

Improving Students' Linguistic Skills at English Classes (In the Field of Tourism)

Yuldasheva Difuza Kodirovna

NamSU, English philology department, senior teacher
Tel: +998 91 347 51 28

Annotation: English Language has played an important role in the development of tourism and in this field, English is used widely for travel as well as in client contact and is of outmost interest at the tertiary level. English for tourism is one of the most attractive areas of English for Specific Purposes (ESP) because, after all, all of us are tourists on various occasions nowadays.

Keywords: tourism, foreign language, social competences, professional, role

Introduction. In recent years, the tourism industry has been successfully developing in different countries of the world. The English language plays a predominant role in local and global travel and tourism, as the common language for communication. As a result of the rapid growth of tourism in Uzbekistan, the industry needs many qualified employees who can communicate well in foreign languages. English is one of the essential foreign languages used for efficient communication among service providers in the tourism industry and international tourists. Tourists traveling in Uzbekistan require the help of travel agencies in obtaining travel information, buying tour packages, booking hotel rooms, and buying air tickets. Similarly, hotel guests need assistance with the provision of directions, and information related to shopping, restaurant choices, shipping goods back to their home countries, watching traditional shows, and trying local foods. Therefore, English speaking skills are essential for the employees in tourism. Poor English oral communication skills or a language barrier may lead tourists to a poorer level of experience. The ability to communicate with people, the ability to quickly adapt to the new conditions of the development of tourist services requires specialists in this field, regardless of specialization, to develop social and communicative competencies¹. Practice shows that these specialists in the process of work experience difficulties during independent work related to interpersonal communication, with social adaptation in conditions of growing needs of socio-cultural services. In the tourism industry today, it is no longer possible to do without special standards of behavior, such as politeness, restraint, the ability to use a smile, the desire for cooperation, which also requires high social competence. Defining communicative competence as the ability to participate in a communicative situation, S.Y. Golovin suggests the following structure of communicative competence: the ability to navigate in social conditions; the ability to correctly identify personal and emotional characteristics; the ability to correctly choose adequate ways of dealing with them and implement them in the process of interaction². From the point of view of linguists, communicative competence is considered as linguistic competence as the ability to phonetic differences and is manifested in the modality of language, spelling, grammar, vocabulary. Communication skills are the most necessary when a travel agency worker needs to offer destination guides, write and send email and faxes, make on-line ticket or hotel booking, and et cetera. The results revealed that writing skills are the most important skill for tourism personnel. Communicative competence includes:

Linguistic competence – the formed skills of operating linguistic means of communication based on knowledge about the system of the studied language

- is the main component of communicative competence. Thus, communicative competence can serve as a basis for the development of a specialist's communicative competence.

¹Oztyurk M.Sh. Formirovanite kommunikativnix i sotsial'nix kompetentsiy budushix spetsialistov sferi turizma Mejdunarodniy nauchniy jurnal "Innovatsionnaya nauka", №10. - 2015.

² Golovin S.Yu. Slovar prakticheskogo psixologa [Tekst] / S.Yu. Golovin. – Minsk, Izdatelskiy dom Xarvest, 1998. – 301 s

- linguistic competence, which implies proficiency in language means and processes of text generation and recognition;
- professional competence covering professional knowledge, skills, business qualities;
- sociocultural competence, which includes knowledge of the peculiarities of national and world culture, rules of behavior in society, observance of cultural norms³.

Discussion. Therefore, in order to prepare students for such a dialogue of cultures in extracurricular work in a foreign language with professionally oriented training, not just communicative learning technologies are needed, but technologies that develop speech learning. For successful communication, it is necessary not only to possess the same linguistic means of the interlocutor (phonetic, lexical, grammatical skills), but also general meaningful knowledge about the world. Such cognitive knowledge, common to the participants of the act of communication, is commonly called background knowledge. In everyday life, television, radio, newspapers, magazines, leaflets, billboard, posters are called as media. All of these media are used to facilitate information transfer. In teaching and learning activities, the media is often used by educators to assist the process of student learning activities to be easier. With pictures, students can develop their ideas or stories based on images and express them with the style of their own language and choice. All of the four strategies, namely role play, drilling, guessing games, and picture, based on the experts, show that they are appropriate to be used to improve students' speaking skill. And there is also another strategy that can be used to improve students' speaking skill, namely discussion group. In this discussion group, students not only talk to solve a problem, they are also aroused to think more critically so that they are able to voice their opinions through speaking. By implementing the discussion group strategy, students tend to have a better mindset than students who work alone. Thus, the discussion group is a teaching teaching strategy that is good to apply, so that the students can improve their speaking ability using the right grammar. 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.

Professional training of specialists in tourism and service becomes effective when a foreign language as a specialized discipline acts as a means of studying, mastering the basic concepts of the tourism industry. Professional texts and teaching methods in foreign language classes allow you to model the professional activities of tourism and service specialists, and work out situations related to tourist services⁴. To date, there are a huge number of methodological directions and technologies of teaching a foreign language in language faculties. Currently, the task is not only to master communication skills in a foreign language, but also to acquire special knowledge in the specialty⁵. This is due to the students' desire to improve speaking. English and their need to learn English for future jobs rather than using it in everyday life. The main aspects of professionally-oriented foreign language teaching in the field of tourism and service industry are:

- communication with foreign clients and partners;
- use of professional vocabulary and terminology;
- business correspondence;
- presentation of a new product or service, etc.

This approach involves the use of modern educational technologies. These are, first of all, gaming technologies that allow students to immerse themselves in various professional situations ("Booking a table in a restaurant", "Ordering dishes in a cafe", "Registering guests at a hotel", etc.). Also, project work that creates space for creative activity of students and teaches them to interact

³ Levitan, K.M. Kommunikativnaya kompetentnost' prepodavatelya yuridicheskogo vuza / K.M. Levitan // Jurnal Uralskogo yuridicheskogo instituta MVD Rossii: Pravoohranitelnye organi: teoriya i praktika. - 2011, - № 1, S. 168.

⁴ Bardinskaya T.R., Koldenkova A.T. Kommunikativnaya kompetentnost' kak osnovnoy komponent professional'noy podgotovki studentov spetsialnosti "Turizm". / Sotsialnye nauki, innovatsii v obrazovanii, PR-tehnologii. 2010. - S. 303-308.

⁵ Obraztsov P.I., Ivanova O.Yu. Professionalno-orientirovannoe obuchenie inostrannomu yaziku na neyazikovix fakultetax vuzov: / Uchebnoe posobie pod red. P.I. Obraztsova. - Orel: OGU, 2005 g. - 114 s.

with each other in the process of group, pair or team work. Thus, learning a foreign language becomes both a means of familiarization with speech activity and a means of forming social competencies. In the process of learning a foreign language, students get acquainted with the history adopted in the country of the language being studied. And this, in turn, contributes to the formation of social and communicative competence of students.

Conclusion. In conclusion, we can say that, to achieve this goal, students need to be brought to the stage where they can imitate a model so that they can freely use language to express their ideas. Thus, the teacher needs to give the students two complementary levels of training: a) practice in phonology and grammatical patterns with vocabulary, and b) opportunities for personal expression. It is necessary to help students develop habits of their language processing skill rapidly. Without being trained to speak, the students' ability to communicate in English may be meager even if they are competent in terms of pronunciation, grammar rules, and sentence formation. It should be added that work in the tourism industry is quite interesting and involves close interaction of the service subject with the consumer. This interaction requires a sufficient level of formation of social and communicative competencies, of course, in a foreign language too. In this regard, one of the results of education in the field of tourism and service, we see the knowledge of foreign languages and the formation of social and communicative competencies on this basis ⁶. The lessons can be used practically because the lessons help students to learn new useful vocabularies, gestures, how to have conversations with tourists, and some useful information that a tour guide should know. So when confronting any real situation the students are confident that they can handle the tourists.

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