



Travel to... *Germany*

The Global Tourism Experience

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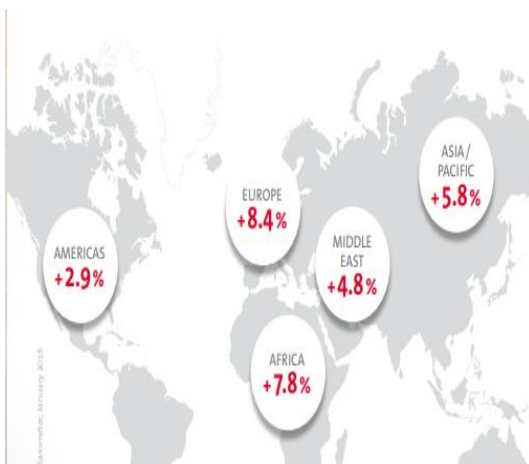
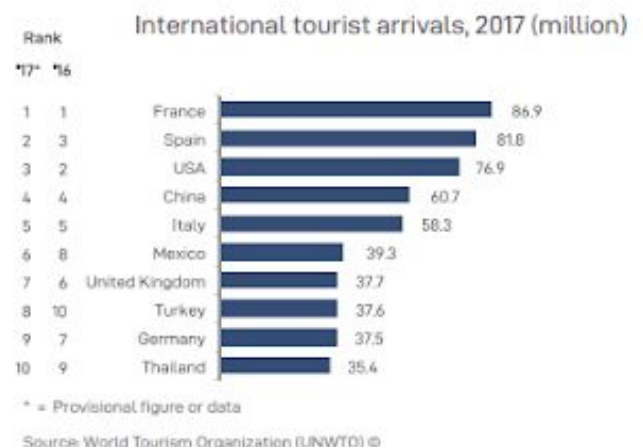


Popularity

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Within recent years Germany has seen a huge increase in tourists entering the country. With 37.5 million tourists entering the country it ranked 9th on the most visited countries in 2017 as stated by the World Tourism Organisation.

Source: www.e-unwto.org (2017)



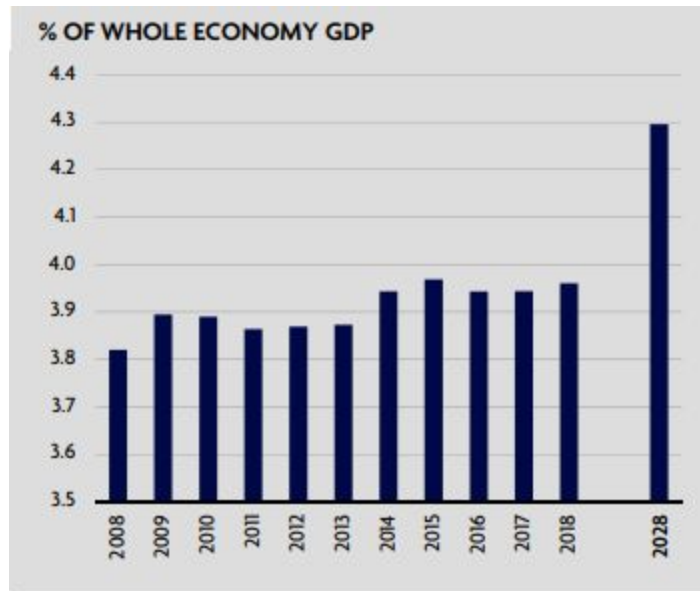
In addition to this, tourists from all over the world are starting to discover Germany. The GNTB (2018) has stated that 2.9% of their tourists are American, 8.4% are European. They stated that 7.8% of their international arrivals are from Africa, 4.8% are from the Middle East and 5.8% of their international guests are from Asia and the Pacific.

Source: www.germany.travel.com (2018)

Tourism Impacts on the country

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The World Travel and Tourism Council (2018) stated that direct GDP created from Germany's travel and tourism industry is set to increase after a few years of unpredicted results. According to the World Travel and Tourism Council, in 2017 the total GDP that Tourism created for Germany was 3.9% of the total GDP, resulting in the industry bringing in 128.9 billion euros. This was predicted to have increased by 1.8% in 2018 and will increase up to 4.3% of Germany's total GDP in 2028.



Source: www.deutschland.de (2018)

Source: www.worldatlas.com (2019)

The World's Most Visited Countries

Rank	Country	International Visitors (millions), 2017
1	France	86.9
2	Spain	81.8
3	United States	76.9
4	China	60.7
5	Italy	58.3
6	Mexico	39.3
7	United Kingdom	37.7
8	Turkey	37.6
9	Germany	37.5
10	Thailand	35.4

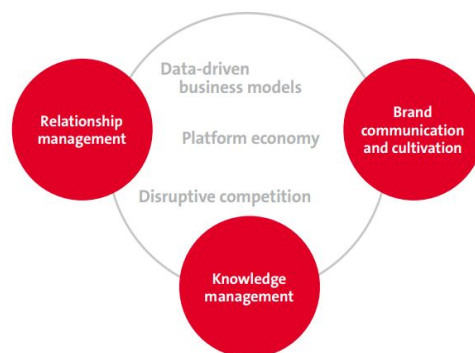
In addition to this, as the tourism industry is very successful in Germany it has created a variety of jobs for the citizens. Whether this is within a hotel, restaurant, travel agents, airlines and transportation which excludes commute services.

The World Travel and Tourism Council have announced that in 2017, 3,144,000 tourism jobs were directly generated which is 7.1% of total employment. They

have also predicted that this will increase to 3,721,000 tourism jobs within the next 10 years

However, the tourism industry within Germany faces the challenge of digitalisation according to Deutschland (2018). It goes on to state how international tourists are using international booking platforms and this results in the German businesses providing similar services to international tourists are losing out on revenue. In addition, Germany has a variety of countries that encourage competitiveness in order to gain more tourists. It's neighbouring country France was the most visited country in the world with 86.9 million inbound tourists in 2017 according to the World Atlas (2019). The German Tourism Board has recognised this and has stated that they will have come up with "Strategic and professional marketing for destination Germany".

The digital revolution will dominate the GNTB's future strategy



Source: www.germany.travel (2018)

They have considered these challenges and have created a method to turn these challenges into an advantage for future tourism within the country. Here is a diagram provided by the GNTB. As you can see, they have created a digital revolution in order for tourism to improve even more within the country.

More about Germany

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Geography

According to World Atlas, Germany is located in the West of Europe and covers 348,672 square kilometres of land. The population of Germany is 82,383,411 (Worldometer, 2019) and are all spread across 16 states. The Currency of the country is Euro and the main language spoken is German. Germany has many neighbours and is located between 9 countries. These are Poland, Czech Republic, Denmark, Austria, Switzerland, Belgium, France, Luxembourg and The Netherlands.



Source: www.tripsavvy.com (2019)

Topography

As Germany is quite a big country the topography varies depending on the area, it has a variety of different landforms including mountains, lowlands, forests, rivers, islands and lakes (World Atlas 2019). The North of the country and alongside the Baltic coast is known for its lowlands. It is very sandy and consists of small dunes and low hills according to Nations Encyclopedia. The World Atlas states that Germany has high mountains which they share with Switzerland and Austria in the South. The highest mountain peak in Germany belongs to Zugspitze, in The Bavarian Alps. It is 2,962 meters and 9,718 feet above sea level. It is close to the German and Austrian border. It has a few mountain ranges along the centre of the country however there are a lot smaller and remain within woodlands. The Thuringian Forest, also known to be located in "The Green Heart" of Germany (German Travel 2019) is a nature park with a variety of things to do.

Why should you visit?

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Germany has a total of 16 states and there is plenty to do in each one. Just like all countries, depending on where you travel in Germany you will experience a slight change in culture, for example, some foods you find in one state will not be available in others. Germany is a huge country to explore and has something available for everyone. According to Orvar Lofgren, "Sophisticated tourists gourmets distance from themselves from the common vacation gourmands" This goes to show that Germany is the perfect destination for tourists who do not consider themselves a typical tourist all whilst getting a similar experience from more populated tourists destinations like France and Spain.

Accessibility

The German Tourism board prides itself in how easy it is to travel within the country. According to the GNTD (2019), they believe that having a “Barrier Free” Germany encourages not only inbound tourists to travel within the country but also for domestic tourists. They state that everyone who stays within the country should be able to travel freely to experience the best of what Germany has to offer, from national parks to museums and city life. With this in mind, it also means German citizens are encouraged to travel daily due to transportation in the country being so reliable. It says on the GNTB website that it is easy to travel to Germany whether that's by air, car or rail and public transport is even easier. They go on to state that “Services such as Deutsche Bahn’s dedicated mobility hotline will make it possible for anyone to get on board every train” Showing that the transportation is suitable for everyone.

Diversity and Culture

Considering Germany’s part of World War II, it is now one of the most diverse countries in Europe. According to the World Atlas (2018) Within Germany, there are a variety of other ethnic groups within the country that have emerged their own cultures within Germany.

Largest Ethnic Groups In Germany

Rank	Ethnic Group	Share of German Population
1	German	80.0%
2	Turk	3.7%
3	Pole	1.9%
4	Russian	1.5%
5	Italian	1.0%
6	African German	1.0%
7	Arab	0.6%
8	Romanian	0.5%
9	Greek	0.5%
	Others	9.3%

Source: www.worldatlas.com (2018)

For example, Turkish citizens have been immigrating to Germany since the 16th century. In the 1960s and '70s, many Turkish citizens moved to Germany as labourers. This has resulted in Germany being heavily influenced by Turkish cuisine, the Turkish language and the Islam religion. Other nationalities include Polish, Russian, African German and Romanian.

This proves that Germany is a diverse country and accepts all nationalities and religions. Yoel Mansfeld (2006) has stated that when an incident happens, especially ones that challenge the security of a destination then this will change a tourists perception on risk and this is translated into tourist behaviours. This goes to show that as Germany is the second most popular country for migrants then safety and security should be no problem for tourists.

Cuisine

If you are considering Germany but are a fussy eater then this will not be a problem. There are a variety of dishes that have been created within the different states that are worth a tour within itself. There is an equal divide on fish dishes and pork dishes created. The fact on the right was stated by Avey.T (2013)

Bratwurst/ Currywurst

Similar to a hot dog, both these dishes are commonly served in Christmas Markets all over Europe. It is a Pork Sausage known as the Bratwurst usually served with plain white bread and chips. Add ketchup and curry powder on the pork sausage and that becomes currywurst, which is unique to Berlin (Moving to Germany, 2019)

Source:www.hermannwursthaus.com (2019)



Spatzle

Spaetzle at first glance it looks like pasta, however, the dough consists of eggs, flour, salt and fizzy water as stated by Moving to Germany 2019. It also states that this dish originates from the region of Swabia which has now been divided within the states of Baden-Württemberg and Bavaria. Showing that there are even German foods can have a strong history surrounding it.



Source: www.chowhound.com (2018)

Fischbrötchen

According to the Telegraphy, this is basically a fish sandwich. The best part about this dish is the fact that it is not specific, restaurants usually serve shrimp as the fish however, toppings and sauces in the sandwich depend on the person. There is even a world national Fishbrötchen Day which is known as Weltfischbrötchentag. (2018)



Source: www.marions-kochbuch.de

This dish is very popular in the North of Germany as is the best place to try it due to the freshness of the fish within the Baltic Coast. The Telegraph even named it as one of the 10 dishes you cannot leave Germany without trying (2017)

Popular tourist destinations in Germany

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Berlin

Berlin is the biggest city in Germany and is known as the capital of the country. There are many reasons to visit Berlin, one of which is the separation of the East and the West during the Cold War or maybe to see how Germany was affected during World War II. Berlin is very popular however it is not crowded.



Source: www.historyonthenet.com (2019)

According to PlanetWare (2019), There is so much to do within Berlin and the most popular tourist attractions tend to be historical. Whether this is the Brandenburg gate that once was a symbol of division between the state or Checkpoint Charlie and the memorial of the Berlin Wall.



Source: <https://www.visitberlin.de> (2019)

According to George Robinson et al, capital cities within Europe began to see a rise in cosmopolitanism and Berlin is no exception. This began since the Berlin Wall came down. Trip Savvy state that this is due to the art, museums, architecture and nightlife. In addition to this Trip Savvy state that Berlin holds a variety of festivals especially during the summer time. They have their own unique festival that celebrates all cultures. Around this time of year, 1.5 million tourists come into the country to be apart of the event. This year the festival will be held from the 7th June- 10th June. (Visit Berlin 2019)

Munich

According to Mottershead, R. (2017) One of the main reasons Munich is seeing an increase in tourists is due to the fact that they hold the largest beer festival in the world. Not only domestic tourists but people from all over the world come to Munich to celebrate their passion for beer. However, Munich has so much more to offer than Oktoberfest and is often overshadowed by Berlin. Here are the following reasons why you should visit the city of Munich.



Source: www.ontheworldmap.com (2019)

Mottershead then goes on to state that Munich is located in the centre of the Bavarian state. This means that it is accessible to not only discover the city, but you can also explore the whole of Bavaria. Especially as there are a variety of day trips you can take suitable for all interests.

The final statement made from Mottershead is that Munich as a city is starting to open up about their role in the Nazi movement. Walking tours are available all over the city that reflects on what the city was like during this time. In addition, Dachau, Germany's first concentration camp is located half an hour away from the city. Daily tours are available and in a variety of languages.



Source: <http://www.thirdreichruins.com> (2019)

Rothenburg ob der Tauber



If you prefer to visit destinations that will not be hugely popular with tourists then Rothenburg ob der Tauber is for you. The town of Rothenburg ob der Tauber is rich with history and activities such as arts and music or cycling and hiking. It is worth the trip just for the aesthetic of the town.

Source: <https://www.rothenburg.de> (2019)

This town is perfect for those who love to sightsee, Rothenburg.de state that visitors from all over the world are amazed when they visit the small town for the first time. Also, they state how even the locals soak up the medieval atmosphere that makes them feel as if they are



in a movie. Some parts of the town even featured 2 of the Harry Potter films as stated by Seelinger, L. (2018)

Source: <https://www.rothenburg.de> (2019)

Visit Germany Now!

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This article has given very useful information for tourists interested in history and heritage. Now that you're informed about what Germany has to offer hopefully you are interested in visit many areas within the country. Here are a few phrases that will help prepare you for your adventure.

12 PHRASES IN GERMAN FOR BEGINNERS	
Guten Tag! Hello!	Guten Morgen! Good morning!
Auf Wiedersehen! Goodbye!	Entschuldigung! Excuse me.
Wie geht es dir? How are you?	Danke. Thank you.
Ich liebe dich. I love you.	Bitte. Please.
Es tut mir leid! I'm sorry.	Schön dich zu treffen Nice to meet you.
Danke, mir geht es gut. Fine, thank you.	Vielen dank. Thank you very much.

Source: www.wanderlustchronicles.com (2016)

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