London Sample Internship List – Travel & 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 guarantied 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.)

Anderson Tours	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 with the Marketing team.
Brighter Group	Brighter Group is one of the most established PR and marketing companies in the travel and hospitality industry. Operating since 1995, we have been consistently delivering award-winning campaigns and for some of the biggest players in the sector.
Business Traveller	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
ewaterways	eWaterways is an online service for selling small ship cruise holidays. We are providing a new resource to help independent travel agents sell luxury and adventure holidays afloat. eWaterways is a new, unique way to provide tailor-made cruise holidays.

Pilot Productions	Pilot Productions has been producing travel TV programs for over 20 years. They seek to inspire and educate its audience by creating powerful television programming which takes pride in respecting and promoting social, environmental and personal change, whilst encouraging others to travel and discover the world.
Radical Travel	Radical Travel encompasses Busabout, HAGGiS & Shamrocker which are a collective of like-minded companies who share a passion for travel. Budget Tours are available throughout Scotland, England, Wales, Ireland as well as Europe.
Stanfords	Established in 1853 by Edward Stanford, Stanfords is the UK's leading specialist retailer of maps, travel books and other travel accessories. Its flagship store in Covent Garden opened its doors in 1901 and can lay claim to having the world's largest stock of maps and travel guides under one roof. The company also has a strong online presence, with Stanfords.co.uk positioning itself as a source of up-to-the-minute travel information as well being a retail site.

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:

Marketing Campaigns – Market Research & Data Analysis – Sales/Marketing Presentations – Production of Editorial Copy – Website Development – Search Engine Optimisation – Business Development – Events Support – Creation of Promotional Materials – Social Media Development- Office Administration

TRANSFERABLE SKILL SETS

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:

Strong Interpersonal Skills - Good Oral & Written Communication Skills – Creativity & Imagination – Research – Influencing & Negotiation - Teamwork – Organisation - Business & Commercial Acumen –Presentation – Accuracy & Attention to Detail