

TOURISM&TRAVEL INDUSTRY CAREER PATHS

<p>Hospitality Hotellerie Camping villages Property management Other kinds of accommodation</p>	<ul style="list-style-type: none"> • General Management • Sales&marketing • Revenue management • Digital and content marketing • Conference room management and events organisation • Purchasing and sustainable supply chain management • HR management • Financial Control • Green transition management • Food&Beverage management • Room Division/Front Office management • Housekeeping • Digital ecosystem development • Business development and real estate
<p>Intermediaries OTAs Tour operators Business travel agencies Networks of travel agencies</p>	<ul style="list-style-type: none"> • Sales&Marketing • Operations, design of tours and itineraries • Organising incentive trips • Digital Customer Relationship Management • Supply chain management • Business development • Luxury Travel Advisor • Digital development • Group Travel coordinator • Experience designer • Destination specialist
<p>MICE/Event and congress organisation and management</p>	<ul style="list-style-type: none"> • General Management • Project management • Business development • Marketing • Event design and planning • PR and communication • Content marketing

<p>Consultancy companies/Services to tourism businesses</p>	<ul style="list-style-type: none"> • Design of destination management plans • Business development • Destination Marketing • Revenue consultant/temporary management • Organisation and management of trade fairs • Digital service specialist • Data analyst • Social media specialist • Trainer
<p>Airlines Airport companies Shipping companies and cruise lines</p>	<ul style="list-style-type: none"> • Marketing • Business development • Financial control • Green transition and certification • Supply chain management
<p>Companies/Organisations for the management and promotion of cultural and environmental assets</p>	<ul style="list-style-type: none"> • Development plans • Marketing • Organisation of events (sport, culture, etc.) • Fund raising • PR and communication

