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Report on course certification and course integration in curricula

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COURSE CERTIFICATION AND COURSE INTEGRATION IN CURRICULA

Introduction

World Tourism Organisation Highlights 2015 declare that "Despite occasional shocks, tourism has shown virtually uninterrupted growth. International tourist arrivals have increased from 25 million globally in 1950, to 278 million in 1980, 527 million in 1995, and 1133 million in 2014". It accounts for 9% of GDP and 1 in 11 jobs worldwide is in tourism and hospitality industry.

“Recommendation R (82) 18 of the Committee of Ministers of the Council of Europe” defines measures to be implemented concerning the learning and teaching of modern languages. The project outcomes contribute to its first general measure - to ensure, as far as possible, that all sections of populations have access to effective means of acquiring a knowledge of the languages of other member states (or of other communities within their own country) as well as the skills in the use of those languages that will enable them to satisfy their communicative needs and in particular: 1) to deal with the business of everyday life in another country, and to help foreigners staying in their own country to do so; 2) to exchange information and ideas with young people and adults who speak a different language and to communicate their thoughts and feelings to them; 3) to achieve a wider and deeper understanding of the way of life and forms of thought of other peoples and of their cultural heritage.

The feedback received at Multiplier Events held in the partner countries and various dissemination seminars conducted in the project countries and beyond, pointed to the course significance for the industry and VET learners. Moreover, the participants of the Multiplier Events indicated that the courses created will be useful for all adult learners as well as university students and secondary school students wishing to enhance their language competence, intercultural competence and knowledge on tourism, accommodation and catering business thus promoting their employability skills.



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We consider that a great opportunity for the sustainability of the project outcomes and the language learning platform in particular is its possible use for blended learning as well as for self-study. The specific language of the teaching/learning material is suitable for business language teaching or for travel purposes. The different modules could also form part of a self-standing course serving the needs of business language courses in the areas covered by the material developed: receptionists, catering, office use, off-site services, marketing, financial management, etc.

The current report consists of two parts: practical measures to be done to integrate the course in regular curricula on different levels and the means of how to promote the project outcomes for various audiences, especially focussing on the staff of accommodation and catering sector and other tourism specialists as tourism and hospitality industry is one of the largest employers worldwide.

One of the challenges in education in Europe, is connected with engaging adults in adult learning: 1) it is necessary to increase the quality of education offer and 2) it is necessary to ensure effective management of resources (incl. financial).

The basic goal of education is providing qualitative and inclusive education for the individuality development, human wellbeing and sustainable development of a country (“Guidelines for the Development of Education for the years 2014-2020” in Latvia). The objectives are formulated in 3 main directions and these objectives are significant for all partner countries as well:

- 1) Learning environment: increase the quality of learning environment by improving the content and developing corresponding infrastructure,
- 2) Person’s skills: based on value education enhance the development of one’s professional and social competencies necessary for life and employability,
- 3) Effective governance: developing institutional excellence of education institutions improve the efficiency of governance of resources.



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The current project is in line with the 3 above-mentioned directions as it provides an interactive learning environment (Moodle platform), is targeted at developing individual's skills (language and intercultural competences, also digital competence, professional skills and knowledge) and it does not require any additional costs if used for lifelong learning purposes or integrated in the regular curricula of the partners' education institutions.

According to the research of documents conducted, as our education institutions are recognised by the country (licensed/accredited where applicable) and have Lifelong Learning departments and/or Adult Education Centres, there is no need in specific course certification if incorporated as a part of the institution's regular curricula. The main requirement is that the content has to be in line with the study/learning programmes offered at the education institution. However, in Italy schools can issue certificates with legal value only if the school issuing the certificates has been awarded an ISO 9001/2000 quality accreditation. The ISO 9001/ 2000 quality certificate lasts for one year and can be renewed if regular inspections guarantee that the quality protocol is respected. ISO 9001/2000 requires: 1) user friendly standard, 2) demonstration of customer satisfaction, 3) customer – focused aims, 4) quality objectives, 5) quality management system planning, 6) internal communication, 7) provision of resources to establish and maintain quality. However, schools in Italy can provide certification of attendance for courses organised by the school itself with no legal value outside it. For instance the school may organise courses for its students whose attendance and completion may give students “credits” which will affect the state exams final grade. These accreditation requirements are similar to those that are required for higher education institutions and VET institutions all over the European Union.

To summarise the above said, the successful course participants will be issued a certificate by the given educational institution and if applicable to the country, the institution may decide on additional certification if this is possible/needed according to the institutional and country regulations.



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To access the Learning Platform, registration for the Learning Platform will be required but it will be done by automatically creating the passwords. In such a way learners will be able to monitor their own progress. Therefore, the courses created will be used for Lifelong Learning. Alternatively, the courses may be used for face-to-face or self-dependent learning with our regular students and learners. In this case, the password will be created for teachers so that teachers may prepare for the lectures. Students' registration will be done using automatically generated passwords as well. In this case the institution in accordance with their inner regulations may issue a certificate on the course acquired as well.

Part 1

The course integration is planned in 5 directions: 1) providers of accommodation and catering services, 2) tourist information offices and other tourism businesses, 3) adult language courses/classes and language schools, 4) vocational schools and secondary schools, 5) tertiary education providers.

I. Providers of accommodation and catering services

TUSDU will offer the course to all hotels in Dubrovnik and beyond of it. There will be an e-mail sent to them with a brief explanation on how to use the e-Learning platform, Front Desk 2 program and mobile app, in case they need any help, they might get it at TUSDU. It can be offered both to tourist employees and young guests as well.

Turiba University will reach the industry via the stakeholders who participated at Multiplier Events held at Turiba University in 2015 and 2016 and at various Dissemination events as well as by publishing information on tourism professional sites, for example, www.travelnews.lv. Stakeholders will be contacted via e-mails and over telephone and information will be provided to them on the Learning course available for their staff development.



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Representatives of the Slovenian industry already asked **Ekonomška šola Murska Sobota** if they could use the course and e-Learning platform for their employees to refresh their foreign language skills. They also asked if they could use the tools for their guests, especially their younger guests. They found the digital map particularly attractive to use for their animation courses for the youngest. So, Ekonomška šola Murska Sobota will contact regional stakeholders in this respect.

Nino Bergese will ensure a widespread promotion of the contents included in the course and addressed to hospitality employees and managers. The stakeholders who participated in the multiplier event showed great interest in the course so they will be frequently contacted via e-mail and invited at our institution for further piloting sessions.

Sapientia University through their own and the official databases of the tourism and service industry actors will send out an official invitation to try out and use all the project outcomes for self study or collective professional development. The link of the e-Learning platform will be available as well as the downloadable mobile application for anyone interested.

II. Tourist information offices and other tourism businesses

The key role in many cities in Croatia is played by the Tourist Board Office. **TUSDU** will send them an e-mail with all information so they can provide mobile app to tourists coming to Croatia as well and if they are interested in learning a local language or some other languages as well. The idea is to promote the mobile apps to incoming tourists as most of the tourists coming to Croatia search on the website of the Croatian Tourist Board what is being offered especially in Dubrovnik.

Turiba University will reach the industry via the stakeholders who participated at Multiplier Events and Dissemination events. They will be contacted via e-mails and over telephone and information will be provided to them on the Learning course available for their staff development.



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Another source will be via the LATTŪRINFO - the Latvian Association of Tourism Information Organizations, a professional public organization, established in 1996 uniting legal entities and individuals in order to develop and promote the tourism sector in the Republic of Latvia. The principle course of activities and the tasks of the association are to participate in creation of a uniform tourism information system in Latvia, promote reciprocal cooperation and experience exchange between the information providers, the state, municipalities, and entrepreneurs, promote improvement of professional skills of employees in tourism information centres and offices, as well as professional training, promote timely and accurate transfer of the tourism information to the consumers. The organisation will spread the information (and access) to the Learning platform through its professional association channels thus ensuring that it reaches the industry employees.

Another suggestion made by Slovenian stakeholders was to present the course and the e-Learning platform to the Slovenian Tourist Board as they cover the field of tourism for the whole country. They could recommend the course and the tools to all tourism employees in the country. So, **Ekonomška šola Murska Sobota** will contact the Board to offer the course to them. Another idea was to promote the mobile apps to incoming tourists as most of the tourists coming to Slovenia check the website of the Slovenian Tourist Board to see what is being offered and where.

Nino Bergese will send detailed information about the course to the local tourist office and the various information points scattered around the city of Genoa. Particular emphasis will be put on the digital maps as an extremely useful tool to give directions to tourists who often turn to the tourist offices or information points to make their way around the city. Travel agencies will also be informed about the course and everything related to it.

Sapientia University will ensure that the project outcomes reach staff of TIC and other tourism businesses as well. Under the County Council umbrella in Harghita County, Romania almost every touristic destination (villages or regional areas) has a tourist information office as part of the extensive strategic programme of Harghita County in attracting more tourists to this part of the



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country. The very wide range of replies to guests' questions and requests are very useful for the employees of these offices in their day-to-day work. Through the Tourism Destination Management Cluster of Harghita County the project outcomes can be very effectively disseminated and promoted.

III. Adult language courses/classes and language schools

TUSDU will also offer the course to Labour exchange; they might be very interested in it. During the Multiplier Event E2 in Dubrovnik, TUSDU got a very positive feedback from stakeholders working in that office. They can provide it to the unemployed and future tourism employees who are willing to improve their language skills before/for a peak season and that would be a great opportunity to have it free of charge.

The Learning course will be offered to **Turiba University** staff in order to improve their language skills and intercultural competence when working with international students, communicating with them on a daily basis. The course will be started with a workshop demonstrating how the platform works and then the adult learners will be able to use the material for autonomous self-learning. Moreover, the course will be offered to the numerous public and private providers of language courses in Latvia. This will be done via e-mail and using professional links.

Primrose Ltd. has been running language courses for adults in Cambridge and Euroskills courses as well. The purpose of the majority of courses is to introduce new ideas to participants for improving their skills, whether in teaching or in learning languages, in using computers, in exploiting smartphones or in co-operating across language barriers. The courses have been given to teachers in universities, schools and other learning institutions, to members of the civil service, to executives and managers in business and to people working in hotels and the tourism sector. Before each course it is always agreed with the organizers what form the certification should take, and a sample agreed of the certificate that would be presented at the end of the course to each participant.



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Primrose will ensure that they include some modules or their parts in all their language courses where applicable.

Ekonomška šola Murska Sobota will also offer the course to all 35 adult education centres in Slovenia which offer different programmes for adult learners and retraining programmes for the unemployed.

Nino Bergese has been providing courses addressed to adults for a long time. Its evening courses are in fact addressed to adults who already work in the sector of hospitality and wish to obtain an official secondary school certification. The evening course students will therefore be a primary target and they will be encouraged to exploit all the tools provided by the course. Teachers will evaluate their learning progresses through the e-learning platform. Adult education centres and language schools will be invited to participate in presentation and piloting sessions and will receive all the necessary information to use the course material at best.

In Harghita County, Romania there are several language centres (4-5). **Sapientia University** will offer the use of the e-Learning platform in their teaching and will encourage giving feed-back to the project partner about their findings and suggestions.

IV. Vocational schools and secondary schools

Teachers of foreign languages as well as Croatian teachers at **TUSDU** – secondary school have decided to integrate parts of the course in their regular curricula. The modules of A2/B1 level are excellent for learning and improving new vocabulary as they offer so many different topics and texts intended for the students of hotel and tourist technicians, hospitality commercials, cooks, waiters and pastry cooks as well. The modules of B2/C1 are also excellent, especially for gaining information on different topics and new vocabulary. The module Financial Management is perfect for accountants, offered by TUSDU economic programmes, which proves that the course can also



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be used for other programmes not only tourism. That would be a great opportunity to offer it to Economic and Trade School in Dubrovnik and beyond of it as well.

The course will also be offered to all secondary schools for catering and tourism and to all higher vocational schools for tourism in Croatia as well as to faculties of tourism and faculties that offer tourism modules. TUSDU will present them the course and the e-Learning platform with a short description how to use the platform and where to find all instructions and information on the platform by e-mail and will also offer to give presentations at school if they are interested in.

TUSDU will also contact the Ministry of Education, Science and Sport to present them the course and the e-Learning platform and all the advantages that they offer. The idea is to persuade the Ministry of Education, Science and Sport to recommend the course as an additional tool for teachers in secondary schools and higher vocational schools.

Turiba University will ensure that the passwords will be created for all the participants of their Multiplier Events so that they can prepare for the classes and use the material in their teaching practice at vocational schools and secondary schools involved in tourism and hospitality education. The vocational schools providing education in accommodation and catering sector will be contacted via e-mail. During the project implementation they were contacted several times so they are already aware of the project. These are the institutions located in different regions of the country thus the materials will be used in a broader regional context.

Teachers of foreign languages as well as Slovenian teachers at **Ekonomska šola Murska Sobota**, both units – secondary school and higher vocational school, have decided to integrate parts of the course in their regular curricula, starting with the next school/study year 2016/2017. The modules of A2/B1 level are excellent for learning and improving new vocabulary as they offer so many different topics and texts. Especially texts are important because they help to improve the students' reading and comprehension skills. They are also excellent for revision and preparation for the national graduating exams, which was proved by the piloting done in spring 2016. The modules of



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B2/C1 are also excellent, especially for gaining information on different topics and new vocabulary. The module Financial Management, for example, is perfect for accountants, offered by the institution's economic programmes, which proves that the course can also be used for other programmes not only tourism. Those modules are particularly interesting for students of the higher vocational school where a higher level of English is expected.

The course will also be offered to all ten secondary schools for catering and tourism and to all six higher vocational schools for tourism in Slovenia as well as to faculties of tourism and faculties which offer tourism modules. Ekonomska šola Murska Sobota will present them the course and the e-Learning platform with a short description on how to use the platform and where to find all instructions and information on the platform by e-mail as well as offer to give presentations at Ekonomska šola Murska Sobota if they are interested in.

Ekonomska šola Murska Sobota will also ask the Institute of the Republic of Slovenia for Vocational Education and Training (CPI) to help spread the word about the course and the e-Learning platform. As the most important organisation regarding vocational programs besides the Ministry of Education, Science and Sport they have access to all schools and can recommend the course to them.

Furthermore, the course will also be offered to other secondary schools, such as secondary economic schools and grammar schools as parts of the course are interesting and useful for those schools as well as they cover some topics within those programmes. Especially the A2/B1 modules Management Offices with their different topics, City with their maps and Hotel Business Centre with their reading tasks are very useful for revising and improving the students' knowledge but also the other topics with their multiple choice tasks are quite useful to check general language knowledge.

As a vocational education provider, **Nino Bergese** has already promoted the contents of the course to language teachers and students who participated in a number of piloting sessions related to the



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various sections of the program. Nino Bergese will continue to do so and will aim at integrating the course syllabus in the regular school curriculum. Furthermore, other local and national institutions providing vocational education as well as those providing general secondary education will be informed about the wide -ranging learning opportunities offered by the course. The school will always be a reference point for those wanting to approach the course and delve deeper in its contents and finalities. The A2/B1 module will provide basic tools to first and second year students, while the more advanced B2/C1 module will serve as a more specific learning enhancement for third, fourth and final year students who have chosen their professional specialisation.

Sapientia University will offer the course to Harghita County where there are 5 towns providing vocational education in tourism. Although the language skills of the students usually have a lower level, the A2-B1 level of the teaching material will give a great extra opportunity for teachers and students as well. All forms of exercises included in the learning materials are up-to-date and relevant for the modern tourism market. Sapientia University will write a recommendation letter to all schools and the County School Inspectorate with the link of the e-Learning platform and the guidelines necessary to use the project outcomes.

V. Tertiary education providers

As **Turiba University** is accredited and has the Lifelong Learning department and the Adult Education Centre, there is no need in specific course certification if incorporated as a part of the institution's regular curricula. The only requirements are that the content has to be in line with the study programmes. So the following modules will be used as a part of everyday language teaching/learning at the University Bachelor programmes:

- A2/B1 Spanish, Russian, German and French modules will be included in regular classes for *Tourism and Hospitality Management* curriculum (2nd, 3rd, 4th semester),



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- Some A2/B1 Spanish, Russian, German and French modules will be included in regular classes for *Public Relations* and *International Communication* curricula (4th semester).
- A2/B1 English modules will be included in regular classes for *Tourism and Hospitality Management* and *Events Management* curricula (2nd and 4th semester) for the learners having a lower level language competence, especially evening students,
- B2/C1 English modules will be included in regular classes for *Tourism and Hospitality Management* and *Events Management* curricula (2nd, 3rd, 4th semester),
- Some B2/C1 English modules will also be included in regular classes for other students – *Business Administration*, *Public Relations*, *International Communication* (1st, 2nd, 3rd semester).

The materials will be incorporated in teaching college level *Hospitality Management* students in the branches of Turiba in Cesis (Vidzeme region), Liepaja and Talsi (Kurzeme region) whose students are mostly industry representatives running their own hospitality enterprise and they need to upgrade their knowledge and skills.

Turiba University will ensure that the passwords will be created for all the participants of their Multiplier Events working at universities and colleges so that they can prepare for the classes and use the material in their teaching practice at universities and colleges, especially in those involved in tourism and hospitality education.

Turiba University is collaborating with the Department of English Language Teaching at the Faculty of Humanities of University of Latvia. They educate the future language professionals – teachers, interpreters, translators, etc. The University will use some modules in their lectures thus educating future English teachers on using online courses in practice.



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Sapientia University will insert the platform in the target institutions' websites, so as to be available for both the teaching staff and the individual student use. The Miercurea Ciuc campus of Sapientia University (<http://www.sapientia.ro/en>) will have the modules of the Learning platform listed as an optional study subject as part of the university curriculum and will award an agreed number of credit points (ECTS) for those who choose it for studying. At university level they expect that all study levels, from A2-C1, would be useful for the respective faculties' students and teachers.

Besides Sapientia University, the Babeş-Bolyai University Gheorgheni (<http://gheorgheni.extensii.ubbcluj.ro/>) could be the other important beneficiary of the e-learning platform at the Faculty of Tourism and Masters Program of Eco-Tourism.

The MÜTF Educational Center from Odorheiu Secuiesc (<http://www.mutf.ro/felveteli>) is another possible great beneficiary of the learning material at their Tourism and Service Industry college.

Part 2

Part 2 reveals dissemination and valorisation activities planned beyond the project lifecycle, namely the issues securing the project sustainability.

During our last project meeting in Slovenia in June 2016 all collaborators agreed on making sustainability plan. The Sustainability Plan worked out and approved can be seen below.

Sustainability is the ability to continue a defined behaviour, i.e., the possibility to exploit the project outputs beyond the lifecycle of the project. The sustainability plan foresees actions and measures taken by the partner institutions to ensure that the outputs achieved are accessible for future students, hotel employees, and that anyone wishing to enhance their language and intercultural competences in the hospitality industry could do it on a lifelong learning basis. The plan has been made on three levels: at the local, regional and national level and international level.



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The partners have already submitted an application for an ERASMUS+ VET project that builds upon the project outputs developed during the current project. The new project will further develop international cooperation by involving more partners from other countries – Lithuania, Czech, Turkey.

Having received a positive feedback from the stakeholders (industry, teachers, learners...) it is essential to disseminate the project outputs, to secure European added value and increase the project significance and its impact at different levels for a wider audience. The materials produced will be constantly updated and contributions and suggestions from the users will be incorporated.

The project website shall be the main reference for people desiring to obtain information on the project and cooperate with the partners.

TUSDU shall be responsible for the maintenance of the project website 5 years beyond the project lifecycle.

Ekonomška Šola Murska Sobota shall be responsible for the maintenance of the e-Learning platform 5 years beyond the project lifecycle. Automatic registration shall be available for all users who wish to use the platform.

Turiba University as the project partner responsible for dissemination shall organise Skype conferences with other collaborators once a year to discuss other opportunities for promoting the project outputs including the use of social networking media such as Facebook and YouTube.

At international level:

- Internationally the project outputs will be featured in all exhibitions that the partners attend and presentations will be made at all conferences where such materials are relevant.



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- Primrose Ltd. will demonstrate and promote the results of the project during seminars and workshops across Europe to hotel employees, universities and vocational schools.
- Turiba University and Sapiientia University will write and publish scientific papers concerning the project outputs. Turiba University will present the paper to an international academic audience at ECER, the largest education conference in Europe in 2017/2018 and Sapiientia University will present it at the annual international conference “Discourse, Culture and Representation” in 2017.
- TUSDU shall disseminate the project outputs during the AEHT conference in 2017.
- Nino Bergese will disseminate the project outputs at international fairs and events such as SlowFish in May 2017. Besides international training promoted by the school for its students will also provide the opportunity to promote the project at the international level.
- All project partners shall ensure that the links to the e-Learning platform, project webpage and the digital applications are available on their institutional websites.

At the regional and national level:

- Through our collaboration partners in the industry, the project partners will find the appropriate ways to deliver the outputs to the grassroots level in the industry. These would include measures such as channelling information provided by the project partners regarding the e-Learning platform and the digital applications to their members, associates and partners at professional organisation meetings and seminars, trade fairs and through other traditional means of communication. Students who have contacts with the industry shall also act as a vital link in promoting the outputs to the industry.



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- Turiba University, Ekonomska šola Murska Sobota, TUSDU and Nino Bergese commit themselves to disseminating the project outputs at regional and/or national education and/or tourism fairs.
- Ekonomska šola Murska Sobota shall inform the Association of higher vocational schools in Slovenia about the project and shall provide links to the project outputs.
- Turiba University shall inform the VET education institutions in the field of Hotel and Catering management in Latvia about the project and shall provide links to the project outputs.

At the local level:

- Ekonomska Šola Murska Sobota, TUSDU and Nino Bergese shall provide hotels and hospitality enterprises with links to the e-Learning platform and the digital applications to be made available to their guests ensuring that the outputs shall be disseminated to a wider audience.
- Turiba University, Ekonomska Šola Murska Sobota, Sapientia University and Nino Bergese shall inform adult education centres about the existing possibilities to enhance language and intercultural competences by using the project outputs at their workplaces.
- Sapientia University shall inform local recruitment agencies about the project and shall provide links to the project outputs.
- All education institutions shall incorporate at least a part of the outputs in their regular curricula as face-to-face learning or self-studies for both regular students as well as adult learners.



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www.language4hotel.eu

- Turiba University and Ekonomska Šola Murska Sobota shall organise training seminars for their employees.

All expenses incurred during the implementation of the sustainability plan shall be borne by the partner institutions.

All partners shall inform the project coordinator regarding the implementation of the sustainability plan in order to keep track of progress.



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