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**UTILIZING ARTIFICIAL INTELLIGENCE IN ENGLISH LANGUAGE EDUCATION
FOR TOURISM STUDENTS**

***Abstract.** This article delves into the intersection of artificial intelligence (AI) technology and English language teaching (ELT), exploring the evolving landscape of language education in the digital age. It examines the role of AI in facilitating language learning, presenting a comprehensive overview of AI technologies utilized in ELT. Drawing from a diverse array of scholarly sources and research findings, the study investigates the interplay between AI and English language education, highlighting the benefits and challenges posed by AI-assisted language learning tools. Through a library research approach and content analysis, the paper offers insights into the transformative potential of AI in reshaping language education paradigms. From personalized learning experiences to enhanced language proficiency, AI technologies are shown to revolutionize the teaching and learning of English, offering innovative solutions to longstanding challenges in language education. The findings underscore the importance of integrating AI into ELT practices while emphasizing the need for complementary approaches that leverage both AI and human expertise. Ultimately, the article contributes to a deeper understanding of the evolving dynamics between technology and language education, paving the way for future research and pedagogical innovations in the field.*

***Key words:** Artificial intelligence (AI), technology-enhanced language learning, digital platforms, natural language processing (NLP), personalized learning, machine learning, language proficiency, adaptive learning systems*

Introduction

The industrial era has compelled everyone to swiftly adapt to rapid changes. Globalization and Industry 4.0 have spurred new creativity, opportunities, and challenges, particularly in technology. Consequently, technology plays a crucial role in disseminating information through text, images, and sound (Rahayu & Pujiyono, 2017). It was developed to simplify human tasks and activities, with Artificial Intelligence (AI) being one of the technologies undergoing intensive development.

Artificial Intelligence (AI) has garnered significant attention in the realm of computational creativity (Cheng & Day, 2014). Various AI technologies have been implemented to enable creativity in computers. According to Rahman (2009, p. 343), AI creates software that filters knowledge and performs autonomous functions like computation or student searches. AI develops "intelligent" devices that function and respond similarly to the human brain, including computer

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systems (online platforms) and computerized machines (robots) (Karsenti, 2019). Also known as Machine Intelligence (Mehrotra, 2019), AI involves endowing machines with human-like intelligence for task execution. Mehrotra (2019) further describes AI as a computer science field focusing on developing intelligent machines and applications, aiming to make machines think and behave like intelligent humans. The core of AI technology lies in intelligence (Wang, 2019). According to Whitby (2009), AI studies intelligent behavior in humans, animals, and machines, seeking ways to replicate these behaviors.

The term AI comprises "artificial" and "intelligence" (Ahmet, 2018). "Artificial" refers to something simulated but not entirely fake, while "intelligence" can replace genuine items due to better qualities in certain contexts. Intelligence is complex, encompassing reasoning, self-awareness, emotional awareness, planning, consciousness, and creativity.

Joshi (2019, p. 4) notes that AI aims not to create an all-problem-solving supercomputer but to build a machine capable of human-like actions. The goal of AI is to develop computer systems that exhibit human-like thought and behaviors traditionally associated with human intelligence (Campesato, 2020). AI can perform tasks typically requiring human intelligence, such as speech understanding, language awareness, decision-making, and visual perception. There's a demand for AI to create expert systems and solve complex problems like recognition or natural language processing (Devi et al., 2020). In language education, AI can act as a tutor, providing tireless, individualized training, ample feedback, and scaffolding activities necessary for achieving fluency in a low-stakes environment, encouraging learners to take risks and make mistakes. AI promises to reduce the time needed to develop skills.

Kaur & Gill (2019) describe AI as a digital effort to achieve human-level intelligence through various machine computations. It encompasses advanced technologies that enable machines to sense, understand, act, and learn. AI, a branch of computer science, emphasizes thinking and acting like humans, aiding in solving complex problems more human-like (Sridhar, 2018). This involves adopting human intelligence traits and integrating them in a computer-friendly manner. AI can emulate human actions such as learning, planning, decision-making, and language comprehension.

The advancement of technology and digital platforms has also facilitated teaching and learning English, offering new ways to enhance language skills. The implication is that AI could potentially replace English teachers in the classroom (Shin, 2018). However, English education should not be supplanted by the Fourth Industrial Revolution; instead, AI should complement the English teaching and learning process. Combining language literacy with digital literacy enhances global competence.

Ribeiro (2020) argues that AI in English Language Teaching (ELT) is a practical tool for language teachers. English, being a globally common language with a systematic grammatical structure, poses substantial learning challenges for ESL/EFL students (Mehrotra, 2019). Thus, AI technologies like machine learning, intelligent search, and natural language processing can effectively promote reforms in English teaching and learning (Wang, 2019). This research aims to explore the role of AI and investigate its technologies in English Language Teaching (ELT).

Methodology

This study adopts a library research approach, which involves gathering data or scientific literature aimed at the research object or collecting bibliographic data. It's a critical and in-depth examination of relevant library materials, with researchers directly engaging with the text (Zed, 2004, p. 4). The analysis encompasses various reference books, journals, and prior research findings to establish a theoretical foundation.

Data sources include books, journals, and relevant internet sites. Documentation serves as the primary data collection method, involving the search for knowledge in various forms such as documents, books, articles, newspapers, and online sources. The analysis evaluates concepts and theories drawn from available literature, particularly from articles published in scientific journals.

Once data is collected, content analysis techniques are employed to draw conclusions. Content analysis involves a thorough examination of written materials to provide descriptive explanations.

Findings

The Interplay between Artificial Intelligence and English Language Teaching

AI-assisted tools form a subset of computer-assisted language learning (CALL) in foreign language education. With advancements in natural language processing and big data technologies, AI offers significant enhancements in language education (Li, 2020). English language teaching (ELT) is pivotal for fostering students' international interaction capabilities (Mukhallafi, 2020). AI facilitates diverse improvements in foreign language education through its capability to process natural language and handle big data.

Teaching English with AI presents both challenges and creative opportunities (Zhu, 2017). AI technologies can democratize classrooms worldwide, accommodating diverse languages and addressing visual or auditory impairments (Marr, 2018). AI acts as a vital support system for both English language learners and educators (Gawate, 2019). It enhances English teaching by providing personalized content and fostering global competence through a combination of language and digital literacy.

Mukhallafi (2020) defines AI in English teaching as utilizing AI systems to enhance the organization, selection, and delivery of English content, diversifying instruction sources and streams based on learners' proficiency levels. Wang (2019) highlights the relationship between AI and English teaching:

AI transforms the English learning environment, providing immersive language learning experiences through intelligent integration and interpretation of multimedia content. This enhances language immersion and fosters interactive learning environments.

AI optimizes English teaching effectiveness by offering simulated dialogue platforms, improving vocabulary usage, oral and written proficiency, and cultural understanding.

AI enhances students' practical English skills, fostering their ability to navigate AI-based learning systems and solve problems effectively.

Gawate (2019) outlines the benefits of AI-based instructional programs in English language teaching:

Tailored instructional programs address learners' specific needs and expectations, offering qualitative learning materials across all language skills.

AI serves as a supplementary support system for both students and teachers, providing personalized assistance anytime, anywhere.

AI enables fast feedback systems, offering varied assessment methods to track student progress comprehensively.

AI transforms the teacher's role to that of a guide and facilitator, offering global connectivity and personalization in English teaching.

AI-based learning platforms promote personalized learning experiences, allowing students to learn at their own pace and focusing on individualized interests and needs.

In summary, AI-based instructional programs offer personalized, flexible, and globally

accessible learning experiences, enhancing English language teaching effectiveness and promoting student engagement and success.

Artificial Intelligence Technology in English Language Learning

Artificial intelligence (AI) technology, considered among the world's most advanced information systems, delves into how robots can undertake tasks initially exclusive to humans (Han, 2019). With technological advancements, particularly in teaching and learning English, AI has garnered significant attention. Technology continually evolves, making tasks like English language education more accessible and efficient. One technology at the forefront of discussion in this regard is artificial intelligence.

Luo & Cheng (2020) highlight how AI-powered technologies drive the teaching of foreign languages, offering solutions to challenges such as limited teaching resources and monotonous assessment methods. Thornton (2007, p. 1) defines AI as broadly focused on problem-solving, incorporating dynamic problem-solving abilities akin to human cognition and behavior. The primary goal of AI is to create intelligent machines capable of reasoning and decision-making processes mirroring human cognition (Salvaris et al., 2018).

AI operates by integrating various data sets, repetitive processing, and intelligent algorithms, enabling software to learn autonomously from data patterns (Cobar, 2019). It encompasses a wide array of theories, methods, and technologies, including machine learning, neural networks, and cognitive computing. Language, being a complex means of communication, poses significant challenges in AI development due to its intricate nature (Nilsson, 2014).

Teaching and learning English have become more manageable with the proliferation of digital platforms. AI, particularly through its text processing capabilities, enhances language learning by offering increasingly accurate language processing (Yingsoon, 2021). Various AI technologies contribute to the effectiveness of English language education, providing tools and resources for both educators and learners.

Examples of AI technologies utilized in English language learning include:

Google Translate: A widely-used online translator offering translations across multiple languages, aiding in vocabulary acquisition, grammar checking, and pronunciation practice (Smallwood, 2015).

Text-to-Speech (TTS): Converts text into spoken language, facilitating pronunciation practice and language comprehension (Yudhistiro, 2016).

English ABLE: An assessment-based learning environment focusing on English grammar, assisting learners in mastering language components (Zapata-Rivera et al., 2007).

Orai: An application designed to improve public speaking skills, offering feedback and practice opportunities for English learners (Suryani et al., 2019).

ELSA (English Learning Speech Assistant): Utilizes AI and speech recognition to enhance English pronunciation, providing personalized feedback and learning paths (Eka, 2020).

Chatbots: AI-driven conversational systems used as learning mediums, particularly for English conversation practice (Afrianto et al., 2019).

Duolingo: A language learning application employing gamification to teach vocabulary, grammar, and language skills in a fun and interactive manner (Eka, 2020).

Neo: An English language learning system integrating AI and voice recognition to provide adaptive learning experiences tailored to individual users (Nexgen English Online Co.).

The benefits of AI tools in English language learning include their ability to evaluate language skills comprehensively, their accessibility and scalability, their provision of pressure-free

learning environments, and their capacity to accelerate learning (Nghie et al., 2019). Overall, AI technologies offer valuable resources and support for English language learners, enhancing their language acquisition journey.

In recent years, artificial intelligence (AI) has revolutionized various educational processes, including lesson planning. One innovative platform harnessing AI for this purpose is Twee, designed to assist educators in swiftly generating comprehensive lesson plans. This article provides an in-depth examination of Twee's functionalities, demonstrating its potential to enhance educational practices.

Upon logging into Twee, users encounter a user-friendly interface featuring three primary tabs. By selecting the "Tools" tab, educators can access a suite of tools tailored for teaching core language skills: listening, reading, writing, and speaking. These tools support the integration of diverse content types, including texts and videos.

To illustrate the platform's capabilities, consider the creation of a lesson on exam preparation for intermediate students. Initiating this process involves generating a text on "types of exam takers." After specifying the genre and proficiency level, the AI generates a substantial text appropriate for the target audience. Educators have the option to enhance this text further by creating multiple-choice titles, open-ended questions, true/false statements, and fill-in-the-gap activities. For instance, selecting specific words to exclude from the text can facilitate gap-fill exercises, which can be merged and manipulated for optimal engagement.

Additionally, Twee offers tools to create contextualized communicative exercises. By selecting advanced-level options, educators can generate realistic scenarios where students apply the target vocabulary in meaningful contexts.

Beyond text creation, Twee excels in generating lesson content from various multimedia sources. For example, educators can introduce lessons with intriguing facts or discussion questions. By inputting a topic such as "exams" and selecting the desired proficiency level, Twee produces relevant facts and discussion prompts. The platform's versatility is further exemplified through its ability to generate reading tasks, such as price lists, advertisements, and instructional texts, which enhance comprehension skills through practical application.

Another notable feature is Twee's capacity to produce divergent viewpoints for discussion activities. By generating agree/disagree exercises, students are exposed to a range of perspectives, fostering critical thinking. The platform's functionality extends to video content; educators can extract transcripts and generate comprehension questions from YouTube videos. This feature includes the provision of correct answers, streamlining the lesson planning process.

Vocabulary instruction is another area where Twee proves beneficial. By specifying a topic and part of speech, such as adjectives, educators receive a curated list of relevant vocabulary. This list can be utilized to create matching exercises, sentence construction tasks, and dialogues, all of which promote vocabulary acquisition in context.

Upon completing the lesson creation, Twee automatically saves the project, which can be organized into folders for individual students. This feature allows for personalized instruction and efficient management of educational materials.

In conclusion, Twee represents a significant advancement in AI-driven educational tools, offering a robust platform for lesson planning that is both time-efficient and pedagogically sound. Its diverse functionalities cater to various teaching and learning needs, making it a valuable resource for modern educators.

Artificial Intelligence (AI) has been progressively transforming numerous sectors, and

education, particularly English as a Second Language (ESL) teaching, is no exception. The integration of AI in ESL education offers innovative solutions that enhance both teaching and learning experiences. This essay explores the multifaceted advantages of AI in ESL teaching, encompassing personalized learning, interactive and engaging content, efficient assessment methods, and teacher support.

1. Personalized Learning Experiences

One of the most significant benefits of AI in ESL teaching is the ability to provide personalized learning experiences. Traditional classrooms often struggle to address the diverse needs of all students, especially in a subject as complex as language learning. AI-driven platforms can analyze individual student data, including strengths, weaknesses, learning pace, and preferences, to tailor lessons accordingly.

For instance, adaptive learning systems can adjust the difficulty level of exercises based on the learner's performance. A student struggling with verb tenses might receive additional practice and explanatory content on that specific topic, while another student excelling in grammar but needing more vocabulary might be directed to relevant activities. This level of customization ensures that each student receives the support they need, promoting more effective and efficient learning.

2. Interactive and Engaging Content

AI technologies facilitate the creation of interactive and engaging content, which is crucial for maintaining student motivation and interest. Traditional ESL materials, such as textbooks and worksheets, often fail to capture the dynamic and interactive nature of real-life language use. AI-powered tools, however, can create immersive learning environments through the use of multimedia, simulations, and gamification.

For example, virtual reality (VR) and augmented reality (AR) technologies can simulate real-world scenarios where students practice language skills in context. These immersive experiences help learners develop practical communication skills and cultural competence. Similarly, AI can enhance gamified learning platforms, where students engage in language games that adapt to their skill levels and provide instant feedback, making learning both fun and educational.

3. Efficient and Accurate Assessment

Assessment is a critical component of ESL teaching, yet traditional assessment methods can be time-consuming and subjective. AI offers more efficient and accurate alternatives for evaluating student performance. Automated assessment tools can instantly grade assignments, quizzes, and even spoken language exercises, providing immediate feedback to students.

Natural Language Processing (NLP) technology enables AI systems to evaluate written and spoken language with high accuracy. These systems can analyze grammar, vocabulary, pronunciation, and even more nuanced aspects like fluency and coherence. For instance, AI-driven writing assistants can provide detailed feedback on essays, highlighting grammatical errors, suggesting vocabulary improvements, and offering stylistic advice. Similarly, AI-powered speech recognition software can assess pronunciation and fluency, helping learners improve their speaking skills through targeted practice.

4. Continuous Feedback and Progress Tracking

Continuous feedback and progress tracking are essential for effective language learning. AI tools provide real-time feedback, allowing students to understand their mistakes and correct them promptly. This immediate feedback loop helps reinforce learning and prevents the fossilization of errors.

Moreover, AI can track student progress over time, identifying patterns and trends in their learning journey. This data-driven approach allows both teachers and students to monitor improvement, set goals, and make informed decisions about future learning strategies. Teachers can use this information to tailor their instruction, focusing on areas where students need the most support.

5. Enhancing Teacher Effectiveness

While AI offers numerous benefits directly to students, it also significantly enhances teacher effectiveness. AI can automate administrative tasks such as grading, attendance tracking, and lesson planning, freeing up teachers' time to focus on more impactful activities like personalized instruction and student engagement.

Furthermore, AI-powered tools can serve as valuable teaching aids. For example, intelligent tutoring systems can provide additional practice and support outside of classroom hours, ensuring that students have access to learning resources whenever they need them. Teachers can use AI-generated insights to better understand student needs, refine their teaching strategies, and create more effective lesson plans.

6. Bridging Language Barriers

AI can help bridge language barriers, making ESL education more accessible to a diverse range of learners. Translation tools, powered by advanced machine learning algorithms, can assist non-native speakers in understanding instructions, reading materials, and communicating with teachers and peers. These tools are particularly useful in multicultural classrooms where students may speak different native languages.

Moreover, AI can support learners with special needs by providing customized learning materials and accessibility features. For instance, speech-to-text and text-to-speech technologies can aid students with hearing or visual impairments, ensuring that all learners have equal opportunities to succeed.

7. Facilitating Autonomous Learning

AI empowers students to take control of their learning through autonomous learning platforms. These platforms offer a variety of resources, such as interactive exercises, language games, and multimedia content, allowing students to practice at their own pace and according to their interests. AI-driven language apps, such as Duolingo and Babbel, are prime examples of how technology can facilitate self-directed learning outside the traditional classroom setting.

Autonomous learning is particularly beneficial for adult learners who may have limited time due to work or family commitments. AI-powered apps can provide short, engaging lessons that fit into busy schedules, enabling continuous language practice and improvement.

Conclusion

The aim of artificial intelligence is to create robots capable of exhibiting intelligence comparable to, or even surpassing, that of humans. It encompasses a spectrum of capabilities, including natural language processing, perception, reasoning, manipulation of objects, knowledge acquisition, and learning. These advancements are expected to streamline various tasks, making them more efficient and reducing the time required for human involvement in decision-making and activities.

The evolution of digital platforms has significantly facilitated English language learning. With the proliferation of computer and mobile phone technologies, opportunities for learning are extended to a broader global audience, aided by the integration of artificial intelligence. Personalized content plays a pivotal role in digital learning, with adaptive systems leveraging big

data and AI to tailor learning experiences according to individual needs and schedules. This transformative shift in language education promises greater accessibility and efficiency in acquiring English proficiency across diverse learner demographics.

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ТУРИЗМ САЛАСЫНДАҒЫ СТУДЕНТТЕРГЕ АРНАЛҒАН АҒЫЛШЫН ТІЛІНДЕ БІЛІМ БЕРУДЕГІ ЖАСАНДЫ ИНТЕЛЛЕКТІ ПАЙДАЛАНУ

Аңдатпа. Бұл мақала жасанды интеллект (AI) технологиясы мен ағылшын тілін оқытудың (ELT) қиылысында, цифрлық дәуірдегі тіл білімінің дамып келе жатқан ландшафтын зерттейді. Ол ELT тілінде қолданылатын AI технологияларына жан-жақты шолу жасай отырып, тіл үйренуді жеңілдетудегі AI рөлін қарастырады. Әртүрлі ғылыми дереккөздер мен зерттеу нәтижелеріне сүйене отырып, зерттеу AI мен ағылшын тілін оқытудың өзара әрекеттесуін зерттейді, AI көмегімен тіл үйрену құралдарының артықшылықтары мен қиындықтарын көрсетеді. Кітапхананы зерттеу тәсілі және мазмұнды талдау арқылы мақала тіл білімінің парадигмаларын қайта құрудағы AI-ның трансформациялық әлеуетіне түсінік береді. Жекелендірілген оқыту тәжірибесінен бастап тілді меңгеру деңгейін арттыруға дейін AI технологиялары ағылшын тілін оқыту мен үйренуде төңкеріс жасайтыны, тіл біліміндегі бұрыннан келе жатқан қиындықтарға инновациялық шешімдер ұсынатыны көрсетілген. Нәтижелер AI-ны ELT тәжірибесіне біріктірудің маңыздылығын көрсетеді, сонымен бірге AI мен адам тәжірибесін пайдаланатын қосымша тәсілдер қажеттілігін атап көрсетеді. Сайып келгенде, мақала технология мен тілдік білім беру арасындағы даму динамикасын тереңірек түсінуге септігін тигізіп, осы саладағы болашақ зерттеулер мен педагогикалық жаңалықтарға жол ашады.

Кілт сөздер: Жасанды интеллект (AI), технология арқылы жетілдірілген тіл үйрену, цифрлық платформалар, табиғи тілді өңдеу (NLP), дербестендірілген оқыту, машиналық оқыту, тілді меңгеру, бейімделген оқыту жүйелері

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ИСПОЛЬЗОВАНИЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА В ОБУЧЕНИИ АНГЛИЙСКОГО ЯЗЫКА ДЛЯ СТУДЕНТОВ ТУРИЗМА

***Аннотация.** В этой статье рассматривается пересечение технологии искусственного интеллекта (ИИ) и преподавания английского языка (ELT), исследуя развивающуюся среду языкового образования в эпоху цифровых технологий. В нем рассматривается роль искусственного интеллекта в облегчении изучения языка, представляя всесторонний обзор технологий искусственного интеллекта, используемых в ELT. Опираясь на разнообразные научные источники и результаты исследований, исследование исследует взаимодействие между искусственным интеллектом и образованием английского языка, подчеркивая преимущества и проблемы, связанные с инструментами изучения языка с помощью искусственного интеллекта. Благодаря библиотечному исследовательскому подходу и контент-анализу статья предлагает понимание преобразующего потенциала ИИ в изменении парадигм языкового образования. Технологии искусственного интеллекта, от персонализированного обучения до повышения уровня владения языком, произвели революцию в преподавании и изучении английского языка, предлагая инновационные решения давних проблем языкового образования. Результаты подчеркивают важность интеграции ИИ в практику ELT, одновременно подчеркивая необходимость дополнительных подходов, которые используют как ИИ, так и человеческий опыт. В конечном итоге статья способствует более глубокому пониманию развивающейся динамики между технологиями и языковым образованием, открывая путь для будущих исследований и педагогических инноваций в этой области.*

***Ключевые слова:** искусственный интеллект (ИИ), изучение языка с помощью технологий, цифровые платформы, обработка естественного языка (NLP), персонализированное обучение, машинное обучение, владение языком, системы адаптивного обучения.*