

instantly by a gross mistake in the service, or once undermined by many small demonstrations of disrespect and incompetence”.

The hotel business appeared in the days of Ancient Greece and Ancient Rome. Indeed, in many regions of these ancient civilizations one could find analogues of modern hotels. In those days, they were often called inns. In most cases, they were located at the forks of trade routes, since it was the traders who most often used their services. Of course, comparing modern hotels and projects at the beginning of the 20th century, one can notice obvious progress in servicing guests and in the range of services offered. Nowadays the tallest hotel is the hotel located in the city of Dubai, it is located at an altitude of 321 meters, in total, there are 202 hotel rooms in this hotel, it is very popular among tourists of this beautiful city. And the oldest restaurant in the world – “St. Peter’s Monastery Cellar”, is located in the Austrian Salzburg near the monastery walls of St. Peter’s Abbey. Visitors to the restaurant were many famous personalities, but the most revered is Wolfgang Amadeus Mozart, who often dined at the restaurant with his family.

Thus, having analyzed and summarized the above information, we can say that the hotel industry today is an important component of the economic sector, the product of which is a hotel service that has its own specifics. Hotel companies providing this service provide not only accommodation and catering services, but also a wide range of additional services. Based on it, it is legitimate to single out the hotel industry as the largest integrated component of the tourism and hospitality industry.

References:

1. <https://ubr.ua/business-practice/ups-and-downs-in-business/sobennosti-otelnogo-biznesa-ak-nauchitsia-rabotat-kogda-vse-otdyhaut-226574>
2. <https://moluch.ru/archive/>
3. <https://ru.wikipedia.org/wiki/>
4. <https://www.facebook.com/officialBritishEducation/>

ENGLISH LANGUAGE SPREAD THROUGH TOURISM DEVELOPMENT IN TURKEY

KADIR ÇESITLI, PhD (Business Administration) practicing translator
KSENIA V. NESTERENKO, Associate Professor, PhD (Philology), Scientific Adviser

Notarial Chamber of Antalya, Antalya, Turkey
Yaroslav Mudryi National Law University

Turkey is the country well known all over the world as a perfect tourism destination, and Turkish experts in the field of tourism are making it more and more attractive for visitors and guests. The benefits of this country – favourable

geographical position, climate, various landscapes, hardworking and hospitable people – are the factors that facilitate the experts to organize touristic services at the highest level. There are summer resorts and winter mountainous resort centers, great historic and cultural spots, splendid hotels along the coastline with the appreciated by people system of all-inclusive. According to the UNWTO (the United Nations World Tourism Organization) is the sixth most visited country in the world. In 2019, Turkey hosted about 52 million tourists [2].

Unfortunately, the pandemic of the year 2020 has changed the situation a lot, but Turkey's experience of tourism organization and a big role tourism has in the economy of many countries as well as people's big hopes the situation will change for better in the nearest future, make us consider some aspects of tourism development in Turkey once more. We should always mind that everywhere tourism has a positive impact on country's economy, human personality, humanization of people's relations, preserving historical and cultural heritage, developing the territories.

The development of tourism in Turkey began in the second part of the last century, but substantial increase in the number of foreign tourists happened in the years 2000 – 2005. Then, during the following years, there was some increase and decrease in the number of tourists due to different factors. As they are not the subject of our article, here we would like to concentrate exclusively on the connection between the English language and the development of tourism in Turkey. So, the purpose of this work to study the English language spread through tourism development in this country.

The official language of Turkey is Turkish. It belongs to Turkic language family. Since 1928 Latin alphabet is used, this replaced Ottoman script. By the way, Turkish language is the 7th spoken in the world; about 200 million people speak it in their everyday life. But with the development of global economy there is a growing demand for English which is the language of international business, contracts and commerce, technology, Internet, education and culture.

English is the most spoken foreign language in the country. Its function is quite instrumental: as an instrument for the country's economic, industrial, technological development, as well as the development of the sphere of tourism.

Tourists in the big touristic destinations like Istanbul, Ankara, Cappadocia, Antalya, and other resort cities in the Aegean and Mediterranean coasts can find English speaking staff in the hotels and villas, information given in English, menu in restaurants printed in English alongside with printed in Turkish. On the other hand, the Turks who speak English can easier find the job in the spheres of management, business, commerce, consulting, representation, entertainment, guiding. So, many people and the government understand the importance of learning English, and a lot of work in this connection has already been done.

In public schools in Turkey English is taught for children starting from 4th grade, or from the age of 10, but nowadays most of the private schools start

teaching the children this language from the earlier age. If there is an economic demand for a future specialist a person can continue one's own education in the establishment of the higher educational level [1]. Universities in Turkey provide the students with the courses of English as a subject in curricular, or even the whole teaching process is conducted in English. It is also possible to get a vocational course of English for the people for extra fee.

We would like to point out that the development of tourism in Turkey is not concentrated on and limited to the leisure and recreation. Now a lot of premises – halls, hotel conference halls, pavilions – try to organize and host a lot of business or scientific events – fairs, meeting, conferences, congresses, conventions, especially out of the high season. Many of them are large-scaled and very representative. Many of such events are international because Turkey is known all over the world for its high-class level organizational capabilities and favourable atmosphere. Some experts stress that this direction in tourism is more profitable for the hosting party than recreational and leisure tourism. During such events, English is absolutely needed for the participants for the best outcome, and here English proves its status as the language of international communication.

Speaking about specificity of English language spread in Turkey we should always bear in mind the specificity of this country. It is absolutely unique and authentic. But at the same time, it is between the eastern and the western worlds in the global and timely terms. Going on the way of technological and business development Turkey belongs to the western world with the domination of English language as the language of international communication. At the same time going on the way of tradition, it preserves its own culture including the language.

References:

1. Çeşitli Kadir. English language in the universities of Turkey. *Іноземні мови у вищій освіті: лінгвістичні, психолого-педагогічні та методичні перспективи*. Матеріали IV Всеукраїнської науково-практичної Інтернет конференції з міжнародною участю. Харків: НЮУ імені Ярослава Мудрого, 20 лютого 2019. – С. 14 – 17. URL: <http://nauka.nlu.edu.ua/wp-content/uploads/2015/04/pdf>
2. URL: <https://www.dailysabah.com/business/2020/02/11/turkey-named-worlds-6th-most-favorite-tourism-destination-in-2019>