

## English Language Skills and Tourism Industry in India

By-

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It is vital to understand the need for this thesis and where we are going to fill the gap or elucidate something new in this field of research. It has already been defined clearly in the first chapter about the tremendous importance of tourism and hospitality which is an international, national and domestic industry. It is ever-thriving and has the potential of reviving itself, even in this time of a severe pandemic and go forward to expand and provide jobs to millions. As long as human beings are 'inquisitive' by nature, tourism as an essential industry will thrive. Inquisitiveness has been defined as motivation by modern writers on tourism and the tourism industry. Goldner and Ritchie in their renowned book, *Tourism: Principles, Practices, Philosophies*, mention there are four categories for tourism motivators, physical motivator, cultural motivators, interpersonal motivators and status and prestige motivators (10 -20).

Motivation for travel is universal and historical. People have been travelling as tourists since ancient times. One among the important theories is the Push and Pull Theory. This theory has been advocated by many well-known writers (Dann 109-110; Crompton 18-23; Iso-Ahola 156-262; Uysal and Jurowski 844-846). Push factors are defined as internal motives or forces that cause tourists to seek activities to reduce their needs, while pull factors are destination generated forces and the knowledge that tourists hold about a destination (Gnoth 283 -285).

Most push factors are intrinsic motivators, such as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction. Pull factors emerge due to the attractiveness of a destination, including beaches, recreation facilities and cultural attractions (Uysal and Jurowski 844-846). Traditionally, push factors are considered important in initiating travel desire, while pull factors are considered more decisive in explaining destination choice (Crompton 18-23; Bello and Etzel 20-26). These highly motivated tourists with specific needs have to be given the worth of the money and time they spend to satisfy their needs. Lack of communication can highly affect the happiness and satisfaction of the tourists.

In this modern age of science and technology, the tourism industry is undoubtedly having a phenomenal growth in the international, national and domestic level and the greatest binding factor of this industry is the global language, English. The diversity of employment and the benefits are numerous. A number of service providers are employed to run the wheels of the tourism industry. Tour managers, tour operators, transport system providers and operators, guides, hoteliers, guesthouse owners, entertainment organizers, shop owners, government departments, immigration and custom services, trainers and academicians are some of the service providers. Graduates and post graduates of travel and tourism work nationally and internationally.

The tourism industry generates a huge workforce. But in the universities in India, and with specific reference to the state of Karnataka, English is taught more as a subject and not as a skill to empower and help the budding professionals to tackle their work with skill, finesse, power and confidence. The tourism industry has provided more than 23.5 million jobs all over the world in 2015 and over 7.7 million Indians are employed in the tourism industry (The Economic Times). The role of the global language, English, in the ever-changing Indian society has become multiple. Language is a powerful instrument to promote our views, ideas, and rich cultural heritage to the tourists. We can use the English language to promote eco-tourism, medical tourism, adventure tourism, nature and wildlife tourism. A. K. Bhatia in his book, *Tourism Development: Principles and Practices* remarks that:

Tourism can be a vehicle for international understanding by way of bringing diverse people face to face. Tourism has played a major role in improving international understanding. It has been a contributor to international goodwill and as a prime means of developing social and cultural understanding among all peoples of the world...it helps in the regional development of the country and acts as a means of social education and better understanding among the peoples in different regions of the country (78 - 79).

Indian tourism sector requires a common unifying language for its nationals as well as foreign nationals to reflect its culture, history and intrinsic values that are profoundly rooted in it. Many research scholars all over the world, especially in third world countries, have done some research in the need of communication skills for those employed in the tourism and hospitality industry. Like the Indian scholars, Kuosuwan from Thailand, also mentions in his research article, "The Readiness of English Communication Skills of Tourism Employees in Bangkok

for Entering the ASEAN Community” the need for a specific course for those who are and going to be employed in this industry, as friendly and impeccable communication skills in English is a dire necessity for persons employed in the tourism industry. Graduate as well as Postgraduate degree holders in management and tourism do need a specific course in communication skills to perform well, and for their own development and for going up the ladder of success. They need listening and speaking skills. There is a need for a special course in English for Specific Purpose (ESP) with reference to the tourism industry.

Ghany, Muhammad and Latif in their journal article, “English Language Preparation of Tourism and Hospitality Undergraduates in Egypt: Does It Meet their Future Workplace Requirements?” also talk about the use of English as a lingua franca in Egypt and the need for a special ESP course for people seeking employment in the tourist and hospitality industry, as Egypt is a country where foreign tourists flock to visit the pyramids. Ghany and Latif reveal that there is the need for a core paper in communication skills to equip the graduate and post graduate students who opt for a job in this vast industry (93).

## 2.1. Literature Review on Research Methodology

**Dr Antonysamy’s book on *Doing Research in ELT*** serves any research scholar in understanding the basics of research in ELT and also guides a scholar how to plan the research study. It helps the scholar to prepare the ground work for the research. One has to start from the root level to understand the value of tourism in India, as it reveals the importance of this industry in this country.

As per the guidelines, the scholar has also used the ***MLA Handbook: Eighth Edition*** as the directive and standard recommendation for writing this thesis. The Modern Language Association, the authority on research and writing, has taken a renewed look at documenting sources in the eighth edition of the *MLA Handbook: Eighth Edition*. The eighth edition of the *MLA Handbook* is the authoritative source for MLA style. It is briefer and more restructured for easy use. The *MLA Handbook: Eighth Edition* guides writers through the principles behind evaluating sources for their research. It then shows them how to cite sources in their writing and create useful entries for the works-cited list.

## 2.2. Literature Review on Tourism

**A. K. Bhatia’s *Tourism Development: Principles and Practices*** is a book that every research scholar in tourism and English in India must read, understand and quote. This book deals with

the subject of tourism from the perspectives of a social science. The writer begins with some basic disciplines, such as economics, sociology, psychology, environment and geography and relates them to tourism. Part One of the book covers topics such as historical, economic, organisational and international tourism. Part Two examines the service dimensions to help students, research scholars who study inter-disciplinary subjects like tourism and English in understanding and managing tourism activity. The six chapters in this part deal with planning and development, marketing and communication and key product elements like accommodation and travel organisation.

**The World Travel and Tourism Council** (WTTC) has predicted as early as in 1997 that the twenty-first-century economy would be dominated by three industries: telecommunications, information technology and tourism. The travel and tourism industry has grown by 500 percent in the last 25 years and it has been proved true. It has been necessary to study as many documents as possible published by the WTTC to basically understand the importance of this global industry. *Tourism Notes* is an educational portal which provides information, study material of travel and tourism industry as well as related industry. It publishes Travel & Tourism Notes and the material which helps students and research scholars and give the best user experience and good educational resources.

**Incredible India** is the name of an international tourism campaign maintained by the Government of India since 2002, to promote tourism in India. The Incredible India website and mobile app were being launched in Chinese, Arabic and Spanish languages with the main objective of effectively connecting with visitors in countries where these languages are predominant, through web and social media platforms; and thus, establish better contact with them.

**The Ministry of Tourism**, is the nodal agency for the formulation of national policies and programs and for the co-ordination of activities of various Central Government Agencies, State Governments/Union Territories and the Private Sector for the development and promotion of tourism in the country. This Ministry is headed by the Union Minister of State for Tourism.

The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation and the following autonomous institutions:

The Indian Institute of Tourism and Travel Management (IITTM)

The National Institute of Water Sports (NIWS) and

National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management (np)

Lalnunmawia in his article “Development and Impact of Tourism Industry in India” writes that The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential.

**Make MyTrip Limited** is an online travel company founded in 2000. It makes use of a world-class real-time reservation database to list airfare and availability. As dynamic changes in airfare take place, or the available flight tickets sell out, the database reflects the changes in real-time. Deep Kalra, the founder of Make Mytrip in an exclusive interview to NDTV said that the tourism industry is badly hit by the pandemic – COVID-19 and they were blind sighted by this pandemic. Thousands of employees have been displaced and have lost their jobs. He also talked about in bound, out bound-international, domestic, corporate as well as leisure tourism. In his opinion only leisure travel will take a longer time to bounce back.

However, corporate and business tourism will restart once the lockdown gets relaxed eventually. He says henceforth, people will have more responsible travel and will enjoy and value their freedom rather than hopping from one place to another as in the past. They have had enough time to reflect and value the environment in which they live as well. According to him people are tired of staying at home and are waiting to get back to the open; therefore, the tourism industry must follow protocol to sanitize, and facilitate safe and secure tourism. With a little precaution, the worst can be averted. He thanked the government for providing stimulus of \$ 22 billion which is very less compared to other corona-hit countries. Further, he made an appeal to the government that stimulus and rebate on taxes will alone revive travel and tourism industry to get back to 9 to 10% GDP growth which was there before the lockdown (np).

**Yvette Reisinger's International Tourism: Cultures and Behaviour** is a book that brings concepts such as culture, arts and crafts, tourist behaviour, cross-cultural issues to generate significant interest to the undergraduate student in tourism, as well as students in the related fields of marketing, management, international business, and intercultural communication. The concept of culture is very complex. The analysis of cultural differences in a multidisciplinary

tourism context and/or application of the literature on cultural differences in the abstract concepts such as satisfaction, attitude or loyalty that have different meanings in different cultures to the tourism context is extremely necessary to be understood as intercultural communication plays a vital role in this industry. Designed as a textbook, it is well organized and presented in an integrated and relevant way for the benefit of a worldwide audience.

**G. M. S. Dann** has edited a book titled, *The Tourist as a Metaphor of the Social World*. This book includes fifteen papers selected from the presentations that were delivered at the 15th World Congress of the International Sociological Association. These papers are on international tourism, which took as its overall theme 'the tourist as a metaphor of the social world'. They discuss topics such as serious fundamental questions about how academics should research about tourists; critiques of conventional tourism wisdom; tourism as an intricate and evolving social network with varying degrees of trust that are based on the correlative processes of self-presentation and interpretation; the tourist and the social world within a paradigm of social facts so that the former becomes a sign of the latter; the tourist as never entirely alone on an uncharted journey; asking the question as to whether or not tourists experience reality; an analogy between tourism and love in all its many phases; the necessity to go beyond traditional analyses that focus solely on the 'tourist gaze'; not all tourists are identical and hence, by implication, that the tourist as a metaphor of the social world must be understood as a multiple persona figurative of complex reality; and the final chapters present the postmodern and futuristic perspectives on tourists.

**G. Inkpen's** book, *Information Technology for Travel and Tourism*, contains in-depth information on the forms of automation used within the hospitality industry. Distribution shifts, disintermediation, Internet marketing issues and other strategic decisions facing companies in today's travel and tourism industries are deliberated. The book reflects the development of new technologies and the evolution of the global travel and tourism industries.

**Adam Jaworski and Annette Pritchard's** *Discourse, Communication and Tourism*, brings together two distinctive cultural formations, discourse and tourism. There are diverse topics and emerging debates on discourse, communication and tourism. The research extends across disciplinary boundaries. The diversity is reflected in the mix of various topics like English Language, Language and Communication, Media and Performing Arts, Sociology, Social and Economic Development, and Travel and Tourism. Various theoretical and methodological

approaches are adopted by the writers. Consequently, the chapters are historic and contemporary, global and local.

**S. J. Page's book titled *Tourism Management: Managing for Change*** helps us to understand the vast changing scenario of the tourism industry and the need for the people employed in the industry to adapt to the changes, especially with reference to intercultural and international communication. The book is a collection of fifty papers focusing on tourism and offers a unique chance to obtain the state-of-the-art knowledge that is valuable for a research scholar. The book gives the reader an understanding to both applied and research studies that reflect collaboration between practitioners and academics. A. Poon's *Tourism, Technology and Competitive Strategies* also falls in the same category.

**Thurlow and Jaworski's *Tourism Discourse: Language and Global Mobility*** is an informative book. Crispin Thurlow and Adam Jaworski have presented in a well-organized manner a compelling analysis of written and visual discourse in constructing tourism as a global cultural industry. Based on the economic orders of global mobility, *Tourism Discourse* presents an empirically-based discussion of language ideologies and the relations between host-tourist relations in present-day tourism. Each chapter investigates a different tourism genre: inflight magazines, trade signs and business cards, tourists' postcard messages, television holiday shows, newspaper travelogues, and guidebook glossaries. Thurlow and Jaworski have in these discourses on the move enlightened the everyday experience of globalization.

**McIntosh and Goeldner's *Tourism: Principles, Practices, Philosophies*** provides a good reading and background knowledge and facts about the dire need for a specific course in tourism English. This important all-inclusive book is considered as one of the most cited books among distinguished scholars in tourism. The book has been written with the view of being used as a textbook for college and university courses in the field of tourism. The book is an authoritative channel of propagating information among stakeholders and local authorities in tourism industry. This book discusses topics such as tourism concepts and its background through the ages and career opportunities that are in the field of tourism; the field of tourism along with its exponential growth in its economy; information about human needs to travel over the ages and how transportation and accommodation options in the world have changed and evolved; the labour-intensive tourism and hospitality industry; the growth of job opportunities in tourism for motivated people.

**Goodrun Held** has edited a book entitled *Strategies of Adaptation in Tourist Communication: Linguistic Insights*, which also helps us to understand the importance of communication in this vast field. The book consists of papers that study the relationship between language use and the concept of the "tourist gaze" through a range of communicative practices from different cultures and languages. From a practical standpoint, the authors explore how language constantly adapts to contextual constraints which affect tourism discourse as a strategic meaning-making process that can turn insignificant places into desirable tourist destinations. There is diversity in the data and the research is based on the modern and traditional methods of information genres such as guide books, travelogues, print advertising as well as TV-commercials, service web-sites and apps. One of the common findings in the volume is that most of them depend on communicative practices. The book tells how the use of tourism language reveals itself as the mirror of how people on the move continuously enact as tourists and places are constructed as must-see sights. There are also a large number of international journal articles on this significant topic, which will be of interest to a research scholar.

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explore how language constantly adapts to contextual constraints which affect tourism discourse as a strategic meaning-making process that can turn insignificant places into desirable tourist destinations. There is diversity in the data and the research is based on the modern and traditional methods of information genres such as guide books, travelogues, print advertising as well as TV-commercials, service web-sites and apps. One of the common findings in the volume is that most of them depend on communicative practices. The book tells how the use of tourism language reveals itself as the mirror of how people on the move continuously enact as tourists and places are constructed as must-see sights. There are also a large number of international journal articles on this significant topic, which will be of interest to a research scholar.

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