

RESEARCH ARTICLE

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THE IMPORTANCE OF USING ENGLISH GRAMMAR FOR TOURIST GUIDES A STUDY OF A SAMPLE OF GRADUATES OF THE DEPARTMENT OF RELIGIOUS TOURISM AT AHL AL-BAYT UNIVERSITY IN KARBALA GOVERNORATE

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Abstract

Mastering the English language and its correct rules is necessary for tour guides and a gateway to enhanced communication with tourists. The importance of this research lies in the accurate use of vocabulary, which is critical to achieving the goal of a clear explanation. Understanding grammar is crucial in all languages, mainly administrative and commercial communications. For instance, a sentence's meaning can vary drastically without proper grammar, as seen in the 'go' and 'gen' examples. This research aims to equip tour guides with the necessary language skills to serve their English-speaking tourists better.

Keywords Proper grammar, English-speaking tourists, English language.

INTRODUCTION

Problem of the Study

The research problem becomes clear as follows:

The research problem is the extent to which tour guides recognize the career benefits of learning languages beyond their mother tongue, Arabic. Proficiency in English, in particular, can significantly enhance their marketability and enable them to cater to a broader range of tourist groups, especially those that primarily

communicate in English. Understanding and effectively using English can also streamline the process of leading tourist groups, conveying ideas and culture, and providing guidance services on a larger scale.

Hypothesis of the Study

The research assumes the following hypotheses:

1. There is great importance for the tour guide to study the rules of the English language by disentangling the English vocabulary, understanding it correctly, and dealing with it with the tourist.

2. The tour guide can study English grammar without studying it.

The significance of this research extends beyond the individual tour guide. It's about promoting the culture of learning languages beyond one's mother tongue, such as Arabic, and understanding its importance globally. The spread of a language is not just a linguistic asset but a testament to a nation's strength and influence. Conversely, its decline can be seen as a sign of weakness. This is why powerful nations invest in spreading their language, as it is the fabric that weaves society's civilization and culture together.

Fifth: Research objectives: The research focused on knowing the power of using the English language with its broad rules in the field of tourist guidance and the role of this language in providing services, managing tourist groups, and exchanging diverse cultures.

The theoretical framework of the English language

After many dialects merged to become known as Old English, the Anglo-Saxons or immigrants brought the language to Britain around the fifth century. The Viking conquerors brought the Old Norse language, which impacted the language. A collection of Norman words and spelling habits (English, French) shaped the transformation of Old English into Middle English after the Norman conquest. From here, modern English evolved primarily in tandem with the shift to soft letters that started in the early fifteenth century in England, particularly in the capital city of London, where a sizable immigrant population settled. Many English words, particularly those with Latin or ancient Greek origins, have been generated from a combination of new words developed throughout time and terms borrowed from other languages.

A Germanic language with its roots in England, English (or Iraqi and Levantine forms) is spoken

and written worldwide. With an estimated 360–400 million native speakers, it ranks as the world's third most common mother tongue.

The 750 million people who use it as a second language may trace its global growth to the political, cultural, scientific, and economic legacies of the United States and the British Empire. Aside from French, it is the only language spoken throughout all five continents.

Background of the English language: Invaders (or immigrants) from Germany introduced the Anglo-Frisian dialects, the linguistic ancestors of modern English, to Britain. Modern English owes a great deal to the Anglo-Norman languages, which borrowed a considerable amount of vocabulary from the languages spoken in what is now the Netherlands and northwest Germany, respectively, during the same period. The English language often incorporates terms borrowed from other languages. During the Middle Ages, two invasions occurred, causing Middle English to diverge from Old English. People speaking North Germanic languages invaded first, and then, in the eighth and ninth century A.D., people from other regions conquered sections of Britain.

The value of proper grammatical use in English:

Due to its status as the first global language, English is a need for people from all walks of life:

1. The majority of nations now use it as their common language.
2. After their native language, most of the world's population speaks English.
3. This language's broad and varied vocabulary makes it one of the most prominent.
4. It included variations in dialects and pronunciation that occurred after Christopher Columbus discovered the Americas. The student has several challenges due to the language's many dialects and extensive vocabulary.

5. Due to its rich vocabulary, The English language is used in several fields, including economics, social science, engineering, and medicine.

The importance of its broad usage is shown by the fact that it is extensively used in commercial and other activities.

The Theoretical Framework for Guidance and Tour Guides

First: Definition of tourism guidance: Tourism guidance is defined as:

- Organizing, planning, and directing tours for tourists; developing and executing itineraries for individual or group tours; being there for guests from the moment they arrive until the moment they leave; assisting with transportation, guiding guests through the activities and patterns outlined in their itineraries, and giving them the background information they need to have a successful trip - Touring is the process of interacting with a location using the delivery of information about the place's history, secrets, marvels, and curiosities to the tourist, who then forms a new impression of the place based on this newfound knowledge. Jobs in the tourism industry necessitate unique skills and traits, including scientific and technical know-how, relevant work experience, an understanding of the field's historical, geographical, and cultural contexts, and fluency in one or more internationally recognized foreign languages.

Next, what is a tour guide? - Since he is making the journey or possesses the necessary skills and expertise, he must impart all his information about the location to others who ask. Excluding the guiding process, this phrase denotes the knowledgeable individuals who lead groups, such as a tour guide, a teacher, or a translator.

- Among the most essential parts of the tourism industry is the guide, who helps visitors find their way around and manages and organizes their

tours, answering questions and providing information about popular sites. Because of his roles as ambassador, teacher, and messenger, he must ensure that this group survives so that the nation's culture and civilization may continue.

- A He is someone, whether male or female, who has the qualities of culture, education, and self-awareness to portray his nation in an honest and straightforward light. When the tour group arrives and departs, he greets them and says goodbye. Keeping the tour group running smoothly is his responsibility. Among his many admirable traits, his credibility, moral fiber, patience, and ability to maintain a steady hand stand out. In addition, he can politely and effectively control and resolve issues.

The third point is how crucial the tour leader is.

One of the oldest occupations that has persisted through the ages is that of a tour guide. Due to the direct interaction with tourists and the actual impact on their journey, both good and bad, directly connected to the tour guide's performance and actions, this is one of the most critical and risky tourism occupations ever. The following criteria measure the tour guide's significance and the information he communicates:

1. Cultural significance includes things like presenting the country's rich history and culture to visitors.

- Emphasizing the significance of past events and establishing connections to improve understanding of interactions across cultures.

- Changing the visitor's preconceived notions about the locals.

- Clearing up certain misunderstandings about prevalent religious beliefs in the host nation.

As a cornerstone of human variety, they foster opportunities to embrace cultural differences among different peoples.

Wearing traditional clothing and urging visitors to do the same is one way to immerse them in the host country's culture and share its symbols. Other ways include using language, gestures, and instructions that are culturally important.

1. A tour guide's social importance comes from his awareness and understanding of his society. As a member of that society, he influences and is affected by the various social variables that impact the reality of the people who live there. One example is how tour guides educate tourists about their destination's local traditions and social practices.

It is preventing social collisions caused by visitors' actions while at the site requires taking the appropriate measures.

By exposing them to local traditions, customs, arts and crafts, etc., we want to encourage visitors to get more involved in social activities and better integrate into the local environment.

To help foreign visitors overcome their biases and misconceptions, it is essential to explain the societal values of the local people.

2. Items of economic significance: they include:

- Guiding visitors away from businesses that may take advantage of them while they're there.
- The tour guide's implicit contract with the retailers is driven by commission logic, and demand is increasing for these stores.
- Direct visitors to these venues by encouraging shopping and eating at local establishments while on vacation.
- Encouraging visitors to purchase traditional crafts will stimulate their economy.

Types of tour guides (number four):

Regulatory needs for defining, organizing, and regulating the tour guide profession determine how different nations divide tour guides into

distinct sorts and categories. These categories, in order of importance, are:

International, national, regional, municipal, and site guides are all considered significant nations.

2. For little nations: (country handbook).

3. The tour duration determines the kind of guide: limited hours, entire day, or many days.

4. A year-round guide and a seasonal guide are available.

The fifth consideration is the mode of transportation (sea guide, land, mobile).

6. Based on the nature of the journey (religiosity, history, healing, adventure, discovery)

Due to the high pay and short season of the tourist guide profession, they must have extensive expertise in the following areas:

1. A public relations professional is an ambassador for his nation and should always act with integrity.

As a teacher, he communicates knowledge to visitors. He needs only the ability to inspire people to study, not greatness per se.

3. Host: a friend who is both a great conversationalist and a kind host.

4. As a trip director, he can make the most of his time as a guide and take advantage of off-season opportunities to travel abroad.

5. Trip Supervisor: Companies may hire guides to do this job if they provide incentives.

6. Tourist program designer: here is the part where the guide may plan the itinerary and provide instructions simultaneously.

7. Mentoring (to other mentors with less experience).

8. Publishing media such as picture albums, movies, and publications about global tourism destinations.

9th, the engineer Lattafa.

Fifth: Tour Guide Personality Traits

A tourist guide, in general, has to have a lot of traits, but it's important to maintain sight of the fact that several sorts of guides exist, each tailored to the specifics of their respective destinations and the kind of guide they are. What follows is a list of the most important characteristics that each good tourist guide should have:

1. Individual characteristics

- A deep affection for and identification with one's nation, as well as unwavering faith in the immense value of one's homeland's history, present, and promising future.

- Presentable, with a respectable shape, grace, and understatement.

It is being concerned about others and eager to lend a hand.

A strong feeling of duty and resilience in the face of adversity.

A solid education, relevant professional experience, and top-notch efficiency in one's employment are all necessary qualifications.

He is a role model for perseverance and positivity and has an organizational component.

He thinks on his feet and makes snap judgments.

- A polite and welcoming bag to instill a sense of trust and safety in the traveler.

- A powerful character who can deftly handle and resolve difficult situations.

2. Overarching traits - Fluency in a second language.

- Familiarity with the rules and regulations of various jurisdictions, particularly those that pertain to his line of work as a tourist advocate and organizer, as well as those of the ministries and

organizations that back the tourism industry, including those governing (money, banking, currency exchange, traffic, municipalities, transportation, labor, insurance, residence, and others).

- Knowledge of proper manners, procedure, and ceremonial etiquette.

- Proficiency in a wide range of relevant disciplines, including but not limited to: (geography, history, archaeology, etc.).

- Extensive familiarity with the traditions, practices, and customs of other cultures, particularly those from which visitors often visit.

- Familiarity with all modes of public transportation in the intended location.

- Knowledge of the many forms of communication and media and the political, economic, and social situations the nation faces now.

Practical Framework

First: Sample Design

The researcher used a stratified sample because the vocabulary of this sample best represents the original community. The sample for our research was formed from a group of graduates of the Department of Religious Tourism at Ahl al-Bayt University/Karbala, which numbered (30) graduates specializing in religious tourism.

Second: Description of the research sample in terms of the social and educational conditions of the sample members:

1. Gender: Table (1) represents the frequency distribution and percentage of the study sample by gender. The questionnaire varied in its distribution to a group of males and females. The number of males reached (18), with a percentage of (60%), while the number of females reached (12). % (40%).

Table (1)

Frequency distribution and percentage of the study sample by gender

The Ratio%	The Number	Gender
%60	18	Male
%40	12	Feminine
%100	30	Sum

1. Age group: Table (2) represents the frequency distribution and percentage for the age group. It can be noted that the age group (20-29) represents a complete percentage of (100%). This indicates that the majority of the study sample is from the age group confined between (20-29) years, and this may be because this age group are graduates of recent years and to the newness of the tourism specialization in our institutes and universities in Karbala Governorate.

Table (2)

Frequency distribution and percentage of the study sample by age group

The Ratio%	The Number	Target groups
%100	30	29-20
0	0	39-30
0	0	49-40
0	0	59-50
%100	30	Total

1. Academic qualification: It appears from Table (3) that the frequency distribution and percentage according to academic qualification shows that the rate of those holding a bachelor's degree is complete, reaching (100%) with (30) graduates. This indicates that the entire study sample has a Bachelor's degree, representing the target group.

Table (3)

Frequency distribution and percentage of the study sample according to academic qualification

The Ratio%	The Number	Target groups
%0	0	diploma
%100	30	Bachelor's
0	0	Master's
0	0	Ph.D.
%100	30	Total

Third: Analyzing the correlation between the research variables (English grammar) and their use by tour guides:

This axis includes simple statistical analysis, using percentages for the questionnaire items and according to the tripartite Likard scale (agree, neutral, disagree), as shown in the following table for the sample investigated:

All Percentage	The Ratio	Disagree	Percentage	Neutral	Percentage	Agree	Paragraphs
%100	0	0	%50	15	%50	15	X1
%100	%6	2	%50	6	%73	22	X2
%100	0	0	%27	8	%73	22	X3
%100	0	0	%33	10	%67	20	X4
%100	0	0	%17	5	%83	25	X5
%100	%6	2	%27	8	%67	20	X6
%100	0	0	%27	8	%73	22	X7
%100	%6	2	%33	10	%60	18	X8
%100	0	0	%27	8	%73	22	X9
%100	%3	1	%3	1	%94	28	X10

When analyzing the questionnaire results, it was found that most of the sample of religious tourism graduates tended to use the English language in their field of work to a large extent and wholly agreed with the questionnaire questions.

This indicates that the precise use of the English language and its grammar has an impact on the tourism guiding profession, which helps the tour guide master his work and manage tourist groups with outstanding professionalism, and this confirms the first hypothesis of our research.

CONCLUSIONS

1. The English language is the most widely used, especially in the tourism field.
2. The English language is a living language, and the tour guide must master it in order to carry out his work with professionalism and proficiency.
3. English is the ideal means of communication

with diverse cultures worldwide.

4. Mastering the English language rules helps the tour guide convey honest ideas and the correct culture to the world through tourist groups.
5. Proficiency in English helps you gain a strong position in the labor market and obtain a job opportunity more quickly.

RECOMMENDATIONS

1. Researchers recommend that the tour guide must have sufficient knowledge of the English language.
2. Not satisfied with the graduate's academic achievement and moving further towards sound and impurities-free English grammar.
3. The necessity of practicing the English language in the profession of tourist guidance for Arab groups as well, by choosing words and terms and inserting them into the conversation so that the language level does not decrease in

the absence of foreign groups.

4. Relying on modern dictionaries and innovative methods in the field of language, developing speaking skills, and learning other English dialects to accommodate the different cultures of tourists.

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