

Advertisement for Masters' Interns at Bergamo University.

North Pembrokeshire Trade and Tourism (NPTT) is a not for profit association of businesses in South West Wales with good experience of Bergamo interns over the past four years. NPTT works in partnership with the largest tourist information company in the UK which is opening a Tourist Information Centre in Fishguard, the town where the intern will be located and accommodated. Fishguard is a welcoming place of 5500 residents from over 43 different countries. About 20% of the population can speak Welsh.

The cost of the visitor visa to the UK would be paid by NPTT.

Enquiries from students in business management or communications departments with interests in marketing and tourism are invited for any of the following internship opportunities. **A mix of the duties set out below can be considered to achieve the 30-hour week required for the Erasmus internship:**

1. To conduct research into how visitors of different ages access information of different kinds for different purposes and in different ways. The outcome of this research has great relevance to the industry which uses both print and digital information. The Tourist Information Company, PEAR OOH, will support the student in this work. Length of internship is flexible, between 3-6 months. 30 hours a week. Timing can be to suit the student between September 2023 and July 2024. Potential employment on completion of the internship.
2. To conduct research into passengers on the ferry between Wales and Ireland as to their travel intentions at the time of booking to assess their willingness to interrupt their journey to spend more time in the arrival port area. This research will be carried out in cooperation with the ferry company, Stena Line. Length of internship between 3-6 months. 10-30 hours a week. A range of methods for conducting this research is possible, including on board random face to face interviews.
3. Action research into the operation of our own North Pembrokeshire Tours – see <https://northpembrokeshireoturs.org.uk> and its development, promotion and potential. Length of internship: 3-6 months. This work would be part time and linked with other part time work in the new Fishguard Tourist Information Centre, dealing with visitor enquiries and linking with local tourism businesses. Timing – ideally between March and August 2024. Location – Fishguard area. The student would work closely with the NPTT team and be linked with Travel Trade companies and Visit Wales.
4. Event management and development connected with our new Fishguard Food and Drink Festival (October 2023). This new major event in the area joins a cluster of other events in sport, art, music and culture. The student would assist the planning team in the build up to the event which lasts two weeks (October 21 – November 4) and in helping the management of the various items in the event. After the event the student would be involved in assessing the lessons learned in preparation for the Food Festival in 2024 by gathering feedback from the businesses and organisations involved. The student would also assist in the development of the Last Invasion Anniversary event in February 2024. Length of internship: 3 months from end September to end of December. Average 15 hours a week.
5. Populating the Port Places App with content from our area encompassing stories, businesses, attractions and other material to showcase the variety of visitor experiences. This work would include liaison with our social media and website leaders. Length of internship between 3-6 months. 15-20 hours a week. Timing: anytime between September – June.