

# **A Study On the Motivation of Tourism and Hospitality Management Students Towards Learning German as A Foreign Language**

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The hospitality Industry considers proficiency in foreign languages, a key factor in assisting the field in several beneficial ways. Learning German as a foreign language, accordingly has secured a significant demand in the Sri Lankan Tourism Education Arena. A learner's motivation is considered a key aspect that impacts learning a foreign language. An inadequate understanding of the reasons behind students' motivation towards learning a language deviates the instructors and curriculum makers from developing students' skills aiming the employment opportunities. Even though many researches have been conducted on the teaching methodology used in teaching German in Sri Lanka, the studies relevant to learner motivation are insufficient. In a context where a majority of the academic institutes offering Tourism courses mark learning a foreign language compulsory, it is essential to recognize the actual motive of the students towards learning a foreign language as a co-subject. Hence, the purpose of this study was to find the prominent type of motivation and the factors stimulating the motivation of Tourism students towards learning German. The study sample included 60 students, reading for the Higher National Diploma in Tourism and Hospitality Management at the Advanced Technological Institute– Anuradhapura. This study employed an online questionnaire and a focus group discussion as the data gathering tools followed by an analysis using a Quantitative Approach and a Qualitative Data Analysis Model (notice, collect and reflect). The findings revealed that the motivation of the students is more biased towards instrumental motivation driven by life and career motives than to that of integrative. This urge to be employed in the industry could be used to produce skilled workers. Addressing the learner needs with better teaching approaches and the necessity of stimulating integrative motivation in students can also be highlighted.

**Keywords:** German as a Foreign Language, Hospitality Industry, Learner Motivation, Motivation types, Tourism Education