

*Ye. PAIZULLAYEV*¹✉, *A. BOKHANOVA*¹

¹International University of Tourism and Hospitality

(Kazakhstan, Turkistan), E-mail: erjan.paizullaev@iuth.edu.kz

LANGUAGE COMPETENCE OF TOUR OPERATORS AND TRAVEL AGENCIES IN TURKESTAN

Abstract. *In the conditions of international tourism development and increasing role of Turkestan city and Turkestan region as a popular tourist destination, the mastery of foreign languages gains strategic importance and is characterized as an indicator of professionalism of employees of tourism industry. The aim of the research is to study the level of foreign language proficiency of employees of travel agencies and tour operators in Turkestan city and to make recommendations on how to improve their language skills. Within the framework of the study, great attention was paid to the identification of the current level of foreign language proficiency, qualitative assessment of the frequency of language use in the professional activities of employees of travel agencies and companies, identification of communicative problems and barriers, searching for ways to eliminate them by considering linguodidactic tasks of their language training. The research methodology is based on the collection and analysis of data through a questionnaire survey of employees of travel agencies and companies. The study proposes both quantitative and qualitative criteria to assess the level of communicative training of employees. The value of the work lies in the presentation and systematization of data on the language needs of employees in the tourism industry for the further development of training programs. The practical significance of the study lies in the creation of specific recommendations for the organization of training aimed at improving the quality of customer service and strengthening the position of the region in the international tourism market.*

Keywords: *Turkestan, travel agency, foreign languages, competence, employee, proficiency, client*

Introduction

Tourism is one of the fastest growing sectors of the economy, contributing to the strengthening of cultural exchanges and international relations. This sector is becoming increasingly important in the Republic of Kazakhstan, especially in the city of Turkestan in the Turkestan region. This is due to the fact that the city attracts countless domestic and foreign tourists. Due to the growing flow of international tourists, it is extremely important to provide a high level of service, which requires travel agency employees to be fluent in foreign languages. The proficiency in foreign languages of employees in the tourism sector directly affects the quality of communication

***Бізге дұрыс сілтеме жасаңыз:** Paizullayev Ye., Bokhanova A. Language Competence of Tour Operators and Travel Agencies in Turkestan // Bulletin of the International university of Tourism and Hospitality. –2024. –No4(6). –Б. 119–133. <https://www.doi.org/10.62867/3007-0848.2024-4/6.10>

***Cite us correctly:** Paizullayev Ye., Bokhanova A. Language Competence of Tour Operators and Travel Agencies in Turkestan // Bulletin of the International university of Tourism and Hospitality. –2024. –No4(6). –Б. 119–133. <https://www.doi.org/10.62867/3007-0848.2024-4/6.10>

with foreign clients and partner organizations, and contributes to the creation of a favourable image of the region as a tourist destination.

The rationale for selecting this topic is the absence of comprehensive research aimed at evaluating the proficiency of foreign languages among the workforce in the tourism sector of the city of Turkestan. Thus far, Kazakhstan has not accorded sufficient attention to the issue of language training for employees in the tourism industry, despite the importance of this aspect for effective work in the context of globalization. The majority of research on this topic is limited to general trends and does not address the specific characteristics and requirements pertinent to this region [1].

This paper's importance has two aspects. Firstly, there is a growing interest in improving the quality of tourism services. Secondly, there is a need to train personnel capable of meeting the needs of foreign tourists and ensuring the high competitiveness of our country in the international arena. The resolution of the Government of our country of 28 March 2023 points to the shortage of foreign-language-speaking tourism professionals in the country [2]. This suggests that professional development and language training are becoming crucial elements in the successful advancement of tourism in the country. Furthermore, the resolution of 31 May 2019 emphasizes the importance of training qualified service sector personnel with knowledge of English and other foreign languages, as well as increasing the proportion of English-language subjects taught as part of education. It was stated that personnel employed by the tourist police and travel agencies should be multilingual [3].

The objective of this study is to ascertain the existing level of foreign language proficiency among employees of travel agencies and travel agencies in Turkestan, and to formulate recommendations for enhancing their language training. To this end, the following tasks are addressed in the course of the study: the identification of the level of knowledge of foreign languages, an analysis of language barriers, an assessment of the necessity for additional training and the development of methods to eliminate the identified problems. The research methodology is based on questionnaires, statistical analysis and expert assessments, which will allow us to obtain objective results and develop proposals to improve the situation.

The work has theoretical and practical significance. From a theoretical perspective, the study contributes to a deeper understanding of the role of language competence in the tourism sector. From a practical point of view, it contributes to the development of recommendations for effective professional development of employees and the development of tourism infrastructure in the Turkestan region.

Materials and Methods

A comprehensive range of data collection and analysis techniques were employed in order to achieve the study's objective, namely to ascertain the level of foreign language proficiency among employees of travel agencies and travel agencies in Turkestan. Additionally, the study aimed to identify potential language barriers and the necessity for supplementary training. The work was conducted in several stages, which enabled the collection of objective data and the formulation of recommendations for enhancing the situation.

The primary data source for this study was a survey of employees of travel agencies and tour operators in the Turkestan region and the city of Turkestan. Questionnaires were devised comprising 12 items addressing the following domains:

- Foreign language proficiency

The aforementioned items pertain to the following languages: English, Turkish, German, French, Chinese, Arabic, and other languages.

The following aspects were considered:

1. The frequency of use of foreign languages in daily work.
2. The performance of tasks using a foreign language.
3. The assessment of language barriers in communication with foreign tourists.

The work was conducted in two stages. The initial stage of the study entailed the administration of a questionnaire to employees of travel agencies and tour operators in the city of Turkestan. The survey was conducted anonymously, although respondents were permitted to provide their full names if they wished. Participation in the survey was entirely voluntary. The questionnaires were distributed to 11 travel agencies operating in the city. A total of 25 respondents participated in the survey. The list of travel agencies is provided below for reference:

- Billion Travels (@billion_travels)
- Sultan Travel Turkistan (@sultantraveltourism)
- Globe Voyage (@globevoyage.kz)
- HICKMET/NIYET Travel (@niyet_hajj_umrah_)
- saparlaiyq_travel (@saparlaiyk_travel)
- Pinguin Travel (@pinguin_travel)
- NurZere Travel (@nurzere_travel)
- Jony Travel (@jony_travelevers)
- Siddiq Travel (@siddiq. travek. turkistan23)
- Go Travel (@go.travel.kaz)
- DOS TOUR (@dos_tour)

In the second stage of the study, the data was analyzed, the results were processed using statistical methods and recommendations were developed for improving the language training of employees.

The primary method of data collection was a questionnaire, which enabled the efficient and expeditious gathering of information regarding the language proficiency of employees in the tourism sector. Once the questionnaires had been collected, the data was entered into a statistical data processing program, such as Excel. Descriptive statistical methods were employed, including the calculation of response rates, the presentation of percentages, and the creation of charts and graphs to facilitate the visual representation of the results.

By employing objective questioning and statistical analysis, the study was able to provide a comprehensive evaluation of the language training proficiency of employees at travel agencies in the region, including those in Turkestan.

Literature review

A study of the literature shows that tourism is important for the world economy and needs multilingual workers for good communication with clients and partners. This is especially true for travel agency and tour operator staff, who must cater to international tourists, deliver excellent service, and market a region or country globally. Currently, the lack of proper language training for these workers is a big problem in the tourism sector, which affects how well travel companies can function.

The current studies on language training for tourism workers highlight the need for a combined learning strategy. In her book, Aktymbaeva A.S. explains the importance of knowing foreign languages for the successful growth of tour operators. To work well in this area, it is vital to be capable of managing staff and building relationships with travel service providers like transport companies, hotels, and event planners. Moreover, knowing foreign languages is also a key ability.

This skill helps in communicating with international partners and clients. Additionally, being proficient in foreign languages is necessary for handling financial transactions in those languages, which is very important in the tourism business. [4].

In their article, Korolev A.V. and Avagyan A.A. highlight the dual benefits of linguistic proficiency, both in a universal and a professionally oriented sense. Such skills may also facilitate successful employment and enhance the quality of customer interaction. Moreover, knowledge of foreign languages enables employees to participate in individual or familiarization trips, to study tourist destinations in greater depth and to expand the activities of a travel agency abroad [5].

In her book, T. I. Vlasova states that knowledge of foreign languages is an effective and integral part of professional competence and contributes to effective communication with clients and partners from different countries. Excellent knowledge of foreign languages allows not only to meet the requirements of international business culture, but also to perform a wide range of professional tasks in a global environment. In her analysis, Vlasova T.I. identifies several key aspects related to the importance of foreign language learning for travel agency employees.

These include

- Demonstration of professional knowledge and skills.
- To learn how to communicate effectively and to develop personal qualities.
- Social skills and adaptability.
- Intellectual capacity and creativity.
- The roles played by the above factors in a person's professional development.

In conclusion, it can be stated that the ability to communicate in foreign languages is of great importance for the professional development of employees in the tourism sector. It enables them to perform their daily tasks effectively and to strengthen the position of the organization in the global market [6, p. 16-17].

The Atlas of New Professions and Competencies of Kazakhstan underscores the necessity for managers in the tourism sector to possess proficiency in multiple languages and to serve as interpreters. This is particularly crucial in the context of the globalization of the tourism industry, which necessitates the ability to interact effectively with international clients and partners. The ability to communicate in foreign languages is a prerequisite for successful negotiations, the organization of individual trips and the provision of a high level of service in different cultural contexts [7]. This is particularly crucial for personnel employed by tour operators and travel agencies in Turkestan, as they will interact with both local and international clientele. It is crucial for professionals in the tourism sector of Turkestan to develop multilingual competence, which will enhance their competitiveness in the global market and facilitate the growth of the regional tourism industry.

In her article, Pavlova L.P. highlights the importance of English language skills for those working in tourism. She notes that English is the language of communication for more than 1.5 billion people worldwide and is either a second language or an active language of study in more than 90 countries [8]. Residents of these 90 countries represent a significant future opportunity for the tourism industry, as they are expected to seek services in English from travel agencies and businesses that use English.

In their article, Azizova A.O. and Bokhanova A. S. posit that the ability of tourism industry personnel to communicate in multiple languages is a significant factor in the provision of superior customer service. This contributes to enhancing tourist satisfaction, prolonging their stay, and fostering a favourable image of Kazakhstan as an appealing tourist destination. The authors

highlight the necessity of implementing multilingual and culturally adapted services, with particular emphasis on Russian and English, in order to enhance the competitiveness of the tourism industry in Kazakhstan [9].

According to Nikeitseva O.N., it can be understood that language education in higher schools, universities play a key role in the development of language skills of future specialists in tourism, such as tour operators, travel agents, managers. This is due to the fact that the skills and abilities necessary for professional communication in a foreign language are formed in the process of education. The article emphasizes that the basis of students' foreign language learning is the competence approach, with an emphasis on the practical application of language knowledge in authentic professional contexts [10].

The role of language in tourism is also extensively addressed in international literature, as evidenced by research conducted by prominent authors such as Krishna Sharma, Shuang Gao, Garcés-Conejos Blitvich, Hall, C. M., Richards G., Nomnian S., Trupp A., and others.

In their book, *Language and Intercultural Communication in Tourism*, B. Krishna Sharma and Shuang Gao provide a comprehensive account of the ways in which language influences tourists' perception of cultural aspects of a country, including traditions, customs, and values. The authors point out that good language skills not only help to overcome language barriers, but also provide a depth of perception of cultural differences that would otherwise be inaccessible when communicating in different languages [11]. This is particularly crucial for personnel employed by travel agencies and tour operators, who are not only required to interact with tourists but also to comprehend their cultural requirements.

Hall C.M. also serves to corroborate the significance of language as a pivotal element of the travel experience. The author posits that effective communication between a tourist and an employee of a travel company hinges on the latter's capacity to adapt their speech and behavior in accordance with the cultural and linguistic characteristics of the client. Such knowledge contributes not only to the delivery of high-quality service, but also to the formation of a positive image of the region or company in question [12]. In his research, Richards G. examines the impact of linguistic and cultural differences on tourists' perceptions of services and service providers. This underscores the importance of language training and intercultural communication in the tourism industry [13].

According to Nomnian and Troup, the link between language and tourism has been strengthened by globalization and the increasing mobility of travelers, which facilitates the exchange of languages and cultures between countries. Nevertheless, language barriers faced by tourists and tourism workers can cause many communication problems between guests and hosts [14]. This underlines the importance of language skills for those working in the tourism industry. This is despite the significant progress that has been made in the tourism industry. A major problem faced by travel agencies and tour operators is the lack of language skills among their employees. A considerable number of companies lack the necessary resources to provide their employees with continuous training, which results in a shortage of qualified personnel. This, in turn, has an adverse effect on the quality of service provided and increases the likelihood of language barriers when working with foreign tourists. In his article, Maslova V.M. underscores the significance of employee training, which facilitates the ongoing advancement of their competencies to accomplish their objectives. She observes that training provides the opportunity for the development of innovative thinking, language proficiency, collective creativity and enhanced teamwork techniques. This approach enables the achievement of desired outcomes and facilitates the comprehensive

development of employees, which ultimately contributes to the growth and successful development of the company [15].

One of the main problems is the need to teach basic language skills as well as specific terminology related to the tourism industry. Creating individual training programs for employees of travel agencies and tour operators is a necessary and important task, but expensive and time-consuming.

For this reason, national and international studies emphasize the importance of language skills for employees of travel agencies and tour operators. The modern approach to language teaching in tourism includes the use of interactive educational technologies, the inclusion of specialized curricula and the provision of intercultural training. However, in order to effectively overcome language barriers, it is necessary to continue to develop innovative teaching methods and programs and to actively implement language courses adapted to the specific needs of the tourism industry.

Results and discussions

The objective of the survey of employees of travel agencies and tour operators in the city of Turkestan and the Turkestan region was to ascertain their proficiency in foreign languages and training needs. The following results were obtained:

There were 25 respondents to the employee survey, including 5 agency managers, 1 department manager, 5 consultants, 13 sales managers and 1 tour guide. The survey was conducted in the month of December 2024.

The age of the respondents was as follows:

- Under 25 years old - 18 respondents
- From 26 to 35 years old - 6 respondents;
- From 36 to 45 years - 1 respondent;
- Older than 45 years - 0 respondents.

As shown in Figure 1, the majority of the respondents, i.e. 72%, belong to the young group under 25 years of age. This is explained by the fact that in the last 5-6 years, after the city of Turkestan became a regional centre, the tourism sphere began to develop at a very fast pace, which contributed to the increase in the number of tourists, improvement of infrastructure such as hotels, museums, parks, restaurants, etc., and increased interest in the culture and traditions of the city. The good conditions have opened up new horizons and opportunities for the youth of our city, as travel agencies, tour companies and new jobs in tourism are being created, attracting both local and international tourists. The main reason for choosing young people is the fact that young people under the age of 25 can actively use modern IT technologies such as Master Tour, Tour1, Jack, TurWin, SAMO-Tour and social networks (Instagram, TikTok, Facebook etc.), which makes them in demand in this industry. Another important factor is the opening of the International University of Tourism and Hospitality in the city of Turkestan, which has graduated the first batch of graduates prepared for the demands of the tourism and hospitality industry. The next largest group of respondents is between 26 and 35 years old, at 24 %, and only 4 % of respondents are between 36 and 45 years old. There were no respondents over the age of 45.

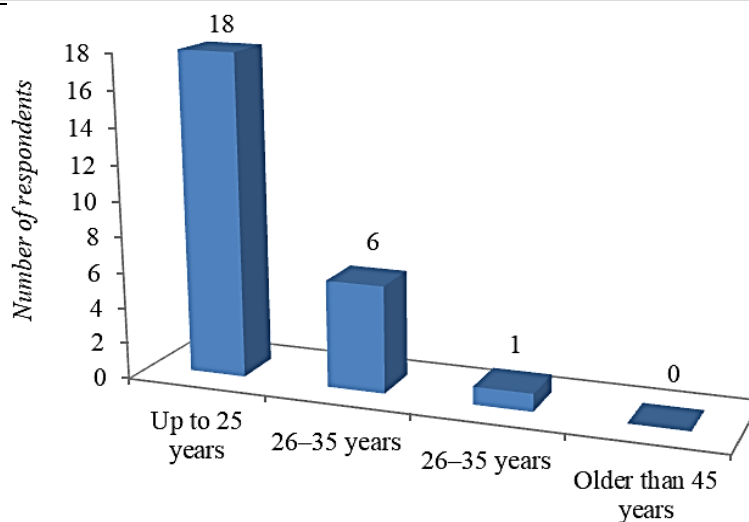


Figure 1 - Distribution of respondents by age

The number of employees according to professional experience is distributed as follows: 2 respondents, or 8%, have more than 5 years of experience in tourism, 1 respondent (4%) has worked in the field for 3-5 years. 9 respondents, or 36%, have been working in travel agencies for between 1 and 3 years, and 13 respondents, or more than half (52%), are just starting their careers and have been working in the tourism industry for the first year. The high number of first-year employees indicates a low level of experience in the field and confirms the active development of travel agencies in the region and the city. The majority of the respondents, around 70%, hold positions as sales managers and consultants.

When asked about their knowledge of foreign languages, 21 out of 25 respondents said they spoke English, 18 - Turkish, 5 - Arabic, 3 - Chinese, 2 - Korean and only 1 - French. None of the respondents spoke German to any degree. It should be noted that participants could indicate more than one foreign language, so the total number of responses may exceed the total number of respondents.

According to Figure 2, 84 % of respondents indicated that they speak English, 72 % Turkish and 20 % Arabic at A1 to C2 level. This suggests that most employees can communicate at a basic level. Limited or basic language skills limit their ability to use foreign languages effectively.

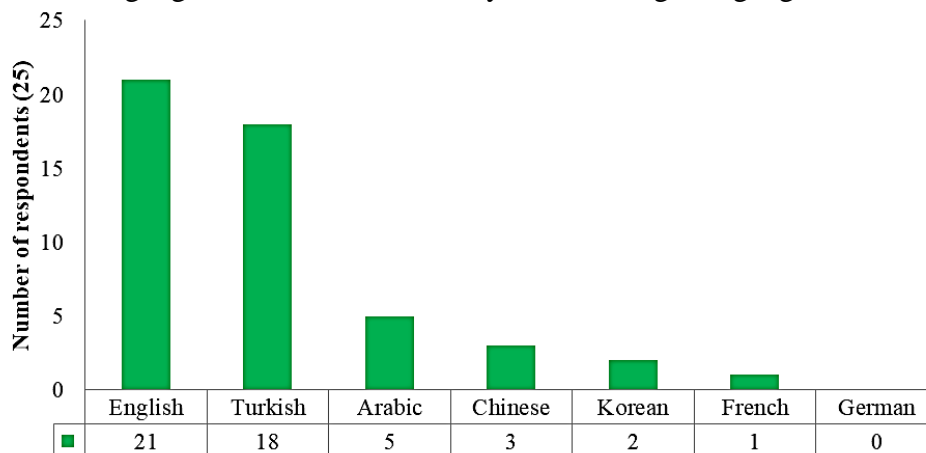


Figure 2 - The respondents' knowledge of foreign languages

Table 1 below shows the level of proficiency of the respondents in each language according

to the CEFR scale. Analyzing this table, we can conclude that the majority of employees of travel agencies and tour operators in Turkestan city speak English at A2-B1 level (A2-7 people, B1-7 people), which reflects the basic and average level of proficiency and assumes the presence of conversational skills. Only two employees showed high levels of C1 and C2, which limits the capacity and ability of the whole team to solve professional tasks.

Turkish is predominant at B1 (4 employees) and B2 (5 employees) levels, but only three employees managed to reach C1 level. Employees' knowledge of Turkish at a sufficient level is due to the fact that the language is popular in the region, as well as the fact that the city has the International Kazakh-Turkish University named after H.A. Yassawi, where classes are held in Turkish. Knowledge of the other languages (Chinese, Korean, German and French) is mostly limited to elementary level A1-A2. Of the five professionals who indicated knowledge of Arabic, three speak the language at levels C1-C2 as they work for the HICKMET/NIYET travel agency, which sends clients to Mecca for the Hajj.

Table 1 -The level of foreign language proficiency according to the CEFR scale of employees of travel agencies and tour operators

Level CEFR	English language	Turkish language	German language	French language	Chinese language	Korean language	Arabic language
A1 (Beginner)	1	2	-	1	1	1	-
A2 (Elementary)	7	3	-	-	2	1	-
B1 (Intermediate)	7	5	-	-	-	-	2
B2(Upper Intermediate)	2	4	-	-	-	-	-
C1 (Advanced)	2	3	-	-	-	-	2
C2 (Proficient)	2	-	-	-	-	-	1

According to the results of the survey on the use of foreign languages in professional activities, the respondents were given three possible answers, the distribution of which was as follows: more than a quarter of the respondents - 7 employees (28%) said that they actively use English for correspondence with foreign clients, for going on excursions and for communicating with clients. More than half, namely 16 respondents (64%), said that they use foreign languages in their work periodically but not frequently, mostly English. They use foreign languages mainly for correspondence with foreign partners/clients, drafting documents or translating texts. This group of respondents identified the main barriers to language use as insufficient knowledge of technical terminology and fear of making mistakes in communication. Only a small number - 2 employees (8%) stated that they do not and have not used foreign languages in their professional activities, the reason being insufficient general knowledge of the language in general (Figure 3).

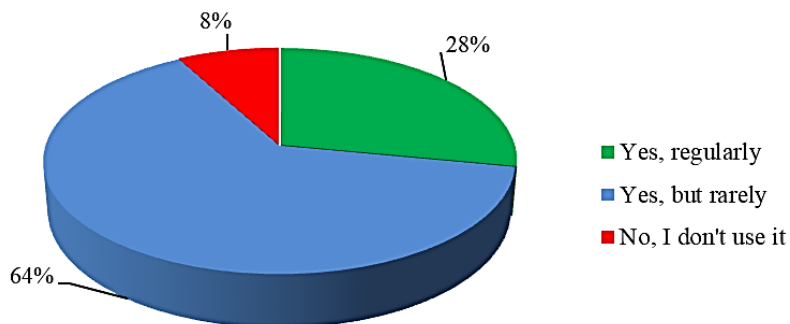


Figure 3 - Frequency of using foreign languages in professional activities

According to the survey on the main obstacles and difficulties in using foreign languages at work, the following important factors were identified by the respondents. 7 respondents mentioned the difficulty of understanding the language and indicated that they had difficulty using terminology related to tourism activities. 6 respondents mentioned the fear of making mistakes, which affects their confidence when communicating with customers and guests. The most common barrier and difficulty was lack of regular language practice - 10 people. 5 respondents have difficulty understanding and listening to foreign language. Lack of motivation and not seeing the need to learn foreign languages was chosen by 3 respondents. It should be noted that the respondents could choose from several possible answers to this question.

All 25 respondents, without exception, expressed a desire to improve their language skills as they recognized the importance of language in their activities.

The respondents were asked to choose the languages they would like to learn or improve (several options could be chosen from the suggested list). The choice of respondents is clearly shown in Figure 4. The results were as follows 21 people said they would like to learn or improve their English. This choice confirms that English is the most popular and widespread language in the world, spoken by a quarter of the world's population. The Turkish language was of interest to 8 people, followed by the Chinese language with 7 people, and French and Korean with 5 people each. Arabic was chosen by 3 people, while German was the least popular language, chosen by only 2 people. These data show the preferences of the employees of the travel agencies and tour operators of the city of Turkestan, where English is undoubtedly the most demanded and preferred language.

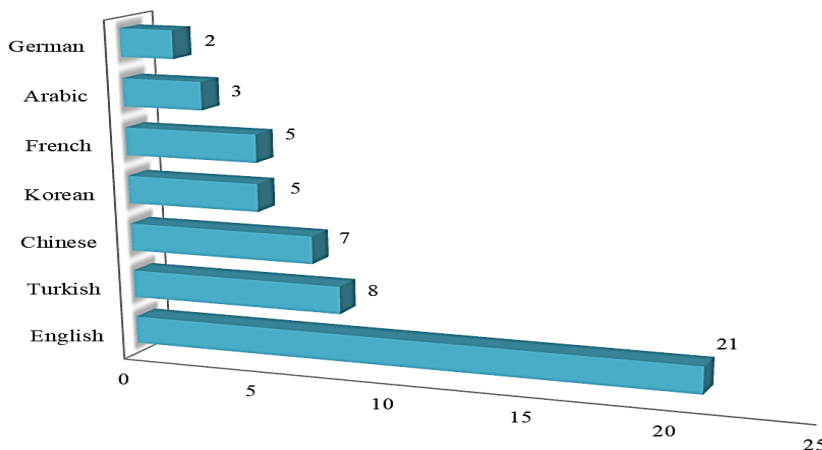


Figure 4 - Choice of preferred languages for learning or improvement among travel agency and tour operator employees in Turkestan.

When asked about the language skills they want and need to improve, 14 people expressed a desire to improve their oral language skills, and 10 of the respondents indicated a desire to improve their listening comprehension of foreign languages. Improvement of writing ability was chosen by 4 respondents, which confirms the importance of developing writing skills, as work often requires correspondence with clients in online format. 6 participants of the questionnaire indicated the importance of deep mastering of skills of reading professional literature in foreign languages. Analyzing the respondents' questionnaires, it becomes obvious that employees should develop oral speech and perception of foreign sound stream as a priority.

When asked about the preferred formats of training with three options, for 18 respondents, which is 72% of respondents, the attractive choice was individual classes with a teacher, followed by a small group of 4 people, which is 16% of respondents, preferred group classes. 3 respondents (12%) expressed interest in intensive courses and online courses were not chosen by any of the respondents (Figure 5). These results highlight a clear preference for one-to-one sessions with the instructor, which may indicate a desire for an individual-adaptive approach in the learning process.

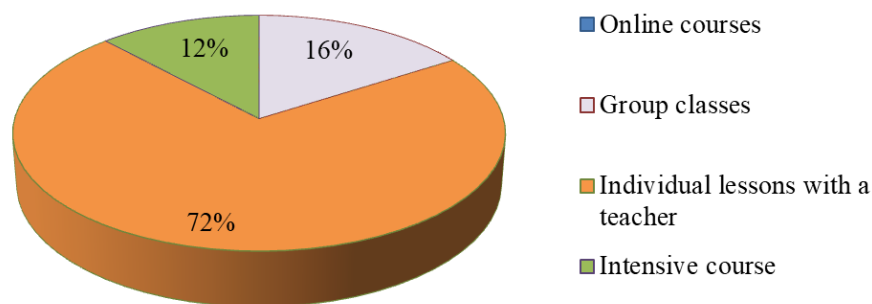


Figure 5 - Preferred training formats among employees of travel agencies and tour operators

The answers to the last question about the amount of time travel agents and tour operators are willing to spend on learning or improving their language skills on a weekly basis showed the following distribution: 5 respondents replied that they had limited time and could only devote 2 hours due to their busy work schedule, 8 people could devote between 2 and 4 hours per week. Almost half of the respondents, 10 people, are willing to devote 4 to 6 hours and only 2 people can devote more than 6 hours per week to language learning. The majority of respondents are therefore prepared to devote between 2 and 6 hours a week to language learning.

Conclusion

The current development of the tourism industry in our country places higher demands on the quality of service in this sphere. We have conducted a research and studied the state of foreign language skills of employees of travel agencies and tour operators. The study allowed us to assess the language competences of specialists, their level of proficiency, main tasks, difficulties and obstacles with the use of foreign languages, their desire to learn or improve languages, as well as the skills they wanted to perfect and training formats. The results of the study show that the tourism sector in Turkestan City is actively developing and attracting the younger generation (72% of respondents are young professionals under the age of 25). Young people are actively opening travel agencies, tour operators, entrepreneurship, etc.

More than half of the respondents, i.e. 52%, have been working in the field for less than a

year, which indicates the growing interest in the tourism industry and the active entry of new and young employees into the market. Approximately 85% of respondents speak English and 72% speak Turkish at the A1 to C2 level, which is in line with international and local requirements. However, knowledge of other international languages is limited. Arabic, Korean, Chinese and French are spoken by just over 10 people. This is due to the low number of tourists from these countries visiting the city. The question about learning or improving foreign languages showed that all employees, without exception, are interested in improving their language skills in English, Turkish, Chinese and French, which confirms the need for additional educational courses, programs, training, etc. The 25 employees surveyed are willing to devote between 2 and 6 hours per week to language learning. Training is necessary to improve the quality of customer service and the professional development of employees. In summary, the results of the survey confirm the growth and development of the tourism industry in the city and also point to the importance of improving the language skills of employees.

In order to improve the foreign language skills of the employees of travel agencies, tour operators and companies in Turkestan, it is recommended:

1) To propose to the organizations of the tourism sphere the introduction of regular courses, educational programs focused on the practical use of foreign languages within the framework of professional activities;

2) To organize language training with the use of professional vocabulary, terminology and communicative skills used in tourism in order to eliminate problems of communication with foreign clients and partners;

3) Develop a program of internships abroad or exchanges with companies from other countries of the world to practice foreign language in close communication;

4) Use of online language courses and mobile applications for self-study.

According to the results of the work, the problems of language training of personnel were also revealed, in order to eliminate them it is recommended to use the following methods

1) Language testing during each year of the employee's professional activity in the company to assess the level of his/her language readiness and to make an individual training program;

2) Appointing a mentor at the workplace to teach inexperienced employees language skills and professional terminology;

3) Work with universities and language schools to develop specialized training program for tourism companies.

Taking into account these recommendations and methods, the level of language training of employees in the city's industry will be significantly improved.

BIBLIOGRAPHY

1. Никитинский Е. С., Макогонов А. Н., Имангулова Т. В. Теория и практика устойчивого развития туризма: учебник. — Алматы: Казахская академия спорта и туризма, 2021. — 235 с.

2. Постановление Правительства Республики Казахстан от 28 марта 2023 года № 262. Об утверждении Концепции развития туристской отрасли Республики Казахстан на 2023–2029 годы. URL: <https://adilet.zan.kz/rus/docs/P2300000262> (дата обращения: 14.12.2024).

3. Постановление Правительства Республики Казахстан от 31 мая 2019 года № 360. Об утверждении Государственной программы развития туристской отрасли Республики Казахстан на 2019–2025 годы. URL: <https://adilet.zan.kz/rus/docs/P1900000360> (дата

обращения: 14.12.2024).

4. Актымбаева А. С. Туроперейтинг: учебное пособие. — Алматы: Казахский университет, 2020. — 196 с.

5. Авагян А. А., Королев А. В. Роль иностранных языков в образовании будущих работников индустрии туризма // Сервис Plus. — 2020. — Т. 14, № 3. — С. 22–30.

6. Власова Т. И., Шарухин А. П., Данилова М. М. Профессиональное и деловое общение в сфере туризма: учебное пособие для вузов. — М.: Издательский центр «Академия», 2007. — 256 с.

7. Атлас новых профессий и компетенций Казахстана. № 5: Туризм. — 2020. URL: https://www.kazenergy.com/upload/document/atlas/tur_ru.pdf (дата обращения: 14.12.2024).

8. Павлова Л. Т. Роль международного туризма в изучении иностранного языка // Проблемы, опыт и перспективы развития туризма, сервиса и социокультурной деятельности в России и за рубежом: материалы III Международной научно-практической Интернет-конференции. — 2016. — С. 418–424.

9. Азизова А. О., Боханов А. С., Абиев Б. М. Русский язык как фактор устойчивого развития международного туризма в Республике Казахстан // Bulletin of the International University of Tourism and Hospitality. — 2024. — № 2(4). — С. 54–72.

10. Никейцева О. Н. Проблема реализации профессиональной иноязычной практико-ориентированной подготовки будущих специалистов в сфере туризма // Проблемы современного педагогического образования. — 2019. — № 62-1. — С. 216–218. URL: <https://cyberleninka.ru/article/n/problema-realizatsii-professionalnoy-inoyazychnoy-praktiko-orientirovannoy-podgotovki-buduschih-spetsialistov-v-sfere-turizma> (дата обращения: 15.12.2024).

11. Sharma B. K., Gao S. Language and intercultural communication in tourism: critical perspectives / edited by Bal Krishna Sharma and Shuang Gao. — New York, NY: Routledge, 2022. — 282 p.

12. Hall C. M. Language, culture, and tourism: Communication and the tourist experience // Journal of Travel & Tourism Marketing. — 2013. — Vol. 30, № 1. — P. 1–14.

13. Richards G. Tourism and cultural change: The impact of language and culture on the tourism industry // Annals of Tourism Research. — 2019. — № 72. — P. 101–113.

14. Nomnian S., Trupp A., Niyomthong W., Tangcharoensathaporn P., Charoenkongka A. Language and Community-Based Tourism: Use, Needs, Dependency, and Limitations // Austrian Journal of South-East Asian Studies. — 2020. — Vol. 13, № 1. — P. 57–79.

15. Маслова В. М. Траектория обучения и развития персонала, ориентированная на стратегию организации // Экономические системы. — 2021. — Т. 14, № 1(52). — С. 106–113.

REFERENCES

1. Nikitinski E. S., Makogonov A. N., İmangulova T. V. Teoria i praktika ustoichivogo razvitia turizma: uchebnik. [Theory and practice of sustainable tourism development: textbook.] — Алматы: Kazahskaia akademija sporta i turizma, 2021. — 235 s.

2. [Resolution of the Government of the Republic of Kazakhstan dated March 28, 2023 No. 262.] Postanovlenie Pravitelstva Respubliki Kazahstan ot 28 marta 2023 goda № 262. Ob utverjdenii Konsepsii razvitia turistskoj otrasli Respubliki Kazahstan na 2023–2029 gody. URL: <https://adilet.zan.kz/rus/docs/P2300000262> (дата обращения: 14.12.2024).

3. [Resolution of the Government of the Republic of Kazakhstan dated May 31, 2019

No. 360.] Postanovlenie Pravitelstva Respubliki Kazahstan ot 31 maia 2019 goda № 360. Ob utverjdenii Gosudarstvennoi programmy razvitia turistskoi otrasli Respubliki Kazahstan na 2019–2025 gody. URL: <https://adilet.zan.kz/rus/docs/P1900000360> (data obrašenia: 14.12.2024).

4. Aktymbaeva A. S. Turopereitiñ: uchebnoe posobie. [Tour operating: a study guide.] — Almaty: Kazahski universitet, 2020. — 196 s.

5. Avagän A. A., Korolev A. V. Röl inostrannyh iazykov v obrazovanii buduših rabotnikov industrii turizma [The role of foreign languages in the education of future tourism industry workers] // Servis Plus. — 2020. — T. 14, № 3. — S. 22–30.

6. Vlasova T. Ī., Šaruhin A. P., Danilova M. M. Professionälnoe i delovoe obšenie v sfere turizma: uchebnoe posobie dlä vuzov. [Professional and business communication in the field of tourism: a textbook for universities.] — M.: Īzdatelski sentr «Akademia», 2007. — 256 s.

7. Atlas novyh professi i kompetensi Kazahstana. № 5: Turizm. [Atlas of new professions and competencies in Kazakhstan. No. 5: Tourism.] — 2020. URL: https://www.kazenergy.com/upload/document/atlas/tur_ru.pdf (data obrašenia: 14.12.2024).

8. Pavlova L. T. Röl mejdunarodnogo turizma v izuchenii inostrannogo iazyka [The role of international tourism in learning a foreign language] // Problemy, opyt i perspektivy razvitia turizma, servisa i sosiokölturnoi deiatelnosti v Rossii i za rubejom: materialy III Mejdunarodnoi nauchno-praktičeskoj Īnternet-konferensii. — 2016. — S. 418–424.

9. Azizova A. O., Bohanov A. S., Abiev B. M. Russki iazyk kak faktor ustoichivogo razvitia mejdunarodnogo turizma v Respublike Kazahstan [The Russian language as a factor of sustainable development of international tourism in the Republic of Kazakhstan] // Bulletin of the International University of Tourism and Hospitality. — 2024. — № 2(4). — S. 54–72.

10. Nikeiseva O. N. Problema realizasii professionälnoi inoiazыchnoi praktiko-orientirovannoi podgotovki buduših spetsialistov v sfere turizma [The problem of the implementation of professional foreign language practice-oriented training of future specialists in the field of tourism] // Problemy sovremennogo pedagogičeskogo obrazovania. — 2019. — № 62-1. — S. 216–218. URL: <https://cyberleninka.ru/article/n/problema-realizatsii-professionalnoy-inoiazыchnoy-praktiko-orientirovannoy-podgotovki-buduschih-spetsialistov-v-sfere-turizma> (data obrašenia: 15.12.2024).

11. Sharma B. K., Gao S. Language and intercultural communication in tourism: critical perspectives / edited by Bal Krishna Sharma and Shuang Gao. — New York, NY: Routledge, 2022. — 282 p.

12. Hall C. M. Language, culture, and tourism: Communication and the tourist experience // Journal of Travel & Tourism Marketing. — 2013. — Vol. 30, № 1. — P. 1–14.

13. Richards G. Tourism and cultural change: The impact of language and culture on the tourism industry // Annals of Tourism Research. — 2019. — № 72. — P. 101–113.

14. Nomnian S., Trupp A., Niyomthong W., Tangcharoensathaporn P., Charoenkongka A. Language and Community-Based Tourism: Use, Needs, Dependency, and Limitations // Austrian Journal of South-East Asian Studies. — 2020. — Vol. 13, № 1. — P. 57–79.

15. Maslova V. M. Traektoria obuchenia i razvitia personala, orientirovannaia na strategiu organizasii [The trajectory of staff training and development, focused on the strategy of the organization] // Ekonomičeskie sistemy. — 2021. — T. 14, № 1(52). — S. 106–113.

<p>Ye. PAIZULLAYEV Senior Teacher, International University of Tourism and Hospitality (Kazakhstan, Turkistan) E-mail: erjan.paizullaev@iuth.edu.kz</p>	<p>A. BOKHANOVA PhD, International University of Tourism and Hospitality (Kazakhstan, Turkestan) E-mail: a.bokhanova@iuth.edu.kz</p>
	<p><i>Received 01.12.2024</i> <i>Received in revised form 12.12.2024</i> <i>Accepted for publication 30.12.2024</i></p>

Е.Н. ПАЙЗУЛЛАЕВ¹✉, А.С. БОХАНОВА¹

¹Халықаралық туризм және меймандостық университеті
(Қазақстан, Түркістан), e-mail: erjan.paizullaev@iuth.edu.kz

ТҮРКІСТАН ҚАЛАСЫНЫҢ ТУРОПЕРАТОРЛАРЫ МЕН ТУРАГЕНТТЕРІНІҢ ТІЛДІК ҚҰЗЫРЕТТІЛІГІ

Аңдатпа. Халықаралық туризмнің қарқынды дамуы мен Түркістан облысы және Түркістан қаласының танымал туристік бағыт ретіндегі рөлінің артуы жағдайында туристік агенттіктер қызметкерлерінің шет тілдерін меңгеру деңгейі стратегиялық маңызға ие болып отыр. Зерттеудің мақсаты Түркістан облысы мен Түркістан қаласының туристік агенттіктері мен туристік фирмаларының қызметкерлері арасында шет тілдерін меңгерудің ағымдағы деңгейін зерделеу және олардың тілдік біліктілігін арттыру бойынша ұсынымдар әзірлеу болып табылады. Зерттеу аясында агенттіктердің, фирмалардың тур қызметкерлері арасында шет тілдерін меңгерудің ағымдағы деңгейін анықтауға, тілдерді кәсіби қызметте қолдану жиілігін бағалауға, тілдік проблемалар мен кедергілерді және оларды оқытудағы қажеттіліктерді анықтауға, сондай-ақ оларды жою тәсілдерін әзірлеуге көп көңіл бөлінді. Зерттеу әдістемесі туристік агенттіктер мен фирмалардың қызметкерлеріне сауалнама жүргізу арқылы деректерді жинауға және талдауға негізделген. Бұл жұмыста тілдік дағдылардың деңгейін бағалау және оларды кәсіби қызметте қолдану үшін сандық және сапалық әдістер қолданылды. Жұмыстың құндылығы осы саладағы қызметкерлердің тілдік қажеттіліктері туралы деректерді жүйелеуде жатыр, бұл білім беру бағдарламаларын жасауға ықпал етуі мүмкін. Зерттеудің практикалық маңыздылығы тұтынушыларға қызмет көрсету сапасын арттыруға және аймақтың халықаралық туристік нарықтағы позициясын нығайтуға көмектесетін оқытуды ұйымдастыру бойынша ұсыныстарда көрінеді.

Кілт сөздер: Түркістан, туристік агенттік, Шет тілдері, құзыреттілік, қызметкер, меңгеру деңгейі, тұтынушы

Е. ПАЙЗУЛЛАЕВ¹✉, А. БОХАНОВА¹

¹Международный университет туризма и гостеприимства
(Казakhstan, Туркестан), e-mail: erjan.paizullaev@iuth.edu.kz

ЯЗЫКОВАЯ КОМПЕТЕНТНОСТЬ ТУРОПЕРАТОРОВ И ТУРАГЕНТОВ ГОРОДА ТУРКЕСТАН

Аннотация. В условиях развития международного туризма и повышения роли города Туркестан и Туркестанской области в качестве популярного туристического направления, владение иностранными языками приобретает стратегическую значимость и

характеризуется как показатель профессионализма сотрудников туристической отрасли. Проведённое исследование имеет своей целью изучение уровня владения иностранными языками сотрудниками туристических агентств и турфирм города Туркестан для создания рекомендаций по повышению их языковой квалификации. В рамках исследования большое внимание уделялось выявлению текущего уровня владения иностранными языками, квалиметрической оценке частоты использования языков в профессиональной деятельности сотрудниками туристических агентств и фирм, выявлению коммуникативных проблем и барьеров, поиску путей их устранения путём рассмотрения лингводидактических задач их языковой подготовки. Методология исследования основана на сборе и анализе данных через анкетирование сотрудников туристических агентств и фирм. В исследовании предлагаются как количественные, так и качественные критерии для оценивания уровня коммуникативной подготовки сотрудников. Ценность работы обусловлена представлением и систематизацией данных о языковых потребностях сотрудников туристической отрасли для дальнейшей разработки образовательных программ. Практическая значимость исследования заключается в создании конкретных рекомендаций по организации обучения, призванного повысить качество обслуживания клиентов и укрепить позиции региона на международном туристическом рынке.

Ключевые слова: Туркестан, туристическое агентство, иностранные языки, компетентность, сотрудник, уровень владения, клиент