

Key Action 2: Strategic Partnerships

Multilingualism is one of the main pillars of the vision of the European Union from the perspective of 2020. The basic assumptions and policies of the European Commission indicate that all of us should work towards adapting language contents to the nature of learning group.

Tourists guides are professional group which in terms of knowledge of foreign languages definitely does not meet expectations. Only 25% of tourist guides throughout Europe speak a foreign language in their professional life. This is primarily caused by the lack of time to learn the language, the inadequacy of the existing range of languages to the nature of work of tourist guides, there is on offer a dedicated course for this target group.

In this project six countries will be working on the development of tailored m-learning courses for languages in the area of tourism.

Danmar Computers - (Poland) Coordinators and IT specialist

iberika education group gGmbH - (Germany) Partner and Developers of the Didactic Part

Sea Teach - (Spain) Partner

YouNet - (Italy) Partner and in charge of the dissemination of the project

Know and Can Association - (Bulgaria) Partner and in charge of the evaluation of the project

Giresun Egitimciler Dernegi - (Turkey) Partner

The **main aim** of this project will be to raise the indicator of employability among tourist guides and to improve their vocational competencies by means of improving their language skills. With this aim we will provide a precisely tailored professional m-learning language courses in English, German or Spanish.

The Golic Guide project will have **4 main outcomes**:

O1. A Comprehensive Research Report: a detailed description of situation at hand

O2. 10 modules of language courses profiled in terms of content accurately for tourist guides

O3. A Collection of good practices concerning guiding of foreign tourists with the clear definition of differences between the countries

of origin of tourists. Multicultural competences

O4. The m-learning content delivery space for the courses

Thanks to the above, the target group will have access to precisely profiled language courses (English, German and Spanish) available on mobile devices, along with a set of best practices "how to deal with a tourist from abroad?"

We expect an impact on the target group of the project and relevant stakeholders of about 2,000 people across the partnership (testing, multiplayer events, dissemination).

Nov. 05-06. 2014 We hold our kick off meeting in Rezsow Polan. In this very productive first meeting we checked responsibilities, deadlines, working policy, dissemination strategy and evaluation plan.

We have already started the Research Phase of the project and by the next meeting in Spain we will have started developing the first structures for the language modules.

Some impressions from the kick-off meeting in Rzeszow:



Iberika Sprachschulen

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