



AMERISPAN PROFESSIONAL PROGRAMS

GERMAN FOR TOURISM

Munich, Germany

Course Details

Length: Minimum of 1 week

Minimum Italian Level: High Beginner (if zero, take 2-4 weeks of general German courses before class)

For Whom: Tour operators, travel agents, hotel/restaurant managers, and students

Schedule: 20 hrs/wk German in groups & 6 hrs/wk of German tourism classes

Text & Materials: customizable

Field Trips or Excursions: customizable

Overview

The course is designed for beginners, but also for students who already have experiences in the field of tourism of their home country and who are interested in the language of tourism for professional reasons or for study. The program focuses on a number of different branches of tourism. Depending on the student's needs, the course offers basic vocabulary, expressions and structures used in the language of tourism. Tourism is a diverse field of business and so is our program: Students will learn about different types of tourism such as *tour operators, travel agencies, hotels, airlines, cruise ships, health tourism, leisure tourism, tourist offices and convention bureaus, summer/winter destinations, city tourism, camping, sustainable tourism, luxury tourism and recent developments* as well as *visitors' figures, most visited destinations and attractions*. Marketing, promotion and presentations can be discussed as well as certain useful daily actions. The lecture of texts, tables and statistics helps the student to get into the topics easily. Text sources consist of modern texts taken from the media, the Internet, traditional economy-books. Finally, the student learns how to apply his newly learned knowledge in text productions, discussions and roll-games.

Concepts

Topics that may be discussed during the course may include.

- Tour operators and travel agents
- Hotel business
- Airlines
- Cruise ships
- Visitors' figures
- Most visited destinations & attractions
- Health tourism
- Leisure tourism
- Summer/winter destinations
- City tourism
- Camping
- Sustainable tourism
- Luxury tourism
- Recent developments
- Marketing
- Promotion
- Presentations

After arriving at school, the student discusses his needs with the teacher and defines together with him special topics he wants to choose, as the field of tourism is very broad.