



IMPORTANCE OF FOREIGN LANGUAGES IN DEVELOPING HOSPITALITY AND TOURISM SECTOR OF UZBEKISTAN

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Abstract

This article emphasizes the role of learning multiple languages in progressing Hospitality and Tourism industry of Uzbekistan.

Keywords: foreign languages, definitions, hospitality, tourism industry

"Language is the road map of a culture. It tells you where its people come from and where they are going".

(Rita Mae Brown).

Introduction

Language a system of conventional spoken, manual or written symbols by means of which human beings, as members of a social group and participants in its culture, expression of identity, play, imaginative expression and emotional release. Definitions of language are derived from various linguistic schools of thought concerning the nature and function of language. Many definitions of language have been proposed. Henry Sweet, an English phonetician and language scholar, stated: "Language is the expression of ideas by means of speech-sounds combined into words. According to Santos (1990) language is a series of sound produced by said means of conscious human being.

According Wibowo (2001) language is system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts.





Almost similar to the opinion Wibowo, Walija (1996) disclose the definition language of communication is the most complete and effective way to convey ideas, messages, intentions, feelings and opinions to others.

The above definitions suggest not only the concept of language but also the meaning, the features or characteristics and the uses of language.

Foreign language on the other hand can be seen as a language indigenous to another country.

Some Reasons of Learning Foreign Languages

The proficiency in multiple foreign languages is a basic prerequisite for successful communication in the tourism industry. In today's globalized world, the importance of mastering foreign languages is a demand and multilingualism is considered as an investment in the future.

Regardless of what reasons one might respond to for learning one individual language, Concordia Language Village offers a number of reasons to learn any language. They are:

1. Open more doors for yourself. Learning another language opens doors into other cultures and communities and fosters friendships and opportunities. The further along the path of language acquisition you travel, the wider these doors swing open—and stay open for the rest of your life.
2. Keep your brain revving in high gear. Studies have shown that the process of learning a second language improves memory and attention overall by 20%. For young linguists, math skills have been shown to increase by 12.5% and standardized test scores by 10%. In older bilinguals (and multilinguals), the likelihood of Alzheimer's and dementia decreases later in life since their brains retain higher executive function.
3. Enhance your job prospects and earnings potential. In today's increasingly global marketplace, the ability to communicate in another language makes you a more attractive job employee. This is reflected in an increase of 160% in the number of job ads seeking bilingual candidates. Chances are that you will be dealing—in person or virtually—with clients, suppliers or colleagues who speak other languages. In addition, labor statistics show that people who speak a second language earn up to 20% more over the course of their career than those who don't.
4. Travel with more confidence and derive greater personal benefit from those travels. Even a little understanding goes a long way in helping figure out where you are, what you want to do, and how to best go about doing it. The more you know, the more you





can absorb from the experience—and especially from the people with whom you are interacting.

5. Better understand cultural contexts. Acquiring language skills is more than just learning vocabulary and grammatical rules; it's learning how to communicate. To communicate well in any language requires a solid grasp of cultural nuance and meaning. Without it, you won't know which words, phrases and gestures are appropriate (or not) for any given situation. Being able to greet someone with the proper degree of respect or familiarity is a critical skill, which is just as important as the ability to identify blind spots or stereotypes in portraying historical and current events in other cultures and your own.

6. Connect directly with the branches on your family tree. For some, the connection will be as close as grandparents still living their original language and culture here in this country. For others, it may be more distant relatives who chose not to emigrate. For those who no longer have any direct connections with their ancestral country of origin, learning its language enables you to better understand your cultural or ethnic heritage.

7. Better understand recent immigrants in your own community. This is especially true if the language you are learning happens to be their language. But even if it isn't, just appreciating the fact that newcomers speak another language enhances your ability to relate to their experiences, empathize with their challenges and celebrate their accomplishments. With an estimated 20% of current American families speaking another language at home, this understanding has become increasingly relevant.

8. Become a better communicator. Learning a second language compels you to listen more carefully: Your abilities are limited, so you must pay closer attention as your ear learns to listen on a different level. Likewise, you think more carefully about what you are going to say and how you are going to say it, circumspection that inevitably then gets applied to your English-language communications as well.

9. Think more expansively about the world. In a way that is not that different from traveling beyond your borders, learning another language takes you out of your comfort zone. Learning another language helps you to stand in someone else's shoes and experience a different perspective by challenging your framework of beliefs, values and attitudes. It helps to broaden perspectives beyond your personal framework, dispel prejudices and be open to alternative beliefs - leading to the development of cross-cultural, interpersonal skills.

10. Learn more about yourself. This can occur in a number of ways, but most typically as a consequence of the experiential opportunities made available to you as a result of





having learned that second language. It is frequently said that you only get to lead one life; but speaking another language allows that one life to have multiple paths.

Tourism and Hospitality Industry in Uzbekistan

The tourism and hospital industry is a large and complex industry and one that is of significant economic importance to Uzbekistan. It is clear that tourists' main underlying aim is nowadays to occupy with the activities while traveling away, to hit the road to unusual environment for leisure, to set up their own business and other purposes.

In some sources further emphasized that the activities of the 'visitors' include:

- Purchasing goods and services;
- Traveling to from and within a destination;
- Affecting various ways of the natural and social environment.

As credited to Robinson (1976) and UNWTO(1999), people undertake tourism travel for the purposely of:

- Leisure
- Recreation
- Pilgrimage
- Medical treatment
- Family affairs
- Festival
- Sporting events
- Conference and Studies

In Uzbekistan, tourists can find nearly every type of above-mentioned branches the reason is that the country demonstrates four seasons itself and encompass wealthy tourism resources which are world's postindustrial countries turn their attention to explore.

Undoubtedly, Uzbekistan with it is numerous ancient monuments, rich nature and the present-day rapid progress attracts the whole world's concentration. Currently, in governmental list preserved more than 7 thousand historical, archeological and cultural monuments and in museums over 10 thousand exhibitions.

According to the Statistical Internet Survey, the largest proportion of foreigners visit the country because of their interest in the architectural and historical sites, culture, way of life and customs. Even though, the great number of tourists visit to Uzbekistan for "Ziyaret Tourism" which is nearly heart of the country. To supplement that point with Global Muslim Travel Index rating for 2019, Uzbekistan is among the ten most





attractive countries among the member countries of the Organization of Islamic Cooperation.

Tourism has continued to assume tremendous growth in recent years not only in Pilgrim tourism but also other active types of tourism.

The hospitality industry covers a wide variety of employment opportunities at all levels in Uzbekistan; everything from restaurants to hotels to travel agents to resorts to senior communities falls under the hospitality umbrella. Hospitality is a big industry and the primary source of income for many countries. Hotel and resort management is an enticing career for students of world languages.

The role of foreign languages in the Uzbek Tourism industry.

For increasing the number of youngsters who mastered in foreign languages in Uzbekistan, The Government excepted some decrees related to multilingualism.

Below given some of them:

"On measures to bring the promotion of foreign language learning in the Republic of Uzbekistan to a qualitatively new level"

Resolution No. PQ-5117 of May 19, 2021.

Also, in accordance with the Government Resolution No. 209 of 13.04.2021, young people who have scored high on international examination systems will be reimbursed for exam expenses.

All this is to maximize the level of knowledge of foreign languages in our country and thereby strengthen the position of the country's tourism industry in the world rankings.

We can say with proud that Uzbekistan is home to world-renowned scientists and writers, whose rich history and masterpieces are still of interest to scholars around the world. They visit in order to enjoy this scientific and cultural heritage. That's why, The language skills of the local population are important in transmitting this scientific heritage to them.

In Conclusion

For attracting the great amount of tourists to the country ,have to increase the language literacy of translators, guides and local population's simultaneously...

As Nelson Mandela said "If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart! "From this we can say that the heart of everyone can be found first of all through the native language. Our people have long been known for their hospitality and traditions. Visitors are interested in our jewelry, silk fabrics, unique works of our craftsmen, as well as national dishes prepared by our chefs. Thus, tourists want to communicate





directly with the creators of these unique things, it is possible also to use the services of an interpreter or a guide, but it is the creators themselves who make a marvelous impression.

In my opinion, the knowledge of foreign languages by anyone involved in the tourism industry can not only contribute to the development of the tourism industry, but also to the improvement of living standards and a sharp decline in unemployment!

Some Suggestions to Develop Language Skills of Population

1. By increasing the number of exchange programs in universities, not only acquire foreign experience, but also improve language skills.
2. Establish cooperation with foreign universities AND organizations that prepare special guides.
3. Conducting various trainings and conferences with the participation of foreign language experts.
4. The attitudes of students of Tourism and Hospitality to foreign languages should be positively encouraged in order to improve on their knowledge of the language.
5. The Government should attract more qualified Tourism masters who have proficiency in multiple foreign languages to Tourism and Hospitality colleges, academic lyceums, universities and institutions in Uzbekistan .

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