

# ITB Berlin - The world-s leading travel trade show (GEST016\_ITMCY)



## En bref

- › **Langues d'enseignement:** Anglais, Français
- › **Méthodes d'enseignement:** En présence
- › **Forme d'enseignement :** Travaux dirigés
- › **Ouvert aux étudiants en échange:** Oui

## Présentation

### Objectifs

ITB Berlin is the largest international tourism event, offering an invaluable platform for industry professionals. It brings together decision-makers, industry experts, and buyers for exclusive high-level lectures and conferences. Participating students will have the opportunity to discover the latest trends, consolidate academic reports, develop their professional network, and identify training and job opportunities by meeting top managers. Additionally, the module will facilitate an international seminar to visit the ITB Berlin exhibition, allowing students further insight into the global tourism industry, networking with international professionals, and gaining firsthand experience of the exhibition's offerings. The objectives of this experience :

1. Discuss prospects for internships and initial job positions within the framework of ITB Berlin.
2. Help define a career strategy aligned with students' desires, predispositions, skills, and market opportunities.
3. Prepare for the ITB Berlin exhibition in March through personalized advice on optimizing the visit, selecting conferences, approaching key executives, networking effectively, and leveraging potential relationships at the event.
4. Provide individual coaching sessions tailored to the specific needs of students to foster their professional development.

5. Reinforce and consolidate academic work by integrating learnings from the ITB Berlin exhibition into semester projects and reports.

## Heures d'enseignement

TD Travaux Dirigés 10,5h

## Pré-requis obligatoires

1. In-depth knowledge of the tourism industry
2. Understanding of international issues related to tourism
3. Successful completion of the course "Professional Experience" in Master 1

## Plan du cours

1. **Introduction to Professional Development**
  - o Overview of the course objectives and structure
  - o Importance of career planning and strategic thinking
  - o Introduction to the ITB Berlin exhibition and its significance in the tourism industry
2. **Self-Assessment and Career Strategy**
  - o Conducting a self-assessment of skills, interests, and career aspirations
  - o Identifying potential job positions and sectors of interest
  - o Crafting a personalized career strategy aligned with individual goals and market trends
3. **Preparation for ITB Berlin**
  - o Analyzing the ITB Berlin program and selecting relevant sessions and workshops
  - o Developing strategies for optimizing time at the exhibition
  - o Techniques for approaching industry leaders and networking effectively

- o Leveraging potential professional relationships and opportunities at ITB Berlin

#### 4. **Individual Coaching Sessions**

- o One-on-one coaching sessions between students and instructors
- o Addressing specific career concerns, goals, and challenges
- o Providing personalized guidance and support for professional development

#### 5. **Reflection and Action Planning**

- o Reflecting on insights gained from self-assessment and coaching sessions
- o Developing an action plan for immediate and long-term career goals
- o Identifying opportunities for ongoing professional development and growth

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## Informations complémentaires

TD / coaching

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## Compétences visées

1. Career planning and strategic thinking
2. Self-assessment and reflection for professional development
3. Networking and relationship-building skills
4. Event preparation and effective participation
5. Adaptability and readiness for the transition into the workforce

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## Bibliographie

1. "What Color Is Your Parachute? 2023: A Practical Manual for Job-Hunters and Career-Changers" by Richard N. Bolles
2. "The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change" by Stephen R. Covey
3. "Networking Like a Pro: Turning Contacts into Connections" by Ivan Misner, David Alexander, and Brian Hilliard
4. "The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career" by Reid Hoffman and Ben Casnocha
5. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries

## Infos pratiques

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### Lieux

- Chambéry (domaine universitaire de Jacob-Bellecombette - 73)