

INNOVATIVE AND EXTRAORDINARY WAYS OF LEARNING FOREIGN LANGUAGES IN THE FIELD OF TOURISM**Akhmadjonov Diyorbek Tokhirjon o'g'li**

Student, Economy faculty

‘TIAME’ National Research University, Tashkent, Uzbekistan

Scientific adviser: **Yuldashova Nargiza Abdukholiq qizi**

Senior teacher, English Department,

‘TIAME’ National Research University, Tashkent, Uzbekistan

Annotation: The main purpose of this scientific research is to determine the importance of the development of the tourism sector in Uzbekistan, and to flourish its important aspects, implementing both innovative and extraordinary ways of learning foreign languages. This article is about how to use the methods of modern teaching of innovative technologies so that they become the leading aspect of learning a foreign language, and fully contribute to the formation and consolidation of the study of the material. Naturally, the question of how to organize the work on the assimilation of grammatical structures in English lessons cannot be separated from other aspects of integrated learning.

Аннотация: Основная цель данного научного исследования – определить важность развития туристического сектора в Узбекистане и процветать его важные аспекты, внедряя как инновационные, так и неординарные способы изучения иностранных языков. Данная статья о том, как использовать в современном обучении инновационные технологии, чтобы они стали ведущим аспектом изучения иностранного языка и в полной мере способствовали формированию и закреплению изучения материала. Естественно, вопрос о том, как организовать работу по усвоению грамматических конструкций на уроках английского языка, нельзя отделить от других аспектов интегрированного обучения.

Annotatsiya: Mazkur ilmiy tadqiqotning asosiy maqsadi O‘zbekistonda turizm sohasini rivojlantirishning ahamiyatini aniqlash va xorijiy tillarni o‘rganishning ham innovatsion, ham noodatiy usullarini joriy etish orqali uning muhim jihatlarini taraqqiy ettirishdan iborat. Ushbu maqola zamonaviy o'qitishda innovatsion texnologiyalardan qanday foydalanish haqida, ular chet tilini o'rganishning etakchi jihatiga aylanishi va materialni o'rganishni shakllantirish va mustahkamlashga to'liq hissa qo'shishi haqida. Tabiiyki, ingliz tili darslarida grammatik tuzilmalarni o'zlashtirish bo'yicha ishlarni qanday tashkil qilish masalasini integratsiyalashgan o'qitishning boshqa jihatlaridan ajratib bo'lmaydi.

Key Terms: Interactive play rolls, tourism sector the findings, skills development, industry stakeholders, evident weakness, multilingualism, language training programs, plays, multilingual environment, linguistic imperialism, phenomenological studies, international competitiveness.

INTRODUCTION

In today's world, learning foreign languages is ubiquitous. Parents want their children to be pro in every aspects of life, having an access to many up-to date gadgets at a very young age. Students also attend at least one or two language courses during their studies at university. There are also many different approaches of teaching foreign languages to people ranging from playing games to performing interactive play rolls. In particular, in

accordance with the Decree of the President of the Republic of Uzbekistan dated April 6, 2021 "On measures to further improve the system of public administration in tourism, sports and cultural heritage"¹ PF-6199, the Agency for Cultural Heritage under the Ministry of Tourism and Sports was found.

Literature review

The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe
There is little doubt that skills in the language of another country are invaluable when communicating with people from that country. This is nowhere more apposite than in the context of the cross-cultural interface between tourism enterprises and visitors. However, the need for such skills in the UK has gained little attention, even in the key area of tourism. UK-based research that has been undertaken reinforces this view and also established the attitudes and perceptions of tourism students to the study and development of foreign language (FL) skills. In contrast, other EU countries reputedly have a greater awareness of the need for these skills and commitment to developing them which leads to speculation that tourism students in continental Europe would have contrasting attitudes to their UK counterparts. Subsequent to review of the importance of FL skills in the tourism sector the findings of research undertaken to investigate this hypothesis are presented. Significant variations between UK and non-UK students are identified not the least of which is the comparatively weak attention given to FL skills development in the UK. In concluding, the implications of the findings are discussed and concerns raised over the need to address evident weaknesses in order to enhance career options and tourism management in the UK.

Despite the increased interest, there is a considerable gap in the literature concerning the role language plays in the tourism sector, specifically in Paris. Existing studies have primarily focused on the impact of language on customer satisfaction in the hospitality industry (Pizam & Ellis, 1999; Mithas et al., 2005; Leslie & Russell, 2006; Mariani et al., 2009; Radojevic et al., 2015; De Carlos et al., 2019; Mariani et al., 2019; Davras & Caber, 2019), et the Parisian context, with its unique cultural and linguistic dynamics, has been largely overlooked. Given the importance of Paris as a global tourist destination, understanding the influence of language on its tourism industry is a critical necessity.

One prominent theme in the literature is the profound impact of language on customer satisfaction (Mithas et al., 2005; Leslie & Russell, 2006; Mariani et al., 2009). A study by Wu (2007) found that the use of the customer's native language by tourism service providers significantly improves satisfaction rates.

These studies collectively indicate that multilingualism, fostered through effective language training programs, plays a vital role in enhancing the tourist experience. Therefore, industry stakeholders must acknowledge the importance of language training programs in cultivating a multilingual environment, which can significantly influence customer satisfaction and the overall success of the tourism industry (Mithas et al., 2005; Leslie & Russell, 2006; Mariani et al., 2009). ...

In particular, despite the growing role and importance of English as a lingua franca (ELF) in international tourism, there is a dearth of studies on ELF perceptions in tourism. Moreover, most research tends to focus on the perceptions and views of either tourism

¹ O'zbekiston Respublikasining "Turizm, sport va madaniy meros sohasida davlat boshqaruvi tizimini yanada takomillashtirish chora tadbirlari to'g'risida" gi PF-6199- farmoni. 2021 yil 6-aprel. //www.lex.uz

professionals (Prachanant, 2012;Prima, 2022) or students (Ghany & Latif, 2012;Leslie & Russell, 2006), which are constrained to providing pedagogical implications and suggestions.

In particular, this paper attempted to approach perceptions of ELF from the perspectives of tourists, who are the major participants in multi-party conversations in international tourism. Tourists have been marginalized in tourism research into perceptions of English while much research into perceptions of English in tourism has focused on tourism and hospitality-affiliated student or employees' perspectives (Ghany & Latif, 2012;Leslie & Russell, 2006;Prachanant, 2012;Prima, 2022). The findings of this study showed that tourists conceptualized the meanings of English from diverse perspectives through their own experiences of overseas travel, and these experiences raised their awareness of sociolinguistic issues such as linguistic imperialism, ownership, and native-speaker ideology in the field of tourism. ...

However, none of the phenomenological studies are concerned with tourists' perceptions of the ELF phenomenon in tourist destinations. Additionally, an accumulating body of research has investigated perceptions of English in different sectors such as education and business (Leslie & Russell, 2006;Ramyar et al., 2020;Yan, 2017), but these studies tend to adopt quantitative approaches and provided numerical and statistical information, which merely shows a general pattern and tendency of perceptions of certain groups of participants towards English. On the other hand, this study provided a more in-depth understanding of the nature of English as a significant and independent phenomenon in tourism by eliciting, interpreting, and presenting individual tourists' own experiences , values,

Methods

Features of innovative learning are:

- work ahead of the curve; - anticipation of development;
- open to the future;
- focus on personality, its development;
- mandatory presence of elements of creativity;
- partnership type of relationship: cooperation, co-creation, mutual assistance

The use of project technology:

- will increase and deepen the interest of children;
- will develop the creative abilities of students through the formation of competence in the field of independent cognitive activity, familiarization with reading, the development of curiosity, (Volume 8| May 2022 ISSN: 2795-739X Eurasian Journal of Learning and Academic Teaching www.geniusjournals.org P a g e | 33 broadening their horizons), critical thinking;
- will help schoolchildren to acquire the skills to work with a large amount of information, research skills (to see the problem and outline ways to solve it), communication skills. (work in groups)

Speaking a foreign language has become necessary for the personnel employed in the tourism sector in order to increase international competitiveness within the sector, to ensure the service quality brought by modern tourism understanding, and to maintain

healthy relations between tourists and those who serve. Since the products and services offered in tourism enterprises are generally abstract and have a human factor, foreign language strengthens the communication between employees & guests and increases the service quality while insufficient foreign language in tourism can reduce the value of tourist attractions and make tourists unhappy (Leslie and Russell, 2006; Ghany and Latif, 2012; Akgöz and Gürsoy, 2014; Balçı and Metin, 2019).

Results

Considering sector dimensions in tourism, its significance seems more crucial since having English speaking ability is one important criteria in employing people in the sector according to Hijirida (1980). This is because people working in the tourism field should be able to communicate with tourists and have knowledge about cultural differences (Leslie and Russell, 2006).

It is evidently impossible that sector employees with insufficient education satisfy tourists and introduce our country at desired level. For this reason, the importance of learning foreign languages in the tourism education process should be determined and analysed (Leslie & Russell, 2006). It is possible with good language skills to establish a healthy communication by causing no prejudices with tourists visiting a destination and to introduce historical places and cultural values perfectly.

Show abstract

While the overall English perceived by the entry staff was the lowest among the three positions, the perceived English score improved along the managerial ladder. This could mean hoteliers lacking English proficiency may lag behind in managerial competition as English considerably influences success and promotion (Leslie & Russell, 2006). It is worth noting that hotel employees in local hotel brands perceive their English ability to be significantly lower than their counterparts in international hotel brands.

It is essential to note that F&B staff experiences lower confidence in English compared to their peers, hindering their potential for promotion to top positions. The study clearly indicates that English is a crucial element required for promotion to senior managers (Bobanovic & Grzinic, 2011; Bury & Oka, 2017; Leslie & Russell, 2006). Local hotel brands should be aware that, compared to their counterparts at international hotel brands, their staff may have limited proficiency in English communication when dealing with foreign guests.

This includes a self-assessment grid (SAG) that describes levels of language use at six levels (Glover, 2011). The closed-ended questions aim to determine the level of language knowledge and use, as well as the perceived usefulness of languages for the labor field and advanced studies by further adapting the questionnaire designed by Leslie and Russell (2006). The questionnaires were administered through the Google form tool.

In order to control the influence of other factors on the development of regional tourism, a series of variables were selected as control variables in this paper based on the literature findings and reality. In the process of local tourism development, per capita GDP, which represents the level of economic development, and electricity consumption per capita play a very important role [9,15]; the ability of tourist attractions to provide good services to tourists is also an important part of local tourism development, so this paper uses the variable of the number of star hotels per 10,000 people to reflect the local service reception capacity [10,18]; the transportation directly affect the accessibility of tourist attractions [11,17,20], therefore, the number of taxis per 10,000 people is used to reflect the accessibility of local transportation; higher education means more convenient cultural exchange and is more likely to attract foreign tourists [12,18,19], so the "number of higher

education schools/total population at the end of the year" is adopted to reflect the local higher education penetration rate.

Conclusion

In conclusion, teacher introduces the work to the literature lesson so that they have an idea about the work as a whole. With all the variety and effectiveness of non-traditional lessons, it is often impossible to use them for a number of reasons. In order to control the influence of other factors on the development of regional tourism, a series of variables were selected as control variables in this paper based on the literature findings and reality. In addition, travelers have a strong preference for mountainous and forested areas with high greenery rate, and volcanoes and deserts with low greenery rate, so the quadratic term of greenery rate and greenery rate is used to reflect the attractiveness of natural environment to travelers.

References

1. Jovanova-Simeva, 2015; Kostić Bobanović and Gržinić, 2011; Orel Frank, 2016; Škorić, 2018).
2. As a result, there are also studies in which the subjects of research were: the importance of foreign languages in tourism (Čolić and Tomić, 2013; Leslie and Russell, 2005),
3. Analysis of the need for knowledge of foreign languages, especially English, in tourism (Prachanant, 2012),
4. The need to develop language competences in a foreign language (Menike and Pathmalatha, 2015)
5. Attitudes of students studying to work in tourism (Sindik and Božinović, 2013),
6. Sports tourism (Amirovna and Rustamovna, 2014)
7. Sports management (Bondrea, 2012; Sunay i ve Çayci, 2008)
8. Today, knowledge of foreign/foreign languages is one of the important conditions in many workplaces, and when hiring in a non-native speaking area, knowledge of the official language of the country in which the employee wants to be employed is one of the important factors that the employer takes into account (Chiswick, 2008; Chiswick and Miller, 1995, 2010 Dustmann and Fabbri, 2003).