

BUSINESS LANGUAGE CHAMPIONS

a project supported by the DCSF through CILT

Business Language Champions:

Tourist Information Centre, Bradford

Business Language Champion Education Partners:

Queensbury School, Bradford



The Barcelona Project

Tourism is a vital part of the Bradford economy. Of the estimated 762,000 staying visitors, 9% are from overseas visitors. There are a further estimated 6.7million day trip visitors. Together these visitors generate an estimated £465.2million for Bradford and district.

Therefore, Patricia Tillotson of the Tourist Information Centre seized on the opportunity to work with local school students to raise their awareness of the value of tourism and to inspire them to build language skills for welcoming visitors.

Tricia worked together with Rahila Hussein, Teacher at Queensbury High School, to design a project that would be both exciting for the students and beneficial for the Tourism Information Centre: to put together a brochure and presentation in Spanish about Bradford District to present to the Tourism Information Centre in Calella, Northern Spain



Students were given a range of tourism information, ranging from photographs to ideas about where to go and what to see in Bradford, to get them started. They focused on six topic areas:

- Bradford
- Haworth
- Ilkley
- Arts & Culture
- Food & Drink
- Events

Following a presentation in school by Tricia, the students were given their business brief. Tricia made very clear that the time frame was short and that every student would have to pull their weight and to work well as a team!

Over the three month period available, students worked very hard and although it was not possible to complete the whole project brief, it was agreed that it had been a very worthwhile activity. For the school, the project met their needs:

- enhancing the students' study visit experience to Spain
- creating an opportunity for students to see how languages are useful for the world of work
- providing a meaningful and fun environment in which students could develop their language skills

- developing students' enterprise skills, e.g. Innovation, Teamwork, Creativity, Communication, promoting a 'can-do' approach to their work

The icing on the cake was when students and staff visited Calella, 50km outside the popular tourist city of Barcelona. There, the students made their presentation on Bradford attractions to the Manager of the Tourist Information Centre.

On their return, students gave a presentation to parents, staff, and Education Bradford on their visit and achievements while in Spain.

Prizes were awarded for work commitment as well as individual and teamwork prizes for the enterprise work undertaken.

This worthwhile project built on a previous project inspired by the Tourist Information Centre working with five Y12 students from Holy Family School. The students were set the task of advertising Haworth and its facilities in Japanese. The resulting content is to be used on the Visit Bradford website to attract Japanese visitors and to provide native speaker content for better customer care.