



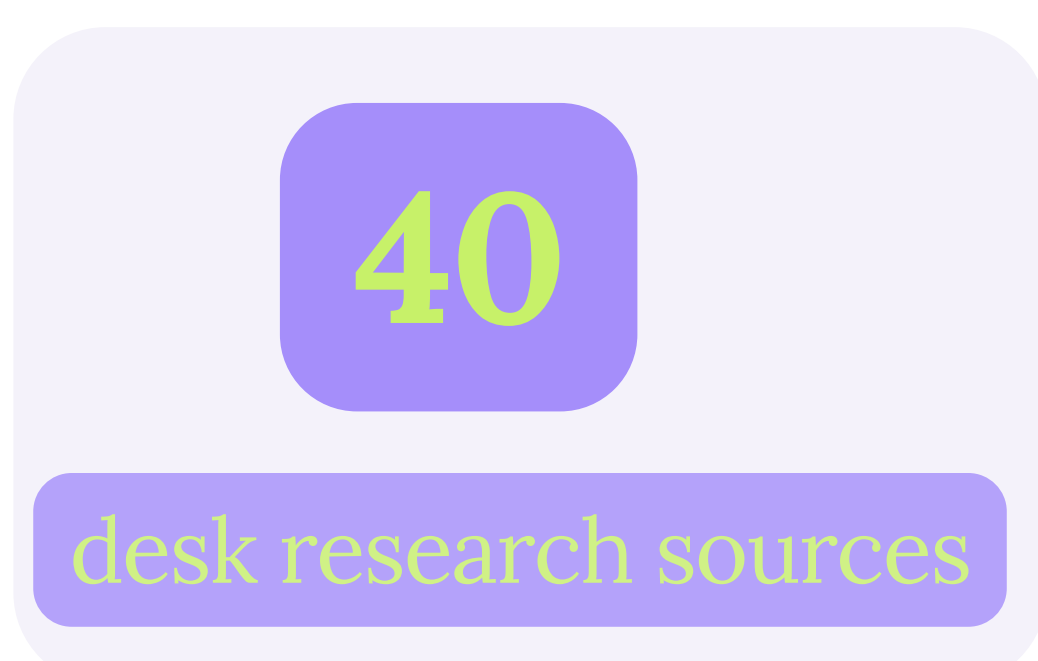
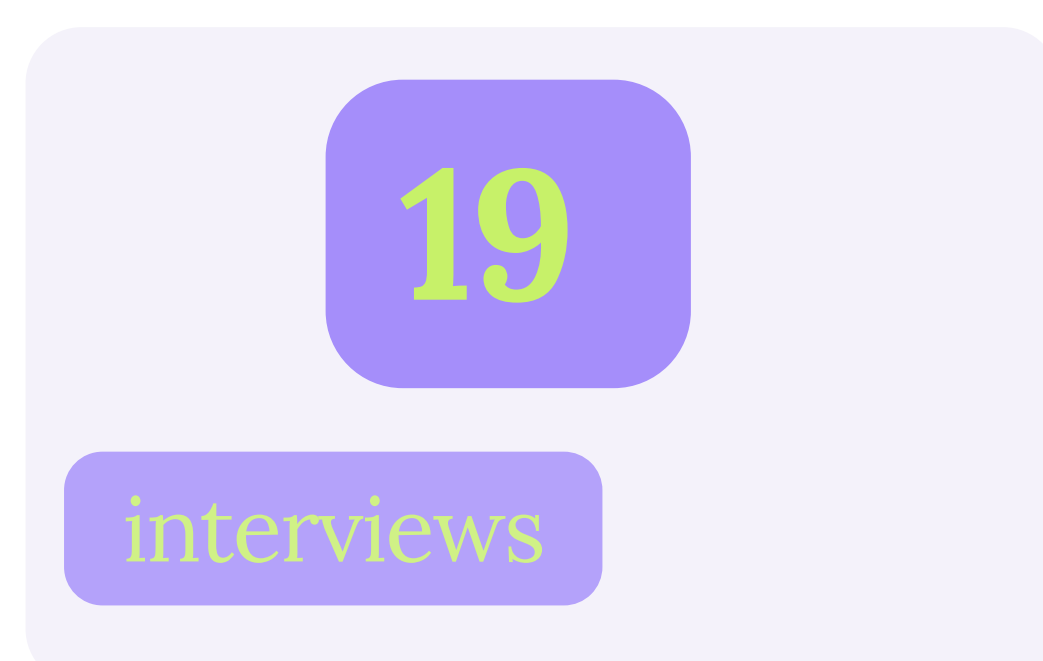
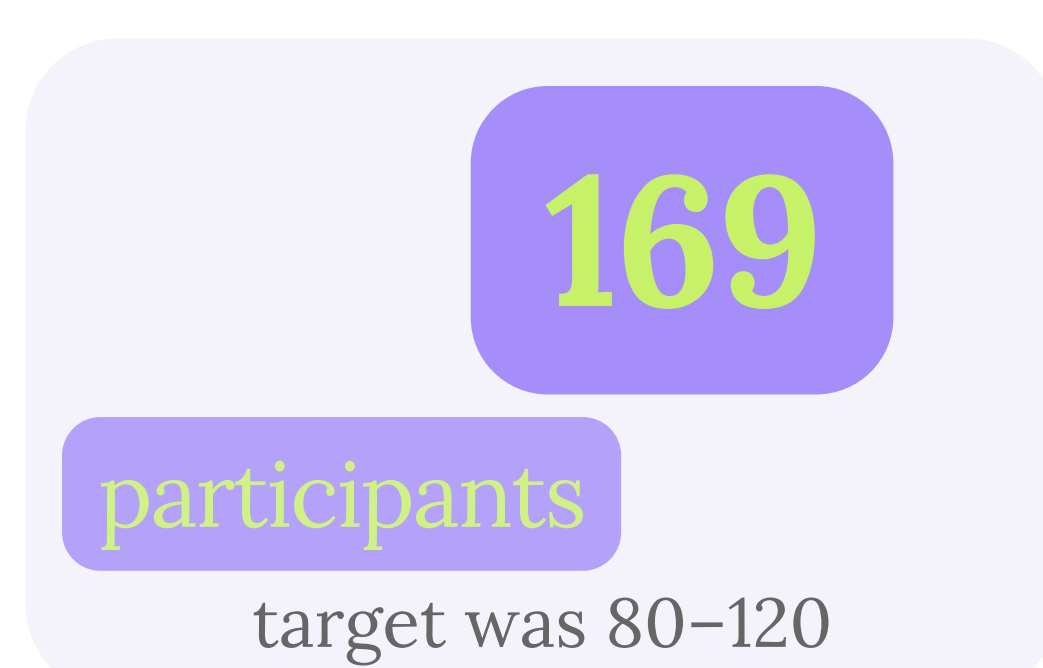
Newsletter 3 - From Needs analysis to course design



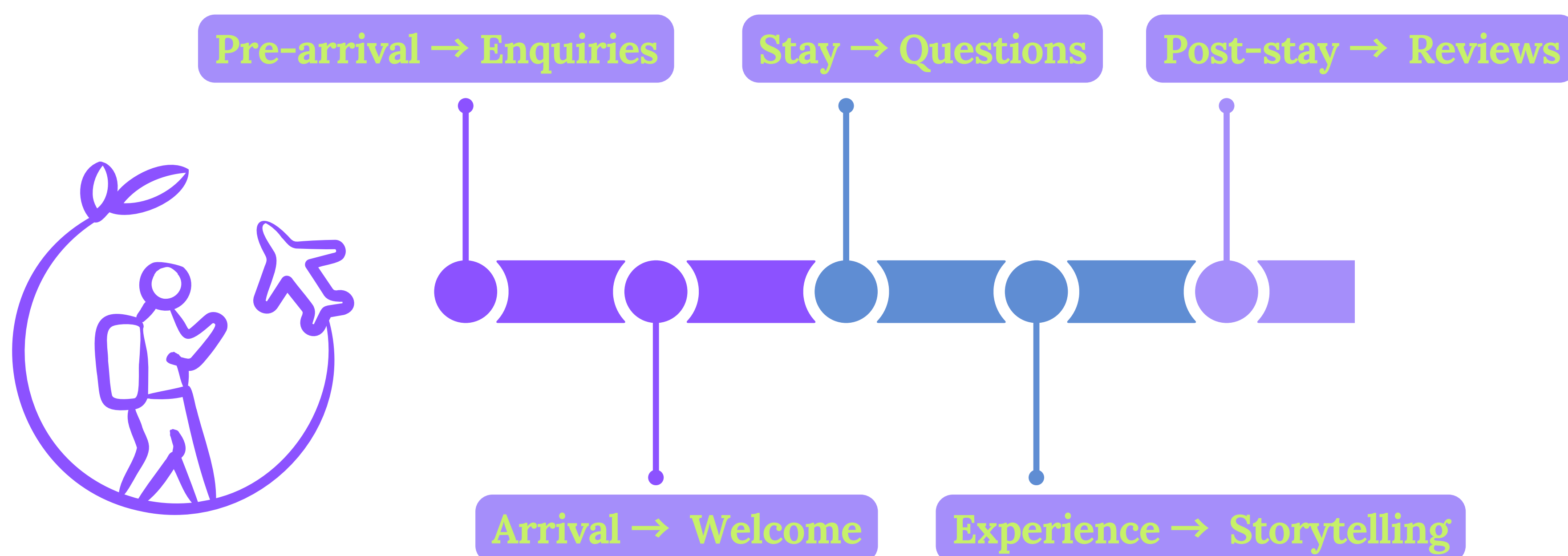
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The Needs analysis phase of our project is officially complete! Thanks to the valuable input, we now have a robust, evidence -based foundation for the next step: the English for Tourism SMEs course. The insights gathered from our surveys, expert interviews, and focus groups will guide the development of practical training modules, real-life scenarios, and a resource bank for rural tourism SMEs.

Needs analysis in numbers



Guest journey timeline



Key findings



Our research highlighted several areas where participants want to grow:

- English is primarily used in direct guest communication
- The most important tasks follow the guest journey: Pre- arrival, Arrival, Stay, Experience and Post- stay
- SMEs need more support with difficult situations such as: complaints, misunderstandings, safety instructions and online reviews
- Learners prefer practical, flexible and task-based materials that they can apply immediately in their daily operations

English Course



The course in the next phase will focus on the priority tasks identified by the needs analysis. The list is as follows:

Task area	Examples
Guest reception	Welcoming guests, explaining one-site facilities clearly
Reservations	Efficiently replying to enquiries, confirming bookings
Service delivery	
Service delivery	Handling complaints, offering professional solutions
Storytelling	Presenting local culture and products
Safety	Giving rules and emergency instructions
Digital communication	E-mails, booking platforms, reviews
Networking and business development	Partners, agencies, basic negotiation

Looking ahead



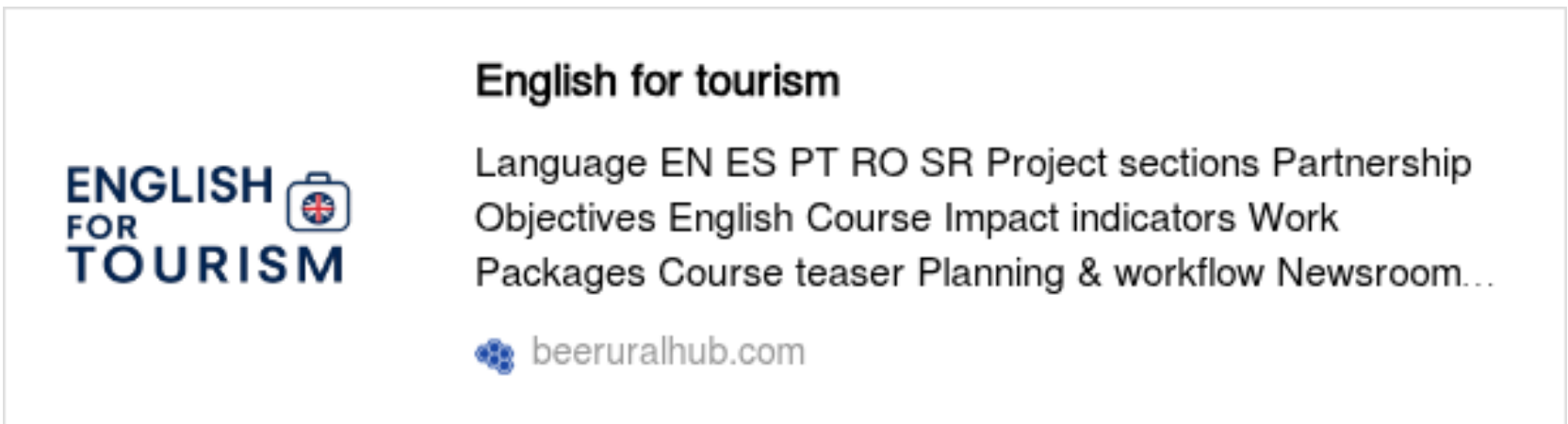
The next phase will transform these findings into practical learning materials for rural tourism SMEs, helping learners communicate more confidently with international guests in real workplace situations.

Example scenario: A guest asks before arrival about check-in, parking and payment. Learners practise a clear and polite reply.	Training approach: Each module will include real-life scenarios, useful vocabulary, ready-to-use phrases, templates and practical exercises.
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