

MODERN APPROACHES IN IMPROVING PROFICIENCY LEVEL OF ENGLISH FOR TOURISM SECTOR

Fazilbek Orzibekov

Lecturer of Samarkand State Institute of Foreign Languages

Abstract:

This article aims to show contemporary ways in improving proficiency level of English that employees can use to provide services majoring in tourism. Using qualitative approach in this research is expected to provide a comprehensive fact about strategies to improve English speaking skill for tourism students. The key factors of this work are to add insight to readers, especially for the educator, regarding the role of learning strategies to increase speaking skills in the tourism sector.

Key words: Modern approaches, improving proficiency, level of English, tourism sector, speaking skills.

Introduction

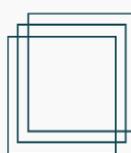
It is well known that tourism is an industry that plays a significant role in increasing country's revenue. By developing the tour sector, the existence of a country reaches to all over the globe and can attract international tourists. The quick development of the tourism and hospitality industry can straightly influence the English language which is the most widely used and spoken language in international tourism in the twenty-first century. English for tourism has a major role in the delivery of quality service. Employees who work in the tourism and hospitality industry are entirely and highly aware of its importance and they need to have a good command of English in their workplace. With this development, many job opportunities will be created for the public. One of the most popular industries by the world community is the tourism field. Most of tourists visit certain destinations during their vacation, for personal matters like pilgrimage or ziarat tourism, and for educational or medicinal purposes. Since Tourism is one of the country's revenues, every country in the world begins to prepare a way to welcome the domestic and overseas visitors, which means adequate human skills and resources needed. To prepare skilled staff, a number of educational establishments have been organized all over the world. The skills needed in the Tourism context, of course is the direct interaction skill between each other. And as researchers know, language is the main medium for someone to communicate with each other. Through this context, language has a significant role for tourism.

Main Part:

The great attention has been given to teaching English for tourism sector due to using English language as a lingua franca in international business, tourism and travel contexts.

<https://ejedl.academiascience.org>

Emergent: Journal of Educational Discoveries and Lifelong Learning is a scholarly peer reviewed international Journal



Tourism and hospitality sectors are a field that means approach to explore time far away from place of permanent residence, with the only purpose of relaxation, pleasure, and recreation by utilizing tourism services, such as hotels, visits and cafes or restaurants.

The students, who study about tourist attractions in the appropriate field and outside their area. As tourism students, they will be asked to recognize a tourist area and be able to introduce it. They also must be able to understand the graph of increasing or decreasing the number of local and foreign tourists.

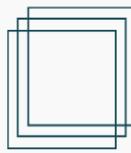
Many researches on tourism and hospitality English have connected with subjects such as checking out the effectiveness of courses and interventions in developing and expanding tourism students' language competence.

According to Leslie & Russell (2006), being skillful in speaking and understanding the language is quite necessary for staff working in the tourism and hospitality field. The reason is that it is the means for having communication with foreign tourists and understanding cultural differences. In fact, for those who are seeking employment in the tourism, hospitality and service industry, it is essential to stay highly motivated in order to be accurately fluent in a high level of professional service language. In fact, they are required to become proficient in English for Tourism Purposes (Cravotta, 1990). Moreover, Cho (2005) believes that English for tourism is viewed as an area of business English and incorporate business English and English for academic purposes by bridging workplace communication and classroom use. This can help to increase the job opportunities in the international industry.

Moreover, learning English for tourism purposes is crucial for those who are working in guest-host relation section such as hotels, travel agencies, restaurants, information centres and tourist attractions. In industrial sectors, English has recently become a core subject, and hospitality training programs help the employees achieve English proficiency to fulfil the job responsibilities (Hsu, 2010; Chen, Chiu, & Lin, 2011; Kuppan, 2008).

Conclusion:

We can conclude that speaking skill and understanding the language is a skill that is essential for tourism sector students. This is caused by the special advantage of speaking in influencing the students of the tourism field, which is to train them to be able to voice their opinions and provide instructions directly when working in the field of tourism. Therefore, there are several strategies that can be applied by educators to help students to be able in improving their speech skills. Through this research, researchers have described the details of the strategies that can be used by the educators to teach speaking to the tourism students.



The second language speakers of English who wish to be employed and work in the service industry and international tourism and those who aspire to learn English for tourism purposes (ETP) have to carefully regard the language they use and the context of the particular situation. Therefore, a complete and comprehensive curriculum of practical courses should be helpful and beneficial for them. A curriculum relating to English for the international tourism and service industry need to be carefully designed and created to suit the specific learners' needs and wants. The aim of these courses is to provide the learners with certain and definite level or a situation where the language is going to be utilized. Methods and contents have to be specific to equip the learners for the particular situation (Hutchinson & Waters, 1987).

The List of References

1. Afzali, K., & Fakharzadeh, M. (2009). A needs analysis survey: The case of Tourism letter writing in Iran. *ESP World*, 8, 1.
2. Akyel, A., & Yalcin, E. (1991). Principles involved in writing: An ESP text book for Turkish policemen. *Journal of Human Sciences*, 10(2), 1-25.
3. Al-Khatib, M, (2005). English in the Workplace: An Analysis of the communication Needs of Tourism and Banking Personnel. *Asian EFL Journal*, 7(2).
4. Barron, P., & Arcodia, C. (2002). Linking learning style preferences and ethnicity: international students studying hospitality and tourism management in Australia. *Journal of Hospitality, Leisure, Sport, and Tourism Education*, 1(2), 15-27. <https://doi.org/10.3794/johlste.12.25>

The List of Digital Resources:

1. <https://files.eric.ed.gov/fulltext/EJ1151526.pdf>
1. <file:///C:/Users/ACER/Downloads/492-Article%20Text-1336-3-1020220222.pdf>