

competence, that is, the ability to communicate professionally in the conditions of intercultural communication. Professionally oriented foreign language learning is currently recognized as a priority direction in the renewal of education.

The growing integration of today's young generation into the global socio-cultural space causes an increase in motivation to master foreign languages at an appropriate professional level. Therefore, the specialist who, having developed at a high level of intercultural communication skills, will be able to easily adapt to a multilingual and multicultural environment and reveal his professional and personal potential will be competitive and highly adaptable. Therefore, the importance of knowing at least one foreign language nowadays cannot be underestimated.

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## **THE IMPORTANCE OF THE ENGLISH LANGUAGE IN THE TRAINING OF TOURISM SPECIALISTS**

The English language is a universal language that is used across the world for business, education and tourism. In the tourism industry, having a strong command of English is essential for success. Not only is it the international language of tourism, but it is also the language of communication for many countries around the world.

As a specialist in the tourism industry, the ability to communicate effectively with people from different countries and cultures is crucial. Whether it's greeting guests at a hotel, leading tours, or providing travel services, being

able to speak English fluently can make a significant difference in customer satisfaction and loyalty [2].

In addition to its practical benefits, learning English can also help specialists in the tourism industry to build strong relationships with customers and colleagues. By speaking the same language, it is easier to establish trust and rapport, understand their needs and preferences, and provide them with personalized service [1].

Moreover, the English language offers access to a wealth of information and resources that can help specialists in the tourism industry stay up-to-date with the latest trends and best practices. From industry reports and research articles to online forums and social media, there is a vast amount of information available in English that can be used to enhance skills and knowledge [5].

In today's globalized world, tourists are looking for experiences that go beyond the traditional sightseeing and cultural activities. They want to interact with locals, participate in cultural events, and engage in activities that are unique and personalized. To meet these expectations, tourism specialists must be able to communicate effectively in English to understand their needs and preferences and provide them with customized services.

The tourism industry is an excellent opportunity to foster cross-cultural communication and understanding. The industry brings people from different cultures, backgrounds, and languages together, and English serves as a common language that enables them to communicate effectively. By using English as a lingua franca, tourism specialists can promote cultural exchange, break down barriers, and foster a sense of unity and respect among people from different countries and cultures [4].

Furthermore, the English language can also open doors to new opportunities and experiences. It enables specialists in the tourism industry to work in different countries and cultures, expand their horizons, and gain a global perspective on the industry.

To conclude, the English language is an essential component in the training of specialists in the tourism industry. It enables effective communication, access to knowledge and resources, and promotes cultural understanding and intercultural competencies. By learning and mastering the language, specialists can enhance their personal and professional growth, and contribute to the overall success of the industry.

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## **THE IMPACT OF FOREIGN LANGUAGE COMPETENCE ON ECONOMISTS' COMPETITIVENESS IN THE GLOBAL LABOR MARKET**

Any knowledge-based society's socioeconomic progress is significantly influenced by the growth of competent, competitive professionals. On the other side, prospective specialists' ability to compete as they progress through their professional education has a role in how well their personal and professional goals are realized [7]. Accordingly, it follows that the urgent task of education,