

# BERUFSREIFEPRÜFUNG AN DER HÖHEREN LEHRANSTALT FÜR TOURISMUS

Your oral examination comprises **3 tasks**:

- Text comprehension – dealing with an unknown text
- Conversation about a text-related issue
- Personal comment

Themen:

1. **Advertising & Marketing:**
  - analyzing an advertisement (AIDA-formula)
  - styles and techniques
  - psychological tricks
  - destination marketing
  - advertising media
2. **Austria:**
  - Why do tourists come to Austria?
  - most important sights (cultural and natural highlights) – cities and landscapes
  - congress tourism in Austria
  - wellness tourism in Austria
  - winter tourism in Austria
3. **Travel agents / tour operators / tour guides (tasks)**
  - differences between travel agents and tour operators
  - different kinds of travel agencies
  - selling a journey
  - window and brochure display
  - dealing with difficult clients
  - skills and qualities of tour guides
4. **Health and wellness tourism:**
  - Austrian wellness resorts (examples)
  - wellness concept(s)
  - differences between “spa tourism” and “wellness tourism”  
→ target groups
  - stress, health risks, reasons for becoming ill
  - different types of treatments / applications (alternative medicine)
5. **MICE (meetings, incentives, congresses, events) tourism / Business travel:**
  - MICE in Austria – Why is Austria such a popular destination?
  - Austrian congress / convention centres (equipment, facilities)
  - Vienna – the ideal congress venue
  - needs of a business traveller
  - women business travellers (concerns, requirements)
  - hotels for the wired – business hotels
6. **Management - Managerial skills:**
  - management (tasks, qualities) – how to be a good manager
  - successful meetings, negotiations, teamwork
  - pitfalls in cross-cultural meetings, cultural awareness
  - women in management

## 7. **Tourism trends:**

- history of tourism
- future perspectives
- recent trends in tourism / leisure behaviour
- cruising, eco-tourism, wellness tourism, activity/adventure holidays, events,...
- changing pattern in tourism demand  
(**new target groups**, transportation, facilities, holiday types,...)

## 8. **City tourism:**

- cultural city tourism (Austrian cities)
- urban tourism (reason for its popularity, visitor's profile,...)
- business and congress tourism (see above)
- effects of tourism on towns and cities (problems + positive effects)
- most important sights of Austrian cities (Vienna, Linz, Salzburg)

## 9. **Mass tourism:**

- positive and negative impacts of tourism
  - economically, environmentally, culturally, socially -  
in alpine region (e.g. Austria) and in developing countries
- difference between mass tourism and green tourism

## 10. **Sustainable tourism:**

- eco-tourism, soft tourism (volunteering,...)
- code of conduct (tourists and locals) – **Do's & Don'ts**
- socially responsible tourism,...
- environmentally responsible tourism,...
- tourism – climate change / global warming  
(reasons & consequences for tourism and vice-versa)

## 11. **Travel & Tourism:**

- the tourist industry in general
- travel motivations
- types of holidays
- client profiles (types of travellers)
- preparing a journey (medical requirements, travel documents,...)

## 12. **Gastronomy:**

- kitchen staff, service staff, hotel staff;
- different types of restaurants
- different types of service
- typical Austrian specialities (regions and in general)
- Austrian eating habits

## Literatureempfehlungen:

### **Zeitschriften:**

(Business) Spotlight, Current, International Herald Tribune, Newsweek, Time, The Economist, (teilweise auch im Internet zu finden)

### **Texte aus dem Internet:**

[www.businessenglishonline.net/e-lessons/index.htm](http://www.businessenglishonline.net/e-lessons/index.htm)

[www.onestopenglish.com](http://www.onestopenglish.com)

[www.insideout.net/e-lessons.htm](http://www.insideout.net/e-lessons.htm)

[www.skyline-english.com/emailservice.htm](http://www.skyline-english.com/emailservice.htm)