

# Development of Arabic Speaking Teaching Materials based on Tourism Anthropology: A Validator's Assessment

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**Abstracts:** All Arabic Language and Literature departments of State Islamic Universities do not offer a particular curriculum that is based on anthropology for students with special needs. Due to this circumstance, the development of Arabic for Occupational Purposes (AOP) content lags significantly behind that of English for Occupational Purposes (EOP) material in terms of speaking skills improvement with local themes and Indonesian cultural wisdom. This study intends to create teaching resources for Arabic that are based on anthropology and include a tourism theme, such as historical tourism, nature tourism, maritime tourism, culinary tourism, religious tourism, local product tourism, and cultural heritage tourism. The Dick and Carry Research and Development paradigm, which has five stages—analysis, design, development, implementation, and evaluation—is used in this research methodology. Observations in the field and documentation are used as data collection techniques have implications for the presence of Arabic books that are validated and in accordance with the needs of students so that this book is feasible to be applied in improving Arabic speaking proficiency.

**Keywords:** Teaching materials, Speaking Arabic, Tourism anthropology.

## 1. INTRODUCTION

In anthropological research, people look at society's cultural facets as assets in the tourism industry (Lehmann, 2022). The study of anthropology and tourism is becoming more and more intriguing because these two scientific fields share ideas and beliefs on the preservation of human products as tangible and intangible cultural heritage (Zhang & Wang, 2022). The significance of anthropological studies is because they are concerned with humans and all human-produced items in society, including those with social, cultural, linguistic, and humanistic components (Napitu et al., 2022). In order to emphasize and explain variations across human groups in terms of material culture, social behavior, language, philosophy on life, and the range of items created, anthropology also uses cross-cultural studies. and developed by humans (Salazar, 2022).

The variety of products produced by humans today has become an object that can attract tourism. This is evidenced by the birth of anthropological exploration in the form of nature tourism, culinary tourism, religious tourism, nature tourism, marine tourism, etc. (Suryandari & Rahmawati, 2022). N.H. Graburn through his work *Tourism Anthropology* said that the role of anthropology is becoming increasingly important because the development of tourism has produced quite complex sociocultural implications (Bennett-Cook, 2022). Therefore anthropological studies in the field of tourism are expected to play a role in the development of tourism that is beneficial and has a positive impact on the social and cultural life of the community such as revitalization, cultural preservation, and maintaining language (Lonardi & Unterpertinger, 2022). The wrong function of language in the field of tourism anthropology according to Salimando is to change people from potential to actual clients through verbal descriptions and visual elements (Salimando, 2015).

Now, tourism has become an industrial commodity in both developed and developing countries. Tourism is able to open employment opportunities and grow various sources of community income in various fields, including the field of education (Gelter et al., 2022). Indonesia has a diverse, valuable, and interesting culture and social system. With the potential for very rich natural resources, several regions have developed opportunities in the field of tourism based on local culture. As a tropical country, Indonesia is recorded to have exotic flora and fauna, has 11,000 islands, 750 tribes, and has regional languages (Brandon & Brandon, 2020). This makes Indonesia a tourist

destination country. Seeing this potential, the government has also developed the tourism sector by introducing a variety of local tourism potentials to introduce Indonesia to the outside world.

Indonesia's tourism position in 2022 is 32nd out of 117 nations, according to the Travel and Tourism Competitiveness Index (TTCI) (Padmodihardjo, 2022). In terms of its natural, cultural, linguistic, and human resources, this phenomenon makes Indonesia a country with highly promising potential for tourist growth (Agustin et al., 2022). According to the International Visitor Arrivals Statistics, there were 1,557,530 tourists in Indonesia in 2021, 4,052,923 in 2020 (during the pandemic era), and 16,106,954 in 2019. According to newly available national statistics data, the number of tourists from the Middle East increased from about 1,692,348 to 2,609,473 (Statistics, 2021). Development of the tourism business must therefore accommodate the needs of travelers, geographical factors, and the industry as a whole tourism potential so that tourism provides economic benefits to maintain cultural integrity for local communities (Mateoc-Sirb et al., 2022).

In fact, efforts to develop tourism anthropology based on local wisdom in Indonesia are still experiencing problems, so serious attention is needed to improve the tourism service sector which is supported by human resources and natural resource revitalization. In the education sector, for example, there are not many Arabic materials and books that introduce a variety of Indonesian tours to Middle Eastern countries. Likewise in the service sector, Arab tourist guides in Indonesia are still lacking, while the number of tourists from the Middle East coming to Indonesia continues to increase from year to year.

The above phenomenon is an opportunity and a challenge for tertiary institutions and Arabic Language and Literature departments to be able to explore and elaborate in order to develop Arabic language teaching for special needs including in the field of tourism anthropology so that these materials are closer to the human senses, easy to find, can be visited in person, and is familiar in students' memories because it is directly related to cultural diversity and Indonesian tourism which needs to be promoted in Arabic (Basir & Rusydi, 2021).

Based on observations in the field, it shows that the phenomenon of opportunities for developing anthropology-based Arabic with tourism themes at State Islamic Universities is still experiencing quite serious obstacles. These obstacles can be seen in the unpreparedness of universities in designing Arabic curricula for special purposes, this obstacle is also exacerbated by the lack of educational books and Arabic language teaching materials for tourism. This certainly has an impact on the ineffectiveness of the process of learning Arabic for tourism in general and increasing proficiency in speaking Arabic in particular.

Textbooks used as teaching aids are crucial to the teaching and learning process. The majority of instructional resources used in teaching and learning activities are textbooks (Wang & Hemchua, 2022). To put it another way, textbooks are helpful for presenting course material. It is important to have educational resources available because they can assist students in refining their own thinking skills (Kukulska-Hulme et al., 2022; Winder et al., 2022). Without books like texts, students would struggle to learn both in class and on their own. Therefore, you might conclude that the book serves as the main resource for students from elementary school through graduate school (Alshaye & Aldhefeiri, 2021). According to Aripov, effective instructional materials include the following qualities: of ten criteria, namely: 1) Generating interest in reading. 2) Written and designed according to the psychological conditions of students,

3) Explaining instructional objectives and in accordance with the curriculum, 4) Arranged based on flexible learning patterns, 5) Material structure based on student needs, ranging from easy to difficult, in accordance with the final competencies to be achieved, 6) Providing opportunities for students to practice and explain how to learn teaching materials. 7) Accommodating student difficulties, 8) Providing summaries, 9) Communicative and semi-formal writing style with formal language that is easy to understand, and 10) The density of the material is in accordance with the skills you want to develop (Aripov, 2022; Lee et al., 2015).

Anis in his research on the Arabic Language for Tourism provides information that Arabic language teaching materials in the field of tourism based on hybrid/ blended learning have been developed only in two segments,

namely on aspects of grammar and aspects of discourse for reading proficiency, so it needs to be further developed on language skills. others (Anis, 2019). Mansor in his research also concluded that Arabic for special needs in the field of tourism is still limited to analyzing linguistic discourse in 333 tourism advertisement items, so it is important to develop tourism themes about Indonesia's diversity and diversity (Salman, Idris Mansor, 2021). Fatma Y. Al-Busaidi also mentioned in her research that the challenges faced by the Arabic language program were also caused by the lack of a systematic approach to the integration of local cultures with Arabic themes, to increase language proficiency. Not a few Arabic teaching materials use vocabulary that has Middle Eastern nuances, even though this vocabulary has never been seen and is difficult to find directly in Indonesia (Al-Busaidi, 2015). This means that integrating teaching materials with local culture and themes is important to do to make it easier to learn Arabic materials that are in accordance with the needs of the time and age.

The State Islamic University of Maulana Malik Ibrahim Malang Indonesia's Arabic teaching materials for tourism, or *al-Arabiya li shiyahah*, are lagging far behind when compared to English for Occupational Purposes (EOP), according to the results of direct observation. Even the Department of English Education and English Literature now offers this content as a required course (Misran, 2019). The Arabic content for people with disabilities, however, has not been particularly created as a separate subject that focuses more on subjects based on Indonesian tourism anthropology.

The stigma that Arabic is more commonly associated with the "Language of Worship and Language of Religion" (Wargadinata & Maimunah, 2021) may be the cause of this reality, hence it seems sensible that those who study Arabic language and literature would feel this way. have not shown their seriousness in presenting Arabic material for special tourism needs, even if there is one. the content of the material is mostly for trips to middle eastern countries, such as *al-Arabiya li Safar*, while the Arabic language material that elevates Indonesian tourism and local potential is still very little. Arabic teaching materials for tourism related to speaking skills are also rare. Even though this proficiency is one of the ultimate goals of learning any language (Cholifah & Akmalia, 2021). Proficiency in speaking Arabic is also the most basic language skill that must be mastered and is seen as one of the most complex and challenging materials in language learning for non-native speakers.

The importance of this research is to develop Arabic conversation teaching materials which contain a number of Tourism Anthropology materials with seven themes namely; (1) historical tourism, (2) natural tourism, (3) marine tourism, (4) culinary tourism, (5) religious tourism, (6) local product tourism, and (7) cultural heritage tourism. The seven materials in full present a number of vocabularies, dialogues, exercises, and independent assignments. Thus the purpose of this study is to find out and describe the results of the validation of experts on teaching material products to speak Arabic before being implemented so that the teaching material meets the requirements as a standardized book that can be used by academics and students to improve their speaking skills based on the theme of tourism anthropology.

## **2. METHODS**

This research uses development research methods. Development is adapted from Dick and Carry with the ADDIE model which consists of five stages; analysis, design, development, implementation, and evaluation, (Gustiani, 2019; Wibawa et al., 2016).

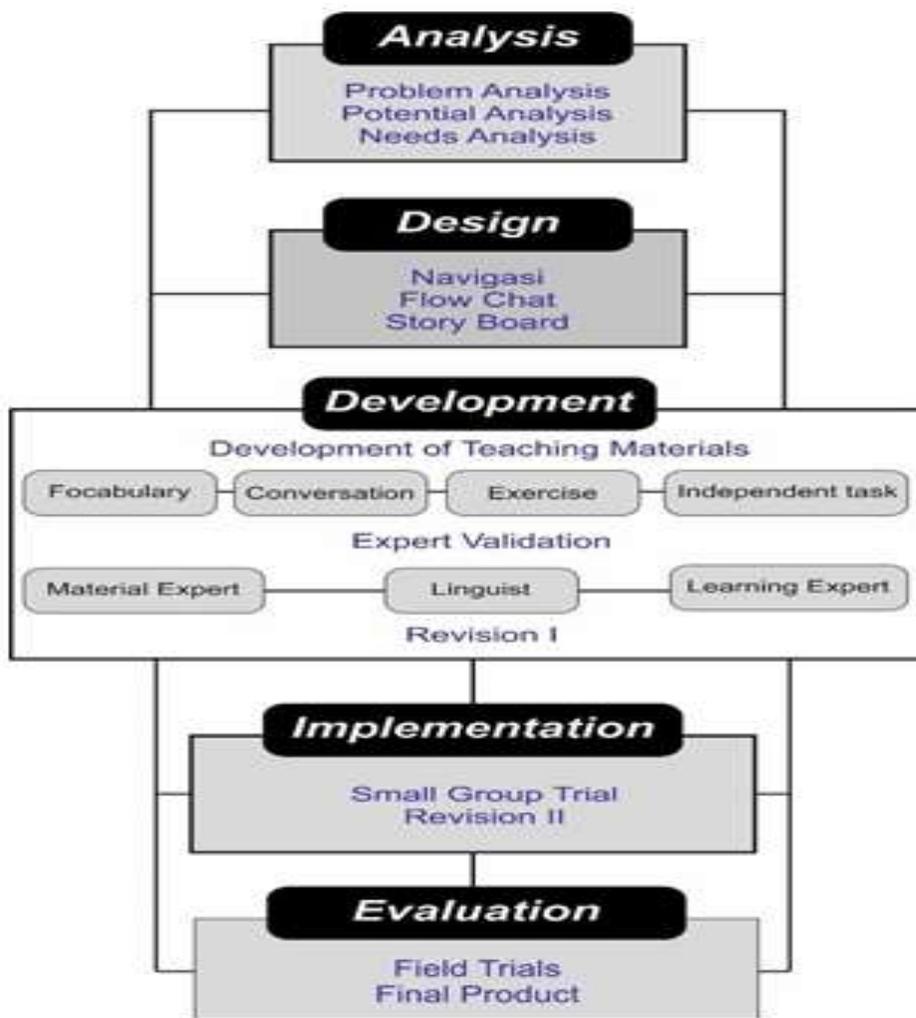


Figure: 1

This research was conducted at the State Islamic University of Maulana Malik Ibrahim Malang, Indonesia. The reason for choosing this location is because of three things; 1) this university has developed an independent learning curriculum that is oriented towards developing Arabic language teaching materials for special needs in the field of tourism, 2) Anthropology-based language Teaching Materials for Tourism are urgently needed in learning Arabic language and literature 3) Anthropology-based Arabic speaking materials and local culture is not widely available, 4) The location is very relevant to the object of research, making it easier for researchers to obtain research data.

The data sources were experts consisting of 2 language validators, 2 material validators, and 2 textbook design validators. Data collection methods are carried out in three ways, namely; 1) Reflective field notes to identify tourism anthropological themes that will be developed in Arabic narratives. 2) Documentation to document tourism anthropology objects, in the form of images, locations, distances, and sites, and 3) Questionnaires, containing questions and statements filled out by experts to obtain information on the validity of the teaching materials developed.

Technical data analysis is carried out by calculating the stability coefficient by experimenting, with the following formula:

All inquiry items

P = Average

X = Number of answer for all question

$$P = \frac{\sum X}{\sum Xi} \times 100$$

Xi = Number of people in sample

100% = Stability

**Tabel 1.** Product Quality Assessment.

No	Persentase	Keterangan
1	90-100 %	Very Good
2	75-89 %	Good
3	65-74 %	Enough
4	55-64 %	Less
5	< 54 %	Very Less

### 3. RESEARCH RESULTS AND DISCUSSION

#### 1. Results of the Validity of Teaching Materials for Speaking Arabic based on Tourism Anthropology

**Table 2.** Opinion of Experts on the Contents of the Book Arabic for Tourism.

Assessment Results		Degrees	Criteria/Question	Assessment Items
Yield	Average			
Baik	80 %	5	The teaching materials are in accordance with anthropological themes	The contents of the teaching materials
		4	Suitable for undergraduate education students	
		4	Anthropology-based Arabic material makes it easy to communicate	
		4	Teaching materials start from easy to difficult	
		5	Materials related to the curriculum of the Department of Arabic Language and Literature	
		4	The accuracy of selecting samples	
		4	Accuracy of selecting exercises	

Table 1 above shows the answers of the experts regarding the proportionality of the material to Anthropological themes with a score of 5, questions about the appropriateness of the material, appropriate and applicable to the undergraduate level (S-1) with a score of 4, content explanation of the material with a score of 4, the gradation of educational material from easy to difficult is answered with a score of 4, the relationship between the educational material and the curriculum for the Arabic Language and Literature Department with a score of 5. Thus, the contents of Arabic books for anthropology have an average value of 80% with a good degree.

**Table 3.** Opinion of Language Experts on Book Structure.

Assessment Results			Criteria/Question	Assessment Items
Yield	Average	Degrees		
Good	85%	4	Textbooks are presented in the language available to students and appropriate to their level of language and structure	Language and structure
		4	The correct choice of the word or term	
		5	Linguistic structure and style not create confusion or ambiguity	
		4	Use of Arabic standard	

Table 3 above shows the results that the linguists' responses to textbook structures are presented in language that is easily understood by students according to their level, with a score of 4, the accuracy of having words and terms with a score of 4, the structure and style of language are not ambiguous with a score of 5 and the use of language is in accordance with the standard rules of fushah Arabic, so that overall the average score of the book structure from the aspect of language is 85% with a good degree.

**Table 4.** Opinion of Experts on Textbook Test Forms.

Assessment Results			Criteria/Question	Assessment Items
Yield	Average	Degrees		
Very Good	100%	5	The textbook includes a test according to the material studied in the form of the test	Test form
		5	The tests are varied and interesting	

Table 4 above shows the results that the expert's response to the form of the test in Arabic books for tourism corresponds to the material studied, with a score of 5, while the forms of the test are arranged in a variety and interesting manner with a score of 5, so it can be concluded that the evaluation model in textbooks obtains the average value of 100 with very good degrees.

**Table 5.** Opinion of Experts on the Rules and Forms of Arabic Writing on the Material.

Assessment Results			Criteria/Question	Assessment Items
Yield	Average	Degrees		
Sangat Baik	93%	5	Pay attention to basic spelling rules in writing, such as madd, washl and fashl letters, hamzah, etc	Forms of Arabic writing
		4	Pay attention to punctuation and other characteristics of Arabic writing, such as commas, periods, question marks, etc	
		5	Fonts are clear to read and the size is suitable	

Table 5 above shows the results of the expert's response to the form of writing in Arabic books for tourism, according to the basic rules of spelling-*imla'* with a score of 5, punctuation according to the characteristics and characteristics of Arabic writing with a score of 4, and the font used is clear, easy to read with a proportional size, with a score of 5. Thus, the results of the expert assessment on aspects of the form of Arabic writing, are at a very good degree with a score of 93%.

**Table 6.** Expert Opinion on Page and Cover Presentation.

Assessment Results			Criteria/Question	Assessment Items
Yield	Average	Degrees		
Very Good	87%	4	Writing book titles with clear and appropriate calligraphy with graphic design Page Presentation and Cover	Assessment Items cover
		5	Choose the color used on the cover page, comfortable, pleasing to the eye and not eye strain	
		4	Choose the right image on pages and covers	

Table 6 above shows the results of the expert's response to the presentation of pages and covers as follows: first, writing the title of the book in calligraphy, clear and in accordance with the graphic design, with a score of 4, second, choosing the color of the cover is comfortable, pleasing to the eye and not straining the eyes with a score of 5, third, the selection of images on the cover and each page according to the title and theme of the page, with a score of 4. Thus, the display of Arabic book covers and pages for tourism is at a good level.

**Table 7.** Opinion of Experts on the Presentation of Text and Images in Textbooks.

Assessment Results			Criteria/Question	Assessment Items
Yield	Average	Degrees		
Very Good	100%	5	Display the title with clear and various fonts so that students can pay attention and follow it Presentation of text and images	Presentation of text and images
		5	Appearance Text is attractive, encouraging people to learn Arabic	
		5	Selecting a suitable image for the unit or subject	

Table 7 above shows the results that the expert's responses regarding the presentation of text and images in the display aspect of the title, text and images in each unit and subject are at a good level.

**Table 8.** Opinion of Experts on the Use of Textbooks.

Assessment Results			Criteria/Question	Assessment Items
Yield	Average	Degrees		
Very good	100%	5	Clarity of instructions for using textbooks Use of textbooks	Use of Textbooks
		5	Ease of use of the textbook	

The results of the study are shown in Table 8, First, answer clarity instructions on the use of textbooks, the expert answered with a score of 5 (strongly agree). Second, the ease of use of textbooks is also considered very good with a score of 5, thus the use of textbooks is at a very good degree.

**Table 9.** Expert Opinion on all Textbook Components.

Assessment Results			Criteria/Question	Assessment Items
Yield	Average	Degrees		
Sangat Baik	92%	5	Entire introduction All textbook components	All textbook components
		4	All user manuals	
		5	All learning objectives	
		5	The entire material organization or content	
		4	All practice questions and tests	

Table 9 displays the study's findings. The expert first awards a score of 5 for finishing the introduction. The user guide came in second with a score of 4. The learning objectives' thoroughness received a score of 5 (Strongly Agree) in the third category. Fourth, the expert gives a score of 5 (Strongly Agree) in agreement with the content's overall structure. Fifth, the expert gives the presentation of practice questions and tests a score of 4 (agree), indicating that they are acceptable. The researcher concluded that a very high percentage of all textbook components met the requirements of instructional materials.

According to experts, Arabic travel novels that are focused on anthropological topics must pay attention to the range of teaching materials that represent aspects of Indonesian tourism, besides that teaching materials must be supported by various, interesting and appropriate anthropological images. by theme. Through the results of the evaluation of the experts above, the materials and textbooks for Arabic for tourism were declared valid with a total score of 92% with a good degree and suitable for use.

Another note given by experts is that Arabic books for tourism must pay attention to the correct delivery method according to the learning method for non-native students. Besides that, practice questions should be arranged based on themes, and contain questions in the Higher Order Thinking Skills (HOTS) category, such as analyzing text, evaluating the accuracy and appropriateness of spoken language, and creating new ta'bir patterns needed when speaking. .

In the content section of the text, the expert also provides additional notes, so that Arabic teaching materials for tourism, generate interest in reading, are structured based on flexible learning patterns, the structure of the material is designed with the needs of students in mind and the achievement of learning competence can be identified based on speaking practice. Besides that, on certain themes, teaching materials should provide a summary of examples of sentence patterns, which can later be developed into various expressions. On the aspect of anthropological substance, Arabic teaching materials for tourism must meet four criteria, namely factual, conceptual, procedural and metacognition. The four criteria are broken down into several substances, namely 1) the competency to be achieved must be clear to increase maharah al-Kalam, 2) The substance discussed must be correct, complete and actual, 3) The level of legibility, both in terms of language difficulties and substance must be appropriate with the level of learning ability 4) The systematics of preparing teaching materials must be clear, coherent, complete and easy to understand.

2. Visualization of the results of product preparation for the development of teaching materials for speaking Arabic based on tourism anthropology

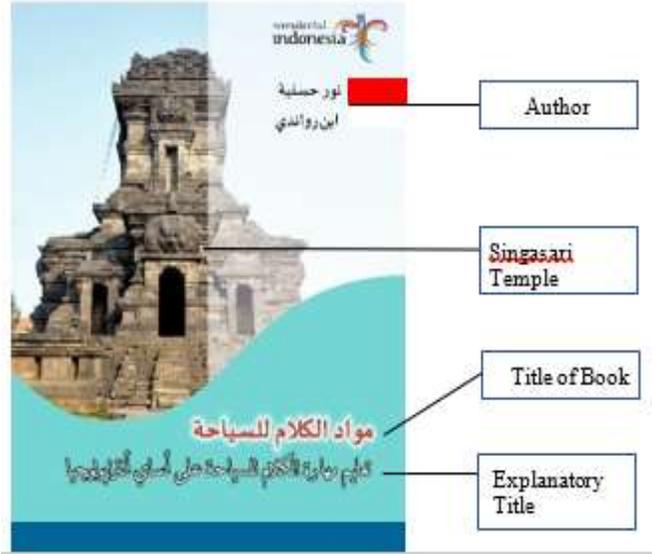


Figure 1. The Outer Cover of the Book.



Figure 2. Inside Cover.



Figure 3. Book characteristic.



Figure 4. Introduction.



Figure 5. Instructions for Use for Lecturers.



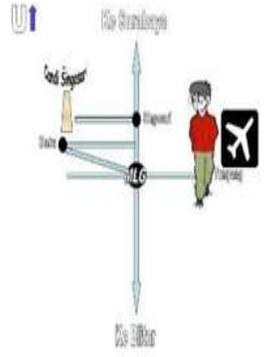
Figure 6. Instructions for Use for Students.



السياحة التاريخية  الترس الأول

التدريبات

- أجب عن الأسئلة التالية:
1. ماذا تعرف عن معبد سنجاساري؟
  2. اشرح عن موقع معبد سنجاساري الجغرافي.
  3. اشرح للمساح كيف يصل إلى معبد سنجاساري مستعينا بالخريطة التالية.



الترس الأول  السياحة التاريخية

1. اشرح معنى الصور التالية وتكلم عنها.



2. تكلم أمام الفصل حول الأماكن السياحية الموجودة بولاية مالانج (اعط الألقاب مكاناً ثانياً)
1. أجب العوارض مع بيلك وأتاما كاترشيد والسماج في معبد سنجاساري.
  2. تكلم أمام الفصل عن السياحة المتعلقة بتاريخ معبد سنجاساري.

الترس الأول  السياحة التاريخية

المواد والمصطلحات الجديدة

استخدم المفردات التالية لتطبيق الكلام في السياحة التاريخية



مواد الكيمياء للسياحة  الترس الأول

مواد الكيمياء للسياحة  الترس الثاني

مواد الكيمياء للسياحة  الترس الثالث

السياحة التاريخية  الترس الأول

تعبير مصقول

أجب عن الأسئلة ثم كون قصيدة قصيرة وقدمها بأسلوبك أمام الفصل!

	
1. أين يذهب المساح؟ 2. كم ساعة يصل إلى المعبد؟	1. أين تقف السيارة؟ 2. من في السيارة؟
	
1. ماذا يفعلون في المعبد؟ 2. مع من هناك؟	1. ماذا يفعلون في المكتبة؟ 2. كم زمن التذكارة في المعبد؟
	
1. ماذا يفعلون في المعبد؟ 2. مع من هناك؟	1. أين ضبط هذا الصنم؟ 2. ما هذا؟

مواد الكيمياء للسياحة  الترس الأول

السياحة التاريخية  الترس الثاني

ج. تحدثت مع زميلتك:

1. ما رأيك في السياحة التاريخية؟
2. هل تحب أن تشغل في مجال السياحة التاريخية؟ ولماذا؟
3. هل سيقمت الزيارة إلى أماكن السياحة التاريخية؟ ومتى؟ ومع من؟
4. بكم التذكارة للدخول إليها؟
5. اشرح عن رحلتك في السياحة التاريخية!

الوظيفة

الوصف للوظيفة:

- أجر العوارض مع سماج عزير في أي موقع من المواقع السياحية التاريخية بولاية مالانج / مندبتك بالأساليب التالية:
1. اختر الموقع من مواقع السياحة التاريخية في مدينة مالانج / مندبتك.
  2. إن يكون مضمون العوارض 5-10 كلمة حول السياحة التاريخية ومتعلقة بآثار بولوجيا.
  3. سجل وتيفنتك في فيديو حوالي 5-10 دقائق.
  4. تم جعل watch on video كما المكتوب في الصفحة الأولى من هذا الترس!

مواد الكيمياء للسياحة  الترس الثاني

The outcome of product development is an Arabic book based on tourism anthropology that satisfies the following fundamental standards for creating textbooks: (1) A4 paper (21 cm x 29.7 cm) is used for books. This size is in accordance with ISO (International Standards Organization) paper dimensions (Heires, 2008). (2) Researchers have attempted to create teaching resources for Tourism Arabic that feature appealing images; the printed appearance is dominated by colors like red, blue, and green, which show zeal, serenity, joy, and other positive values when learning; this can sensory draw students' attention to the material's content. (3) Because it is provided in its whole with four different examples, the instructional material for Arabic speaking is particularly suitable for the needs of students. stages, namely giving vocabulary, conversation, practice, and self-study. (4) Book pages are visually equipped with a preface, main page, book subject, purpose, a guide for using the book, and table of contents. On the final page, the teaching materials are equipped with a new vocabulary glossary, author biographies, and a list of references.

#### 4. CONCLUSION

The findings of this study are anticipated to have an impact on the development of standardized Arabic language teaching materials for the tourism industry, which are currently lacking. These products can be used to enhance speaking abilities as well as investigate the potential of Indonesian tourism with Arabic narratives. The creation of anthropology-based teaching resources primarily aims to promote and preserve regional tourist attractions that might help lecturers make connections between the content being covered and the local conditions or circumstances. Students of the Department of Arabic Language and Literature at UIN Maulana Malik Ibrahim Malang can use the teaching materials offered in the textbook in their tourism classes because they are based on an Arabic teaching curriculum in Indonesia.

Judging from the indicators of learning books, the material has been developed anthropologically which carries tourism themes, so it is different from other book products. The difference can be seen in the following themes: historical tourism (Singasari temple in Malang), nature tourism (Coban Rondo waterfall), marine tourism (Bale Kambang beach), restaurant and cafe tourism (at restaurants), religious tourism (a visit to Auliya's grave), local product tourism (at the Sunday market), and heritage tourism (Malang Mask dance). Therefore, as a whole, the teaching materials that have been developed can be used en masse by lecturers in the Arabic Language and Literature Department. The results of the assessment of the six validators as a whole are at a good degree of 80% and very good 90% to 100%. With these values, this book is declared feasible to be applied in improving students' speaking skills, because it is in accordance with the objectives of language learning for special needs, presented in a factual, interesting, and easy-to-learn manner, contains sequential vocabulary material, conversations, exercises, and self-study, presents tourism themes that are easy to access and visit, use the fushah language, and bring a variety of tourist objects closer together as interactive teaching materials for speaking Arabic.

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