

The Partnership

Sweden - Project Coordinator
Folkuniversitetet Kristianstad
www.folkuniversitetet.se

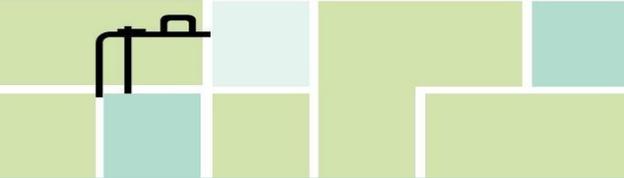
Austria
BEST Institut für berufsbezogene
Weiterbildung und Personaltraining GmbH
www.best.at

Bulgaria
Business Foundation for Education
www.fbo.bg

Finland
Learnwell Oy
www.learnwell.fi

Greece
Institute of Entrepreneurship Development
www.entre.gr/site-en/

United Kingdom
Careers Europe
www.careerseurope.co.uk



Education and Culture DG

Lifelong Learning Programme

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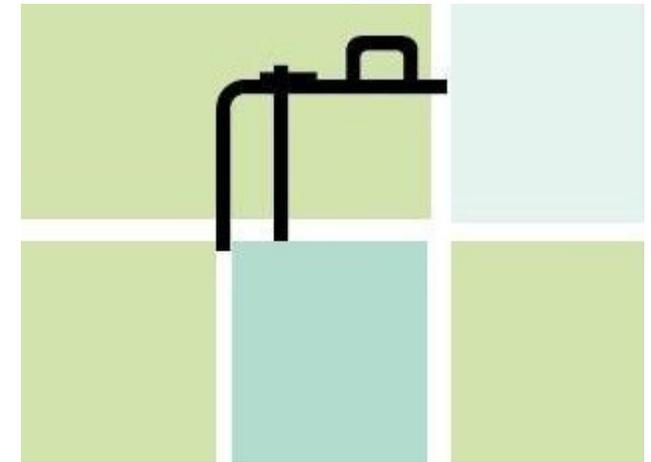


Folkuniversitetet

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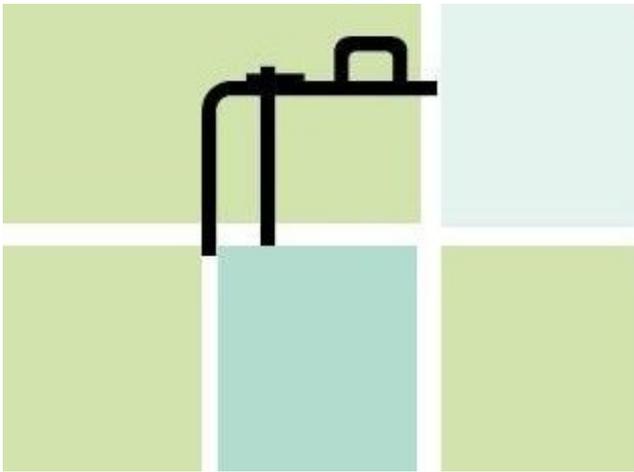
Enjoy Language within Tourism

How to Attract
Participation and
Increase Motivation
of Young Male
Language Learners
Working in the Tourist Sector



ENJOY LANGUAGE

www.enjoy-language.se



The Aims

The project aims to make a useful addition to the training of tourism workers by adapting, testing, disseminating and mainstreaming language learning materials by using an approach of informal learning which is still regarded as innovative or little known in many areas.

The content of the languages taught will relate to the work in tourism.

A further aim is to form strategic networks, including employers, unions and providers of learning opportunities, which will advise, test, disseminate and mainstream the project results.

The methods and materials adapted will be transferred from the Love Language project, promoted in Austria.

In order to achieve this, the specific objectives are:

- To develop foreign language training methodology and concepts by employing learning contents that reflect the personal preferences and interests of the target group, such as tourist attractions, useful phrases etc. in order to attract participation and increase motivation to take up foreign language learning.
- To develop a *Handbook* and a methodological *Toolbox* containing sections for the special requirements of entrepreneurs and employees in the tourism sector.
- To include aspects of diversity, especially with regards to the cultural and social backgrounds of learners in order to overcome sectoral divides and other cultural differences.
- To include the use of ICT as a useful incentive towards continued learning, especially in foreign language learning. The use of ICT facilitates the learning process for tourism entrepreneurs due to their lack of free time.
- To spread the project contents and results through a variety of demonstration and dissemination activities.

The Outcomes

The outcomes of the project will be greatly enhanced through the formation of strategic working groups from the start of the project, which will advise and evaluate the products as well as through strategic networks, which will be kept informed about the progress being made.

These groups will include employers, workers' representatives and learning providers. The courses will be tested with teachers and tourism entrepreneurs during the project. The courses will also be freely accessible for two years after the end of the project and can be transferred to other learning providers and employers.

The project results will be disseminated to non-partner countries, through the partners' extensive networks.



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