

UDC 81'243:796.5

TOURISM ENGLISH: THE FIELDS OF OCCUPATIONAL BENEFITS

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Globalization has made tourism a popular global leisure activity. It is recognized as an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations [7; 8].

Tourism is a huge industry; it includes any field that deals in some way with the foreign visitors, and has become an important source of income for many regions and even entire countries. Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists. It also generates opportunities for employment in the service sector of the economy associated with tourism.

Every year, over one billion people visit other countries. A large number of tourists means a large number of jobs for the tourism industry. One out of every ten jobs is related in some way to tourism. There are lots of different opportunities in the tourism industry. Lots of jobs means lots of people hired every year, so starting a career in the tourism industry is not as difficult as in some other fields.

Wherever tourists come from, there is one thing they usually have in common: they often speak English. That is why learning tourism English is so important if you plan to work at any job that deals with tourists. It can help you better communicate with foreigners, which will make you a better worker, and maybe even help you get a promotion.

Therefore, the tourism industry itself and tourism English in particular has often become the subject of research [1; 2; 3; 4; 5; 6]. Tourism English is a bit different from regular English. It is simpler, more direct and clear, and it has a lot of specific vocabulary. Knowing tourism English is a skill that can give you an advantage in getting a job or in progressing your career.

Hotel services are probably the first to come upon your mind when you speak about tourism English. The tourism industry is much bigger than that, though. Hotels might be the obvious place for tourism jobs, but there are so many other possible jobs available. For example, working in a restaurant that is in an airport or

a popular tourist area is a tourism job, since you will probably be in contact with tourists very often.

The main hospitality services which benefit from tourism include [8] transportation services (such as airlines, cruise ships, trains and taxicabs); hospitality services (such as accommodations, including hotels and resorts); and entertainment venues (such as amusement parks, restaurants, casinos, shopping malls, music venues, and theaters). This is in addition to goods bought by tourists, including souvenirs.

The tourism industry willingly offers these and some other types of jobs that even indirectly deal with tourists on a daily basis, where a good knowledge of English, and specifically tourism English, would give you an advantage.

On the grounds of the research findings, the following conclusions can be made: a good command of English in the field of tourism represents a requirement in an important number of occupational standards; 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.

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