

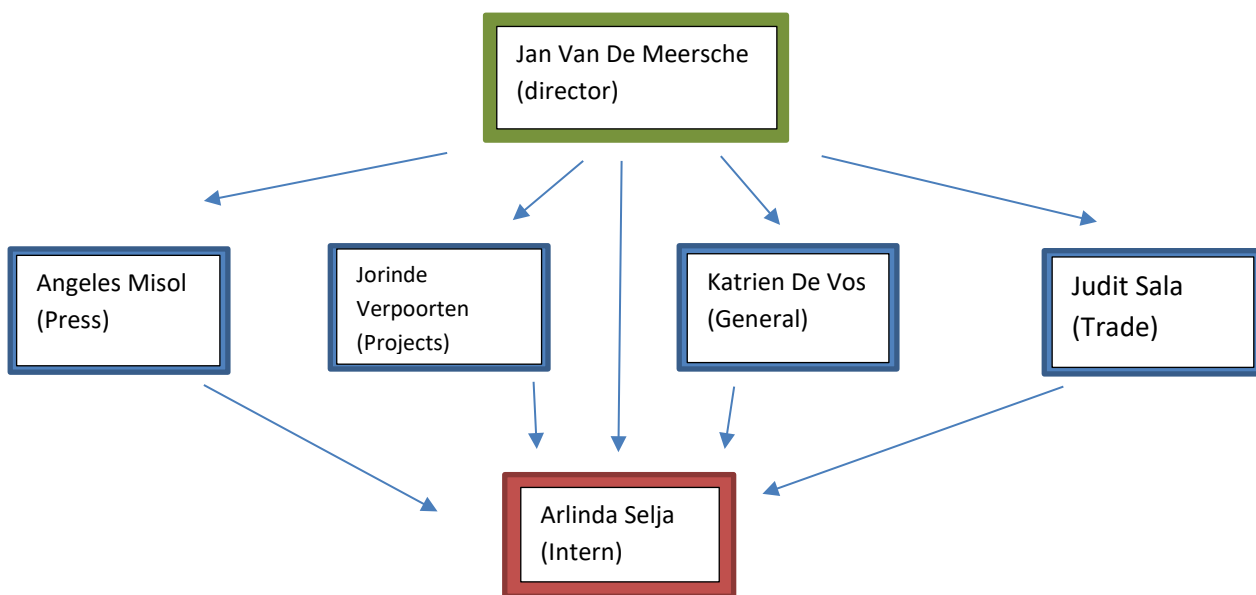
Name Intern: Arlinda Selja

Internship Company: Toerisme Vlaanderen Barcelona

Internship Period: 25/05/19- 16/06/2019

PART 1 = The Company/The Organization

Organization/Company Chart



Short description of the Company/Organization

Tourism Flanders in Barcelona is an office sponsored by Tourism Flanders in Belgium to market the Spanish market and attract the Spanish market to visit Flanders through all the channels possible. Via real clients that show to the door, through social media, press and trade.

They also organize projects, and events in Spain to give Flanders the attention that they deserve.

Market situation of the Company/Organization

Regional
National
International

The market situation is national and international. It is national if you see it by the promoting part of Flanders and it is International because they are trying to attract the Spanish market to it but no other market.

What's the position of the internship within the Company/Organization

My job is to help everyone that needs help and also learn from them.

Tasks to be carried out as an intern

Customer Operation

- Answer emails with questions
- Print inquiries and send them accordingly
- Send information via mail or email

Online Marketing

- Arrange Flickr photos and link with link from Erasmus blog
- Check and update Instagram
- Answer to Erasmus blog participants

Press:

- Start and organize the EITB-project
- Contact people via mail for project
- Read articles and save them accordingly

Trade:

- Update Tradebook
- Put the Tradebook in the database
- Put emails with quotes in the database
- Update contacts and put them in the database
- Open and organize roll ups
- Update the visitors guide book
- Organize the chocolate winning contest
- Put all the e-mail addresses of contest on the database

PART 2 = SWOT-analysis of the internship

S <ul style="list-style-type: none">- Different languages practiced- Being able to have good communication with clients- Good at what I do- Dedication- Patience	W <ul style="list-style-type: none">- Nervous- Afraid of failure- Fear of public speaking- Fear of being misunderstood
O <ul style="list-style-type: none">- I learn from mistakes- Growth on confidence- Learning new things- Good at what I do- Learning fast	T <ul style="list-style-type: none">- Sometimes I'm too fast and left with no tasks- I need more motivation sometimes- Loss of focus at times.

PART 3 = SWOT-analysis of the education programme in relation to the internship

S <ul style="list-style-type: none">- Tourism related- Experience in languages- Marketing understanding- Experienced	W <ul style="list-style-type: none">- Nothing of what we had learned in school was applied.
O <ul style="list-style-type: none">- I learn fast, it was easy to catch up.- Learned patience from my school to apply it in my internship.- An opportunity to see what it's like to be in a working environment.	T <ul style="list-style-type: none">- Risk of someone else having a better education and experience, doing a better job.