



RELEVANCE OF THE GERMAN LANGUAGE IN THE INTERNATIONAL TOURISM INDUSTRY TODAY

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Research purpose. When asked what language they want to learn most, the majority of English-speaking students would reply something along the lines of French, Spanish, Italian or Mandarin, depending on where they are from and in no specific order of preference. In most of the cases when the same question is posed to non-English speakers, depending on where they are from the answers vary from Japanese, Korean, French, Spanish, Mandarin or Portuguese. There are of course the exceptions who have hopes, dreams and ambitions to go live in a specific country or who have a love interest from a specific country, who find themselves learning less-common languages like Swedish, Russian, Dutch, or Turkish to name but a few.

Keywords: business sector, German, tourism, global languages, language learning, most spoken languages, travel.

Research Methodology. However, as travelers we (Anke and Andrea) feel that there is a language that everyone seems to discard or overlook when it comes to communicating with people that are not from your country or at least in the case of Europe when you are traveling to have in your back pocket so to speak. One of the reasons simple being that it does not sound sexy. The language we are referring to being German. We started this article after our German professor asked us if we thought the German language is still relevant in the Tourism industry today. We both replied with great passion – Yes and of course!

Results / Findings. Our personal travel experiences had convinced us that the German language is still relevant in the tourism industry today, however on further thought we started to wonder if our opinion, formed from personal experience, could be backed by real data, research, and statistics. The main sources being used are scholar articles/journals, databases, European Union surveys and maps. The German language is still relevant due to its widely spoken.

Originality / Practical implications. You can still study the German language today and it will be relevant if you choose to work in the tourism industry, particularly in the regions of Europe.

Visual material. We have a PowerPoint with maps, data and findings.

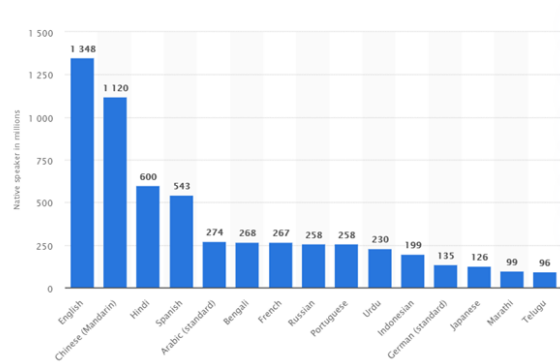


FIGURE 1- THE MOST SPOKEN LANGUAGES WORLDWIDE IN 2021 (BY SPEAKING IN MILLIONS) (STATISTA-2021)



MAP 1 – MOST SPOKEN SECOND LANGUAGE IN THE EU BY COUNTRY. (MARIAN.J.-2014a, MAY)



MAP 2 – SECOND MOST SPOKEN SECOND LANGUAGE IN THE EU BY COUNTRY. (MARIAN.J.-2014b, MAY)



MAP 3 – THIRD MOST SPOKEN SECOND LANGUAGE IN THE EU BY COUNTRY. (MARIAN.J.-2014c, MAY)