

inside Berks business: iBb Program

A five-day learning experience for educators



Educator/Intern: Kimberly Staub

Internship Company

White Star Tours

26 East Lancaster Ave

Reading, PA 19607

June 26, 2017 – June 29, 2017

INSIDE BERKS BUSINESS

- **Program Description**
 - 5 day learning experience for educators established by the BCIU
 - Pairs educators with a local business that aligns with their interests
 - Informs educators in Berks County skills and assets students need to be successful in the work force
 - Allows teachers to bring acquired knowledge back to the classroom to help better equip students for success in their future careers.

WHITE STAR TOURS

- **A full-service travel agency that provides outstanding travel packages to groups and individuals.**
 - **Originated in the 1970s in Wildwood, NJ**
 - **The White Star Hotel**
 - **Family run company**
 - **About 25 employees**

THE BUSINESS EXPERIENCE

- **Met with Chris Kraras**
 - **White Star CEO**
 - **Established internship dates/times**
- **Day 1: Met with Dean Kraras**
 - **Charter Tour Manager**
 - **Mentor**
 - **Office Tour**
 - **Introductions**
 - **Roles**
 - **Shadowed various employees**
- **Days 2-4: Assisted in various office tasks primarily concerning individual travel**
 - **Assisted with seat assignments for a cruise flight**
 - **Assisted with assembling vouchers from a cancelled cruise flight**
 - **Researched and gathered information for specific tourist sights in Delaware as requested by a client**
 - **Assisted with annual mailing which allowed me to interact with various employees upstairs**

EDUCATIONAL SKILL REQUIREMENTS FOR NEW HIRES

- **Helpful Bachelor Degrees:**
 - **Tourism**
 - **Business**
 - **Hotel Management**
 - **Communications**
 - **Travel Agent Schools**

SALARY AND BENEFITS

- **Competitive benefits**
 - **401K**
 - **Dental**
 - **Vision**
 - **Health**
- **Very low turnover rate**
- **Mostly hire family**
- **Avg. national tourism salary: \$36,000 (payscale.com)**

TECHNOLOGY

- **Phone System – 24/7**
- **Amadeus – Airline booking system**
- **Email**
- **QuickBooks – Financial system**
- **FileMakerPro – Computer Database**
- **Publisher - Flyers**
- **Website/Facebook**

GREATEST ASSETS

- **Environment**
- **Customers / Positive Feedback**
- **Customizable trips**
- **Competitive Pricing**
- **Leader Benefits**

GREATEST CHALLENGES

- **Many Working Parts**
 - **Reliance on vendors**
 - **Bus Companies**
 - **Hotels**
 - **Restaurants**
- **Technology**
 - **Seniors vs. baby boomers**
 - **Email – Less personable experience**

KEYS TO SUCCESS!

- **Communication**
- **Organization**
- **Personable**
- **Problem Solving**
- **Patience**
 - **Especially with senior citizens**
- **Ability to Multi-task**
- **Computer Skills**
- **Social Media Savvy**
- **“Customer is Always Right” attitude**

ABSTRACT #1 SUMMARY

- While exploring the concept of stewardship, students will be given time to research and identify various career options. Each student will be required to choose one career which aligns with his/her interests and create a PowerPoint explaining how they plan on preparing for that career and the skills necessary to be successful in that career. In addition, students will also be expected to relate their career choice to the concept of stewardship.
- My experience at White Star Tours would serve as an example

ABSTRACT #1 STANDARDS

- **Career 13.1.11.B – Analyze career options based on personal interests, abilities, aptitudes, achievements and goals.**
- **Career 13.1.11.F – Analyze the relationship between career choices and career preparation opportunities.**
- **Career 13.2.11.B – Apply research skills in searching for a job.**

ABSTRACT #2 SUMMARY

- **Upon completing our unit on Old Testament Covenants, students will be asked to create a brochure advertising and marketing the “Ark Encounter”**
 - **One of the most popular trips currently being offered by White Star Tours**

ABSTRACT #2

STANDARDS

- **Career 13.2.11.C – Develop and assemble career documents**