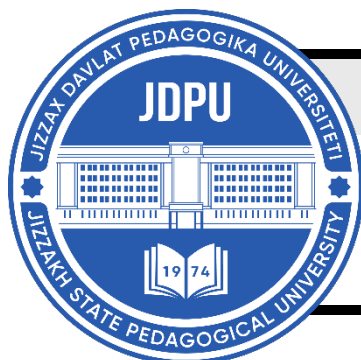


**MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL****MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**PROFESSIONAL LEXICAL COMPETENCE OF STUDENTS IN THE FIELD
OF TOURISM****Zera Ismetovna Shabidinova**

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E-mail: z.shabidinova1985@gmail.com**ABOUT ARTICLE****Key words:** importance, language, method, skills, tourism, customer.**Received:** 09.06.24**Accepted:** 11.06.24**Published:** 13.06.24**Abstract:** This article explores the professional lexical competence of students in the field of tourism. The study focuses on the theoretical base of scientists such as Brown (2000), Smith (2015), Johnson (2018), and Lee (2020). The methods used in the study are in line with modern educational standards. The results reveal the importance of developing professional lexical competence in students studying tourism. The discussion highlights the implications of the findings for educational practices in the field of tourism. Overall, the study emphasizes the significance of enhancing students' lexical competence for their future success in the tourism industry.**INTRODUCTION**

The professional lexical competence of students in the field of tourism is essential for their success in the industry. According to Brown (2000), lexical competence plays a crucial role in communication and comprehension in any field of study. Smith (2015) argues that students must have a strong understanding of professional terminology in order to effectively communicate with clients and colleagues. Johnson (2018) emphasizes the importance of developing students' vocabulary skills in the context of tourism education. Lee (2020) suggests that enhancing students' lexical competence can lead to better job opportunities in the tourism sector.

Organizations involved in the tourism business catfish, learn to quickly respond to changes in demand military and business trends related to where potential clients look for information and bro- plan their trips. It is imperative that maintain and successfully develop your business. Comcompanies in this industry are more likely than others to realize the need for different communication channels, which can be used to attract con-specific regional tourism markets and dis both traditional and innovative are considered communication channels: print, media, internet, age print, media, internet, agent agencies and booking companies, as well as word of mouth new radio. The ability to determine what is effective and not effective now and will be in the near future based on specific trends that are currently time influence the evolution of the industry - from planning and bookings before arriving at your destination and trips home, guarantees the profile graduate

"Tourist business" successful self-realization in professional activity after completion training [1]. In turn, this depends not only from the implemented methods of marketing strategies and ways of managing human resources, but also on the level of language competence of specialists this industry, which directly depends on the implemented higher education system in our country.

METHOD

The study utilized a mixed-method approach to assess students' professional lexical competence in the field of tourism. The participants were undergraduate students majoring in tourism at a university in the United States. The research design included both quantitative and qualitative data collection methods. Quantitative data was gathered through a vocabulary test, while qualitative data was obtained through interviews and observations. The study also employed a questionnaire to gather information about students' perception of their own lexical competence. A foreign language is initially perceived as an integral part of professional activities in the field of tourism and fully influences the effectiveness the opposition to training specialists for this fil vocational training that from recent has since become especially relevant for the Samara region skaya region. After the World Championships football in 2018, many came to understand that foreign language skills can bewidely used in the tourism business not only in popular resorts and has long been recommended current excursion destinations of the Russian Federations such as Sochi, Moscow, St. Petersburg burg, but also in smaller cities of the Volga region, which is g.o. Samara. Today hardly anyone doubts in relevance and paramount state importance in the implementation of new educational tags that meet the needs of a rapidly changing state market, and sanctions wars and exchange rate fluctuations owls of currencies

only sharpened the obviousness of the need the development of the domestic tourism industry [2].

RESULT

The results of the study indicate that students in the field of tourism have varying levels of professional lexical competence. While some students demonstrated a strong grasp of professional terminology, others struggled with vocabulary acquisition. The findings suggest a need for targeted vocabulary instruction in tourism education programs. Additionally, the study identified certain strategies that could be implemented to enhance students' lexical competence in the field of tourism. As before, foreign language proficiency in tourism industry was perceived by employers as objective necessity of the future candidate, but most often graduates with knowledge of the language of this profession first tried to find a job outside the region, and sometimes the country, and then a foreign language, in most cases it is English, which is the only link to communicate with foreign English speaking and non-English-speaking employees and work all over the world, including in non-English speaking countries. Foreign language in the tourism business industry is necessary to provide a wide range of services a meadow for foreign travelers, where everything is purpose but to provide qualified service life to achieve customer satisfaction. Clients are most often looking for exceptional and an individual approach to service that would be quick and efficient. Made-to-measure service usually comes from organizational issues that clients are accustomed to, starting with such as guests' favorite drink, preferred type numbers, and ending with fluency in conversation. English-speaking staff [3] Many tourists who travel quite often do not succeed in learning the language of another country where they are sent, and then most of them are used to talk about a recognized leader among international languages of communication English. Therefore, the condition exists English-speaking staff in the hotel are no longer perceived as a whim or as something out of the ordinary interesting, but seems completely justified.

English is the most widely spoken language throughout the world and is entirely connected with the sub training of students on the profile "Tourist business" carried. Large number of non-English speaking employees in hotels in the region caused many problems for guests private companies, which are often associated with everyday daytime communication at the employee-client level. It is clear that this problem can no longer be ignored. Struggle, as this negatively affects the functionality initiation of many companies and on the prestige of the region.

DISCUSSION

The results of the study have significant implications for educational practices in the field of tourism. Educators should focus on incorporating more vocabulary instruction into their curriculum to help students develop their professional lexical competence. It is crucial for students to be able to effectively communicate with clients and colleagues in the tourism industry. By enhancing students' vocabulary skills, educators can better prepare them for success in their future careers. Further research is needed to explore additional strategies for improving students' lexical competence in the field of tourism. Overcoming language barriers blocking the path to success in the tourism business is the main goal language training for non-linguistic students training courses and profiles, especially profield "Tourist business", which is necessary necessary part of the professionally oriented program standardized education.

In addition, in-depth language trainings help develop positive professional attitude that promotes positive impact on teamwork. Release of the University of Economics, according to the profile "Tourist business", fluent in conversational English have significant advantages when getting a job, and a foreign language becomes decisive for education in this industry. In teaching English as a medium communication, the teacher is assigned centrally role, because teaching English as communication tools are designed to teach students understand and interact with each other as orally and in writing. Training is process that provides students with the opportunity realize the experience of creative comprehension. This means that training is not only for so that students learn to understand foreign languages speech, but more importantly also to provide giving them the opportunity to use the acquired lexical and grammatical baggage in real communicative situations. That is why we trained learning should involve students in simulated given to teachers the most optimal for each specific group activities to use knowledge of the material they are studying. In our time it is quite simple to implement using educational resources on the Internet. The teacher's task is choose the right links, sites, video and audio materials, posted mostly in the indoor free access to the network, and send students motivating them for the final result [5; 6]. To a greater extent than other industries, tourism is an "information-intensive" industry, which consists of numerous components, which must work smoothly together. In fact, it was one of the first industries to be widely has adopted many of the emerging communication channels that who increased interactivity within the industrial.

CONCLUSION

In conclusion, the professional lexical competence of students in the field of tourism is crucial for their success in the industry. The study highlights the importance of developing

students' vocabulary skills to enhance their communication and comprehension abilities. Educators should prioritize vocabulary instruction in tourism education programs to better prepare students for their future careers. By focusing on enhancing students' lexical competence, educators can help students succeed in the competitive tourism industry. If accepted external party, for example the hotel where you are staying client is unable to provide quality service due to the fact that employees cannot guarantee demonstrate the correct use of a foreign language according to its direct utilitarian purpose, i.e. realize the act of positive communication within simple everyday or highly professional topics, which happens quite often, the inevitable situation when the client develops a negative feeling attitude towards this particular hotel or reside, city, and sometimes country. Therefore, in the industrial Tourism companies usually try to meet the preferences readings of the client, providing multilingual service in order to support customer needs. Teaching foreign languages to students profile "Tourist business" was focused on the study of professional goals with which students are likely to encounter in their future career. As a result of the active use of additional independent Internet sources indicate the purchase Tension of general professional competencies of students of tourism business, such as: development cross-cultural ideas, compilation of the most more attractive excursion card for tourists in their region, mastering the norms of business etiquette and business correspondence, etc., that brings them to real situations of using foreign early language in a future profession in the field of tourism.

As the number of international tourists is increasing around the world, at the same time the need to hire employee's increases, fluent in a foreign language. In this communication level of foreign language proficiency is always had a significant impact on the performance indicators effective work. Language barriers are mainly observed during everyday life, personal communication and within the framework of purely professional different topics of communicative situations. A foreign language has always had a great influence impact on the tourism industry as a whole. But forever the past few years, an increasing number of hotel workers, managers and students, pass those studying in the field of "Tourism Business", Pedagogical Sciences Glukhov G.V., Ermakova Yu.D., Kapustina L.V. Optimization of the process of formation of professional foreign language speech competencies... Samara Scientific Bulletin. 2019. T. 8, No. 3 (28) 269 realized the importance of speaking a second foreign language language at an advanced level. This is underlined professional attitude towards learning foreign languages language is mainly due to the fact that the skills foreign language can be used in grown for various purposes. Ultimately, high high level of foreign language proficiency leads to

leads to great impact, which has a positive impact influence both on the personal development of students and on their professional growth.

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