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INSTRUCTION FOR CRITICAL THINKING: FOSTERING TOURISM STUDENTS TWENTY-FIRST CENTURY SKILLS

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Instruction for critical thinking: fostering tourism students twenty-first century skills

Abstract. The tourism industry is one of the most influential sectors of the country's economic development. Therefore, it is considered essential to prepare capable students in tourism. In this regard, developing students' public speaking skills in tourism requires special attention. The most effective way to develop this skill is to use critical thinking techniques. In this study, 2 groups of 3rd-year students in the educational program "5B090200 - Tourism" were covered. If group A was an experimental group, then group B was taken as a control group. As a result of the study, the experimental group of students, with the support of critical thinking development techniques, improved public speaking skills and made logical, effective decisions on any problem. The result of the experiment was that the use of basic methods and techniques of critical thinking positively impacted the development of public speaking skills among students of the educational program "5B090200 - Tourism".

Key words: tourism, public speaking skills, critical thinking, techniques, tourist education.

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Сыни тұрғыдан ойлауға үйрету: туризм студенттерінің жиырма бірінші ғасыр дағдыларын дамыту

Аңдатпа. Туризм индустриясы-елдің экономикалық дамуының ең ықпалды салаларының бірі. Сондықтан туризм саласында қабілетті студенттерді дайындау маңызды болып саналады. Осыған байланысты студенттердің туризм саласындағы қоғамдық дағдыларын дамыту ерекше назар аударуды талап етеді. Бұл дағдыны дамытудың ең тиімді әдісі-сыни ойлау әдістерін қолдану. Осы зерттеуде «5B090200 – Туризм» білім беру бағдарламасы бойынша 3 курс студенттерінің 2 тобы қамтылды. Егер А тобы эксперименттік топ болса, онда В тобы бақылау тобы ретінде алынды. Зерттеу нәтижесінде эксперименттік топтың студенттері сыни ойлауды дамыту әдістерін қолдана отырып, көпшілік алдында сөйлеу дағдыларын дамытып, туындаған кез-келген мәселе бойынша логикалық тиімді шешім қабылдады. Эксперименттің нәтижесі бойынша сыни ойлаудың негізгі тәсілдері мен әдістерін қолдану «5B090200 – Туризм» білім беру бағдарламасы студенттерінің көпшілік алдында сөйлеу дағдыларын дамытуға оң әсер етті.

Түйін сөздер: туризм, көпшілік алдында сөйлеу дағдылары, сыни ойлау, әдістер, туристік білім.

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Обучение критическому мышлению: развитие навыков двадцать первого века у студентов по туризму

Аннотация. Индустрия туризма является одним из наиболее влиятельных секторов экономического развития страны. Поэтому, считается важным подготовить способных студентов в области туризма. В связи с этим, развитие публичных навыков студентов, в сфере туризма, требует особого внимания. Наиболее эффективный способ развить этот навык - использовать методы критического мышления. В данном исследовании были охвачены 2 группы студентов 3 курса образовательной программы «5B090200 – Туризм». Если группа А была экспериментальной группой, то группа Б была сформирована в качестве контрольной группы. В результате исследования студенты экспериментальной группы при поддержке приемов развития критического мышления развили навыки публичных выступлений и принимали логические эффективные решение по любой возникшей проблеме. Результатом эксперимента стало то, что использование основных приемов и техник критического мышления оказало положительное влияние на развитие навыков публичных выступлений у студентов образовательной программы «5B090200 – Туризм».

Ключевые слова: туризм, навыки публичных выступлений, критическое мышление, методы, туристическое образование.

Introduction. The tourism industry is one of the influential sectors in developing the economy of any country in the world. Through tourism, countries can compete with other countries by attracting tourists to the country. In addition, the tourism industry creates opportunities for the country's attractions to be shown to the world. Generally, tourism is inextricably linked with the terms recreation, travel, having fun, and seeing the sights of the world.

Currently, many companies are operating in the tourism sector. It means that there will also be more competition. During a tourist trip, companies working in the field of Tourism organize various events to meet the needs of tourists. To increase interest in their products, tourists are offered various offers and services. It manages such offers as transport coverage, accommodation services, and leisure services during the trip. In addition, it can guarantee the safety of tourists and increase their confidence in the company. Therefore, it is in the company's own hands to increase the number of tourists travelling through the company. For this reason, it depends on each employee who works in the tourism industry. The more employees perform their duties at a higher level, the more tourists.

Tourism takes place for different purposes and is organized in several types. For example, there are several types of tourism: Business, volunteer tourism, ecotourism, medical tourism, experimental tourism, and religious tourism. All these tourism sectors affect the economy of small and large countries and contribute to being among the leading countries. In particular, business tourism attracts foreign investment, increasing trade and economic ties [1]. A particular type of tourism is cultural tourism. It includes travel, such as the culture and lifestyle of a specific country, cuisine, and traditions. If the trip is in the direction of urban culture, tourists go to museums and theatres in that city. Rural cultural travelers can visit indigenous communities and participate in events organized on a rural scale.

Ecotourism is one of the largest branches of tourism organized to admire the country's natural beauty. This type of tourism includes flora and fauna, indigenous settlements and natural areas. In addition, wild ecotourism and visiting rural areas are also included in this tourism area.

Another type of tourism industry is urban tourism. It is based on services such as management, trade, and production that characterize the economy of a particular city. It offers cultural centres, natural attractions, architectural attractions and attractions in the city [2].

People go to a different environment and become tourists when they go outside. They volun-

tarily engage in various activities, regardless of the distance or proximity of the places they visit [3,4]. Therefore, since tourists are considered visitors, their travel will be tourism [5]. The directions of tourists will depend on their tourist goals. However, the main goals of many tourists will be entertainment and leisure tours. For this reason, tourists often visit places intended for entertainment rather than historical regions. In addition, each country has its climate, nature, and historical sites. Recognition of the tourist regions of which country is a kind of choice of tourists.

Currently, the tourism industry in Kazakhstan is developing dynamically. Tourists will be able to visit the most picturesque regions of the country and admire the centuries-old culture and unique nature. At the same time, the development of the tourism industry in Kazakhstan impacts visitors' interest in heritage and genuine perception of the visited regions [6]. The East Kazakhstan region is one of the leading regions in developing the tourism industry among the areas of Kazakhstan. The number of internal tourists is 16 times higher than that of foreign tourists [7].

In this regard, tourism speciality is one of the essential professions in any country. The quality of education of students in the field of tourism, their education impacts the country's tourism industry. It contributes to its development at the world level. Tourism education appeared due to the growing demand for tourism in countries, and several disciplines have been introduced into Education. The area of knowledge, which initially appeared as a subject, gradually turned into professional Education. The educational programs provided in tourism allow students to achieve professional success in the tourism industry [8]. The study of tourism education aims to improve students' ability to learn and the effectiveness of teachers in the learning process. Therefore, to train employees who meet the requirements in the educational process, they revised and made changes to the training programs [9]. However, the changes in this curriculum were not significant revolutionary changes. We still need fundamental changes and updates in the development of tourist education [10].

Increasing the importance of tourist education depends on the interests of students. One of the reasons for the decline of education quality is the low admission of students to study and the lack of aspirations for a business career. Therefore, recommendations are proposed taking into account the capabilities and abilities of students [11].

Tourism students need to know information about their region and other places. It is because

tourists ask them to introduce them to the tourist zones. In addition, students studying tourism should also know how to increase and decrease the number of tourists [12].

The formation of speaking skills of tourism students helps to achieve career success in the tourism industry. It is essential to speak correctly and provide service to establish good relations with tourists and get good reviews. In addition, speaking skills allow attracting foreign tourists to the country and develop the country's tourism industry. In this regard, the English language occupies a special place. The most suitable language for foreign tourists is considered to be English. Having public speaking skills in English is an essential component for tourism students. For travelling tourists to understand the speech of tourism students quickly, it is necessary to pay special attention to public speaking skills and improve fluency. This skill is considered one of the most crucial components of success in the tourism industry.

Research methods and methodologies. One of the main components of achieving success is the formation of communicative competence among tourism students. It is because the tourism sector is work and communication with most people. In addition, it is one of the essential needs for students to be able to speak English fluently to communicate with foreign tourists. The formation of communicative competence and the ability of tourism students to master English makes it necessary to make changes in the education system. Also, due to the systematic formation of these skills, students develop public speaking skills. As part of developing these skills in students, various methods are used in education. One of them is the techniques of critical thinking. These methods increase the efficiency of the educational process and contribute to improving the quality of education.

Critical thinking is the ability to analyze, formulate, evaluate, and reflect on the experience gained. Critical thinking, which is one of the needs of today, is one of the most important abilities for any person. They are necessary, whether they are students or school-age, even for employees in the workplace. Because, whatever the service, the analysis of the information received requires the study of the data and the action. The more students develop critical thinking skills, the more they will be able to solve problems appropriately.

Teachers develop skills that students recognize as necessary for the current stage. It can be done by teachers at school or University, and most importantly, by developing critical thinking skills and

teaching them how to use them effectively. Critical thinking is considered the pinnacle of accumulated experience and knowledge. The primary critical thinking skills are the ability to solve problems, establish relationships, self-management, and personal development. These are skills that are important for students in any field of education.

Critical thinking is the ability to think logically, clearly and rationally. It also characterizes the spark of thought and free-thinking. In general, the ability to identify and analyze any problem and make effective decisions. It is the most necessary ability, especially for tourism professionals. After all, many people come into contact with tourists and face various problems. In this regard, the use of critical thinking techniques in the education system is of particular importance in developing these abilities.

One of the main critical thinking techniques is the "Brainstorming" method. In this method, students can express their thoughts on a particular issue and give freedom for thought. Here every thought is evaluated and listened to. This method will provide various options for solving these problems, considering the problems that arise during the tourist trip of tourism students.

Using the "Brainstorming" method during classes is often used to reveal the topic. The teacher asks students a question on a specific topic or a problem and receives their approximate answers. By getting possible answers from these students, their critical thinking skills develop.

Using the "Ladder of values" method in the field of tourism in the educational process helps to compare the difficulties of situations when communicating with tourists. From the bottom step to the top step, you will be able to distinguish the weak points and the most vital points of any world. Students will be able to differentiate between difficult or simple situations, whether they are related to tourists or students.

The teacher can use this method on any topic. Students are asked a question and are required to say the answer from the bottom up. Each of the students will answer the question according to its importance.

The "KWL chart" method is used to increase the knowledge of tourism students. This method helps to increase students' understanding of tourist areas and analyzes certain information. Before reading this information, they will share what they knew about it, what information they want to know, and what they learned from this information. This method made it possible for tourism students to make correct statements and answer tourists questions.

The “KWL chart” method is often applied to a given text depending on the topic. The teacher provides a text related to tourism. Students read the exact text and analyze it. They can openly use what information they had before giving the text, what they want to know next, and what they learned after reading it.

One of the influential critical thinking methods used in the formation and development of public speaking skills of tourism students is the method of “Thin and Thick questions”. This method allows you to answer any travel-related question in communicating with tourists. Whether it’s a simple question that requires a simple answer or a question that requires a detailed explanation, it creates an answer without hesitation.

The “RAFT” method is considered a role-playing method of critical thinking. This method allows

tourism students to play different roles and get along with tourists. It will be possible to communicate with other people who meet during the journey, hold them freely in front of them, and develop their speech.

The use of the “RAFT” method in the classroom allows tourism students to play a role as tourists. The student chooses a part and compiles a text on a particular topic, considering the audience. Other students play a role in the exact written text.

The use of these critical thinking techniques in developing the public speaking skills of tourism students is enormous and with more advantages (figure 1). In the educational process, using these techniques, students will be able to think comprehensively and make decisions on any problem they recognize as effective.

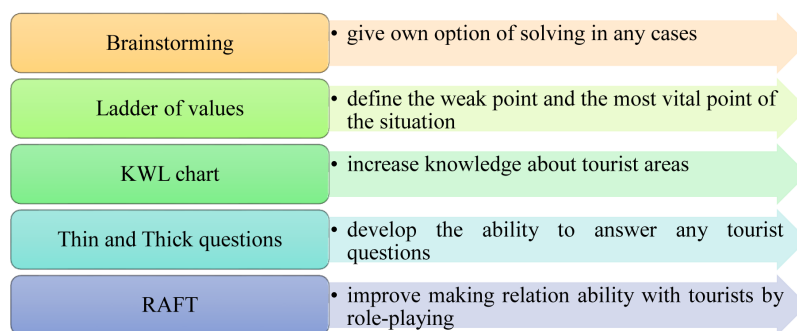


Figure 1 – Benefits of critical thinking techniques for tourism students’ public speaking skills

During an experimental work to develop the public speaking skills of tourism students, a study was conducted, and 2 groups of 3rd-year students in the educational program “5B090200 - Tourism” were covered. Group A was experimental, and the control group was B.

Critical thinking techniques were used in the educational process of group A, which was obtained as an experimental group. In other words, during the lesson, various tasks were made using these methods. Each task assigned to students is related to the tourism speciality and the tourism industry. At first, students were informed about each technique. In addition, the critical thinking methods were used in each lesson, based on the development of the public speaking skills of tourism students.

In the course of training of group B, which was taken as a control group, only the tasks assigned in the curriculum were completed. Also, the classes were held in a tedious process without using critical thinking technology.

Pre and post-tests were taken from tourism students to find out the impact of using techniques on the educational process. Tests consisted of 15 questions related to the field of tourism and situations that arise during tourist travel.

Research results and discussion. In a study conducted as part of the development of public speaking skills of tourism students, a pre-test was taken from groups A and B before applying critical thinking techniques. In the test, questions related to the tourism industry and various situations demanded independent solutions to problems. According to the testing results, there was no significant difference in the results of the experimental group and students of the control group. The reason is that the critical thinking skills of both groups of students were not properly formed, and appropriate work was not done within the framework of development. For this reason, there were some difficulties for students to offer an effective solution to some of the problems and give their options related to the topic (figure 2).

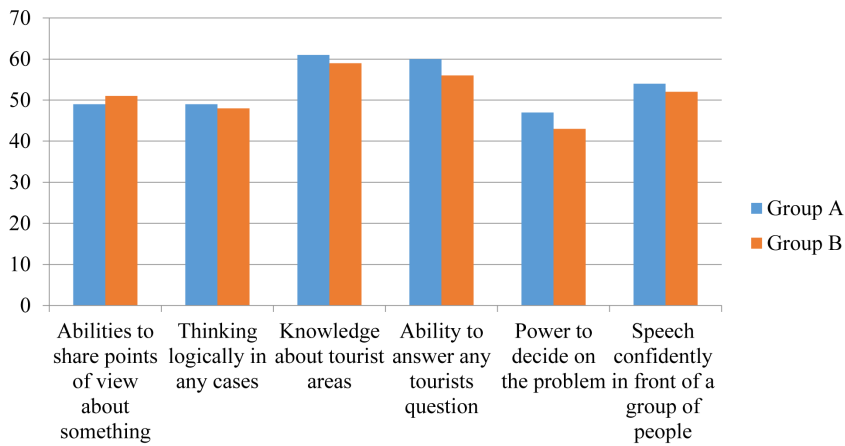


Figure 2 – Results of a pre-test

Since the primary goal of the research is to develop public speaking skills among tourism students, the most effective approach was to use critical thinking techniques. Essential thinking methods in education covered the experimental group, and tasks were given at each lesson. In group B, which was taken as a control group, assignments provided only in the curriculum were included.

As a result of group A, where critical thinking techniques were used in the lesson, changes and achievements in developing public speaking skills were noted. Changes have taken place, students ‘ knowledge has improved, and opportunities for career success in the tourism sector have been opened rather than group B (figure 3). They had an ability to

analyze the problems that arise in tourism to make effective decisions. In addition, group A students have developed the ability to speak freely in public. At the same time, they could answer any questions asked by tourists during the trip with confidence. Thanks to the critical thinking techniques used during the lesson, they improved their knowledge about tourist areas.

Students of group B, taken as a control group, slowly developed public speaking skills. There was no significant difference and progression in the pre-test and post-test results. Critical thinking methods were not used in group B classes to develop general speaking skills, so students did not invent the skills well. In the process of working with tourists, there were minor problems.

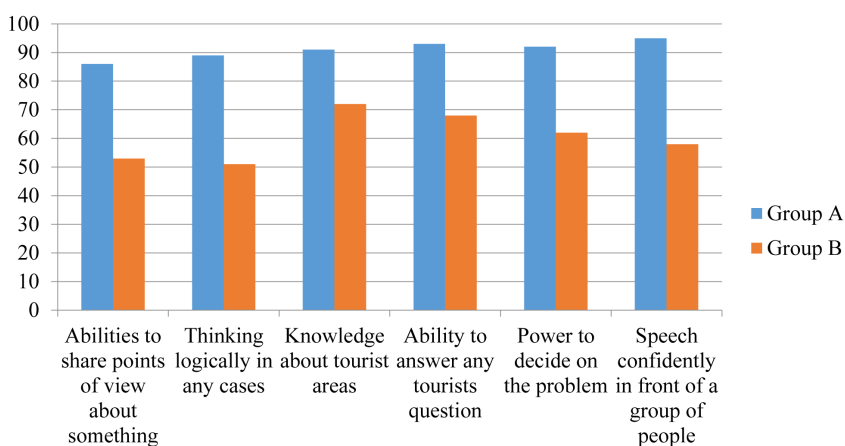


Figure 3 – Results of a post-test

Since tourism students work with many people, students must develop public speaking skills. Therefore, using critical thinking techniques in the classroom is

considered an effective method. Each method used in the course of the research impacted the development of students ‘ skills in different ways (figure 4).

Name of techniques	Group A	Group B
«Brainstorming»	any subject could offer a few guesses on the subject;	there are few predictable answers that student can offer on any topic or issue;
«Ladder of values»	in the course of working with tourists, students were able to find out how easy or problematic the problem was and make an appropriate decision;	it is difficult to determine whether an issue is easy or difficult, so it is not possible to make the proper decision in some cases;
«KWL chart»	students learned a lot of information about tourist areas;	there was no detailed information about some tourist areas;
«Thin and Thick questions»	students were ready and able to answer any question asked during the trip by tourists;	there were difficulties in answering some questions that required a detailed answer;
«RAFT»	students managed to establish good relations with any tourists;	there were difficulties in establishing good relations with some tourists.

Figure 4 – The impact of techniques on students' skills

Each method of critical thinking has its peculiarities. Therefore, in the course of the research work, each technique contributed to the development of students' different skills. The methods used had a positive effect on the students of group A, taken as an experimental group.

Since the primary goal of the research is to develop the skills of public speaking of tourism students through critical thinking methods, the chosen methods are considered the most effective. In addition, when using methods in the course of the lesson, it is necessary to make them relevant to the topic and relevant to the field of tourism. It is essential to make the tasks related to the tourism industry because the training of future specialists in tourism is the main one here.

Conclusion. Developing students' public speaking skills is one of the most necessary skills today, especially important for tourism students. It is because working in the tourism industry means working with most people. In this regard, the use of critical thinking methods in the tourism education system contributes to developing students' public speaking skills.

This study examined how tourism students develop public speaking skills. In developing these skills in students, critical thinking techniques were considered the most effective. It was considered an important and valuable way to improve students' public speaking in the study. In the study, 2 groups of 3rd-year students in the educational program "5B090200 - Tourism" were covered. One of them was an experimental group, the other a control group.

The research work conducted in the educational program "5B090200 - Tourism" showed high effectiveness in developing the public speaking skills of tourism students using critical thinking techniques. The experimental group showed positive results and significantly improved the formation and development of students' public speaking skills.

The experiment results showed that teaching using critical thinking techniques in tourism education becomes an essential factor in developing students' public speaking skills.

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