

G5 SUMMIT

**DIFFERENT
PROFESSIONS IN THE
FIELD OF MEDIA AND
TOURISM**

Working in tourism offers several types of jobs which are varied and interesting. The travel and tourism industry covers activities in a variety of fields from visitor information centres to hotels and restaurants, from transportation to leisure and business tourism.

**Working in the tourism industry
opens doors to the entire world and
offers wonderful opportunities to
meet people from all over the world
and make new friends.**

THE STORYTELLER



“The most powerful person in the world is the storyteller.

The storyteller sets the vision, values and agenda of an entire generation that is to come.”

-STEVE JOBS

A storyteller is a kind of editor.

Storytellers have to be

- **able to shape, revise and reinterpret the story in a way that is going to be engaging;**
- **good communicators, presenters and appealing to the audience.**



They have to

- **understand the story fundamental details and what makes it interesting from the audience's perspective;**
- **understand the effectiveness and appropriateness of story assets (text, images, audio, video) and how to combine them ...**

- **have visual, audio and video content creation experience**
- **be able to use cameras, videos, audio recorders, microphones, editing software (image, audio and video, post production)and online platforms: content management systems for web, e-newsletter services and social media.**





THE TRAVEL BLOGGER

A still life composition with a travel theme. In the foreground, a small wooden sign with a dark green chalkboard surface stands on a wooden post. The sign has the words "Travel Blogger" written in white, sans-serif font. To the left of the sign is a portion of a globe showing continents in various colors. To the right is a vintage-style camera with a large lens and a textured black body. In the foreground, a green fern frond is partially visible. The background is a solid blue color.

Travel Blogger

A **blogger is a person who writes on a blog . A travel blog deals with travel and tourism. Blog posts, articles or writings on the blog are very important. They can contain videos, images, different headings and so on. Blogs can be shared on social media networks, such as Twitter, Facebook, Google,...**

Blogs can have a lot of visitors. A travel blog deals with travel and tourism. If a travel blogger wants to gain an online following, the primary aim is to create interesting content.

THE TRAVEL AGENT



Travelling

SplashyTemplates.com



Lorem Ipsum

Sunday, September 29, 2008

Download this and more [Blogger Templates](#) at  **SPLASHY TEMPLATES**. For more information about Blogger Templates visit our [site](#).

» A normal paragraph

Paragraph: Maecenas nec odio et ante tincidunt. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt? Duis leo sed fringilla!

» An Image



DUNT on an Lorem cah plumbum

| BLOGGER TEMPLATES

[RetroPop](#)

[Canvas Prints](#)

[Grunge Yellow](#)

[Redamet](#)

[Necodio](#)

| LABELS

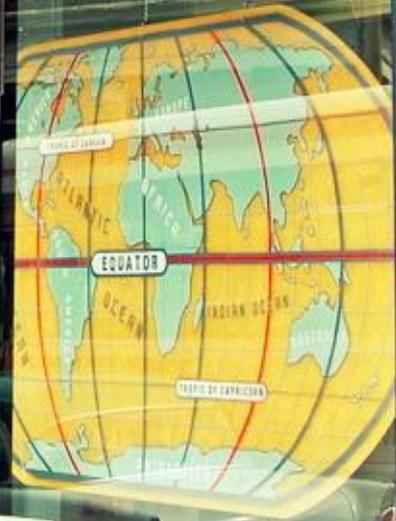
[Locum \(2\)](#)



RECORDS!!!

Quickly

TRAVEL AGENCY



You.
Vacc



A good **travel agent** is expected to perform these basic functions

He/she has to

- give advice on destinations
- take bookings and sell tickets for journeys by air, train, coach or ferryboat.

- **take bookings for excursions, sightseeing trips, cultural events, etc.**
- **make arrangements for transportation, hotel accommodation, car rental, tours and recreation...**

- **provide information on customs regulation, required papers (passports, visas and certificates of vaccination) and currency exchange rates to international travellers**

- **consult published and computer-based sources for information on departure and arrival times, hotel ratings, accommodation...**
- **visit hotels, resorts and restaurants to evaluate comfort, cleanliness and quality of food and service**
- **sell package holidays...**

**THE TOURIST
INFORMATION
ASSISTANT**

The main employers of TIC assistants and managers are local authorities, such as city councils.

A **Tourist Information Centre (TIC) is an office that gives information to visitors in an area, for example, advice on the things to do and see, accommodation and booking, local events, museums and art galleries.**



TOURIST INFORMATION

Buy the Dublin Pass HERE!
Includes **FREE** Aircoach Transfer to the City Centre
FREE ENTRY to 30 of Dublin's top visitor attractions. **PASSES AVAILABLE FOR 1, 2, 3 or 6 Days**
25 special offers, free Dublin guidebook and map and much more.

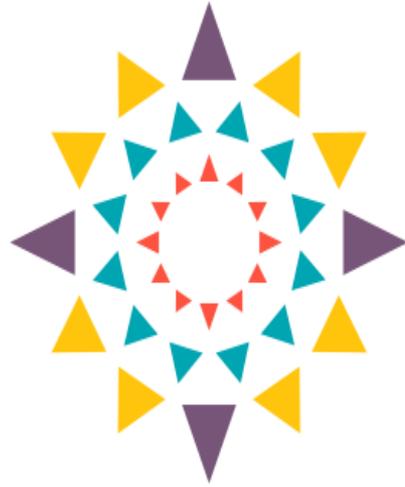
Attractions
Over 20 special
offers
Skip the queues
at 20 of the top attractions
at just 10€

Please Use
Pedicabs
CAUTION

WIKIPEDIA
The Free Encyclopedia
James White
17/03
At the top of
Dublin

THE DESTINATION MANAGER

A destination manager is in charge of developing initiatives and tourism products to promote a particular destination.



THE
DESTINATION
MANAGER





MARKETING AVE



STRATEGY ST

THE TOUR GUIDE





A **tour guide** is a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area and has a specific qualification issued and recognised by the appropriate authority.



STATUS MP3
00:00 >> 01:30
CH STATUS MP3

• vocces

CH- MUTE CH+

POWER OFF/ON



Tour guides have the role of interpreters between a tour group and an unfamiliar place.

They have to know everything about the history and the geography of the area.

They also have to resolve issues ranging from small problems such as lost luggage or bookings to major ones, such as medical emergencies.

MUSEUM GUIDES



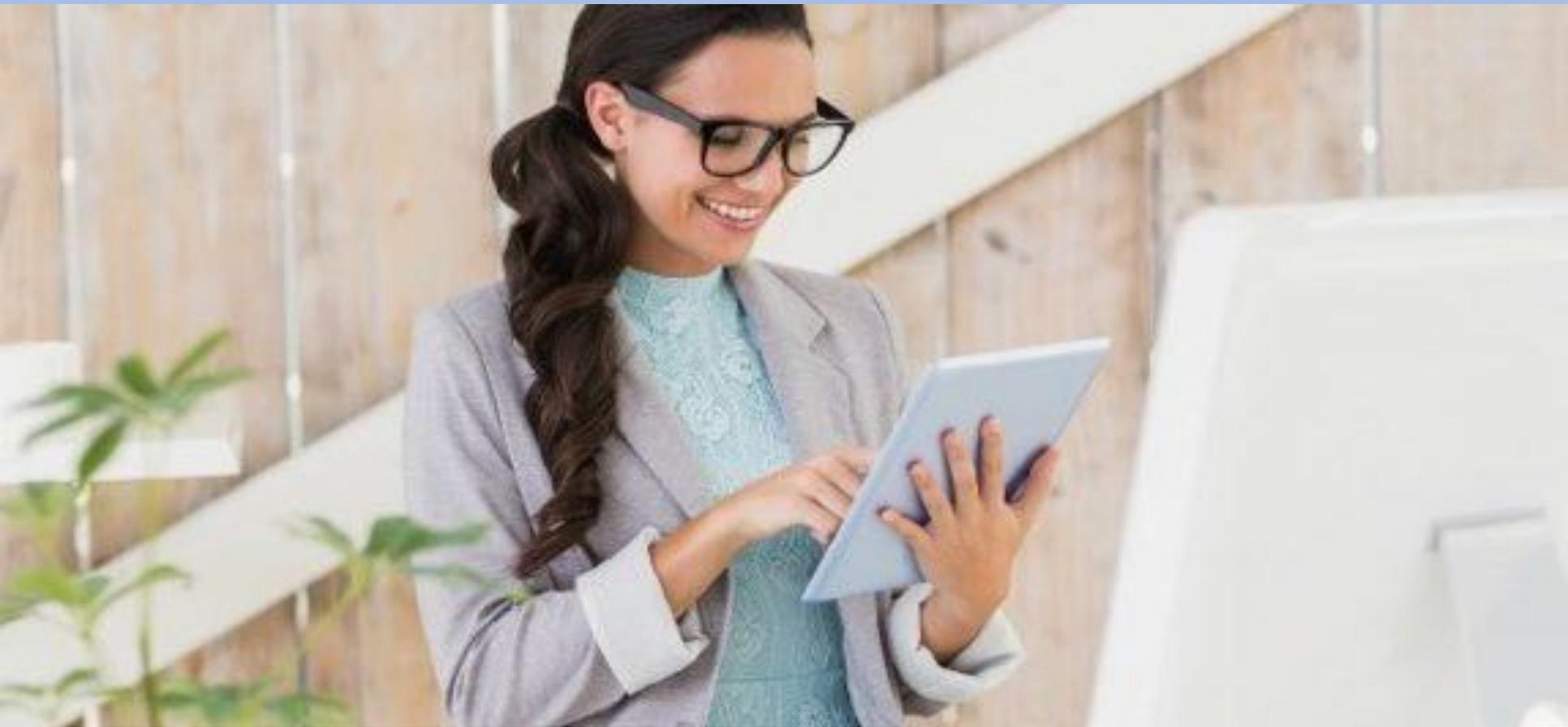




Museum guides lead groups or single individuals in a museum. They have to have a complete knowledge of art, history or science, depending on the type of museum.

**THE
ENTERTAINMENT
ORGANISER**





The **entertainment organiser** or **recreation worker** is employed in a variety of settings, including summer camps, recreation centres, parks and cruise ships.

He/she organises activities for adults or children to participate in as well as training and instructions for beginners. Recreation directors and supervisors, however, typically spend most of their time in an office, planning programmes and special events.



THE TRAVEL DESIGNER

A **travel designer is responsible for developing tailor-made travel plans for various types of customers.**



Travel designers can work with agencies or on their own.

Some basic functions of a travel designer are:

-designing tailor-made itineraries for clients

-developing marketing strategies to make packages both attractive and affordable
-attending social events to make new clients.



HOTEL JOBS

In a large hotel you will find:

A. the **receptionist, who is responsible for taking bookings, phone calls, helping costumers check in and out, dealing with bills and complaints...**

B .the administrative staff, who deals with accounts and budgets.

C.the porter,who escorts costumers to their rooms and carries their suitcases.



The **kitchen area** is supervised by a **head-chef**, who is responsible for food purchasing, food preparation, menu planning, special diets and the organization of the kitchen staff.



The restaurant area is led by a restaurant manager, who organizes the work of the restaurant team.

In large business hotels, there is an event area coordinated by an event manager.

Media planners

Media planners are key players in the advertising and marketing industry.

They plan advertising and promotional activities by using different media channels.

Media planners are responsible for analyzing data, thinking creatively and dreaming up innovative strategies to make sure marketing campaigns reach the right target audience . They assess the impact of different types of media to target a specific market their client wants to reach.



television



radio



newspaper



billboard

advertising



magazine



internet



leaflet

Media planners collect and analyze information about different media channels, such as newspapers, magazines, radio, films, television, the Internet and outdoor media such as posters and digital billboards, with regards to consumer behaviour, audience trends and the impact of different methods.



ERASMUS PLUS K2
A.S. 2017-2018
I.T. "CATTANEO"
SAN MINIATO(PISA)