

How a simple online language platform can support your international activities?

Case study – Office of Tourism, Crete, Greece

Description

The Office of General Tourism-Spanoudakis in Crete has been offering its services to those wishing to travel to Greece or abroad, in private or in organised group excursions, since 1990.



It offers a range of travel services like flight, accommodation bookings, car rentals and also organises daily trips or tour packages in a variety of country like Italy, France, Spain, Portugal, UK, Dubai, Algeria, Jordan, Lebanon, Morocco, Yemen.

Challenges

Because of the nature of the business, languages is already a good strength of the company. It covers tourists nationality represented in client base together with the countries where expeditions are organised so mainly Greek, English, German, French, Russian and Arabic. Moreover English is widely spread in the European tourist industry so can cover for the lack of other European languages.

But the tourist market is getting competitive and so there is a need to attract a different crowd of tourists like Chinese and Japanese.

They constitute a bigger challenge as they require a physical presence in the country to attract tourist to come to Crete but also staff with the languages skills on site. Needs include vocabulary specific to regulation in the tourism industry and touristic place indication but more generally fluent speakers to communicate and overcome cultural barriers.

For all the support staff it is also crucial to be able to communicate on a less formal approach with few introductions sentences and basics relating to tourism in order to initiate contact in the absence of the fluent staff.

The cost of training for support staff would be around 640 euros for a year and would attract more Japanese and Chinese customers.

EasySpeak answer

EasySpeak has provided the support staff with a wide range of basics and vocabulary in both European and Asian languages for existing and prospect tourists. The most useful categories being about greetings, hotel, directions, bank and money, travel.

The staff demanding for European trainings has been able to learn the sufficient level they were expecting without having to organise external trainings.

Staff dealing with Chinese and Japanese counterparts still had to have full training organised but the platform allowed for some support staff to learn few greetings that proved helpful in developing relationship.

It is also very useful to widen once vocabulary for general knowledge and can easily be done while commuting for example due to the platform portability.

Find out more about the 1000 words and phrases in Arabic, Chinese, English, French, Greek, Italian, Japanese, Korean, Portuguese, Spanish on the [EasySpeak platform](#).