Vocational training in Germany (Ausbildung)

Tourism and leisure business specialist (Kaufmann/Kauffrau für Tourismus und Freizeit)

Kaufmann für Tourismus und Freizeit / Kauffrau für Tourismus und Freizeit

You design, sell and organise travel, excursion and leisure offers: a paid 3-year business training, in contact with visitors and tourism partners.

LEVEL	DURATION	GERMAN	PAY DURING TRAINING
Baccalaureate required	**3 years** 36 months	**B2** required level	**€1,004 to €1,212** gross / month, during the training

We are by your side from day one until you arrive in Germany.

GERMANY
+49 (0) 7033 694 18 80

CAMEROON
+237 622 20 81 64

www.campus-allemagne.org

Douala office : Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

View the full sheet online

THE OCCUPATION IN 30 SECONDS

What a tourism and leisure business specialist does

They develop and sell tourism and leisure products, advise customers, organise events and support the marketing of a tourist office, a park or a travel company.

Advise and sell

Inform customers about tourism offers, sell services and use the booking systems.

Create offers

Develop tourism and leisure products, negotiate terms and monitor service quality.

Organise and promote

Plan events, run advertising and retain customers, with cost calculation.

This occupation is for you if…

- ✓ you enjoy advising visitors from all cultures
- ✓ you have a head for figures and organisation
- ✓ you like dreaming up leisure and travel offers
- ✓ you accept evenings and weekends in high season

Less suitable if…

- – you dislike figures, calculations and spreadsheets
- – you refuse to work evenings, weekends or seasonally
- – you dislike constant contact with the public

A TYPICAL DAY IN THE WORKSHOP

08:30 **Emails and enquiries** : Answer requests for information from visitors and partners.

10:00 **Advising at the counter** : Advise a customer on a stay, an excursion or an activity and record the booking.

12:00 **Analysing the customer base** : Study which offers attract which customers and note ideas for improvement.

14:00 **Preparing an event** : Plan the programme, the budget and the providers of a local event.

16:00 **Calculation and invoicing** : Work out the price of an offer, enter invoices and monitor costs.

17:00 **Promotion activities** : Prepare an advertising message for a new leisure offer.

Tourism advice and sales · Booking systems · Event organisation · Marketing and advertising · Cost calculation · Professional foreign language · People skills · Intercultural openness · Creativity · Rigour · Negotiating skill

THE TRAINING

How the Ausbildung works

In Germany you learn by working: this is the “dual system”. You are an employee of a company and a student at a vocational school (Berufsschule) at the same time.

3 to 4 days a week at the company | **1–2 days school**

Year 1

Getting to know the firm

- Firm and tourist region
- Organisation and IT
- Basic accounting

Year 2

Sales and events

- Sales, advertising, purchasing
- Event design
- Intermediate exam

Year 3

Quality and management

- Event organisation
- Costs, management control
- Chosen option, final exam

Exams and qualification

A written intermediate exam (Zwischenprüfung) takes place around the middle of the 2nd year. The final exam before the Chamber of Commerce and Industry (IHK) covers tourism products and services, business management, economics and society, then a case-based discussion. Qualification: IHK certificate.

YOU ARE PAID DURING THE TRAINING

1st year	≈ €1,004
2nd year	≈ €1,109
3rd year	≈ €1,212

What you need to apply

- ✓ Baccalaureate level is required.
- ✓ The required level is B2. Good technical vocabulary for the trade is a real plus.
- ✓ BERUFENET mentions no particular physical requirement: the work is done at the counter, in the office and at events or trade fairs, with occasional evenings, weekends and seasonal peaks.

Documents to prepare

- ✓ CV and cover letter in German
- ✓ Translated baccalaureate diplomas and transcripts
- ✓ German B2 level certificate

AFTER THE TRAINING

Where it can lead

STRAIGHT AWAY

Qualified business clerk

Work in a tourist office, an agency, a leisure park or a travel company.

WITH EXPERIENCE

Offer or events lead

Develop offers, coordinate partners and organise events.

LONGER TERM

Tourismusfachwirt or studies

Take the Tourismusfachwirt (tourism manager qualification) or study tourism management.

YOUR PATHWAY WITH CAMPUS GERMANY

We are by your side from day one until you arrive in Germany

1

CHECK MY ELIGIBILITY

Take the test online or at the office

The eligibility test is done online on our website, or by visiting our Douala office directly.

2

TALK TO AN ADVISOR

Talk to our team

Germany: **+49 (0) 7033 694 18 80**
Cameroon: **+237 622 20 81 64**

3

PREPARE YOUR GERMAN

DZK, our language centre

Deutschzentrum KAGEDEV (DZK) is our own language centre in Douala. Outside Douala: partner language centres, call us to find the nearest one.

4

GET THE CONTRACT

AZUFA is always us

AZUFA is our platform: it connects you with German companies that recruit apprentices and follows your application through to the training contract.

Douala office

Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

From German A1 to the first day of training in Germany

Each step is run by one of our structures. You keep the same contact from start to finish.

1 — **Check my eligibility**
The test is done online on our website or at our Douala office.
RUN BY CAMPUS GERMANY

2 — **Talk to an advisor**
Review your profile, your wishes and the chosen occupation.
RUN BY CAMPUS GERMANY

3 — **Learn German, from A1 to B2**
Courses adapted to your starting level, up to the required B2 level. In Douala at our own language centre; elsewhere, with our partner centres.
RUN BY DZK

4 — **Prepare the application file**
CV and cover letter in German, translated baccalaureate diplomas and transcripts, B2 level certificate.
RUN BY CAMPUS GERMANY

5 — **Find the company and sign the training contract**
We connect you with German companies that recruit apprentices, and follow your application through to the contract.
RUN BY AZUFA

6 — **Prepare the visa and paperwork**
Support to gather the documents and complete the administrative steps.
RUN BY CAMPUS GERMANY

7 — **Prepare your departure and settling in**
Travel, housing and first steps in Germany: we prepare you before you leave.
RUN BY KAGEDEV E.V.

8 — **First day of training in Germany**
You arrive prepared and supported, with a team that has known you since day one.
RUN BY AZUFA

Contact us

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