

THE ROLE OF THE ENGLISH LANGUAGE IN TRAINING OF SPECIALISTS IN TOURISM

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Abstract. *In the case of which the international tourist traffic in recent years has seen a significant increase, in the frame of development strategies of tourism in many countries including Moldova, particular attention is paid to the professional training of specialists in the field. In addition to the cognitive competences which the students must possess after graduating studies it is necessary for them to master a good knowledge of a foreign language of international circulation, which will ensure the communication skills. English language is one that can guarantee all of them.*

Keywords: *students, English language, communicative skills, languages, tourism, professional career, professional training.*

The actuality of the subject. The analysis of the requirements that are necessary for specialists from tourism industry has shown, that the professional competences required are represented by the communicative skills. The formation of more effective communicative skills occur in the study of foreign languages [2, 5].

In the context of globalization and fierce competition in the field of tourism, foreign languages, especially English, represents a compulsory and necessary condition for nowadays requirements and the development of professional career of the students specialized in tourism [4, c. 42].

Currently according to the opinions of tourism managers and the regulations concerning the holding of certificates for tourism activities issued by the National Center of retraining the staff from tourism industry of the Republic of Moldova, in the moment of their employment, it is important for graduates to have studies in the domain. Another requirements for those who want to work in a tourism enterprise is to know at least two foreign language, the priority is given to English [1].

The goal of the research is the appreciation of the role of foreign languages in the professional training of tourism specialists within the Faculty of Physical Education and Sport.

Research objectives:

The study of the special literature concerning the role of languages in the training specialists from tourism domain.

Determining the role of foreign language in training the students in the speciality Recreative physical culture (tourism).

Research methods. In order to achieve the goals and the objectives the following research methods were used: the analysis of methodical and scientific literature on the specialty, pedagogical observation.

Experimental basis. The State University of Physical Education and Sport, Chisinau.

Research results. Social and economical reforms, signing of Bologna agreement, continuous development of the tourism sector, strengthening relations with the international partners, led to the fact that the need in specialists who know a foreign language steadily increased. This boosted the requirements for training of future specialists in various fields, including tourism [3, p. 41].

Studying English language is done due to its special status, the status of an international language, the mastering of which facilitates the communication process in every country of the world. The content of this discipline allows preparing students in the speciality „Recreative physical culture” in order to solve the communicative goals.

Thus in the education process are used various methods and means of instruction, to ensure the assimilation of such knowledge that are much needed by the specialist in the field. In the practice of teaching English there are many methods that have been used either separately or in combina-

tion [6].

Within the exact delimitation of specialties at the faculty of physical education and sport, there appeared the need to review the curriculum, to ensure a correlation between the subject matter and the students specialty.

In order to achieve a better preparation of students of the specialty „Recreative physical culture” (tourism) a new curriculum in the discipline English language was elaborated at the Department of Modern languages, which is reviewed at the beginning of each academic year. It has been prepared in accordance with the requirements of the specialty and is focused on the following aspects: tourism – general view; from the History of Tourism (ancient, middle and modern times); tourism: facts and challenges; perspectives of tourism in Moldova; sports tourism; tourism in the content of globalization.

In the result of the enlargement of the European Union, tourism and globalization represent an up-to-date topic. It is also welcomed the topic related to sports tourism because firstly it is common to the students’ specialty and secondly, according to the strategy of tourism development in Moldova „Tourism – 2020”, this form of tour-

ism will become a priority in the nearest future not only for us, but also for other countries.

Professional training of future specialists in the domain of services and tourism is effective only when the foreign language as a profile discipline can become a means of learning the key aspects of tourism.

The most difficult in the process of studying a foreign language is the mastering of norms and rules of professional communication. In connection with this it is necessary to learn the culture, civilization and the language of the country which is involved in the process as a „trump” for managers operating in certain tourist destinations.

Firstly we tried to focus on studying and improving the understanding of the dialogue and monologue speech, of phonetics and grammar correctness of English.

An important aspect that students specialized in tourism must polish in terms of communication is the contact with customers, in our case, with the speakers of English.

In the process of study during the classes of English there was emphasized the individual activity of students where the following topics were discussed (Figure 1):

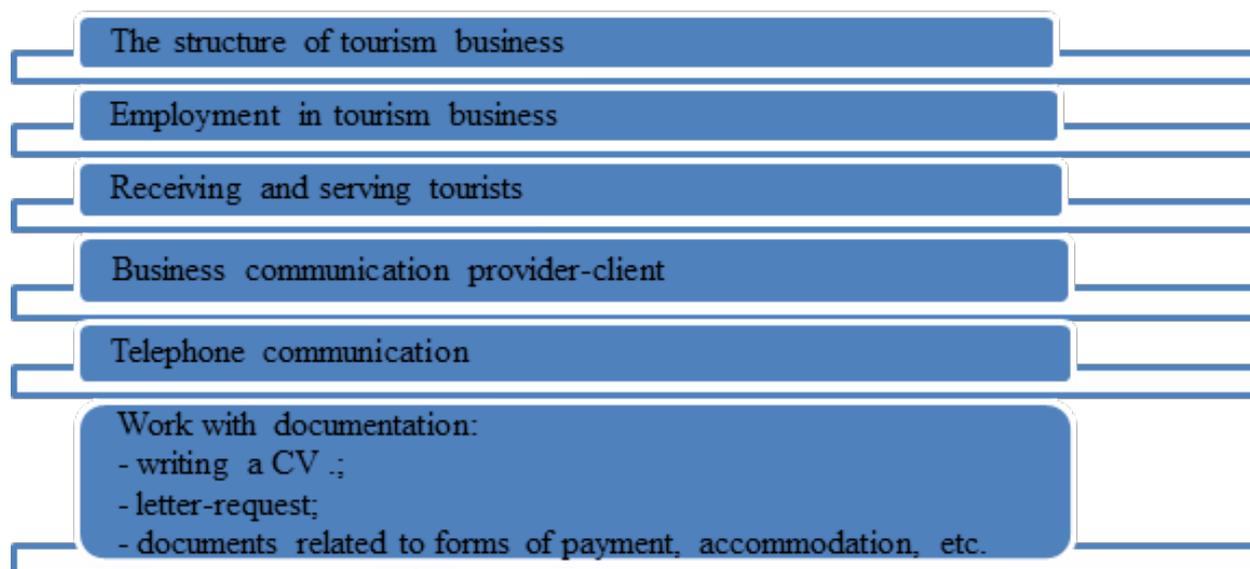


Fig.1. Topics highlighted in the study of English by students of the specialty „Recreative Physical Culture” (tourism) during in the individual activity

In the result of studying English language the students have to master certain skills such as the

linguistic, sociolinguistic and pragmatic competences (Figure 2).

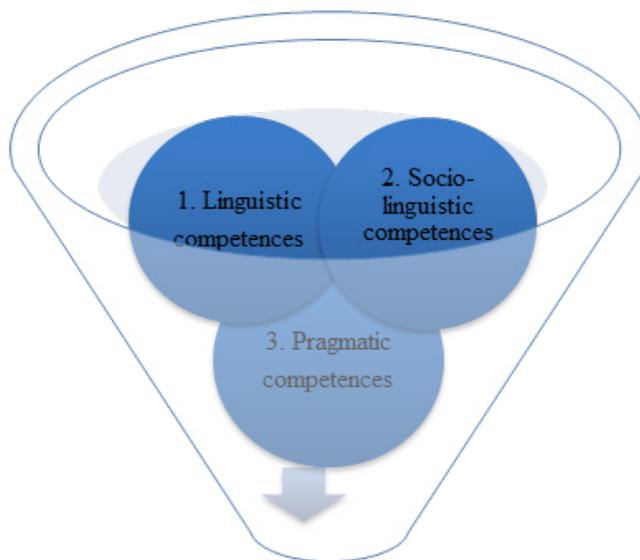


Fig.2. Competences that students of the specialty „Recreative Physical Culture” (tourism) master in the process of studying English

The linguistic competences involve the knowledge of all language aspects: fonetics, morphology, lexicology, syntax and stylistics; those socio-lingvistic concern the conditions of using the language, which deals with the culture of language speakers, with the norms of politeness rules of behavior in the society and in the professional environment, those pragmatic consist in using the functional language means in the speech activity.

Professional competences mean the specialist’s capability to analyse the appropriate professional situations, to formulate problems, tasks and their solution, that occur in the true activity on the basis of knowledge and experience.

In this situation increasing is significantly the role of mastering foreign language especially for students who graduate from the higher educational establishments at the speciality „tourism”. Nowadays the role of English is constantly growing as a study subject, because it determines and

forms the professional personality.

In this context the need to have a close cooperation between the Departments of foreign languages and that of Tourism is obvious.

Conclusions.

A true specialist in tourism has to enrich his professional knowledge daily in order to become a high qualified one. With the diversification of services, the increasing number of tourists visiting the Republic of Moldova, there is a necessity for those involved in the field to know at least one foreign language of international circulation, English being a priority.

Thus, the curriculum for the speciality „Recreative physical culture” (tourism) will include new topics each academic year to achieve certain aspects of domestic and international tourism industry, with the aim of forming the communication and relationship competences of the students.

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