

Understanding our Career Fields

GET FAMILIAR WITH OUR 18 CAREER FIELDS

#9 Hospitality, Tourism & Events



Why choose Hospitality, Tourism & Events?

Many of our program location's economies thrive off of the hospitality, tourism, and event industries. This career field encompasses many types of businesses ranging from hotels, restaurants, attractions, tour groups, music venues, and more with the core focus of providing an excellent experience and service for customers.

☰ Key Skills you may learn

- Account Management
- Business Development
- Client relations and support
- Communication
- Content Creation
- Databases/Reservation System
- Event Management

- Marketing & Promotion
- Problem Solving
- Proofreading contracts & policies
- Public Relations/Building your Brand
- Vendor Sourcing
- Virtual Event Delivery and Coordination

Sample Future Careers

Accommodation manager

Event manager

Hotel manager

Tour manager

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Placement
Placement: marketing assistant & Beijing Botrip Tours Placement Career Field: Hospitality, Tourism, & Events Placement Country: China
Project 1: Assist in the completion of marketing strategies and work together in designing new plans for future promotion. Assisting the Online Marketing Team to enhance overseas social media marketing and SEO Project 2: Develop partner contacts, maintain a good working relationship with customers, perform customer analysis, and deliver information to customers in time. Pursue long-term cooperation with clients and partners. Project 3: Actively promote projects, collect customer feedback, organize and coordinate the internal and external resources of the company, and transform the external cooperation resources into practical results. Assisting editors in soliciting contributions.
Please note: The projects and actual tasks may vary and can be discussed with your supervisor prior to and during your internship.
Skills You Will Learn
General Skills: Communication skills; Patience; Self-awareness
NACE Career Readiness Skills: Critical Thinking/Problem Solving; Digital Technology; Teamwork/Collaboration
Career Field Skills:Content Creation; Marketing; Social Media Marketing