

Report on developing career related groups of like-minded people

[Technology](#), [Internet](#)



1. Executive Summary

The importance of networking cannot be emphasized enough, especially in the corporate world. The main channels of networking for tourism professionals these days are; personal meetings, conferences, seminars, corporate events, volunteering activities and online networking. There are many tourism organisations such as UNWTO, TTRA and The Tourism society that present the tourism professionals with the opportunity for networking. One to one networking between students and alumni at a school is also valuable and can turn into profitable ventures and opportunities in the future.

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2. Introduction to the Importance of Networking

Networking is the exchange of information or services among individuals, groups, or institutions; specifically the cultivation of productive relationships for employment or business (Merriamwebster. com). Networking can be a very powerful tool in the corporate world. It is always beneficial to have connections in various organisations in our industry.

2. 1 Point #1 on How to be a Good Networker

One of the most important steps in becoming a good networker is to join associations and chambers of commerce related to our field. For example, professionals in the field of tourism can join The Tourism Society or UKinbound. These associations provide a lot of information and also various opportunities for networking

2. 2 Point #2 on How to be a Good Networker

Joining alumni association at the school we graduate from can be another major step in effective networking. It is easier to talk to fellow students we have studied with and it is a great place to make connections. It also gives us a sense of bonding because we belonged to the same school.

2. 3 Point #3 on How to be a Good Networker

Internet is a great place to network with professionals in the same field. LinkedIn is a great place to network with people for business. Facebook has various opportunities to network with people as well. LinkedIn profiles provide the educational and career summary of individuals which can help us

identify the type of people we want to network with.

2. 4 Point #4 on How to be a Good Networker

Attending fundraising events and getting involved in volunteering activities are great ways to network with people. Business auctions for charity are another type of events that companies organize to help people network. Many renowned professionals attend these events and it is easier to talk to them because everyone is there for the same cause and it's a common topic that they can discuss.

2. 5 Point #5 on How to be a Good Networker

Talking to people at parties and social gathering has always been an effective way to network. There is no pressure in these social situations and people are open to light conversation. Exchange of business cards in these situations might lead to a job proposal or a big sale in the future.

3. Three Networking Organisations Related to My Career Aspirations

I am a tourism professional and the networking organisations that I can use are; World Tourism Organisation, Travel and Tourism Research Association and The Tourism Society. These are renowned organisations that provide valuable information and news in the area of tourism and offer a great number of networking opportunities.

3. 1 World Tourism Organisation

The UNWTO is a United Nations agency and it has its members include 155 countries, 7 territories and 400 affiliate members all over the world (unwto.org, 2012)

3. 1. 1 General Purpose of the Organisation

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. (unwto. org). UNWTO grants members through “ Platma”, an online community of affiliate members. Its members are organizations and other entities who provide access to its employees or members through Platma membership.

3. 1. 1 Contact Details and Joining Fees

Membership can be obtained by contacting:

Mr. Javier Blanco

Director of the UNWTO Affiliate Members

World Tourism Organization (UNWTO)

C/ Capitán Haya 42, Madrid, 28020 – Spain

The annual member ship fee is 2400 Euros (platma. org, 2012).

3. 1. 2 Examples of Functions

UNWTO provides events on big scale for its members such as annual conference, meetings etc. They also celebrate the World Tourism Day by organizing various events. They present networking opportunities through these events and they also have Platma, their online community for members that they can use for networking.

3. 2 Travel and Tourism Research Association

Travel and Tourism Research Association has its members all over the world. It also has its board members and staff across the world including US, UK

and Canada. This organization is dedicated to tourism based research and provides membership opportunities to individuals and organisations.

3. 2. 1 General Purpose of the Organisation

TTRA provides extensive information to tourism professionals on various tourism topic. It highly encourages networking among students, young professionals and established professionals in the field. It also gives awards in the field of tourism.

3. 2. 1 Contact Details and Joining Fees

Their contact details are:

Travel and Tourism Research Association

5300 Lakewood Road

Whitehall, MI 49461

USA

Phone: 248. 708. 8872

Email:

The types of memberships available are; organisation membership, Additional Organization Member, Student Organization Member, Premier Membership, Standard Membership and Student Membership. The membership fee ranges from 50 dollars to 575 dollars. They also have regional chapter membership (ttra. com, 2012).

3. 2. 2 Examples of Functions

Some of the numerous networking opportunities that this organisation presents are; conferences, online forums, interactive webinars among other

activities. The members can choose to network online or choose events that would allow them to network in person.

3. 3 The Tourism Society

The Tourism society was found in 1977 for the tourism professionals worldwide. The organisation has its members in UK and all over the world.

3. 3. 1 General Purpose of the Organisation

This organization is dedicated to promoting professional information, networking and encouraging individuals in this industry. They provide membership options to all types of people related to the industry. It provides job listings and an online section dedicated to members.

3. 3. 1 Contact Details and Joining Fees

The contact details for The Tourism Society are:

Tourism Society

Queens House

55-56 Lincoln's Inn Fields

London

WC2A 3BH

Phone: 0207 269 9693

Email:

The joining fees varies from 30 pounds to 95 pounds and the membership options are; student, overseas and individual membership.

3. 3. 2 Examples of Functions

The Society offers many networking opportunities among conferences, online

community and access to an extensive database of industry colleagues. They promote job opportunities, awards and links to other tourism related associations.

4. Network Person #1: Alanna State

She is an advertising student from New York.

4. 1 What course are they doing?

Alanna is currently pursuing a degree in advertising.

4. 2 What are their Interests?

She is passionate about sports and likes watching TV in her spare time. She is an athlete and finds time for running even if it is one of her busiest days.

4. 3 What do they feel strongly about?

She belongs to a close knit family and family and friends are very important to her. She feels strongly about family values and importance of friendship in her life.

4. 4 What are their career aspirations?

Her career aspiration is work in the field of advertising and work at the Madison square garden.

4. 5 Time, Place and Agenda for the next Meeting.

We have decided to meet on Saturday, March 21, 2012 at 4pm. We have decided to discuss our shared interests from our fields.

5. Network Person #2: Matt Ker

He is a student in Malaysia.

5. 1 What course are they doing?

He is currently pursuing a Bachelor's degree in the field of marketing.

5. 2 What are their Interests?

He is passionate about social networks and likes to make new friends. It also helps him meet new people and make connections for networking. His favorite social network is Facebook. He also likes to watch TV shows.

5. 3 What do they feel strongly about?

Matt feels strongly about the human rights and freedom of speech.

5. 4 What are their career aspirations?

He wants to use his education to excel at his family business.

5. 5 Time, Place and Agenda for the next Meeting

We will meet online on Facebook next week to discuss the differences between business cultures in our respective countries. We have not decided a date and time yet.

6. Network Person #3: Sarah

She is a student from Ballarat.

6. 1 What course are they doing?

She is currently enrolled in a public relation communication degree.

6. 2 What are their Interests?

She likes to learn about different cultures and try a lot of cuisines. She likes to have conversations with different people on variety of topics. She likes to watch lonely planet.

6. 3 What do they feel strongly about?

She feels strongly about equality rights for women in the corporate world.

6. 4 What are their career aspirations?

She wants to become a public relations executive at a prestigious firm.

6. 5 Time, Place and Agenda for the next Meeting

Sarah will meet me next week on Google talk and we will talk about the differences in our business cultures and about tourism.

7. Conclusion

In conclusion, I would like to say that networking can prove to be the best asset that a tourism professional can have. Tourism involves exploring new places and meeting new people and it presents numerous opportunities to meet new people and develop fruitful relations with them. An individual opens new doors to extensive opportunities through effective networking.

8. Reference list

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