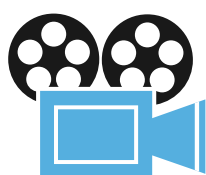




# E-BROCHURE

## MAKING LEARNING VIDEOS FOR LEARNING ENGLISH IN TOURISM

Learning videos for learning English in tourism consist of three parts. The technical part for creating the video itself. The tourism specific part, for identifying the important situations in the respective business where English is important. The English part is referring to the knowledge of English itself.



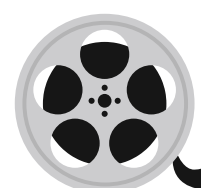
### Micro Videos

These are short instructional videos that focus on teaching a single, restricted topic. They usually last less than a minute and are very attractive.



### Training videos

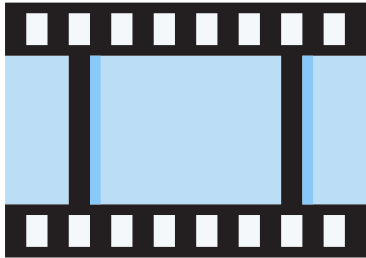
Are designed to enhance the skills of individuals and often use images of real people to connect the coach and the coaching.



### Tutorial Videos

Are the instructional method to teach a process or provide step-by-step instructions. Generally between 2 to 10 minutes, they are carefully planned.

# TECHNICAL PART



Several media can support the learning experience in different ways. Language learning videos can be effective due to the combination of audio and video. The viewer can see the movement of the lips and hear the pronunciation.

Continuously, the viewer can also learn from the context of the triggered dialogue. However, videos must follow a certain quality standard to be effective.

The next part describes the technical creation of a training video from the beginning (idea) to the end (publication).

**Preparation:** To make a good learning video, you should prepare it first.

**Draft:** The draft is the starting point of the production and can be scribbled down in a minute.  
**Helpful questions:** What do I want to show? Why do I want to show it? Who is going to see it?

**Script:** The script is a written description of your film. Visualizing your script with dialog and technical instructions.

**Equipment:** Get familiar with your equipment. Check after filming if your videos are properly saved and working. Listen to the sound and repeat filming if necessary.

**Light:** Provide enough light. Avoid backlighting.

**Tripod:** A tripod is helpful for stable images.

**Filming:** One person should film and mark the beginning of the sequence, and another person says action and follows the Script. After filming each scene, you should note as successfully filmed or repeat the scene.

**Editing/ Post-production:** The process of editing starts with importing your material into your editing software. The next step is organizing your clips into right order. Check the sound for an even volume level. At the end intro, title and subtitle can be added. Lastly export the film. Check in advance which settings you need for publishing.

**Publishing:** Before publishing make sure you don't violate any copyrights. Make sure your viewers know how to access your videos.



# TOURISM PART

## Guest-employee situations:

In tourism sector there are a lot of unpredictable situations between your guests and the employee. It is a lot easier when you follow general rules how to be kind, empathetic and how to help.

You can make short videos and your employees can check them on their phones or computers.

## Employee-employee situations:

Do you have you repeating problems between employees? Are problems similar? Make short videos about the situation and the solution. You can make a video in your language, in English language or both.

## Manager-employee situations:

Sometimes it is very difficult to communicate between those two groups. Here you can give the opportunity to your employees to express what kind of communication they want.

They can make short videos about what kind of communication they wish. Also, in those videos managers can introduce what they want and why.

## Technical knowledge:

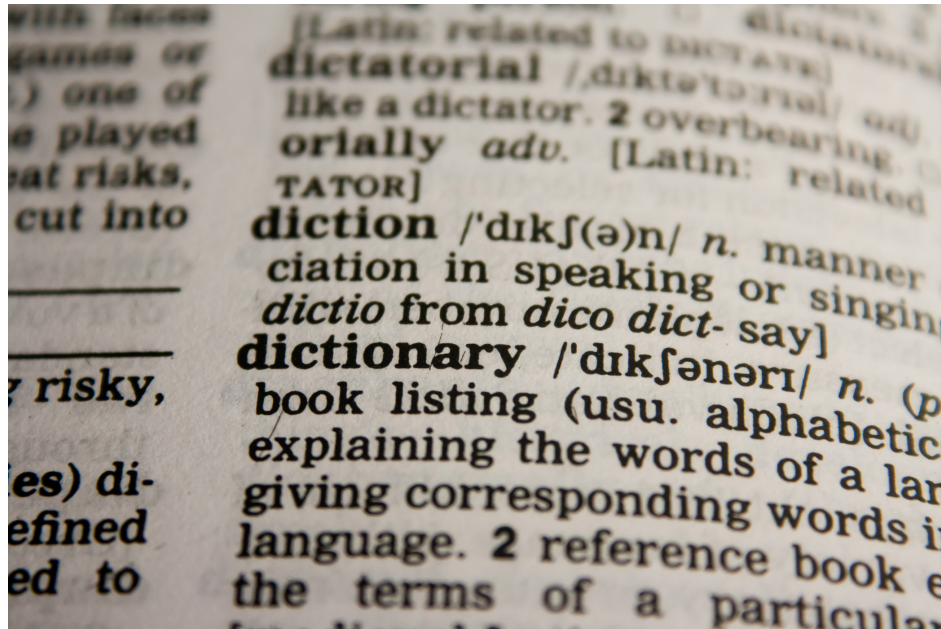
Sometimes it is very tiring to teach each employee small details about technical knowledge. Make short videos about technical knowledge. It is very useful also in case there is nobody to help (e.g. at night) and people can use those instructions from the video. You can make a video in your language or English language or both.

## Key competencies:

Each organisation has a specific key competency about their work. Instead of explaining them each time to each candidate, you can make short videos what these competencies are in your language, English language or both.



# LANGUAGE PART



When producing the videos and also in real conversation clear pronunciation is very important. It is always better to speak less and clearly than mumble a lot of sentences.

When making a video body language is very important. You can say friendly words but your body is denying the spoken words. Be careful about body language and spoken language.

When making a video facial expressions are also very important. You may speak friendly but your face says the opposite. Be careful about facial expressions.

It is very important to start with short videos and just a few sentences. After practising you can add longer sentences and more difficult situations.