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USING ONLINE TOOLS TO TEACH ENGLISH SPEAKING SKILLS FOR TOURISM PROFESSIONALS

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Annotation: *Tourism represents a dynamic sector of the economy that significantly impact society, politics, culture and, most notably, the economy itself. It is estimated that 100 million individuals are employed in the contemporary leisure and tourism industry. Proficiency in foreign languages is a paramount skill within this field. Furthermore, the swift evolution of technology has transformed both language acquisition and the customer experience in the tourism industry.*

This article explores the influence of technology on Tourism and analyses useful online resources and educational tools that can be used in English language teaching in the field of Tourism. Online digital tools that will be discussed are Artificial Intelligence and social media. Furthermore, it highlights the benefits and challenges of integrating such tools into education practice. The finding suggest that the use of the technology can significantly improve students' language skills and better prepare them for real-life communication in the tourism sector.

Keywords: *Tourism industry, online tools, AI-based applications, social media platforms, speaking proficiency, real-life communication.*

Annotatsiya: *Turizm jamiyat, siyosat, madaniyat va ayniqsa iqtisodiyotga sezilarli ta'sir ko'rsatadigan dinamik iqtisodiy soha hisoblanadi. Taxminlarga ko'ra, zamonaviy dam olish va turizm sanoatida 100 millionga yaqin inson faoliyat yuritadi. Xorijiy tillarni bilish ushbu sohada muhim ko'nikmalardan biri hisoblanadi. Bundan tashqari, texnologiyala ming jadal rivojlanishi til o'rganish jarayonini hamda turizm sohasidagi mijozlar tajribasini tubdan o'zgartirdi.*

Mazkur maqolada texnologiyalarning turizmga ta'siri o'rganiladi hamda turizm yo'nalishida ingliz tilini o'qitishda qo'llanishi mumkin bo'lgan foydali onlayn resurslar va ta'lim vositalari tahlil qilinadi. Ko'rib chiqiladigan raqamli vositalar qatoriga sun'iy intellekt va ijtimoiy tarmoqlar kiradi. Shuningdek, ushbu vositalarni ta'lim jarayoniga integratsiya qilishning afzalliklari va muammolari ham yoritiladi. Tadqiqot natijalari shuni ko'rsatadiki, texnologiyalardan foydalanish talabalarning til ko'nikmalarini sezilarli darajada yaxshilaydi hamda ularni turizm sohasida real muloqotga samaraliroq tayyorlaydi.

Kalit so'zlar: *Turizm sanoati, onlayn vositalar, sun'iy intellektga asoslangan ilovalar, ijtimoiy tarmoq platformalari, nutq ko'nikmasi, real hayotdagi muloqot.*



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Аннотация: Туризм представляет собой динамичный сектор экономики, оказывающий значительное влияние на общество, политику, культуру и, в особенности, на экономику. По оценкам, около 100 миллионов человек заняты в современной индустрии досуга и туризма. Владение иностранными языками является важнейшим навыком в данной сфере. Кроме того, стремительное развитие технологий трансформировало как процесс изучения языков, так и клиентский опыт в индустрии туризма.

В данной статье рассматривается влияние технологий на туризм, а также анализируются полезные онлайн-ресурсы и образовательные инструменты, которые могут быть использованы при обучении английскому языку в сфере туризма. К числу рассматриваемых цифровых инструментов относятся искусственный интеллект и социальные сети. Кроме того, в статье освещаются преимущества и проблемы интеграции данных инструментов в образовательную практику. Результаты исследования показывают, что использование технологий может значительно улучшить языковые навыки студентов и лучше подготовить их к реальному общению в сфере туризма.

Ключевые слова: Туристическая индустрия, онлайн-инструменты, приложения на основе искусственного интеллекта, платформы социальных сетей, навыки устной речи, реальное общение.

Introduction

The integration of online resources has emerged as a transformative force in the realm of English instruction within today's rapidly evolving educational landscape. As global interconnectedness increases, proficiency in the English language is not only a valuable skill but also a necessity for individuals across diverse ages and backgrounds. The advent of digital technology has expanded traditional methods of English teaching beyond the confines of physical classrooms, marking the dawn of a new era in language education.

This transformation is particularly significant in the field of tourism, where effective communication in English is essential for interacting with international visitors and providing high-quality services. Tourism professionals are required to use language skills in real-life situations, such as guiding tours, assisting travelers, and managing customer relations. Therefore, the integration of digital tools into English language teaching offers new opportunities to prepare students for the practical demands of the tourism industry.

The Role of English as a Global Lingua Franca in Tourism

English functions as a global lingua franca, enabling tourism professionals – including guides, hoteliers, and restaurateurs – to communicate effectively. This proficiency in communication ensures that tourists feel both welcomed and understood (Crystal, 2013). Such competency significantly enhances the overall visitor experience, often resulting in positive reviews and increased repeat visits, which are essential for sustainable tourism growth (Cuic Tankovic et al., 2023).





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Therefore, developing strong English speaking skills has become a key priority in tourism education and professional training. Because strong English speaking skills can be an integral component of programs such as hospitality training, which enhance service delivery and foster local participation in tourism (Zahedpisheh et al., 2017). In this context, training focused specifically on English speaking is particularly beneficial for individuals working or inspiring to work in the tourism sector, including tour guides, hotel staff, employees at tourist attractions, and university students preparing for tourism-related careers.

Innovative Approaches to Developing Speaking Skills

To effectively develop these skills, modern educational approaches increasingly rely on innovative methodologies. Currently, various learning methods can be used to improve English speaking abilities, among which the integration of the Artificial Intelligence (AI) and social media stands out as particularly effective. Research shows that these technologies have significant potential to enhance language acquisition.

The Role of Artificial Intelligence in Language Learning

AI-powered tools, such as chatbots and language learning applications, provided personalized feedback and interactive experiences that simulate real-life communication, thereby improving learners' speaking proficiency (Li & Zao, 2022).

The integration of Artificial Intelligence (AI) technology into educational environments has fundamentally transformed how students acquire knowledge, and develop skills, particularly in language learning, with a significant emphasis on speaking proficiency. AI technologies have the potential to revolutionize the way students learn and practice speaking by addressing their inquiries and facilitating peer-to-peer interactions, thereby fostering a collaborative learning atmosphere (Kamalov et al., 2023). Users can tailor their learning experiences by selecting various modes of interaction with the AI, which offers a diverse range of content, including topics, games, and role-playing scenarios for practicing English in real-life contexts. This approach makes language learning not only more engaging but also more effective (Fully Fluent: Learn Languages, 2023). Given these advantages, this application is particularly well-suited for enhancing English speaking skills in specific contexts, such as tourism. Additionally, its accessibility and compatibility make it an excellent fit for young learners.

The Impact of Social Media on Language Learning

As well as, social media platforms have become an essential part of daily life for millions globally, significantly impacting language learners, particularly those aiming to enhance their proficiency in English. The role of social media applications in the learning process has been the subject of the extensive research. Yekimov et al. (2021) emphasize in their study of tourism graduates that integrating social networks into foreign language teaching can make the process more flexible, efficient and relevant, while also boosting students' motivation to learn a new language. Similarly, Sobaih et al. (2022) investigated the impact of social media applications on e-learning and reported a significant positive effect on the academic performance of tourism students. Furthermore, Rerung (2021) explored the influence of social





media on the language learning experiences of hospitality and tourism students, revealing that most participants recognized its diverse contributions to language acquisition.

In conclusion, these findings indicate that social media can serve as a valuable pedagogical tool. Therefore, educators should actively encourage students to use such platforms for meaningful communication in foreign languages, thereby promoting a more interactive and effective learning environment.

Challenges in Integrating Social Media into Education

While the benefits of social media (SM) usage in the learning process are well-documented, some studies also highlight potential challenges. Fan and Cai (2016) conducted research focusing on the integration of SM in teaching and learning activities within the tourism management department in Haikou. Their findings revealed that this department demonstrates significant levels of effort expectancy, performance expectancy, behavioral intention, and social impact regarding the adoption of SM. Both students and teachers primarily utilize SM platforms to access and engage with content through reading, listening, and viewing. However, the study underscores that a major barrier to the effective use of SM by the tourism management faculty is the lack of integration between SM and the learning management system.

Conclusion

In conclusion, the integration of online tools, particularly Artificial Intelligence and social media platforms, plays a crucial role in enhancing English speaking skills among tourism professionals. These technologies provide interactive, flexible and learner-centered environments that promote real-life communication, improve fluency, and increase learners' confidence.

The finding of this study demonstrate that both AI-based applications and social media platforms significantly contribute to the development of communicative competence by offering authentic language exposure and opportunities for continuous practice. However, certain challenges, such as the lack of proper integration into formal education systems and the risk of informal language use, must also be taken into consideration.

Therefore, it is essential for educators to adopt a balanced and strategic approach when incorporating digital tools into language teaching. By doing so, they can better prepare tourism students for the practical communication demands of the global tourism industry.

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