

ENGLISH THE SAINT JAMES WAY:
REPORT ON PILOT TESTS BY CITTALIA
October & November 2011

REPORT ON THE PILOT TESTS CARRIED OUT BY CITTALIA. FOR THE LEONARDO DA VINCI ENGLISH THE SAINT JAMES WAY PROJECT IN ITALY, IN OCTOBER AND NOVEMBER 2011.

Cittalia contacted the network of pilgrims "Amis du chemin de Saint Jacques" located in Belgium. The people contacted were not interested in the project and in the course mostly for two kind of reasons: they didn't want change anything about the "camino" and most of them declared they already have a good knowledge of the english language.

Cittalia wanted to go on with the experimentation and fulfilli its commitment detailed in the project and, as the costs of tutoring activities are the same (staff costs for online tutoring), Cittalia, as a research center and network of cities, implemented the pilot test experimentation in Rovereto - one of the cities belonging to its network. The municipality of Rovereto is located in a rural valley – Vallagarina in Trentino and the ecotourism is an important economic sector of that area. Several routes pass trough the Trentino, one of them is the Way of Saint James.

In order to begin the pilot tests, Cittalia contacted the Municipality of Rovereto and the Tourism Development Agency which brings together hotel, B&B, rural farmhouses and rural guesthouses in the Vallagarina. See <http://www.visitrovereto.it/> for more information.

In cooperation with the Municipality and with the Tourism Agency a local event has been organised. The aim was to draw attention to the project, present the service, give an overview of the tools, Explain the tutorial service, Explain the time frame of the experiment, Answer questions and clear up doubts.

People contacted: interested in attend the event and / or in doing the pilot course:
Event held in Rovereto, the 25th of August 2011.

| Establishment | Phone | Interested | Attended Event | Email |
|--|-------------|------------|----------------|--|
| AGRITUR MASO SPEZIAL | 349 7503075 | si | si | info@masospezial.it |
| AGRITUR MASO ROCCA E MASO ROCCA, LA CASA DEI NONNI | 333 4540423 | si | no | info@agriturismomasorocca.it |
| AGRITUR LE ROBIE | 349 2427952 | si | no | info@lerobie.it |
| AGRITUR ERTA | 0464 684061 | si | forse | silviacaden@virgilio.it |
| AGRITUR MASI BRENTA | 0464 432550 | si | si | masi.brenta@virgilio.it |
| B&B CASA BETTINI | 0464 422907 | si | forse | bebcasabettini@gmail.com |
| B&B DIELE | 0464 422028 | si | si | bebdiele@gmail.com |

| | | | | |
|--------------------------------|-------------|----|-------|--|
| B&B EL POJO | 0464 671736 | si | forse | deimiro@hotmail.it |
| B&B LA BETULLA | 0464 413007 | | | enrica@la-betulla.com |
| B&B GARDUMO | 0464 802855 | si | forse | info@anticagardumo.it |
| B&B AL GHIRO | 0464 820148 | si | si | alghiro@gmail.com |
| B&B AI VELLUTAI | 347 3822028 | si | forse | info@bedandbreakfastaivellutai.com |
| B&B VILLETTA | 331 2261589 | si | forse | marina.pagano@infinito.it |
| B&B VILLA DORDI | 0464 434275 | si | forse | info@dordi.it |
| B&B VILLA NEL VERDE | 0464 462380 | si | forse | maria_crisanti@yahoo.it |
| HOTEL MONTI LESSINI | 0464 671253 | si | no | info@albergomontilessini.it |
| HOTEL GARNI' CASTEL BESENO | 0464 834156 | si | si | info@castelbesenohotel.com |
| HOTEL GENZIANELLA | 0464 802631 | si | no | info@hotelgenzianella.eu |
| HOTEL MARTINELLI | 0464 802908 | si | no | info@hotelmartinelli.it |
| HOTEL SANT'ILARIO | 0464 411605 | si | si | info@hotelsantilaro.it |
| HOTEL LAGO DI CEI | 0464 801100 | si | si | info@lagodicei.it |
| AFFITTACAMERE CASA DELLA TORRE | 0464 910812 | si | si | info@casadellatorre.it |
| AFFITTACAMERE VILLA MONICA | 0464 659133 | si | no | info@villa-monica.it |
| AZIENDA AGRICOLA SEANDRE | 0464 664442 | si | si | seandre@iniziativeturistiche.eu |
| CAMPING POLSA | 0464 867177 | si | si | camping@iniziativeturistiche.eu |
| RESIDENCE DEL MESSAGGERO | 0464 489120 | | no | info@residencemessaggero.it |
| R.T.A. BELLAVISTA | 0464 866228 | si | si | bellavista@iniziativeturistiche.eu |

The Service and Tutorial Sessions

After the meeting of the project held in Amersfoort in September, the tutor sent an e-mail to all the people interested in the course to give them username and password, explaining once again the course. The tutor sent them their own contacts in order to be reachable every time (rif.email, office phone and mobile).

After 24 hours the tutor contacted by phone each of the participants to find out if they had been able to start the course successfully. Most of the people didn't yet see the email.

One week later the tutor contacted the participants. Some participants have had access to the course, but they didn't start it. The tutor encouraged them to start and to continue the course. The tutor sent an email to all the participants offering the availability to assist them.

Three participants had technical problems with their PC (no headphones or microphone).

The tutor contacted individually each participant for the **third time** by the end of October.

Some problems were highlighted by a section of the participants: the level of the English was too difficult for them: they were absolutely beginners. The tutor spoke with them: "You can try to do the exercises more easy and quite the part you don't understand". They said they will try and some of them actually did. The tutor sent an email to all the participants offering the availability to assist them and to encourage them. The group of participants with these problems were especially composed by seniors. They were having even difficulties because they didn't have good computer skills.

After the first week of November the tutor contacted the participants that started the course with success. Two of them finished the course, but one of them (Spezial Maso) did the course with the version "Open Access" and not in "Guided Study" so there is no record available of that. Both the two participants finished the course in 3 Days. They finished the course during the holidays. The tutor verified with them the level of the English learned using the questions as in the tutor's manual. The students understood all the questions and they answered positively at more of the ¾ of them.

Some of the participants did not have enough time to complete the course in the month originally contemplated. Their abilities were stretched by the difficulty level of the English course which led to realise that more time was required to finish the course.

The tutor and Tourism Development Agency contacted again the participants by e-mail and by phone giving them a new deadline.

The tutor contacted by phone the participants who started the course encourage them to finish the course.

The tutor checked with the participants who finished the course their level of the English language with the questions as in the tutor's manual. The students were able to understand and to answer to all the questions.

All the participants who finished the course received the certificate.

We requested the participants to complete a satisfaction questionnaire about all aspects of the course and the service, via a link to

Results of the Pilot Tests

Final levels achieved

35 people has been contacted and received username and password

13 participants had access to the course

4 participants finished all 11 units (one of them in open access)

3 participants began the course and did some but not all units

Some important considerations on the participants' involvement:

Cittalia decided to give an opportunity to have access to course to all the persons initially interested. It was a good way even to disseminate the project. The participants who had access find the course innovative, useful and flexible. The flexibility and the opportunity to complete the course in every moment of the day have been very much appreciated.

A relevant number of the participants was composed by seniors: in most cases they realised thanks to course that they were absolutely beginners.

A good results of the project is that most of the people now want to learn English from the beginning, they will be available to follow a course from a beginners level and improve their knowledge of the language.

At the same time they had some difficulties related to the use of the PC, the some sector of the target population was equipped with obsolete or not up to date computers. Some touristic establishment (3) were located at 900-1000m of altitude and in some cases they had a slow internet connection.

Technical Considerations and Improvements:

There are a few answers where we need to be more flexible and accept more variations, e.g. with or without “the” before the noun.

Language Learning Considerations:

The course was very well received. Some possible improvements related to:

- sometimes the instructions are in spanish
- some questions need more flexible- answer.

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