Be multilingual!! – Raising motivation of foreign language learners by implementing modern ways of learning in tourist sector

Analysis and conceptual framework
Work package PR EP 1

ALL PARTNER COUNTRIES

AUSTRIA
FRANCE
GERMANY
LITHUANIA
ROMANIA
SPAIN (IMFE)
SPAIN (FGUVA)
POLAND
SWEDEN
PORTUGAL

Education and Culture DG
Lifelong Learning Programme

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CHAPTER 1

OVERVIEW OF TOURIST SECTOR IN PARTNER COUNTRIES

I. Structure of tourist sector providers:

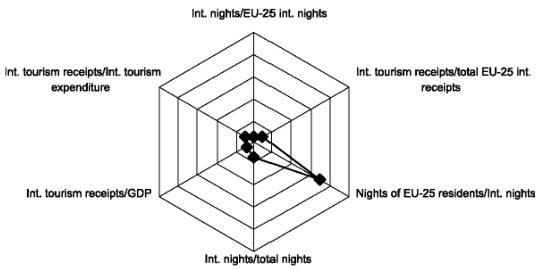
GERMANY

Indicators	2005
- Share of international nights in the country as a proportion of total international nights in the EU	25 5.4%
- Share of international tourism receipts in the country as a proportion of total international receipts in the EU	25 10.1%
- Share of nights spent by EU-25 residents as a proportion of total international nights in the country	62.3%
- Proportion of international tourism compared with total tourism in the country	14.0%
- Proportion of international tourism receipts in GDP	1.0%
- Ratio of international tourism receipts to expenditure	0.40

In 2005, Germany accounted for about 5% of total international nights spent within the EU-25 area, but 10.1% of international tourism receipts (Table 4.2.4.1). This means that the profit margin on incoming tourism was higher than the volume of incoming tourism.

- The influence of international tourism is quite low. The share of foreign nights as a proportion of total tourism nights in the country amounted to 14.0%

Situation of tourism in Germany in 2005



LITHUANIA

- **Hotels –** include apartment type hotels, seasonal hotels and motels, other premises for temporary accommodation where more services than daily cleaning and sanitation are rendered;
- **Private accommodation sector –** private dwelling premises used by their owners to provide accommodation services. This activity is allowed when holding a license and permission;
- **Rest establishments –** include collective facilities under common management, such as clusters of houses or bungalows arranged as dwelling type accommodation and providing limited hotel services;
- **Health enterprises –** providing health cure, where people suffering from chronic diseases get accommodation and antirelaxing cure applying natural as well reformed means: mineral water, mud, climate therapy etc.;
- **Agro tourism farms –** include countryside farmsteads or bowery in all regions of Lithuania.
- **Camping, tourist camps, hostels, youth houses, small pensions, restaurants etc.**

The number of tourism enterprises in 2006 was **246**. In the year 2007 - it reached the amount of **254** (data provided by the enterprises on record of the State Register of Tourist Services).

ROMANIA

- The Tourism industry in Romania is in continuous growth at a rate above the average of the EU (16.4 % pa as opposed to 14.4%)
- The keyword here is potential, as Romania has a wide range of tourist resources: natural resources, like national and nature parks, the Carpathian Mountains, the Black Sea shore, the Danube Delta, and mineral water for spas.
- Cultural resources are also present, with 30 UNESCO objectives, castles, fortifications, religious monuments, Dracula's legend, and a vibrant traditional culture, with many events and festivals all year long. In spite of these impressive resources, tourism figures are disappointing.
- A significant increase registered the following types of establishments of tourists' accommodation: hostels, hotels for youth, ship accommodation places, rural tourists' boarding houses and urban tourists' boarding houses.
- Compared to the same period of 2006, there was a decrease registered by school and preschool camps, tourists halting places and bungalows.
- In 2007, the net use index of accommodation places was 36.0 % on total tourists' accommodation, 2.4 % higher than in 2006.
- For the same period, cruise ship accommodation places and hotels registered higher indices by 90.9 % and 43.2 %, respectively.

SPAIN (IMFE)

Tourism is one of the most important sectors in the global economy and is considered an efficient tool with which to promote economic growth. The case of Spain's economy is well known in this respect; in fact, widespread consensus exists on the part played by tourism in enhancing the industrialisation process in Spain and the part played by foreign currency receipts from tourism in financing the imports of capital goods, which made the expansion of manufacturing possible. This paper aims to assess the real role of foreign currency receipts from tourism in Spain's economy from 1960 to the present.
Spain is a major tourist venue because of its good climate, coasts, historic cities and natural features. The growth of tourism, major improvement in transport and communications and the opening of European borders have led to great economic prosperity for many parts of Spain. Enormous numbers of tourists visit the 'Mediterranean Arc' (Catalonia, the Valencian Community, Murcia and Andalusia) and the Balearic and Canary Islands. A large number also visit Madrid. In 2007, the sector represented 12% of Spanish GDP, 12.2% of the active population and 20% of the service sector.

SPAIN (FGUVA)

The tourist sector in Spain is very varied depending on whether we talk about coastal areas or inland areas. Our research is principally based on inland Spain and more particularly on our region: Castilla y León.
According to the available statistic data of "Boletín de Coyuntura Turística de Castilla y León" we can see that the number of rural establishments (2.345) is higher than the overall number of hotels, hostels and pensions (1.731). Tourists can find big hotels; hostels and pensions in big and medium- sized cities whereas campsites and rural houses are more common in little towns and villages.

POLAND

The quoted data referring accommodation facilities in Poland are provided by GUS (Central Statistical Office); *"Turystyka w 2006 r."* (Tourism in 2006) and previous editions. Since 2000 the GUS does not collect data about private rooms (rented villas/flats), however "agro tourism establishments", are still included. The both - private rooms and "agro tourism" constitute a group of "PRIVATE TOURISM ACCOMMODATION". The data quoted below are organized in the way just as the WTO does in its publications. It is important to differentiate between collective and private accommodation. In 2004 the total number of collective tourism establishments dropped by 3.6%, however the number of hotels is growing year by year (in 2005 – the number of four and five-star hotels went up by 8 %.)

In 2006 there were 6694 collective accommodation establishments, including hotels, hostels, campsites, beach hotels, boarding houses etc...

In 2006 there were 2301 hotel establishments out of which there were 1295 hotels (75% were 2 and 3 stars hotels).

FRANCE

Globally, for the last years France has been the first destination for tourism placing Tourism industry in the forefront of our national economy.
Tourist lodgings are distributed into various categories: camping, bed and breakfast, hotel, tourism residences, and tourism villages. About 36 900 beds and breakfast with quality label were identified in January 2007.
The results for last August 2007 confirm the upward trend of tourism activity observed since 2005 in Languedoc-Roussillon. Favourites are professionals of camping, residences of tourism, cultural tourism, hydrotherapy and wine cellars. The area benefited from better climatic conditions throughout the summer than any other part of the whole territory what certainly contributed to the good results obtained during the season 2007.

SWEDEN

Nights spent and accommodation revenue by type of establishment at Hotels, Holiday villages,Youth hostels and Camping in Sweden 2007

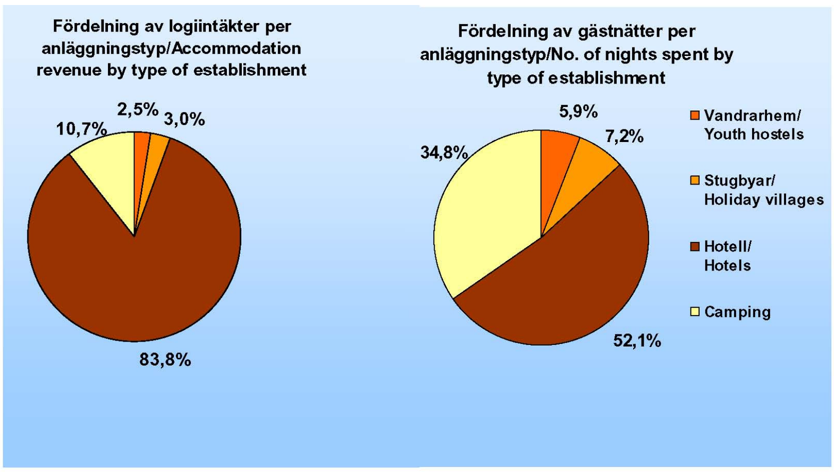


Fig. 11.

Källa/*Source*: Nutek/SCB

AUSTRIA

Austria, with its well-developed market economy and high standard of living, is closely tied to other EU economies. The services sector forms some two thirds of the Gross Domestic Product of 232 billion Euros. Tourism is the country's biggest foreign exchange earner and the fastest growing sector[1]: 220,000 people in 40,000 tourist establishments generate 10% of Austria's economic output.
In 2005 Austria logged some 119.2 million bed nights. In the same year, visitors from abroad accounted for about 87.7 million and domestic guests for about 31.5 million. Thus, foreign visitors represented 73.6 per cent of the total overnight stays in 2005.

Another important statistical indicator is the number of arrivals: In 2006 they amounted more than 30 million. More than 20 million came from abroad. In general, numbers of overnight stays in Austria only slightly vary from one year to the other, changes being, among other factors, mainly due to weather conditions (temperature and amount of rain in summer, snow situation in winter). In October 2005, for instance, there were 5.7 million overnight stays, which is basically 4.7% more than the year before and even 6.1% more for tourists coming from abroad). The summer season of 2005, on the other hand, brought a slight minus of 0.4% (59.6 million overnight stays) compared with numbers for 2004.

Types of tourism
There are different focuses on certain forms of tourism in different parts and regions of Austria. Tourism in the more mountainous west and south of Austria, for example, is mainly characterized by "Active Holiday Making":

- skiing (alpine and nordic)
- youth & family holidays

- mountaineering and hiking
- running and walking
- cycling and mountain biking
- different kinds of summer sports and
- water sports

Vienna, the capital in the east of the country, as well as Salzburg and other big towns, are famous for Austrian “City and Culture Tourism” offering the following elements:

- sightseeing, visiting urban attractions (world cultural heritage)
- music and theatre
- museums and galleries
- nightlife and scene

The third main form of Austrian tourism, “Fitness and Health Holiday Making” has recently become increasingly important in nearly all regions of Austria. Offers slightly vary, depending on respective local focuses and possibilities:

- holidays in spas
- wellness, wellbeing
- cures and recreation

It is currently two thirds of tourists coming to Austria during the winter season (mainly for skiing, active holiday making). The majority of summer tourists (about 60%) come for hiking in combination with relaxation (e.g. at lakes), followed by city and culture tourists, wellness tourists and people mainly interested in summer sports.

Austrian tourism industry is generally dominated by micro, small and medium enterprises. The average number of beds per enterprise is 15. As to enterprise structures and number of employees in the field of gastronomy and accommodation, most tourist entrepreneurs (more than 70% of businesses) comprise small teams of 1-4 people only.

Approximately a third of beds in Austrian tourism are offered by small private enterprises (family owned private accommodation, holiday houses, small hotels and pensions, holiday farms). Another 25% are youth hostels and guest houses, holiday huts in the mountains, camping sites, or recreation homes for juveniles and children.

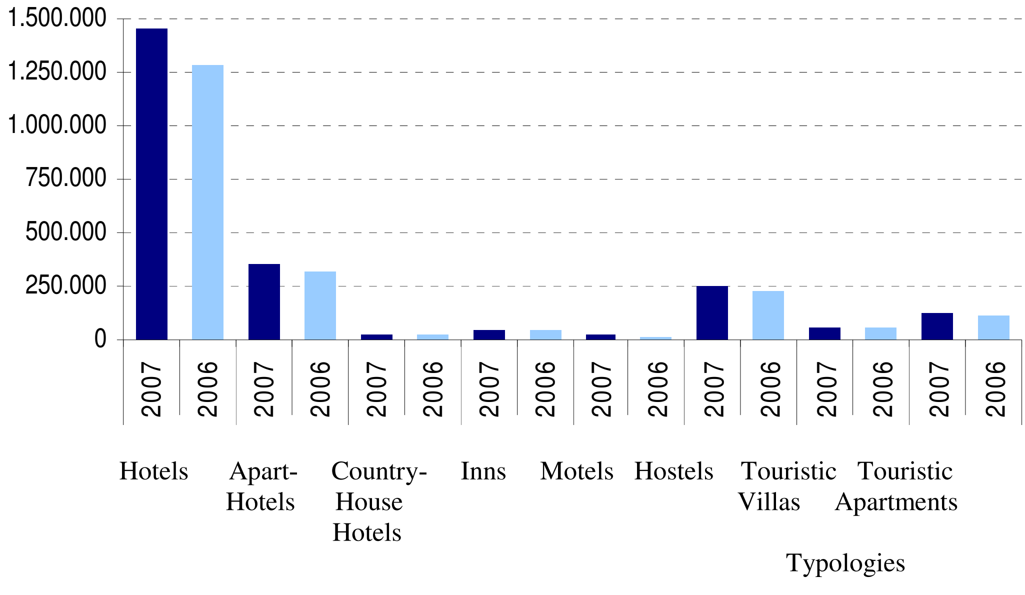
High quality accommodation tends to be frequented more and more often. In the past 2 years, the number of overnight stays in 4 and 5 star hotels has increased by 4.7%, whereas in 3 and 2 star hotels respective numbers have decreased by 1.3 and 2.4%. It is particularly small, private providers of accommodation who face declines (around 6%).

PORTUGAL

The gathered data report to years 2006 and 2007. We were provided with these data by the Instituto Nacional de Estatística – INE (National Statistics Institut) and the Turismo de Portugal, Instituto Público (Tourism of Portugal, Public Institut).

I. <u>Service providers in the tourism sector:</u>

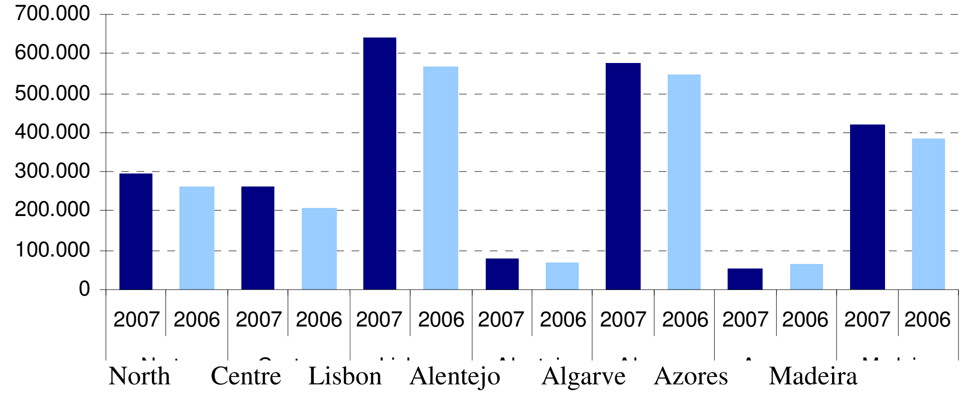
Share of international nights in Hotel Facilities, by Typologies – November 2007



The hotels registered 1,5 million nights in November 2007 which represented 62,2% of the total and a similar increase of 13,3%. The highest similar variation was in the motels with 31,4%.

From the remaining most representative categories, similar increases in the apart-hotels (10,4%), in the hostels (9,6%) and in the touristic apartments (9,5%) are registered. Contradicting this tendency, we can see a decrease of the nights in the touristic villas.

Share of international nights in the Hotel Facilities, by NUTS II – November 2007



As far as international nights are concerned, Lisbon and the Algarve areas and the Autonomous Region of Madeira (RAM) represent, by order, 27,6%, 24,7% e 18,0%. Lisbon area presented a growth of 77.887 international nights which is an increase of 13,8%, comparing to November 2006.

In November 2007 the average stay in the Hotel Facilities was 2,6 days, slightly inferior to the similar period in 2006 (2,7 days).

II. <u>Development of tourism sector in rural areas</u>

GERMANY

Bavaria has a rich cultural heritage (historic towns, monuments, churches).It offers a wide range of cultural attractions such as 45 state owned castles and residences (5 mill. visitors in 2006), numerous theatres and opera houses and more than 1,250 art collections and museums (20 mill. visitors in 2006).
The structure of the tourist sector in Bavaria:
Hotel and catering industry:
42,000 hotels and catering establishments
180,000 full-time-employees altogether
Accommodation capacity:
13,750 accommodation establishments with 9 or
more beds (25.8 % of Germany's total) with 569,600 guest beds (21.8 % of Germany's total)
of these 32.0 % in hotels
15.7 % in bed and breakfast hotels
15.3 % in guesthouses
14.1 % in holiday houses and flats
7.2 % in rest and holiday homes, training hostels
6.8 % in pensions
8.9 % others

In addition .Holiday on the Farm:
about 7,000 establishments with
11 mill. overnight stays

Camping sites:
423 statistically recorded tourist sites
with 36,345 tent positions for holiday camping (17.4 % of Germany's total)

Graded tourist resorts:
347 State-recognised health and holiday resorts meet especially high standards (as of Dec. 2006):
42 spas and health resorts (and 5 State-run spas) of these
20 are spas
5 Kneipp spas
1 Schroth spas
3 Kneipp health resorts
13 curative climatic health resorts
81 climatic health resorts
224 holiday resorts
in addition 9 mineral spring and mud spa establishments
5 state-owned spas

LITHUANIA

Statistics shows the growth of agro tourism sector in Lithuania.

The data from Statistics Department show that in the year 2007 accommodation services in agro tourism sector were provided by more than **538** farmsteads. That makes 1.3 % more than last year (2006). About 300.000 holidaymakers have visited Lithuanian farmstead, about 40.000 of them – from abroad (34 % more than in the year 2006). Most of them were from Poland, Germany and Latvia. The most visited parts of Lithuania – East and South.

ROMANIA

A significant increase registered the following types of establishments of tourists' accommodation: hostels, hotels for youth, ship accommodation places, **rural tourists' boarding houses** and urban tourists' boarding houses.

SPAIN (IMFE)

Spain's tourism industry has grown rapidly in recent years, and now represents 12% of GDP. However, in 2007 it is showing the first signs of exhaustion of demand and facing increasing international competition. The rapid growth is also thought to have created problems related to employment, urban and regional development, the environment and culture. Trade unions are calling for greater job stability and less seasonal work in order to offer a service of greater quality that focuses less on low prices. The employers call for labour flexibility and a general increase in the promotion of the sector.

SPAIN (FGUVA)

Rural Tourism is a landmark in this region and attracts a large number of tourists. However, only a 5% of foreign visitors get accommodation in rural houses, hostels or small pensions whereas in the rest of the country there is an average of 18% of foreign tourists who use this type of accommodation.
Madrid receives a total of 40% of this type of tourism, followed by the Basque Country and Cataluña. In September 2007 , Castilla and León received 42.464 tourists, 39.013 of whom were Spanish and 3.451 were from foreign countries. Even though French tourists are the ones that visit our region mostly , the most used language is English.
It is expected that there will be 20.000 new rural establishments in the next 5 years.

POLAND

As far as private rooms and agro tourism are concerned there were 14 928 private rooms to let in 2007 (most in pomorskie and małopolskie voivodships – total of 8043) and 8790 agro tourism accommodation establishments (most of them in małopolskie, podkarpackie and warmińsko-mazurskie voivodships).

In 2006 year there was a growth in use of tourist accommodation by domestic tourists:

- Number of residents in accommodation grew (as compared to 2006) by 7.4%, of which in hotels – by 13.2%.
- Number of foreigners amounted to 4314 thousand, (a tiny growth), of which in hotels – 3460 thousand. (+0.5%).
- Number of foreigners' nights totaled at 10555 thousand and in hotels – 72 010 thousand. (+0.2%).
- Occupancy rates went up: for bed-places from 35% to 36.4% and for hotel rooms from 43.1% to 44.9%).

In the first quarter of 2007 there was a substantial growth both in domestic and inbound tourists. In the second quarter of 2007 the changes looked more diverse. In total, during six months:

- Number of residents in accommodation grew by 11.7%, of which in hotels – by 14, 7%.
- Number of foreigners rose by 6.7%.
- Number of residents' nights increased by 12.1% and in hotels – by 15.6%.
- Number of foreigners' nights went up by 8.7%, and in hotels – by 10%.

FRANCE

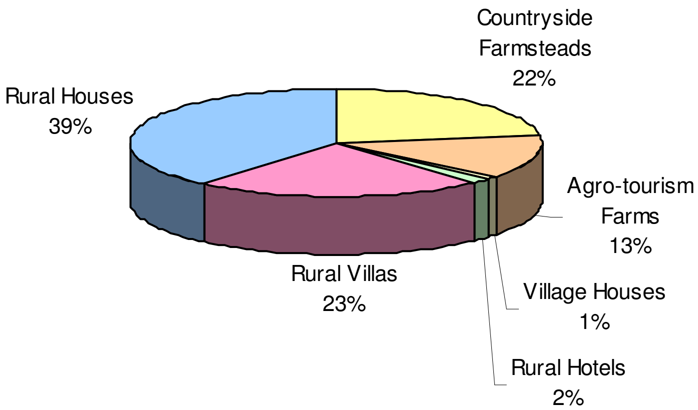
We can note progression of foreign customers coming especially in rural areas and urban zones. Strongest progressions being recorded by Spanish, Italian and British customers. Rural tourism is late of development compared to others regions. The territory has a real potential in term of images and comprises many natural and patrimonial sites which are not sufficiently developed.

PORTUGAL

The facilities registered in the rural tourism that are included in this study form six types: rural villas (23%), rural houses (39%), agro-tourism farms (13%), countryside farmsteads (22%), village houses (1%) and rural hotels (2%).

Percentage of the facilities according to their mobility

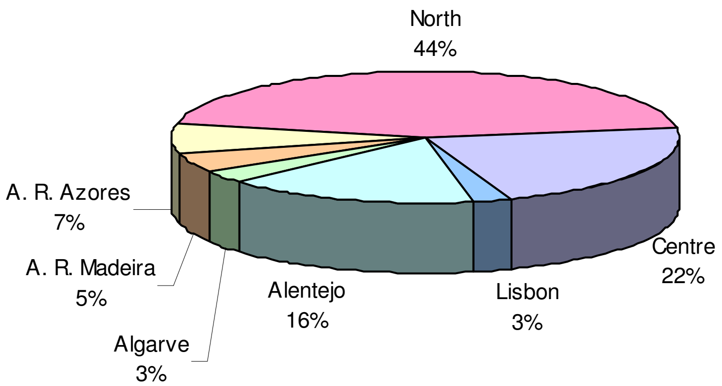
Establishments by Mobility



Source: Tourism of Portugal (Turismo de Portugal), self-made grid

At the end of 2006 there were 1012 facilities that could offer a global capacity of 5537 bedrooms and 10866 beds. The rural houses and the rural villas together represent 62% of all the rural facilities.

Establishments for NUTS II



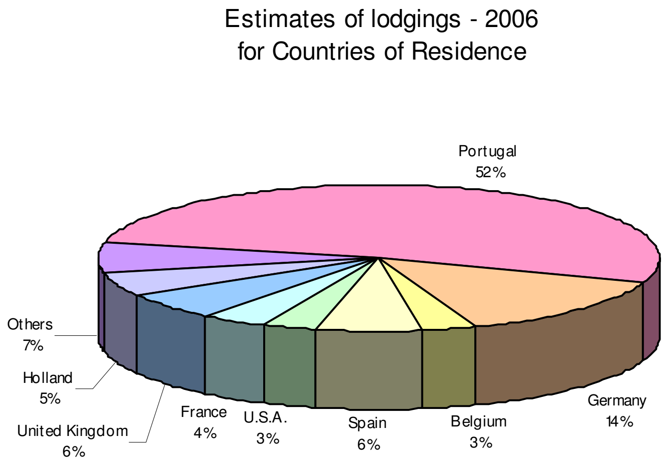
Source: Tourism of Portugal (Turismo de Portugal), self-made grid

This is the percentage of all the rural facilities, according to NUTS II: Autonomous Region of the Azores (RAA) 7%; Autonomous Region of Madeira (5%); the Algarve (3%); the Alentejo (16%); Lisbon (3%); Centre (22%); and North (44%).

The results by areas and regions according to NUTS II show that the North is the area with the major amount of international nights (4809 beds that correspond to 2490 bedrooms in 450 facilities), followed by the Centre, with 2354 beds that correspond to 1191 bedrooms in 220 facilities. This way, the North and Centre centralize the major amount of international nights in the country, with 66% of total capacity.

The regional distribution of the total capacity of TER facilities is more intense in regions or areas that have the lowest opportunities in the tourism sector and it can show potential areas of different tourism sectors.

Estimation of nights (2006), according to Portuguese guests and guests from abroad



Source: Tourism of Portugal (Turismo de Portugal), self-made grid

In 2006, the Rural Tourism was widely used as far as nights are concerned, by Portuguese guests (52%) as well as by guests from abroad (Germany, 14%; Belgium, 3%; Spain, 6%; U.S.A., 3%; France, 3%; United Kingdom, 6%; Holland, 5% and others, 7%). Graphically, the evolution that was observed in the nights according to the different TER typologies was distributed in the way shown on the other page.

III. <u>Impact on the economy and employment</u>

GERMANY

The contribution of international tourism receipts to the country's GDP is low compared to other old Member States (about 1.0%), confirming that the impact of tourism on the country's economy is still rather limited. The ratio of international tourism receipts to expenditure was 40%, which means that outbound tourism exceeds inbound demand by far.
Economic factor in Bavaria:

Expenses of tourists in Bavaria (p.a.) over	24 billion €
Inhabitants in Bavaria whose income is totally dependent on tourism over	560,000 people
Bavaria’s part in tourist value added in Germany	18.5 %

LITHUANIA

Compared with the amount of enterprises, employees and coming foreigners in the year 2006, it obviously shows that this sector is growing. Thus it gives a greater amount of income for all the regions and the whole country.
However, as Lithuania is more “northern” country, the importance of the seasons on this sector should not be underestimated. Warm period is not long in Lithuania; however, especially agro tourism sector provides presentable and desirable alternatives (winter activities etc.). This branch – agro tourism – is remarkably getting more and more important in Lithuania for local inhabitants and visitors from abroad. And it is growing every year.

ROMANIA

In 2006, Romania had 6,037,000 foreign visitors, mostly Europeans (5,689,000), including visitors and tourists who spent at least one night in Romania. Total expenses for 2006 by all tourists are estimated at 2.95 billion Euros.

SPAIN (IMFE)

Table 1. Tourist employment in Spain, 3rd quarter 2004

Tourist industry	No. of people	Percentage distribution	Annual increase to Q3 2004
Active population	2,355,018	.	.
Occupied population	2,163,558	.	.
- *Employed population*	1,620,095	75%	3.6%
- *Self-employed workers*	540,366	25%	-2.9%
Occupied people by sector			
Hotels and catering	1,200,000	.	.
- *Restaurants*	835,175	38.6%	4.1%
- *Hotels*	317,900	14.7%	7.3%
Transport	614,566	28.4%	.
Other tourist activities	349,848	16.2%	2.7%
Travel agencies	46,070	2.1%	-8.8%
Occupied men	1,341,830	62.02%	.
Occupied women	821,728	37.98%	.
Employees by sector			
Hotels and catering	.	.	.
- *Restaurants*	542,623	33%	6.2%
- *Hotels*	294,758	18%	6.0%
Transport	.	.	.
Other tourist activities	.	.	.
Travel agencies	39,225	2%	-10.8%
Male employees	961,200	59%	.
Female employees	658,895	41%	.

The profile of a 'typical' employee in hotels and catering and travel agencies is that of a woman aged 30 to 44 with secondary education, whereas the profile of a typical restaurant employee is that of a woman aged 16 to 29 with elementary education. This sector shows clear signs of occupational segregation, with a clearly gender-based distribution of tasks that appears widely accepted as 'natural'.

In 2004, 32.8% of the sector's employees were on temporary contracts, which is slightly higher than the national average of 31.2% and four points higher than the service sector average of 28.4% - see table 2 below. The phenomenon of temporary employment in tourism affects women (41.7%) more than men (26.6%), and particularly people under the age of 30 (56.8%). Andalusia has a temporary employment rate in tourism of 42%.

In recent years there has been a period of economic growth in tourism, accompanied by a series of problems, according to commentators. These problems are identified as:

- disorganised urban development.
- an imbalance infrastructures, because local governments have insufficient funding to meet the needs of such a large-scale phenomenon;
- over-exploitation of the environment; and
- the use of tourism as the sole source of income for many towns, which means that they are subject to seasonal variations.

These problems are, according to critics, typical of growth based solely on seeking profit. New problems are, it is claimed, also emerging with a downward turn in the economic cycle:

- economic growth has not automatically been translated into social development and improvements in working conditions;
- The slow-down of the cycle is due to international competition and rising prices caused by the introduction of the euro. The number of tourists continues to rise, though at a lower rate, but they stay for shorter periods and spend less and less;

- Spain's climate and nature are becoming a less important feature, because other parts of the world offer similar advantages at lower prices; and
- The opportunity has been lost to invest the profits obtained from growth in infrastructure, improving workers' qualifications, diversifying the tourist services offered, improving the quality of service and promoting the distinguishing features of Spain.

POLAND

In 2006 total receipts from international visits amounted to 7 187 million USD, of which 3 447 million came from tourists and the rest – from same-day visitors. The average expenditures of tourists in 2006 amounted to some USD 167 per capita. Daily expenditure per capita averaged at USD 42. One-day trippers have spent USD 76 per capita. In three quarters of 2007 average expenditures went up sharply: it applies both to tourists (USD 284 per person) and same-day visitors (USD 114).

SWEDEN

More employed in the travel and tourist industry than in many large businesses combined
The numbers employed in the travel and tourist industry exceeds the total number employed in Sweden by the following major companies: Volvo AB and subsidiaries, Ericsson, Volvo Cars, Skanska, AstraZeneca, Scania, Telia-Sonera, Atlas Copco and H&M. The figures overlap to a certain extent, as the number employed in the travel and tourist industry also includes a small number of those employed in commerce.

Number employed within tourism by hotels and restaurants shows greatest growth
Since 1995, the number employed (full-time equivalents) in tourism by hotels and restaurants has grown the most, with an increase of 16,767 full-time equivalents, or over 41 percent.
However, commerce has shown the greatest percentage growth, up 67 percent or over 12,000 full-time equivalents.

PORTUGAL

The tourism receipts reached, in October 2007, 709,9 million Euros, which corresponded to an increase of 62,4 million Euros, compared to the same period in 2006.

The expenses were 249,6 million Euros which also mean a similar increase of 20,4 million of Euros.

Receipts from the Tourism (Country of Origin) – October 2007

This way, the balance of the Tourism sector, in October 2007, was 460,3 million of Euros, representing an increase of 10,0%, compared to the similar period in 2006.

The five main countries, all together, represent 68,2% of the total of the touristic receipts. The United Kingdom contributed with 25,6% of the touristic receipts and Spain follows with 14,5%.

In 2006, the average profits of the bed nights that were the highest were registered in the Rural Hotels (40,33€) and the Rural Tourism typology presented the least profit (26,13€).

Countries of origin	Receipts		
	2007	2006	%of total 2007
United Kingdom	181,446	165.090	25,6
France	75.501	64.329	10,6
Spain	102.662	97.211	14,5
Germany	99.227	98.201	13,8
Holland	26.470	25.372	3,7
Others	225.501	197.357	31,8
General Total	709.857	647.520	100

IV. <u>Structure of tourist guests</u>

GERMANY

Countries of origin of the foreign guests 2006:
11.2 % Netherlands, 10.8 % USA.9.1 % Italy, 7.8 % Austria, 7.1 % Switzerland, 6.7 % United Kingdom, 4.6 % Japan, 4.1 % France, 38.6 % others.

LITHUANIA

Total amount: about 100.000 (January – September 2007)

<u>Europe (about 75.000 guests)</u>
The biggest amount of guests is from:
Germany (31%), Poland (12 %), Italy (10%), United Kingdom (7 %), France (7%) Finland (5%) Estonia (3%) and Latvia (1.5%)

<u>CIS (about 16.000 guests)</u>: *Belarus (16%), Russia (70 %).*

America (about 3400 guests): about 38 % more than in the year 2006.
Asia (about 2400 guests)
Africa (about 20 guests)
Australia and Oceania (about 400 guests).

The most used language is English, **German, Russian, and Polish.**

ROMANIA

In December 2007, the arrivals of foreign visitors to Romania, according to customs, amounted to 646.7 thousand, 24.0 % higher than those of December 2006. Most of the foreign visitors came from European countries (96.2 %). 62.9 % of the total arrivals of foreign visitors in Romania were from the European Union Member States.
In 2007, the arrivals of foreign visitors to Romania, according to customs, amounted to 7721.7 thousand, 27.9 % higher than in 2006. Most of the foreign visitors came from European countries (94.4 %). 62.3 % of the total arrivals of the foreign visitors to Romania were from the European Union Member States.

SPAIN (FGUVA)

According to the Boletín de Coyuntura Turística de Castilla y León the number of Spanish tourists who visit us is four times the number of foreign tourists.

POLAND

In 2007 there were more than 4 million visits from foreign countries, more than 100 000 citizens from each of the following countries visited Poland: Germany (1 305 000), Great Britain (1 305 800), Russia (334 300), Italy (217 200) The USA (210 200), France, the Ukraine, Israel, Sweden, Holland, Spain, Belarus. The main languages spoken by foreign visitors thus are German, English, Russian, French and Spanish.
Forecast
The total number of tourist inbound trips shall rise from 15.7 million in 2007 to around 19 million in 2012 and 2013. We assume some changes in structure of inbound tourism: in terms of generating countries as well as in purposes of visits. Leisure and business trips are supposed to grow faster than transit, shopping-oriented and VFR trips. Significant growth can be seen in use of commercial accommodation.

SWEDEN

Within the European market, Germany had the greatest increase in volume, up 185,000 overnight stays or almost 10 percent in 2006. Other European markets that showed significant increases included the Netherlands (up 28.7 percent) and Poland (up 28.6 percent). The Nordic markets increased by a total of 6.4 percent, with Norway showing the greatest growth at almost 10 percent

AUSTRIA

Austrian tourist entrepreneurs can therefore practically address about 75 per cent of their guests using German language.

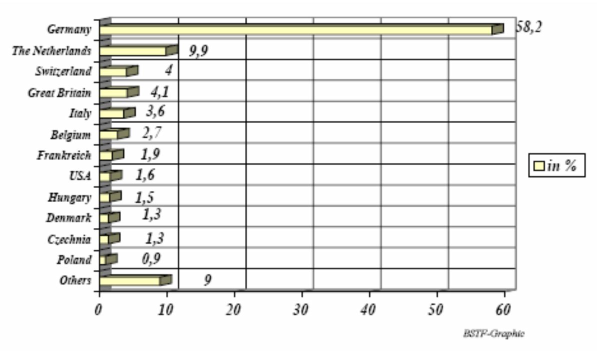
However, the most growing market for Austrian tourism is all countries belonging to central and (former) Eastern Europe. Since the opening of the borders, respective numbers have constantly increased. For this market, the number of overnight stays has become four times higher than it used to be 10 years ago.

There are mainly guests from the Czech Republic, Hungary, Slovakia and Slovenia who can to some extent well identify with Austrian culture and way of living and therefore more and more frequently come to Austria. Besides, there is a growing amount of Russian guests in some regions of Austria.

According to the "Österreich Werbung" (Austrian campaign), future markets and developments can be judged upon as follows:

- main markets: central and East European countries (Hungary, Czech Republic, Poland, Slovenia, Baltic states)
- market with big potential of growing: Slovakia
- future hopeful markets: Russia, Ukraine, China, Japan, India

Guests from abroad



As to language use of foreign tourists coming to Austria, approximately 65 percent (Germany and Switzerland) speak German as their mother tongue. Another nearly 10 per cent (tourists coming from the Netherlands) are usually well able to communicate in German.

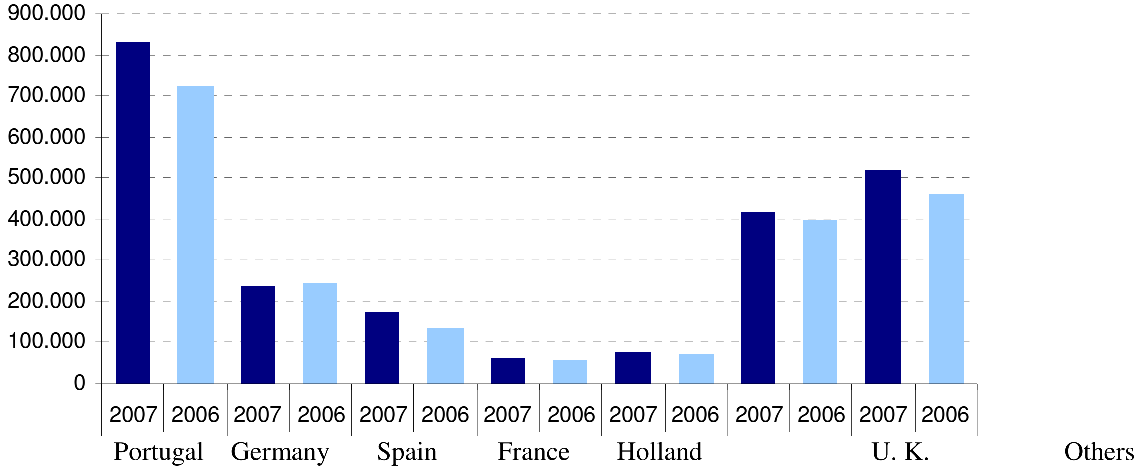
FRANCE

Strongest progressions being recorded by Spanish, Italian and British customers.
Foreign customers in Languedoc Roussillon are composed first of German, British and Dutch, and represent 1/3 of regional tourism Roussillon as it's been confirmed by his President Mr Jacques Mestre.

PORTUGAL

Characterization of the tourist sector in Portugal

Number of nights in the Hotel Facilities, by county of residence – November 2007



In November 2007, the number of nights in the Hotel Facilities registered 2,3 million of nights, which caused an increase of 11,2%, in what concerns a similar period in 2006.

The increase is due directly to the positive response either by residents or by non-residents with similar increases of 14,5% and 9,5%, respectively.

Concerning the nationality of the tourists, the British market represented 18% of the total bed nights, followed by the German (10,2%) and the Spanish (7,6%).

From the main sender markets we can see similar increases in Spain (+29,7%), France (+13,3%), and Holland (+8,0%).

CHAPTER 2

OVERVIEW OF LANGUAGE TEACHING IN TOURISM SECTOR

Best practises of teaching languages including tools, modules, language materials, etc.

Here are some of the suggested Best practices examples that could be used for *Be Multilingual*, once adapted to different needs of each project partner. Most of them are content based e-learning tools or online courses suitable for self-directed learning. They are attractive in the sense that they free of charge and can be accessed any time. The entertaining form generates motivation in the language learners. They are effective since they can be used to reach the non-traditional language groups such as tourist entrepreneurs.

LAMM in Austria
http://languageserver.uni-graz.at/lamm/index.php
It is a data file that offers exercises for language learners. These exercises are meant to support language learners during the process of learning a language and can be used as support to a wide range of language courses as they are not course specific. The exercises are grouped according to the levels of the Common European Framework of the Council of Europe (A1-C2) and offer exercises to practise different skills: grammar, vocabulary, reading comprehension, listening comprehension, writing and speaking. The exercises can be searched according to different criteria: language, skill, level, and author. Students can do the exercises on the computer, get an evaluation and can also send this evaluation to their teachers or they can print out the exercises and fill them in by hand. Exercises are offered for the following languages: **English, French, German, Italian and Spanish**.

Leonardo da Vinci project
Babelia: Training the e-learning language trainer
http://www.babelia.info/
An Internet portal with links to learn the **Bulgarian, Czech, Danish, Dutch, English, French, Greek, Hungarian, Polish, Romanian, Spanish l**anguages. The project is conceived to help traditional language teachers, used to give presence courses, to adapt themselves to the new way of teaching and learning resulting from the electronic courses. The teacher would learn how to design and adapt the contents and structure of the course without the need of an IT assistant. The system would not only help in the preparation of electronic classes but it could also be used as a tool for the design of presence and mixed courses.

Leonardo da Vinci project
Learn Foreign language Anytime Anywhere by LinguaNet
http://linguanet.ecs.ru.acad.bg/
An important factor for the employability of such personnel is their demonstrated ability to perform their vocational tasks proficiently using foreign languages and their ability to mediate between lesser spoken languages (**Bulgarian, Greek, Portuguese**) and the most widely used languages of the European Union (**English, German, French, Spanish**). However, the project has not finished and the results are not available for the public yet.

Generalitat de Catalunya
http://www.esl-lab.com
Activities (pre-listening, listening, vocabulary) for learning **English** online.

Leonardo da Vinci
Mission Europe - Save Europe and learn a language
http://www.missioneurope.eu

Target languages: **French, German, Polish**
The special website linking up the partner stations enables users to listen to the series on demand and to download the language guide. They can also find downloadable tools, activities, games and cultural information, providing first steps in the chosen language. For radio professionals, there is a re-broadcast service, while teachers can download ready-made class material.

Cultural and linguistic organizations, tourist authorities and public information services have their own 'press area'. The series is being broadcast in 10 European countries.

http://www.tourismes.info/russe.htm
French website information on tourism opportunities, games on tourism, links to learn Russian.

Socrates/Lingua 2 project
ONENESS
Online courses for lesser-used and lesser-taught languages
http://www.oneness.vu.lt

This course is created for those who want to start learning Estonian, Finnish, Lithuanian, Polish or Portuguese languages. The course aims at forming minimal communicative competence of the target language and at introducing the target country and its culture.

Be Multilingual *adaptability*: self-directed e-learning; suitable for learning PL, though the language of instruction is English. Effectiveness: can be learnt at any time and any place, free of charge; suitable for any A1 learner. Attractiveness: free of charge, pictures, sound, tests, grammar information and exercises, games, socio-cultural information.

Socrates/Lingua 1 project
FEEL
Funny, easy and effective learning about countries, cultures and languages
http://www.feel.vdu.lt

Project objectives:

- To promote among EU citizens and worldwide the awareness of cultural particularities of the 10 new countries and the new status of a particular language as an official language of the EU;
- To encourage people to take interest in the study of new official EU languages;
- To satisfy basic linguistic needs of the constantly increasing European mobility;
- To contribute to tourism and extended mobility in the target countries (Malta and Cyprus are already highly popular tourist destinations but this is certainly not the case of Estonia, Latvia, Lithuania, Slovakia, etc);
- To introduce EU citizens and others to the languages and cultures of the new EU countries in such a way that the existing (if there are any) stereotypes about the target countries and their cultures can be avoided.

Be Multilingual *adaptability*: FEEL calendars for self-directed learning once published related to tourism, e.g. tourism information, sights of interest, stereotypes. Effectiveness: suitable for any target group, learning can take place any time. Attractiveness: funny, socio-cultural info.

****

According to the preliminary *Be Multilingual project* questionnaire results, English is the most wanted language. Then there is German and French. In addition, learners in tourism sector find face-to-face teaching/learning more effective. For this reason, some of the books and CDs could be more appreciated and found as more effective for the target group of our project:

For the English Language:

Title:	***English for International Tourism***
Levels:	Pre-Intermediate Intermediate Upper- Intermediate
Authors:	Iwonna Dubicka, Margaret O'Keeffe, Peter Strutt, Miriam Jacob,
Publisher:	Longman
Course components (each level):	Coursebook Workbook Teacher's Book Cassette

Audio CD

Description:
A three-level course of English designed for people working in tourism industry, for students of tourism and hospitality schools, hotel and hostel owners. The contents include English for people working in travel agencies, dealing with customers, tour guiding, business trips. The main focus is on writing and speaking as two most important skills when coping with business matters. The course contains authentic materials from renowned guide books and examples taken from successful travel agencies. The course is recommended by the London Chamber of Commerce and Industry Examinations Board for those preparing for English for the Tourism exam.

Title:	***Test your Professional English Hotel and Catering***
Levels:	Pre-Intermediate Intermediate Upper- Intermediate
Authors:	Alison Pohl
Publisher:	Longman
Course components (each level):	Workbook

Description:
A workbook for testing vocabulary from the field of hotel and catering. The book contains 60 tests covering over 500 words and expressions, it also contains a specialist glossary and the key to exercises so that the exercises can be checked by students themselves.

Title:	***Be My Guest***
Levels:	Elementary, Pre-Intermediate
Authors:	Francis O'Hara
Publisher:	Cambridge University Press

Description:
This fifteen-unit course is ideal for both in-service and pre-service students. It deals with the many situations in which hotel employees meet guests, including reception, restaurant and bar work, answering the phone, giving directions, dealing with guests? Problems, writing short e-mails and letters, suggesting places to visit and explaining how things work.

Title:	***Welcome! English for the Travel and Tourism Industry*** **Second edition**
Levels:	Elementary, Pre-Intermediate
Authors:	Leo Jones
Publisher:	Oxford University Press

Description:
Welcome! is a course for people who either work or plan to work in tourism. It contains fifty 90-minute lessons, with units grouped into ten thematic modules for maximum flexibility. The course places particular emphasis on getting students to communicate in work situations they are likely to meet.

Title:	***Tourism and Hospitality Marketing***
Levels:	Advanced (content related)
Authors:	**Sharon Dickman**
Publisher:	Oxford University Press

Description:
Tourism & Hospitality Marketing examines contemporary marketing theory and practice in one of the world's most exciting growth industries – the travel industry. Consumer behaviour, target marketing, research, new product development, pricing theory, yield management, publicity, promotions (including on-line and loyalty programs), and marketing management and administration are all covered.
The book makes extensive use of practical examples from the following sectors: accommodation, attractions and entertainment, transport, gaming, food and beverage, and travel. It also includes detailed studies from National Tourism Award winners in regional and metropolitan Australia and promotional materials from the Pacific region's leading tourism and hospitality operators.

Reflecting the unique challenges of marketing Australian tourism products, this book is aimed at all students studying for careers in tourism and hospitality, as well as at teachers in the field.

Title: ***Oxford English for Careers - Tourism***
Levels: Pre-Intermediate
Authors: **Keith Harding and Robin Walker**
Publisher: Oxford University Press

Description:
A new, up-to-date course where students learn what they need to know for a career in commerce, tourism, nursing, or technology. Oxford English for Careers is a series which prepares pre-work students for starting their career. Everything in each Student's Book is vocation-specific, which means students get the language, information, and skills they need to help them get a job in their chosen career. The complete series will cover Commerce, Tourism, Nursing, and Technology at Pre-Intermediate and Intermediate levels.
Focuses on the functional language needed to succeed in the job. Grammar, vocabulary, and skills are all contextualized in real work situations; An aspirational approach includes *It's my job* profiles of real professionals, and specialist facts, figures, and quotations on every page; Writing bank or Reading bank gives practice in working with specialist texts; Contemporary, easy-to-navigate design with an *In this unit* learning menu and an end-of-unit Checklist with CEF Can-do tick boxes; Revision and extension with Projects and Webquests, a student's website with consolidation exercises from the unit, and a handy Key words list at the end of every unit with the essential vocabulary; Teacher's Resource Book provides a specialist background to the area for every unit, plus easy-to-understand tips, additional activities for mixed ability classes, and Grammar tests and Communication worksheets.

For the French language

Title: ***Le Francais du Tourisme***
Authors: Anny Marie Calme
Publisher: Hatchette, 2004

For the German language

Title: ***Deutsch im HotelDeutsch im Hotel – Gesprache fuhren***
Authors: Barberis Paola, Bruno Elena
Publisher: Huebner

Description:
A book designed especially for students of hospitality management and tourism studies and people working in tourism industry. It introduces basic vocabulary and expressions through everyday situations which a worker of tourist industry comes across in their everyday routine. It contains grammar and pronunciation exercises.

For the Spanish language

Title: ***Español en el Hotel***
Authors: Concha Moreno, Martina Tuts
Course components: student´ s book

Description:
A Spanish language course for students who have reached an intermediate level of Spanish and who would like to specialise in the field of tourism (ranging from work in hotels and travel agencies to work as a tourist guide or in public relations). While it does cover all four language skills, particular attention is given to audio-comprehension as this is recognised as a skill of high importance in the tourist industry.
The book itself is very well organised with a variety of maps, forms, articles and statistics taken from authentic and accurate sources. The book also contains a glossary of the grammar covered and transcripts of all audio-recordings.

Title:	***Bienvenidos 1. Español Turismo y Hostelería***
Authors:	M. Goded, R. Varela
Publisher:	en CLAVE, 2004
Course components:	Student´ s book

Thus, it seems that the best way would be designing a platform with language courses available on the Internet (that have adequate resources and a supervisor, who could motivate the learner, choose good teaching materials, provide help when necessary and check progress) and a bibliography list with recommended textbooks.

CHAPTER 3

OVERVIEW OF LANGUAGE LEARNING IN TOURISM SECTOR

QUESTIONNAIRES

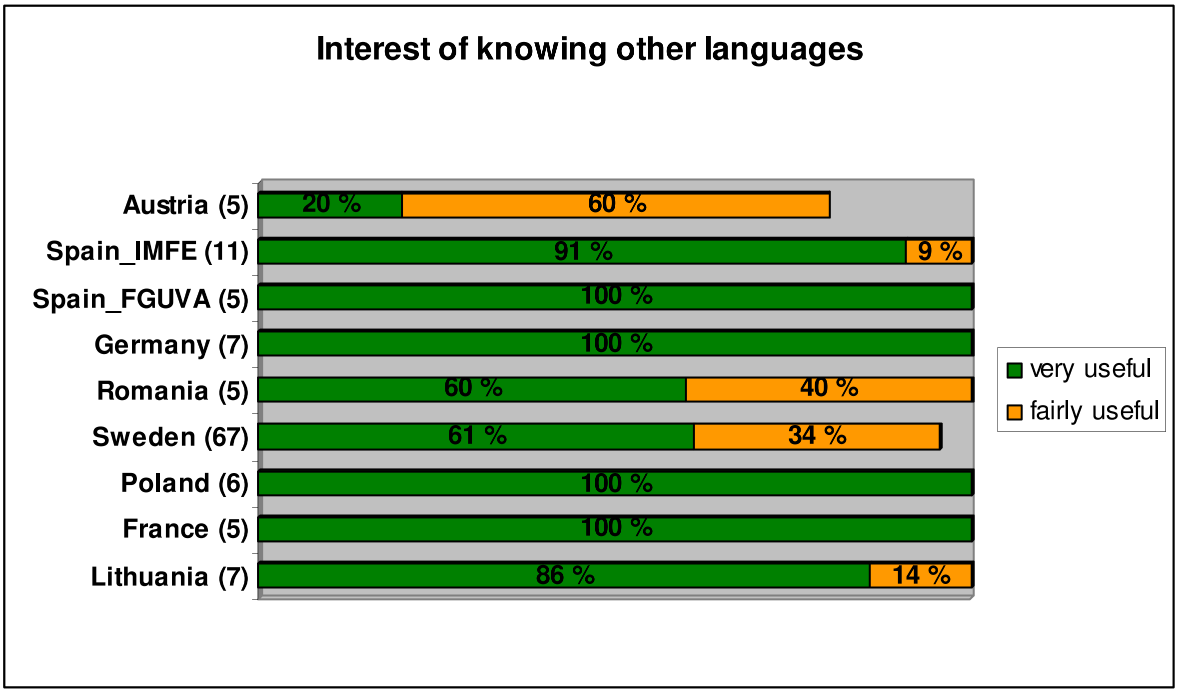
Number of interviewed persons:

Austria - 5; **Lithuania** – 7; **Spain** (IMFE) – 11; **France** – 5;
Germany – 7; **Romania** – 5; **Spain** (FGUVA) – 5; **Sweden** – 67;
Poland – 6.
Totally: 118

1. **Do you think knowing other languages than your mother tongue is, or could be:**

Most of the respondents were of the opinion that it is ***very useful*** knowing other languages than theirs mother tongue. Only few of interviewed thought it is only ***fairly useful*** (look below at the diagram).
3 participants from Sweden were of the opinion that it is **not very useful** and 1 respondent from Austria had **no opinion**. Nobody answered that it is **at all not useful**.

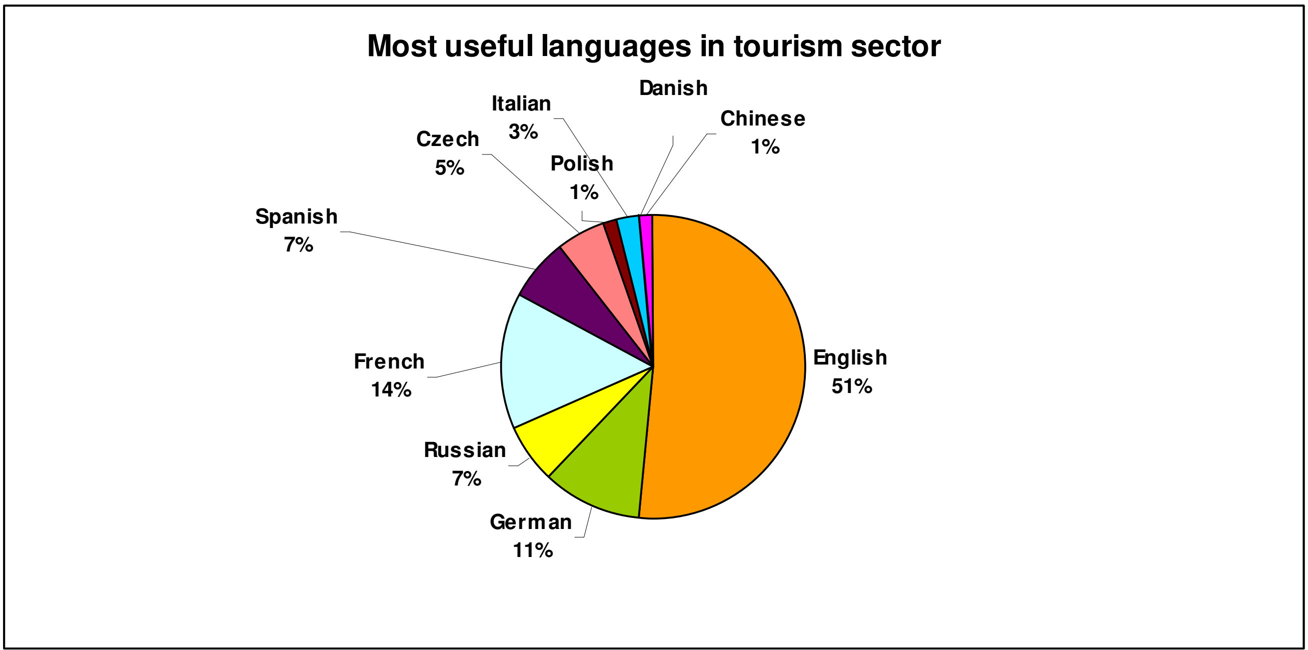
***Conclusion*: it is useful to know more languages than somebody's mother tongue is.**



2. Which two languages, apart from your mother tongue do you think are the most useful to know for your work in tourism sector?

Mentioned languages from the respondents from all countries were:

English, German, Russian, Danish, Polish, Italian, Spanish, French, Czech, Chinese.



The picture shows that respondents from all countries have stated English as the most useful language. German, French, Spanish and Russian follow respectively.
It should be considered that some partners' results are not scheduled in this picture. Some partners did not give the numbers for chosen answers; therefore we did not include them as not to adopt incorrect ones. Numerous amount of respondents (Sweden, even 67 persons) could have had a big impact on high percentage rate for some languages. The tendency, however, is more or less obvious.

The demand for other languages from each partner's country's point of view is stated below.

NOTE: for next interviews it should be useful if you write numbers next to the chosen answers. Useful, if we want to make a statistical analysis and provide exact results.

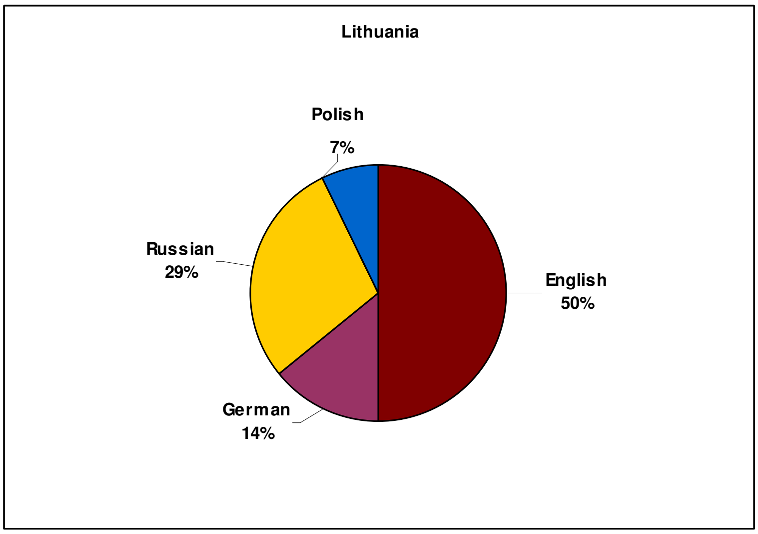
***Conclusion*: The most useful languages in tourist sector would be *English*, *German*, *French* and *Russian* in general.**

Below you will find the languages that each partner's country finds as the most useful in tourist sector:

(No exact data given from these 3 partners)

Sweden: **English** stated on the first position. **German** and **Danish** - on the second with a very close response rate.
Poland: **English** and **German** stated as the most useful languages. One person mentioned **Spanish** as important one.
France: The most useful language – **English**. Followed by **Spanish** and **German**.

LITHUANIA



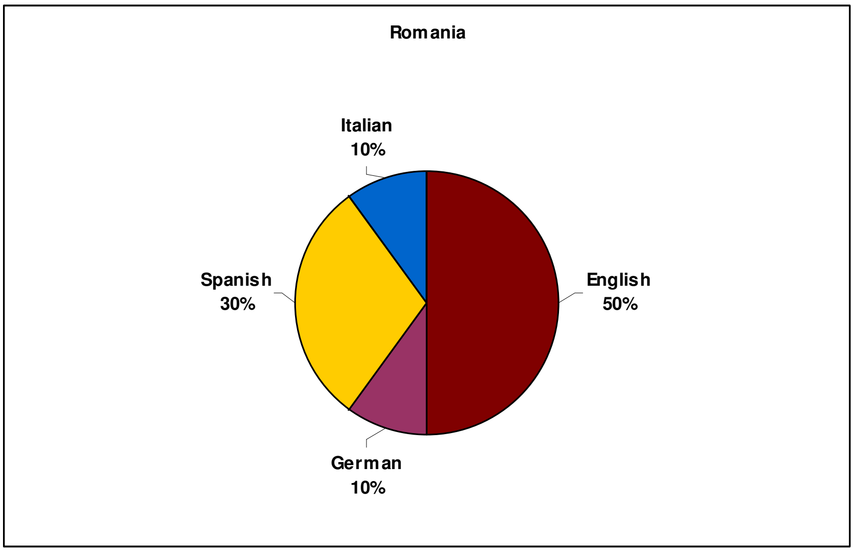
Most 2 useful languages:

English (50%) and **Russian** (29%);

German considers being useful as well (14 %);

Polish appeared in the list as well (7%).

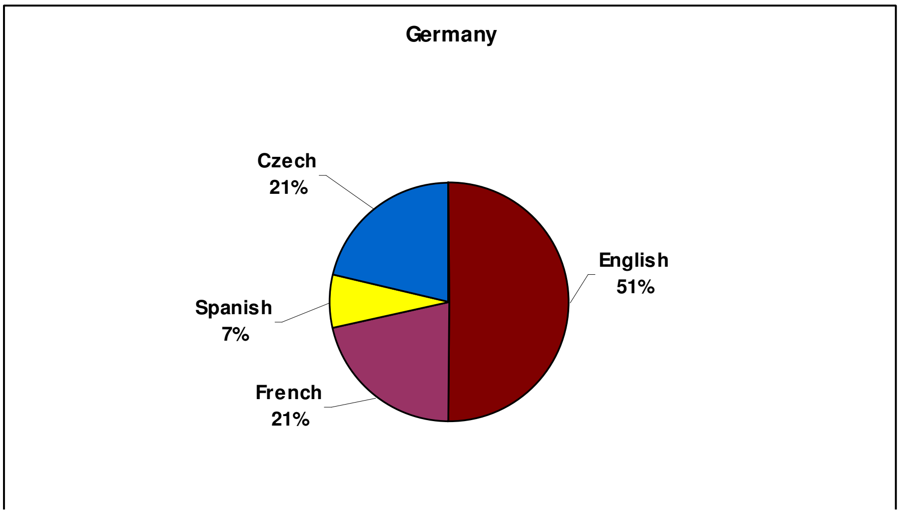
ROMANIA



Most 2 useful languages:

English (50%) and **Spanish** (30%);

German and **Italian** - the same percentage rate of 10%.



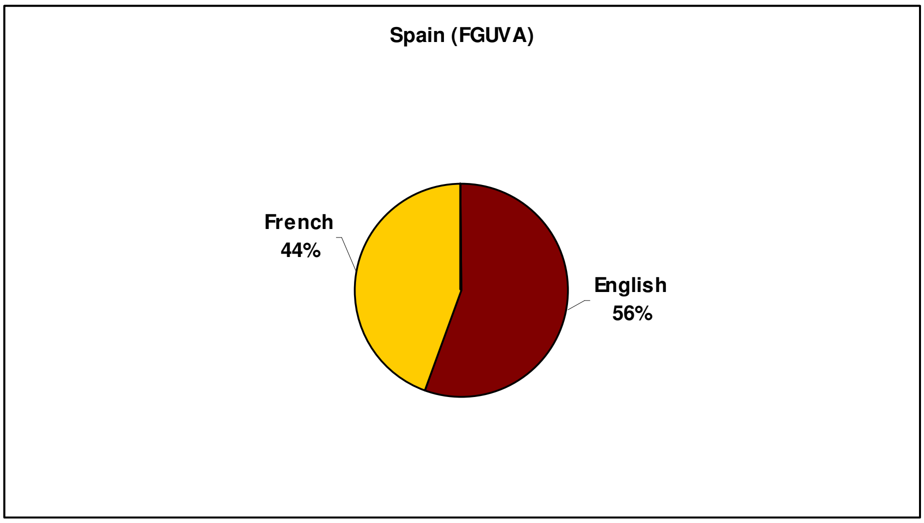
GERMANY

Most 2 useful languages:

English (51%) and **Czech** (10%) with **French** (10%);

Spanish one of the mentioned languages as well (7%).

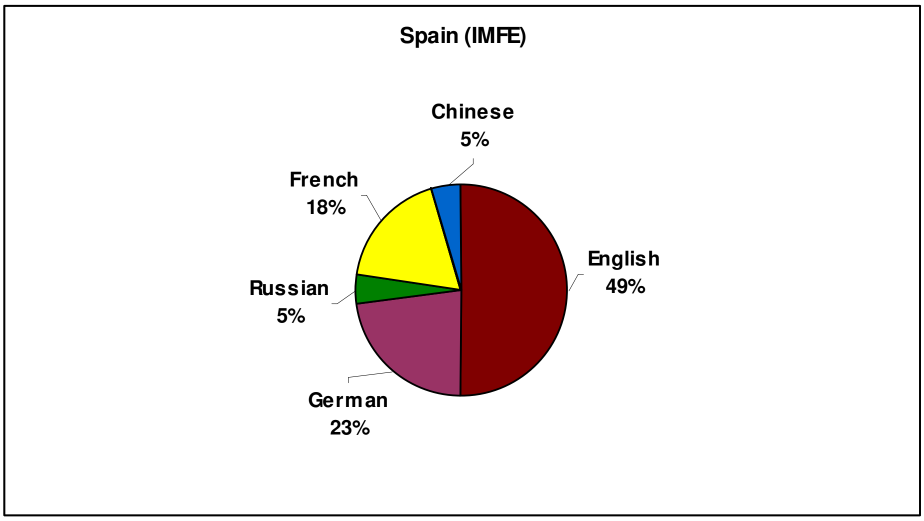
SPAIN (FGUVA)



Most 2 useful languages:

All the respondents chose for 2 languages at all: **English** (56%) and **French** (44%)

SPAIN (IMFE)



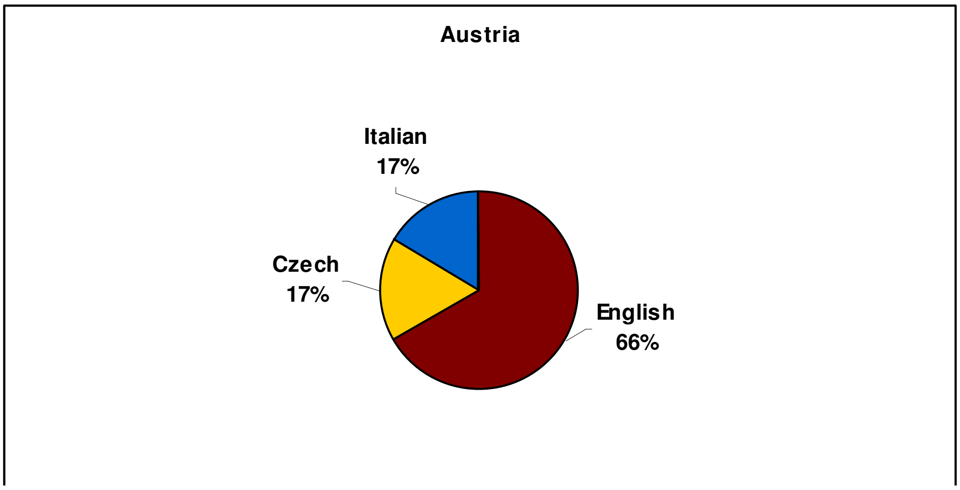
Most 2 useful languages:

English (49%) and **German** (23%);

French as a useful language was chosen as well (18%);

Russian and **Chinese** were chosen only once and it makes 5 %.

AUSTRIA

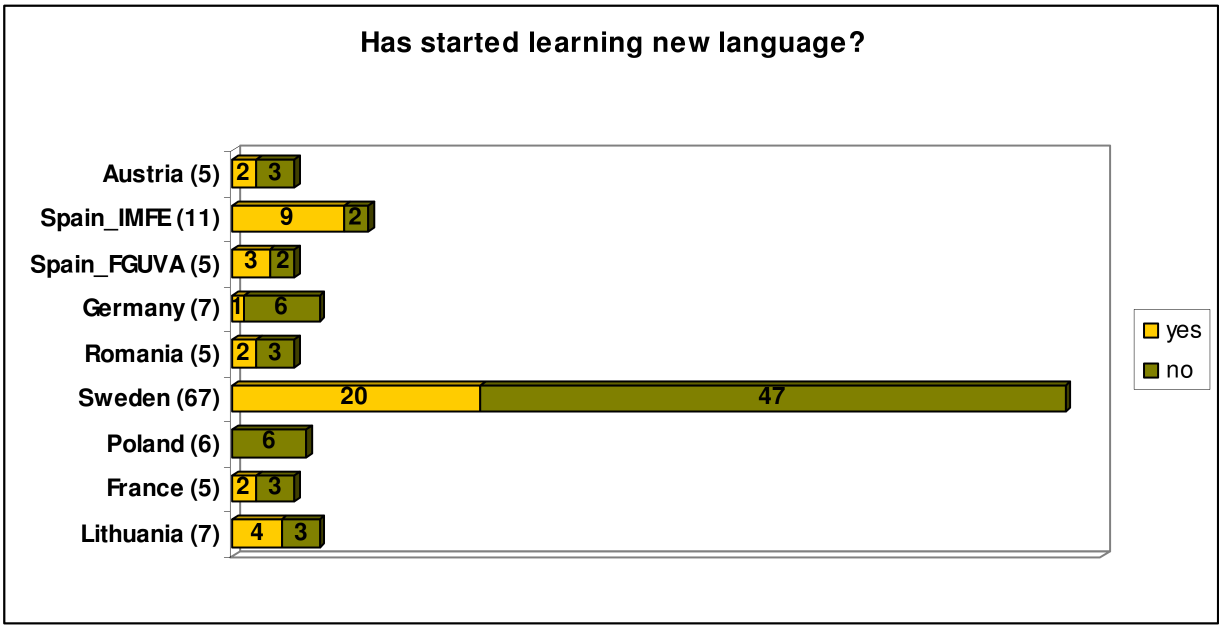


Most 2 useful languages:

English (66%);

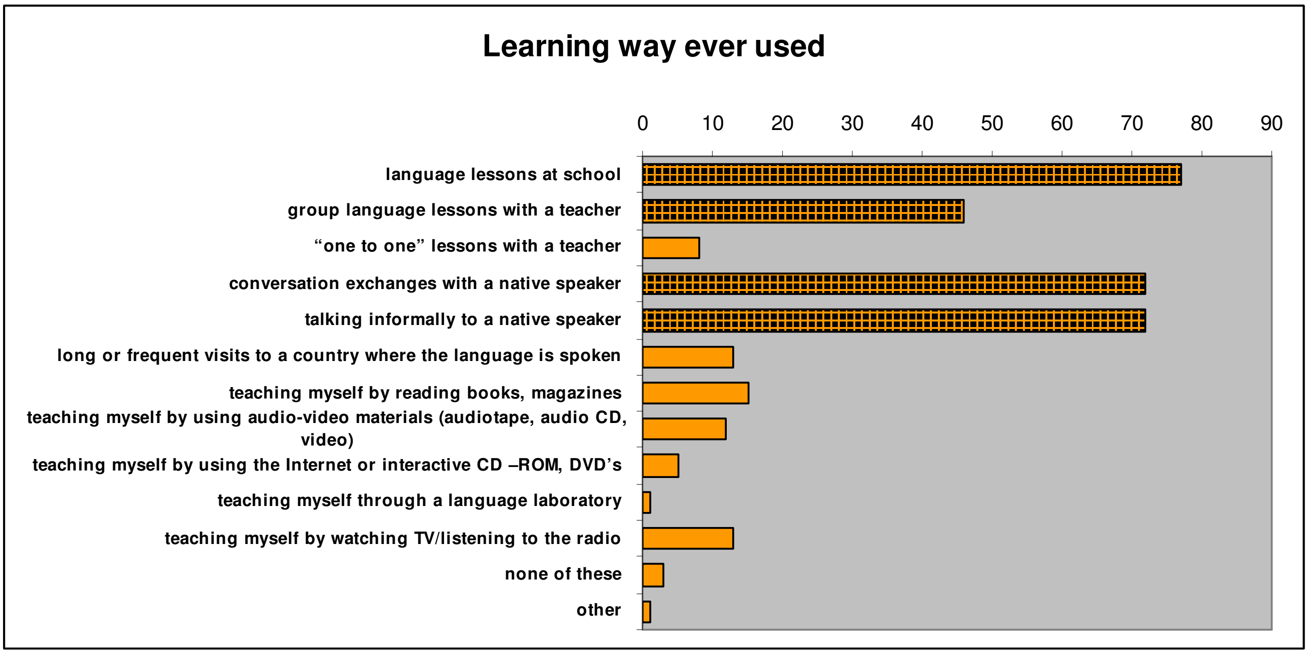
Czech and **Italian** are equally important (17%).

3. Have you started learning a new language or improved your command of another language during the last two years?



To the question if anyone has started learning a new language or improve skills of another language during the last two years some of the respondents answered "*yes*"(36%). The bigger part of the respondents' responses was negative (64%).
The language the interviewed have chosen to learn or to improve is **English** on the first position (50%) (was chosen by all the respondents who answered "yes"). Some respondents started learning or improving **German** and **Italian** (both 19%). Once were mentioned **French** (in Spain) and **Danish** (in Sweden).

4. Which of the following ways of learning a foreign language have you ever used?



Considering to the answers from interviewed persons we can observe such results (look at the picture above.):

The number of answers is 338. A higher amount of some answers could be presented due to numerous amount of questionnaires from Sweden.

Again, the results from France and Poland are not involved in this picture but stated separately (as not exact numbers were given for statistical analysis).

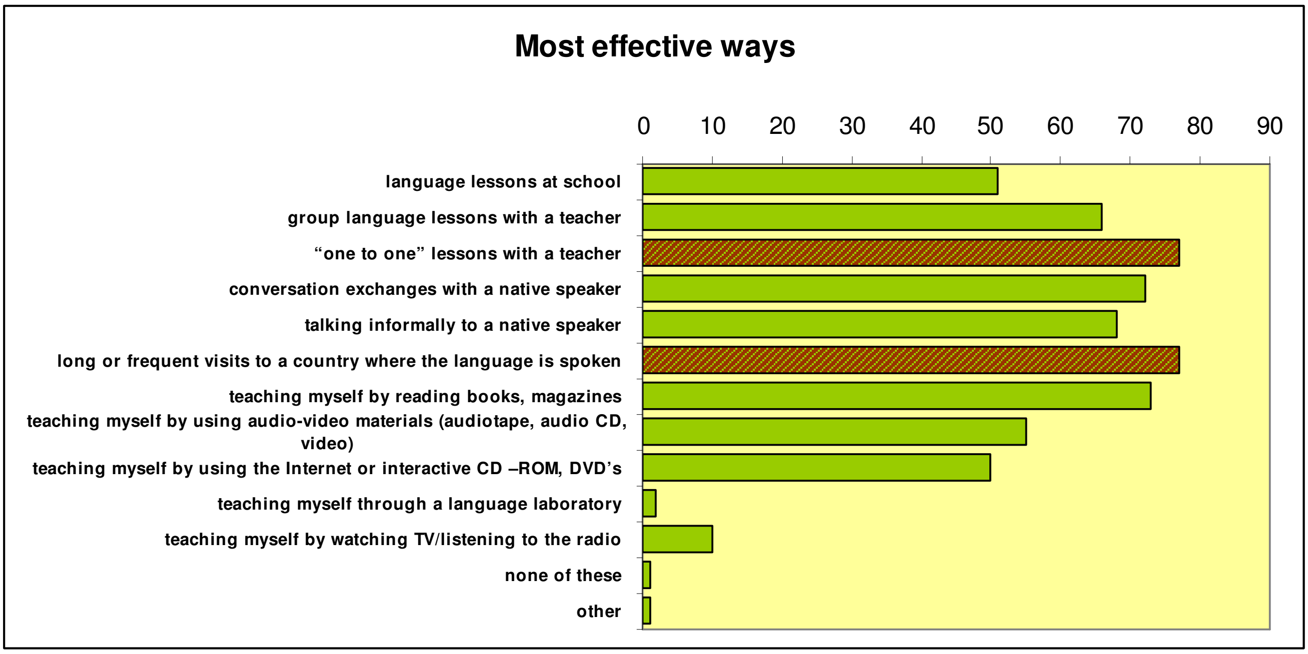
The most popular way all the respondents have ever used when learning a language is „*language lessons at school*“ (23%), followed by „*conversation exchanges with a native speaker*“ (21%) and „*talking informally to a native speaker*“ (21%). Later ones were/are mostly used at their job in tourism sector.
Rather many pointed that having „*group language lessons with a teacher*“was one of the quite often used ways of learning language (14%).

Individual/self-directed learning using different methods seems not to be especially popular. It makes approximately 13 % of all such ways. The reason could be the luck of technologies in some countries to particular time (if interviewed finished school many years ago).

Differently results gave respondents from France. They stated auto-training (language laboratories, audio-video material, books, magazines, TV, radio) ways as the most frequently used.

People interviewed in Poland answered that the most popular way of language learning was/is „language lessons at school“. Some respondents had group language, some visited a country where the language is spoken, some mentioned watching TV or listening to the radio.

5. Which did you find the most effective?



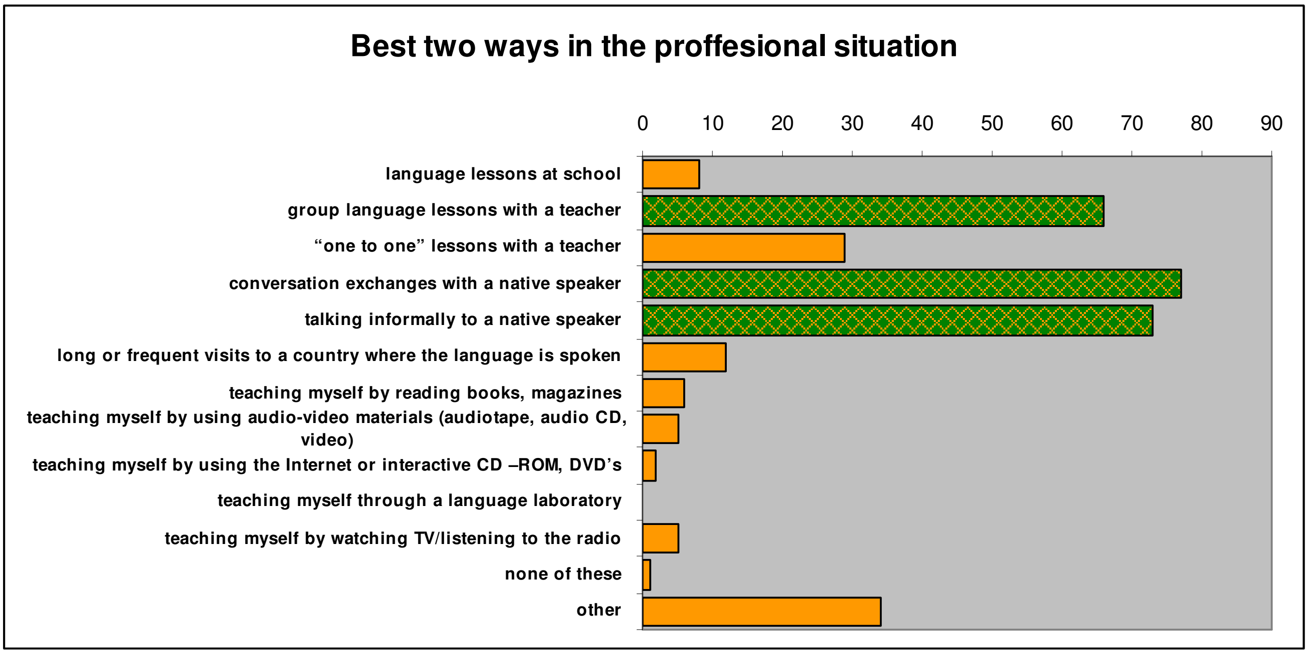
The number of answers is 603. The results show that responses vary and to observe a clear tendency is not so easy.
The most efficient way of learning language respondents think is **„long and frequent visits to a country where the language is spoken“** and **“one to one lessons with a teacher“** (13%).

Not less efficiently interviewed found teaching themselves individually by **reading books** or **magazines** (12%).

Conversation exchanges with a native speaker (12%), **group language lessons with a teacher** (11%) and **talking informally to a native speaker** (11%) seems also to take a high position in valuation of effectiveness.

Polish respondents think **„one to one"lessons with a teacher** to be as the most efficient way. On the second position would be group languages with a teacher and frequent visits to a country where the language is spoken. Conversations with a native speaker, reading books or magazines, watching TV or listening to the radio also were mentioned.
The results from French respondents show that they think auto-training methods to be the most efficient.

6. Taking your professional situation (job commitments) which two of these ways would best suit you?

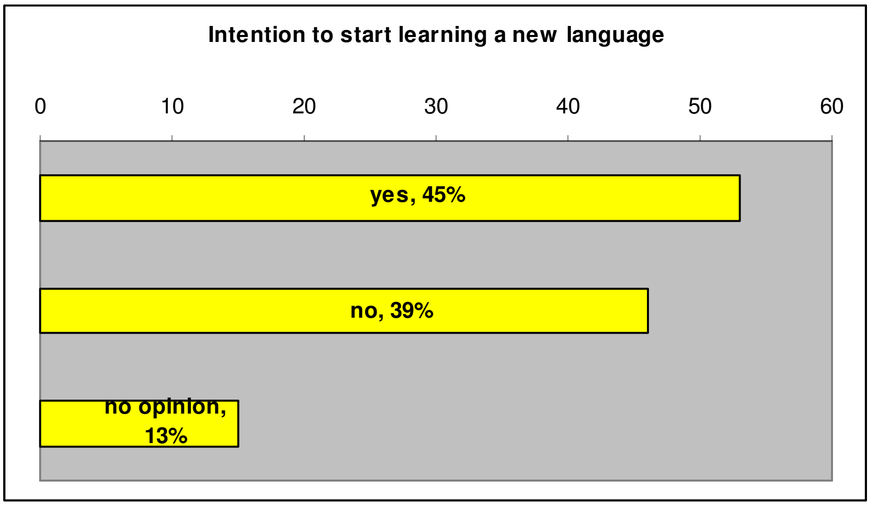


As two best ways in the professional situation respondents chose "**conversation exchanges with a native speaker**" (24%) and „**talking informally to a native speaker**"(23%).
Quite important learning way in a professional surrounding was mentioned „**group lessons with a teacher**"(21%).

French respondents have chosen **auto-training methods** again as the most adaptable in their working place.
Concerning Polish interviewed persons they have mentioned „**conversation exchanges with a native speaker**. " Important seems to be **group** or **„one to one"language lessons with a teacher** and **individual learning using Internet or interactive tools.**

<u>Conclusion</u>: considering the learning way that was ever used, the effectiveness of the learning method and its suitability in the professional situation, it seems more or less obvious that self-directed/individual learning methods were not so often used or considered as very effective ones (except French respondents).
Group or "one to one" language lessons with a teacher, conversations with a native speakers or **visits to countries where the languages are spoken** mostly was chosen as the most effective methods and most adaptable in the working place.

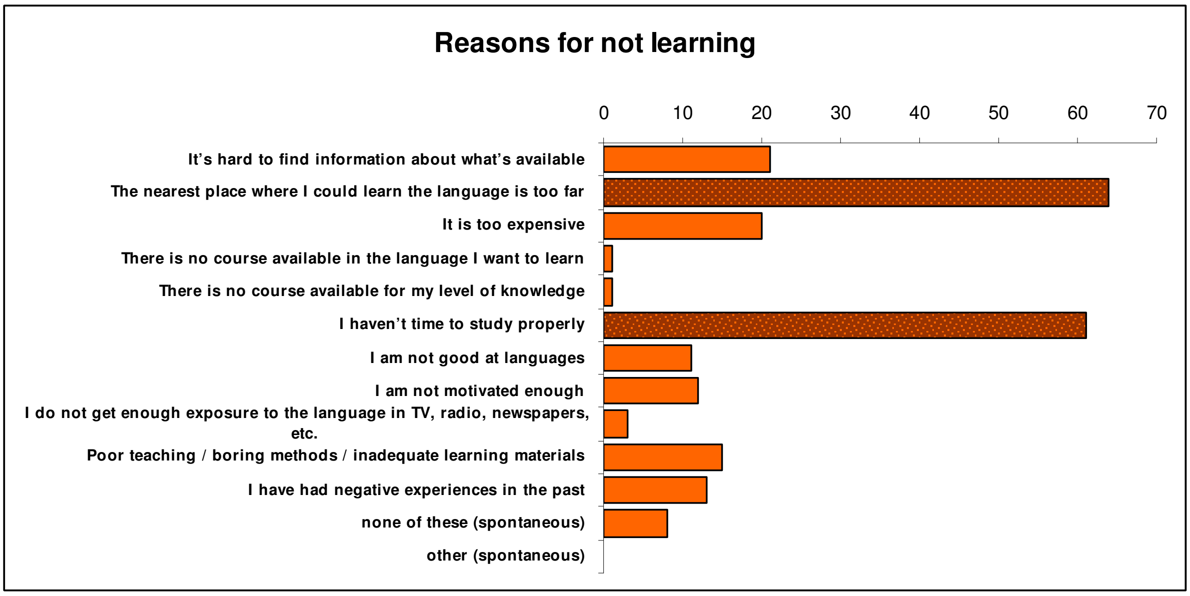
7. Do you intent to start learning or improve your language skills over the next coming year?



Nearly half of respondents (45%) intent to start learning a new language over the next coming year. However, similar amount of respondents (39%) do not have any intention of starting learning new languages. Some of interviewed had no opinion at all (13%).

Concerning the age of the interviewed persons it could be a reason why some of respondents do not intent to start learning a new language. Most of them are over 50 and seemingly they would have not enough time or energy for learning.

8. Which, if any, reasons would discourage you from learning foreign language?

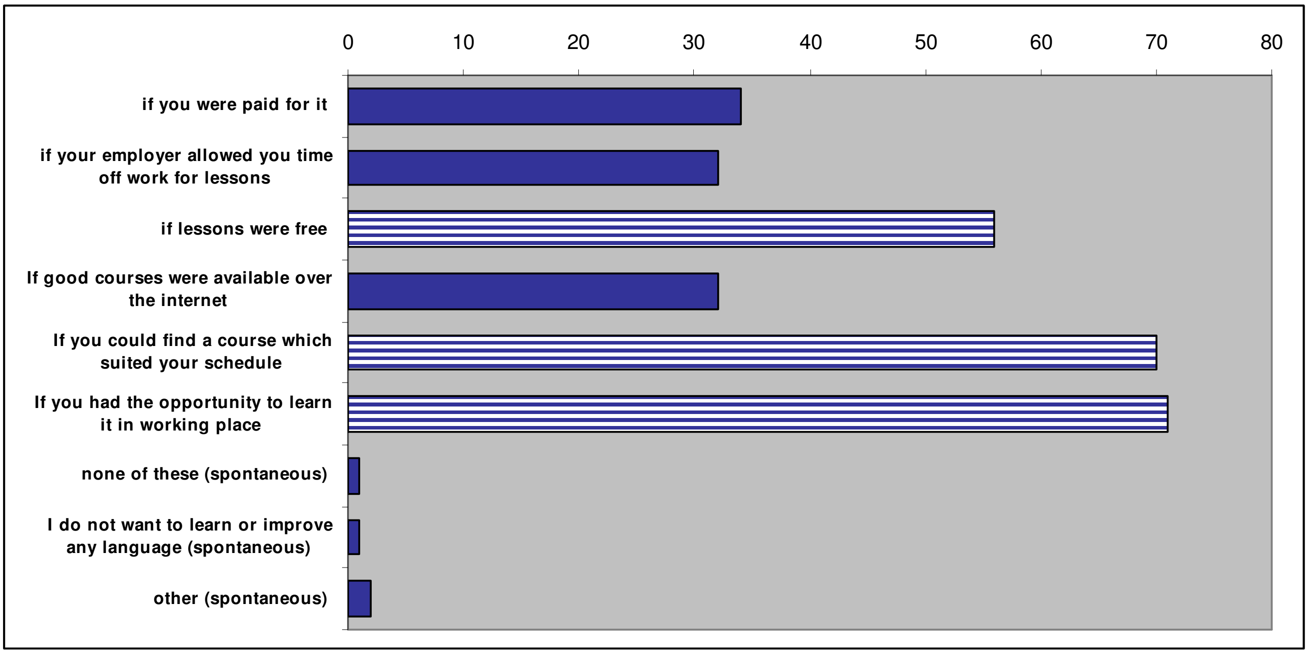


The main factor that discourages people from learning foreign language is that the localization of nearest school or educational institution is to far (28%). The lack of time plays a huge role as well (27%) why some of respondents do not choose to learn a foreign language.

French respondents think that the lack of time, high prices of language course and their low level in language prevent them from learning a foreign language.
Polish respondents think as the rest that lack of time and long distance between home and educational institution are discouraging factors. Some were of the opinion that it is too expensive to take part in such courses.

Conclusion: should have good possibilities to learn individually at home or in a working place to save time and to avoid long distances.

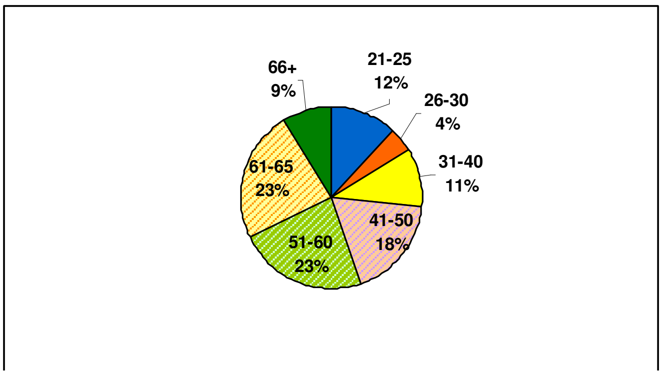
9. Which of the following would make you significantly more likely to learn a language or improve your skills in it?



A very important factor to choose learning or improving language skills by many respondents was a **suitable time schedule** (23%) and **language courses in working place** (24%). Money factor (19%) has also a fair impact on motivation for studying. If lessons were free, more respondents would choose to learn a foreign language.
Good courses on Internet are also required (11%)

Conclusion: the courses (material, toolbox etc.) should be organized more for individual studies at home, at working place or anywhere else. This would solve a problem of time and place. The prices of such courses should be reasonable or even for free.

Gender and age:



The total amount of participants was 118. Most of them were women (53%). The main range of the age was between 41-65.

A bigger part of interviewed participants work in tourism sector as self employed or qualified employees.

BIBLIOGRAPHY

SPAIN (FGUVA)

Information and Links for Chapter 1. Overview of tourist sector in your country.

www.actualidad24horas.com – current news and articles about tourism
www.actualidad.terra.es –updated information about tourism
www.jcyl.es/jcyl-client/jcyl/cct/dgt - Boletín de Coyuntura Turístico .Statistics about tourist, accomodation and destinations.
www.ecoturismocastillaleon.com accommodation in the country- Castilla y León
www.visitingspain.es accommodation in Spain

Information and Links for Chapter 2:

www.aprendemas.com - cursos de idiomas de turismo
www.poraqui.net – postgraduate courses
www.language-learning.net – language learning courses
www.oviedo.loquo.com
www.educaweb.com – Courses in tourism and language courses for tourism-
www.infocurso.com – Free language courses for tourism
www.turismocastillayleon.com - AUDIOMECA language courses for tourism organized by la Junta Castilla y León (regional government)
www.casas-turismorural.com a directory of rural houses
www.aulaintegraldeformación.es – Free courses Plan Avanza . Ministry of Tourism

LITHUANIA

Information and Links for Chapter 1. Overview of tourist sector in your country.

http://www.stat.gov.lt/lt/catalog/viewfree/?id=1075 Department of Statistics;
http://www.balsas.lt/naujiena/185701 - Data about Agro tourism;

PORTUGAL

Information and Links for Chapter 1. Overview of tourist sector in your country.

Instituto Nacional de Estatística – INE (National Statistics Institut): http://www.ine.pt
Tourism of de Portugal, I.P.: http://www.turismodeportugal.pt/

Used documents:

- Monthly news (Informação mensal) - November 2007
- TER Report 2006 – The Tourism in the Rural Areas (Relatório TER 2006 – o Turismo no Espaço Rural)
- The Tourism in 2006, Portugal, Mainland and Autonomous Regions (O Turismo em 2006, Portugal, Continente e Regiões Autónomas)

PORTALS OF TOURISM IN PORTUGAL

Portal of the Tourism of Portugal: http://www.visitportugal.pt/
Algarve: http://www.rtalgarve.pt/
Alto Minho: http://www.rtam.pt/
Alto Tâmega e Barroso: http://www.rt-atb.pt/
Centro: http://www.turismo-centro.pt/
Dão-Lafões: http://www.rt-dao-lafoes.com/
Douro Sul: http://douro-turismo.pt/
Évora: http://www.rtevora.pt/
Leiria-Fátima: http://rt-leiriafatima.pt/
Nordeste Transmontano: http://www.bragancanet.pt/turismo
Oeste: http://www.rt-oeste.pt/
Planície Dourada: http://www.rt-planiciedourada.pt/
Ribatejo: http://www.rtribatejo.org/
Rota da Luz: http://www.rotadaluz.aveiro.co.pt/
São Mamede: http://www.rtsm.pt/
Serra da Estrela: http://www.rt-serradaestrela.pt/

Serra do Marão: http://www.rtsmarao.pt/
Setúbal (Costa Azul): http://www.costa-azul.rts.pt/
Templários (Floresta Central e Albufeiras): http://www.rttemplarios.pt/
Verde Minho: http://www.rtvm.pt/
Tourism of Lisbon: http://www.visitlisboa.com/
Tourism of Oporto: http://www.portoturismo.pt/

Information and Links for Chapter 2:

EDUCATIONAL INSTITUTIONS
www.vdu.lt - Vytautas Magnus University (Foreign Language Department, Department of English Philology)
www.lkka.lt - Lithuanian Academy of Physical Education
www.vu.lt - Vilnius University
www.ku.lt - University of Klaipeda
http://www.siauliukolegija.lt/en Siauliai College
http://vvf.viko.lt - Vilnius College
http://www.is.lt/vpvm/ - Vilnius Tourism and Commercial School
www.vlvk.lt - Business College of West Lithuania
http://www.vikc.lt/ - The Public Service Language Centre (provides face to face and online English and German language courses)
www.ames.lt - American English School (provides English courses for businessmen in a company's premises)
http://www.goethe.de/ne/vil/ltindex.htm - Goethe Institut (provides face to face and online German language courses)

Links for learning English
http://searchenglish.britishcouncil.org
http://www.eslcafe.com
http://www.efl.net
http://www.english-to-go.com
http://www.onestopenglish.com
http://education.guardian.co.uknetclass/tefl/links
http://englishforum.com/oo/books
http://teachingenglish.org.uk

Tools and materials
www.anglu-lietuviu.com - English-Lithuanian, Lithuanian-English dictionary online
http://dictionaries.vnvsoft.com - German-Lithuanian, Lithuanian-German dictionary online

PROJECTS

CASTNET
Competencies and skills in tourism http://www.castsite.net/

ONENESS
Online courses for lesser-used and lesser-taught languages
http://www.oneness.vu.lt

FEEL
Funny, easy and effective learning about countries, cultures and languages
http://www.feel.vdu.lt

Fasten Seat Belts to the World
http://www.fastenseatbelts.eu/

Mission Europe
http://www.missioneurope.eu/

SPAIN (IMFE)

Information and Links for Chapter 1. Overview of tourist sector in your country:

- Ministry of Industry, Tourism and Trade (Ministerio de Industria, Turismo y Comercio) and Survey of the Active Population (Encuesta de Población Activa, EPA) - National Institute of Statistics (Instituto Nacional de Estadística, INE).

- 'Políticas públicas y Turismo', Mª Isabel Jaimez Gago, Consejería de Turismo, Comercio y Deporte de la Junta de Andalucía

Information and Links for Chapter 2:

E-PORTFOLIO METHODOLOGY

- http://electronicportfolios.org/portfolios/BCEDOnline.pdf
- http://www.coe.int/t/dg4/portfolio/Default.asp?L=E&M=/main_pages/welcome.html

GERMANY

Information and Links for Chapter 2:

(http://www.dsft-berlin.de/index.php) - Qualification centres like Deutsches Seminar für Tourismus;
(http://www.btg-service.de/) - BTG Bayern Tourist GmbH;
(http://www.tourismusakademie-ostbayern.de/) - Tourismusakademie Ostbayern.
http://linguanet.ecs.ru.acad.bg/ - Project „Learn Foreign language Anytime Anywhere by LinguaNet" Leonardo da Vinci

ROMANIA

Information and Links for Chapter 2:

http://www.austromania.at.tt/ - Austromania
http://www.ecolenet.nl/artproject/ - Art Through Children's Eyes and a Computer Mouse
http://www.vindee.info/aboutus.html - Vindee Project
http://www.vpg.vil.ee/~comenius1/aims.html - Flexible Grouping

POLAND

Information and Links for Chapter 1. Overview of tourist sector in your country:

www.tur-info.pl
www.intur.com.pl

Information and Links for Chapter 2:

HIGHER EDUCATION SCHOOLS AND ACADEMIES OF TOURISM AND HOSPITALITY MANAGEMENT

http://www.wstih.edu.pl/
http://www.wsth.edu.pl/
http://www.wshgit.waw.pl/
http://www.wshit.edu.pl/index_en.html
http://www.mstih.edu.pl/

COURSES AND HIGHER EDUCATION

http://www.accent.krakow.pl/efs.html
http://linguaton.pl/index.php?id=79 - **Tourism courses – private school**
http://www.trainingplanet.pl/szkolenie-414/Angielski-w-turystyce-i-hotelarstwie--English-for-Tourism.html - **English for Tourism**
http://www.kde.edu.pl/page.php/1/0/show/11 - **Tourism and Recreation - Studies**
http://www.ang.pl
http://www.biskup.pl/LCCI.php

PROJECTS

http://www.elc.sk/en/mumdad.php - *'Mum, Dad & Me — Toddlers' clubs' get the whole family involved in language learning*
http://www.missioneurope.eu - *Mission Europe — Save Europe and learn a language*
http://www.znanie-bg.org - *JOYFLL — Join your grandchildren in foreign language learning*
http://www.feel.vdu.lt - *'FEEL' — Sparking interest in the EU's newest languages*
http://www.eu-intercomprehension.eu - *EU&I —We know more than we think!*
www.clil-axis.net - *Team teaching – transferability and boundary zones in content and language integrated learning*
www.babelia.info - *BAB-E-L-I-A, training the e-learning language trainers*
www.avant-tour.gr - *Advanced vocational training models in tourism*
http://agrolang.wshe.lodz.pl/index.html - *AGROTURISM – thematic English and German language course for public administration employees in rural regions*

AUSTRIA

Information and Links for Chapter 1. Overview of tourist sector in your country:

www.austriatourism.com - **Austrian National Tourist Office (Österreich Werbung),** national tourism marketing organization for the country of Austria;

Information and Links for Chapter 2:

www.bmukk.gv.at - Bundesministerium für Unterricht, Kunst und Kulur;
www.bmwa.gv.at/tourismus - Bundesministerium für Wirtschaft und Arbeit;

The British Council promotes wider knowledge of UK and English abroad and bring together other countries, in particular we have selected the following activities:
http://www.britishcouncil.org/languageassistant-teacher-battleships.htm
http://www.britishcouncil.org/languageassistant-teacher-the-press-conference.htm
http://www.britishcouncil.org/languageassistant-games-ruckzuck.htm
http://www.britishcouncil.org/languageassistant-teacher-mastermind.htm
http://www.britishcouncil.org/languageassistant-arc-weblinks.htm

"Generalitat de Catalunya" http://www.esl-lab.com - in particular we have selected the following activities:

http://www.esl-lab.com/plane1/pln1.htm
http://www.esl-lab.com/dating/datingrd1.htm
http://www.esl-lab.com/clothing/clothingrd1.htm
http://www.esl-lab.com/fastfood/fastfoodrd1.htm
http://www.thewclc.ca/edge/issue3/

FRANCE

www.nimes.cci.fr
www.afrat.com
www.ruralinfos.org
slhs.univ-fcomte.fr/ens/lea/lea.htm
www.univ-nantes.fr
www.**tourismes**.info/
www.cndp.fr/archivage/valid/brochadmin/bouton/c054.htm
www.univ-tlse2.fr/FCSDU_930/0/fiche___formation/&RH=02Diplomes&RF=ACCUEIL
www.afpa.fr/formations/Agent%20daccueil%20touristique-7064.html
www.fftst.org/pdf/formations/AFLR.pdf
cours.emagister.fr/cours_anglais_professionnel_metiers_tourisme_perfectionnement-ec2335936.htm
www.infa-formation.com

Appendix 1

Analysis of the questionnaires within confines of "Analysis and conceptual framework Work package PR EP 1"