







## CAPA LONDON SAMPLE INTERNSHIP LIST TRAVEL AND TOURISM



### INDUSTRY DESCRIPTION

Travel & Tourism encompasses a range of different internship placement opportunities, including marketing finance, journalism and PR. Required skills and experience depend on the specific area within this field in which the student applies to work. However, students should have excellent communication skills and should clearly demonstrate an interest in travel and/or tourism and should include details of any overseas travel or experience within the industry in their application.

### EXAMPLES OF PREVIOUS PLACEMENTS

Please note that the following sites are a brief cross-section of current CAPA internship host sites and should not be considered as a guaranteed location for your placement. All internship & service learning placements will be dependent upon each individual applicant's application documents, prior experiences, demonstrated skills and their aspirations and goals.

<p><b>Anderson Tours</b></p> 	<p>Anderson Tours provide a range of great value day excursions throughout the UK and short breaks away across Europe to cities such as Paris and Amsterdam. Placement opportunities are usually available with the Marketing team.</p>
<p><b>Brighter Group</b></p> 	<p>Brighter Group is one of the most established PR and marketing companies in the travel and hospitality industry. Operating since 1995, they have been consistently delivering award-winning campaigns for some of the biggest players in the sector.</p>
<p><b>Business Traveller</b></p> 	<p>Business Traveller is the leading magazine for the frequent business traveller, with ten editions worldwide including the UK, US, Asia-Pacific, Middle East, China, Germany, Denmark, Africa and Poland, plus websites in the UK, Asia and France.</p>
<p><b>Marriott International</b></p> 	<p>Marriott International, Inc. is a leading worldwide hospitality company opened in Washington DC in 1927 by J. Willard and Alice S. Marriott. Today, Marriott International has nearly 2,800 lodging properties in 70 countries and territories around the world. This multinational organisation adopts the highest standards of HR operations and procedures.</p>

<p style="text-align: center;"><b>Somewhere New</b></p> 	<p>Somewhere New arranges day trips and weekend trips for international students for service providers and UK universities which are sold via are website, international student fairs and through study abroad office. Somewhere New also arranges short term faculty led study abroad and study tours for university and high school students in the UK and USA.</p>
<p style="text-align: center;"><b>Travel Weekly</b></p> 	<p>Travel Weekly is the number-one business magazine and online news provider for the UK travel industry, with a print distribution of over 15,000. It provides news, analysis and destination articles for frontline travel agents, tour operators and tourism employees about the outbound and domestic holiday and travel markets. Travel Weekly has won several awards and is regularly cited in the national media. Interns will work alongside the Web Team assisting in its marketing and PR operations.</p>

### POTENTIAL PROJECT OPPORTUNITIES

Project opportunities will be dependent upon the current needs within the organisation and the demonstrated skills and abilities shown by each intern. It is imperative to remember that project opportunities will develop over time and throughout internship placements. Projects may include but are not limited to:

**Business Development**

**Production of Editorial Copy**

**Creation of Promotional Materials**

**Sales/Marketing Presentations**

**Events Support**

**Search Engine Optimisation**

**Marketing Campaigns**

**Social Media Development**

**Market Research & Data Analysis**

**Website Development**

**Office Administration**

### TRANSFERABLE SKILLS

It is essential to maximise every opportunity within the internship placements. If tasks and duties are approached in a professional manner, interns can take away additions skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

**Accuracy & Attention to Detail**

**Organisation**

**Business & Commercial Acumen**

**Presentation**

**Creativity & Imagination Teamwork**

**Research**

**Good Oral & Written Communication Skills**

**Strong Interpersonal Skills**

**Influencing & Negotiation**

## **PERSONAL PROFESSIONAL DEVELOPMENT**

Through their internship and extra-curricular activities, we work to help students develop the following skills:

1. **Networking:** The ability to intentionally and purposefully connect and interact with others in order to develop professional and social relationships.
2. **Communications:** The ability to receive, interpret and articulate information and ideas effectively.
3. **Remote Collaboration:** The ability to utilise IT resources to connect virtually with others and achieve collective goals and objectives.
4. **Global Perspective:** To develop skills required to live and work in an interdependent world through forming an understanding of connections between one's own life and those of people across the globe.
5. **Cultural Awareness:** To develop an understanding of oneself, others and to embrace and appreciate diverse and complex perspectives, values and beliefs.
6. **Organisation, Time Managements and Prioritisation Skills:** The ability to achieve identified outcomes by using your time, energy and resources in an effective and productive manner.
7. **Problem Solving:** The ability to find solutions to difficult or complex issues and to manage moments of uncertainty or ambiguity.
8. **Adaptable:** The ability to adjust oneself readily to different conditions and environments.
9. **Goal Setting:** The ability to identify, form and implement actions that will guide you towards predetermined aims and objectives.
10. **Career Based or Vocational Skills:** The development of specific knowledge or abilities related to an occupation.