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ensure compliance with city road regulations.

## Conclusion

The adaptation of mass-market cars to the Vision Gran Turismo concept demonstrates the potential of modern engineering solutions. Enhancing aerodynamics, integrating hybrid technologies, and introducing adaptive suspensions create vehicles that are efficient both on racing tracks and in urban environments. In the future, the combination of virtual modeling, AI, and racing technologies will become a key direction in automotive engineering.

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## ENHANCING SPECIALIZED ENGLISH LANGUAGE SKILLS FOR VARIOUS SECTORS OF TOURISM

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**Abstract:** This paper explores the importance of enhancing specialized English language skills for tourism professionals. In the global tourism industry, English proficiency is a fundamental skill that ensures effective communication and high-quality service delivery. A conducted survey

revealed the insights on students' perspectives regarding the importance of English training in tourism.

**Key words:** Specialized vocabulary, tourism, English, specific areas, proficiency.

## **Introduction**

This topic is of great importance for the development of professional and general English in the field of tourism. English serves as the primary language of international tourism. In a sector that thrives on cross-cultural levels, proficiency in English is not merely an advantage but a necessity. The ever-increasing flow of international tourists requires tourism professionals to be able to communicate effectively, ensuring smooth operations and facilitating positive interactions. Thus, the goal of my research is to highlight the importance of specialized English skills in directions of tourism and help future specialists to improve their level. A significant issue is the wide range of English proficiency among tourism professionals. In today's world, people do not place due priority on knowledge of complex terminology or professional speech. Some may have basic conversational skills, while others lack the specialized vocabulary and fluency needed for complex interactions. This inconsistency leads to uneven service quality and can negatively influence tourist experiences. General English proficiency often falls short when dealing with the specific terminology used in various tourism sub-sectors (e.g., hospitality, aviation, tour guiding). This gap can result in miscommunication and misunderstandings regarding bookings, itineraries, and technical information.

The tourism industry is incredibly diverse, encompassing a wide range of travel experiences. Each of these sectors has unique communication needs, making specialized English skills essential [1].

**Ecotourism:** Professional English becomes a necessary language to facilitate ecotourism professionals to interact with the tourists more comprehensively, informing them about local environments and encouraging responsible travel practice. Besides, English competence provides opportunities for global cooperation with global conservation institutions and researchers to facilitate the exchange of information and best practices in environmental conservation. The power to convey the significance of conservation, and to inform citizens all over the world, to some effect and in understandable language, is of paramount importance.

**Business tourism:** English is also the dominant language of the majority of international business conferences, allowing speakers to communicate and listen to one another with ease. Effective English communication is imperative in writing and interpreting legal contracts, to give meaning without room for mistakes in business. Competency in English enables business travelers to establish understanding and rapport with their foreign counterparts, widening professional networks.

**Leisure tourism:** In leisure tourism, professional English skills are vital for creating seamless and enjoyable experiences for international travelers. From handling inquiries and providing clear information about destinations and activities, to managing bookings and addressing concerns, effective communication is paramount. Guides and hospitality staff with strong English abilities can enhance cultural exchange, ensuring tourists feel welcomed and understood. Moreover, proficiency in English enables the creation of compelling marketing materials and online content, attracting a global audience

**Medicine tourism:** in the realm of medical tourism, professional English skills are indispensable for ensuring patient safety and treatment efficacy. Accurate and nuanced communication in English facilitates the seamless exchange of medical records, diagnoses, and treatment plans between international patients and healthcare providers. English proficiency allows for clear pre-operative consultations and post-operative instructions, minimizing misunderstandings and potential complications. Furthermore, the ability to comprehend complex medical terminology in English is crucial for both patients and medical staff, guaranteeing accurate interpretation of procedures and medications.

## **Methodology**

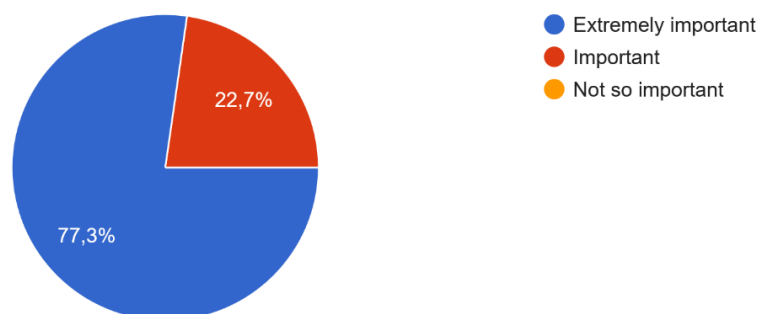
A quantitative research method was employed for our study. Data expressed as numbers can be analyzed using statistical methods, which reduces the likelihood of subjective interpretations. Such studies allow for working with large samples, which increases the applicability of the results to a wider audience. Analysis of such data can lead to the identification of trends, patterns, and correlations that would not be visible through a more superficial examination [2]. To work effectively with the article, a survey was conducted among 1st to 4th year students of the Tourism Department and analyzed various other scientific works on a similar topic. The survey consists of 15 test questions and 1 open question for detailed answers. Open questions are very useful because respondents can express their own opinions and share their experiences with the issue. Overall, interviewing students was very informative because they learn about the globality and relevance of the topic. Additionally, certain questions and answers can give an exact percentage and reveal statistics, which can easily help you understand what the topic is like for students and how they feel about it. Moreover, the answers that get more votes are highlighted and the research becomes more accurate. In order to get more results, this questionnaire was distributed on social networks, that is, among friends, groupmates, peers and sent it to teachers so that they could share it with their students too. As for the materials, there were selection of software to search for suitable scientific papers, which include various websites and electronic textbooks. It is very important to understand exactly what problem we are facing. It should be understandable for the author to know all the subtopics, so it is not necessary to take a very complex topic for the first articles if it is very difficult for you to understand it [3, p.26].

### Results

The first questions consisted of general information about the students of the Department of Tourism, i.e. age, year of study and level of English. Half of the respondents were 18-19 year old students, 40.9% were 16-17 year olds and 9.1% were 20-21 year olds. The majority are first-year students, and only a quarter of them are second, third and fourth year students. And of course the level of English is mostly upper-intermediate, but also four people have a level below, that is, average, and 6 of them have an advanced level. Moving on to the actual questions, the results were surprising because of the answers about whether the students considered this topic important at all, and 77,3% of them answered that it is extremely important. (Fig. 1).

How important is it for professionals in the tourism industry to have specialized English language skills?

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**Figure 1. Information about the importance of specialized English language skills**

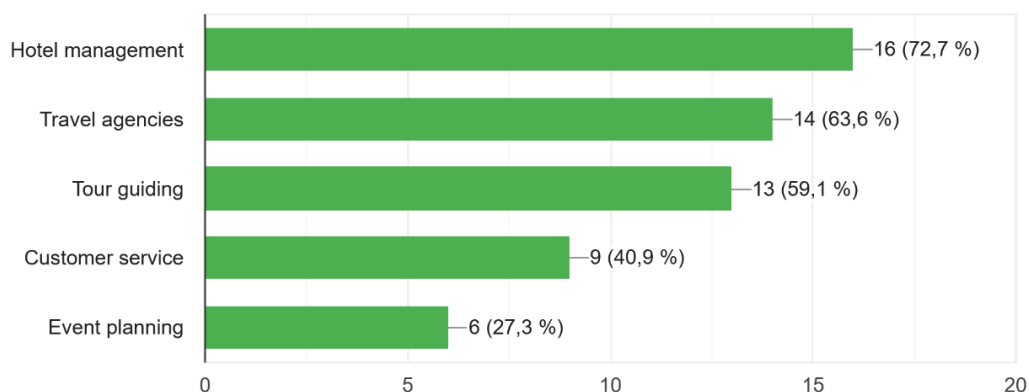
Next, we observe such an interesting difference in the answers to the question: "Do you think the current level of specialized English training in the tourism sector is sufficient?". People's opinions are almost divided into two sides: those who think that the current level of English among tourism employees is fine, while 38.2% of votes say the opposite. This question is very important for the further development of global language in such an important industry.

In the second diagram, it was found that hotel management, with a small margin of votes, is still the first in terms of the importance of knowledge of specialized terminology and vocabulary,

while hosting tourism events and customer service received the lowest number of votes. The data obtained indicate that students believe that hotel management requires more normative and specialized vocabulary. However, travel agencies and tour guiding are not much inferior in votes and are also considered one of the important aspects in the opinion of others

What specific areas of tourism require the most specialized English vocabulary?

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«Figure 2 Specific areas of tourism

The survey included questions about what is the most difficult thing in learning a language, and what is considered more or less accessible for learning. It turned out that complex terminology and limited opportunities for practice are the most difficult stages for developing a language level.

In addition, an important issue for observation and full understanding of the topic is the problem of how to achieve high progress and what method will be the most effective for studying in order to feel comfortable in the field of tourism. According to the diagram, the environment, or rather a favorable language environment, where people will speak specialized English more often is the most effective way to become fluent in the language. Therefore, 15 out of 22 people agreed with this option, while the minority chose online resources.

### Discussions

After receiving the results, we made various conclusions and generated personal hypotheses. Speaking about how important it is to have the skills to use the correct vocabulary in your profession, namely for workers in hotels, travel agencies, excursion guides, etc. we completely agree with the answers. This is extremely important because it shows how good the employee is at his job and how well the service is organized. The results obtained on whether the level of English of workers in the tourism sector is sufficient did not confirm my expectations, as more than half believe that the current level is quite suitable. We partly disagree with them, as the problem is still relevant and a lot of work is needed for excellent results.

The present state of specialized English training within the tourism industry will be insufficient to address the specific communication demands of the industry. International client communication demands various language competencies such as reading, writing, speaking, and listening skills that to some degree cannot be attained under current training programs.

The tourism sector also has specific English language demands that, when unfulfilled, have adverse effects on service delivery quality and customer satisfaction. Communication gaps result in misunderstandings and lower customer experiences, showing the need for more competent training solutions. Furthermore, the failure to comply with English language proficiency levels further exacerbates the problems, showing that existing training programs need to be more intensive to facilitate effective communication. Generally, the development of customized English training is instrumental in elevating the quality of services in the tourism industry [4]. Moreover, on question 14 about whether it is difficult for people to understand and use this terminology, the majority answered yes and sometimes, my research was limited to the method used, namely a

closed and general question. We think it would not be superfluous to conduct an interview among several students and find out full answers about why it is difficult for them.

Difficulties in learning professional English include understanding industry-specific jargon, adapting to different accents, maintaining the right level of formality in communication, and keeping up with fast-paced conversations in meetings and emails». It is concluded that it is not so much difficult for people to learn complex words, but rather difficult for them to use them in real life, and there is a fear of using them correctly. Most often, people have problems with speech, they seem to know all the words and phraseological units, but they cannot use them in speech. According to the above answers, students lack practice and an immersive environment for full progress. Now we live in the newest times, where everything is developing and the topic of artificial intelligence is very relevant now. According to the findings of our research some recommendations to learn specialized vocabulary are given. They are:

- ✓ You can develop programs yourself and take some special exercises to improve your professional language.
- ✓ You can role-play situations that are common in the tourism industry, such as making a hotel reservation, giving directions to tourists, or recommending local attractions.
- ✓ Watch travel videos and movies. This will not only improve your listening skills, but will also expose you to different accents and contexts.
- ✓ Continue learning. This is an ongoing process, so it is important to stay motivated and practice regularly. It is worth following current trends in tourism, attending seminars and participating in language exchange programs.

### **Conclusion**

Learning specialized English language skills is the key to success in the tourism industry in the context of a globalized economy. Effective English communication has a direct impact on enhancing customer satisfaction and tourist experience. In addition, it provides tourism professionals with greater career opportunities and professional mobility. By investing in specialized English language training, tourism enterprises are able to be more competitive and receive more tourists that are international. Finally, focusing on English skills for specialists leads to a richer and more successful tourism industry. The research of this topic can significantly develop the tourism industry and the consciousness to solve this problem for the further progress.

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