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LANGUAGE TRAINING AND GLOBAL COMPETITIVENESS: WHAT IS THE LINK TO TOURISM?

Beverly-Anne Carter PhD
Centre for Language Learning
The University of the West Indies
St. Augustine Campus
Trinidad and Tobago

Overview of presentation

1. The Language and Competitiveness project @UWI
2. Why competitiveness matters
3. Language and culture skills add value
4. Exploring the unexplored: Educational tourism
5. Exploring the unexplored: 70 million Chinese tourists
6. Recommendations
7. Concluding remarks
8. References



1. LANGUAGE AND COMPETITIVENESS: POSITIONING TRINIDAD AND TOBAGO FOR SUSTAINABLE DEVELOPMENT

- **Language and competitiveness: Positioning Trinidad and Tobago for sustainable development**
 - Using **Spanish** in bilingual families
 - Trading with **China**: linguistic and cultural issues
 - Using **French** in the work place
 - Language audit—creating a language map of Trinidad
 - Implementing a language management strategy in the work place



2. WHY COMPETITIVENESS MATTERS

What is (country) competitiveness?

“Competitiveness is defined as *the set of institutions, policies and factors that determine the level of productivity of a country*. The level of productivity, in turn, sets the level of prosperity that can be earned by an economy.”



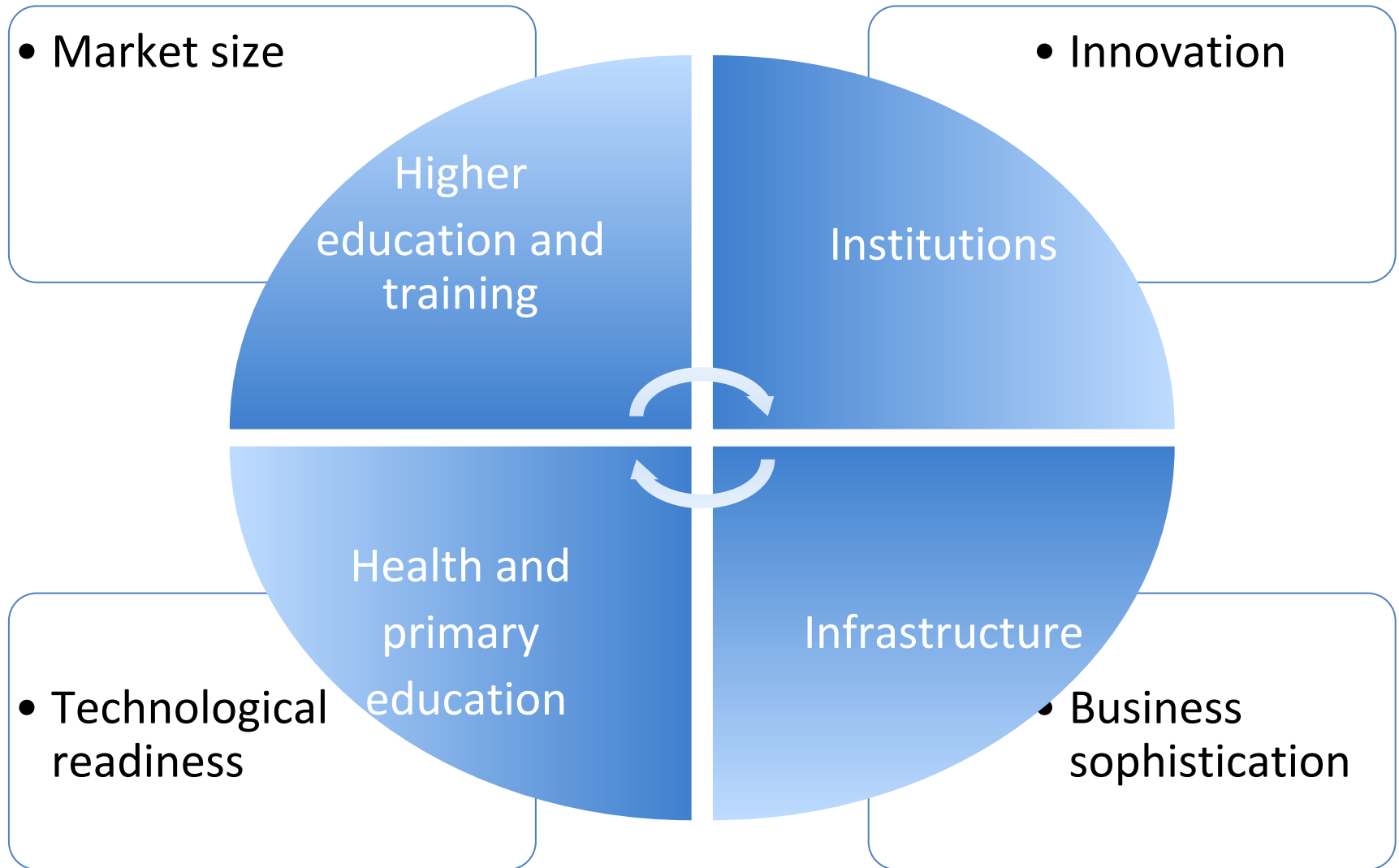
The Global Competitiveness Report 2014-2015

Read it online here.

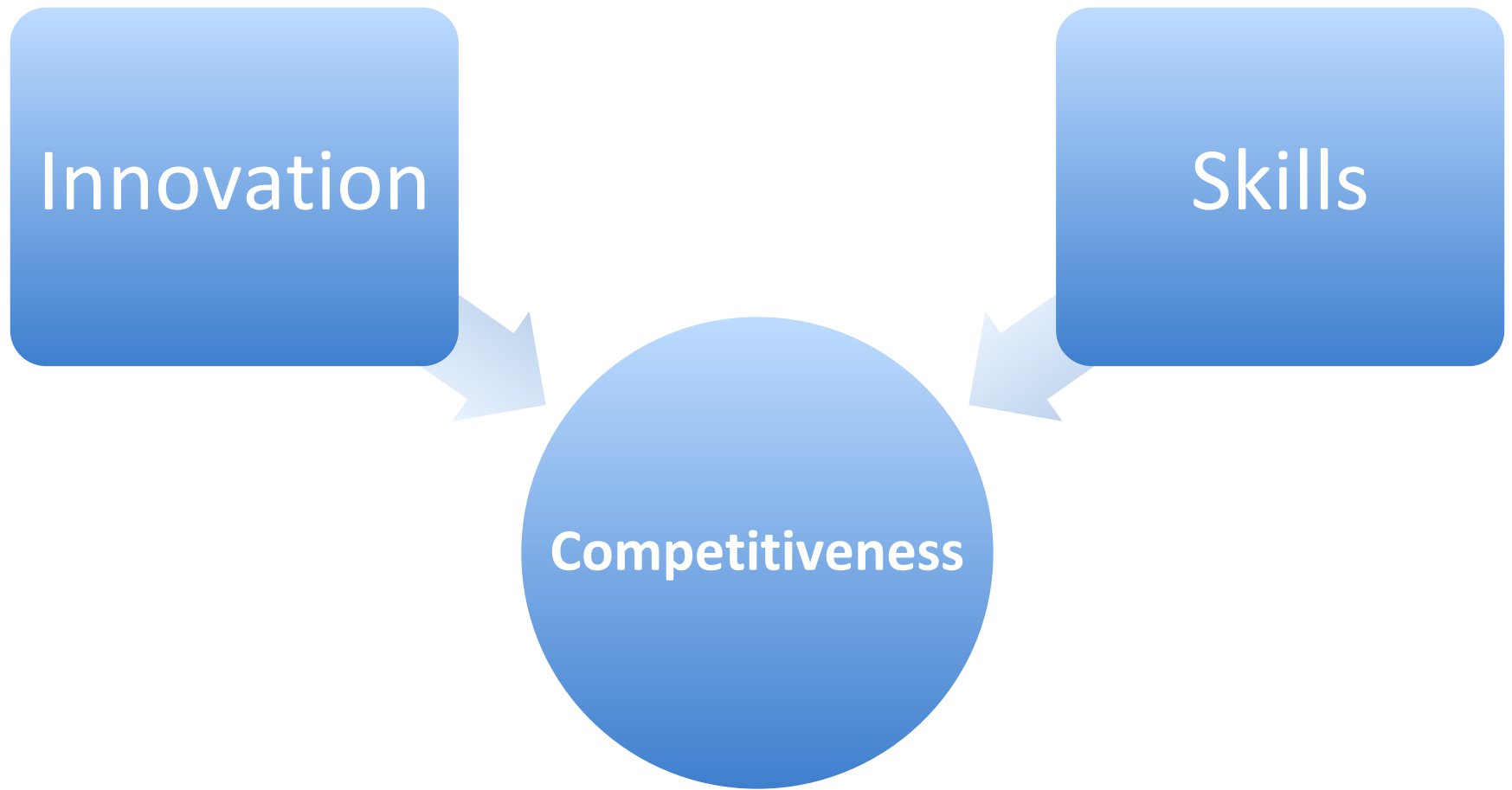
What matters for competitiveness?



Some pillars of competitiveness



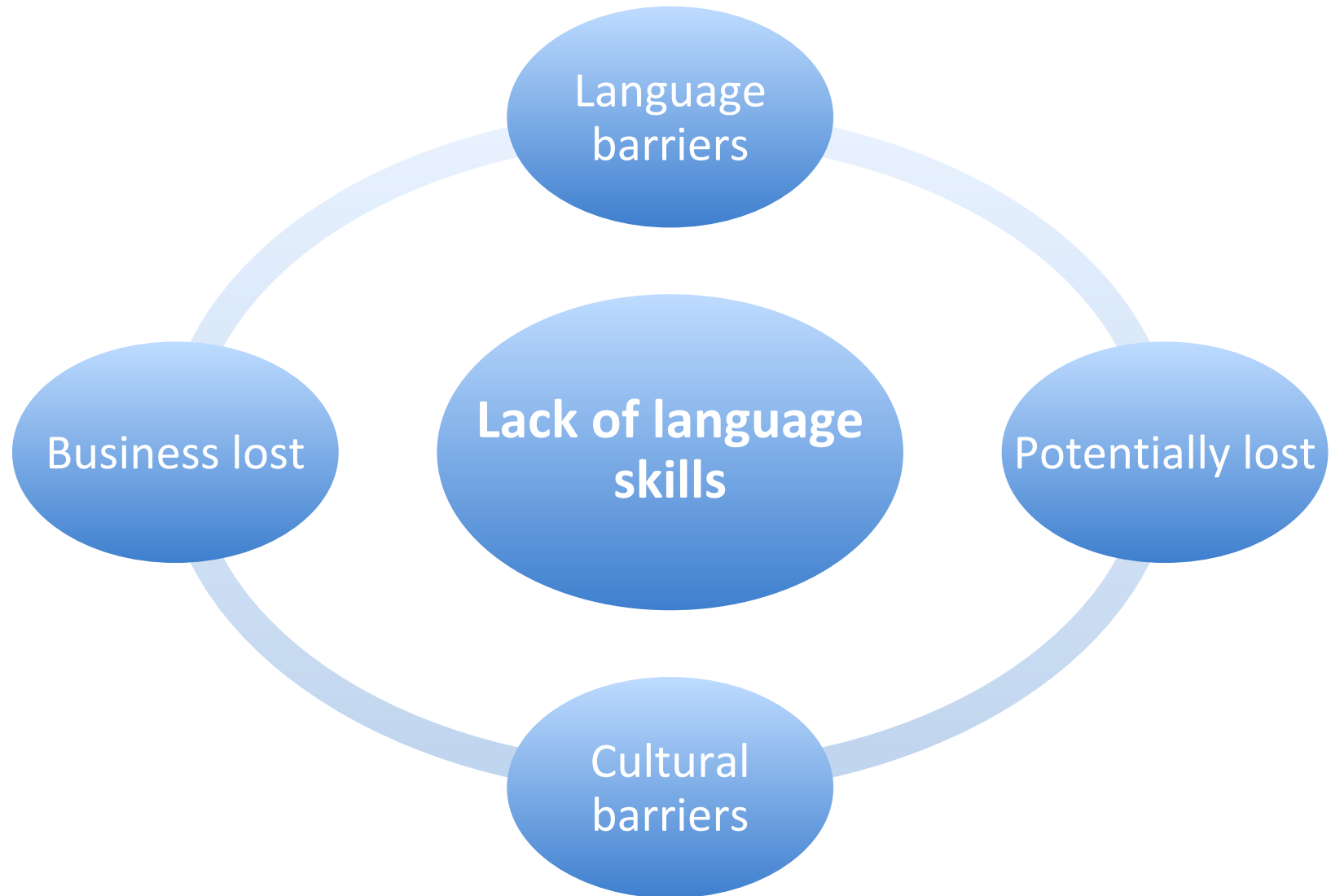
The key drivers of economic growth





3. LANGUAGE AND CULTURE SKILLS ADD VALUE

ELAN Study (2006) of 1964 SMEs



ELAN Study: What worked?



Foreign languages and competitiveness



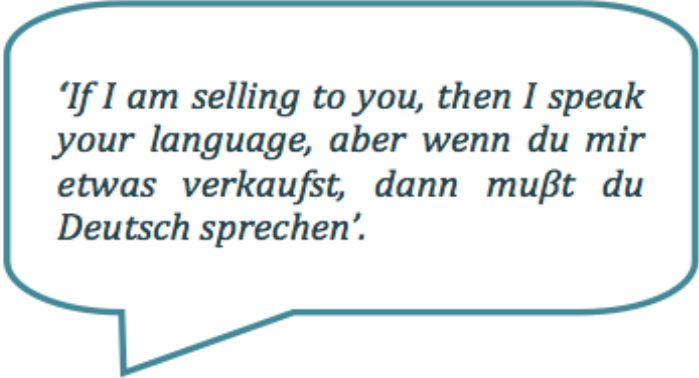
EUROPEAN
COMMISSION

This report presents the outcomes of the PIMLICO study. The study was the first step of the European Commission's initiative to promote greater use of foreign languages by SMEs. This is an independent report. The views expressed herein are those of the independent experts which do not necessarily reflect the official position of the European Commission.

The PIMLICO Project

Report on Language Management Strategies and Best Practice in European SMEs: The PIMLICO Project

April 2011

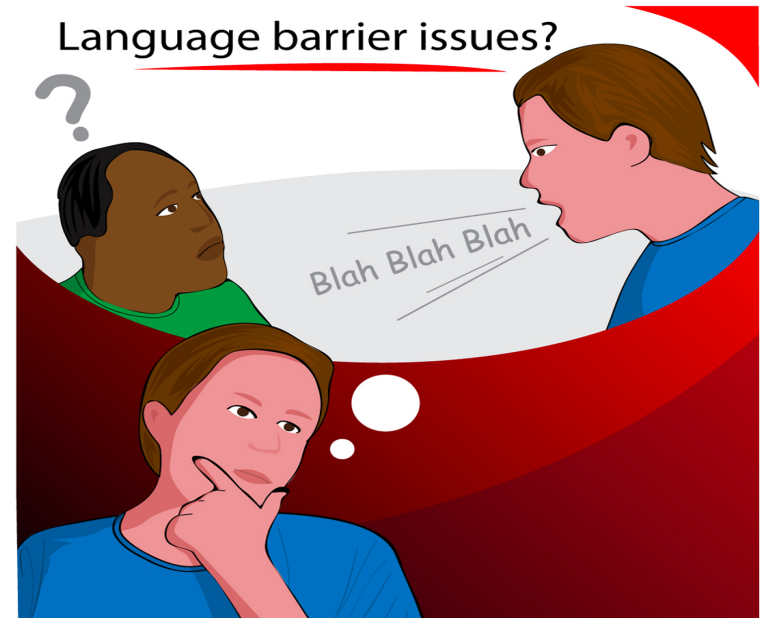


*'If I am selling to you, then I speak
your language, aber wenn du mir
etwas verkaufst, dann mußt du
Deutsch sprechen'.*

Willy Brandt,
Former German Chancellor

Language management strategy

- A language management strategy is “the planned adoption of a range of techniques to facilitate effective communication with clients and suppliers abroad” (ELAN, 2006).
- A language management strategy usually comprises a package of **pre-emptive** measures which facilitate a company’s entry or expansion in a new cross-border market where there are **linguistic and /or cultural** barriers.



A Language Management Strategy: Some measures:



- Creation of websites with special cultural and or linguistic adaptations
- Language training and cultural briefing schemes
- E-commerce involving multilingual operations
- Use of professional translators/interpreters
- Taking foreign students on placements
- Using local agents to solve language problems
- Use of linguistic audits
- Forging links with local universities

Common characteristics of successful companies

- Functional capability across a range of languages
- High level competence in English
- Ability to operate globally and adapt to differing linguistic demands
- Use of local agents for solving linguistics and cultural issues
- Pervasive internationalisation underpinned by HR Strategy





4. EXPLORING THE UNEXPLORED: EDUCATIONAL TOURISM

Edutourism

<http://www.visitmalta.com/en/language-learning>



Educational tourism-some characteristics

- Students stay longer than other visitors.
- They spend more because of their long-term stay.
- They practise local tourism.
- Friends and relatives come to visit.
- They develop brand loyalty, returning for business or pleasure.



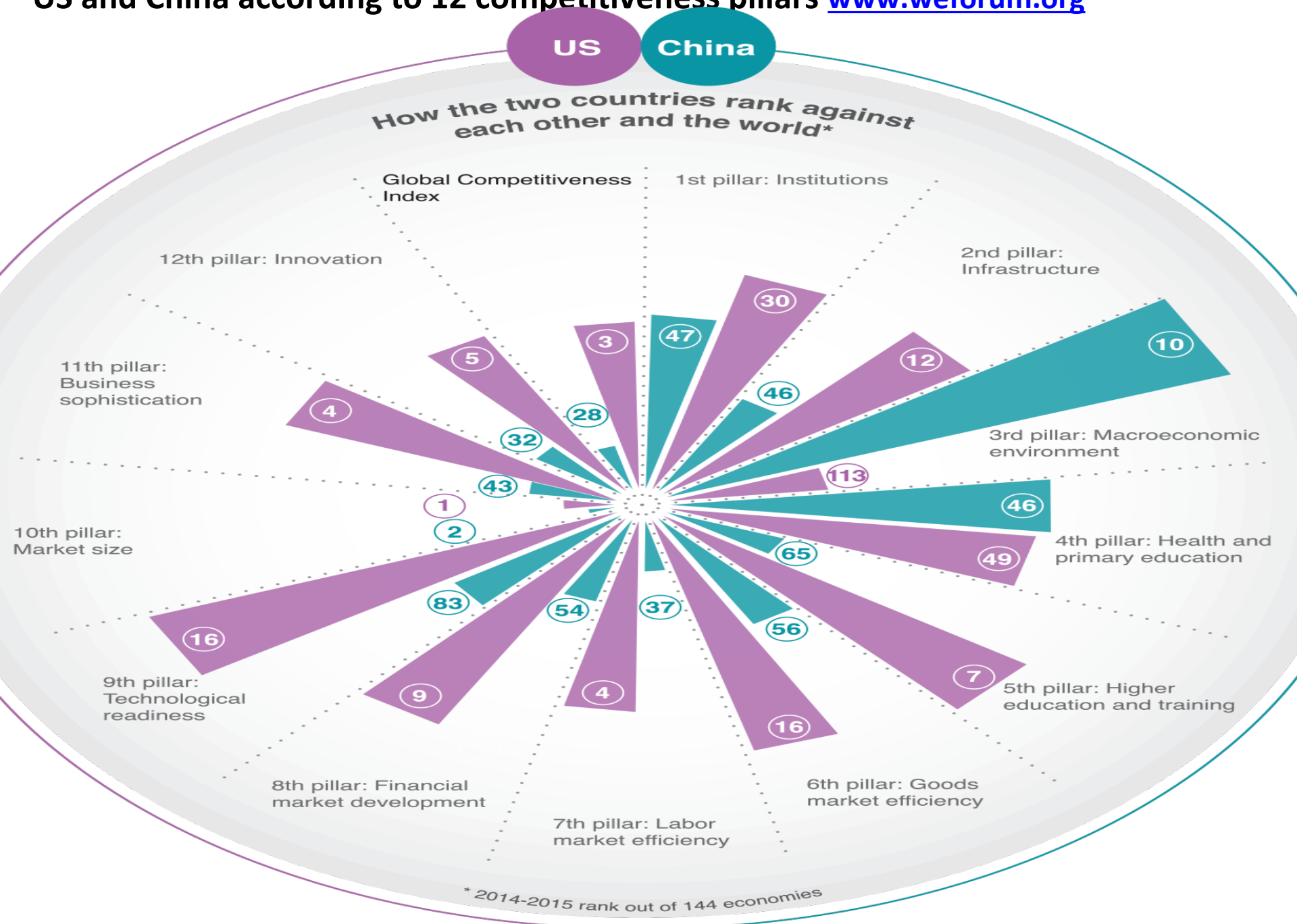
The economic value of English language learning

- 380,000 foreign students in 370 language schools = £1.2 billion in export earnings (Millns, 2008 in Williams, 2010)
- 600,000 students -> universities, colleges, boarding schools; 600, 000 students -> short courses (British Council, 2013)
- The UK ELT sector is worth £2 billion (tuition fees, accommodation and day-to-day expenses) annually. (British Council, 2013)
- The global market for digital English language learning products and services = \$1.31 billion (British Council, 2013)

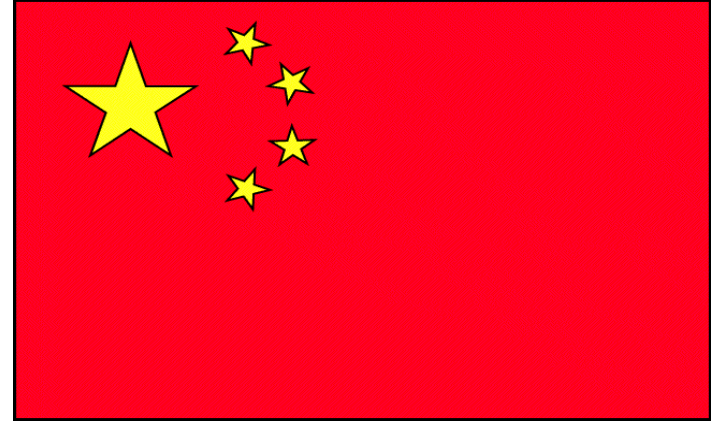


5. EXPLORING THE UNEXPLORED: 70 MILLION CHINESE TOURISTS

US and China according to 12 competitiveness pillars www.weforum.org



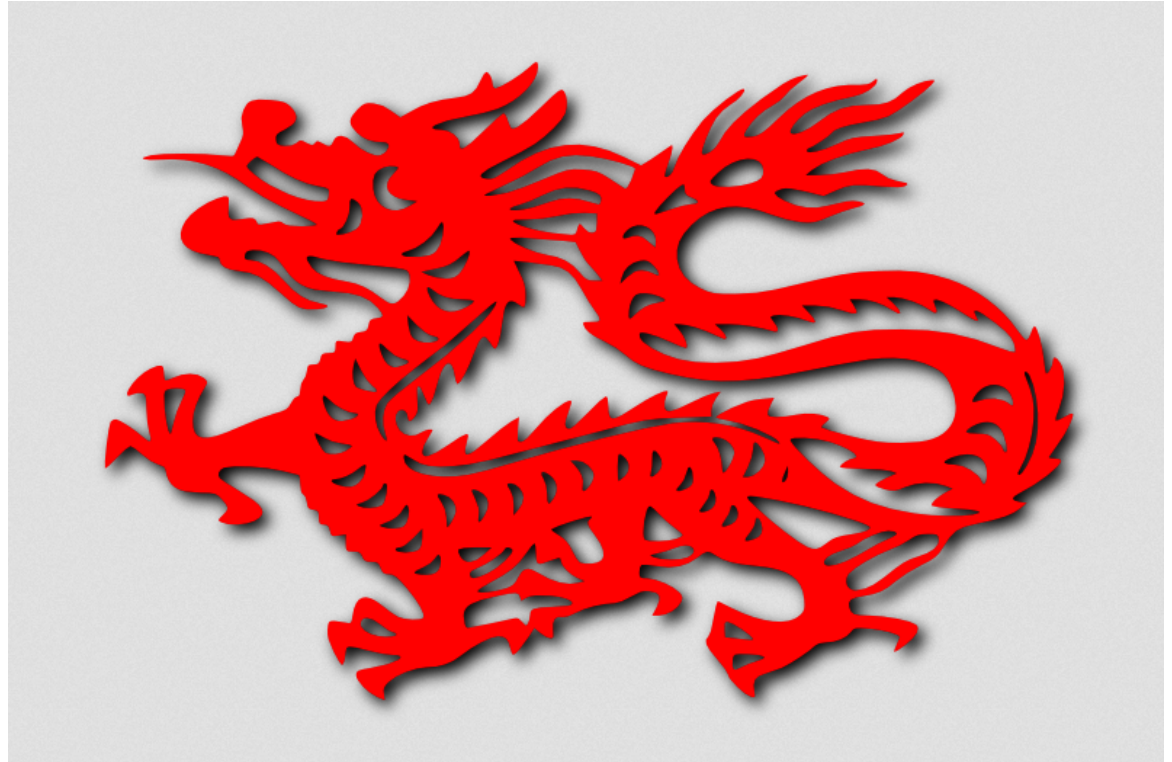
China—some figures



- In 2013, the GDP of China was 56.885 trillion RMB.
- Foreign trade stands at USD4 trillion.
- The population of China is 1.3 billion.
- China has the world's largest number of web users—618 million.
- In 2013, 70 million Chinese tourists travelled abroad.
- Simplified Chinese ranks 6th in terms of e-GDP (online/offline spending).

Chinese saying

If you have a
goal, you are
walking. If
you don't
have a goal,
you are
drifting.





6. RECOMMENDATIONS

Recommendations



- Does your organisation have a
- Language Management Strategy?
- If not, why not?
- Does your country promote itself as a competitive educational tourism destination? If not, why not?
- Does your e-commerce operation have a multilingual dimension? Do you have a multilingual website? If not, why not?
- Does your brand value language and cultural skills? If not, why not?
- **Language training and global competitiveness. What is the link to tourism?**



7. CONCLUDING REMARKS

Thank you!

- Merci



- Gracias



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