

The Role of English language in global tourism and navigating international destination

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Abstract:

English is now a popular language to learn by travelers who want to interact with local communities, as its knowledge has become fundamental for the tourism sector. A lot of scholars are trying to explore how English as a lingua franca can elevate the experience for the visitors who are new in a country and improve how tourism and culture are interdependent. The research focuses on English language usage in the tourism sector such as welcoming and orienting visitors, managing trips, or inter-regional relations. This is done by narrowing down to the languages, places of interests and the cultures that underpin the research. Using different scholarly researches, industry statistics, and project examples, this study seeks to stress the importance of the English language in global tourism and tug at the idea of deploying that international language for tourism to promote language and societal change. , It is concerned with impacting English language skills on the experience of the tourists. It looks at how good knowledge of the English language enables tourism players to reach more clients and improve the experience of tourism to the clients. Thus through better interaction in English, tourists' overall experiences are improved in terms of satisfaction with the places and services.

Key words: Tourism Sector, international language, Scholarly researches

Introduction:

As a major contributor to the world economy and development of economies and international relations, tourism has a great potential. This would be hard to accomplish without a good English comprehension, since this language is an international, business or touristic language. It can be regarded a practical language which is taught on different levels, such as schools, and is useful as the main form of communication among the tour staff and tourists. The English language in today's world indeed outstands as a means of communication and facilitates communication between people who do not share a common native language. In this regard, this study by Saptiany and Putriningsih provides evidence regarding the gap in literature by doing exactly what the research question of the study requests, i.e. provide a critical review of existing literature in order to make future perspectives based on their findings. Such aims have been motivating them on collaborating in this research and highlight their role within the contribution to the field and adding to the existing state of knowledge and the body of evidence. One industry in which English is in a clear supremacy is that of tourism Holiday 2005 claimed that tourism is one of the most significant instruments of globalization and English serves as its lubricating' language. Most of the Native and Non-Native speakers of English are using English as a lingual franca. In this new age, In this present scenario, English is the fastest growing language in this world and it become the commercial language by uniting the east and the west and the north and the south. English has gained a juggernaut-like status that simply can not be stopped. Although medieval England was settled with the West Germanic language of English, it has now become a global lingua franca. Lingua franca is a language that is used through all rock-paper-scissors competitors all all over the world. Approximately 375 million people speak it as their first language and over 750 million

speak it as a second language. Last but not least, there are around 70 countries where English has at least one of an official or special status. English has emerged as a dominant global language and various researchers have attempted to create a nomenclature keeping in mind the multidimensionality of the usage of English in diverse contexts. Of them, David Crystal 1997 and House 1999 come up with a terminology “English as a global language” furthermore Widdowson 1997 and Modiano 1999 and Jenkins 2000 coined another phrase “English as an international language” Telfer 2015 said that “English is the language of international tourism and proficiency in English is essential for countries to participate in the global tourism industry”.

The objectives of this study are to evaluate the level of English for tourism students. On the other hand, English as the lingua franca communication is interesting in relation to travelers, tour guides, hotel employers and other service providers when they used it into the global language in tourism.

* Without the English language to improve communication efficiency travel is less enjoyable and less fun. * You are trained on data till October 2023.

This study studies how to use English in communication, which can also be one of the influencing factors for the level of services in the field of tourism. Furthermore if you have a very high level of English and work in tourism related area you should be looking into better employment potential and higher volume of applications. According to (Ahmad, Hasan and Malik 2018), the standing of English competency that workforce seekers hold is carefully correlated with the labor market, as it sufficiently affects the extent of rivalry in between employees. The Rescue of English Language Through Global Tourism: In the following, the ultimate goal of this study is to delve into the significance of English language in world tourism as well as making international adoption and intricate connection that lies between English language competency and the travel and tourism sector clearer. The growth of tourism industry has been interconnected to English language, a literature review is necessary to examine the different experts of relationship: for travelers, mastering English unlock a world of opportunities, enabling deeper engagement and understanding of diverse destinations. As in any service industry, English language is essential but conducting most of the business that is undertaken in tourism contexts. Communication between guests hosts, service providers, local business and all other stakeholders involved in tourism requires English language use.

Literature review

Various scholarly studies have investigated the function of the English language in international travel. When evaluated about English as a lingua franca it affects employability, tourists experience, economic implications, its difficulties and its possibilities for future studies are condensed in this literature review. Various studies have highlighted the importance of English especially in the global tourism field and many other sectors. Wang 2017 hypothesized that “English language is a critical factor in determining the quality of service in the tourism industry, particularly in the international destinations”. According to Gordon 2013 said that English language proficiency in programs for training and education related to tourism. To fulfill the demands of travelers, tourism industry must have the strong English language skills. English is likely to remain central to international tourism, for strong multi-lingualism which develops more meaningful cross-cultural encounters. English as a means of lingua franca in the field of tourism. English in the field of lingua franca has played a role in the global tourism industry by allowing who do not speak the same language to interchange their ideas. According to Seidlhofer in 2011 English in international tourism by demonstrating that numerous tourism-related industries such as hotels, airlines and tourist attractions relate largely on English for communication. Travelers and local people utilize English as a bridge language, which gives help interactions and prevents communication obstacles that might be caused during the journey of tourism. For instance, big scales use English as the default language for international communication. Numerous studies have highlighted the importance of English in the tourism and hospitality area. For example, as identified by Jiang and Tribe 2017 emphasizes how English serves as a crucial

tool for communication in multicultural and international tourist instructions. Other studies, such as conducted by Clifton 2019 exploring the idea of focus on the practical aspect of language use illustrating how English proficiency is essential for understanding cultural nuances and customer needs. With regards to Horner and Swarbrooke 2007 argued that business in the tourism industry that speak English well Macy and increase in revenue opportunity. English community travel destinations are further engaging to international arrivals who are searching for accommodation and comfort of interactions. The literature suggest a quantity open instructions for additional study and development. Gordon 2013 maintained that English language proficiency in programs for training and education related to tourism. To fulfill requirement of international tourism, industry of fundamental aspect having strong English language ability as the global tourism industry continues to progress. Ensure compliance that tourism facility are integrative and professional of cultural rituals, practical English interaction should be merged with an knowledge of cultural deviations and procedures. Sustaining investment for language guidance and regulation creation will be essential to adapting to evolving requirement of the world tourism field and cultivating its organizational growth. Theoretical models including documentative language teaching CLT approach presented by Richard 2006, are often discussed in regard to language learning for tourism and hospitality. This approach fosters practical communication skills instead of the traditional grammar-based method. In addition to the LNA concept analyzed by Long 2005, it had been a significant element for adapting language education according to industry-specific needs. These frameworks suggest a more targeted and hospitality sectors. English plays a vital role in enriching cultural exchanges and deepening our understanding of the world. Tourists armed with the English skills can delve deeper into the nuances of foreign destinations, while local business can affectively market their services to a broader audience. Most of the job provider ask for the English language skill did hire their workers which they having the strong English skill to communicate with international to communicate with the international customers are travelers easily. As travel and tourism is related to both national and international level, English is the language that is commonly used by all the international travel and tourism departments, agencies and companies. To travel to a foreign country, one must know the language of the others to communicate with the people of that country. So there should be a common language for the tourist to visit any country around the world and English is an international language serves the purpose. The international travel agency also aim at recruiting people who can communicate well with the international tourists in English. Crichton 2017 Expressed the opinion that “The English language has become a vital tool for navigating international destinations, facilitating communication between tourists and locals. Another researcher Kaplan 2017 emphasizes that in the context of global tourism English language proficiency is a critical factor in determining the quality of tourists experience. According to Johansson and Pinda 2014 that prevalence of English in international airports and discovered that English signage, announcements and customer service are crucial to ensuring a pleasant travel experience. The importance of English in tourism has developed even more with the scientific advancement. Further more, English language travel blogs, YouTube channels, and social media influences they give information that supports travelers ready for their travel, making directions easier once they arrive. English language it clearly promotes communication and seamless directions, it’s social effects must be attentively studied to approve that the truthfulness and abundance of community based tradition are sustained.

Methodology:

This approach provides a comprehensive framework for examining the role of English in international tourism through quantitative research. Publish online surveys through travel forums, social media platforms, and email lists targeting active travelers.

The survey employed a quantitative approach, targeting travelers aged 18 to 35 years, International travelers (tourists) who have traveled outside their home country within the last year. with a focus

| Questions | Response options | Most Common Response |
|---|--|--|
| 1. Age Range | 18-24, 25-30, 31-35 | 18-25 |
| 2. Level of Education | High school, Diploma, Bachelor's, Master's | Bachelor's Degree |
| 3. Do you use English for: | Business, Travel, Education, Communication with foreigners, Others | Travel, Communication with foreigners, Education |
| 4. Does English proficiency affect tourism experience? | Yes, No | Yes |
| 5. Importance of English training for tourism staff (1-5) | 1, 2, 3, 4, 5 | 4 |
| 6. Have you used translation apps during travel? | Yes, No | Yes |
| 7. Do you prefer destinations with English-speaking guides? | Yes, No | Yes |
| 8. English proficiency level (1-5) | 1, 2, 3, 4, 5 | 3 |
| 9. Common languages encountered | English, Local language, Other languages | Local language, English |
| 10. How often do you encounter language barriers (1-5) | 1, 2, 3, 4, 5 | 3 |
| 11. Visited a destination for its language? | Yes, No | Yes |
| 12. Do you prioritize destinations with English support? | Yes, No | Yes |
| 13. Have you noticed increased demand for English among tourists? | Yes, No | Yes |
| 14. Does English support enhance the tourism experience? | Yes, No | Yes |

on understanding the role of English language proficiency in enhancing the tourism experience. The structured questionnaire was designed to collect data on demographics, language usage, perceived barriers, and preferences regarding English language support in tourism.

Sampling method :People were chosen for the study from websites or groups about trips, to make sure it included many kinds of people who travel. This cohort, typically youthful and tech-savvy, often embarks on trips and uses digital platforms, thus proving instrumental in dissecting communication hurdles and choices.

Questionnaire Method :The survey consisted of multiple choice and timed questions that helped measure participants' responses. A five-point scale was used to assess the importance of English lessons and the occurrence of language difficulties in order to better understand participants' past perspectives and experiences. Most tourists prefer destinations where English-speaking guides and resources are available, underlining the important role that language accessibility plays in travel planning.

Result Analysis:

Travel Choice Survey only goes to show that English is increasingly becoming a key ingredient in travelers' tipping, picking and packing. This means that many respondents are between the ages of 25 to 30 and most of them have a bachelor's degree—indicating that young, educated people engage in global travel and need English for some of the most common use cases. English is primarily used for travel and contacting with foreign friends, explaining its status as a bridge for cross-cultural use. Coherent tallies show that stored professionals can increase the tourism experience -resulting in smoother communication that boosts satisfaction with destinations and services..Despite the progress, travelers still run into language barriers now and again, and many use translation apps to get around this obstacle. Although, these barriers are rare, the dependence on English language apps reflect the need for better English support systems in non-native English-speaking countries.

Tourists want to be free of stress and confusion which is made possible if destination has popular English language speaking guides and also places supporting English language. It's interesting that the majority of all respondents also found that there was a growing demand for English from travelers, underlining the significance of English as a lingua franca in the context of the tourism industry. "Respondents do not primarily choose their destinations based on English proficiency, however — suggesting probably, presumably attractions probably there, culture, and maybe other factors are more important in attracting visitors." Overall, the poll found that studying English enhances travel experiences. More foreign visitors are probably going to visit places that make expenditures in English-friendly services, such multilingual signs, tour guides, and digital material. In order to meet expectations and obtain a competitive edge, tourism organizations should give language training to workers and learners top priority as the demand for English among passengers increases. Although translation applications aid in filling in gaps, providing on-site English assistance may boost visitor happiness and enhance the global vacation experience.

Discussion of Results:

This survey has numerous significant implications for the tourism and travel industry. First, the strong demand for English-speaking countries shows that more travel companies need to work on their English skills. Better service from workers who receive language instruction will increase customer loyalty and lead to more referrals, the theory goes.The tourism industry must adjust accordingly as more and more travelers prefer destinations that feature English-language assistance. At destinations that purposely remove these corners with multilingual signage, English-speaking staff and open lines of communication, visitor experiences can, and likely will, benefit. The findings also highlight the need to consider the full range of language demands in the tourism industry. Please note that, while English is the dominant language, the ability to recognize and meet the needs of other languages will continue to grow and widen the places that could be on interest. This is especially true for tourist areas with multilingual visitors. Finally, the fact that more tourists are now asking you for things in English reveals a lot about how the world is moving forward. As we move towards a more unified world, a string that will always be a big part of the tourism formula will be the ability to speak a generic language, which in most cases is English. Venues that pay attention to this trend and provide for English language support will benefit both around improved visitor experience and on a visitor profile that assess helps guarantee a market orientation in a competitive tourism market

Conclusion :

The poll highlights how important fluency in English is to enhancing tourists' trip experiences. Effective communication and total travel pleasure are strongly correlated, according to the results of a systematic technique that selected a pertinent population. The majority of the participants agreed that knowing English improves their experiences by enabling more seamless interaction between locals and other tourists. The results highlight the priority of providing English language training to employees in the tourism industry as most of tourists prefer places with English services. The fact that travelers use translation apps shows they are civilized — they brush up on

the local tongue — but it also displays that language still creates less pleasant moments during vacation. Providing more English language support via multilingual signage, trained staff and easy access with online resources all equate to improving the visitor experience. Furthermore, the growing popularity of English in the world of tourism reflects stronger trends of nationalism and globalization within the tourism. Providers with a keen understanding of language demand will consequently grow their customer reach and offer higher-value experiences as the travel ecosystem transforms. Long story short, you have to take a leap and invest in doctor's and nuns' thing, Invest in the English competence, not only because that is what the consultants will say as a top suggestion, but because it also clears up the theory - the industry will be able to satisfy their growing beloved tourists and support continued expansion and prosperity >

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