

Summer job with a purpose

Kitzbühel Tourismus promotes young talent during their internship - with success.

Many internships during school and university are an instructive experience for later professional life.

Kitzbühel Tourismus has set itself the special task of organising internships with meaning. In addition to intensive support from mentors, the young talents are also assigned responsible projects - with success. Nora Leber, for example, who has already completed her second internship at Kitzbühel Tourismus, was able to gain important insights for her bachelor's thesis while working at Kitzbühel Tourismus. Not only that, but the young student also managed to get Kitzbühel Tourismus' first event - KITZ Kulinarik - awarded the Green Event Seal. A great success that required a great deal of organisational talent.

The second intern of the summer, Aurelia Harisch from Kitzbühel, set herself the goal of asking the Kitzbühel Next Generation about their views on tourism. With exciting insights for the organisation - according to this qualitative survey, tourism is viewed positively across the board, innovative tourism projects were discussed and the pain points of the younger generation were discussed.

For Kitzbühel Tourismus Managing Director Dr Viktoria Veider-Walser, the promotion of young talent is a spearhead in the company's development: 'It is a great pleasure to see how young talent develops during their time at Kitzbühel Tourismus. They take on large projects with joy and responsibility - supported by their mentors - and thus create great added value for the tourism region. The great ideas and results from the Aurelia study have also prompted us to launch our own product development series with the Next Generation.'

Further information about the destination Kitzbühel can be found at [kitzbuehel.com](https://www.kitzbuehel.com)