

## The Significance of English Language in Developing Tourism Sector in Aqaba City

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***Abstract:** Language is a very important tool in the dialogue and communication between tourists and people who guide tourists to the places and sites they want to visit. Today, English is the language of the current age and it is also an international language. Therefore, most of the tourist establishments require staff to be proficient in English in addition to the native language spoken by the indigenous people of the country because English is now a common language for many people. There are many centers and institutes that offer courses in English. Since tourism needs to come into contact with foreigners directly. Thus, this paper focuses on the importance of English in the development of the tourism sector. Also, it highlights the importance of cooperation between the educational sector and the tourism sector, which provides tourism services to tourists.*

***Key Words:** language, tourism, English, cooperation, native language*

### Introduction

The tourism sector has witnessed remarkable progress in the last decades, especially in the management of tourism and tourism industry. Language is the most important means of communication between tourists and others who provide the service to the tourist and the English language is a means of communication with the community and with the people involved in the service as a large number of workers in the tourism sector master the English language (Al-Saadi, 2015).

The world as a whole has become aware of the importance of tourism in the economic growth of the country, where tourism in many countries of the world is the main source of the national economy, for example France, which ranks first on the world tourist countries, where the country

annually more than 83 million visitors, and ranks The country has 37 sites inscribed on the UNESCO World Heritage List, and the country contains many beaches and coastal resorts, and more than 200 classified gardens, and the most important major destinations that every visitor to France is keen to visit the Louvre Which is the most visited art museum in the world, the Eiffel Tower.

### **Challenges of Tourism Sector in Aqaba**

In Jordan, the tourism sector in the last years has witnessed a significant decline for several reasons, but the most important reason is primarily political, but there are several countries affected by terrorism and security problems more than Jordan and was able in a short period of the advancement of the tourism sector, the most prominent examples of which Tunisia, Tunisia was greatly affected by the Arab Spring, however; within a very short period of time, it was able to return strongly and re-assimilate the tourists as before. We should stop a bit here. Jordan was not affected by the Arab Spring and not by terrorism directly.

The tourism sector is one of the most important economic sectors in all countries of the world. All countries provide maximum support to this sector because of its importance in the national income and the employment of labor, except in Jordan, this sector is not seen by successive governments of importance, and this is represented in the selection of most tourism ministers from outside this vital sector. If we look at tourism in general, there are many sectors working directly and indirectly with this sector, from industry, agriculture, transport, services and most important is the public hands, most of which migrated to Jordan in the tourism sector in neighboring countries.

The challenges facing tourism today are not external. They are internal. It is enough to say that this sector suffers from decline to nothing due to the security conditions in the region. We must have the courage to assume our responsibilities with the failure of all plans to promote this important sector. For instance, in France, there are plans from the five to the fifties are being studied and implemented and give the powers and possibilities for those in charge of this sector to work to attract many tourists and last year was one of the most successful years, where the number of tourists who came to France exceeded the barrier of 65 million tourists.

Korstanje (2014) claims that marketing is an important way in the tourism sector since thanks to this there is the possibility of transmitting an image and information about a tourist place.

The problems of the tourism sector in Jordan are many, but I would like to raise some of these problems: at the outset we must recognize the efforts of marketing Jordan abroad, where several campaigns have been launched to visit Jordan, but the problem lies in the aftermath: aviation, Royal Jordanian prices are very high and this is one of the most important obstacles that For example, the price of a ticket between Amman and Paris surpasses € 700. You can travel to Tel Aviv for less than 300 Euros, go to New York for less than 300 Euros, or travel to the Morocco for less than 250 Euros! Everyone knows the cost of flying but first the Ministry of Tourism should work with the property to overcome this major handicap.

One of the most important problems facing the tourism sector in Jordan, especially in Aqaba, is the lack of qualified people to deal with tourists in a civilized manner and the lack of some of them master the English language, a language spoken by most tourists. Therefore, this study was

conducted to show the importance of the English language in the development of the tourism sector in Jordan.

### **Statement of the Problem**

English language is the international language, and it is the language of tourism and business across the world. It is used in the touristic places between tourists and people who work there. The tourists have many problems when they deal and communicate with people who work in hotels or markets and other places. In Aqaba Zone, a few of people speak English well with the tourist, so the tourists face real problem in oral communication in Aqaba, therefore; the study shed the light on the importance of English language in developing tourism in Aqaba.

### **Objectives of the Study**

- i. To investigate the role of English language in developing tourism sector in Aqaba.
- ii. In addition, this study aims to find out the reasons why the English language occupies a prominent importance in the development of tourism.

### **Questions of the Study**

- i. What is the importance of English language in developing tourism sector in Aqaba?
- ii. Why does English language occupy a prominent importance in the development of tourism in Aqaba?

### **Methodology**

#### **Methods and instrument**

The interview was used to conduct the study. This study was interviewed to find the significance of the English language for them in the host country. In this study, 10 tourists were interviewed, and 5 specialists were interviewed also in the tourism sector to find out the importance of the English language in the development of tourism in Aqaba. To achieve the aim of the study, the researchers asked five questions to the tourists. The questions are restricted with some standards as the following:

The people who are interviewed should be

- i. They should be adult.
- ii. They should be native speakers of English language.

The questions of the interview for tourists are:

- i. Do you have problems when you deal with people in Aqaba Airport (Al- Hussein Bin Talal Airport)?
- ii. Do you have problems in communication when you deal with taxi drivers in Aqaba?
- iii. Do you have problems in communication when you are at markets?
- iv. Do you have problems in communication when you are at hotels?
- v. Do you have problems in communicating with local people in Aqaba?

### **Location and Time of the Study**

The present study is conducted in Aqaba in many places such as hotels and in the beach. The two places are chosen due to there are many tourists there. This study is conducted in September 6, 2019.

### **Literature Review**

There is no doubt that the English language in all professional disciplines, especially in tourism and hotels it is more important than others, 80% percent of the staff in hotels do not necessarily speak English, but the most important thing to be able to accept and respect others on different religion, customs and traditions and possess skills abilities in etiquette and protocol as well as communication skills in respecting guests.

Receptions in hotels make up less than 20% percent of the hotel business so that they have English, French, Spanish and multilingual abilities so that they can communicate with the tourist coming to the destination in all countries (Seidlhofer, 2005).

The importance of the English language is not less important than the skills of communication, etiquette, protocol and the art of dealing with others, and this is the standard to progress of any tourism industry or hotel internationally (Avalos and Zapata, 2014).

Bobanovic and Grzinic (2011) state that one of the advantages of the language in the tourism and hotels sector is that English language is particularly prevalent at this time, especially in the country and tourist areas where it is an important and necessary means through which it helps the employee to communicate with guests in the hotel business and easy delivery of the right service to the fullest and reflected on the guest positively where provides confidence in the employee service provider by knowing their needs and desires as well as facilitates the process of familiarizing the employee with different cultures, as well as helps to improve the physical conditions and increase the revenues of the facilities as well as the development of the functional skills of the employee in the hotel and the political establishment .It helps in the ease of communicate between the guests, then contributes to help the provision of facilities to customers without any delay, and the educated worker in the language contributes to give a good an image of the hotel and tourism, which contributes to the development of language skills at work, which is reflected on career development.

Language proficiency is very important in order to deal with the tourist in a proper way. Knowing the language of the tourist helps to build a relationship with the tourist as the tourist can communicate with the person in all comfort. Zahedpisheh and Abu Bakar (2017) contend that language has very essential part in tourism because it is a part of culture.

### **The Findings of the Study**

The findings of the study are classified as the following:

- i. Problems in airport: The data indicate that 69% of tourists have problems in communication in the airport. Only 31 of tourists do not have problems in communication in airport.
- ii. Problems with taxi drivers: The data elicits that 78 of the tourists have problems in communication with drivers of the taxi. Also, it shows that 22 of the tourists have no problems in communication with taxi drivers.
- iii. Problems in markets: The data refers to 82% of the tourists have problems in communication with people who work there. It also indicates that there are 18% of the tourists have no problems in communication with people who work there.
- iv. Problems in hotels: the data shows that 59% of the tourists have problem in communication in hotels. Only 41% tourists have no problems in communicating with the workers in hotels.
- v. Problems with local people: the data shows that 86% of the tourists have real problems in communication with local people. It shows also 14% of the tourists have no problems in communication with real people.

### Discussion

Most of foreign people face problems in communication with native people in Aqaba. The current study focuses on the problems that encounter tourists who are the native speaker of English language. The following figure provides the percentage of the problem that faces tourists in Aqaba city.

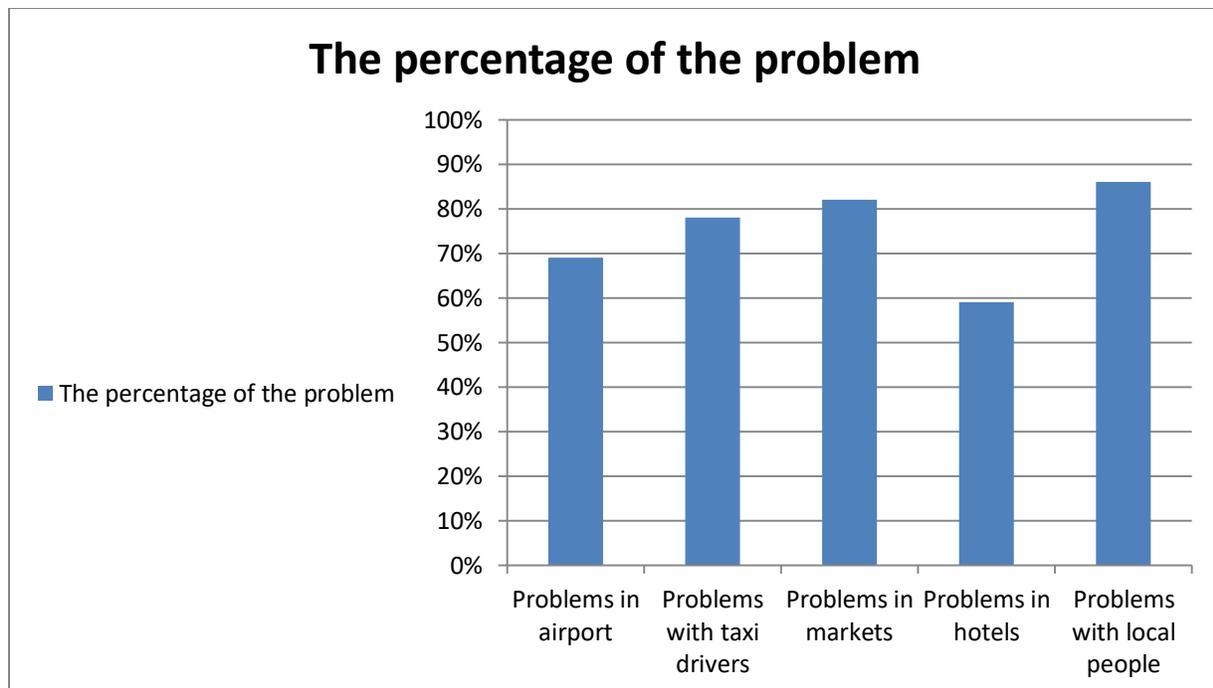


Figure 1 Problems Encounter Tourists in Communication in Aqaba City

The figure indicates the following points:

- i. The highest percentage with local people (86%).
- ii. Problems in markets occupy second position (82%).
- iii. Problems with taxi drivers occupy third position (78%).
- iv. Problems in airport are around (69%).
- v. Fewer problems in communication in hotels (59%).

In figure (1), it is noticed that tourists have problem in communicating with local people. It is one of the main problems that face them in Aqaba city. There are several reasons behind these problems, for instance, local people are busy in their work and they do not contact with native speaker of English. Furthermore, there is no coexistence between tourists and people in the city. Also, many of the local people are not educated people. The figure also provides 82% of the tourist have problems in communication with people who work in markets in Aqaba. The reason for this problem could belong to the cause that the owners of the markets do choose the qualified person to work in markets; they should choose people who can communicate easily with tourist and people who are able to speak English.

Tourists face fewer problems in communication with tourists in hotels and in airport. They have fewer problems because some of the people who work there is qualified and they learn English from daily contact with native speaker of English. For example, workers in hotels deal with clients who speak English every day.

The study is very essential for several reasons. The tourism generates a lot of jobs for young people, and it is one of the main sectors for economy. This study recommends researchers in the future to investigate the suggestions to solve the problems that face the tourist in communication with people in different fields in Aqaba city.

## Conclusion

Language is the means of communication among people and it is a kind of exchange cultures and experiences. This study focuses on the importance of language in developing tourism sector. By way of concluding, it can be said that tourism sector in Aqaba has several problems; also in Aqaba has many problems and the language barriers is one the problems that face tourists in Aqaba in their communication with local people in Aqaba.

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