

ARTICLE PUBLISHED

International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)
Impact Factor: 5.225, ISSN (Online): 2456 - 3145
(www.dvpublication.com) Volume 8, Issue 1, 2023



**EMERGING NEED OF ENGLISH LANGUAGE IN TOURISM
INDUSTRY: NEW ERA 21ST CENTURY**

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Cite This Article: Asha Krishnan & Thomas Mathew, "Emerging Need of English Language in Tourism Industry: New Era 21st Century", International Journal of Interdisciplinary Research in Arts and Humanities, Volume 8, Issue 1, Page Number 54-57, 2023.

Abstract:

In tourist industry English language have become very important in all geographical locations to reach practically all countries of the globe, becoming for many of them an important economic sector in terms of income generation, foreign exchange earnings and employment creation. This study mainly focus to determine the emerging need of English language in tourist industry. The data has been collected from 100 respondents and they are analysed using simple percentage test and chi-square test. The study concludes that English plays a dominant part in nearly all the fields in the present globalized world, there's a need to bandy its part in sightseer assiduity.

Key Words: Tourist, Industry, English, Geographical, Globalization, New Era, etc.,

Introduction:

Tourism operation is a system of planning, organizing, controlling and leading to negotiate the tourism organizational thing similar as the satisfaction, the effectiveness of delivering the requirements, wants and prospects of the transnational excursionists. Luchien defined tourism organizational operation as ideas containing rudiments of operation approach predicated in a value base, and equipped with language. English language is seen as being common to the association community, as a social resource, to social media, and having a common language makes it easier to communicate functional moxie. It's used to transfer knowledge. Fair and enforceable programs can help empower workers by furnishing them with freedom. Programs, when drafted duly, can help in organizational operation and cost savings, plus reduce time- consuming problems. Michael Porter (2003) refocused out that the Thai tourism assiduity was transnational competitive in tourism request, still the collaboration across the assiduity was weak. To ameliorate the collaboration, the Ministry of Tourism and Sports need to have further focus on technology and clear policy for organizational operation. It'll encourage further information collaboration. The fast worldwide progression of tourism operation has been a significant advance within a tourism assiduity over the rearmost decades! Communication is essential to the operation English language will be an 2 important means to communicate within tourism associations and for tourism operation Language also activates the tourism association to drive forward. 3 Buckley et al refocused out that the language plays part in easing communication between head quarter and accessories. Accordingly, high- position labor force with language chops are getting more and more necessary to commercial effectiveness and success in tourism operation in the global 4 terrain. Labor force with language chops are demanded as original agents of tourism association doing domestic stint business. Effective tourism operation is concluded that it's dependent incompletely on the use of language, especially in the form of creation, instructions and other written material.

Tourism can play a significant part in sustainable development and the United Nations Environment Programme (UNEP) and the World Tourism Organization (WTO) wish to encourage all countries to make sure that their programs and conduct for its development and operation completely embrace the principles of sustainability. Likewise, programs to promote sustainable development should take full account of the openings offered by tourism. Colorful transnational conventions and affirmations have put forward principles and guidelines for sustainable tourism and the significance of tourism and its sustainability was underscored at the World Summit on Sustainable Development. Numerous countries declare that they're pursuing, or wish to pursue, programs for 'sustainable tourism'. In recent period, utmost governments, transnational development agencies, trade associations, academic institutions and non-governmental associations admit that, without sustainability, there cannot be development that generates benefits to all stakeholders, solves serious and critical problems similar as extreme poverty, and preserves the precious natural and man- made coffers on which mortal substance is grounded. The tourism sector couldn't remain indifferent to the sustainability challenge of our times. This is why the World Tourism Organization (WTO) focuses its premonitory and specialized backing services on programs, development guidelines, operation ways and dimension instruments that allow public and original governments, as well as the tourism assiduity, to incorporate sustainability principles into their decision making process and day- to- day operations. Tourism is in a veritably special position to profit original communities, economically and socially, and to raise mindfulness and support for conservation of the terrain. Within the tourism sector, profitable development and environmental protection shouldn't be seen as opposing forces they should be pursued hand in hand as bourns that can and should be mutually buttressing. Programs and conduct must aim to strengthen the benefits and reduce the costs of tourism. Big issues are at stake then.

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Impact Factor: 5.225

ISSN: 2456 - 3145



**International Journal of Interdisciplinary
Research in Arts and Humanities**

International Refereed Research Journal & ISO: 9001 - 2015 Certified Journal
Website: www.dvpublication.com Email: editor.ijrah@gmail.com

Published & Printed by DV Publication, Perambalur, Tamil Nadu, India

Date: April 04, 2023

CERTIFICATE

Manuscript Title: Emerging Need of English Language in Tourism Industry: New Era 21st Century

Names: Asha Krishnan & Thomas Mathew

I hereby certify that the authors of the above manuscript have published their paper in Volume 8, Issue 1, January - June, Page Number 54-57, 2023 of International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH), ISSN: 2456 - 3145, Impact Factor: 5.225.

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M. Kathiravan

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Publisher - IJIRAH

Published & Printed by DV Publication, #321, Royal Nagar, North Mathavi Road, Perambalur, Tamil Nadu

An Article titled 'Emerging Need of English Language in Tourism Industry : New Era 21st Century' has been published by Ms. Asha Krishnan and Mr. Thomas Mathew, Department of Hotel Management, YIMS in the International Journal of Interdisciplinary Research in Arts and Humanities.