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## THE IMPACT OF FOREIGN LANGUAGES IN THE EDUCATIONAL TOURISM AND INTERCULTURAL COMMUNICATION

**Abstract:** The article deals with the problems of the development of international tourism and its role in the study of foreign languages. The role of tourism in the study of foreign languages is analyzed. Knowledge of foreign languages is important for the further development of international tourism, since the tourism industry is closely related to foreign languages. It can be concluded that international tourism can help increase the motivation and effectiveness of teaching a foreign language.

**Key words:** Educational tourism, Intercultural communication, foreign languages, international tourism.

**Language:** English

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### Introduction

In the world, languages have long been a fundamental and accepted part of educational programs. Educational tourism is one of the forms of tourism, and is a way to give best education to students learning and to enhance knowledge [1]. Currently one of the most popular and rapidly growing areas of tourism is educational tourism. The term educational tourism refers to any "program in which participants travel to a location as a group, with the primary purpose of engaging in learning experience that is directly related to the location"[2]. In today's globalized world, the importance of knowing foreign languages is a necessity and multilingualism is viewed as an investment in the future. However the proficiency in multiple foreign languages is a basic prerequisite for successful communication in the tourism industry, as well as for mutual understanding among students involved in the exchange programs with different universities, especially in foreign countries. In this regard, tourism and mobility play a

significant role, while intercultural contacts contribute to the development of intercultural dialogue [3]. Today, the influence of the tourism industry on the world order and the policies of a number of states and regions are beyond doubt. XXI century– it's the age of international tourism and the age of globalization. At present there are about two hundred states in the world. Each country has its own history, culture and language. To date, the world has a huge number of languages and dialects, but only a few the most important and valid. First of all, it's English, French, Spanish, Portuguese, Russian and Arabic. Foreign languages are one of the most important factors in the development of international tourism. All of the above languages, except Arabic, are the main languages of Europe, and English, Chinese, French, Arabic, Russian and Spanish are the main languages of the United Nations. About 60% of the African population speaks English, French and Arabic, and the total number of languages and dialects throughout the African continent is more than one thousand. Spanish

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and Portuguese are the official languages of Latin American countries. Asia is a region of the world where about 60% of the world's population lives. It is a continent of contrasts. It is a continent with 48 states, whose population speaks more than two hundred languages, including Chinese, Hindi, English, Russian, Arabic, Korean, and Japanese etc [4]. Asia continent at the same time it is a region of exotic and educational tourism where many people from different countries of the world come to rest every year.

The concepts of “foreign languages”, “educational tourism” and “international tourism” are closely interrelated, affect the development of each other and are inconceivable without one another. After all, international tourism implies a system of travel and tourist exchanges involving representatives of different countries and cultures speaking a variety of languages. International tourism is one of the factors of the world integration processes, and the tourist business has long become a significant sector of the economy.

When applying for a job in tourist company or in upscale restaurant, hotel, etc. one of the first questions an employer will question about how many and what foreign languages the applicant for the vacancy. When you work for a tourist company or a prestigious restaurant, hotel, etc. one of the first questions of the employer will be the question of how many and which foreign languages the applicant for vacancy holds. Practically in any sphere of the life of society, especially in the work of the tourism manager and hospitality manager, the knowledge of a foreign language is of great importance for specialists because it is a means of communication with representatives of a different culture, including in the field of international tourism and hospitality, since specialists have to deal with tourists from around the world. Working with foreign clients requires the possession of a foreign language.

In the XXI century nobody needs to be convinced of the necessity to learn foreign languages and, especially, to participate in intercultural communication, involving the communication of people of different nationalities, from different countries and different continents in the same language.

Knowledge of foreign languages important for the further development of international tourism. The tourism industry is closely connected with foreign languages. Travel lovers can feel the necessity to own at least one foreign language. English is the main language of international tourism. English is the international language not only in tourism but also in business, education and trade, science and technology. Regardless of the language spoken in a country, the role of the English language remains significant and, together with the importance of transmitted culture.

It is known that more than 1.5 billion people speak English, among whom there are 300 million Chinese who study English language. In 90 countries English is the second language or it is widely studied. This is not only European countries, but also the countries of Asia.

In Turkey 20% of the population speak 50 languages, but when it comes to tourism the first and most common language is English followed by German. In Egypt the English took root under the influence of tourism and has become the official language of communication, therefore, going to any part of the country can freely communicate in English. In Spain most often English can be found in Barcelona, in larger hotels in all cities will be able to answer in English. In English you can chat in Sweden, the Netherlands, Denmark, Norway, Finland, Slovenia, Estonia, Luxembourg, Poland and Austria [5].

Among the Asian countries are Singapore, Malaysia, India, South Korea, Vietnam, Japan, Taiwan, Indonesia and Hong Kong, where you can be sure that English is understood there and you can discuss with your interlocutor questions of interest in English. That's why those wishing to associate their life with tourism should know, at least, one language – English. People working in the field of tourism need to regularly update their vocabulary in order to stay informed about lexical trends.

However, despite the fact that the official language of communication has become English, in a relatively quiet time there are all new opportunities for learning foreign languages due to the development of international tourism. Along with a foreign language, tourist activities are impossible without knowing the characteristics of other cultures and showing respect for them. Such knowledge is provided by the theory and practice of intercultural communication, which introduces the features of the mentality, develops the ability to think in the same way as a representative of another culture. A specialist in international tourism should be able to relate the characteristics of another mentality to the norms and phrases of the native language.

It is no accident that foreign language training is defined as the process of mastering the means of interethnic and intercultural communication, and the training goal is the training of specialists able to apply knowledge of a foreign language to solve professional problems. However, despite the importance of learning a foreign language in the course of professional training of service and tourism specialists, the growing need for mastering a foreign language as a means of international and interethnic communication, there is a contradiction between the high requirements for the level of language proficiency of future tourism specialists and the result of his/her teaching by virtue of objective, independent of the teacher reasons – a low level of knowledge of

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his/her students of non-linguistic universities, for which the discipline “foreign language” is profiling.

International tourism can contribute to increasing the motivation and effectiveness of teaching a foreign language. Recently, there have been popularity and distribution among clients of different ages (both children, students, and more adults) language-learning tours that have their own characteristics in their organization. The main markets for educational tourism have also been determined. Educational tours – this is a kind of tourism, when on trips the tourist combines rest and training. Language-learning tours provide for simultaneously with the provision of tourist recreation the creation of conditions and opportunities for learning foreign

languages. Children and adults during these tours improve their knowledge of the foreign language. Adult entrepreneurs are interested in mastering the colloquial business language that they need to conduct various negotiations.

Language-learning tours are mainly organized in countries where the national languages are the languages widely spoken in the world as the most used as a means of interethnic communication (English, German, Spanish, and Italian). This is England, the United States, France, Spain, Germany, Italy, and Portugal. In the last decade, language tours for businessmen, for whom the main reason for learning is the need to own one or several foreign languages have been extended.

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