



Alliance Française

Arabie Saoudite

الليانس الفرنسية
المملكة العربية السعودية

Proposal #1
January, 13th 2022

TRAINING PROPOSAL FOR PROFESSIONAL FRENCH COURSES FOR THE GUIDES OF THE SAUDI TOUR GUIDE ASSOCIATION



CHOOSE THE BEST PARTNER TO LEARN FRENCH

1. ABOUT US

Founded in 2010, Alliance Française d'Arabie Saoudite (AFAS) is the official French language institute and cultural center in Saudi Arabia.

- AFAS is part of the global Alliances Françaises network, a more than 130 years old institution counting more than 800 branches around the world.
- AFAS is recognised for the high quality of its educational programmes, of its teaching and of its cultural events. It aims to promote and facilitate French language learning and to build bridges between **Francophone and Saudi cultures**.
- AFAS welcomes more than **2500 students a year** through its five branches across the Kingdom of Saudi Arabia : two in **Riyadh**, As Safarat established for the past 10 years in the heart of the Diplomatic Quarter, and Ar Rabi'h, one each in **Jeddah**, **Al Khobar** and **Al Ula**. AFAS also operates in the cities of Yanbu and Mecca in partnership with the local chambers of commerce.
- AFAS, in partnership with the French Embassy and other Saudi-based institutions, offers a **diverse and exciting cultural program** throughout the year. Conferences, concerts, workshops, film screenings, festivals and many other events are organized in order to experience and share the passion for French and Francophone cultures, within the framework of a constant dialogue with the Arabic and Saudi language and culture.
- Being able to offer the right certification will also complete the quality of the offer and its approach in complying with international standards. Indeed, AFAS is the only authorised examination center for DELF-DALF diplomas in the Kingdom. These certifications are accredited by the French Ministry of Education (through France Education International) and are valid for life.



2. OUR EXPERTISE

All over the world, Alliance française developed an expertise in offering quality educational programmes in the field of French as a foreign language as well as rich and diverse cultural events.

In addition to basic French courses, we developed an expertise in offering **French for Business / French for Specific Objectives** courses (tourism, catering, hospitality, medical, transportation, etc.). These courses allow the students to acquire or to perfect their skills in French within the framework of their professional activity or of their studies.

The objectives, the contents and the organisation of the training are the subject of a preliminary evaluation of the students' specific needs and expectations in order to develop a tailor-made training plan. Short-term professional oriented courses focus on professional French, according to the specific professional needs and reinforcement of oral skills in French.



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YOUR NEEDS

The Saudi tour guide association is a national association with currently 1200 members enrolled, and is looking at a 2500 members target.

Your objective would be to offer short thematic French courses for new and licenced tour guides with specific professional purposes.

You also wish to establish a scholarship system for the best tour guides.

ACCORDING TO YOUR NEEDS : WE OFFER YOU 3 DIFFERENT OPTIONS

1. INITIAL TRAINING

The Saudi tour guide association initial training includes a 7-day training skills according to the WFTGA standards and additional 2/3 days content for each city.

We could offer an additional 3 days French initiation package of **20h**. The content would cover the level A1.1 of the CEFRL (Common European Framework of Reference for Languages) and the curriculum would be adapted to basic tour guide introductions, greetings, orientation, etc. (detailed curriculum will follow).

A specific test will be conducted at the end of the training and all students will be evaluated both through continuous assessment (50%) et final exam (50%).

2. CONTINUOUS TRAINING

This program would be designed for experienced / accredited tour guides who are already working on the ground with tourists. We could offer different **40h packages** to cover the main attractions in each city of the Kingdom.

The Saudi tour guide association would provide the existing pedagogic material and curriculums in Arabic so Alliance française could translate and adapt it to French. It is fundamental that the students work on authentic material.

Classes could be organized in our premises in Riyadh, Djeddah, Dammam and Al Ula and/or online.

3. SCHOLARSHIPS

The French Embassy could offer support regarding trainings in France.

A detailed programme and proforma will be sent to you shortly so that you can evaluate the cost of such programme.

FRENCH COURSES AND LEARNING APPROACH

All our courses are based on the **Common European Framework of Reference for Languages**. We use an action-oriented approach : learners work on concrete and genuine goals, directly related to their professional life, depending on their professional needs : greeting a client, answering questions, taking part in a conversation with a client, advising a client, interacting with tourists, etc. We will design tailor-made and adapted teaching contents according to the professional and specific needs of the guides.

For the training programme, we recommend **at least 90 hours** for the first level, **A1**.

This document shows the main communicative objectives of each level of the CEFRL :



Common European framework

On this level you can...

A1

- understand simple conversations.
- introduce yourself and others.
- ask and answer questions about personal details.
- interact in a simple way.

A2

- understand sentences related to areas of most immediate relevance.
- communicate in simple and routine tasks.
- describe in simple terms aspects of your background.

B1

- understand the main points of regular situations.
- produce simple texts on topics which are familiar or of personal interest.
- describe experiences, events, dreams, and ambitions and briefly give explanations.

B2

- understand the main ideas of complex text on both concrete and abstract topics.
- interact with a degree of fluency and spontaneity that makes regular interaction with native speakers.
- produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue.

C1

- understand a wide range of demanding, longer texts, and recognize implicit meaning.
- express yourself fluently and spontaneously.
- use language flexibly and effectively for social, academic and professional purposes.
- produce clear, well-structured, detailed text on complex subjects.

C2

- understand with ease virtually everything heard or read.
- summarize information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation.
- express yourself spontaneously, very fluently and precisely, differentiating finer shades of meaning even in more complex situations.

PROFESSIONAL SKILLS FOR THE FIRST LEVEL :

The objectives will be defined according to the guides specific needs. For example, after completing the first level, the guides will be able to :

- Welcome and inform the tourists
- Present, introduce and describe simple things or persons and interact in a simple way
- Asking and answering simple questions
- Etc.

DIGITAL TOOLS

APOLEARN

All students will use **Apolearn** platform, our own social learning management system. Social learning is a mode of learning based on interactions between members of a group. Apolearn is an excellent tool to work collaboratively and engage our learners. This learning method allows the teacher to emphasise the human aspect, exchanges and interactions in training courses.



CULTURETHEQUE

All students will also have access to **Culturethèque**, our online library, offering members free and unlimited access to over 350,000+ digital materials, including magazines, e-books, songs, concerts, videos, and language learning exercises.

QUOTATION

FIXED COSTS



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BASIC FRENCH COURSES FOR PROFESSIONALS :

- Initial training 20h : ----- SAR
- Continuous training 40H : ----- SAR

Schedule : depending on the demand.

CERTIFICATIONS AND PREPARATORY COURSES

On demand.

TERMS & CONDITIONS



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*This proposal aims at training at least ... **guides** members of the Saudi Tour guide association. It is however subject to the following conditions :*

Sanitary regulations in the context of COVID-19 pandemics :

- AFAS shall be duly authorised to conduct group classes by Saudi authorities;
- One teacher will be allocated during the programme for French language;
- AFAS shall have at least one equipped classroom but shall be given extra ones, depending on the number of students;
- In the case of health regulations preventing onsite classes, classes shall be held online.

The RCU shall provide access to fully equipped classrooms, including whiteboard, video-projector and permanent Internet High-speed access.

The project shall be supervised by **Ms Nabila Lakourai**, project manager AFAS. Teachers implementing the project shall be placed under Ms Lakourai's supervision. AFAS will focus on selecting experts in French for business, with high qualification in teaching French as a foreign language.

Students shall be expected to attend **100%** of the classes and activities organised within the scope of the training, complete specific tasks, modules, exercises outside class / coaching time. The homework shall be accounted for in the individual assessment of the students.