

PRESS RELEASE

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The value of collaboration between corporations and educational institutes

In order to keep up with the ever increasing quality in the hospitality industry, constant training is required. This is especially true for the interaction between staff and customers/partners. For successful communication on an international level, foreign language skills, particularly fluency in English, is indispensable. However the time and costs involved for businesses to develop and organise the relevant training and to have staff attend classroom training, are huge. Offering industry specific language learning to students during their studies would ensure new and lateral entrants to the hospitality industry are suitably prepared for the challenges of the industry and help bridge the gap between academic programs and industry expectations. The benefits of such collaboration are two-fold.

1. Educational Institutes could provide their students with greater career opportunities by offering language training programs, which can be used industry-wide and are thus - due to its scalability more cost efficient.
2. Hospitality Employers would receive students prepared to interact with international clientele and deliver a higher standard of customer service.

Yet, traditional teaching methods and printed learning material are often not adequate for today's workforce, which is young, digitally literate and has a completely different consumption of media and learning styles. Thus, innovative content and training concepts are required to ensure learning progress, while keeping costs under control.

An example of this kind of program which meets industry, academic and student demands is the industry specific language course "English for Hotel and Tourism", which was developed by LinguaTV.com, a leading provider of video training in cooperation with experts from the hospitality industry. Among these are renowned industry training managers and human resource executives of leading hotel chains such as Intercontinental Hotels and the German Hospitality Association, DeHoGa.

Furthermore, the American Hotel & Lodging Educational Institute decided to promote this program in order to make it available to more global clients in the hospitality industry and academia.



guest.

Specifically for the use of language training in the hospitality industry, the course "English for Hotel and Tourism", focuses on classic situations of everyday life in a hotel: From a customer request on the phone, booking a room and the friendly welcome of a guest, to ordering in a restaurant, dealing with complaints, recommending tourist attractions and making small talk with a

Offering courses customised to the hospitality industry, schools have access to learning material that is relevant, realistic and utilises typical work-related situations, phrases and jargon specific to hospitality. The tailored courses enable every student preparing to enter the hospitality industry to enrich their vocabulary at any time, from anywhere.

Through this kind of collaboration, educational institutes can offer tailored state-of-the-art training programs; employers would get a broader choice of better trained personnel, thus increasing the level of service; and the employees themselves would most likely receive more and better career perspectives. A win-win situation for the whole hospitality industry.

About LinguaTV GmbH

The innovative language training platform that 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.

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