

## TEMPLATE FOR SELECTION OF GOOD PRACTICES

<p><b>Criteria for good practice selection: Implementation - related:</b></p>	<p>The proposed example should correspond to <u>ALL listed criteria</u>:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>Effective and successful:</b> A “good practice” has proven its strategic relevance as the most effective way in achieving a specific objective; it has been successfully adopted and has had a positive impact on individuals and/or communities.</li> <li><input checked="" type="checkbox"/> <b>Replicable and adaptable:</b> A “good practice” should have the potential for replication and should therefore be adaptable to similar objectives in varying situations.</li> <li><input checked="" type="checkbox"/> <b>Inherently participatory:</b> Participatory approaches are essential as they support a joint sense of ownership of decisions and actions.</li> <li><input checked="" type="checkbox"/> <b>Information availability:</b> There is enough information provided for the good practice (approach, methodology, materials etc.) so that it is possible to replicate it in a new situation; the provided web-links are working and the contact information is up-to-date.</li> <li><input checked="" type="checkbox"/> <b>Technically feasible:</b> Technical feasibility is the basis of a “good practice”. It is easy to learn and to implement, does not include technical requirements or resources that are not easily accessible.</li> </ul>
<p><b>Criteria for good practice selection: Content - related:</b></p>	<p>The proposed example should correspond to <u>AT LEAST two</u> of the listed criteria:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Promotion of Social inclusion through Language Education</li> <li><input checked="" type="checkbox"/> Promotion of Labour Market inclusion through Language Education</li> <li><input checked="" type="checkbox"/> Promotion of multilingualism</li> <li><input type="checkbox"/> Promotion of less widely used and taught languages</li> <li><input checked="" type="checkbox"/> Promotion and development of non-traditional methodologies for language teaching and learning</li> <li><input checked="" type="checkbox"/> Promotion of methodologies for language learning in situational context</li> <li><input checked="" type="checkbox"/> Promotion of language learning for specific purposes</li> <li><input checked="" type="checkbox"/> Promotion of new teaching approaches for non-traditional language learners</li> <li><input checked="" type="checkbox"/> Promotion of language products and materials for self-study purposes</li> <li><input checked="" type="checkbox"/> Promotion of ICT-based language learning materials</li> <li><input checked="" type="checkbox"/> Adaptability and transferability of methodologies for various target groups</li> <li><input checked="" type="checkbox"/> Promotion of innovative teacher training methodologies</li> <li><input type="checkbox"/> Promotion of mobility for language learning</li> <li><input type="checkbox"/> Recognition of language skills acquired through non-formal and informal education</li> <li><input type="checkbox"/> Application of the Common European Framework of Reference (CEFR)</li> <li><input type="checkbox"/> Promotion of linguistic diversity and intercultural dialogue</li> <li><input checked="" type="checkbox"/> Good practices for using languages at the work place</li> </ul>

<b>Title of the initiative</b>	English for Specific Purposes in Tourism sector elearning - ESP		
<b>Country</b>	1	TR- Turkey	Adiyaman Provincial Directorate of Culture and Tourism (Adiyaman Directorate)
	2	TR-Turkey	MKV International Consulting, Training and Trading Company Limited (MKV)
	3	TR- Turkey	GAZI UNIVERSITY Turkish Languages Research and Application Centre TOMER (TOMER)
	4	TR- Turkey	Adiyaman National Education Directorate (Adiyaman MEM)
	5	TR- Turkey	Mardin Hotels and Tourism Vocational School (Mardin Tourism)
	6	TR- Turkey	Van Chamber of Commerce and Industry (VATSO)
	7	TR- Turkey	Van Edremit Hotel Management and tourism High School (Van Edremit)
	8	TR- Turkey	Afyon-Karahisar Chamber of Commerce (ATSO)
	9	TR- Turkey	Afyon Karahisar Atatürk Anatolian Health Vocational School (Nazilli Saglik)
	10	GR – Greece	UNIVERSITY ASPETE-Faculty of Pedagogical and Technological Education (ASPETE)
	11	IT – Italy	Municipality of Di Ponsacco (Ponsacco)
	12	GR – Greece	DIAN Training and Management Activities (DIAN)
	13	BG – BULGARIA	UBBSLA-Union of Bulgarian Black Sea Local Authorities (UBBSLA)
<b>Year</b>	01.11.2012 - 31.10.2014		
<b>Target language(s)</b>	English, Turkish, Greek, Bulgarian, Italian		
<b>Target group(s)</b>	The target group is people working in the whole Tourism sector and the other related occupation with this sector in the partner's countries, who would like to connect their own language and terminology with the English language and terminology. Didactic and diagnostic tool for English language learners tailored after a fashion of occupational areas; Hotel & Restaurant, Health & Religious Tourism.		
<b>Area(s) / Sector(s)</b>	Adult education Labour markets Tourism		
<b>Website of the initiative</b>	<a href="http://esp.mkv-consulting.com/">http://esp.mkv-consulting.com/</a>		
<b>Contacts of the promoter</b>	Adiyaman Tourism Directorate (TR) - Project Coordinator Phone: 0 (416) 216 12 59 Fax: 0 (416) 216 24 78 <a href="http://www.adiyamankulturturizm.gov.tr/">http://www.adiyamankulturturizm.gov.tr/</a>		
<b>Summary (150 words)</b>	Tourism can play a major role in EU efforts to create growth and jobs and promote regional development and improve language skills. Together with its related activities, it is one of the biggest and fast expanding European economic sectors. As borders disappear, the world became smaller and people gained a tendency to travel farther. Main reasons for this; the increasing rate of share allocation to tourism and vacations from spendable earnings, rapid improvement in transportation and communication technologies, and people's interest and desire in visiting		

	<p>new places that they have never been before. European Union (EU), despite of being aware of the importance of tourism sector in regional development and employment opportunities, preferred not to initiate any sectoral approaches and continued its actions in tourism indirectly until the beginning of 1990s.</p>
<p><b>Objectives</b></p>	<p>The project will contribute to sustainable development in the under developed Region of the partners' countries by increased Tourism activities in these Regions. For the increase of the capacity in this sector, it is necessary to learn English language for the Staff, who is working in related sectors as well as tourism (Strategic Plan 2012-14 Ministry of Culture and tourism). The need for English for the sake of getting skills and doing a job is clear. English knowledge of career school students and technical workers lags well behind their colleagues from high schools and offices. The aim of the project is based on the study "The Baseline study on the Teaching of English at Tourism sector" with the subtitle "ESP – English for Specific Purposes".</p>
<p><b>Methodology</b></p>	<p>The product, a CD-ROM, which is also able to test the learner progress, is to be foremost among those students, employees and English language teachers who are dealing with a job performance or occupation. Besides CD, the e-Learning will be created.</p> <p>The pilot training will be implemented in Adiyaman, Mardin, Van, Afyon. The English Modules-EPS, will be prepared by TOMER by help of other partners. Health Vocational School will prepare the specific language need in Health Tourism sector, Adiyaman Culture and Tourism Directorate and Vocational Schools will take a part to create the Hotel and Restaurant Language need Modules. Van, Afyon Chamber of Commerce, Italy Municipality and UBBSLA, The Union of the Bulgarian Black Sea Local Authorities, MKV Consulting will take a role to implement the Training Modules and also disseminate the project. The partner DIAN will transfer the Results of the first Project and University of Aspete will create the Distance Learning of the Modules. Although the main aim of the project is to increase the capacity of using the English terminology for the person who are working in the tourism sector, the methodology also promotes some of the less speaking languages like Greek and Bulgarian.</p>
<p><b>Products / Outcomes / Methods</b> <b>Add output (separately for each)</b></p>	<p><b>Type of product:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Paper-based material</li> <li><input type="checkbox"/> Online resource</li> <li><input checked="" type="checkbox"/> Course / Training</li> <li><input type="checkbox"/> Mobile application</li> <li><input checked="" type="checkbox"/> Other: e-learning, CD-Rom Application</li> </ul> <p><b>Brief description of the product / outcome / method:</b> e-learning platform <a href="http://esptrainingcourses.eu/moodle/">http://esptrainingcourses.eu/moodle/</a></p>
<p><b>Impact on target groups / Transferability potential</b></p>	<p>The ESP learning tools help career school students and technical workers in the Tourism Sector learn the English language and extends their competences in the contexts of the labour market.</p> <p>The product can be adapted to other languages and used in all European countries.</p>

