

The Importance and Role of English Language of the Touristic Guide in Succeeding the Touristic Tours

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اهمية ودور اللغة الانكليزية لدى الدليل السياحي في انجاح الرحلات السياحية

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المستخلص

يهدف هذا البحث الى تبين أهمية تعلم اللغة الإنكليزية للأفراد الذين يعملون في قطاع السياحة وسيساهم أيضا في رفع قابلياتهم ومهاراتهم ويعزز من التفاعل بين مختلف الناس حول العالم الذين يرغبون في معرفة ثقافات الدول التي يزورونها. تعد اللغة الإنكليزية الأكثر انتشارا على سطح كوكبنا في التخاطب والتواصل وهي الاوسع استخداما في المرافق السياحية كالفنادق والمواقع الاثرية وغيرها. وهنا يبرز دور الدليل السياحي الذي يملك مهارات اللغة في إنجاح الرحلات السياحية كونه النافذة التي يطل من خلالها السياح على البلد المقصود زيارته فهو يزودهم بالمعلومات حول الأماكن التي سوف يزورونها ويسهل عليهم التعامل مع الناس داخل وخارج المرافق السياحية. ان هذه الدراسة تحاول تسليط الضوء على الخطوات العملية التي من خلالها يمكن رفع أداء الادلاء السياحيين في تعلم اللغة الإنكليزية وكيفية الاستفادة في هذا المجال لخلق فرص وظيفية لمتعلمي الإنكليزية او الى اولئك الذي يرغبون في الانخراط في هذه الوظيفة. كذلك يتناول البحث الإجراءات التي تسهم في اعداد الادلاء السياحيين عبر المزوجة بين كلية العلوم السياحية والكليات الاختصاص التي تدرس هذه اللغات والتنسيق مع هيئة السياحة في وزارة الثقافة والاعلام والاثار من اجل رفع قابلياتهم ومهاراتهم.

Abstract

Beyond dispute, the learning of foreign languages is considered as a great advantage to individuals who want to be competent in this field. In fact, this will contribute to the raising of the abilities and skills of individuals and people as well, in addition to enhancing the interaction between the people of the world to know the cultures of each other. It seems undoubtedly that English is regarded as the most important language that the population of the planet uses to communicate and contact in all fields. In the touristic sector, it is almost the language that is spoken at all touristic sites, hotels and attractions. In other words, in all what is related to tourism, that is considered one of the prominent industries that our country depends on and contributes to increasing the national income. Hence, the role of touristic guide who has a competent skill in language is a great addition to this vital sector due to have the essential importance in succeeding the touristic tours besides his role in introducing the cultural, historical and social aspects of his own country. This study sheds light the importance of the English language of a touristic guide, who can give data and information precisely to foreign tourists and facilitate them to understand the culture and local history. Moreover, the teaching of the English language opens the opportunities for jobs to touristic guides, whereas the companies of travel and tourism can employ them in this field besides their study contributes in developing their personal and social skills and increases their profession in tackling with audience and managing the different situations.

Key words: guide, English language, touristic tours, history of English language

1. Introduction

The industry of tourism has become one of the most important industries that supplies lots of jobs and increases the income of our country. In fact, it includes all the activities and services that it has been introduced to tourists and visitors from the moment of their arrival till their departure within a completed pack of services of reception, transport, residence, tours, the touristic guidance and the different touristic programs. Actually, the touristic guidance plays a great role in defining the culture of any country that is visited by touristic groups and providing the countries with financial resources as well. Hence, the role of the touristic guide who gains mastery of the English language in the aspects of speaking, writing and translating comes as a considerable addition to the sector of tourism due to his role in succeeding the organized touristic tours and giving a cultural and recreational frame based on information and facts that enrich the memory and general culture of the tourist.

2. Methodology of study

2.1: the problem of study

The weakness of the English language of those who work in the field of tourism and hotels is considered a main problem in developing the tourism sector, especially with those who work as touristic guides. Being the first and global language that spreads in all fields just as communication, commerce, economy, teaching and tourism that becomes one of the modern and developing industries, it must have taken the necessary steps to qualify those who work as touristic guides to learn English in a good way.

2.2: hypotheses:

We suppose that learning English is a very important matter for the workers in the field of tourism and hotels, especially for those who work as touristic guides. If we suppose that English learning is not important in this case, the responsibility of the tourism sector will ask for help and employ the translators that makes the touristic part pay lots of money. Besides this step will take effort and time in bringing them.

2.3: the study aims

- Clarify the importance of the English language as a universal one.
- Showing the relation of the English language with the industry of tourism
- Clarify the role and importance of the touristic guide.
- Showing the importance of the touristic guide who is qualified and skillful in English language.

2.4: the contents of the study

1. The study tackled the role of a touristic guide who has excellent English.
2. The definitions of the touristic guide.
3. To show the historical approach of the English language and how it became a global language.
4. The elements that the touristic guide must have in his work with tourists and visitors.
5. Recommendation and conclusions

3. Historical approach

As it is well known, English is the most spread and spoken language in the whole world as a result of many reasons. One of them is the colonial expansion that led by the British Empire and the flexibility of the English language to borrow terms and words besides the continual simplifying of its grammar and syntactic structures. In fact, the English language belongs to the Germanic family, which includes Dutch, German, Norwegian, Danish, Swedish and others.

The origin of the English language has been dated to the fifth century A.D, when the Roman Empire faced the danger of Gothic tribes that came from Spain and France and reached the borders of Rome (Trapp, 1978, p. 45). To stop this invasion, the Roman Empire withdrew their legions and troops that settled in the rest of Europe. One of these legions was the sixth which existed on British peninsula. In the meantime, three Germanic tribes (the Jutes, Saxon and Angles) which dwelt in north of Germany, Denmark and south of Sweden seized the opportunity and made an invasion to occupy Britain. These hordes entered in conflict with the native tribes (Britons and Celts) that originally descended from the Gaelic tribes and managed to push them north and west. Among these tribes, the tribe of Angles dominated most of the lands in the south of Britain, so-called England, now which named after this tribe. The dialects of the Saxon and Jutes started to be archaic and melted with English one. The cultural and social contact with the native tribes made what is so-called the old English (Trapp, 1978, p. 46). When Alfred the Great unified these tribes

and founded the kingdoms of (Kent, Northumbria, Mercia and Wessex), English became a vernacular language (Bede, 1991, p. 49). The decisive moment in the history of the English language was in 1066 when the Normans attacked Britain, led by William the conqueror, who defeated Harold, the last king of England. These new conquerors brought with them the Latin language that greatly influenced the English language besides the cultural, technological and scientific terms. Most of the suffixes in the English language come originally from Latin, just like (tion, Sion, ty, al, ize and so on). With the efforts of Geoffrey Chaucer (the father of English literature), the English language was converted from vernacular to world one and with extension of the British Empire, the amount of English spoken increased to combine most of the world (Alexander, 1989, p. 37).

4. The touristic guide: the window of country

The touristic guide is defined as “the person who introduces a clarified image of the archaeological sites and attractions to the tourists besides replies to their inquiries about all the places that they visit” (Al-Sisi, 2000, p. 44). While Al-Sieedi defines him as “the person who accompanied the touristic group. Maybe he or she is not from the group nationality but has to know their language. The touristic guide is appointed from the office that sent him or from the group itself to manage their tour. His work is to form between the group and the other parties, like hotels, restaurants and the border crossing points (Al-Sieedi, 2009, p. 16). The touristic guide may be a leader of the group or the manager of the touristic tour that accompanies the group that leaves to a specific foreign destination. He might know the languages that make him acquire an international mode or to be a local guide that having many tasks like driving cars and being responsible for the transportation and guidance as well (Al-Huri, 2013, p. 124).

4.1. The scientific and professional background of the touristic guide

In fact, the touristic guide becomes one of the important components of the organized touristic tour. On most occasions, he is the most influential one, especially when the touristic tour destination is to a foreign country. Here the importance of having the English language is a priority for the touristic guide. The touristic guide, who is armed with good English, will be one of the attraction elements in the touristic tours because he is the key to solving all problems through visits and way besides, he is the coordinator of the activities and participations (Al-Huri, 2013, p. 125).

Therefore, the demands of touristic tours are increased due to a skillful touristic guide, who is considered a basic part of touristic trips. There is no doubt that the touristic guide job requires specifications and personal elements, just like: enthusiasm, attractive appearance, self-confidence, ability to take decisions in an urgent state, flexibility, general culture and the most one is having a foreign language (Al-Huri, 2013, p. 125).

To do their work in the best way, the touristic guides must have specifications and elements that make them face these duties, tasks and responsibilities and achieve their role in the touristic process, especially on organized touristic trips. The conditions that the touristic guide must have been following:

1. Love of homeland and complete convincing in the greatness of its past and current potentials besides its shining future.
2. General appearance and accepted form and stylish look.
3. Presence of mind and ability to act quickly.
4. A strong character able to face problems and solve them.
5. Fluency of expression and good behavior besides diplomacy and civility.
6. To graduate from a college or specific course that qualifies him to work as a touristic guide.
7. The ability to orient and motivate others to implement their duties besides commitments.
8. To have good relations with the workers in the fields of customs house, passport checking and others in the border check points, in addition to the related establishments.
9. Physical and psychological ability to endure all the difficulties and continue in work.
10. The art of treating people and convincing them gently by sincere smiling.
11. To be honest with the tourists that is considered the most important trait of the touristic guide in order to not feel the tourist that he is in a touristic trap (Abdullah, 2006, p. 85).

5. The importance of learning the English language in the sector of tourism

The industry of tourism is manufacturing services, which depends primarily on human resources and every person who works in this sector is considered a representative of his country (Makkiya, 2000, p. 93) due

to his contact with foreign visitors to give a good impression of his hospitable country. This contact, in fact, is a main means to achieve understanding between individuals and groups (Aboodi, 2005, p. 56). Language is the main tool that human being manages to achieve such contact and understanding besides knowing more languages is a strong motive to travel (Muslim, 2004, p. 45). There is no doubt that language is a donative that is learnt by parents (Gibson, 2001, p. 9). The most important language nowadays is English, one which is necessary to be learned by the members who work in the tourism sector, especially the touristic guides. Actually, the entire members in this sector must learn English including the general manager, security director, the tour operator, the supervisor, general manager of hotel, resident manager and rooms division, the responsible for food and beverage besides the manager of public relations and so on. Yet, the most important one is the touristic guide, who must have more than language and be fluent to make easy contact with different tourists from all over the world. He must be a qualified person to introduce information and explanations to the tourists about the place that they want or reside in (Obaidat, 2008, p. 60).

To qualify for the job of touristic guide and make him or her work in proper way besides improving his performance in a smooth and gentle mode, we must put these recommendations in our eyes:

1. Involving the members of the tourism board who work as touristic guides in specific courses in the English language in collaboration with the colleges that study English.
2. The responsibility of the tourism board has to visit the departments of English in Iraqi colleges and select those who have fluency in English and have a great desire to work in this sector.
3. The college of tourism Sciences, in collaboration with the tourism board, has to take procedures to select the students of the college of tourism who have a good level of English and qualify them to work in this sector.
4. The college of tourism and tourism board have to take steps to encourage the staff teaching English in the college to make training courses to the desired students who want to work in this job.
5. The Iraqi tourism board has to encourage those who have a desire to work by providing all the necessary means to contact the foreign people via sending them to the English-spoken countries.
6. Giving those who try to learn English full or partial expense to involve in these training courses, whether in Iraq or outside.
7. Encourage the touristic private sector to polarize the people who have good English in this field.
8. Collaboration with the touristic public and private sectors to polarize the competent students and provide them with all the necessary means to succeed in their work.

6. Conclusions

The language is considered the greatest donation that Allah grants to human beings. It is the means that makes people achieve forms of contact, information and understanding. The learning of languages is a great motive to travel and for those who are involved in touristic activities, festivals, international conferences and world touristic markets. Here, the role of the touristic guide appears primarily to be the connection between foreign visitors and the culture and heritage of the country. In addition to that, the touristic guide who has good knowledge of the English language makes the industry of tourism in our country prosperous and is the destination for tourists from all over the world and gives a shining image of the civility of our country. Therefore, the touristic guide who has an excellent ability in the foreign language, especially English, is forming a milestone in the development of the tourism sector. In recent years, foreign tourists have put eyes on Iraq as an eminent destination due to Iraq having many historical and cultural elements, besides having lots of attractions and natural archaeological sites that make those tourists satisfy their wants and desires.

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