

THE ROLE OF ENGLISH AS A LINGUA FRANCA IN MODERN GLOBAL TOURISM

The aim of this study is to analyze the functional role of English as a lingua franca (ELF) in the global tourism industry, identifying its impact on communication efficiency and the quality of hospitality services in the digital age.

Through the lens of modern linguistics, English has evolved into a global bridge between diverse cultures. In the context of global tourism, English is not merely a foreign language but a functional tool for international cooperation. As noted in recent philological studies, the transformation of loanwords and the adaptation of English terms are crucial for professional discourse [1, p. 80]. Statistics show that over 80% of interactions in international hospitality do not involve native speakers. This phenomenon leads to the emergence of a "Standard Global English" that prioritizes clarity, simplified syntax, and the use of internationalisms over complex grammatical precision [2, p. 45].

The digital transformation of the industry has further solidified the role of English. Most global booking platforms, such as Booking.com or Airbnb, utilize English as the primary language for interface and review management. This research suggests that the linguistic quality of descriptions directly influences a destination's "bookability." Moreover, in international aviation and maritime protocols, English remains the mandatory language for ensuring operational safety.

On the basis of this research, it was found that the use of ELF in tourism creates a unique linguistic environment where "correctness" is secondary to "effectiveness." However, the spread of English also poses challenges, such as the linguistic homogenization of tourist destinations and the potential loss of local cultural identity [3, p. 110]. Data from various hospitality sectors were received, confirming that high English proficiency among staff remains a key factor in service quality, reducing the psychological distance between the provider and the consumer.

Furthermore, the study highlights the role of non-verbal communication and "Global English" in mitigating intercultural conflicts.

In conclusion, English as a lingua franca is the backbone of the tourism industry, enabling it to function as a cohesive global network. Future developments in AI-driven translation may change the landscape, but the human-to-human interaction mediated by English will remain central to the travel experience for the foreseeable future.

REFERENCES

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