

## B.VII.22

### Advanced Skills – Case studies

# Working in tourism – Perspectives of the travel industry

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Tourismus und Englisch gehören eng zusammen. Oft dient Englisch auf Reisen als wichtigstes Kommunikationsmittel und wer in Tourismus arbeiten möchte, muss einwandfreie Sprachkenntnisse des Englischen nachweisen können. Die Tourismusindustrie ist nach wie vor eine Branche, die beruflich für viele interessant ist. Doch sie ist auch eine Branche im Wandel, die sich mit neuen Konzepten und einem neuen Selbstverständnis auseinandersetzen muss. Das schafft aber auch viele neue Jobmöglichkeiten und Verknüpfungen zu anderen beruflichen Zweigen. Die Schülerinnen und Schüler erlangen grundlegende Kenntnisse der Tourismusbranche, lernen verschiedene Arbeitsbereiche kennen und beschäftigen sich mit aktuellen Trends.

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#### KOMPETENZPROFIL

**Niveau:** B1

**Dauer:** 15 Unterrichtsstunden + LEK

**Kompetenzen:** 1. Lesen: Texte zu aktuellen Trends lesen und auswerten; 2. Schreiben: einen *letter of enquiry* verfassen, auf eine Beschwerde reagieren, ein *summary* schreiben; 3. Sprechen: an einer Talkshow teilnehmen; 4. Interkulturelle Kompetenz

**Thematische Bereiche:** *tourism, travel industry, trends, intercultural competence, enquiries, complaints*

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## Auf einen Blick

### 1./2. Stunde

**Thema:** Working in tourism – An introduction

**M 1** **The tourist industry – A workplace for me?** / Lesen und Zusammenfassen kurzer Texte (EA); Sammeln von Tourismus-Jobs (PA); Erstellen zweier Jobprofile (PA)

**M 2** **Different jobs in tourism – A memo game** / Spielen eines Memo-Spiels mit Tourismus-Jobs (PA); Erläutern der einzelnen Berufe (PA)

**Benötigt:**  Internetzugang und digitale Endgeräte  
 Scheren

### 3./4. Stunde

**Thema:** The future of tourism – “Boom jobs”

**M 3** **Tourism as a job machine – Future jobs in tourism** / Lesen und Erläutern eines Textes über zukünftige Tourismus-Jobs (EA/UG); Recherchieren von Qualifikationen (EA); Recherchieren zu *smart tourism* (EA); Finden und Erläutern weiterer in Zukunft wichtiger Berufe (PA)

**Benötigt:**  Internetzugang und digitale Endgeräte

### 5./6. Stunde

**Thema:** The future of tourism – Trends in travelling

**M 4** **Tourism trends – Summarising a text** / Zusammenfassen (EA) und Diskutieren eines Textes; Suchen und Zusammenfassen eines weiteren Textes zum Thema „*tourism trends*“ (EA)

**Benötigt:**  Internetzugang und digitale Endgeräte

### 7./8. Stunde

**Thema:** Tourism and business – The economic side of travelling

**M 5** **Tourism as a business – Interpreting graphs and statistics** / Analysieren und Diskutieren eines Liniendiagramms (UG/GA); Interpretieren einer Statistik (UG); Schreiben einer E-Mail (EA)

**9./10. Stunde****Thema:** Enquiries and complaints**M 6** **Writing a letter or an email of enquiry** / Lesen von Hinweisen und eines Beispielbriefs (UG); Verfassen eines *letter of enquiry* (EA)**M 7** **Writing a letter or an email of complaint** / Austauschen von Erfahrungen (UG); Nennen von Beschwerdegründen und möglichen Reaktionen (UG); Nennen der Aspekte eines Beschwerde- und Antwortbriefs (UG); Lesen und korrigieren zweier E-Mails (PA)**11.–13. Stunde****Thema:** A closer look at travelling – The cruise industry and eco-tourism**M 8** **The cruise industry – A closer look at a big business** / Anschauen und Auswerten eines Videos (UG); Recherchieren zu Kreuzfahrtunternehmen und der Geschichte der Kreuzfahrt (PA); Lesen und Zusammenfassen eines Textes (EA); Diskutieren über die Arbeit auf einem Kreuzfahrtschiff (UG)**M 9** **Eco-tourism – A softer way of travelling** / Recherchieren zum Thema „eco-tourism“ (EA); Nennen der Vor- und Nachteile von Ökotourismus (PA); Verfassen eines Statements (EA); Durchführen einer Talk-Show (UG)**Benötigt:**  Internetzugang und digitale Endgeräte  
 Präsentationsmöglichkeit für das Video  
 ggf. die Redemittel in ZM 2**14. Stunde****Thema:** At the tourism trade fair – Representing your business**M 10** **Visiting a tourism trade fair** / Recherchieren nach Tourismusbörsen in Deutschland (EA); Zusammentragen von Aspekten in Vorbereitung auf die Teilnahme an einer Messe (UG)**Benötigt:**  Internetzugang und digitale Endgeräte**15. Stunde****Thema:** Tourism and intercultural competence**M 11** **International encounters – Being aware of cultural differences** / Sammeln von Stereotypen/Vorurteilen (PA); Erläutern der Relevanz von interkultureller Kompetenz (UG); Erarbeiten eines Leitfadens (GA); Recherchieren zu Geert Hofstede (EA)**Benötigt:**  Internetzugang und digitale Endgeräte

**LEK**

**Thema:** **Test – Working in tourism** / Verfassen eines Antwortbriefs zu einer Beschwerde; Nennen verschiedener *complaints* und *compensation*; Analysieren einer Situation

**Minimalplan**

Sie haben nur zwei Doppelstunden zur Verfügung? So können Sie die wichtigsten Inhalte erarbeiten:

- 1./2. Stunde: Enquiries and complaints M 6–M 8  
 3./4. Stunde: A closer look at travelling – The cruise industry and eco-tourism M 8–M 9

**Zusatzmaterial im Online-Archiv bzw. in der ZIP-Datei**

- ZM1\_Forms of transportation      Arbeitsblatt zum Thema "How do you travel? – Practising prepositions"  
 ZM2\_Talkshow                      Redemittel für die Talkshow  
 ZM3\_Vocabulary list              Vokabelliste

## Different jobs in tourism – A memo game

M 2

Do you know the memo game? Here is a version with jobs in the tourism industry.

### Tasks

1. Get together with a partner. Cut out the 24 cards.
2. Read the rules in the box and play the game.
3. Each time you find a matching pair of cards, explain the profession.

### Memo game – Rules

Mix the cards and put the picture/text side of the cards down on the table. The youngest player turns first one card and then another. If the cards are a match (picture and text) the player can turn two more cards. If the cards do not match, it is the other player's turn. The player with most matching cards is the winner of the game.

flight attendant



South\_agency/E+/Getty Images

hotel receptionist



© www.colourbox.de

cook



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## Tourism trends – Summarising a text

M 4

### Tasks

1. Read the text. If necessary, look up further vocabulary.
2. Imagine you are working for an online travel agency, and you must prepare a summary of the text for the next “travel trends” meeting to present to your colleagues. Write a summary using the checklist in the box.
3. Why is Austria one of the most popular holiday destinations for many Germans? Give reasons.
4. Discuss: how and where will people travel in the future and why?
5. Look for another text about tourism trends online and summarise it. Present your summary to class.

### Checklist – Writing a summary

- Read the text twice.
- Underline the main ideas of the text.
- Arrange the underlined aspects in a logical order before writing.
- Find synonyms for the words in the text but do not replace technical terms.
- Leave out repetitions and too many examples.
- Concentrate on the main facts.
- Reread your summary and check the length of it. It should not be longer than one third of the original text.

### The Austrian tourist market – Trends and ways to recover the “big break”

The pandemic summers of the last two years were a real struggle for countries like Austria in which tourism plays a major role in the economy. Now, there seems to be light at the end of the tunnel – people are starting to travel again, and many are booking holidays nearly like before the pandemic. Nevertheless, there are some trends in travelling which can be observed.

- 5 People book more environmentally friendly journeys and more often choose destinations<sup>1</sup> which can be reached without taking the plane. Austria is a perfect place for many families from Germany because there is both nature and an important cultural heritage.

Most people think of skiing and snowboarding in winter when they think of holidays in Austria. But the government is trying to shift<sup>2</sup> the focus from winter to summer tourism (although the winter tourism will not become extinct<sup>3</sup>, of course) and promotes sustainable<sup>4</sup> summer activities like cycling and hiking. Many hotels promote themselves with labels like „eco-hotel“, „eco-friendly accommodation“, „green hotel“ – and these terms refer to the fact that the hotels offer sustainable ways of going on holiday. There are several eco-hotels in Austria nowadays and they are becoming more and more popular. People who travel are more aware of the environment and they want to go on holiday without having a bad conscience. Corona has shown how fragile everything is and so people want to do their part and at least save the environment wherever possible.

- 15 Another development is the stronger demand for luxury holidays. The demand of 4- and 5-star hotel stays in Austria is higher than ever. The reasons are manifold. Many people who normally travel often and have a certain budget for their trips did not travel in the past years – and now they are going on a travel spree<sup>5</sup>, are “travel-hungry” again and often still do not feel like flying to exotic places. They choose more luxurious holiday accommodation and activities. Honeymooners who planned an expensive post-wedding trip to exotic places often shift their plans to exclusive spa hotels closer to their home country. Apart from that, many people want a treat<sup>6</sup> after staying
- 20



## Writing a letter or an email of enquiry

Why should you write a letter or email of enquiry? Letters of enquiry are written forms of asking for certain information you or your employer/company needs and cannot find in sources elsewhere. Before writing such a letter or email, it is important to research if the answer to your question is available on the website of the company or any other information sheets.



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There are many reasons for writing a business enquiry letter or email, for example:

- to ask for a catalogue,
- to ask for a sample of something,
- to request details of a service,
- to ask for pricing and/or information about a product.

In a letter of enquiry, you should ...

- state your source(s)/how you know about the product/company/...,
- present yourself/your company,
- request an offer/information/a sample/a catalogue or state any other enquiry,
- provide a reference,
- end politely.

Here is a model letter as an example:

*Sender's address*

*Recipient's address*

*Date*

### **Enquiry about an incentive trip to the SchUM-Cities**

Dear Sir or Madam,  
having seen your offer on day trips to the Jewish Unesco World Heritage Sites in Speyer, Worms and Mainz on the Internet and at your stand at the last Tourism in Palatine trade fair we were most impressed.

We are a well established provider of educational journeys and we could imagine adding the SchUM-trip to our programme.

Therefore a group of our trip planners wants to make a trip. Could you please send us an offer as well as various catering and accommodation options?

We would also welcome other or further suggestions you might have to offer.

If you need any further information about us, please do not hesitate to contact us.

We are looking forward to hearing from you.

Yours sincerely,

*Signature*

*Name and position*

## M 8

## The cruise industry – A closer look at a big business



## Tasks

1. Which different types of cruises do you know? Make a list.
2. Watch the commercial for Viking cruises: <https://raabe.click/en-Viking-commercial> [last access: 13/09/2022].
  - a) Which target group is addressed here?
  - b) Which atmosphere is created in the commercial?
  - c) What kind of (cruise) company is Viking?
3. Get together with a partner. Find out which are the most important providers of cruises and what they offer.
4. Do some research on the Internet and briefly outline the history of holiday cruise trips.
5. Lesen Sie den Text „*The dark side of cruises*“ und fassen Sie die wichtigsten Punkte auf Deutsch zusammen.
6. Discuss: would you like to work on a cruise ship? Why? Why not?



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### The dark side of cruises

“Cruises are a disaster for our environment”, says Tom Fowler, from *Travel with Nature*. “They are the worst way to travel for our nature.” Indeed, cruise ships are not known for being a green way to enjoy the best time of the year. According to environmentalists, they harm our environment in many ways. In every hour<sup>1</sup> they stay, they leave refuse<sup>2</sup> from the ship and the guests. “It creates an awful smell”, says Cecilia Miller from *Waste Watch*. It is always difficult in small harbours and the inhabitants often complain about the smell. Many argue that the cruise ships leave behind money. But, in fact, they leave less money than you would expect. The guests have everything on board and often the trips on land are rarely longer than one or two hours. They do not spend much money in shops and restaurants and the only money that comes to the communities is the fee<sup>3</sup> the cruise

10 companies must pay to stay at a port<sup>4</sup>. So, for the communities, it is hard to stand the smell and refuse of the cruise ships and to accept the environmental problems which are caused by the ships. They leave tonnes of waste – human sewage<sup>5</sup>, water from the laundry and the showers and, worst of all, the oily bilge<sup>6</sup> water. This is a big problem for the communities.

“Well, rich people enjoy the cruises – and the poor have to pay the bill!“. This is the opinion of Leo Winter, a tourism researcher in the field of working conditions in the tourism industry. Going on a

15 cruise is expensive – you have a lot of staff on the ships to make everything perfect for the guests.



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