

SLEST (European Linguistic Standard for Professionals in Tourism) 2.0: Project No: 2013-1-ES1-LEO05-66445

SLEST 2.0 Exploitation Beyond Project Life and Sustainability Plan

Part 1: Introduction

The activities in the *SLEST 2.0 Exploitation Beyond Project Life and Sustainability Plan* will form a continuous process after the project end.

The milestones in the *SLEST 2.0 Exploitation Beyond Project Life and Sustainability Plan* (dissemination and exploitation of results) are as follows:

- All the project partners share responsibility.
- The activities are detailed, clear and quantified reflecting number of persons benefiting from the exploitation of results activities, activities directed at other information multipliers, means for dissemination in the long term such as articles, internet sites, the media, seminars, conferences, exhibitions and other relevant sustainability and implementation activities.
- The strategy of the project consortium is continuous interaction between project partners and end/potential users of the results and provision is also made for information and awareness-raising among potential users, political decision-makers and/or key players in the project's field of activity, including the social partners. Potential users are taken into account and will be kept informed and involved in the activities.
- The valorisation activities and means are adapted to and suitable for the project goals and beneficiaries. The project website, presenting the project's achievements is available and accessible to the public and it is planned to update the site after the project has been completed.
- The valorisation will be organised at different levels: local, national, European and international via efficient relays for promotion purposes, such as transnational networks.
- The *SLEST 2.0 Exploitation Beyond Project Life and Sustainability Plan* provides for passing on the project results to decision-makers and teaching and training professionals with the ultimate goal to have the products incorporated into systems and practices, by having it recognized, therefore the project partners see the involvement at policy-making level as essential to the project results' sustainability.
- The end users will be involved.
- The project Consortium also plans to update the results after completion of the project.

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Special dissemination and exploitation activities/tools envisaged:

- SLEST 2.0 Website with access to products to be available at least in the next 3 years
- Links from partners' to the project website will be available at least in the next 3 years
- Access to the products through the project and partners' websites and opportunities for downloading the project materials;
- Links from and to the project website with various international related websites (key-players, policy and decision-makers, relevant institutions, target group organizations, resources, etc.)
- Mailing lists, networking, providing invitation to use the results
- Dissemination at various events (national and international) leading to further exploitation of results

The envisaged impact re long-term target groups reached is as follows:

- 1,000 foreign language teachers and trainers
- 5,000 professionals who work in the field of tourism, apprentices and students in tourism professions, stakeholders
- 10,000 people of the general public through the website and other communication tools

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Part 2: Table of Activities

Each Partner will undertake the following specific actions as outlined in the table below to promote and continue to increase awareness of the SLEST 2.0 materials, with the aim to ensure that potential users optimise their use of the materials to support their learning activities.

Partner	Activities
PO UMA	<p>UMA lecturers, supported by UMA, will offer language courses in which participants will be awarded UMA certificates. These courses will be promoted in other universities and vocational schools, both public and private.</p> <p>Dissemination will continue for hotel and restaurant employees, Chambers of Commerce and Tourism, professional tourist organisations, e. g. AGA.</p> <p>UMA will continue to have a presence at congresses and tourism fairs.</p> <p>The Videos from the SLEST 2.0 materials will be uploaded on to YouTube.</p> <p>It is planned to produce more small videos (activities connected with SLEST 2.0 L2-learning) to be posted on YouTube</p>
P1 UET	<p>SLEST 2.0 materials will remain a part of UET language courses throughout Italy.</p> <p>An agreement has been signed with the National Agency of Tour Operators to provide language programmes for its employees.</p> <p>UET will co-sponsor The No Frills Tourism Fair in Milan and will organise the Recruitment Day with all hotel chains and tour operators. UET will promote the use of SLEST 2.0 materials at this event, since human resources recruitment requires the knowledge of foreign languages.</p> <p>UET has presented the SLEST 2.0 materials to the India Institute of Tourism and Travel. SLEST 2.0 materials will be used in their training programmes starting January 2016.</p>

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	<p>UET will continue to sign agreements like those with various institutions already signed in China and the Republic of Congo (see list with dissemination activities for details), which include language learning and teaching activities connected with SLEST 2.0.</p>
P2 ECBM	<p>ECBM will continue to integrate SLEST 2.0 materials into their training programmes for German trainees who participate in Professional Development Programmes. Approximately 1,000 students participate in ECBM programmes each year.</p> <p>SLEST 2.0 materials will be offered as part of specialised business training programmes for partner schools, colleges and corporate clients.</p> <p>ECBM will co-operate with new hotel developments and chains in the local vicinity (an area of economic regeneration) to arrange training for their staff.</p> <p>ECBM will continue to promote SLEST 2.0 materials in the German-British Chamber newsletter, journal and through the website. The German-British Chamber has over 2,000 member companies, and a readership in excess of 3,500.</p>
P3 AJT	<p>AJT will introduce the SLEST 2.0 materials to the Apollon and Afoum schools.</p> <p>SLEST 2.0 materials will be introduced to vocational schools, in Germany.</p> <p>AJT will continue to write articles for media publications, e.g. FVW, the largest tourism weekly paper in Germany with a readership of 30,000.</p> <p>AJT will continue to co-operate with the Association of Travel Agencies in Germany. There are 5,000 branches, some of which have subdivisions consisting of institutions with many members.</p>
P4 Selcuk	<p>A book of exercises to sustain and support the existing materials will be printed.</p> <p>Selcuk University and associated institutions will continue to use the English and German SLEST 2.0 materials.</p> <p>Certificated language courses will be organised.</p>

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	<p>500 4/5-star hotels in Anatolya will be contacted to suggest the use of the SLEST 2.0 materials for staff training.</p> <p>SLEST 2.0 materials will be promoted at every opportunity for example, such as the June 2015 Workshop.</p> <p>Selcuk staff members will publish articles about the SLEST 2.0 Project.</p> <p>Meetings will be arranged with the Ministry for Tourism to propose projects which include SLEST 2.0.</p>
P5 ETC	<p>Greece has a high level of Greek speakers of English.</p> <p>Three foreign language schools on small islands already use SLEST2.0 materials. The TEI, the state vocational schools, have a major in Tourism and these will be approached.</p> <p>There are three private Colleges which offer tourism studies and ETC will continue to co-operate with them and their students.</p> <p>ETC will continue promoting and advertising the existence of SLEST 2.0 materials with PALSO federation, the foreign language private school owners association and EUROPALSO, the Attica FL association of school owners. This will be done on a 1-to-1 basis.</p> <p>ETC will produce a small video featuring a testimonial of some of the professionals and/or university students who participated in the Piloting project and who used SLEST 2.0 materials. This will be uploaded on Linguaglobe e-newsletter, which goes to 2500 language school owners and teachers.</p> <p>ETC will approach the Ministry of Tourism to endorse the SLEST 2.0 materials.</p> <p>Other dissemination targets for activating interest by foreign language professionals will be with contacts in Balkan countries - Romania, Bulgaria, Albania, Serbia and Moldova. ETC has already disseminated SLEST2.0 materials in these countries, and the aim is now to see whether colleagues there can collaborate with the state officials.</p>

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Part 3: Conclusion

The detailed actions of the partners demonstrates the continued full commitment and pro-activity for sustainability. In particular, each partner has taken the opportunity to build on existing contacts