

## PRESS RELEASE

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### **Coveted online language courses for the hotel industry: LinguaTV gets American Hotel & Lodging Educational Institute as an educational partner**

Berlin - Orlando / Berlin - Headquartered in Orlando, the American Hotel & Lodging Educational Institute (AHLEI) will educate employees of the hotel and the hospitality industry worldwide, linguistically with innovative online language courses from the German e-learning specialist LinguaTV.

Both organisations have entered into an agreement on the use of the e-learning offer, which is specifically tailored to the hotel and tourism industry.



"We are thrilled about this partnership with LinguaTV and the possibility to introduce this innovative educational supply for our global clients working in the tourism industry.", said Robert I. Steele III, CHA, President and Chief Operating Officer of AHLEI and continues "In our markets where English is not the native language, the hospitality industry will benefit thoroughly from the online learning modules provided by LinguaTV, whilst the employees learn how to communicate with English-speaking guests."

"We are very happy about AHLEI representing LinguaTV.com worldwide and thus creating the perfect link between our online language training and the international hotel and tourism industry." said Philip Gienandt, CEO of LinguaTV, whose online language learning portal is enjoying increasing popularity in this branch of the industry.

More and more hotel companies rely on the innovative e-learning concept of LinguaTV in order to assist their employees getting language training and work under one roof. LinguaTV with its online language courses shifts the focus to the audiovisual language training. This special technique of language learning via internet is particularly sustainable, as the users acquire knowledge about everyday situations, which are covered in the videos. Thus, the practice-relevant formulations and vocabulary that is contained in the dialogues, sticks better in their memories. The online video language training of the modular lessons is complemented with interactive exercises for training pronunciation, listening comprehension, vocabulary, spelling and grammar.

Specifically for the use of language training in the hospitality industry, LinguaTV has developed an industry-specific online course in cooperation with DEHOGA Berlin. In the course "English for Hotel and Tourism", which will now also be sold

worldwide by AHLEI, classic situations of everyday hotel life are in focus: From a telephone customer request, room booking, the friendly welcome of the guest at the front desk and ordering in a restaurant, through to dealing with complaints, the recommendation of tourist attractions and small talk with the guest.

Thus, LinguaTV and AHLEI allow successful, practical language training from anywhere. The users can divide the lessons themselves and adjust the various learning content to their individual schedule. Incidentally, the lessons can - along with interactive exercises - be utilised while on the road. All multi-media units of the language courses are available not only on PC but also with mobile devices on-demand. Thanks to LinguaTV, language learning via smartphones or tablet PCs is even more flexible - both in spatial and temporal terms - which has a positive impact on everyday hotel life.

More information at [www.linguatv.com](http://www.linguatv.com) and [www.ahlei.org/linguatv](http://www.ahlei.org/linguatv)

### **About LinguaTV GmbH**

The innovative language training platform that [www.linguatv.com](http://www.linguatv.com) offers includes professionally produced training videos that show in authentic communication situations, how native speakers use the respective foreign language in a context. Realistic dialogues provide practice-relevant vocabulary, correct pronunciation and distinct cultural characteristics of communication. The audio-visual learning material is complemented by an extensive range of online learning tools, interactive exercises and games for learning. There are also individual learning reports, learning groups that allow for multimedia and personalisation of language learning.

The language training is geared to the requirements for effective job training, and has been optimised for use in businesses and educational institutions. The e-learning program is highly modular and flexible and allows modern language training regardless of location and time. Online training is supplemented by language learning apps for iPhone and iPad.

LinguaTV's concept has received many international awards - among others the Comenius EduMedia Seal and the ELTons International Award by the British Council. Most recently LinguaTV.com was awarded the Innovation Prize-IT 2012 by the German Initiative for Small and Medium Enterprises as the language training courses as well as the best mobile application.

## **About the American Hotel & Lodging Educational Institute**

Established in 1953 as a nonprofit educational foundation of the American Hotel & Lodging Association, the Educational Institute's mission is to continue being the preferred provider to the lodging industry, hospitality schools, and related hospitality industries by developing and providing quality resources to train, educate, and certify hospitality professionals worldwide.

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