

direktorenhaus

Internship Cultural Management and Tourism: Gentle Traveller(m/f/d)

at Direktorenhaus (Berlin)

Overview Gentle Traveller

KONTAKT

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e.V.
Vertretungsberechtigter
Vorstand:
Pascal Johanssen,
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Registergericht
Amtsgericht
Charlottenburg

Registernummer
VR 28593 B
Ust-IdNr. gemäß § 27
a Umsatzsteuergesetz:

DE 271325241

Gentle Traveller is a project that aims at creating a new way of conceptualizing tourism, to present an alternative to the fast travel phenomenon. The project proposes a new way to enhance in cultural activity, providing article related to 'worth-seeing' places or 'worth-doing' activities, that represent an example of ethical and sustainable tourism. Gentle traveller do not "see" places or "do" activities, they engage with places and experience activities, as citizen of the world. The gentle traveller has its own code of conduct: pictures are taken to remember and share the value of the heritage, not to be posted on Instagram; places are visited to gain precious knowledge, not add another flag on the map. Gentle traveller is the alternative for all those one who refuses to see tourism only as an economic process, but rather as a civilization building one. For these purposes, the Gentle Traveller will provide articles that propose ethical places or activities, with particular emphasis on why is a worth-to-visit place, the value that this place represents for local community, the philosophy or mindset that governs that site and will refer to other relevant activities to do in the zone.

Overview Direktorenhaus

Direktorenhaus in Berlin is one of the leading exhibition houses for applied arts in Germany. Since 2010, the museum in the center of the German capital, run by the Meisterrat (German Craft Council), presents selected unique pieces, limited series as well as conceptual design objects. The exhibitions focus on the latest trends in the applied arts. At the same time, the Direktorenhaus does not only show «aesthetic phenomena»: Equally important is the increased importance of design in politics and society, especially in the field of sustainable future planning.

Tasks

- Assist in the development and update of relevant strategies for cultural activation of the Gentle Traveller project
- Develop a detailed project plan to track progress
- Assist in the cultural research and the development of the Gentle Traveller website
- Optimising and improving processes and the overall approach where necessary

Qualifications

- Educational background in fields of business, tourism, journalism, management, sociology or culture studies
- Excellent verbal and written knowledge of the English language. Knowledge of German is considered a strong advantage
- Maintains positive relationships through strong interpersonal and communication skills, collegiality and teamwork
- Excellent verbal and written knowledge of the English language. Knowledge of German is considered a strong advantage

What can we offer you?

- The opportunity to benefit from our colleagues who have many years of professional experience
- Self-responsibility, flat hierarchies, and fast decision-making processes
- A motivated, helpful, and open-minded team
- A nice workplace in our showroom in a central location

Contact

Send an email with your application to: Pascal Johanssen
(pj@direktorenhaus.com)