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Utilizing 21st Century Skills in Teaching English as An International Language to Higher Education Tourism Studies

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Abstract

The presentation will discuss teaching English to Higher Education students of Tourism in combination with and through the different sets of knowledge, attitudes and traits known as 21st century skills. Personal branding, social media presence, intercultural skills but also interpersonal skills such as conflict resolution, mindfulness, negotiation tactics are only a few of the transferable skills that the global citizen of the 21st century needs for successful communication and fulfillment of different roles. Even more so, when one is about to enter a profession in the Tourism industry, with its multitude of backgrounds and challenges. For University students in particular, being a *digital native* does not guarantee familiarity with social media management, visual, textual, digital or technological literacy, or the ability to formulate a consistent personal brand. The use of meaningful material, experiential learning and role-playing activities based on these topics raises students' awareness of their importance, fosters self-reflection on an individual and group level and, ultimately, contributes to an enhanced professional identity.

Keywords: global citizenship; intercultural skills; interpersonal skills; multiple literacies; personal branding