



CASE STUDY

Celticos Ltd

Alwyn Griffith from Celticos Ltd, Y Felinheli, recently attending TILT's Introductory German course. Here we ask Alwyn about his experience on the course, and find out how his new language skills will help his tour guiding business.

Can you explain briefly your organisation's/your area of expertise?

North Wales is renowned for its contrasting panoramic scenery, it has some excellent venues, historical sites and is well known for its outdoor leisure facilities but it has much more to offer. By working in conjunction with other local companies and organisations Celticos have created quality tours and events which enhance the visitor experience.

What was your relationship with learning like before the course/s and has it changed since?

I had some knowledge of the German language but this was a long time ago and I had forgotten most of what I had previously learnt. Attending the course at Bangor University is helping to bring back what I had forgotten, however more importantly the course provided a template and the organisation to learn the language correctly and in a systematic manner.

What benefit will the courses taken be to you and/or your organisation?

By attending the course and improving my knowledge of not only the German language but also the culture/customs of the German speaking countries this will make our company far more able to specifically cater and provide a better service and offer to this group of inbound to visitors to Wales. From a business perspective this is responding to the Visit Wales Campaign to target tourists from Germanic regions.

Why did you decide to take part in this scheme?

I feel that learning German and catering for the German speaking market greatly enhances the offer of our company and enhances the sustainability and profitability of Celticos Ltd.

What did you most like about the course/s you undertook?

The structure of the course was excellent and there was plenty of opportunity to discuss and ask with the course tutor.

How important do you think that funded business focused courses are to the Welsh Economy as a whole?

I think that the opportunity to get involved with these courses is vitally important to small business that have a limited budget and could not afford to pay for private tutoring. The quality of the courses compared to other organisations who are offering courses for business organisations, well simply there is no comparison. Small business success is vital to ensure that the Welsh economy has a positive future and this type of course and support is vital to achieve this goal.

What would your advice be to businesses/freelancers looking to get involved with TILT courses?

Simply, contact TILT and see what is available and enrol.

TILT is part of the Work Based Learning Programme, funded by the EU's Convergence European Social Fund, through the Welsh Government. If you would like more information about other courses the project has to offer please contact s.ghazzali@bangor.ac.uk or visit the TILT website <http://www.tiltcymru.org.uk/wordpress/bangor/>