

setting exercises empower students to take ownership of their learning journey, driving continuous improvement in their speaking skills.

In conclusion it is necessary to mention, that the development of oral communication skills is pivotal in English language education, as it not only enhances students' academic performance but also equips them with essential tools for success in various spheres of life. Addressing students' lack of confidence in speaking is a crucial task for educators, and it requires a multifaceted approach that encompasses creating a supportive environment, providing constructive feedback, offering ample practice opportunities, and encouraging self-reflection. By fostering an environment where students feel safe to express themselves, actively listening, and respecting diverse viewpoints, teachers lay the foundation for meaningful communication. Additionally, delivering constructive feedback and encouraging peer collaboration help students refine their speaking skills incrementally. Providing opportunities for practice in diverse contexts challenges students to stretch their abilities and fosters resilience in communication. Furthermore, encouraging self-reflection empowers students to take ownership of their learning journey, driving continuous improvement in their oral communication skills. Ultimately, by addressing students' confidence issues and implementing effective strategies, educators can support them in developing the necessary skills to thrive both academically and beyond, ensuring their successful integration into the global community.

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ENVIRONMENTAL CERTIFICATION AT THE ENTERPRISES OF THE HOSPITALITY INDUSTRY

Certifications in Latin “sertifico” means “confirm” or “testify”. That is, certification is the process during which the conformity of the certification object to the specific requirements of the standard is assessed. Environmental

certification is usually carried out in accordance with the requirements of the Environmental Management System [1]. The purpose of such a procedure is to independently evaluate the manufacturer in order to provide confidence to all interested parties that the certification object actually meets environmental criteria.

The result of environmental certification is considered an objective and independent proof of compliance or non-compliance of the hospitality industry with the established environmental requirements. It should be noted that the increased interest in environmental certification is connected with the European integration course of Ukraine to the EU [2], within the framework of which the achievement of established goals in the field of environmental standardization and certification is possible only with close cooperation with reputable international scientific and technical organizations, profile committees and other EU institutions.

Green Growth 2050 is a certification that collects more than 400 indicators related to corporate social responsibility and sustainability. These indicators are not mandatory, but depending on the overall performance, a different category of this standard is awarded, distinguishing between gold, silver and bronze [3]. These indicators fall into different categories such as: sustainability management, legal compliance, labour practice, health and safety, human rights, sustainable design and construction, sustainable operations (best practices), corruption, resource management and consumption. Natural resources, emissions or waste, respect for biodiversity or commitment to the local community and its heritage.

It should be noted that all certification systems should be adapted for each region separately, taking into account the peculiarities of its climate, natural resources and social environment. Such a variety of environmental certification programs for hotels suggests that environmental protection and energy conservation are of concern to more and more people, and ecotourism is gaining momentum around the world [3].

The system of environmental certification in Ukraine began to develop much later than in the EU, USA, Canada, Japan, but already has some achievements. In particular, Ukraine became the first post-Soviet country that began to develop a system of environmental certification and labeling, guided by the international standards of the ISO 14000 series, and became part of the Global Ecolabelling Network, an international organization that unites 27 certification systems in 60 countries and harmonized 43 environmental standards for goods and services. The level of accreditation of the Ukrainian certification and marking body “Living Planet” provides recognition of the certificate of conformity both at the state and international levels. The first in Ukraine received this certificate hotel complex “Artemis” and eco-hotel “Ark” [4].

The use of best international environmental practices methodology for hospitality industry enterprises should be simple and practical [5]. The

management of enterprises provides means for identifying opportunities to optimize their activities in various departments of hotel and restaurant enterprises, reducing operating costs and environmental impact. All measures offered are not exhaustive and are voluntary. To ensure adequate understanding and application of environmental management in the hotel and restaurant industry, specific examples are provided [5].

In addition, the proposed methods of adopting the principles of environmental awareness can also be a profitable marketing tool for hospitality industry enterprises. In recent years, the importance of enterprise sustainability in the hospitality industry has been increasing. The hospitality sector has begun to take important steps in environmental and social responsibility. Thanks to rising energy costs and increasing environmental awareness, the focus of the hospitality industry has been on energy saving and water conservation. Subsequently, environmental certificates and standards began to appear.

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