

## **The Importance Of Learning Foreign Language For Developing Tourism**

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**Abstract:** The article attracts attention to the problems of teaching foreign languages for managers of the hospitality industry and tourism in Uzbekistan.

**Keywords:** Tourism, travel, tourist potential, tourist industry, command of English, manager preparation in tourist industry and hospitality, foreign language in tourist industry and hospitality.

The word tourist was used in 1772 and tourism in 1811. It is formed from the word tour, which is derived from Old English turian, from Old French torner, from Latin tornare; 'to turn on a lathe,' which is itself from Ancient Greek tornos (τόρνος) 'lathe'. <https://en.wikipedia.org/wiki>.

Travel for young people is a lifestyle of a developed social society. There is a concept that young people, at the stage of their life path up to 25 years, until they have a family and children, should see the world, make travel, learn how other people live. This will help them to choose the right way in life, to form their own life principles. It is believed that young people have a facilitated regime of life in terms of having time for rest and travel, they have a long vacation in the winter and summer [1]. Students travel in groups accompanied by a teacher or an employee of an educational institution. An important thing is that an emotional background in youth groups. It should be a rule for youth and student groups to establish informal friendships between the leader and tourists, as well as between all travelers in this group [2]. Often, students join in small groups of 3-5 people and independently make quite extensive trips around the country and abroad.

It should be noted that the accompanying person is also given certain discounts. The organization of preferential treatment for travel is carried out by international youth organizations. For example, the organization of travel for young people is a

function of the Federation of International Youth Travel Organization of the International Federation of Youth Travel Organizations. The Federation was established in 1951, the headquarters is in Copenhagen, there is a federation under the auspices of UNESCO. Tourism provides a unique opportunity to learn and visually acquaint with the historical and cultural heritage of your country and other states, to awaken a sense of national selfawareness among young people, to cultivate respect and tolerance for the way of life and customs of other nationalities and peoples [3,4]. Tourism provides an opportunity to show oneself, to learn to make decisions, to become a real leader.

Additionally, in a short time, not on training trainings, but in real life you can acquire the skills of a true leader, as not in a volatile environment, in hiking and traveling. In the campaigns there is a hardening of the body, physical activity restores and strengthens health. The role of travel is great in ensuring the multilateral development of the individual. They are hiking, trips, excursions that can give the younger generation an opportunity to raise their intellectual level, develop observation, and the ability to perceive the beauty of the world around them. Tourism is also important as a means of relieving physical fatigue, psychological stress and stress. Tourism is one of the most effective health technologies that contribute to the formation of a healthy lifestyle of man and society as a whole, which is of great importance in the upbringing of the younger generation [5].

The direction of children and youth tourism itself is as a child - it is no more than two centuries. Originally, the idea to organize children and teenagers vacation belonged to Pastor Biona from Switzerland. At the end of the XIX century, he bought a small estate, where 68 children came to rest. Later, this idea was adopted by other European countries, patrons of art began actively to take care of children's tourism. In 1888, Zurich hosted the first congress of children's camps in history [6]. In the future, youth tourism can and should become one of the priority directions of tourism development in Uzbekistan [7].

The economic advantages of this type of tourism are obvious: schoolchildren and students travel, as a rule, by organized groups, trips rhythmically repeat from year to year, which greatly facilitates business planning. Youth tourism is one of the socio-cultural mechanisms by means of which conditions can be created for the disclosure of young people's abilities, as well as the consolidation in a youth environment of national, civil-legal and moral-cultural values based on patriotism [8,9]. The following youth activities can be classified as youth tourism: profile camps, excursions, tourist competitions and events, extreme activities in the natural environment. The experience of different countries shows that the success of tourism development directly depends on how the state perceives this industry, how much it enjoys state support. Any civilized state in order to receive revenues from the tourism industry from the tourism industry must invest in the exploration of tourism as an important sector of the economy.

Having invested in the creation of a tourist infrastructure, in a few years the state will begin to receive considerable income from this, because having felt the taste of wandering in its young years, a person will travel all his life, spending his vacation not in the country, but on trips around the country and the world, investing in Traveling their money and bringing, thereby, income to the state; Employment of the population - for a branched system of tourist business, many new jobs will be required; Raising the status of the country at the international level - highly professional setting of tourist business in the country, developing new ones for the tourist industry, but very attractive areas, attracting the flow of tourists from abroad and will increase the rating of Uzbekistan in the world tourist industry.

If a young person chooses tourism, then he says "no" to nicotine, alcohol, passive way of life, then he will have a healthy offspring, the mortality rate will decrease in the country and the life expectancy of people will increase;

The main activities for the implementation of this direction are: Creation of a regulatory and legal framework for the development of youth tourism in Uzbekistan;

Training for the development of youth tourism; Creation of a material base for the development of youth tourism;

Coordination of the work on the development of youth tourism in the regional youth policy management bodies (Youth Union); Organization of joint work on development of youth tourism with commercial structures; Conducting an advertising campaign in conjunction with the media to create a positive image of tourism;

Organization of cooperation with international tourism organizations working with young people. Uzbekistan has a great tourist potential for the development of youth tourism. But for a more effective development of this type of tourism, cooperation with the World Youth Student and Educational Confederation of Travel (WYSE Travel Confederation), established in 2006 by the Federation of International Youth Travel Organizations (FIYTO), is necessary.

This organization promotes education, cultural and social trips among youth through mutual understanding and cooperation between operators of youth trips, promotes the development of youth tourism organizations and expands their interests in relation to other international organizations

And one important is that, language acts an essential part of success in hospitality, and has impacted the hospitality industry continuously. Not only has it influenced the method of marketing strategies or the methods of human resource management, it has also influenced the educational system as well. Many have come to realize that foreign language skills can be utilized in the industry to assist the foreign traveler, communicate with non-English speaking-employees and to work in non-English speaking countries.

Foreign language in the hospitality industry is needed to assist foreign travelers. The hospitality industry - a service industry that sets to provide service to achieve the customers' satisfactions. Customers are seeking for exceptional and customized service that fits them well. A made-to-measure service usually comes from

organizing matters that the customers are used to, such as a guests favorite drink, preferred room type, and the spoken language is part of it as well. Of many tourists that travels, it is likely that they may not excel in the language of the foreign country that they are traveling to. If an accommodation that the customer is staying is not able to provide quality service because is-communication occurs frequently, the customer is likely to develop a negative opinion towards this certain hotel or restaurant. Therefore, the hospitality industries usually adapt ourselves to the customer's preference by providing multi-lingual service in order to support the customers' needs.

*Tourism* – is not just a hobby or fashion. This is the vital need of most normal people. At different times, the same thing attracted them in tourism: the romance of travel, and hence the escape from the ordinary, and even the possibility of informal communication. Each participant of such trips begins to feel like a discoverer and a trailblazer. Such trips help not only to form and enrich the person spiritually and physically, but at the same time helps to acquire new knowledge. First of all, this is due to the fact that a person is completely immersed in the language environment. There is also the effect of immersion in the language environment, during the journey a person is constantly surrounded by native speakers. He hears natural speech in the street, in the store, on TV, reading the foreign press. In such conditions, the process of mastering the language is much faster and more efficient.

There is an opportunity to conduct a conversation, for example, on the street with passers-by, in the store, at the ticket office, at the hotel. On the other hand, during the trip, a wonderful opportunity to plunge into the culture of the country is provided, which helps to understand the mentality of the people, to become more familiar with its traditions and customs. As it can be seen real trips, in many ways contribute to effective teaching of foreign languages, allow improving the language practice, and also allow to get acquainted with the culture and history of the country of the studied language. Language barriers have been mainly seen during speaking

communication and professional situations. English is the most common-used language around the world and applies to the hospitality industry as well.

Furthermore, these language trainings help to develop a positive professional attitude, which will be able to contribute to a positive impact on teamwork and in better service to the clients.

*The importance of tourism* in the study of a foreign language is confirmed by many studies over the years. Nowadays many books can teach us a foreign language. Tourism facilitates the study of a foreign language; it gives an opportunity to hear the correct real foreign speech. Tourism is an integral part of learning a foreign language. When a person who does not know the language comes to a foreign country, he is forced to speak a foreign language. At first, this person strains, but later even those who do not know the language at all can learn it in a short period. In addition, when a person is in a foreign country, he hears a foreign speech everywhere, which allows him to learn faster. The books have a lot of useful information, but it turns out that natural speech sounds quite different.

In the recent years, the world has seen an unprecedented increase in the number of people learning a foreign language. Some people claim that the reason to learn a foreign language is to travel or work in overseas countries. People are keen to learn a foreign language in order to travel or work in a foreign country. To be clear, in the last few years, globalization left a huge impact on the economy of all nations and promoted the growth of multinational companies. Therefore, the rise in the number of people working overseas resulted in an increase in the demand for learning a foreign language. In addition, people need to learn foreign language if they want to travel to overseas countries. For example, if people want to visit a foreign country, they have to learn basic conversations in the local language to communicate with native speakers in daily life.

*Language tourism* is different from language trips in very many different ways, and it can be a unique experience for many students opening new worlds to them.

Students (or parents) should be very aware of their own goals and put them forward. Although English learning may not be as important in language tourism. Level if the program is well chosen and their interpersonal skills developed throughout the trip. It also helps to make students more mature and independent. Moreover, on top of these advantages, it can be great fun.

**In conclusion**, foreign language has always been a great impact in the hospitality industry in general. It is obvious that over the past few decades, an increasing amount of hotel employees, hotel managers or even students in training have come to realize that the importance of excelling in a second foreign language. This highlighted professional attitude of learning a foreign language is majorly due to the fact that foreign language skills can be utilized in the industry for a variety of purposes.

The number of people learning a foreign language has increased dramatically. There are several reasons for this. While some of these are work or travel related, others are purely personal or recreational in nature.

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