

EFFECTIVE WAYS IN MOTIVATING STUDENTS TO STUDY ENGLISH FOR SPECIAL PURPOSES

English is the fourth most widely spoken native language in the world, and in terms of sheer number of speakers, it is the most spoken official language. It is the primary language used in international affairs having official status even in nations where it is not the primary spoken language. English is indisputably the primary language of global trade and commerce and tourism since in many countries, most tourism authorities and other officials in contact with the public speak English to interact and engage with tourists and immigrants.

As business negotiations all over the world are usually held in English the use of this language is more and more extended within this context of an internationalization of the business environment through international companies. In various settings: trade, tourism, journalism, diplomacy, science and technology, politics etc., non-native to non-native communication in English is essential. Being used to communicate with international tourists visiting foreign countries, mastering English is essential for people working in the tourism sector. It is the means for communicating with tourists and understanding cultural differences, and for increasing employees' job opportunities in this international context. English for tourism is viewed as an area of business English, and integrates Business English and English for academic purposes. That is, it deals with teaching the language needed for communication and interaction between people of different cultures in airports, tourism and travel firms, markets and hospitality. Knowledge of English is one of the major criteria in hiring people in the tourism field where poor English proficiency becomes a problem in attracting tourists and entertaining them.

That is why English is taught as a core subject at tourism higher education institutions all over the world, but it is not an easy task since we have to face both the challenges of teaching a foreign language and those of having that very foreign language become another language in itself through its specialized vocabulary with a double communication task. The student must improve his command of English and, at the same time, he must become familiar with business related vocabulary and content. When too much emphasis is placed on the business vocabulary and content, there is the danger of not developing the necessary language skills. There are other facts which may challenge the process of teaching Business English in universities: large classes with different linguistic competence, non-availability of books and materials, lack of students' motivation, etc. The solution is to combine the acquisition of language skills and teaching business content in adequate proportion and never ignore the communicative approach to teaching English. The limited timeframe and the limited English proficiency of some of our students turn teaching of Business Communication into a difficult task as such a course requires a high level of language proficiency. The mismatch between the language proficiency of students and the language requirement of the course must be dealt with appropriate strategies of teaching in order to accommodate the increasing needs of communication of our graduates in the field of tourism. The first step is to analyse the

communication needs of our students and then organise the methods and materials accordingly [1, pp 334-340].

One of the most difficult aspects of becoming a teacher is learning how to motivate your students. It is also one of the most important. Students who are not motivated will not learn effectively. They won't retain information, they won't participate and some of them may even become disruptive. A student may be unmotivated for a variety of reasons:

- they may feel that they have no interest in the subject;
- find the teacher's methods unengaging;
- be distracted by external forces.

It may even come to light that a student who appeared unmotivated actually has difficulty in learning and needs of special attention.

While motivating students can be a difficult task, the rewards are more than worth it. Motivated students are more excited to learn and participate. Teaching a class full of motivated students is enjoyable for teachers and students as well. Some students are self-motivated, with a natural love of learning. But even with the students who do not have this natural drive, a great teacher can make learning fun and inspire them to reach their full potential.

Here are five effective ways to get your students excited about learning:

1. Encourage Students

Students look to teachers for approval and positive reinforcement, and are more likely to be enthusiastic about learning if they feel their work is recognized and valued. You should encourage open communication and free thinking with your students to make them feel important. Be enthusiastic. Praise your students often. Recognize them for their contributions. If your classroom is a friendly place where students feel heard and respected, they will be more eager to learn. A "good job" or "nice work" can go a long way.

2. Get Them Involved

One way to encourage students --- and teach them responsibility --- is to get them involved in the classroom. Make participating fun by giving each student a job to do. Give students the responsibility of tidying up or decorating the classroom. Assign a student to erase the blackboard or pass out materials. If you are going over a reading in class, ask students to take turns reading sections out loud. Make students work in groups and assign each a task or role. Giving students a sense of ownership allows them to feel accomplished and encourages active participation in class.

3. Offer Incentives

Setting expectations and making reasonable demands encourages students to participate, but sometimes students need an extra push in the right direction. Offering students small incentives makes learning fun and motivates students to push themselves. Incentives can range from small to large --- giving a special privilege to an exemplary student, to a class pizza party if the average test score rises. Rewards give students a sense of accomplishment and encourage them to work with a goal in mind.

4. Get Creative

Avoid monotony by changing around the structure of your class. Teach through games and discussions instead of lectures, encourage students to debate and enrich the subject matter with visual aids, like colorful charts, diagrams and videos. You can even

show a movie that effectively illustrates a topic or theme. Your physical classroom should never be boring: use posters, models, student projects and seasonal themes to decorate your classroom, and create a warm, stimulating environment.

5. Draw Connections to Real Life

“When will I ever need this?” This question, too often heard in the classroom, indicates that a student is not engaged. If a student does not believe that what they’re learning is important, they won’t want to learn, so it’s important to demonstrate how the subject relates to them. If you’re teaching algebra, take some time to research how it is utilized practically --- for example, in engineering --- and share your findings with your students. Really amaze them by telling them that they may use it in their career. Showing them that a subject is used everyday by “real” people gives it new importance. They may never be excited about algebra but if they see how it applies to them, they may be motivated to learn attentively.

Students of tourism should be aware of the enormous importance of English in their education because it is an essential tool in any field of their future activity: management, tourist information, promotion of tourist destinations, intermediary companies, hospitality and transportation, etc .Consequently, students of tourism should be highly motivated to learn English and although more often they will probably focus on oral rather than written skills, in their career they must be able to elaborate written documents such as letters or budgets, they should keep telephone conversations, make presentations to audiences, attend fairs and conferences and understand all types of written information on tourist destinations [3, p.167].

For example, students of tourism can be taught practical English conversation used in hotel and catering industry, various issues concerning tourism industry, tips on job interviews and writing resumes, reading and understanding articles concerning such issues of tourism. This is due to the students’ desire to improve speaking English and their need to learn English for future jobs rather than using it in everyday life [2, p.52].

Therefore, as all the studies show, English communication skills are most needed for tourism workplaces and thus listening and speaking skills should be emphasized in students' English courses. Besides, these courses need to make the most use of technology-based activities which can enhance students' oral communication skills. A lot of studies showed that using computers promote foreign language learning through increasing students' language use, and that they can help tourism students to develop their English oral communication skills.

Business English has got a great emphasis by instructors and researchers due to the boost of economic development and economic globalization in the world and although the teaching of Business English has its own problems, the solutions and teaching innovation in the research have proved effective in motivating learners’ interest and developing their language skills. All of them play an important role, since good communication skills in English are vital for our graduates in tourism.

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