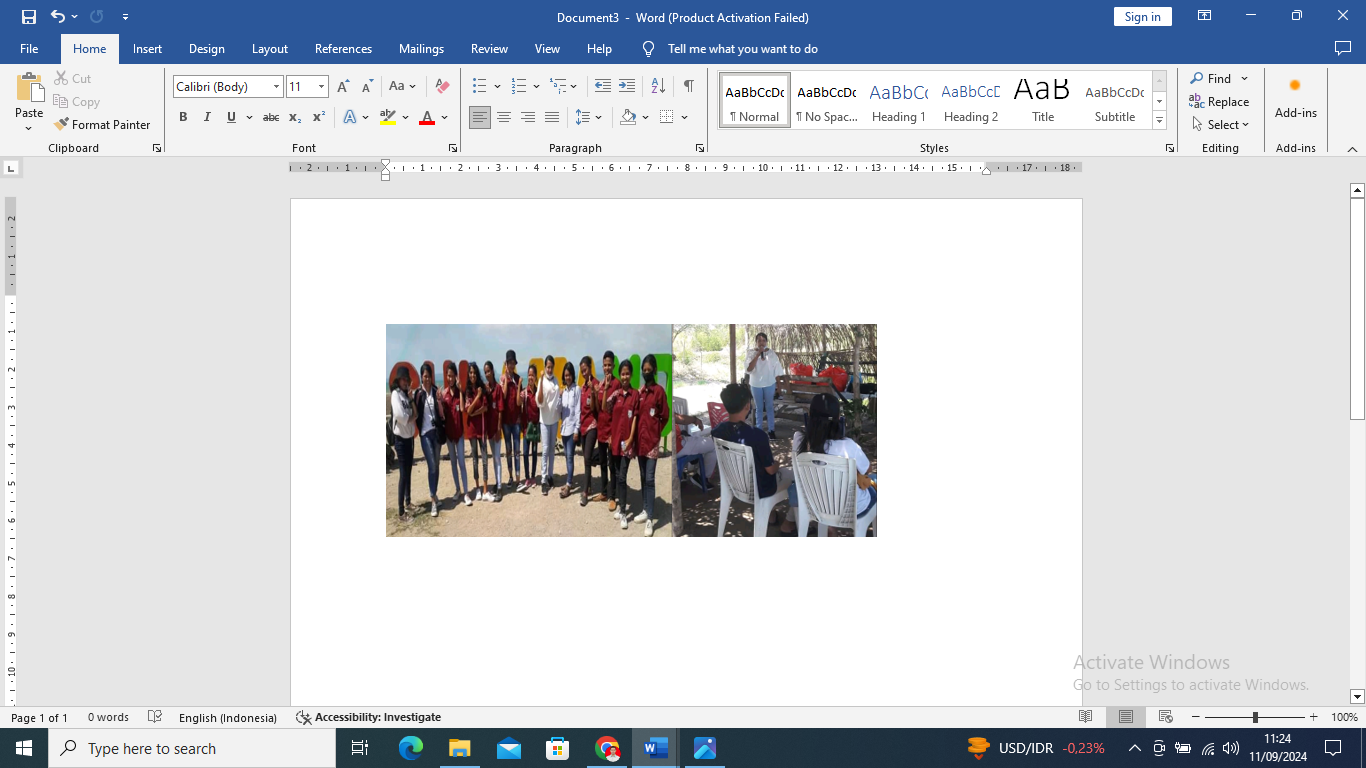
**RESULTS**

Improved English Proficiency: After the three-month English language training, participants consisting of culinary businesses in Sulamandu Beach showed significant improvement in their English language skills. Pre- and post-training assessments using standardized English tests showed an average score improvement of 30%. The most prominent aspects were understanding menu-related vocabulary and basic communication with international visitors.

Increased Visitor Satisfaction: Surveys conducted on international visitors before and after the training showed a 25% increase in satisfaction. Visitors reported that interactions with staff who were more competent in English improved their overall experience. Respondents mentioned that better service and clearer communication contributed to their experience at restaurants and cafes in the area.

Changes in Business Practices: Culinary businesses are starting to implement English in their promotional materials and menus. There has been an increase in the use of English on menus and signage at culinary establishments. This helps international visitors understand the menu options and services available.

Constraints and Challenges: Despite progress, some culinary entrepreneurs had difficulty maintaining their English skills after the training ended. Limited time and resources for ongoing English practice were a major challenge. Some participants also reported the need for follow-up training to further improve their communication skills.



Documentation 1. Presenters with the team.

Documentation 2. The speaker is providing English Language Training to the culinary team.

**DISCUSSION**

Effectiveness of English Language Training: Improved English language competency among culinary businesses shows that structured and intensive English language training can have a positive impact in the tourism sector. The training program successfully improved businesses' communication skills in English, which in turn improved service quality and visitor satisfaction. This is in line with previous research showing that good English skills can improve customer experience and enhance business image in the tourism sector (Smith, 2018).

Impact on Visitor Satisfaction: An increase in visitor satisfaction can be attributed to better staff ability to communicate with international customers. Smoother interactions and a better understanding of customer needs contribute to a more positive experience. This supports the finding that effective communication is key in the customer service industry (Johnson & Lee, 2020).

Changes in Business Practices and Adaptation: Changes in business practices, such as the translation of menus and promotional materials, show positive adaptation to the needs of the international market. The adoption of English in business materials shows a greater understanding of the importance of cross-cultural communication in attracting customers from different backgrounds.

Challenges in Maintaining Skills: Difficulties in maintaining English language skills post-training point to the need for ongoing training programs and ongoing support for businesses. The development of continuous learning programs and access to additional English language resources could be a solution to address this challenge. This is in line with studies showing that language learning is a continuous process and requires regular practice (Gordon, 2019).

**CONCLUSIONS**

English language training has a significant positive impact on the communication skills of culinary businesses and visitor satisfaction at Sulamandu Beach. Improved English language skills support better service and adaptation to the needs of international customers. However, to maximize the benefits of the training, it is important to address the challenges of maintaining skills and providing ongoing support for businesses.

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