

Trends in the Use of Foreign Languages for Professional Priority May 17, 2025
**GLOBALIZATION AND TOURISM: WHY ENGLISH LANGUAGE SKILLS
MATTER**

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Abstract : The purpose of the article is to investigate the importance of English as a global language in the professional context of the tourism industry. English has long established itself as a global language. In fact, there is an increasing number of individuals who seek to learn this language, particularly in areas associated with tourism in the context of globalization. English has acquired an undeniable importance in what concerns tourism-related areas.

Keywords: importance of English, context of the tourism industry, as a global language, an undeniable importance, tourism-related areas.

Introduction

English language plays a vital role in learning and developing English for specific purposes curriculum mainly in the service sectors like tourism where in speaking and listening is of utmost significance. Nowadays, the role of English has attained a cogent importance for the tourism industry as an international means to communicate, negotiate, and execute transactions with tourists. Since tourism industry is one of the fastest-growing businesses in the world today, it plays an important role in the world economy too. Despite the need for communicating effectively for the service persons engaged in jobs related to tourism industry, they still suffer from some incompetence while communicating in these contexts. Misunderstandings and communication breakdowns are said to mark many

intercultural encounters as participants rely on the norms of their mother tongue and native culture to perceive meaning in a foreign language. This is equally valid in the field of tourism, where good command of this language, sometimes at a choice with another international language, represents a requirement in an important number of occupational standards in tourism jobs. However, whether English is part of occupational standards in tourism or not, it is certain that it represents a real asset both for employment and for career advancement in the field. Furthermore, it is a fact beyond doubt that good competences of this language represent the basis for achieving customer satisfaction, given that outbound tourist flows within the travel and tourism industry have constantly increased at global level lately. The three most relevant functions in using English language are giving information, providing services and products and offering help for a complete satisfaction of the visitors, tourists and information seekers. The study in hand reveals the needs and problems of English language use by the tourism people working directly and indirectly in tourism industry mainly in India. It explains that speaking is much more important, then listening, reading and writing.

Methods

To address the research objectives, the study employed a mixed-methods approach that combined a systematic literature review, case study analysis, and expert interviews.

Literature Review

International Conference on Tourism Research 585-XVI, 2021; International Journal of Applied Social 6 (2), 439-444, 2019; Asian Journal of Multidimensional Research (AJMR) 8 (1), 7-19, 2019; International Journal of Novel Research and Education and Learning 7 (1), 5-11, 2020; Tourism and Management university, 6-11, 2021.

Case Studies

Ten high-profile incidents involving healthcare providers in the USA, Germany, India, and Uzbekistan were studied in-depth. Sources included international journal reports, news media, and official international statements.

Expert Interviews

Semi-structured interviews were conducted with 12 English linguist professors and tour organization managers from different regions. The focus was on risk management practices, technology infrastructure, and staff awareness training.

Data were categorized and analyzed to identify trends, common vulnerabilities, and effective mitigation strategies.

Results

The analysis of the data revealed several critical findings:

While working on this paper in order to get a clear understanding of the tourism-related vocabulary, we need to make a distinction between different types of semantic groups of tourism lexicology. With this purpose, we tried to analyze different words from different tourist texts (26 terminological units which played a significant role in the 20th century), and divided them into the following lexical-semantic groups (LSGs): 1. Types of tours and tourism include international mass tourism, convention tourism, incentive tourism, familiarization tourism, inclusive tour. This type of LSG encompasses 19,2% of terms (5 out of 26 investigated terminological units). 2. Types of tourists – includes frequent independent traveler (FIT), camper. It makes 7,7% of the terms (2 out of 26 investigated terminological units). 3. Tourist organizations – includes World Association of Travel Agencies, – 3,8% (1 out of 26 investigated terminological units). 4. Documentation, law norms in tourism – includes bonding, wallet. Makes 7,7% of terms (2 out of 26 investigated terminological units). 5. Accommodation – includes camping, chalet, moderate tourist class hotel, which comprises 11,5% of terms (3 out of 26 investigated terminological units). 6. Types of restaurants – includes fast-food restaurant, Hot-Shoppe. It makes 11,5% of terms (3 out of 26 investigated terminological units). 7. Provision of fare (food) – car hopping, “me too” breakfast, French toasts, omelet(te),

sandwich. It makes 19,2% of terms (5 out of 26 investigated terminological units). Investigation shows that the development of tourism terminology is based on the heritage of antic English lexicology. For example, modern lexicological unit convention tourism comes from the Latin word conventiô or convention, which means meeting, agreement. Nevertheless, by the formation of a new kind of tourism industry in the 20th century, this word received a new sense. These lexical units emerged under the influence of extra linguistic factors. We can appreciate this outcome as a result of the development of the tourism industry.

Conclusion

However, it also reveals significant problems in communication and misunderstanding. The paper gives a review of the formation of the global English language after World War II, which is based on D. Crystal's linguistic views. The development of the tourism industry enhanced the importance of English. Tourism agencies were in search of one language to connect their goals. It was the English to come for help. Besides being the language of power richness of vocabulary, flexibility, simple grammar made it the most suitable for obtaining global status. In 20th-century tourism, as a global world, industry broadened its power. Innovation with the development of science and technology influenced not only extra linguistic but also linguistic activities. English for Tourism is a language means utilized for communicating in a particular field of tourism. People working in the sector of tourism can run successful communication among their customers. Compared to other foreign languages, English is considered as a dominant language in both the tourism and hospitality sector. As a global language, English strongly influences the field of tourism.

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