



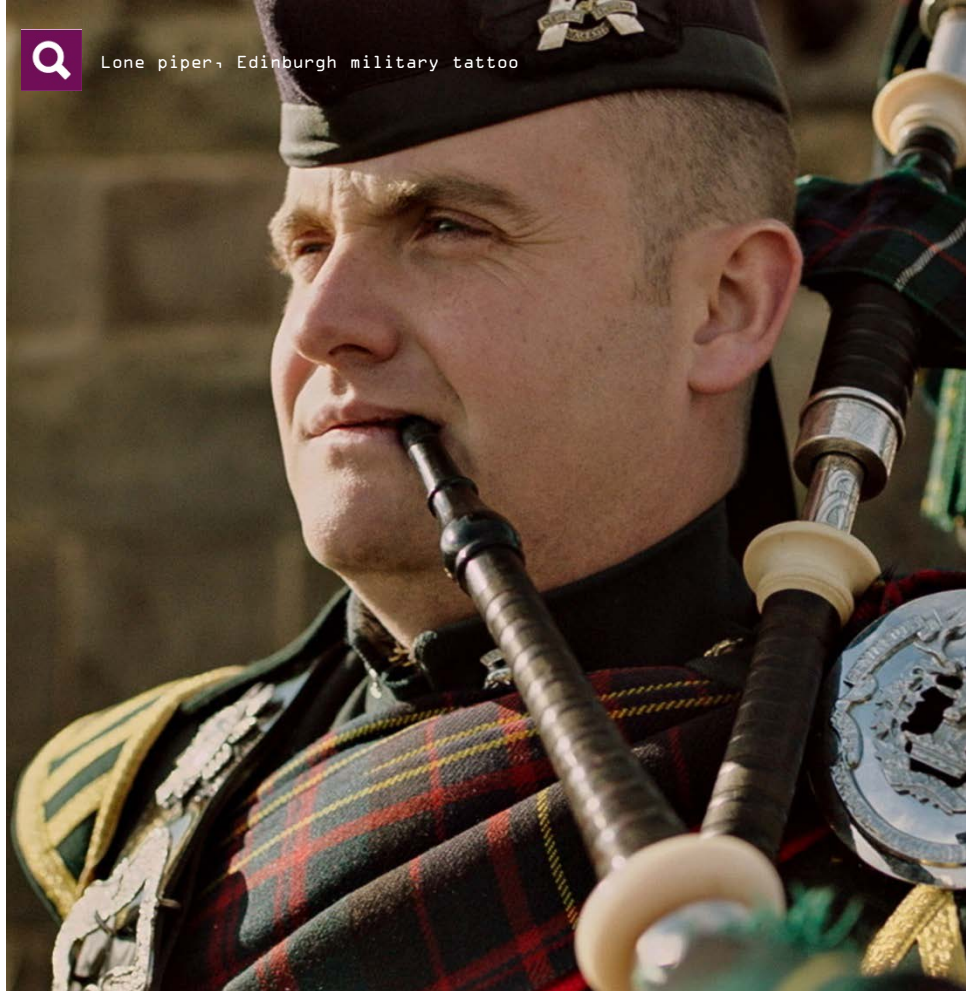
Calanais standing stones, isle of Lewis

# Languages in tourism



## Content

- Introduction
- Tourism
- VisitScotland
- Language skills = transferable skills
- Q&A



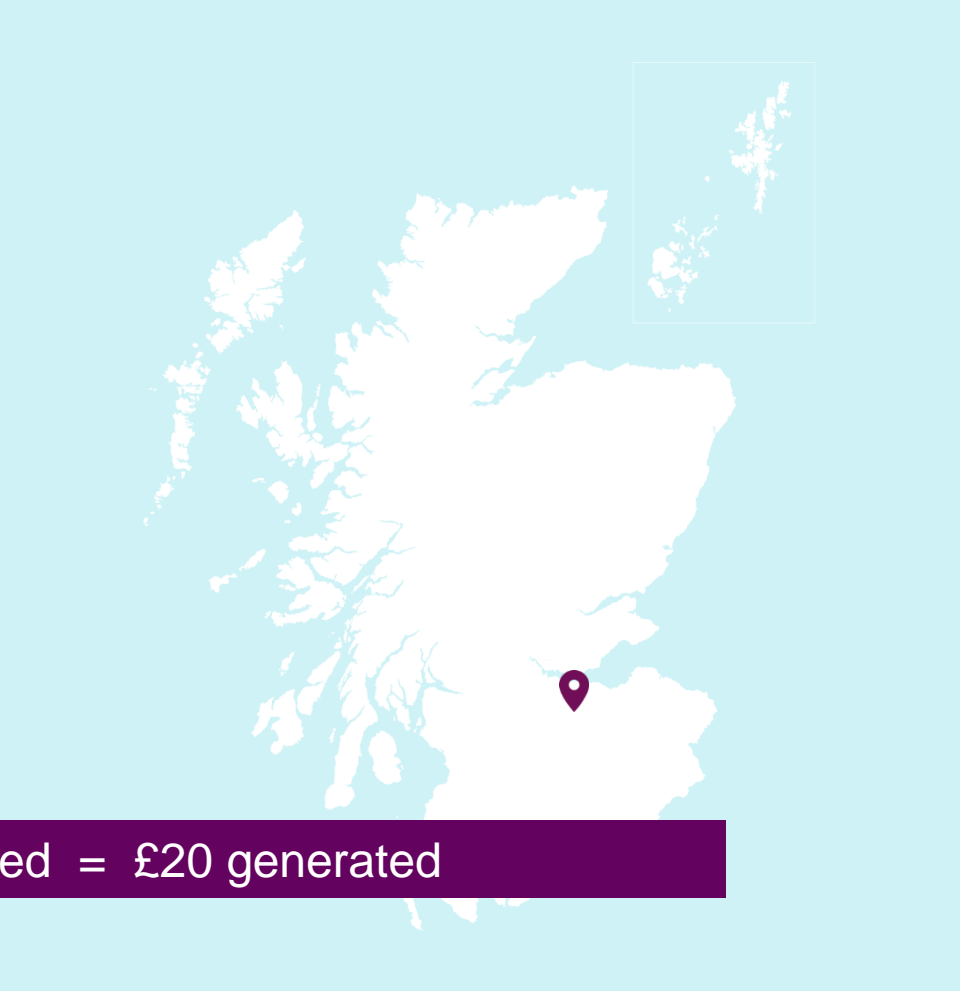
# | Tourism: a key industry

expenditure

£6 billion

employment

217,000 jobs

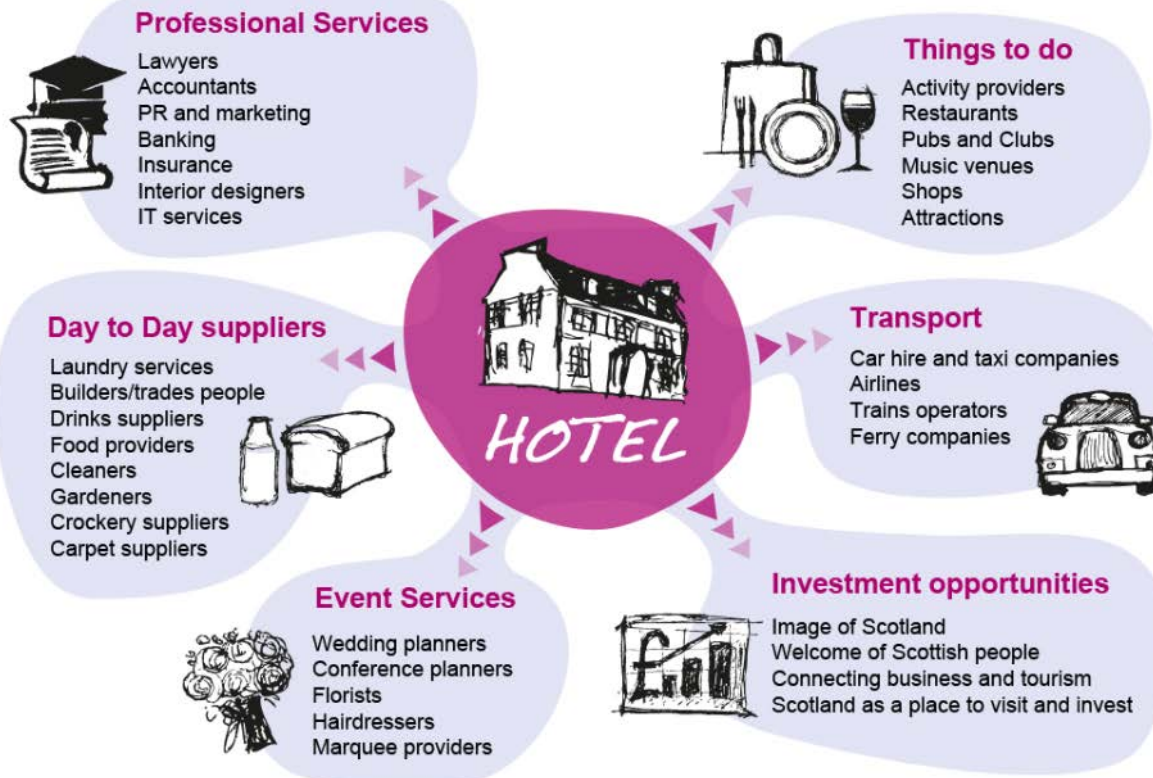


VisitScotland

£1 invested = £20 generated

£12 billion

# Visitor Economy



Scotland  
39% trips  
23% spend



Overseas  
18% trips  
33% spend



Rest of uk  
43% trips  
44% spend



where do  
international  
visitors come  
from..?



USA



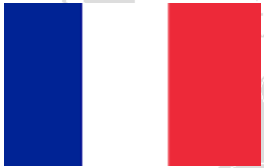
AUSTRALIA



GERMANY



CANADA



FRANCE



Italy



NETHERLANDS



POLAND



SPAIN



IRELAND

# | MOST POPULAR ATTRACTIONS



Top rated ATTRACTION is...





Scottish Tourist  
Guides Association

- 20 languages
- Most demanded:  
French  
German  
Spanish  
Chinese  
Portuguese

## Edinburgh Capital Group

- All employ staff with language skills
- languages Add extra value.
- customer service,

Marketing, IT,  
Management





iCentres

Online and digital marketing

international tourism fairs and trade missions

## | British Council - Languages for the future

- Shortage of people that speak foreign languages for the country's prosperity
- Based on economic, geopolitical, cultural and educational factors the most vital languages are:

- Spanish
- Arabic
- French
- Mandarin Chinese
- German
- Portuguese
- Italian
- Russian
- Turkish
- Japanese



# Benefits of learning a second language

- Communication and multi-tasking skills
- memory and attention focus
- Problem solving and negotiation skills
- Team work and flexibility
- Awareness of cultural differences
- Delay the onset of dementia symptoms by 4-5 years
- Better mental recovery after a stroke



Caerlaverock castle, Dumfries & Galloway



## | Where do I start..?

School

College

University

Language schools

Language exchange

Council courses

Online courses

Apps

movies

Karaoke

Travelling



The royal edinburgh military tattoo

Thanks-gracias-merci-grazie-danke!