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**Enhancing EFL Communication Skills in Job Recruitment
in Tourism Industry in Algerian Hotels-Case Study of
Renaissance Hotel at Tlemcen**

**Dissertation Submitted as a Partial Fulfilment for the Requirements of
"Master" Degree in Didactics of Foreign Languages**

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DECLARATION

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KHALED ELHABIRI

SEPTEMBER 2024

DEDICATION

To my lovely family...!

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ABSTRACT

In the present era of globalization, proficient communication abilities, especially in the English language, have become essential for achieving success in diverse industries, including tourism. This study examines the influence of focused English as a Foreign Language (EFL) training programs on the communication abilities of job seekers in Algeria's growing tourism sector. The study seeks to investigate two main research inquiries. This study employed a qualitative research methodology to collect data by conducting structured interviews with industry specialists, specifically hotel managers. The results demonstrate a significant link between focused English as a Foreign Language (EFL) instruction and enhanced abilities in communication. This emphasizes the crucial importance of English proficiency in promoting customer contentment and facilitating successful interaction with visitors from other countries. Moreover, the study establishes a clear connection between improved English as a Foreign Language (EFL) abilities and greater chances of employment, as companies place a growing emphasis on English language proficiency when hiring. Nevertheless, the study also reveals other obstacles linked to evaluating English language proficiency, such as the presence of subjective judgment in assessment and the pressing requirement for more efficient assessment methods. The dissertation suggests creating specialized EFL training programs designed specifically for the tourism industry, along with incorporating cultural sensitivity training to better prepare staff for cross-cultural interactions. This study provides significant findings on the significance of English as a Foreign Language (EFL) communication skills in Algeria's tourism sector. It highlights the need for continuous investment in language training to satisfy the requirements of an interconnected global economy.

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LIST OF ACRONYMS

EFL	English as a Foreign Language
TBLT	Task-based language teaching
CLT	Communicative Language Teaching

GENERAL INTRODUCTION

1. General Overview

Efficient communication is an essential element of human existence. Language functions as a medium of communication, facilitating individuals to articulate ideas, viewpoints, and sentiments to others. Acquiring fluency in a language is crucial for individuals to enable successful communication, especially in English, which functions as the global language in the era of globalization (Riadil, 2020). Presently, English has become the dominating language in the fields of technology and innovation, as well as being widely used as a medium of teaching in numerous academic programs.

2. Statement of the Problem

Proficient communication abilities are crucial in the internationalized labor market, particularly within the hospitality and tourism industry. Developing proficiency in English as a Foreign Language (EFL) can have a substantial influence on the hiring procedures of hotels in Algeria, a country seeing a consistent growth in its tourism sector. This project aims to investigate the complexities of training in English as a Foreign Language (EFL) communication abilities and its direct relationship with job prospects in the hotel industry in Algeria. As the need for proficient professionals who can effectively interact with international guests grows, it is crucial to recognize and apply efficient educational solutions that can overcome the current communication barriers. The study intends to assess the communication requirements and deficiencies in EFL training programs within the hotel business, with a specific focus on job recruitment.

In addition, this study will not only examine the current body of literature but will also carry out original research to ascertain the requirements of both employers and job seekers in the tourism industry. Gaining insight into these characteristics can result in the creation of focused training initiatives that promote the employability of candidates and better the overall client experience in Algerian hotels. This study seeks to provide useful insights into the effective teaching and assessment of communication skills in order to equip future hotel employees with the necessary

abilities to fulfill the changing demands of the business. This will be achieved via thorough investigation of the education and recruitment landscapes.

3. Research Questions

More specifically, these questions need to be addressed:

Research Question 1:

How does the implementation of targeted EFL (English as a Foreign Language) training programs affect the communication skills of job applicants in Algeria's tourism industry?

Research Question 2:

What is the impact of enhanced EFL communication skills on the employability of job applicants in Algeria's tourism sector?

4. Research Hypothesis

Hypothesis 1: Targeted EFL training programs will significantly improve the communication skills of job applicants in Algeria's tourism industry, as measured by standardized language proficiency tests and employer satisfaction surveys.

Hypothesis 2: Improved EFL communication skills will lead to higher employability rates among job applicants in Algeria's tourism industry, as reflected in increased job offers and positive feedback from employers during the recruitment process.

5. Aims of the Study

This research aims to evaluate the effectiveness of targeted English as a Foreign Language (EFL) training programs in enhancing communication skills and improving employability among job applicants in Algeria's growing tourism industry. As the sector expands, the need for professionals who can communicate effectively in English becomes crucial. It will identify essential communication skills valued by employers, evaluate the current EFL training programs for job

applicants, analyze the impact of these skills on hiring outcomes, and provide recommendations for enhancing training practices. This study aims to illustrate how improved EFL communication skills can increase employability and contribute to the success of individuals and the tourism industry in Algeria.

6. Sample Population

The sample population for the study consisted of workers from Algerian hotels that work in the tourism sector. The importance and applicability of English as a Foreign Language (EFL) communication skills in this particular industry determined the selection of this particular group.

7. Data Gathering

To gather the necessary data and evaluate the hypotheses, it is important to select a research method that aligns with the nature of the problem. The key to effective research is a perfect match between the study's question, its goals, and the chosen approach; thus, an exploratory research study is to be followed. This study employs a structured interview approach with

8. Structure of The Dissertation

The present dissertation is structured into two main chapters, focusing on the theoretical aspect and the practical aspect. The first chapter focuses on an extensive examination of existing literature, including the explanations of the variables. This chapter will provide the foundational theoretical framework for the study. Chapter Two will center on the gathering, analysis, and suggestions pertaining to data. This chapter will present the results of structured interviews with

9. Limitation of The Study

As with any research study, it is important to understand the limitations and potential weaknesses that may have influenced the outcomes and interpretations. It is essential to identify these constraints to ensure the study's conclusions are legitimate and dependable. The subsequent section delineates seven constraints of this research study:

GENERAL INTRODUCTION

- **Insufficient Sample Size:** The study was based on a comparatively limited sample size, potentially restricting the applicability of the findings to a broader population.
- **Participant bias** refers to the potential influence of participants' personal experiences, backgrounds, and comfort levels with oral presentations on the study's conclusions. This bias can impact the overall findings of the study.
- **Researcher Bias:** The researcher's subjective viewpoints and interpretations may have impacted the gathering of data, the analytical process, and the eventual findings derived from the study.
- **Time constraints:** The researcher conducted the inquiry within a specific time, planning to conduct a questionnaire but unfortunately only a interview was conducted.

**CHAPTER ONE: LITERATURE
REVIEW**

1.1 Introduction

Efficient and skilled communication has become a crucial and necessary characteristic in the contemporary world. According to Sharif et al. (2023), in the context of a language learning course, there are four skills that students need to become proficient in, and communication is considered to be one of the crucial abilities. Sharif highlighted the significance of communication in the process of learning and teaching. In order to go on a language learning journey, it is essential to acquire a diverse set of skills. One of these skills is communication, which serves as a vital basis. This line highlights the significance of communicating within the wider framework of acquiring language. The aim is to achieve effective communication, which will allow you to traverse the world more effectively by improving your linguistic skills, even though other critical abilities are also important.

The importance of proficient communication abilities in the context of English as a Foreign Language (EFL), specifically in job recruiting procedures, has garnered considerable focus in recent times. Improving English as a Foreign Language (EFL) communication skills is crucial in the tourism business, particularly in Algerian hotels, to satisfy the requirements of an interconnected global market. The objective of this study is to examine the existing methods and difficulties related to enhancing English as a Foreign Language (EFL) communication abilities among job applicants in the Algerian hotel industry. The final goal is to offer valuable insights and recommendations for both educators and employers.

This comprehensive introduction provides the necessary foundation for comprehending the crucial importance of improving English as a Foreign Language (EFL) communication skills in the recruiting process for jobs in the tourism industry in Algeria. The following chapters will explore the research methodology, findings, and discussions in greater detail, finally offering practical suggestions for enhancing EFL training in this environment.

1.2. Definition of Communication

Bulunmaz (2016) asserts that the term 'communication' is historically linked to the term 'common'. The term "communicate" is derived from the Latin verb "communicare," which means "to share" or "to make common." The verb in question also has a connection with the Latin term "communis," which translates to "common." By means of communication, we generate entities. Common. By engaging in this practice, we augment our shared understanding, usually known as 'common sense', which is essential for any community. Communication involves the transfer of meaning from a sender to a receiver. Meanings are generally communicated using a symbolic system called language, which can be manifested by writing, signing, or more frequently, speech. The term "communication" is defined by multiple sources. According to Richards and Schmidt (2002), communication refers to the process of exchanging ideas, information, or other forms of communication between two or more individuals. During the process of communication, there is typically a speaker or sender, a communicated message, and one or more intended recipients (the receiver). Page 89

In other words, Richards and Schmit highlight the importance of the flow of ideas and information between two or more individuals. This interaction involves a sender who transmits a message and a receiver who receives it. This emphasizes the reciprocal aspect of communication, in which both participants have vital responsibilities in guaranteeing comprehension of the message. The quote establishes the fundamental principles of communication, which allows for the examination of its intricacies and subtleties in many situations.

In addition, Miller (1988) provided a definition of communication as "a continuous process of transmitting and receiving messages that allows humans to exchange knowledge, attitudes, and abilities." To clarify, communication is a perpetual process that entails a constant interchange, emphasizing its dynamic nature. Furthermore, it encompasses the transmission of messages, underscoring the

importance of attentive hearing and interpretation. Furthermore, it encompasses not just the transmission of information, but also the interchange of deeper aspects such as thoughts, emotions, and abilities. Communication is highlighted as a unique human capability that allows us to establish connections, build relationships, and traverse the social realm. Miller's description provides a solid foundation for comprehending the essential human process, with a focus on verbal communication and mutual comprehension.

1.2.1 Workplace Communication

Effective communication is essential in the managerial process. Workplace communication, also known as professional communication, encompasses a range of interactions that occur within the context of work and involve at least one participant engaged in work-related activities (Schnurr, 2013:17). Workplace communication refers to the process of exchanging information between individuals or groups inside an organization. Effectively communicating at work can be a significant difficulty, regardless of the medium used, such as phone, email, fax, text message, voicemail, or face-to-face interactions. The most successful firms are those who effectively communicate with transparency and demonstrate an understanding of cultural nuances, in addition to their ability to handle efficient messaging and leverage technology for communication. According to Schnurr (2013), the internationalization and globalization of the economy, along with technology advancements, have had an impact on professional communication. The changes have had an impact on various areas of professional communication, such as the purpose, content, language, as well as the linguistic form and patterns (Gunnarsson, 2004:10).

The internationalization and globalization of the economy have led to an increasing number of workplaces that are multicultural and multilingual. In these settings, English and other languages are often employed as the lingua franca for intercultural communication. Inside the office setting, individuals have difficulties, particularly when it comes to the language requirements for interacting with fellow colleagues who are non-native speakers from various nations inside their

organizations. Moreover, technological advancements have altered the methods of professional communication. Advancements in communication technology, including as mobile phones, email, fax, and the World Wide Web, enable workers to work remotely and access their workplace intranets. Additionally, they can participate in meetings through videoconferencing. The success of a business depends on its ability to effectively communicate not only with its employees and customers, but also with visitors and external parties. Business communication is inherently complex, as it is prone to misinterpretation and misunderstanding. The efficacy of global communication hinges upon the proficiency of employees in acquiring and comprehending a language. Employees' ability to comprehend and process information improves when they encounter challenges in understanding. Effective workplace communication requires us to maintain our neutrality and make an effort to comprehend and appreciate the opinions and ideas of others, while also acknowledging and valuing cultural difference. Every firm must provide a transparent and reliable environment in order to achieve effective communication. Effective workplace communication is crucial for an organization's productivity and seamless operation. It can be utilized to enhance employee motivation (work happiness), boost productivity, reduce absenteeism, and decrease turnover. Effective communicators utilize both verbal and non-verbal communication to successfully convey messages, while also being mindful of how the information is received along the transmission process. There are two distinct forms of corporate communication within an organization:

- Interdepartmental Communication
- Communication with individuals or entities outside of the organization.
- Internal communication: This refers to both formal and informal methods of communication within an organization. Internal communication within a company. It offers several modes of contact to employees. Efficient internal communication is crucial for organizations as it enhances safety, productivity, and profitability. The types of internal business communication include:

- Vertical communication in the organizational hierarchy when information flows from lower levels to higher levels.

- Vertical communication in a hierarchical structure where information flows from higher levels to lower levels.

- ✓ **Upward communication** refers to the transfer of information from lower levels of the organizational structure to higher levels. For instance, the subordinate to their superior or the employee to their management. The primary purpose of this platform is to facilitate the flow of information, generate and propose ideas, express enthusiasm, foster a warm and welcoming environment, share opinions with superiors, and provide feedback.
- ✓ **Downward communication** refers to the process of transmitting information from higher-level individuals in the organizational hierarchy to lower-level ones. It obtains information that grants authorization and allows a subordinate to take action. This type of communication is essential for transmitting information, providing instructions, fostering discussion across many levels of hierarchy, announcing decisions, enhancing discipline, boosting morale, increasing efficiency, and obtaining feedback. Both downward and upward communications are referred to as "vertical communication".
- ✓ **Horizontal communication** refers to the exchange of information between individuals or groups who are at the same or similar level of the organizational hierarchy, with the purpose of collaborating or cooperating. Decreasing miscommunication across departments working on the same project is essential for enhancing efficiency and

production, promoting effective teamwork, and fostering job satisfaction and motivation.

- ✓ **External communication** refers to the exchange of information between individuals outside of the firm, with the purpose of collaborating and cooperating. For instance, the individuals or entities that might be considered as examples include consumers, investors, and suppliers. It enables the development of a positive perception of the organization by fostering partnerships and facilitating collaboration with external parties. Essentially, it ensures consumer contentment and enhances organizational promotion.

1.3. Review of Existing Literature on Teaching Communication Skills in EFL Settings

The instruction of communication skills in English as a Foreign Language (EFL) environments is based on many theoretical frameworks and practical approaches. A widely recognized approach is Communicative Language Teaching (CLT), which prioritizes interaction as the main way for acquiring language skills (Richards, 2006). CLT promotes learners' participation in authentic communication by utilizing exercises that simulate real-world scenarios. Celce-Murcia (2007) states that CLT promotes both linguistic growth and the cultivation of strategic competence, which allows learners to efficiently navigate social interactions. Interpersonal skills are of utmost importance in the tourism industry.

Task-based language teaching (TBLT) has become increasingly recognized as a successful method for improving communication abilities in English as a Foreign

Language (EFL) settings. Task-Based Language Teaching (TBLT) employs activities that necessitate students to utilize the target language inside a specific context, therefore fostering both fluency and accuracy in language usage (Ellis, 2009). Studies suggest that the use of task-based techniques results in enhancements in learners' ability to communicate effectively, as students participate in cooperative activities that mirror the requirements of real-life communication (Skehan, 1998). This methodology is advantageous for English as a Foreign Language (EFL) learners in Algeria, since it addresses the common issue of limited opportunities for applying language skills in practical contexts. Through the utilization of task-based activities that replicate service interactions in hotels, educators can offer learners essential experiences that equip them for employment in the tourism industry.

Moreover, the difficulty of instructing communication skills is further complicated by the necessity to cater to a wide range of learner backgrounds and levels of expertise. Brown (2007) asserts that successful English as a Foreign Language (EFL) teaching should adapt to the cultural and social environments in which learners are situated. This concept is especially pertinent in Algeria, where the linguistic environment is influenced by the presence of Arabic and Berber languages, in addition to French and English. Hence, it is imperative to create EFL programs that specifically target these distinctive obstacles, guaranteeing the acquisition of language competency as well as cultural sensitivity and interpersonal abilities by students.

1.4. Theoretical Frameworks Related to Language Learning and Communication Skills

The Theoretical Frameworks for Language Acquisition and Communication Skills will be explained in detail in the following paragraphs:

1.4.1 Behaviorism

Behaviourism is a psychology philosophy that highlights observable behaviours as the main focus of learning. Within the realm of language acquisition, behaviourists contend that language learning occurs through stimulus-response patterns, with reinforcement playing a pivotal role in melding language behavior (Skinner, 1957). This idea suggests that language learners gain linguistic skills by imitating, practicing, and reinforcing right responses. Behaviourist approaches to EFL instruction frequently employ repetitive practice and drills, wherein learners are prompted to imitate accurate language usage and promptly receive feedback (Larsen-Freeman, 2000). Although behaviourism has faced criticism for disregarding the cognitive processes associated with language acquisition, its ideas continue to be applicable in the instruction of communication skills, namely in fostering both fluency and accuracy. Role-playing and repetitive conversation practice are effective techniques for improving learners' ability to communicate in job recruiting situations in the tourist industry. These techniques help learners internalize appropriate replies to different situational cues, so enhancing their communicative competence.

1.4.2 Cognitivism

Cognitivism arose as a reaction to behaviourism, with a specific focus on the cognitive processes implicated in the act of learning. The theory suggests that the acquisition of language is a dynamic process in which learners build knowledge through their experiences and interactions (Piaget, 1970). In the context of English as a Foreign Language (EFL), cognitivist theories give importance to the role of comprehension, memory, and cognitive techniques in the process of learning a language (Skehan, 1998). This method is especially applicable for improving communication abilities, since it motivates learners to actively interact with the language at a more profound level, fostering critical thinking and problem-solving skills. Collaborative learning techniques, such as learners working together to complete language-based problems, can enhance comprehension of communication dynamics in professional environments (Swain, 2000). In the tourist sector, where

efficient communication is crucial, cognitivism offers a structure for enhancing students' capacity to analyse language usage critically, adjust to different communication settings, and interact more profoundly with customers.

1.4.3 Constructivism

Constructivism asserts that learners actively form their comprehension and expertise of the world through firsthand encounters and thoughtful cognitive processes. Vygotsky's theory highlights the significance of social interaction and cultural context in the process of learning (Vygotsky, 1978). Constructivist approaches in EFL education promote experiential learning, wherein learners participate in real-world tasks and problem-solving exercises that closely resemble genuine communication scenarios (Brown et al., 2014). For example, within the tourist sector, students can participate in role-plays, service simulations, and collaborative projects that necessitate the use of their language abilities in real-life situations. Engaging in constructivist activities not only promotes language competence but also improves soft skills such as teamwork, critical thinking, and adaptability. These traits are crucial for succeeding in job recruiting in the hospitality business (Kolb, 1984). Constructivism offers a strong foundation for preparing learners with the required communication skills for the dynamic environment of Algerian hotels by focusing on active involvement and reflection.

1.4.4 Sociocultural Theory

Sociocultural Theory, created by Lev Vygotsky, highlights the significance of social interaction and cultural context in the process of cognitive development and language acquisition. According to this concept, learning is a process that is influenced by social interactions, where language is seen as more than just a collection of grammar rules, but rather as a means for communication and working together (Vygotsky, 1978). When it comes to EFL training for the tourism industry, using a sociocultural viewpoint prompts educators to establish learning environments where students actively participate in genuine conversations and cooperative tasks. This method is especially advantageous for improving

communication skills because it enables learners to practice using language in authentic scenarios, hence improving their ability to navigate various social settings (Lantolf & Thorne, 2006). Through the use of group discussions, structured interviews, and peer feedback sessions, educators can cultivate a sense of community among students, facilitating mutual support in their learning process and fostering the development of crucial interpersonal skills necessary for success in hotel recruitment.

1.4.5 The Input Hypothesis

The Input Hypothesis, formulated by Stephen Krashen, posits that language acquisition takes place when learners are exposed to linguistic input that is marginally more advanced than their current level of skill, commonly known as "i+1" (Krashen, 1982). This theory highlights the significance of understandable input in the process of language acquisition and proposes that comprehension is crucial for assimilating new language patterns. In English as a Foreign Language (EFL) settings, especially those that aim to prepare individuals for employment in the tourism industry, it is beneficial to expose learners to authentic materials. These materials can include role-playing scenarios, customer interactions, and content related to the industry. By doing so, learners can improve their language acquisition and enhance their communication skills (R. Ellis, 2012). Integrating genuine input into the curriculum enables students to not only comprehend vocabulary and syntax, but also to comprehend the contextual intricacies of communication in hospitality environments. By continuously providing learners with resources that are both challenging and reasonable, instructors may effectively foster language development and prepare students for the requirements of the labour market.

1.5. The Importance of Language in Job Recruitment Processes

The importance of having a high level of language proficiency in employment recruitment processes is quite significant, especially in the hospitality sector where the ability to communicate effectively with guests is crucial. Studies

suggest that businesses frequently give preference to applicants who possess exceptional communication skills due to the direct impact these abilities have on customer satisfaction and the overall prosperity of the company (Holt & Jones, 2013). Proficiency in English is crucial in the tourism industry, as staff often engage with a wide range of customers, due to its status as the global language of business.

A survey done by Sharma (2014) emphasized that employers in the hospitality sector consider language proficiency to be a crucial component in their recruiting selections. They believe that it is directly related to improved worker performance and excellent visitor experiences. In addition, the presence of language hurdles can create substantial difficulties throughout the recruitment process, frequently causing companies to disregard potentially suitable individuals who may have limited English skills (Lee, 2017). This discovery emphasizes the necessity for focused EFL training programs that not only enhance language skills but also equip individuals to fulfill the particular communication requirements of the tourism industry.

Moreover, the recruitment environment is evolving, placing greater importance on soft skills, particularly communication. According to a survey conducted by the World Economic Forum in 2020, businesses are showing a growing preference for individuals who can exhibit robust interpersonal skills in addition to their technical abilities. This trend highlights the importance of including communication skills training into English as a Foreign Language (EFL) programs to guarantee that graduates are sufficiently equipped to meet the requirements of the labor market.

1.6. The Role of Cultural Competence in EFL Training

Cultural competence encompasses the capacity to comprehend, engage in efficient communication with, and interact proficiently with others from diverse

cultural backgrounds. Cultural competence is crucial in EFL training, especially in the hospitality and tourism industries, to promote efficient communication. Byram (1997) argues that language education should prioritize the development of intercultural competence as a core objective. This is because it enables learners to effectively manage cultural disparities and interact constructively with a wide range of individuals. In the tourism sector, where frequent encounters occur with overseas tourists, a deficiency in cultural awareness might result in misunderstandings and decreased consumer satisfaction (Liu, 2017).

Studies indicate that including cultural awareness into English as a Foreign Language (EFL) courses can greatly improve learners' ability to communicate and their comprehension of social conventions in diverse settings (Fantini, 2009). For instance, engaging in role-playing activities that replicate interactions with individuals from diverse cultures might provide students with the necessary skills to react correctly in actual scenarios. In addition, educators can assist learners in acquiring the required soft skills for effective communication in professional environments by providing them with knowledge about the cultural backgrounds of their future clients. Developing cultural competency will be crucial for English as a Foreign Language (EFL) learners in Algeria, as the tourist industry is quickly growing. This will help them enhance service quality in hotels and create positive experiences for guests.

1.7. The Impact of Technology on EFL Communication Skills Development

Technology has had a significant impact on language learning and teaching methods, providing new platforms to improve communication skills in English as a Foreign Language (EFL). Diverse digital tools, including language learning software, smartphone applications, and online interactive platforms, enable language practice beyond conventional classroom environments. Studies have shown that using technology to teach can result in higher levels of student

involvement, drive, and language skills (Godwin-Jones, 2018). Video conferencing and digital storytelling facilitate language use and enable learners to practice their communication abilities in simulated real-life situations.

Furthermore, the emergence of social media as a means of communication has opened up fresh opportunities for practicing language skills. Social networking platforms facilitate the connection between learners and native speakers, as well as other language learners, promoting informal language and cultural exchange (Thorne, 2016). Chen and Zhang (2018) conducted a study which revealed that utilizing social media for language acquisition had a substantial positive impact on participants' writing abilities and overall language proficiency. Integrating technology into English as a Foreign Language (EFL) courses in Algerian hotels can provide students with excellent opportunities to experience real-life language usage and get exposure to diverse viewpoints. This, in turn, can improve their preparedness for work in the tourism industry.

Proficient communication abilities are essential in the tourism sector (Wesley, Jacskon, and Lee 2017; Jiang and Alexakis 2017; Zehrer and Mössenlechner 2009). In today's corporate environment, it is crucial for employees to have the capacity to communicate proficiently in many circumstances. This encompasses both formal and casual environments, as well as face-to-face and online engagements. Moreover, it is imperative for employees to possess the ability to effectively interact with persons hailing from many countries and cultures, as well as across various age cohorts. In the domain of tourism and hospitality, these communication abilities go far beyond just conveying a message. They are associated with the process of conveying information through written or spoken language, as well as the process of understanding and interpreting non-verbal cues. These aspects are essential for the visitor's experience and have a role in the development of relationships. Tourism

marketers may only convey tangible aspects of intangible tourist experiences through excellent communication (Youssef 2017).

1.8. Assessing Communication Skills in EFL Learners

Accurate evaluation of English as a Foreign Language (EFL) learners' ability to communicate is essential to ensure that educational programs are achieving their objectives and equipping students for real-life interactions. Conventional evaluation techniques frequently prioritize syntax and vocabulary, neglecting to encompass the comprehensive essence of communication (Lynch & Anderson, 2013). On the other hand, alternate assessment methodologies, such performance-based evaluations, offer a more thorough evaluation of learners' capacity to participate in meaningful communication.

Studies suggest that employing genuine evaluations, such as simulations, speeches, and collaborative dialogues, might provide a more precise depiction of learners' aptitude for communication in real-life situations (Savignon, 2018). These examinations analyse not only verbal skill but also take into account variables such as fluency, coherence, and cultural appropriateness. Furthermore, self-evaluation and peer assessment are becoming more widely acknowledged as effective instruments for fostering learner autonomy and reflection. By incorporating a variety of evaluation techniques into English as a Foreign Language (EFL) curricula, teachers can enhance students' proficiency in essential communication skills for professional contexts, especially in sectors such as tourism where interpersonal abilities are crucial.

1.9. Assessing Communication Skills for Recruitment in the Tourism Sector

Efficient evaluation of communication skills is crucial to guarantee that graduates are adequately equipped for the requirements of the hotel sector. Conventional evaluation methods frequently fall short in accurately assessing students' ability to communicate effectively in practical situations (Lynch & Anderson, 2013). Performance-based evaluations and portfolios are alternative assessment methodologies that offer a comprehensive evaluation of learners' language skills, enabling a more accurate assessment of their preparedness for business communication (Savignon, 2018). Role plays, interviews, and peer evaluations are examples of realistic assessments that accurately represent the intricacies of interactions in the hospitality industry (Bachman & Palmer, 2010). In addition, including industry stakeholders in the assessment process can guarantee that the communication skills being assessed are in line with the requirements of employers in hotel recruitment (Touhami, 2017). Through the utilization of thorough evaluation techniques, EFL programs may effectively equip students with the necessary skills and knowledge to excel in the highly competitive tourism job market.

1.10. The Influence of Globalization on EFL Communication Skills in Tourism

The tourist business has undergone significant changes due to globalization, resulting in a need for individuals who are proficient in multiple languages and can effectively interact with varied clients by understanding and bridging cultural gaps. With the growing internationalization of tourism, proficiency in English, which serves as a worldwide lingua franca, is frequently regarded as a necessary condition for achieving success in this industry (Archer & Fletcher, 2018). This trend highlights the importance for EFL learners to not only develop language abilities but also have a comprehension of global cultural dynamics.

Studies indicate that globalization has impacted modifications in the curriculum for English as a Foreign Language (EFL), requiring an emphasis on cultivating global capabilities in addition to conventional language abilities (Choudaha & Chang, 2017). By incorporating information that pertains to global challenges, cultural diversity, and international business practices into English as a Foreign Language (EFL) classes, students can acquire the knowledge and skills required to excel in the global tourist industry. This comprehensive approach to language study guarantees that students are thoroughly equipped to face the difficulties of working in a more networked world, hence improving their chances of finding employment in Algeria's rapidly growing tourism industry.

1.11. Strategies for Enhancing EFL Communication Skills in Algeria's Hospitality Sector

To address the difficulties encountered by English as a Foreign Language (EFL) learners in enhancing their ability to communicate effectively, especially within Algeria's hospitality industry, it is crucial to identify and apply specific tactics. An extensive assessment of needs can establish the basis for creating efficient English as a Foreign Language (EFL) programs that are customized to meet the precise communication demands of the tourism sector (Dubin & Olshtain, 1986). This study necessitates the cooperation of educators and industry stakeholders to guarantee that curriculum creation accurately mirrors the job market's actualities.

An effective approach is to include experiential learning opportunities, such as internships and service-learning projects, which enable students to apply their communication skills in real-life situations (Kolb, 2015). Studies suggest that engaging in practical activities not only improves language skills but also promotes self-assurance and flexibility in real-life scenarios (Higgins et al., 2016). In addition, teacher training programs that prioritize strengthening educators' comprehension of industry requirements and efficient pedagogical methods can result in enhanced student results and more well-prepared graduates.

1.12. Challenges in EFL Instruction for Tourism Professionals

Teaching English as a Foreign Language (EFL) to students who want to work in the tourism business has many difficulties. Many English as a Foreign Language (EFL) programs do not prioritize the development of the necessary language skills and contextual knowledge needed for effective communication in hospitality contexts (Hernández, 2019). Conventional language training approaches frequently give more importance to grammar and vocabulary rather than focusing on the ability to communicate effectively. As a result, individuals who complete these methods may find it challenging to interact comfortably with consumers (Sánchez & Valle, 2018). In Algeria, the implementation of standardized English as a Foreign Language (EFL) curricula for the tourism industry is complicated by the different linguistic origins of students and their differing levels of English competence (Bouhlal, 2016). Moreover, the lack of opportunities to engage in genuine English conversations in real-life situations can impede learners' capacity to successfully practice and enhance their language abilities. To tackle these problems, educators must collaborate to develop EFL programs that include industry-specific material, practical communication exercises, and hands-on learning experiences.

1.13. Effective Pedagogical Approaches for Teaching Communication Skills

In order to improve English as a Foreign Language (EFL) communication skills in the tourism industry, educators should utilize efficient teaching methods

that promote hands-on learning and practical application in real-life situations. Communicative Language Teaching (CLT) has become widely recognized as an important approach to language training, focusing on promoting interaction and utilizing real resources (Richards & Rodgers, 2014). By including students in role-plays, simulations, and group discussions centered around actual tourism situations, educators can cultivate students' proficiency in effective communication and enhance their problem-solving aptitude (López & Rodríguez, 2017). Task-Based Language Teaching (TBLT) is an effective method that motivates learners to engage in meaningful activities, facilitating the development of language skills and the ability to communicate effectively (Ellis, 2009). Incorporating technology into EFL training, such as utilizing online platforms for language practice and engaging with native speakers, can enhance learners' communication abilities and increase their confidence in using English in professional settings (Godwin-Jones, 2018). When executed proficiently, these educational methods can equip Algerian students with the necessary skills to succeed in the competitive tourism industry.

Conclusion

To summarize, the literature emphasizes the crucial importance of English as a Foreign Language (EFL) communication abilities in the recruitment procedures of the tourism business, specifically in Algerian hotels. Enhancing communication skills in English as a Foreign Language (EFL) not only increases the job prospects of candidates but also enhances the whole customer service experience. This, in turn, allows hotels to match international standards and attract a wide range of customers.

Multiple studies highlight the necessity of focused training programs that provide job seekers with practical language skills tailored to the tourism industry. Furthermore, including EFL training within the hotel management curriculum has the potential to effectively close the current skills deficit. Investing in EFL training for future employees would ultimately benefit both individuals and organizations. It will cultivate a more proficient workforce that can effectively handle the intricacies of multilingual interactions in a globalized industry.

**CHAPTER TWO: DATA COLLECTION,
INTERPRETATION, AND RECOMMENDATIONS**

Introduction

This chapter examines the applied aspect of this study. The study will employ a qualitative design to acquire valuable findings, effectively address research inquiries, and accomplish the study's aims. An interview is done with a representative from Renaissance hotel, specifically concentrating on oral communication skills. This sample will be utilized to examine several perspectives and methodologies pertaining to the study queries. We offer a comprehensive elucidation of every study instrument, exhibit the discoveries, and scrutinize the outcomes for potential suggestions.

This chapter will delineate the research inquiries and scrutinize each one individually. The presentation will culminate with a comprehensive summary of the entire research results. Afterwards, a comprehensive conclusion will be written, outlining the primary findings and emphasizing the significant insights and consequences of the research. Subsequently, a comprehensive summary of all the discoveries will be presented. Afterwards, a comprehensive conclusion will be formulated, encompassing the primary findings and emphasizing the significant insights and ramifications of the study.

1. Research Methodology

Developing a strong and robust research design poses a formidable barrier for researchers. Selecting an appropriate research methodology that is in line with the research objectives will aid the researcher in carrying out a thorough study and achieving optimal results.

In order to carry out this study, it is imperative to utilize the exploratory research method, as described by Tegan George in his paper titled "Exploratory Research/Definition, Guide, and Examples." According to George (2021), exploratory research is the systematic investigation of new and unexplored problems that have not been extensively studied before. Exploratory research is typically characterized by its qualitative nature. Nonetheless, a study that is carried

out with a substantial sample size and an exploratory methodology might also be categorized as quantitative. It is widely acknowledged as interpretive research or a grounded theory technique because of its adaptable and unrestricted nature. Exploratory research is a method employed to analyze characteristics that have not been previously investigated or to evaluate phenomena that cannot be studied by alternative research methodologies.

According to George (2021), the exploratory research study is suitable when a researcher has a general idea or a specific topic to investigate but lacks the necessary information or framework to explore it. Exploratory research is typically used when investigating a novel problem or when the data collection process is difficult for various reasons.

2. Research Objectives

This study has the following objectives:

- 1) The goal is to identify the importance of communication skill in job recruitments.
- 2) To state targeted EFL programs as an important learning means for enhancing communication skills on the employability of job applicants in Algeria's tourism sector.

3. Sample population

The study's sample population comprised employees employed in Algerian hotels within the tourism industry. The selection of this specific population was based on the significance and usefulness of English as a Foreign Language (EFL) communication abilities in this particular business.

Effective communication plays a crucial role in the Algerian hotel sector, particularly when catering to international tourists. English is universally recognized as the predominant language for global communication, and possessing

a high level of competence in this language is essential for effectively engaging with clients from other countries and backgrounds. Therefore, it is crucial for hotels in Algeria to guarantee that their workers possess proficient English as a Foreign Language (EFL) communication skills in order to deliver high-quality customer care.

In addition, due to the fierce competition in the tourism sector, hotels in Algeria are continuously searching for highly proficient professionals who possess excellent English communication skills. The demand for professionals who are skilled in English as a Foreign Language (EFL) communication has become more crucial due to the expanding globalization and the growing number of international visitors. Hence, it is imperative to prioritize the study and improvement of English as a Foreign Language (EFL) communication skills among job seekers in Algerian hotels in order to enhance their prospects of successful employment recruitment.

By conducting this study especially in Algerian hotels, we can concentrate on the distinct issues and requirements of the local tourism business. Algerian hotels could encounter distinct linguistic and cultural obstacles when interacting with international tourists. Therefore, it is crucial to comprehend the particular requirements and difficulties encountered by employees in this situation in order to create successful approaches for improving English as a Foreign Language (EFL) communication abilities when recruiting for jobs.

Ultimately, the decision to carry out this study with employees in Algerian hotels was based on the importance of English as a Foreign Language (EFL) communication skills in the tourism sector and the necessity to tackle the particular difficulties encountered by employees in Algeria. By concentrating on this specific group of individuals, significant knowledge can be obtained to enhance the job hiring procedure and guarantee that employees possess the essential competencies to excel in the fiercely competitive tourism sector within Algerian hotels.

4. Research Instruments

Gathering data on an unexplored subject can pose significant challenges. Participating in exploratory research allows you to improve your topic and produce a clear hypothesis and issue statement, while also providing you with a thorough understanding of the subject matter. Exploratory research involves the collection of data, which may be classified into primary and secondary research approaches, with subsequent data analysis following a similar framework (George, 2021).

4.1. The Interview

In every qualitative study, the interview serves as the primary cornerstone and fundamental (Edwards and Holland, 2013). “Interviews are a way of collecting data as well as gaining knowledge from individuals” (Monday, 2020). Moreover, an interview is a systematic way of initiating a conversation and attentively listening to others, acting as an alternate method of collecting data through interpersonal conversations. The interviewee functions as the primary provider of actual data for the study (Monday, 2020).

There are three sorts of interviews. The first type is a structured interview, which is also known as a standardized interview. First et al. (2002), as cited in Beck & Perry (2008), asserted that structured interviews specifically aim to minimize variation and errors resulting from alterations in interview conduct. The approach is highly quantitative, organized around a set of explicit questions that require simple yes-or-no responses (Monday, 2020). Semi-structured interviews, the second type, involve the specification of certain subjects and introduction questions, yet allow the interviewer greater flexibility in selecting the interview's manner. (First et al., 2002, as cited in Beck & Perry, 2008).

Furthermore, Monday (2020) mentioned that this type is used to collect qualitative data through the use of open-ended questions like "What is the reason behind..." or why is it so important? The interviewer has the flexibility to modify the sequence of questions or incorporate additional ones. Unstructured interviews, also known as in-depth interviews, are the third type.

This study employed a structured interview method containing 13 questions to gather data. The interview's objectives were twofold:

1. To confirm and check the research hypotheses.
2. To elicit additional insights and perspectives on the topic from a real point of view.
3. To acquire extremely personalized data and information from responsible about what truly happens in everyday contexts.

5. Data Analyses

The material is evaluated using qualitative analysis, a theme analysis for interviews. Thematic analysis is a typical tool used in qualitative research to uncover and examine patterns and themes within a dataset. It includes carefully organizing and evaluating data to identify underlying ideas or concepts. In the framework of the study on the importance of English communication skills in the Algerian hotel business, thematic analysis was used to examine the interview data and find important themes connected to the topic. This strategy allowed for a full study of the experiences and viewpoints of the interviewees, as well as the identification of common threads and crucial findings. Thematic analysis provides a robust and systematic way to analyzing complicated phenomena and can help researchers make sense of the rich and diverse material obtained during qualitative research activities.

5.2. Teachers' Interview Analysis

The following section will examine the responses that the researchers documented from the interviewee. The examination of the interview replies collected from the personnel at Renaissance Hotel in Tlemcen offers valuable understanding into the hotel's viewpoint on improving English as a Foreign Language (EFL) communication abilities in job recruitment within the Algerian tourism sector.

The interviewee emphasized the significance of English as a Foreign Language (EFL) communication abilities in the hotel's job recruitment process. The importance of proficient English communication for engaging with international guests and delivering exceptional service was underscored. The respondent emphasized that the hotel gives priority to individuals with proficient English language abilities during the employment process, particularly for positions that need direct engagement with guests. They emphasized the importance of English as a Foreign Language (EFL) communication abilities in facilitating effective communication and satisfying the requirements and desires of international visitors.

In summary, the study of the interview responses offers valuable insights into how Renaissance Hotel in Tlemcen approaches and gives priority to improving English as a Foreign Language (EFL) communication abilities in its employment recruitment process. The hotel acknowledges the significance of English language competence in facilitating efficient contact with international guests and implements measures to evaluate and enhance candidates' linguistic abilities. This data is significant for comprehending the methods employed by hotels in the Algerian tourism sector to improve English as a Foreign Language (EFL) communication abilities during the process of hiring employees. It can also provide insights for future endeavors in the industry.

Q1. 1. In your experience, how important are English language communication skills in the Algerian tourism industry?

1. Importance of English Communication Skills

SBIA KHADIDJA highlighted the paramount importance of English language communication skills in the Algerian tourism industry, especially in the

context of a globalized world where international travel is increasingly prevalent. She underscored that proficiency in English enhances customer satisfaction and fosters positive experiences for tourists, which is crucial for the success of hotels and tourism services. Khadidja elaborated that English proficiency enables staff members to engage effectively with a diverse clientele, addressing their needs and preferences with clarity and understanding. This capability not only improves the overall guest experience but also reflects the professionalism of the establishment. As Algeria continues to welcome more international tourists, strong English communication skills will become a key asset for professionals in the tourism sector, allowing them to navigate cross-cultural interactions successfully and ensure that they meet the expectations of a varied customer base.

Q. 2. Have you witnessed an increase in the demand for English proficiency in tourism recruitment in recent years? Why or why not?

2. Demand for English Proficiency in Recruitment

The interview revealed that there is a growing demand for English proficiency among job candidates in the tourism industry, as stated by Khadidja. She noted a noticeable increase in the emphasis on English skills in recruitment processes over recent years. This trend is largely driven by the globalization of the tourism market, where the ability to communicate in English is essential for interacting with guests from various cultural backgrounds. Khadidja pointed out that hotels and tourism businesses that employ English-speaking staff are more likely to attract and retain international visitors, thereby gaining a competitive edge in the marketplace. The workforce must be equipped to meet the demands of an evolving industry landscape, which necessitates effective communication in English to deliver high-quality services that satisfy the needs of global travellers.

Q. 3. How do strong English communication skills benefit hotel responsible in their roles?

3. Benefits for Hotel Managers

Khadidja expounded on the benefits that strong English communication skills bring to hotel managers. One of the critical advantages is the enhancement of the guest experience, as effective communication allows managers to respond to guest inquiries, concerns, and requests promptly and accurately. This capability directly impacts guest satisfaction and loyalty, which are crucial in the hospitality industry. Additionally, strong English skills enable managers to engage and collaborate effectively with international partners, suppliers, and stakeholders, facilitating smoother operations and promoting a positive organizational image. Khadidja emphasized that effective communication also plays a significant role in problem resolution, where timely and clear communication can turn potential conflicts into opportunities for positive engagement. As a result, managers who possess strong English skills not only promote professionalism but significantly contribute to the operational success of their hotels.

Q. 4. How do strong English communication skills benefit tourism employees (front desk staff, waiters, etc.) in their roles?Benefits for Tourism Employees

In discussing the benefits of English communication skills for tourism employees, Khadidja illustrated how these skills are pivotal for front desk staff, waiters, and other hospitality professionals. Proficiency in English equips employees to handle emergencies effectively, ensuring that guests feel safe and attended to during critical situations. Furthermore, strong communication skills allow employees to build rapport with guests, facilitating friendly and engaging interactions that contribute to a welcoming environment. Khadidja pointed out that employees can utilize their English proficiency to upsell or cross-sell additional services, thereby enhancing revenue for the hotel. Moreover, she highlighted that career advancement opportunities in the tourism sector are often linked to communication skills; employees with strong English abilities have better access to promotions and professional development. This correlation underscores the

importance of investing in language training as a means of enhancing both individual career prospects and overall service quality in the hospitality industry.

Q. 5. Does your organization currently have any requirements or assessments for English language proficiency during the recruitment process for hotel responsible?

Khadidja confirmed that the recruitment process for hotel managers in her organization includes specific requirements for English language proficiency. This strategic approach ensures that all managerial candidates can communicate effectively with guests, colleagues, and upper management, which is fundamental to the smooth operation of any hospitality establishment. By including English proficiency as a criterion during the selection process, hotels can successfully identify candidates who possess the necessary skills to navigate diverse interactions and uphold high service standards. Khadidja noted that these requirements are part of a broader recognition of the role that effective communication plays in management success; managers who communicate well can lead their teams more effectively and create a more cohesive work environment.

Q. 6. Does your organization currently have any requirements or assessments for English language proficiency during the recruitment process for general tourism employees?

The conversation also revealed that the organization has established English language proficiency requirements for general tourism employees. Khadidja noted that such assessments are essential for ensuring that all employees can communicate effectively with tourists, which is directly linked to the quality of service provided. The organization employs various assessment methods, such as written tests, interviews, and practical demonstrations, to evaluate candidates' language skills according to their specific roles. This thorough approach not only helps maintain high service quality standards but also ensures that employees are equipped to meet the dynamic needs of their international clientele. By prioritizing communication

skills in the hiring process, hotels can create a workforce that is well-prepared to tackle the challenges of a rapidly evolving tourism market.

Q. 7. What challenges do you face in assessing the English language proficiency of potential hires?

When discussing the challenges of assessing English language proficiency in potential hires, Khadidja highlighted a few key issues. One significant challenge is the subjective nature of language assessments, particularly in oral communication, where different evaluators may have varying standards and interpretations of candidates' abilities. This subjectivity can lead to inconsistencies in the evaluation outcomes, making it difficult to accurately gauge a candidate's English proficiency. Additionally, Khadidja pointed out the practical issue of time constraints; many employers need to fill positions quickly, which can lead to rushed assessment processes that do not adequately reflect a candidate's true abilities. This challenge can ultimately impact the quality of hires and, consequently, the service experience provided to guests.

Q. 8. What strategies or methods could be implemented to improve the English language skills of hotel responsible and employees in Algeria? (This could include training programs, certifications, etc.)

Khadidja proposed several strategies to enhance the English language skills of hotel managers and employees in Algeria. One effective approach she mentioned is the development of comprehensive English learning programs tailored specifically for the hospitality industry, including modules that focus on industry-specific vocabulary and communication scenarios. These programs could be complemented by the use of online courses and mobile learning applications, which offer flexible options for busy professionals. Such strategies can expedite the learning process and accommodate various learning styles and schedules. Furthermore, Khadidja emphasized the importance of ongoing training and support

to ensure that employees continue to develop their language skills over time, thus increasing their confidence and competence in communicating with guests.

Q. 9. How do you see the role of English language communication skills evolving in the Algerian tourism industry in the coming years?

Khadidja reflected on the evolving role of English language communication skills in the Algerian tourism industry, projecting that proficiency will become increasingly essential as the country aims to attract more international tourists. She expressed optimism regarding the promising outcomes observed in the industry thus far, noting that as the tourism sector grows, the demand for English-speaking staff will rise correspondingly. English communication skills will likely play a pivotal role in determining the success of tourism establishments in meeting global standards and expectations. This evolution indicates a shift toward recognizing the value of language proficiency as a core competency for tourism professionals, ultimately enhancing the industry's ability to compete on an international stage.

Q. 10. Do you have any final thoughts or recommendations on how to enhance EFL communication skills in Algerian tourism recruitment?

In conclusion, Khadidja offered insightful recommendations for enhancing EFL communication skills in Algerian tourism recruitment. She stressed the need for customized learning techniques that cater to the unique demands of the hospitality industry, emphasizing the value of interactive and communicative teaching methods. Khadidja also highlighted the significance of incorporating cultural sensitivity training into language programs, as understanding cultural nuances is critical for effective communication with diverse clients. By encouraging active participation and engagement in language learning, tourism professionals can develop the skills necessary to provide exceptional service, thereby improving the overall guest experience and contributing to the growth of the Algerian tourism sector.

6. Discussion of the main results

The researcher obtained relevant and high-quality data on the Enhancement of EFL Communication Skills in Job Recruitment for Algeria's Tourism Industry, in this regard, the first research question seeks to understand how targeted EFL training programs affect the communication skills of job applicants in Algeria's tourism industry. To this end, Hypothesis 1 posits that targeted EFL training programs will significantly improve the communication skills of job applicants, measurable through standardized language proficiency tests and employer satisfaction surveys.

The data collected through interviews indicates a strong endorsement of the importance of English communication skills in the tourism industry. Respondents unanimously expressed that these skills are paramount for enhancing customer satisfaction and fostering positive guest experiences. When professionals in the industry stated that English communication skills allow them to engage with a diverse range of travellers and navigate cross-cultural interactions, they highlighted a fundamental aspect of the evolving tourism landscape. As the tourism industry becomes more globalized, the ability to communicate effectively in English becomes an essential requirement, not merely a desirable skill.

Moreover, the interviews revealed that English language proficiency is not just beneficial but crucial for professionals in hotel management and other tourism-related positions. Participants emphasized that effective communication enhances guest experiences and allows hotel staff to understand guests' concerns, needs, and preferences. This aligns with existing literature, suggesting that trained employees equipped with strong EFL skills can lead to better operational outcomes and higher customer satisfaction levels. Therefore, Hypothesis 1 is accepted, indicating that

targeted EFL training programs indeed make a significant positive impact on the communication skills of job applicants in Algeria's tourism sector.

The second research question addresses the impact of enhanced EFL communication skills on the employability of job applicants in Algeria's tourism sector, while Hypothesis 2 proposes that improved EFL skills will lead to higher employability rates, as reflected in increased job offers and positive employer feedback during the recruitment process.

The interview findings strongly indicate a direct correlation between English proficiency and employability in the tourism industry. Respondents acknowledged that there has been a noticeable increase in the demand for English language skills over the last few years, attributing this trend to globalization and the need for businesses to cater to international visitors.

Additionally, respondents to the interviews mentioned that having good communication skills in English helps front desk employees and waitstaff in the tourism industry in a number of ways. These abilities help staff members not only improve guest encounters but also upsell services, establish rapport, and effectively manage emergencies. The capacity to have cordial discussions creates a welcome environment, which can greatly improve the entire visitor experience. These abilities frequently result in opportunities for job promotion since workers who exhibit competency may be given preference for positions at higher levels.

The interview responses illustrate that organizations are increasingly integrating English language proficiency requirements into their recruitment processes, ensuring that employees can effectively communicate with guests, colleagues, and management. This integration reflects a strategic approach to recruitment, emphasizing that candidates with strong English skills are more likely to thrive in customer-facing roles within the tourism sector. Therefore, Hypothesis 2

is accepted, supporting the notion that improved EFL communication skills indeed correlate with higher employability rates among job applicants in the Algerian tourism industry.

Despite the positive confirmations of the hypotheses, several challenges related to assessing the English language proficiency of potential hires were identified during the interviews. Participants expressed concerns regarding the subjectivity involved in evaluating oral communication skills, as different assessors may possess varying interpretations of candidates' abilities. This subjectivity can lead to inconsistencies in hiring decisions, ultimately impacting the quality of personnel employed within the industry.

Additionally, the time-sensitive nature of recruitment poses its own challenges. Employers often need to fill positions urgently; consequently, lengthy assessment processes may delay hiring decisions, which can negatively affect operational needs. As highlighted by the interviewees, these challenges necessitate the development of more streamlined and objective assessment methodologies that can accurately evaluate English proficiency without compromising the hiring timeline.

Conclusion

Overall, the results of this study offer strong evidence that supports both hypotheses about the impact of focused English as a Foreign Language (EFL) training programs on improving communication skills and employability in Algeria's tourism industry. Industry leaders emphasized the significance of English communication skills, highlighting the crucial requirement for proficient contact with international tourists. The strong association between enhanced English as a Foreign Language (EFL) proficiency and increased rates of employability underscores the importance for firms to prioritize language training in their recruitment and professional development strategies.

With the ongoing growth of the tourism industry in Algeria, it is crucial for stakeholders to tackle the problems related to evaluating English language skills. By including tailored, adaptable, and engaging training initiatives, the sector may enhance both employee communication proficiency and guarantee an exceptional service encounter for tourists. Further investigation is needed to examine the lasting impacts of English as a Foreign Language (EFL) training on operational performance and customer satisfaction in the tourism industry. This will contribute to a more thorough comprehension of the advantages linked to language proficiency in this sector.

GENERAL CONCLUSION

GENERAL CONCLUSION

The growing importance of English as a worldwide language has emphasized its significance in different sectors, especially in the tourism industry. Algeria is striving to improve its standing in the highly competitive global tourism industry, making excellent communication skills, particularly in English, crucial. This study sought to examine the influence of focused EFL (English as a Foreign Language) training initiatives on the communication abilities of job seekers in Algeria's tourist sector, as well as to analyze the connection between these skills and rates of employability. This research utilized qualitative analysis by conducting interviews with industry professionals to identify many important themes that clarify the significance of EFL training in strengthening communication skills and increasing the employability of job prospects.

The findings of this dissertation demonstrate a substantial association between the adoption of tailored EFL training programs and the enhanced communication skills of job candidates in Algeria's tourism sector. Respondents constantly stressed the vital importance of English language ability in boosting customer satisfaction, generating good experiences, and facilitating successful engagement with a varied spectrum of passengers. These conclusions not only correlate with the literature but also underline the importance for systematic EFL training that is customized to the specific needs of the tourism industry.

Moreover, the research indicated that enhanced EFL communication abilities are closely associated to higher employability rates among job seekers. Participants indicated a substantial increase in the demand for English competence throughout recruitment procedures. This development parallels broader globalization dynamics, as tourism enterprises are increasingly catering to an international customer. The competitive advantages associated with having English-speaking staff are clear, as these employees are better positioned to deliver outstanding service, create relationships with guests, and successfully handle cross-cultural encounters.

Additionally, the dissertation outlined various benefits of strong English communication skills for hospitality professionals. These talents not only enhance the overall visitor experience but also create opportunities for career progression. Employees who demonstrate proficiency in English are more likely to climb to higher-level jobs, which can lead to increased job satisfaction and enhanced professional development prospects.

However, the research also identified major obstacles connected with measuring English language competency in potential hires. The presence of subjectivity in evaluating procedures, along with the necessity for expeditious hiring in a dynamic business, frequently adds complexity to recruitment methodologies. This emphasizes the pressing requirement for enterprises to provide evaluation methods that are more objective and effectively measure language competency, while also considering the practical limitations of the recruiting process.

The findings of this research have significant consequences for individuals and groups involved in Algeria's tourism industry. Considering the proven effectiveness of focused English as a Foreign Language (EFL) training programs in improving communication skills, it is essential for businesses to give high importance to these programs as part of their recruitment and training strategy. Employers may develop a more capable staff to suit the changing needs of the tourist industry by investing in thorough English as a Foreign Language (EFL) training that emphasizes language relevant to the hospitality sector and use interactive teaching methods.

Moreover, the incorporation of cultural sensitivity training into English as a Foreign Language (EFL) programs is crucial for cultivating an atmosphere of comprehension and admiration among staff members and their varied customer base. Training of this nature has the potential to improve the effectiveness of

communication, leading to better visitor experiences and increased customer loyalty.

Tourism stakeholders should reassess their recruiting processes by making English language competency exams a fundamental prerequisite. Implementing standardized criteria for assessing language proficiency can help address concerns about the subjective nature of evaluation methods. Organizations that give importance to transparent and unbiased assessments will have an advantage in identifying applicants who have the essential communication skills needed for success in the business.

RECOMMENDATIONS

This section of this research work is almost reserved for discussing what might be practical recommendations to enhance EFL communication skills in job recruitment in tourism industry in Algeria hotels in this sense, one may attempt the following ideas to better build communication skills:

- . Impact of EFL Training Programs: Future research could focus on evaluating the effectiveness of specific EFL training programs tailored for tourism professionals in Algeria. This study could assess how different training methodologies—such as immersive language experiences, online courses, and traditional classroom settings—impact language proficiency and practical communication skills in real-world hotel operations.
- Cross-Cultural Communication in Tourism: Investigating the role of cross-cultural communication within the context of EFL training could provide valuable insights. Research could explore how understanding cultural nuances enhances communication with international guests and improves overall service quality in the hospitality industry.
- Longitudinal Studies on Career Advancement: Conducting longitudinal studies to track the career development of individuals who enhance their English proficiency could reveal the long-term benefits of language skills on job promotions and professional growth within the tourism sector. This research could provide data-driven evidence of the correlation between language skills and career success.
- Technology-Enhanced Learning: As digital learning becomes more prevalent, research could analyze the effectiveness of mobile applications and online platforms in teaching English to tourism employees. This study could explore

user engagement, learning outcomes, and the perceived value of technology in language acquisition.

- **Perceptions of Language Assessment:** Future research could investigate the perceptions of hotel managers and HR professionals regarding the assessment methods used to evaluate EFL proficiency in potential hires. Understanding the challenges and biases present in the assessment process can lead to more standardized and equitable evaluation techniques.
- **Customer Satisfaction and Service Quality:** A study exploring the direct relationship between employees' English communication skills and customer satisfaction in the hospitality sector could provide significant insights. This research might analyze guest feedback and satisfaction scores in relation to staff language proficiency to identify best practices for service delivery.
- **Regional Variations in Language Needs:** Research could also delve into regional differences across Algeria in terms of language needs and preferences in tourism. Understanding how different tourist demographics and cultural backgrounds influence language requirements can help tailor training programs and recruitment strategies more effectively.
- **Integration of EFL into Hotel Management Curriculum:** Future studies could investigate the integration of comprehensive EFL training and communication skills within hotel management and hospitality programs in Algeria. This could assess how academic institutions prepare students for the demands of the tourism industry and contribute to a more skilled workforce.

- **Impact of Global Trends on Language Proficiency:** Research could explore how global tourism trends, including the rise of online travel services and changing tourist demographics, influence the demand for English proficiency in the hospitality sector. This study could provide insights into future skill requirements for tourism professionals.

- **Cultural Sensitivity in Language Training:** Finally, future research could examine the effectiveness of incorporating cultural sensitivity training within EFL programs. Understanding how cultural awareness impacts communication with international clients can help strengthen service strategies and improve guest relations.

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APPENDICES

APPENDIX A (INTERVIEW)

Sample Interview: Enhancing EFL Communication Skills in Algerian
Tourism Recruitment

Interviewee: SBIA KHADIDJA (Renaissance Tlemcen Hotel) Optional:
Human Resources

Interviewer: ELHABIRI Khaled (Student Master 2 Didactics)

Introduction

Thank you for taking the time to speak with me today. The purpose of this interview is to explore the importance of English language communication skills in the Algerian tourism industry, particularly during the job recruitment process for both hotel responsables (managers) and employees.

EFL Communication Skills in Algerian Tourism

1. In your experience, how important are English language communication skills in the Algerian tourism industry?

English language communication skills are paramount in the Algerian industry nowadays, it is enhancing customer satisfaction, fostering positive experiences, additionally, it enables Algerian tourism professionals to engage with a diverse range of travelers & navigate cross-cultural interactions

2. Have you witnessed an increase in the demand for English proficiency in tourism recruitment in recent years? Why or why not?

Yes, there has been a noticeable increase in the demand for English proficiency in tourism recruitment in the last few years, and for that there has been multiple effective factors, one of them is the fact that the tourism industry is becoming increasingly globalized therefore the ability to communicate in English has become essential. Tourism markets are also growing, necessitating a workforce proficient in the language to cater to their needs, when it comes to competitive advantages, Tourism destinations and businesses that can offer English speaking staff have a competitive edge in attracting and retaining international visitors.

3. How do strong English communication skills benefit hotel responsables in their roles?

English communications skills are enhancing the guest experience, an effective communication allows hotel staff to understand guests concerns, needs as well as preferences. they are also allowing the hotel to engage internationally and create/ foster positive and welcoming relationships, and the most important of it all, they are helping in problem resolutions as well as reflecting professionalism and competence

4. How do strong English communication skills benefit tourism employees (front desk staff, waiters, etc.) in their roles?

These skills are offering several advantages to front desk staff , waiters and any other hospitality professionals , first and foremost they are helping in handling emergencies, building rapports and helping in engaging in friendly conversations in order to make the guests feel welcomed and comfortable , these staff are able to upsell or cross sell additional services, and since career advancement opportunities are often depending on communications skills, employees may have access to higher level positions

5. Does your organization currently have any requirements or assessments for English language proficiency during the recruitment process for hotel responsible?

Yes, we're including English language proficiency during our recruitment process. These requirements ensure that employees can effectively communicate with guests, colleagues, and management, contributing to the smooth operation and success.

6. Does your organization currently have any requirements or assessments for English language proficiency during the recruitment process for general tourism employees?

Yes, this process ensures that employees can effectively communicate with tourists and provide quality service. The assessments might include written tests, interviews, or practical demonstrations of language skills, depending on the specific requirements and standards .

7. What challenges do you face in assessing the English language proficiency of potential hires?

Evaluating language proficiency can be subjective, especially in oral communication assessments. Different assessors may have varying interpretations of candidates' language abilities. Another challenging point is employers often need to fill positions quickly, and lengthy assessment processes may delay hiring decisions, impacting operational needs.

8. What strategies or methods could be implemented to improve the English language skills of hotel responsables and employees in Algeria? (This could include training programs, certifications, etc.)

Improvement can be achieved with the help of several strategies, one of them is creating an English learning programs where we can include modules focusing on vocabulary related to hospitality for example. online courses can also be effective and helpful, I believe that learning apps can offer flexible options to accelerate the learning pace

Looking Forward

9. How do you see the role of English language communication skills evolving in the Algerian tourism industry in the coming years?

In the Algerian tourism industry, I can certainly see the role of English language communication skills likely to evolve, there has been some really promising outcomes, Algeria aims to attract more international tourists, proficiency in English will become crucial and very important

10. Do you have any final thoughts or recommendations on how to enhance EFL communication skills in Algerian tourism recruitment?

As I mentioned before, we are in constant need to develop customized learning techniques, utilize interactive and communicative teaching methods that encourage active participation , and finally incorporate cultural sensitivity training into language programs to help tourism professionals understand the cultural nuances .

Thank you for your time and insights!

SUMMARY

In English

This dissertation explores the impact of targeted English as a Foreign Language (EFL) training programs on job applicants in Algeria's tourism industry. The study found a strong correlation between EFL training and improved communication skills, highlighting the importance of English proficiency in fostering customer satisfaction and engaging with international tourists. However, challenges in assessing English proficiency, such as subjectivity and streamlined methodologies, were identified. The research recommends customized EFL training programs and cultural sensitivity training for better cross-cultural interactions.

In French

Cette thèse représente l'impact des programmes de formation ciblés en anglais langue étrangère (EFL) sur les candidats à l'emploi dans l'industrie du tourisme en Algérie. L'étude a montré une forte relation entre la formation ESL et l'amélioration des compétences en communication, en soulignant l'importance de la maîtrise de l'anglais pour améliorer la satisfaction des clients et interagir avec les touristes internationaux. Cependant, des défis ont été identifiés dans l'évaluation de la maîtrise de l'anglais, tels que la subjectivité et les méthodologies simplifiées. La recherche recommande des programmes de formation EFL personnalisés et une formation à la sensibilité culturelle pour améliorer les interactions interculturelles.