

Introduction to English for Tourism Purposes (ETP) 1. To conclude, English for Tourism Purposes (ETP) is more than just learning a language – it's about developing the professional skills needed to succeed in the global tourism industry. Being an umbrella term, there are numerous sub-divisions under it, for example (EBP) which is called English for Business Purposes, (EAP) which is employed for English for Academic Purposes, English for Occupational Purposes (EOP), and English for Medical Purposes (EMP S5 course), there are many other new ones being added yearly to the list. This is the main reason why communication in tourism is more sensitive than in other sectors (Blaz evic & Blaz evic , 2007) Learners who seek employment in the tourism and service industry need to remain highly motivated to become truly fluent in a high level of professional service language and must master English for Tourism Purposes (ETP). Whilst sometimes it is about teaching people who will visit an English-speaking country, more often it is teaching English to people who will work in the tourist industry, i.e.: Tourism employees for example: hotel employees, tourism organisations, travel agents, tour guides, airport officials, hotels and other accommodation establishments that must be fully prepared to respond to all kinds of requests made by their clients. Importance and Role of English for Tourism Purposes Mastering English for Tourism Purposes (ETP) provides any individual with the linguistic tools needed to travel or to work in various chosen occupations. This field of study aims to equip learners with the specific English language competencies needed to effectively communicate and operate in various tourism-related contexts. The English language has recently been the lingua franca by which all individuals and institutions in the sector of tourism worldwide started using it and teaching the coming generations through it (English for Specific Purposes). Cravotta (1990) believes that people who use English for Tourism Purposes (ETP) are expected to endeavour to maintain their communicative communication ability, accuracy, and fluency. Lately, ESP is considered as a main subject or topic that can promulgate competence into the hospitality and tourism preparation and training programs (Hsu, 2011). e. Refining writing skills for composing emails, preparing itineraries, and creating promotional materials. 2.2 3.4.5.