West Virginia CTE

Tourism Internship

Practical Application of Knowledge

1. **Tourism industry insight.** 1210.1
   1. Analyze industry reports, case studies, and real-world examples. 1210.1.1
   2. Demonstrate an understanding of the interconnected components of the tourism sector. 1210.1.2
   3. Apply theoretical knowledge to understand the dynamics, trends, and challenges within the tourism industry. 1210.1.3
2. **Destination analysis.** 1210.2
   1. Conduct destination assessments considering factors such as infrastructure, attractions, and sustainability. 1210.2.1
   2. Propose strategic recommendations based on destination analysis. 1210.2.2
   3. Apply knowledge of destination management to assess and analyze tourism destinations. 1210.2.3
3. **Customer experience enhancement.** 1210.3
   1. Develop strategies to improve customer satisfaction and loyalty. 1210.3.1
   2. Address customer concerns and provide effective solutions. 1210.3.2
   3. Apply customer service principles to enhance the overall visitor experience. 1210.3.3
4. **Event planning and execution.** 1210.4
   1. Apply event management concepts to plan and execute tourism-related events. 1210.4.1
   2. Create event proposals, including budgets and timelines. 1210.4.2
   3. Coordinate logistics, promotion, and on-site management for events. 1210.4.3
5. **Tour operation logistics.** 1210.5
   1. Design detailed tour itineraries considering transportation, accommodations, and attractions. 1210.5.1
   2. Address challenges related to tour logistics and adapt plans accordingly. 1210.5.2
   3. Apply knowledge of tour operations to plan and manage travel experiences. 1210.5.3
6. **Marketing strategy implementation.** 1210.6

Skip to main content

1. Develop and execute marketing campaigns. 1210.6.1
2. Utilize digital marketing tools and social media for promotion. 1210.6.2
3. Apply marketing principles to implement effective strategies for tourism products or destinations. 1210.6.3

7 Crisis management in tourism. 1210.7

1. Develop crisis communication plans. 1210.7.1
2. Implement strategies to mitigate the impact of crises on tourism activities. 1210.7.2
3. Apply crisis management concepts to address challenges within the tourism industry. 1210.7.3

Professional Skill Development

8 Communication skills. 1210.8

1. Articulate ideas clearly in both formal and informal settings. 1210.8.1
2. Craft professional emails, reports, and other written communications. 1210.8.2
3. Develop effective verbal and written communication skills relevant to the tourism industry. 1210.8.3

9 Customer service excellence. 1210.9

1. Demonstrate empathy and responsiveness in addressing customer needs. 1210.9.1
2. Handle customer inquiries, complaints, and feedback with professionalism. 1210.9.2
3. Cultivate outstanding customer service skills to enhance visitor experiences. 1210.9.3

10 Team collaboration. 1210.10

1. Collaborate effectively with colleagues, industry professionals, and peers. 1210.10.1
2. Contribute positively to team dynamics and outcomes. 1210.10.2
3. Foster the ability to work collaboratively with diverse teams in tourism-related projects. 1210.10.3

11 Adaptability and flexibility. 1210.11

1. Develop adaptability and flexibility in navigating the dynamic tourism industry. 1210.11.1
2. Adapt to changing circumstances, schedules, and unexpected challenges. 1210.11.2
3. Embrace new ideas and approaches with an open mindset. 1210.11.3

Skip to main content

Problem-solving skills. 1210.12

1 Hone problem-solving skills to address challenges in tourism operations. 1210.12.1

2 Identify issues and analyze root causes. 1210.12.2

3 Propose and implement effective solutions. 1210.12.3

13 Time management. 1210.13

1 Develop effective time management skills for handling multiple tasks and deadlines. 1210.13.1

2 Prioritize tasks based on urgency and importance. 1210.13.2

3 Create and adhere to realistic timelines. 1210.13.3

14 Leadership potential. 1210.14

1 Cultivate leadership qualities applicable to roles within the tourism sector. 1210.14.1

2 Demonstrate initiative and take on leadership responsibilities. 1210.14.2

3 Motivate and guide others toward common goals. 1210.14.3

Industry Exposure and Networking

15 Industry insight. 1210.15

1 Gain a comprehensive understanding of the tourism industry through exposure to diverse sectors. 1210.15.1

2 Explore different segments of the industry, including hospitality, travel agencies, event management, and destination marketing. 1210.15.2

3 Analyze industry trends, challenges, and opportunities. 1210.15.3

16 Professional etiquette. 1210.16

1 Develop professional etiquette and conduct suitable for the tourism industry. 1210.16.1

2 Demonstrate appropriate behavior in professional settings, including industry events, conferences, and networking functions. 1210.16.2

3 Understand and adhere to industry-specific norms and expectations. 1210.16.3

17 Networking strategies. 1210.17

1 Develop effective networking strategies to establish connections within the tourism sector. 1210.17.1

2 Build a professional network through industry events, online platforms, and informational interviews. 1210.17.2

3 Utilize networking opportunities to create meaningful connections. 1210.17.3

18 Industry event participation. 1210.18

1 Actively participate in industry events to expand knowledge and build connections. 1210.18.1

Skip to main content

2 Attend conferences, trade shows, and seminars within the tourism sector. 1210.18.2

3 Engage with industry professionals, ask questions, and seek mentorship opportunities. 1210.18.3

19 Elevator pitch development. 1210.19

1 Craft an effective elevator pitch to introduce oneself professionally in networking situations. 1210.19.1

2 Develop a concise and compelling introduction highlighting skills, interests, and career goals. 1210.19.2

3 Practice delivering the elevator pitch with confidence. 1210.19.3

Project Management Experience

20 Project planning. 1210.20

1 Develop comprehensive project plans for tourism-related initiatives. 1210.20.1

2 Define project objectives, scope, and deliverables. 1210.20.2

3 Create realistic timelines and milestones for project execution. 1210.20.3

21 Budget management. 1210.21

1 Effectively manage project budgets within the constraints of the tourism industry. 1210.21.1

2 Develop accurate cost estimates for project components. 1210.21.2

3 Monitor and control project expenses to ensure financial objectives are met. 1210.21.3

22 Risk management. 1210.22

1 Identify and mitigate potential risks associated with tourism projects. 1210.22.1

2 Conduct risk assessments and develop risk mitigation plans. 1210.22.2

3 Respond proactively to unexpected challenges during project implementation. 1210.22.3

23 Team leadership. 1210.23

1 Provide effective leadership for project teams within the tourism context. 1210.23.1

2 Foster a positive team culture and collaboration. 1210.23.2

3 Motivate team members to achieve project goals. 1210.23.3

24 Logistics and operations planning. 1210.24

1 Implement effective communication strategies for project stakeholders. 1210.24.1

2 Arrange transportation, accommodations, and other operational elements. 1210.24.2

Skip to main content

3 Ensure seamless coordination of project components. 1210.24.3

25 Communication management. 1210.25

1 Plan and coordinate logistics and operations for tourism projects. 1210.25.1

2 Develop a communication plan outlining key messages and channels. 1210.25.2

3 Regularly update stakeholders on project progress and milestones. 1210.25.3

26 Adaptability in tourism projects. 1210.26

1 Demonstrate adaptability to changing circumstances and industry dynamics. 1210.26.1

2 Anticipate and address potential challenges in the tourism context. 1210.26.2

3 Modify project plans to align with evolving industry trends. 1210.26.3