

Remark: For the German 'Schausteller' was chosen the English 'showmen' – knowing that these terms don't exactly match.

Vision Statement of the Deutschen Schaustellerbund e.V. for the promotion of the professional qualification options for showmen

Fairs and Christmas markets are events with cultural and social character which furthermore form a tradition. They are important affairs of the local community and belong to the common cultural background of the citizens of the community.

So these events are thus defined by their public-law reference.

Showmen are tradesmen with their independent company, their fairground undertakings. They operate their fairground businesses in a wide variety of designs: as attractions on fairs, as funrides, sales business, driving and amusing business, gastronomic facilities in pavilions/tents/marquees, or snack canteens on different cities, villages or locations.

Showmen shape the fairs autonomously or in cooperation with local or other operators.

Fairs attract up to 180 billion visitors in Germany each year and thus have a considerable financial importance for local communities and local enterprises. They often give villages, towns, and cities their special character, maintain customs and traditions, and fulfil an important social function for the community, assuring high identification and social integration.

People are entertained on popular festivals and fairs, get away from the daily routine, have the opportunity to communicate on all social levels and find a fine mixture of tradition and modernity.

In order to secure the job of the showman, in order to meet the increasingly competitive and demanding requirements of the services in the leisure industry a good general education with an appropriate degree of secondary education followed by a recognized modern vocational education which is tailored to the target group is a solid fundament for youth who want to take over the family firm.

Fairs compete with a wide range of sophisticated comparable leisure activities. So fairs nowadays are *one* of quite a lot of leisure facilities. Globalised economy has an impact into the micro-economy. In order to meet this challenge, to secure jobs permanently training and education have to meet these difficult requirements. Fairground undertakings thus opens up the possibility to maintain the market leadership in the broad spectrum of events.

The market calls for general and professional qualification, and for a maximum of quality control and safety requirements. Only someone who actively and intensively participates in the education and vocational training will successfully meet these challenges.

Fairground undertakings must become modern enterprises with modern entrepreneurs who are willing to adapt to ever changing market conditions. Fairground entrepreneurs have to plan their future, have to apply their acquired knowledge and have to run their companies in consideration with market and business economy.

The transmission of traditional knowledge from generation to generation, the transfer of know-how from older to younger ones is an important element for the traditional basis of this unique cultural heritage fair and Christmas market. But tradition has to be accompanied by pioneering developments. Tradition only can fulfill its forward-looking sense if it corresponds the saying: 'Tradition is the transmission of the fire, not of the ash'.

Promoting and facilitating the access especially of young showmen to recognised educational programmes therefore is of enormous importance for fun-fair undertakings and consequently is the focus of the work of the Deutscher Schaustellerbund e.V.

This not only will significantly improve the professional perspectives of young showmen, but make fairground undertakings fit and competitive for the leisure market. At the same time this will enhance the social recognition and personal appreciation for the status of the fun-fair undertakings as integral part of national and global economy and of modern society.

Berlin, 22nd May 2012