

Enhancing Professional Competence Of Tourism Industry Personnel Through Foreign Language Training.

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Abstract

The article is devoted to considering the role and importance of learning foreign languages in the process of shaping and enhancing the professional competence of future tourism specialists amid global transformations. The paper comprehensively analyzes the key components of professional competence, such as effective intercultural communication, active utilization of international digital systems, and the provision of high-quality services to foreign tourists. The author demonstrates the impact of global processes on the evolution of the tourism market and its requirements, offering practical ways to improve the language training of specialists.

Keywords: Tourism, foreign languages, professional competence, globalization, intercultural communication, competitive services, digitalization

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Статья посвящена рассмотрению роли и значения изучения иностранных языков в процессе формирования и повышения профессиональной компетенции будущих специалистов сферы туризма в условиях глобальных трансформаций. В статье всесторонне анализируются основные компоненты профессиональной компетенции, такие как эффективная межкультурная коммуникация, активное использование международных цифровых систем и предоставление высококачественных услуг иностранным туристам. Автор показывает влияние глобальных процессов на изменения туристического рынка и его требований, а также предлагает практические пути совершенствования языковой подготовки кадров.

Ключевые слова: Туризм, иностранные языки, профессиональная компетенция, глобализация, межкультурная коммуникация, конкурентоспособные услуги, цифровизация.

Introduction

Under modern conditions of globalization and socio-economic crisis transformations, the tourism sector is recognized as one of the most vital branches of the global economy and a key factor in cultural exchange. The rapid growth of international tourism has fundamentally altered the requirements regarding the quality of professional training for specialists in this field [1, p. 312].

In this context, proficiency in foreign languages serves not merely as a basic tool for communication, but as an integral component of professional competence and career competitiveness in the labor market. The relevance of the topic stems from the fact that without high-level linguistic and intercultural training, ensuring the competitiveness of a national tourism product at the international level is virtually impossible.

2. Research Methods

The following scientific methods were employed during the research:

- **Structural-Functional and Business Analysis Method:** used to identify the core components of professional competence.
- **Comparative (Competence-Based) Method:** applied to evaluate the impact of language proficiency on service quality.
- **Deduction and Synthesis Methods:** utilized to develop practical recommendations for reforming educational curricula.

3. Results and Discussion

3.1. Professional Competence and Its Structure in Tourism

The professional competence of a tourism specialist encompasses a set of knowledge, skills, abilities, and personal qualities required for the effective execution of professional duties [4, p. 245]. Under global transformations, this overarching competence forms the following sub-structures:

- **Communicative Competence:** The ability to facilitate fluent communication with foreign tourists and to comprehend their needs and expectations.
- **Intercultural Competence:** Understanding and respecting the customs, traditions, moral norms, and cultures of individuals from diverse national backgrounds.
- **Digital and Information Competence:** The capacity to utilize global distribution systems (Amadeus, Galileo, Booking.com, etc.), which function predominantly in foreign languages—primarily English [6, p. 150].

3.2. The Role of Foreign Languages in Enhancing Service Quality

An analysis of practical operations demonstrates that foreign language proficiency enables tourism professionals to enhance service quality across various sectors (see Table 1).

Table 1: Impact of Language Competence on Service Quality in Tourism

No	Focus Area	Scientific and Practical Significance
1	Safety and Comfort	Tourists feel safe and relaxed in a destination where service providers speak their language or an international language (English, Russian, etc.).

2	Conflict Resolution	Precise and direct communication helps quickly and effectively resolve misunderstandings or emerging issues.
3	Tourism Product Presentation	Accurate interpretation and attractive alignment with tourists' interests through clear descriptions of historical and cultural heritage in their native languages.

3.3. Global Transformation and New Drivers in Tourism

Global processes and structural shifts have introduced new factors into the tourism industry:

- **Diversification of Tourist Flows:** The emergence of new origin markets (e.g., Asian and Middle Eastern countries) has fueled demand for learning additional languages such as Chinese, Arabic, and Japanese [8, p. 310].
- **FIT (Free Independent Traveler) and Ecotourism:** The growth of independent travelers who bypass group tours creates a direct need for unmediated communication with local residents and professionals.
- **Regional Integration:** The development of international cooperation and joint tourism initiatives requires mastery of working business languages.

3.4. Strategies for Developing Specialists' Linguistic Competence

To foster professional competence through language acquisition, a comprehensive set of measures must be implemented [9, p. 140]:

- **Curriculum Reform:** Incorporating *English for Specific Purposes (ESP)* courses into higher education curricula.
- **International Internships:** Organizing student and professional exchange programs with overseas institutions [7, p. 190].
- **Lifelong Learning:** Conducting specialized trainings and professional development courses for active industry personnel (tour guides, managers, hotel staff) [2, pp. 30–36].

4. Conclusion

Under conditions of global transformation, foreign language proficiency is no longer merely an auxiliary skill, but a strategic component of a tourism professional's competence. This factor directly influences service quality, destination attractiveness, and economic growth.

Only by cultivating a workforce equipped with high-level language proficiency and intercultural competence can national competitiveness be successfully secured in the global tourism market.

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