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TOURISM AND LEARNING THE ENGLISH LANGUAGE FOR SPECIFIC PURPOSES IN TRANSCARPATHIA

Rácz Milán

Year 3 student, Specialty 014 Secondary education (English language and literature),
Ferenc Rákóczi II Transcarpathian Hungarian College of Higher Education, Berehove, Ukraine
ORCID ID: 0009-0003-1500-491X

Husztai Ilona

PhD, Associate Professor,
Department of Philology,
Ferenc Rákóczi II Transcarpathian Hungarian College of Higher Education, Berehove, Ukraine
ORCID ID: 0000-0002-1900-8112

The relevance of the research: Transcarpathia, a picturesque region in Ukraine, boasts stunning landscapes and a rich geographical and cultural heritage that is attracting more tourists. This growth hinges on tourism professionals effectively communicating with international visitors, making English language skills crucial. **Subject research:** the relationship between ESP and Transcarpathian tourism. **The purpose of the study is** to introduce the relationship between Transcarpathian tourism and the importance of learning English for Specific Purposes (ESP). **Research methodology:** descriptive method of analysis, induction and deduction. **The results of the study:** ESP caters to this need by equipping tourism workers with relevant English skills. ESP courses focus on vocabulary specific to the tourism industry, like describing attractions and handling inquiries. They also emphasize practical communication skills for tasks such as giving directions and resolving complaints. Cultural awareness is another key component, ensuring respectful interactions with tourists from diverse backgrounds. ESP can significantly benefit Transcarpathia's tourism industry. Improved communication fosters trust and leads to better customer service, which translates into increased tourist spending. **Practical significance:** ESP facilitates cultural exchange by enabling deeper connections between tourists and locals. This enriches both parties and fosters a sense of global community. The article proposes implementing ESP programs through various channels. Universities and language schools can design specialized courses. Online platforms offer flexible learning options, while language exchange programs can provide communication practice. Promoting Transcarpathia as an «English-friendly» destination with English signage and marketing materials can further attract tourists. **Conclusions:** ESP empowers tourism professionals to effectively serve international visitors. This does not only enhance the tourist experience but also fuels economic growth in Transcarpathia by attracting more tourists and creating job opportunities. As Transcarpathia's tourism industry flourishes, English language proficiency will remain a key factor in its success. **The prospect of further research** lies in the possibility of conducting empirical research on the availability, significance and effectiveness of ESP courses for tourism in Transcarpathia.

Key words: ESP, English for tourism, tourism, Transcarpathia, CLIL, geographical heritage.

ТУРИЗМ І ВИВЧЕННЯ АНГЛІЙСЬКОЇ МОВИ ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ НА ЗАКАРПАТТІ

Рац Мілан Адальбертович

студент III курсу спеціальності 014 «Середня освіта (англійська мова і література)»,
Закарпатський угорський інститут імені Ференца Ракоці II, м. Берегове, Україна

Густі Ілона Іштванівна

доктор філософії, доцент кафедри філології,
Закарпатський угорський інститут імені Ференца Ракоці II, м. Берегове, Україна

Актуальність дослідження: Закарпаття, мальовничий регіон України, може похвалитися приголомшливими ландшафтами та багатою географічною і культурною спадщиною, що приваблює усе більше

туристів. Це зростання залежить від професіоналів у сфері туризму, які ефективно спілкуються з іноземними відвідувачами, що робить знання англійської мови вирішальним чинником. **Предметом дослідження** є зв'язки між англійською мовою за професійним спрямуванням та закарпатським туризмом. **Мета дослідження:** показати зв'язок між закарпатським туризмом та важливістю вивчення англійської мови за професійним спрямуванням (ESP). **Методологія дослідження:** описовий метод аналізу, індукція та дедукція. **Результати дослідження:** англійська мова за професійним спрямуванням задовольняє цю потребу, надаючи працівникам сфери туризму відповідні навички англійської мови. Курси англійської мови за професійним спрямуванням зосереджені на лексиці, специфічній для туристичної індустрії, наприклад на описі визначних пам'яток та обробці запитів. Вони також акцентують увагу на практичних навичках спілкування для виконання таких завдань, як надання інструкцій та вирішення скарг. Культурна обізнаність є ще одним ключовим компонентом, що забезпечує поважну взаємодію з туристами різного походження. Англійська мова за професійним спрямуванням може принести значну користь туристичній галузі Закарпаття. Покращена комунікація сприяє зміцненню довіри та веде до кращого обслуговування клієнтів, що призводить до збільшення витрат туристів. **Практичне значення:** англійська мова за професійним спрямуванням сприяє культурному обміну, уможливаючи глибші зв'язки між туристами та місцевими жителями. Це збагачує обидві сторони та сприяє формуванню почуття глобальної спільноти. У статті пропонується впроваджувати програми англійської мови за професійним спрямуванням різними способами. Університети та мовні школи можуть розробляти спеціалізовані курси. Онлайн-платформи пропонують гнучкі варіанти навчання, а програми мовних обмінів можуть забезпечити комунікативну практику. Популяризація Закарпаття як «англомовної» дестинації за допомогою англомовних вивісок та маркетингових матеріалів може додатково привабити туристів. **Висновки:** англійська мова за професійним спрямуванням дає змогу фахівцям у сфері туризму ефективно обслуговувати іноземних гостей. Це не лише покращує туристичний досвід, а й сприяє економічному зростанню Закарпаття, залучаючи більше туристів та створюючи нові робочі місця. Оскільки туристична галузь Закарпаття процвітає, володіння англійською мовою залишатиметься ключовим чинником її успіху. **Перспектива подальших досліджень** полягає у можливості проведення емпіричного дослідження доступності, значущості та ефективності курсів ESP для туризму на Закарпатті.

Ключові слова: англійська мова за професійним спрямуванням, англійська мова для туризму, туризм, Закарпаття, CLIL (змістовно-мовне інтегроване навчання), географічна спадщина.

Setting the problem. Transcarpathia, a picturesque region located in the southwestern part of Ukraine, is known for its stunning landscapes, rich geographical and cultural heritage, diverse population and a growing tourism industry. The region's unique blend of ethnicities and historical influences makes it a fascinating destination for tourists [1]. In recent years, there has been a growing interest in promoting tourism in Transcarpathia [2], which has led to an increased focus on learning English for specific purposes (ESP), or English for tourism [3]. Thus, to capitalize on this potential, fostering English language skills tailored to tourism needs is crucial.

Transcarpathia boasts a variety of attractions, including the Carpathian Mountains, medieval castles, thermal springs and traditional villages. These attractions draw tourists from both Ukraine and abroad. The region's natural beauty offers numerous opportunities for outdoor activities such as hiking, skiing and exploring national parks. Additionally, the cultural diversity, reflected in festivals, cuisine, and local traditions, adds to the region's charm.

The growth of the tourism industry in Transcarpathia has been significant in recent years.

This growth is attributed to improved infrastructure, increased marketing efforts and the region's appeal as an authentic destination. As more international tourists discover Transcarpathia, the need for English-speaking professionals in the tourism sector becomes increasingly important. Hence, **the aim of this article** is to explore how tourism and the demand for English language skills are intertwined in Transcarpathia and the benefits this relationship brings to the region.

Analysis of recent research and publications. Firstly, the burgeoning tourism sector in Transcarpathia creates a demand for English communication. Tourism is a rapidly growing sector of the economy, having a profound impact on society, politics, culture and, above all, the economy. It is estimated that there are approximately 100 million employees working in the modern entertainment and leisure industry [4]. Fluency in foreign languages is one of the key skills in this industry. Rapid advances in technology have influenced both language learning and customer experience in the travel industry. Becoming a professional in today's tourism industry means a complex set of skills

and abilities, which are interdisciplinary in nature [5]. Tourists from English-speaking countries are increasingly drawn to the region's unique charm. Hotels, restaurants, tour guides and transportation services all benefit from employees who can effectively communicate with these visitors. Basic English for tourism skills [6] enable staff to answer questions, provide directions and enhance the overall tourist experience.

Secondly, ESP offers a targeted approach to language learning. Rather than focusing on general English, ESP courses can equip tourism professionals with the specific vocabulary and phrases relevant to their roles. This could include learning about local attractions, various tourist routes of Transcarpathia [7], navigating transportation systems, recommending restaurants, handling customer inquiries and managing emergencies.

The growing importance of international business in Ukraine has fuelled the demand for English language skills in various professions. Teaching English for Specific Purposes (ESP) is gaining significant traction within Ukrainian education to address this need. The tourism industry, a key driver of economic growth, requires a particularly strong emphasis on ESP training. However, current methods for teaching English to Ukrainian tourism students fall short of international standards [8].

Petliovana [8] reports that Khmelnytskyi National University in Ukraine is addressing this gap by developing a cutting-edge ESP textbook specifically designed for future tourism managers. An innovative textbook has been designed that adheres to the constructivist approach, promoting active learning and knowledge construction. This textbook aims to enhance both spoken and written English proficiency within the context of the tourism and recreation industry. It provides students with informative materials designed to master key topics in these fields. The comprehensive guide includes 32 distinct units, featuring the latest trends within the tourism industry. The engaging and accessible nature of the topics facilitates effective learning and knowledge retention [8].

In addition, Fodor [9] proposes to apply the Content and Language Integrated Learning (CLIL) approach [10]. He suggests that this is an excellent approach to be used when teaching about the local (Transcarpathian) geographical heritage to secondary school learners in English. He refers to Coyle [11] who considers that the CLIL approach focuses on four issues (the 4 C's): content, communication, cognition and culture. 'Teachers have to present the language of geography, the key grammatical patterns and the key content vocabulary. By this, learners will be able to effectively communicate their knowledge of geographical issues' [9, p. 68].

A curriculum for foreign languages targeted towards aspiring tourism professionals should be designed around the specific skills necessary for their successful job performance. A critical component in fostering these foreign language competencies within tourism students is the mastery of «English for Tourism» skills. This proficiency will equip future graduates with a competitive edge and a deeper understanding of the global tourism market [12].

The specific communication skills demanded in the context of tourism English necessitate further investigation tailored to the Transcarpathian region, while acknowledging the ever-evolving nature of skill requirements in the modern tourism workplace.

Presentation of the main material. ESP refers to teaching and learning English tailored to specific fields or professions [13]. In the context of Transcarpathia, ESP is particularly relevant for the tourism industry. The ability to communicate effectively in English is essential for tour guides, hotel staff, restaurant workers and other professionals who interact with international tourists. ESP courses are designed to equip these individuals with the language skills needed to perform their jobs efficiently and provide excellent service to visitors.

The key components of ESP for tourism include the following [14]:

1. Specialized vocabulary: ESP courses for tourism focus on vocabulary related to travel, hospitality and customer service. Learners

acquire terminology that helps them describe local attractions, explain cultural nuances and handle common tourist inquiries.

2. Practical communication skills: Emphasis is placed on practical communication skills, such as giving directions, making reservations, handling complaints and providing information about local customs and traditions. Role-playing and simulations are often used to practice real-life scenarios.

3. Cultural awareness: Understanding cultural differences is crucial in the tourism industry. ESP courses include lessons on cultural sensitivity and etiquette, enabling professionals to interact respectfully and effectively with tourists from different backgrounds.

4. Problem-solving abilities: Tourism professionals frequently encounter unexpected situations. ESP training includes developing problem-solving skills to handle emergencies, misunderstandings and other challenges that may arise.

ESP can benefit Transcarpathia's tourism industry in the following ways. Firstly, it can lead to improved customer service, since clear and confident English communication builds trust and fosters positive interactions with tourists. Secondly, it can result in increased tourist spending [15], because tourists feel more comfortable navigating the region and spending money when they understand communication. In addition, cultural exchange can be enhanced as English proficiency facilitates deeper connections between tourists and locals, thus leading to a richer cultural exchange. Interacting with tourists from around the world promotes cultural exchange and understanding. This interaction enriches the lives of both tourists and locals, fostering a sense of global community.

We believe that further benefits of ESP for tourism in Transcarpathia might include such issues as:

- improved tourist experience (English-speaking professionals can significantly enhance the overall experience of international tourists. Clear communication reduces the likelihood of misunderstandings and ensures that visitors feel welcome and well-informed),

- increased employment opportunities (the demand for English-speaking staff in the tourism sector creates job opportunities for local residents. Learning English can open doors to various roles within the industry, from front-line positions to managerial roles),

- economic growth (a thriving tourism industry contributes to the local economy. By attracting more international tourists and providing high-quality services, Transcarpathia can boost its revenue and support the development of local businesses).

We should also bear in mind that with the help of ESP, tourism professionals can effectively communicate with international visitors, leading to increased satisfaction and positive reviews. Moreover, English proficiency allows for offering a wider range of services and catering to a broader tourist demographic. Finally, it can enhance marketing and promotion if tourism professionals create compelling and informative marketing materials in English because this way they can attract more international tourists.

Dziubata [12, p. 44] speaks about tourism English as a kind of ESP and believes that it has ‘three components: the linguistic (the knowledge of and the ability to use lexical elements, grammatical resources, perceive and produce the language in particular contexts orally, in writing and reading), the discourse (actual usage of English in the specific conditions in which communication takes place) and the intercultural (deals with specific professional situations in a varied social and cultural context)’.

Implementing ESP programs presents several opportunities. According to Dudley-Evans and St John [16], an ESP course is defined by a combination of core and adaptable characteristics. The core characteristics refer to:

- Needs-orientation (when the course is tailored to address the specific learning objectives of the learners).

- Disciplinary relevance, meaning that the content and activities directly connect to the target discipline, occupation, or relevant activities.

– Methodological integration, i.e. the course leverages the methodologies and practices inherent in the target discipline.

– Focus on specialized language. It occurs when instruction emphasizes the grammar, vocabulary, discourse styles and genres specific to the chosen field.

A tourism-focused English for Specific Purposes (ESP) curriculum, designed within the framework of the communicative competence approach, should be implemented in higher education institutions [12]. This curriculum should prioritize communicative classroom activities and foster the development of lifelong learning skills within future tourism specialists. The rationale for this approach lies in the dynamic nature of the tourism industry, characterized by continuous evolution and the emergence of novel requirements and demands.

Local universities and language schools can develop specialized courses for tourism professionals. Online learning platforms can offer flexible and accessible options. Additionally, language exchange programs connecting tourism workers with native English speakers could foster practical communication skills.

Furthermore, promoting Transcarpathia as an «English-friendly» destination can attract more tourists. This could involve signage in

English, English language menus, and marketing materials highlighting the region's commitment to English communication.

Conclusions. The combination of tourism and learning English for specific purposes in Transcarpathia highlights the region's potential as a prominent tourist destination. The expanding tourism sector in Transcarpathia necessitates a focus on English language learning for specific purposes. By investing in ESP programs tailored to the tourism industry, Transcarpathia can enhance its appeal to international visitors, create job opportunities and drive economic growth. So, by equipping tourism professionals with the necessary skills, the region can enhance customer service, increase tourist spending and create a more welcoming environment for international visitors. This, in turn, will contribute to the continued growth and success of Transcarpathia's tourism industry. As the region continues to develop its tourism infrastructure, the importance of effective communication in English will remain a key factor in its success.

Overall, ESP for Transcarpathian tourism equips tourism professionals with the required English language skills to effectively interact with international visitors, improve customer service and promote the region's unique offerings to a wider audience.

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