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СУЧАСНІ ПІДХОДИ ДО
ПРОФЕСІЙНОЇ ОСВІТИ
МАЙБУТНІХ ФАХІВЦІВ
У СФЕРІ ГОСТИННОСТІ



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PRACTICAL ASPECTS OF FOREIGN LANGUAGE COMMUNICATION IN THE TOURISM INDUSTRY

The modern tourism and hospitality industry is one of the most dynamic and promising sectors of the global economy. The practical application of foreign language communication competencies will vary depending on the specific nature or focus of tourism services: accommodation (campgrounds and hotels), attractions, tourist information centers, sports and leisure organizations, travel agents, transport companies, tour operators and guides, active recreation (instructor work), etc.

The applied dimension of professional communication in a foreign language within the tourism sector includes:

- working with clients, which entails the ability to handle typical tourist requests with appropriate foreign-language support: taking reservations, providing information about services, and responding to client inquiries;

- negotiating and concluding agreements: in the tourism industry, it is common practice to establish a network of service providers; that is, travel companies need to enter into agreements with partners in countries that serve as destinations on their clients' travel itineraries. These include, in particular, hotels, airlines, local tour operators, and so on. To do this, one must be able to negotiate effectively and conclude agreements that are beneficial and reliable in terms of future service—this requires an even higher level of foreign language proficiency, since the functionality of the entire tourism service system depends significantly on this;

- conflict resolution skills: in the course of work, conflicts may arise with clients or partners. A specialized skill at the intersection of foreign language proficiency and the psychological practice of interpersonal relations is the ability to quickly and effectively resolve conflicts and maintain positive communication based on the principle that “the client is always right,” as well as on the basis of mutual benefit with partners;

- use of technology: modern online booking technologies, social media, advertising platforms, websites, and landing pages play an important role in the tourism industry. Professionals must be able to use a range of digital tools and platforms to promote their company's image abroad, as well as to effectively communicate with customers by phone and online channels, to advertise their services on all possible platforms that fit the advertising budget.

- safety and emergencies: anticipating a post-war tourism surge in Ukraine (including dark tourism), specialists must master foreign language communication to deliver safety instructions and manage emergencies effectively.

The specific nature of practical activity in the tourism industry requires professionals to possess a high level of language proficiency. This enables them to

respond promptly and appropriately to tourists' requests, ensuring a high standard of service and comfort during their stay abroad [1, p. 80].

In addition, specialists must be prepared to handle emergency and conflict situations, which are often unavoidable in this field. This involves the correct use of professional terminology and standard phrases typical for tourism, as well as the ability to communicate in accordance with general language norms across all four core language skills: listening, speaking, reading, and writing. Furthermore, effective interpersonal interaction in tourism depends on intercultural competence. This includes understanding differences in cultural perceptions and communication styles among people of various nationalities, including aspects of non-verbal communication such as gestures and personal space. Such awareness helps prevent misunderstandings and contributes to more effective and respectful communication [2, p. 147].

The applied use of foreign languages in tourism also enhances interpersonal relationships within the company's professional network, both domestically and with international colleagues. Language proficiency expands career opportunities, allowing tourism specialists to access positions in other countries, travel more freely, and remain flexible in the global job market. Moreover, effective communication with foreign clients improves understanding of international business practices and contributes to higher quality customer service. Establishing business connections with foreign organizations contributes to strengthening a tourism company's international image.

Tourism companies aim to employ professionals who are not only well-trained in the specifics of the industry but also possess foreign language competencies in at least two languages. Key advantages of foreign language proficiency in tourism include easier communication with international clients, more effective problem-solving, and better understanding of different cultures [3, p. 823].

Language skills enhance employment opportunities, as clients value communication in their native language, which simplifies information exchange. Employers prefer such candidates because they provide better service, minimize operational challenges, improve communication, and create a positive atmosphere.

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