



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Foreign Languages & Cultural Awareness German Cultural Awareness **BMIH5003**

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Recap

Last week gave an overview
of...

**The following slides are there to help you
with assessment 3**

ASSESSMENT 3

HOTEL EVENT ADVERTISMENT

Create a Hotel Event Advertisement Poster:

The poster must be created in a professional way using either PowerPoint poster formats or Canva. And include, the event that you are hosting, room types on offer e.g. double, single or family, including breakfast or breakfast and dinner, and the corresponding prices.

Any special considerations also such as music, food and the theme.

Consider the culture of the language also and what might or might not be appropriate within the geographical area.

DUE DATE: 2nd June 2023 by 23:59pm



Cultural Events in Germany

Oktoberfest

- Location: Munich and other cities in Germany
- Date: Mid-September to the first Sunday in October
- Description: Oktoberfest is the world's largest beer festival and a significant cultural event in Germany. It features lively beer tents, traditional Bavarian music, delicious food, and amusement rides. People from around the world gather to celebrate and enjoy the festive atmosphere.





Christmas Markets

- Location: Throughout Germany (e.g., Nuremberg, Cologne, Berlin)
- Date: Late November to December
- Description: German Christmas markets are renowned for their enchanting atmosphere. They feature beautifully decorated stalls selling crafts, ornaments, and delicious treats like gingerbread cookies and mulled wine. Visitors can enjoy live music, festive decorations, and immerse themselves in the holiday spirit.

Karneval (Carnival)



- Location: Various cities, such as Cologne, Düsseldorf, and Mainz
- Date: In the week leading up to Ash Wednesday
- Description: Karneval is a vibrant and festive event celebrated with colorful parades, elaborate costumes, and lively street parties. It is a time of merriment, with music, dancing, and satirical floats. Participants indulge in the festive spirit before the start of the Christian Lenten season.





Spanish Cultural Events: Yearly Traditions

La Tomatina Festival

- Location: Buñol, Valencia
- Date: Last Wednesday of August
- Description: La Tomatina is a famous tomato-throwing festival where participants engage in a massive tomato fight. Thousands of people gather to throw ripe tomatoes at each other, creating a lively and colorful spectacle.





Semana Santa (Holy Week)

- Location: Various cities across Spain
- Date: The week leading up to Easter Sunday
- Description: Semana Santa is a significant religious event in Spain, characterized by elaborate processions that commemorate the Passion of Christ. Participants dress in traditional attire and carry religious statues through the streets, creating a solemn and captivating atmosphere.



La Feria de Abril (April Fair)

- Location: Seville
- Date: Two weeks after Easter Sunday
- Description: La Feria de Abril is a vibrant and lively fair that celebrates Andalusian culture. It features colorful tents, traditional music, flamenco dancing, horse parades, and delicious food and drinks. The fair is a joyous gathering where locals and visitors come together to celebrate and enjoy the festive atmosphere.



Running of the Bulls (San Fermín)

- Location: Pamplona, Navarra
- Date: July 6-14
- Description: The Running of the Bulls is a thrilling and adrenaline-filled event held during the San Fermín festival. Participants run in front of a group of charging bulls through the narrow streets of Pamplona. The tradition attracts both brave runners and spectators from around the world.



Cultural Events in Italy



Carnival of Venice

- Location: Venice
- Date: Two weeks before Ash Wednesday
- Description: The Carnival of Venice is a renowned festival known for its elaborate masks and costumes. Participants parade through the streets, creating a magical and mysterious ambiance. It is a time of celebration, with music, dance, and various events held throughout the city.



Palio di Siena

- Location: Siena, Tuscany
- Date: July 2 and August 16
- Description: Palio di Siena is a historic horse race that takes place in the Piazza del Campo. Representing the city's neighborhoods, jockeys ride bareback, competing fiercely for victory. The event includes colorful processions, medieval costumes, and traditional pageantry.





La Biennale di Venezia (Venice Biennale)

- Location: Venice
- Date: Biennially, from May to November
- Description: La Biennale di Venezia is an internationally renowned art exhibition that showcases contemporary art, architecture, cinema, dance, and music. It attracts artists, curators, and art enthusiasts from around the world to experience the diverse range of artistic expressions.



Cultural Events in China



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Chinese New Year (Spring Festival)

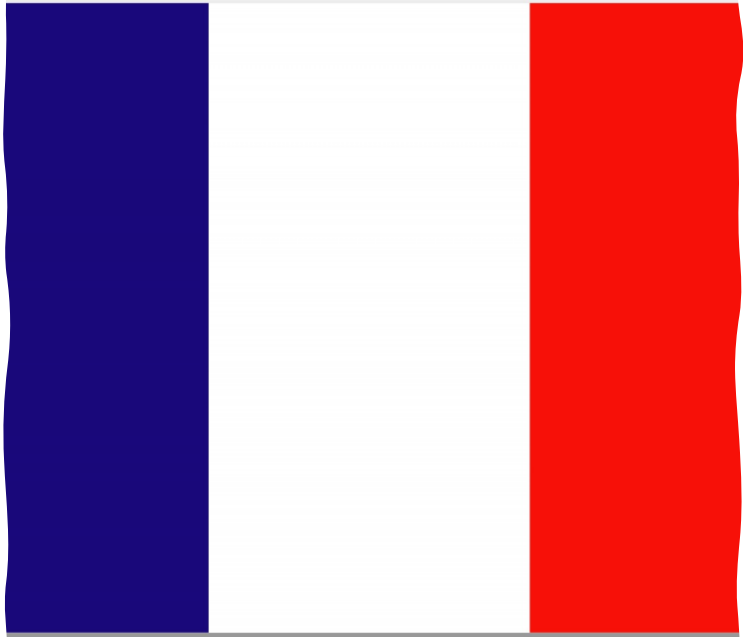
- Location: Nationwide
- Date: Determined by the lunar calendar (usually January or February)
- Description: Chinese New Year is the most important traditional holiday in China, marking the beginning of the lunar calendar. It is celebrated with family gatherings, fireworks, dragon and lion dances, lantern festivals, and delicious feasts. It is a time of joy, renewal, and cultural traditions.





Dragon Boat Festival

- Location: Nationwide
- Date: The 5th day of the 5th month in the lunar calendar (usually June)
- Description: Dragon Boat Festival is a traditional Chinese holiday that commemorates the poet Qu Yuan. It features dragon boat races, where teams paddle to the beat of drums, and people enjoy sticky rice dumplings called zongzi. It is a vibrant and energetic festival that showcases Chinese culture and heritage.



Cultural Events in France



Bastille Day (La Fête Nationale)

- Location: Nationwide, with grand celebrations in Paris
- Date: July 14th
- Description: Bastille Day commemorates the French Revolution and the storming of the Bastille prison. It is celebrated with parades, fireworks, concerts, and festive gatherings throughout the country. The highlight is the spectacular military parade on the Champs-Élysées in Paris.

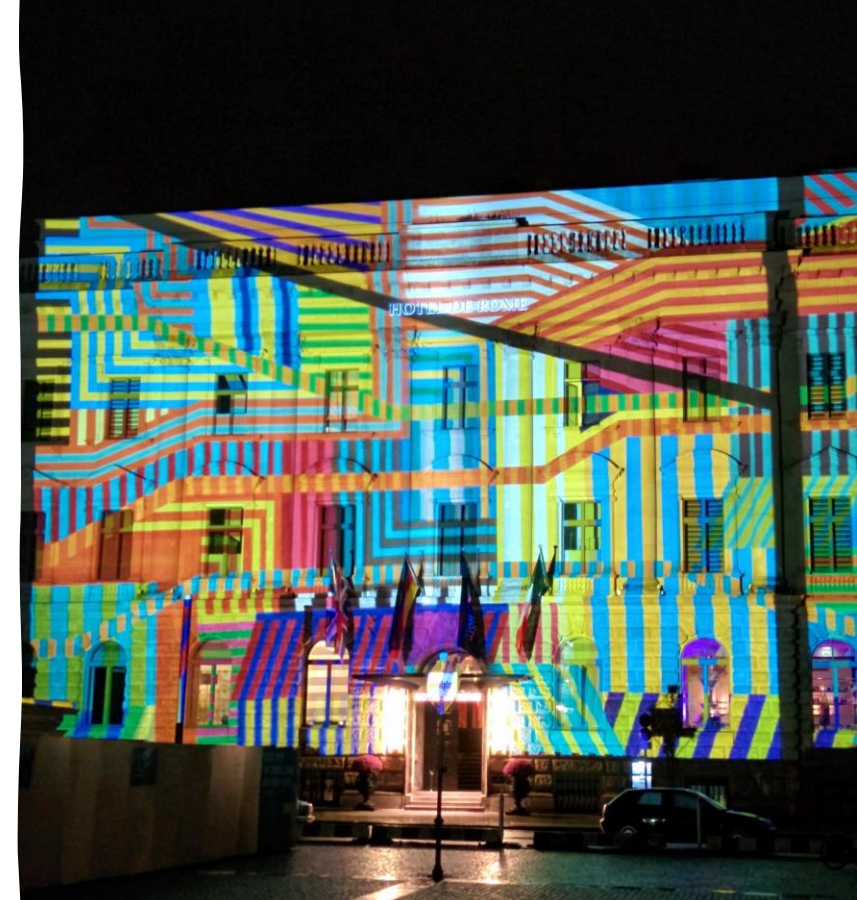




Cannes Film Festival

- Location: Cannes, French Riviera
- Date: May (annually)
- Description: The Cannes Film Festival is one of the most prestigious international film festivals. It showcases a selection of films from around the world, with premieres, screenings, red carpet events, and awards ceremonies. It attracts renowned filmmakers, actors, and industry professionals.





Festival of Lights (Fête des Lumières)

- Location: Lyon
- Date: December 8th (annually)
- Description: The Festival of Lights is a captivating event where Lyon is illuminated with stunning light displays and installations. Buildings, streets, and public spaces become a canvas for artistic projections and visual spectacles. The festival attracts millions of visitors who witness the city transformed into a magical and enchanting place.

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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account

l.bassler@uwtsd.ac.uk

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