Abstract 7

The significance of the English language errors made by tourist guides in Sri Lanka.

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In Sri Lanka, this has become the subject of extensive research as tourism in Sri Lanka is one of the largest foreign exchange earners. Within the industry the role of a tour guide is indispensable in value with regard to the nation. Thus proficiency in foreign languages is of utmost importance for tour guides and the English language has been identified as the most commonly used language by the majority of tourist visiting Sri Lanka. It has been observed that there are certain limitations in the use of the English language by the local tourist guide. Therefore, the purpose of this study is to identify such limitations in the English language used among tour guides; a profession challenging the sustainability of an important industry for the economy of the country. Data for the research was gathered through interviews with English speaking tour guides and were analyzed with attention mainly focused on phonological, grammatical, and vocabulary errors. It was found that language is an integral skill for tour guides. Foreign tourists tend to ignore errors in language as long as they can comprehend the content.

Key Words: English Language, Language Errors, Sri Lankan English, Tour Guides, Tourism Industry,