Projects and Products Portal for Leonardo da Vinci

# Welcome - Languages for Hospitality

2012-1-PT1-LEO05-11221

http://www.adam-europe.eu/adam/project/view.htm?prj=10784

## Project Information

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|---|---|
| Title: | Welcome - Languages for Hospitality |
| Project Number: | 2012-1-PT1-LEO05-11221 |
| Year: | 2012 |
| Project Type: | Transfer of Innovation |
| Status: | completed |
| Country: | PT-Portugal |
| Marketing Text: | "Welcome - Languages for Hospitality" is a self-learning interactive online lanaguge learning platform designed to help busy staff in the hospitality sector to improve their language skills within the specific context of 2 professional areas: front office and guest services (hotel reception staff), and F&B (restaurant staff).<br>The project allows users to develop their communicative competence in Portuguese, Spanish, French and English and is aimed at learners with a starting level of A2 or B1. |
| Summary: | Welcome – Languages for Hospitality, an LLP Leonardo da Vinci Transfer of Innovation Project, brings together specialised VET partners from four different countries – Portugal, Spain, France and Ireland – specialised in language learning and with close links to the hospitality sector. The project aims to make a major contribution, in an entirely practical sense, towards economic development by creating a vocationally-oriented language learning platform for two fundamentally important areas of the hospitality sector, a sector which is considered to be a pillar of the national economy and a crucial factor of economic recovery in all four partner countries.<br>Although the quality of hospitality is clearly and indissolubly linked to language competence, this project's target groups – front office staff in hotels and restaurants – tend to have a lower level of language skills than other colleagues in the sector, for example staff at travel agencies. It is also clear that the working timetables traditionally associated with these professions do not always facilitate the participation of its professionals in more traditional forms of language training, such as on-site learning, which usually implies a fixed class timetable. For these reasons, this project takes advantage of the innovation produced under a previous Leonardo Language Competence project, also coordinated by Centro Europeu de Línguas, to produce an e-learning A2-B1 level platform that can be used either autonomously or with the support and monitoring of a language teacher, only a click or skype away, thus removing geographical or timetable restrictions to learning. Welcome – Languages for Hospitality will help both existing professionals and those in training to improve their language skills in professionally relevant situations. In so doing, it contributes towards improving the level of quality of service in the hospitality sector, a fundamentally important economic sector for all the countries involved in this project. |
| Description: | The project brought together a partnership involving 3 language schools with a strong vocation for professional language teaching, together with 2 vocational training centres in the hospitality sector, one of which also offers higher education in this area, and 2 SMEs specialised in IT services. In addition to the partners themselves, the project also involved several hotels with different profiles, from regionally-oriented country hotels to luxury resorts and international groups, all of which have made a decisive contribution to the way the project was designed and created.<br>The learning platform, now available at www.welcomeproject.eu, aims to provide a complete communication experience, from the moment the guest contacts the hotel for information until the moment s/he checks out, or from the moment the customer contacts the restaurant until the moment s/he pays the bill. The language being acquired is therefore intended to represent the communication contexts, the terminology and the level of register used in real life interaction with customers and guests.<br>The platform not only features an intuitive, easy-to-use layout, but also image and sound in order to facilitate the larning process. Our aim is to make language learning easy, accessible, second nature. |

## Project Information

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| Themes: | *** Lifelong learning<br>*** Language training<br>** Access for disadvantaged<br>** Initial training<br>* Open and distance learning<br>* Continuous training |
| Sectors: | *** Accommodation and Food Service Activities<br>** Education<br>* Information and Communication |
| Product Types: | website<br>teaching material<br>program or curricula<br>open and distance learning<br>modules<br>material for open learning |
| Product information: | The main product of the project is the interactive learning website, which aims to facilitate language learning in Portuguese, Spanish, French and English. The website offers 2 levels of use: a first level, completely free of charge, including access to all the learning content, which can be used by the learner for self-learning or as an easy reference while at work. The second level, or "premium level", involves the support of an accompanying language trainer, accessible via e-mail and skype, who will provide a complete learning experience for users who prefer the help and support of a professional language teacher. |
| Projecthomepage: | www.welcomeproject.eu |

## Project Contractor

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|---|---|
| Name: | Centro Europeu de Línguas |
| City: | Lisboa |
| Country/Region: | Lisboa |
| Country: | PT-Portugal |
| Organization Type: | continuing training institution |
| Homepage: | http://www.cel.pt |

### Contact Person

| | |
|---|---|
| Name: | Pilar Pantoja |
| Address: | Avenida Padre Manuel da Nóbrega 3A |
| City: | Lisboa |
| Country: | PT-Portugal |
| Telephone: | +351 21 840 7425 |
| Fax: | +351 21 848 7915 |
| E-mail: | pilar.pantoja@cel.pt |
| Homepage: | http://www.cel.pt |

## Coordinator

| | |
|---|---|
| Name: | Centro Europeu de Línguas |
| City: | Lisboa |
| Country/Region: | Lisboa |
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| E-mail: | pilar.pantoja@cel.pt |
| Homepage: | http://www.cel.pt |

# Partner

## Partner 1

Name: AFEC
City: Paris
Country/Region: Ile De France
Country: FR-France
Organization Type: continuing training institution
Homepage: http://www.afec.fr

## Partner 2

Name: Foyle International Ltd.
City: Derry
Country/Region: Northern Ireland
Country: UK-United Kingdom
Organization Type: continuing training institution
Homepage: http://www.foyle.eu

## Partner 3

Name: Escola Superior de Hotelaria e Turismo do Estoril
City: Estoril
Country/Region: Lisboa
Country: PT-Portugal
Organization Type: university/Fachhochschule/academy
Homepage: http://www.eshte.pt

## Partner 4

Name: Reino Informático, Lda.
City: Carnaxide
Country/Region: Lisboa
Country: PT-Portugal
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: http://reinoinformatico.pt

# Partner

## Partner 5

| | |
|---|---|
| Name: | JDWP Lda. |
| City: | Alverca |
| Country/Region: | Lisboa |
| Country: | PT-Portugal |
| Organization Type: | SME - small and medium-sized enterprise (up to 250 employees) |
| Homepage: | http://www.jdwp.pt |

## Partner 6

| | |
|---|---|
| Name: | Instituto San Fernando de la Lengua Española SL |
| City: | Sevilla |
| Country/Region: | Andalucia |
| Country: | ES-Spain |
| Organization Type: | continuing training institution |
| Homepage: | http://www.san-fernando.com |

# Project Files

### brochure hotel course.pdf

http://www.adam-europe.eu/prj/10784/prj/brochure%20hotel%20course.pdf

This is the brochure used for promotional events for the hotel courses, which resembles a "do not disturb" notice

### brochure restaurant course.pdf

http://www.adam-europe.eu/prj/10784/prj/brochure%20restaurant%20course.pdf

This is the brochure used for promotional events for the restaurant courses, which resembles a "reserved table" notice

### F&B final programme.docx

http://www.adam-europe.eu/prj/10784/prj/F%26B%20final%20programme.docx

Here is the English version of the course programme for users in the F&B or restaurant sector.

### inviation launch in France.png

http://www.adam-europe.eu/prj/10784/prj/inviation%20launch%20in%20France.png

invitation to the project launch event in France

### invitation launch in Northern Ireland.png

http://www.adam-europe.eu/prj/10784/prj/invitation%20launch%20in%20Northern%20Ireland.png

inviation to the project launch event in Northern Ireland

### invitation launch in Portugal.png

http://www.adam-europe.eu/prj/10784/prj/invitation%20launch%20in%20Portugal.png

invitation to the project launch event in Portugal

### invitation launch in Spain.png

http://www.adam-europe.eu/prj/10784/prj/invitation%20launch%20in%20Spain.png

inivation to the project launch event in Spain

### Minutes Derry Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Minutes%20Derry%20Meeting.pdf

Minutes of the Derry Meeting

### Minutes Lisbon Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Minutes%20Lisbon%20Meeting.pdf

Minutes of the Lisbon Meeting

### Minutes Sevilla Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Minutes%20Sevilla%20Meeting.pdf

Minutes of the Sevilla Meeting

### Programme Derry Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Programme%20Derry%20Meeting.pdf

Programme of the Second Partner Meeting in Derry

# Project Files

### Programme Lisbon Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Programme%20Lisbon%20Meeting.pdf

Programme of the First Partner Meeting in Lisbon

### Programme Sevilla Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Programme%20Sevilla%20Meeting.pdf

Programme of the Tird and Final Partner Meeting in Sevilla

### Signatures Derry Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Signatures%20Derry%20Meeting.pdf

Presence Sheets from the Derry Meeting

### Signatures Lisbon Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Signatures%20Lisbon%20Meeting.pdf

Presence Sheets Lisbon Meeting

### Signatures Sevilla Meeting.pdf

http://www.adam-europe.eu/prj/10784/prj/Signatures%20Sevilla%20Meeting.pdf

Presence Sheets from the Sevilla Meeting

### Welcome Hotel Front Office ENGLISH units 1-7 (units 1-7 revised).pdf

http://www.adam-europe.eu/prj/10784/prj/Welcome%20Hotel%20Front%20Office%20ENGLISH%20units%201-7%20%28units%201-7%20revised%29.pdf

WP2: the partnership created the prototype learning contents for the hotel reception (7 units) which was validated and altered in accordance with the comments made by end-users. In this text version of the learning contents, it is possible to view the comments made by stakeholders and to observe how the final version was produced.

### Welcome Programme (English) with stakeholder comments.pdf

http://www.adam-europe.eu/prj/10784/prj/Welcome%20Programme%20%28English%29%20with%20stakeholder%20comments.pdf

WP1: the partnership created a prototype learning programme which was validated and altered in accordance with the comments made by end-users. In this version of the learning programme, it is possible to view the comments made by stakeholders and to observe how the final version was produced.

### Welcome Project presentation.pptx

http://www.adam-europe.eu/prj/10784/prj/Welcome%20Project%20presentation.pptx

This is the Powerpoint presentation used at the main project launch event in Portugal

## Products

1 Welcome - Languages for Hospitality

# Product 'Welcome - Languages for Hospitality'

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|---|---|
| Title: | Welcome - Languages for Hospitality |
| Product Type: | website |
| Marketing Text: | The Welcome website serves two major purposes:<br>01. to provide information to potential end-users, decision makers and other stakeholders about the different results of the project, its aims and its progress<br>02. to provide access to the interactive learning units, which allow users to learn (either by themselves or with an accompanying support teacher) Portuguese, Spanish, French and/or English within the specific professional context of the hospitality sector (hotel front office and guest services, and restaurant/F&B front office). |
| Description: | The website is available in two major professional areas of the hospitality sector: front office and guest services staff at hotels, and front office staff in restaurants. Within each profession, the user may choose to follow a course in any of the 4 languages available. Each of the courses contains 7 learning units, guiding the user through the language communication strategies need for interaction with customers in a range of common, everyday contexts at work. |
| Target group: | Language learners at A2/B1 level<br>People working in the hosppitality sector in direct contact with customers<br>Hotel front office and guest services staff<br>Restaurant front office staff and waiters<br>Learners with little time available for teacher-led learning |
| Result: | www.welcomeproject.eu |
| Area of application: | Langauge learning for the hospitality sector |
| Homepage: | www.welcomeproject.eu |
| Product Languages: | English<br>French<br>Portuguese<br>Spanish |

# Events

## Public Presentation of the Welcome project

| | |
|---|---|
| Date | 27.10.2014 |
| Description | The main public presentation of our project was held in Estoril, Portugal on 27th October 2014, with an ivited audience of over 100 people. Participants learned about how the project was created and had an opportunity to test some of the learning units. The presentation formed part of the RECLES (association of university langauge centres) international congress 2014, dedicated to the theme of languages and professional competence. |
| Target audience | language teachers<br>language schools<br>universities<br>vocational training centres<br>hospitality sector professionals and managers<br>national and regional education and training authorities |
| Public | Closed event |
| Contact Information | john.walker@cel.pt<br>ana.goncalves@eshte.pt<br>www.recles.pt |
| Time and place | ESHTE (Escola Superior de Hotelaria e Turismo do Estoril)<br>Estoril<br>Portugal<br>27.10.2014 |

## Third Partnership Meeting

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|---|---|
| Date | 05.06.2014 |
| Description | The third partnershipo meeting of the Welcome project was held in Sevilla, Spain, in June 2014 |
| Target audience | project partners and stakeholders |
| Public | Event is open to the public |
| Contact Information | patriciadowney@san-fernando.com |
| Time and place | ISF, Sevilla, Spain<br>5th and 6th June 2014 |

# Events

## Study Visit on Higher Vocational Education

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|---|---|
| Date | 16.05.2014 |
| Description | This conference was held in Kungalv, Sweden in May 2014, with the aim of exchanging ideas and experiences on how to make vocational training more attractive. |
| Target audience | universities, vocational training organisations |
| Public | Closed event |
| Contact Information | ana.goncalves@eshte.pt |
| Time and place | Kungalv, Sweden, 11th-16th May 2014 |

## Second World Research Summit for Tourism and Hospitality: Crossing the Bridge

| | |
|---|---|
| Date | 15.12.2013 |
| Description | An international conference for operators and training organisations in the hospitality sector. |
| Target audience | End-users, decision-makers and other stakeholders in the hospitality sector worldwide |
| Public | Event is open to the public |
| Contact Information | ana.goncalves@eshte.pt |
| Time and place | UCF Rosen College of Hospitality Management, Orlando, Florida, USA<br>15th-17th December 2013 |

## Second Partnership Meeting

| | |
|---|---|
| Date | 20.09.2013 |
| Description | The second meeting of the welcome partnership was held in Derry, Northern Ireland, in September 2013. During the meeting we also had the opportunity to contact 3 local hospitality operators. |
| Target audience | Project partners, sector stakeholders |
| Public | Event is open to the public |
| Contact Information | www.foyle.eu |
| Time and place | Foyle International, Derry, Northern Ireland, 19th and 20th September 2013 |

# Events

## First Partnership Meeting

| | |
|---|---|
| Date | 06.12.2012 |
| Description | The first partnership meeting was held jointly by CEL and ESHTE in Lisbon and Estoril, Portugal. The meeting involved the participation of all the project partners, and we also had the pleasure of welcoming our National Agency technician, Ana Isabel Cunha. |
| Target audience | Project partners |
| Public | Event is open to the public |
| Contact Information | john.walker@cel.pt |
| Time and place | Lisbon, 06.12.2012 and Estoril, 07.12.2012 |