



Module 8

Oral finals. Finally!

Scenario

The last months at your school are passing tremendously fast. It's time to do your final preparations.

The following samples on tourism, society & culture, personal issues and entrepreneurship will help you to get more practice and to overcome certain fears.

For preparation follow the guidelines:

- You may use a dictionary.
- Focus on the bullet points stated.
- Preparation time is 20 to 30 minutes.

TOPIC: TOURISM

Situation

You are working as an assistant to Mr. Kramer, the head of the Austrian National Tourist Office (ANTO) in London. The London office is responsible for the UK, Ireland and Sweden.



Task 1 Individual Long Turn (► Attachment 1)

There is a European meeting of tourist organisations in London. Unfortunately, the representative of ANTO is unavailable. So you are asked to present the "Holidays in Austria" brand.

- **Describe** the brand.
- **Explain** the strengths of the brand.
- **Give examples** of each "new experience zone".
- **Evaluate** the importance of tourism for Austria.



Task 2 Interaction (► Attachment 2)

After the meeting you are engaged in a discussion about the posters advertising holidays in Austria.

- **Interpret** the message conveyed.
- **Define** the target groups.
- **Discuss** how appealing these posters are.
- **Assess** the importance of posters in advertising.

Task 1 Attachment 1 | Tourism

THE HOLIDAYS IN AUSTRIA BRAND

Austria's natural beauty and people provide solid foundations for unparalleled holidays. And precisely atop those foundations lie a bevy of special possibilities for visitors to discover their own, custom tailored, personal holiday happiness – the so-called new-experience zones.

New-experience zone Nature

Austria unites a wide array of European continental landscapes. Some of them are protected, e.g. national parks and nature reserves. Thus, there is plenty of nature to uncover gently, enjoy robustly or savour playfully. National Park rangers, biologists, hiking guides and other experts offer competent enhancements, making it possible for visitors to discover and experience brandnew things. Additional aids are provided by highly modern technology, e.g. cable cars and lifts, which winter and summer permit high alpine perspectives of the highest imaginable category all year long, thus increasing the intensity of the new experience still further.

Gee, when Robert takes you off on a birdwatching tour here at Lake Neusiedl, you feel like you're meandering through a secret animal paradise or filming your own documentary.

