

English Language, An Interactive Communication Tool Among Tourism Sector Employees and Foreign Tourists

Mimoza Kotollaku, PhD.

Department of Marketing

Faculty of Economics

University of Elbasan “Aleksandër Xhuvani”

Email: mimozakotollaku@yahoo.it

Lenida Lekli, PhD.

Foreign Languages Department

Faculty of Humanities

University of Elbasan “Aleksandër Xhuvani”

Email: lenida.lekli@uniel.edu.al

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ABSTRACT: *Tourism is a very important sector in Albania's economy. With the promotion of tourist attractions, the number of foreign tourists has increased significantly. Language is of great importance for the communication of foreign tourists to tourist destinations. Today English is an international language and most tourist businesses require employees to speak English except the local language of the country. In this paper we will present a theoretical discussion on the importance and necessity of the English language in the development of the tourism sector from the point of view of tourist services providers and specifically hotel businesses. To fulfill the purpose of this search, the data collection was done by a self-administered questioner with closed thematic questions, with alternatives addressed to the service employees in tourism destinations in Durrës, Shëngjin and Sarandë. The overall data collection of 250 questionnaires and total of 195 questionnaires were collected. Through descriptive analysis we have taken a picture of the characteristics of the monster in study according to the data of the structured questionnaire, respectively: Part 1 (socio-demographic characteristics), Part 2 (business stuff), (location and classification), Part 3 (language knowledge and opinion on its importance for employment in tourist businesses in Albania. The data was collected in January 2023. The article aims to highlight not only the most necessary language skills for tourism sector employees but also highlight the functions of English language use by employees of this sector, the most common problems they encounter in different skills, etc. The investigation and identification of such necessities puts the help of not only the employees of this sector but also the entrepreneurs of various tourist structures who can directly contribute to the improvement of their human resources employed as the motorcycle that sets in motion and guarantees financial income to their businesses thanks to professionalism*

KEY WORDS: tourism, hotel, English, skills, human resources

INTRODUCTION

It's important to determine what the tourism industry means. Basically, he refers to all activity related to the short-term movement of people in places far from where they usually reside. It is also a wide range industry, which includes the hotel industry, the transport industry and some industries or your yellow sectors. It's vital to understand that the tourist industry is connected to movement in different countries, based on leisure, business and some other travel motives. According to the World Tourism Organization (1994), tourism “includes the activities of persons traveling and staying in countries outside their usual environment for not more than a year in a row for rest, business and other purposes. A person's ordinary environment consists of a certain area around his residence plus all the other places he frequently visits every month and whose main purpose of his journey is different from the exercise of an activity paid from within the visited country. Tourism activity takes a person out of his ordinary environment. That means when a tourist wants to eat, he depends on others to find a restaurant or a supermarket, when the tourist needs guidance, they depend on others to show the way. When a tourist has had such experience due to language restrictions, although his overall tourist experience has been satisfactory, the first experience to report at home is uncomfortable, leaving a negative assessment and recommendation for their holidays. In simple words, a tourist travels to another country, far from his ordinary social environment, for business, pleasure or social reasons. English is considered essential in the tourism sector as it facilitates communication between tourists and local employees. English language mastery has a significant impact on the growth of the tourism industry in different countries. Countries with a higher level of English language mastering ability among tourism industry workers tend to attract more tourists and have a competitive advantage in the international sphere.

Tourism has become one of the most important sectors of the Albanian economy, being considered one of the main engines of the country's economic development and growth. Over 10 million tourists visited Albania in 2023, marking an unimaginable figure until just a few years ago in terms of tourism (Statistikat e Turizmit, <https://turizmi.gov.al/statistikat-e-turizmit/>). Tourism is transforming one of the most important sectors of the Albanian economy. Bank of Albania data confirmed that in 2023, tourism revenue reached 4.1 billion euros (Portalb, 2023).

In view of the growing demand of foreign tourists and the need to accommodate in hotels, the need for skilled English-language employees to communicate with foreign tourists and to provide the best experience in hotel services. Ownership by English-language hotel employees becomes a crucial and specific job requirement to ensure that foreign tourists enjoy a satisfactory stay and good service in hotels. While the requirement for trained staff providing quality English language services continues to grow in the tourism hotel sector, such a skill cannot be promoted without previously analyzing what the English language needs are in the workplace. Further and inevitably related questions are whether or not these perceived needs relating to current performance and whether or not there is any problematic between performance and needs. Evidence of such potential problems in perceptions about English in the workplace can help design the criteria needed to strengthen the language skills of employees, consolidate the language required for professional

tasks and improve the quality of service. Therefore, the purpose of this paper is to first present a theoretical discussion on the importance of English language in tourism and to identify the needs of English language by the employees in the tourism hotel field, secondly to highlight the skills in English communication of employees with foreign tourists and thirdly to highlight the problems between the needs of English and the performance of the hotel employees and the fourth to give recommendations that can be used as a reference to the implementation of training, development, preparation of competent human resources and the professional tourism field.

The questionnaire, organization of the hotel's tourism service, were evidenced the skills in English communication with tourists. The importance of good cooperation between them is a high priority and a sustainable tourism development opportunity throughout the year. In conclusion, the findings revealed concerns about the need to address visible weaknesses in order to improve career options and tourism management in Albania. In today's post-industrial society, the services have the greatest importance in meeting the customer's needs. In the service sector, tourism plays an important role. To ensure the quality of hospitality services it is necessary to find a common language between supply and demand. Since English has become an international language, it has become increasingly necessary for workers working in tourism to develop language skills to be able to meet tourist requirements. Moreover, globalization has increased competition in tourism markets and destinations are exposed to fierce competition by rivals around the world. Given these challenges and the need for sustainable tourism development, human resources development is critical to the success of tourism in many markets.

LITERATURE REVIEW

The rise of tourism as a central and global phenomenon has attracted the attention of researchers to tourism and the potential of the language used in tourism by discussing “the ways in which English language relates to tourism, putting particular emphasis on the role language plays in discovering many things about how tourism works, how perceptions, identities and how tourism as a system depends on the use of English based on Dann's main works (Dann, 1996). ” In the world of tourism and, consequently, in the tourism industry, the language of tourism plays a crucial role in determining the success or failure of certain trends and popularity or the opposite of certain Dann's (Dann, 2009) destinations. Language plays a major role in creating tourist image and every professional in the tourism industry must possess the language of tourism. The use of English in the field of tourism has created many facilities for those who want to visit different countries.

According to the most accepted definitions, to be classified as a tourist, a person must stay in that country for more than 24 hours, but not more than a year. The accommodation sector is important for the travel and hospitality industry, because people traveling to different areas want somewhere to stay, rest, sleep and relax. In fact, according to many definitions, a tourist is classified as such only if their stay exceeds 24 hours and they use a form of night accommodation. Tourists prefer to read information about the tour, hotel and travel destination in English. That's the motivation enough for hotels and touring websites to be English. This will not only increase customer satisfaction, but it will also attract customers who would avoid traveling to tourist destination due to

language barriers. By translating tourist information into English, business will benefit: Competitive advantage, higher conversion rates, higher global visibility, brand recognition and trust (Jaworski, 2007). As Fox suggests, “English in tourism has become a factor of the process of ‘language mediation’, a tool to study other areas of interest to tourism, from destination management, branding, advertising, hospitality to sociological issues and investigations related to individual perception of tourism, identity, performance and authenticity”(Fox, 2008). The language of tourism attracts, convinces and encourages potential tourists to become current tourists. Tourism language has language features and features, which make it the same specialized lecture (Gotti 2006). Tourists like to travel once or twice a year and always want to discover more places around the world. They dream of visiting countries, but when a foreign tourist wants to communicate with the staff then the problem comes if the staff doesn't know English. One of the elements that the tourism and hotel industry uses as a means to become known is the provision of English-language tourist services and their translation is a process that comes into the tourism industry with updated materials due to changes and innovations to the tourist destination. Indeed, usually the material used for tourist promotion is available in the local language, which must be translated. You have to express yourself in another language means learning to adapt someone else's reference framework (Hofstede, 2006). Unlike some industries, the tourism industry operates almost all parts of the world and any language that can be imagined. As the world continues to move in a direction that is both connected and disconnected, tourism businesses face the huge challenge of connecting with their target audience. This is something that can only be achieved by tourism specialists who are able to expand their language skills. One of the keys to being a successful business is being where customers are. These resources should focus on customer service, building a loyal clientele. communication skills flexibility, organizational skills, language skills, dedication, ability to perform many tasks, cultural awareness etc. The goal is to meet the needs and desires of the tourists, so that they can turn into repeated clients, and that you need to speak the right language: their language. However, over the years we have become increasingly dependent on English. It's the solution that enables communication; especially between tourists and hospitality staff at tourist destinations (Pupo, 2012). The hospitality services include not only direct interaction with customers, but also managing kips, whose goal is to satisfy customers in what is most determined an intense working industry. Human resources in the hospitality and tourism industry should focus on.

The use of English in the field of tourism has created many facilities for those who want to visit different places. English is considered for workers in the hotel area as well a complement to achieve greater efficiency at work by generating more benefits great for the organization (Lunar, 2009). English is an essential aspect of the waiting area and reservations. Speaking and listening skills are applied together in essential activities, such as making phone bookings (Leslie, et.al, 2006). Many researchers agree that good knowledge of language.

English is useful in the workplace and guarantees high quality service delivery in the field of tourism (Villafuerte, et al., 2018). In the tourism industry, offers and requests must communicate in perfect way to ensure the quality and necessary performance standards. In the hospitality and tourism business, every day can include contacts with people of a range origin, ages, nationalities and temperament. That's after hospitality is done the largest component of tourism economy (Wu, et

al. 2013). Someone creates a more intimate relationship with them, which promotes pleasure and loyalty. Customer language speech enables the client. Study on the implication of English language knowledge in the hotel industry and tourism has been treated by Avalos and Zapata (2014) who claim that the powers of the country required in tourism and hotels are linked to efficient communication in the business practice of tourism in oral communication is slightly higher than writing communication, but both categories are valued up (Kay & Russette, 2000). Speaking is a skill essential to provide tourist information, explain the facilities and policies objects, check-in and check-out services, etc. Study conducted by Zahedpisheh and Abu Bakar about the growing number of staff who understand the importance of English language recognition in the hotel and other tourism sectors is current and reference point for businesses they operate in this field (Zahedpisheh, 2017). When travelers visiting foreign countries face the problem of unknown languages help you come and applications. Software applications can replace a guide local, translating unknown language into popular languages. In the view of traders, this technology improves the customer experience (passenger experience) and customer engagement (Commission of passengers) (Bayern, 2018).

The growing development of the tourism industry in Albania has an impact on the growing need for qualified human resources in the field of tourism. Anyone working in the business field tourist is required to master English to communicate with guests orally. Therefore, the use of English language in the field of tourism should be designed for the achievement of the English language professionalism in tourism. Albania is one of the most hospitable new destinations Europe. Albania is known as a tourist destination on the Mediterranean coast and has one." competitive position in the international tourism market (Hall, 1999). Albania yes it is increasingly recommended as a tourist destination by prestigious media international through articles and reporting, suggesting our country as an opportunity you shouldn't be lost in Europe.

Over 10 million foreign tourists entered Albania in 2023, marking a figure unimaginable until a few years ago in terms of tourism. Albania is recommended increasingly as a tourist destination by prestigious international media through articles and Reportages, suggesting our country as an opportunity not to be missed Europe. The latest tourism statistics show that Albania ranks among the countries with the most recovery quickly after the Covid-19 pandemic. Albania 2030, the Balkan champion in Tourism, is one from the objectives of the Albanian government that sets tourism among the priority sectors of development.

Tourism generated a record revenue last year. According to the Bank's data Albania is 4.1 billion euros, with an increase of 1.3 billion euros versus 2022. While compared to the pre-pandemic period (2019) tourism revenues are double. Albania has made progress in economic, social and organizational sectors long in recent years, with the support of international organizations and the World Bank. Albania has made progress in aligning its legislation with European standards and is a potential EU candidate. In the tourism sector, improvements have been made by drafting laws and national strategy to improve infrastructure, promote the country in the world and to facilitate foreign investors to invest in Albania. The promotional strategies that are chosen are of great importance for the development of the tourist sector and the language to be used is essential in this

regard. In this framework, the government is pursuing a comprehensive vision for the tourism sector the tourism sector, with attention to the environment, infrastructure and integrating at the same time in the opening and developing new opportunities for the development of the local economy. Sources human in the hospitality and tourism industry should focus on customer service, building a loyal clientele. Communication skills flexibility, skills organizational skills, dedication, ability to perform many tasks, awareness cultural etc. With the intention of hosting a growing number of foreign tourists, Albanians must they use English as a global and international language and especially for professionals they work in the tourism field. In today's globalized world, the ability to speak English it's become more important than ever before. With business expansion beyond borders and international trips becoming more accessible, the ability to communicate with people from different cultures and backgrounds has become a key skill for success. In this article, we we'll consider the importance of learning English because it should be a priority for tourism professionals in Albania. The goal is to meet your needs and desires foreign Tourists, so that they can become loyal customers to tourist destinations Albanian.

METHODOLOGY

Research methodology includes a number of activities that must be carried out. According to Howell (2012), methodology describes "the overall research strategy that determines the way in which research is undertaken" (Howell, 2012).

For this, one of the first steps in the planning of a research process is to look at the literature which includes research on all sources of information to track the latest knowledge, evaluating the connection to our topic, quality, opposition and gaps (Walliman, 2012). For the purpose the search in order to cover all its aspects, primary and secondary data are used. Primary data were collected directly from the sample taken in the study for the specific purpose of the search. Secondary data such as data collected in the past by other researchers, or other subjects for their purposes, served us for the research in question using them in combination according to the needs of the study According to literature the most used method to collect data are: "interviews, questioners, observations" (Sekaran 2003) clarifying and giving suggestions on which of the ways may be best. After reviewing the different methods of data collection, it was decided that the best method that fulfills the purpose of this search, is a self-administered questioner closed thematic, with alternatives addressed to the service employees in tourism hotels in three tourist destinations in Durres, Shengjin and Sarande. The data collection is used 195 questionnaires. Through descriptive analysis we received a picture of the sample characteristics in the study according to the structured questionnaire data, respectively: **Part 1** (social-demographic features), second part (skills about English language and opinions on its importance for employment in tourist businesses in Albania). This work encourages also tourist organizations that pay attention to the language issue and those who want to work in the field of tourism, improve their language skills and enrich themselves from a multicultural global environment in the function of tourism and its diverse areas. It's up to you thematic addressed can be said that there was a significant lack of studies on the importance of English language for the sector and tourism in our country. Perhaps this became the starting point

for the realization of a deeply in-depth research in this field. The study has as a basis and consists of a descriptive and conclusive analysis.

ANALYSIS AND DISCUSSION

The data in this study were collected through quantitative research method questions, realizing the description and comparison of the phenomenon with the review of the literature studied through the answers received. The following has been done a descriptive analysis of the data according to the parts of the questionnaire, respectively: Part 1 (socio-demographic characteristics), part 2 importance and knowledge of English and opinions on its importance in tourist Businesses in Albania). The descriptive analysis will give us an overview of the characteristics the champion taken in the study. Based on the review of literature and research findings primary, it was concluded that English is considered for workers in the hotel area of the indispensable to achieve greater efficiency at work by generating greater benefits for tourist businesses Data Administration was carried out with the SPSS 22 statistical package. Analysis is descriptive and conclusive, given that this study is mainly a descriptive study, each point in the questionnaire is counted and presented at frequencies and percentage. Demographic data in the first part of the questionnaire shows that 160 individuals are men and the survey's (82.1%) and 35 individuals are female (17.9%) of respondents. This data tells us that we hotel service to tourist destinations in Albania, men have the highest probability to hire. A high percentage of their (51.3%) are age (27-35) aged over 36 (25.6%), tracked from (27-35) years old with (23.1%) surveyors. About (38.5%) of respondents are students, (33.3%) are secondary education, (20.5%) have higher education degree, and a very small percentage of (7.7%) result no education. So the age of respondents we've taken in the study tends to be relatively new and educate another quality required for employment in the tourism sector. To find the answers to the search question on the importance of English in tourism, the survey was conducted to collect information from employees in the hotel sector. Primary research highlights the fact of the importance of English in tourism by all respondents respectively 195 individuals (100%) though 60 individuals do not know English. While the requirement for hospitality staff trained to provide quality services to foreign tourists continues to grow, such a skill cannot be promoted without previously analyzing how much they really are they don't know English and work in the hotel sector. According to data, 60 individuals do not know English. An important information was taken from respondents where they have it learned English. About 90 individuals or (46.2%) have learned English in schools, 20 individuals or (10.3%) of self-taught respondents, 13 individuals or (6.7%) of respondents have learned English in private courses and 12 individuals or (6.2%) of respondents have learned English online. From this survey it is clear that schools are the place where English language is best taught to meet the needs of competent and professional human resources in the field of tourism should be educational institutions to establish faculties and departments or specialized study programs in this field. It's absolutely it is necessary to raise awareness of students, especially those in the field of tourism, regarding English language acquisition, as well as the relevant institutions to improve curricula and teaching policies, to achieve a high level of acquisition of this language, as a guarantee for a During the search, similarities were found between secondary and primary research regarding English language communication skills at the workplace. English is widely used for interpersonal communication because employees in the

industry tourism and travel have a range of responsibilities, such as phone use, provision destination Guidelines, online ticket making, online booking of hotels, car rental arrangements etc .

Among four communication skills, listening and speaking is considered the most necessary of 82% of employees, while reading and writing are considered only necessary by 18% workers.

Table 1. Communication skills

In addition to four English language communication skills you think as necessary in your work

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid:				
Speaking	100	51.3	51.3	51.3
Listening	60	30.7	30.7	82
Reading	20	10.3	10.3	92.3
Writing	15	7.7	7.7	
Total	195	100.0	100.0	

Results in the questionnaire show that employees assess as the main ability, face-to-face communication as the most common interaction tool with the guests dealing with questions and answers in (46.2%) followed by the information explanation at (23.1%), general conversation with (15.4%) and guidance with (15.4%).

Table 2. What are the main situations where tourism workers use English?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
General Talks	30	15.4	15.4	15.4
Guidance	30	15.4	15.4	30.8
Question/Answer	90	46.2	46.2	76.9
Information explanation	45	23.1	23.1	100.0
Total	195	100.0	100.0	

Among some of the evident language problems, employees assess speed in speaking it's the highest in (46.2%) dialects (38.5%) and the least estimated problems are for used Vocabulary (15.4%)

Table 3. What are the difficulties in English that you as a worker encounter during communication with strangers?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid				
Speed	90	46.2	46.2	46.2
Dialects	75	38.5	38.5	84.6
Used vocabulary	30	15.4	15.4	100.0
Total	195	100.0	100.0	

Question If you don't know English, how you communicate with customers who are connected to the way you do solving the problems employers encounter in communication with foreign tourists. The respondents they responded to 44 individuals by the application, eight individuals with colleagues' help and eight individuals with the help of other clients who follow the findings in literature about importance communication applications between foreign tourists and hotel employees, however, most hospitality employees still have English problems, which is evidenced in this study. Consequently, they are unable to communicate effectively to satisfy tourists' expectations.

An understanding of such possible problems in perceptions about English in the workplace can help design the criteria needed to strengthen the language skills of employees, consolidate the language required for professional tasks and for him improved service quality

Question : Do you think English helped you in employment. They answered (Yes) 135 individuals or (69.2%) of respondents.

Question A offers your business the opportunity for English language courses 100% and respondent's declaration that the hotels they work in do not offer the opportunity for English language courses The findings of this study suggest that all tourism institutions should provide training and practice to ensure that their staff speak fluently and communicate well in English. Moreover, tourism workers must continually improve their English to increase quality and service to foreign tourists. They should consider taking English language courses to enable them to communicate effectively. Therefore, they must continue to learn to reach the required level of English to work in the tourism sector.

CONCLUSIONS AND RECOMMENDATIONS

This paper embodies a modest study aimed at exploring the importance of language English in the tourism industry. The function of English language in tourism is to facilitate communication, avoid misunderstandings, creating a positive atmosphere between employees and foreign tourists.

The study concluded that tourism workers need language knowledge English to communicate.

Moreover, tourism workers must also develop their strategy communication for different situations.

Hotel employees' responses, discovered as the most common interaction tool with guest dealing with questions and answers, face-to-face communication that is an essential ability to provide tourist information, to easily explain services.

Findings in tourist literature analyze a functional point of view to determine how language affects tourism. English, with its special status as the main language in the field of tourism, has one very important importance and obvious influence in the field of travel English is used as a global language, although tourists may not have English as well first language is used as a communication tool between tourists and hotel staff. Employees should be aware that English language acquisition is a condition for you they are able to communicate with all clients, breaking cultural barriers, duplicating made customers feel like they're home.

This research contributes to the completion of the knowledge gap in literature and aims to shapes the opinion of tourism actors about the future of the industry. For tourism workers, linguistic and cultural preparation must be required in English integrated with business organization awareness.

Be able to perform functions that require to know how to interpret and manage situations related to the phenomenon of tourism and international trade in innovative terms and proactive. While tourists naturally realize they are passersby, destinations must first train industry personnel to treat tourists with fairness, respect and a level kindness. It is absolutely necessary to raise awareness of students, especially those in the field of tourism, regarding the acquisition of English as well as institutions inspirational to improve curricula and teaching policies, to achieve one high level of acquisition of this language, as a guarantee for a hospitable and attractive tourism.

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