



**COOPERATIVE EDUCATION REPORT:**  
**Enhancing Membership Engagement at Pacific Asia Travel Association (PATA)**

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**This report submitted in partial fulfillment of the  
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**Faculty of Business Administration**

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**Title:** Enhancing Membership Engagement at Pacific Asia Travel Association (PATA)

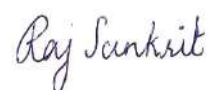
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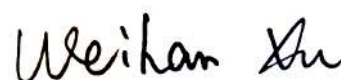
We have approved this cooperative report as a partial fulfillment of the Cooperative Education Program, Semester 2/2024.

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### ABSTRACT

This Cooperative report entitled "Enhancing Membership Engagement at Pacific Asia Travel Association (PATA)" provides insights into the role of the membership department in an international travel and tourism organization. PATA is a non-profit association that focuses on the development of sustainable travel and tourism in the Asia-Pacific region. The association supports its members through various programs, networking opportunities, and market research.

This report outlines my experiences working as an intern in the Membership Department at PATA, where I was responsible for assisting in member engagement activities, researching potential partners, pulling reports, data management and contributing to membership retention strategies.

This study aims to provide a practical, hands-on experience in managing memberships, offering a real-world understanding of how relationships with members are built and maintained. It also seeks to explore the inner workings of an international travel and tourism organization, giving insight into how such organizations operate on a day-to-day basis. A key focus is on improving communication with members and effectively handling their data, which are both crucial for creating meaningful engagement. Lastly, the study looks at the challenges involved in keeping current members satisfied while also finding ways to attract new ones—an ongoing balancing act that many organizations in this field face. The report discusses my contributions to membership engagement, challenges faced, solutions proposed, and key takeaways from the internship experience.

**Keywords:** Membership Engagement, Travel and Tourism, Networking, Sustainable Tourism

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Jyotirmaya Pradhan

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## List of ACRONYMS

BBA: Bachelor's in business administration

PATA: Pacific Asia Travel Association

SWOT: Strength, Weakness, Opportunity, and Threat

GZ: Growth Zone

FMBM: For Members, By Members



## CHAPTER 1: Introduction

### 1.1 Company Profile



*Figure 1 : PATA Logo*

Pacific Asia Travel Association (PATA) is a non-profit membership organization which was established in 1951 with the goal of encouraging the responsible growth of travel and tourism to, from, and within the Asia Pacific area. Government tourist agencies, airlines, airports, hospitality associations, academic institutions, and travel industry businesses are among PATA's varied memberships.

To promote sustainable growth in the travel and tourism industry, PATA offers its members enlightening research, creative events, and advocacy that is in line with their interests. In order to improve the caliber and worth of tourism in the Asia Pacific area, the association organizes conferences, seminars, training courses, and business development events.

PATA promotes grassroots activism through its wide network of student and local chapters, hosting business development events and training programs for the travel industry all over the world. The 31 local PATA Chapters throughout the world represent thousands of travel professionals, while the 15 PATA Student Chapters represent hundreds of students.

In order to guarantee that tourism benefits the environment, communities, and economies across the Asia Pacific area, PATA continues to play a crucial role in establishing tourism policy and promoting regional cooperation.



### **1.1.1 Mission of the Company**

PATA recently announced their new mission for the company during the PATA Annual Summit 2025 in İstanbul, Türkiye - “To share knowledge, enable networking, and protect tourism economy assets by fostering innovation, collaboration and adaptability.” This sets the tone for its 2030 strategic direction. It highlights how PATA aims to support its diverse network of members and partners through responsible tourism, future-focused strategies, and community-based collaboration. This mission underscores PATA’s ongoing commitment to sustainability, resilience, and keeping tourism relevant in a rapidly changing world.

PATA wants to build a meaningful tourism economy in Pacific Asia – one where local communities are empowered, tourism stakeholders are recognized, businesses grow responsibly, and the region’s environment and cultural heritage are protected.

### **1.1.2 Vision of the Company**

PATA also recently announced their new mission for the company during the PATA Annual Summit 2025 in İstanbul, Türkiye - “A meaningful Pacific Asia tourism economy.” PATA hopes to create a long lasting vibrant and sustainable travel in the Asia-Pacific area – social, cultural, environmental, and economic. It reflects the belief that tourism can be a force for good, one that respects cultural diversity, uplifts local communities, and helps preserve the unique heritage of the Asia-Pacific region.

### 1.1.3. Strategies of the Company

PATA uses a various strategic initiative to meet its mission and vision:

- Industry Collaboration: To promote sustainable growth, PATA cultivates close ties between governments, private sector companies, and academic institutions, among other players in the travel and tourism industry.
- Research and Data Insights: To keep the members up to date on trends, consumer behavior, and the financial effects of tourism, PATA offers comprehensive market intelligence and industry publications.
- Capacity Building: PATA provides professionals with the information and abilities they need to successfully negotiate the changing tourist environment through training courses, seminars, and educational activities.
- Sustainability Advocacy: By supporting eco-friendly projects, conscientious travel regulations, and corporate social responsibility activities, the association encourages sustainable tourism practices.
- Networking Opportunities: To link business leaders and promote business prospects, PATA hosts regional and international conferences, forums, and summits.
- Policy and Advocacy: To create regulatory frameworks that promote industry resilience and sustainable tourist growth, the group collaborates closely with legislators.

## 1.2 Organizational Structure

PATA consists of a unique and diverse set of professionals. The organizational structure is as follows:

### Executive Leadership (CEO & CFO)

**CEO:** Leads the organization and aligns it with strategic goals.

**CFO:** Manages financial health, planning, and compliance.

**Membership & Engagement**

- Manages relationships with members and partners.
- Supports business growth and networking opportunities.
- Provides member services and engagement initiatives.

**Event Management**

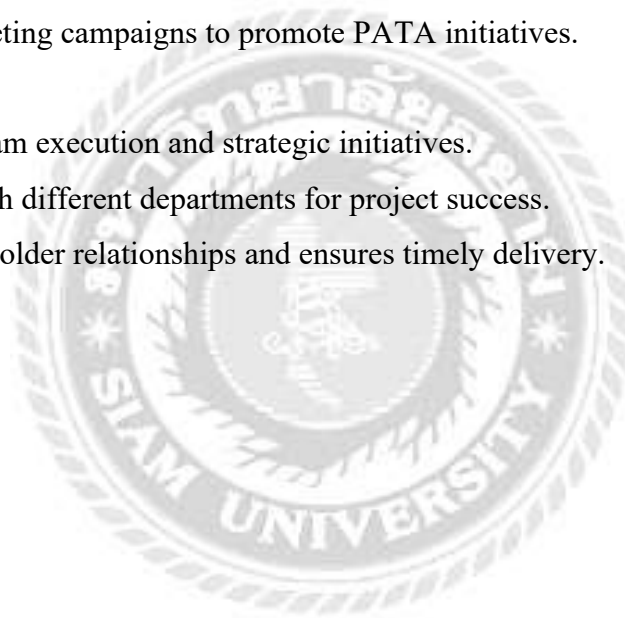
- Plans and organizes industry conferences and networking events.
- Manages sponsorships and partnerships for events.
- Ensures smooth execution of PATA-led programs.

**Marketing & Communications**

- Oversees branding, digital media, and content creation.
- Manages public relations and media outreach.
- Develops marketing campaigns to promote PATA initiatives.

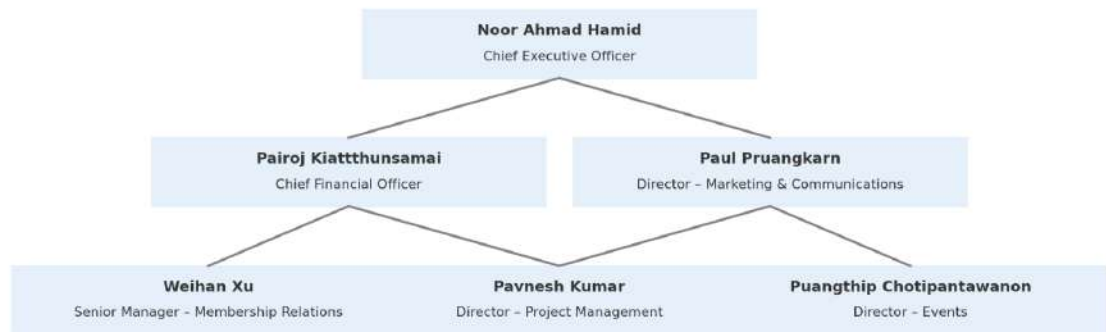
**Project Management**

- Oversees program execution and strategic initiatives.
- Coordinates with different departments for project success.
- Manages stakeholder relationships and ensures timely delivery.



## Finance & Compliance

- Oversees budgeting, financial planning, and compliance.
- Manages payroll, HR functions, and administrative support.
- Ensures financial transparency and reporting.



*Figure 2: Diagram of organizational structure*

### 1.2.1 Job position

During my Co-op Studies, I worked in the Membership Department as a Membership Intern from January 3, 2025, to May 3, 2025. I applied for this position because I felt that this is the department in which I could bring the most value. Also, the job responsibilities seemed diverse with more exposure and broader experience, so I opted for this role. My role was to support membership engagement initiatives, assisting in pulling reports, and maintaining the membership database.

### 1.2.2 Job Position in the company's organizational structure

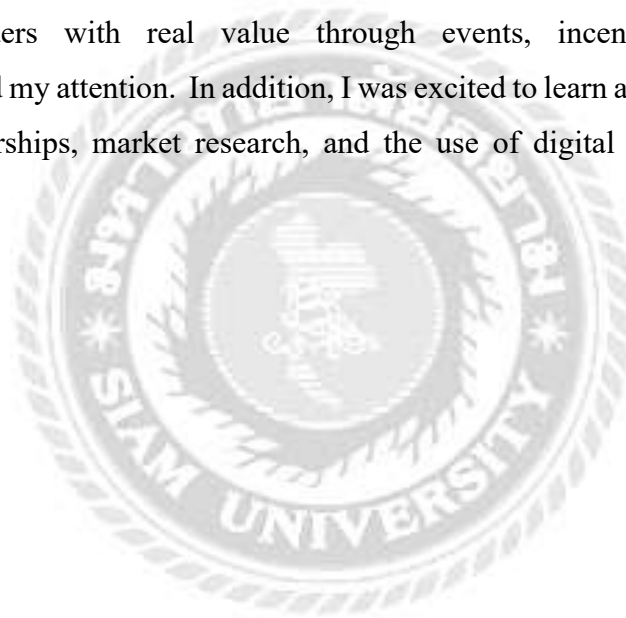
The key departments at PATA include Membership, Marketing, Events, Finance, and Sustainability and Research. Each department plays an essential role in supporting the organization's mission of promoting responsible tourism. The Membership Department is responsible for managing relationships with members, overseeing the communication channels, maintaining databases, and facilitating member engagement. I was part of the Membership Department, where I supported a variety of operational, administrative, and strategic tasks. My responsibilities included updating member databases via Growth Zone, publishing and tracking member news, preparing internal guides and visual content. I was also involved in conducting research to support potential member outreach and helped redesign the membership webpage to enhance user experience. Throughout the internship, I collaborated

closely with other departments and actively contributed to member communication and internal efficiency efforts.

### **1.3 Intention and motivation to choose the company**

I decided to work as an intern at PATA because I wanted to get practical experience in the travel and hospitality sector while residing in Thailand, one of the most popular tourist destinations in the world. I gained important knowledge about the local and worldwide travel sectors thanks to the chance to work with such an impactful company with headquarters in Bangkok.

PATA's wide network of travel industry experts, destination marketing groups, and governmental stakeholders provided me with unmatched chances for education, networking, and industry exposure. Understanding how membership-based associations operate and provide its stakeholders with real value through events, incentives, and strategic communications piqued my attention. In addition, I was excited to learn about the development of international partnerships, market research, and the use of digital tools in membership engagement.



### 1.4 Strategic Analysis of the Company (SWOT analysis)

<b>Strengths:</b> <ul style="list-style-type: none"> <li>● Strong global network of members across the travel and tourism industry.</li> <li>● Provides valuable research, data insights, and training programs.</li> <li>● Established reputation as a leader in sustainable tourism advocacy.</li> <li>● Organizes high-profile industry events and networking opportunities.</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>● Heavy reliance on membership fees for funding.</li> <li>● Challenges in adapting to rapidly changing digital trends.</li> <li>● Limited reach in certain emerging markets.</li> </ul>
<b>Opportunities:</b> <ul style="list-style-type: none"> <li>● Expansion into emerging tourism markets in Asia-Pacific.</li> <li>● Increased focus on digital transformation and online engagement.</li> <li>● Growing demand for sustainable and responsible tourism practices.</li> <li>● Strong strategic initiatives supporting long-term growth.</li> </ul>	<b>Threats:</b> <ul style="list-style-type: none"> <li>● Economic downturns affecting the travel industry.</li> <li>● Competition from other global travel associations.</li> <li>● Uncertainties due to global crises such as pandemics or political instability.</li> </ul>

*Figure 3 : SWOT Analysis*

### 1.5 Objective of this co-operative study

This co-op study's main objectives is to improve my professional development, build relationships both personally and professionally, and widen my network. I enrolled in my internship with the intention of expanding my knowledge globally and gaining experience. Additionally, to assist me in building a wider network of personal relationships and professional etiquette, both of which are critical for success in the modern world.

Some of the objectives of my Cooperative Education Program at PATA are as follows:

- A. To gain exposure to the practical working environment, thereby understanding the disparity between textbook knowledge and real-life practices, as well as the points of reconciliation between the two.

- B. To gain in-depth knowledge of specific membership engagement strategies and how they contribute to organizational success.
- C. To learn how international tourism organizations create value for their members and drive impactful industry collaborations.
- D. To understand the operational framework of a membership-based association, including member retention, acquisition, and strategic networking initiatives.
- E. To develop hands-on experience in research, communication, and event coordination within a global tourism organization.



## Chapter 2: Co-Op Study Activities

### 2.1 Job Description

- Job position: Membership Intern
- Worksite: Bangkok, Thailand
- Internship duration: 16 weeks
- Internship dates: 3rd January 2025 - 3rd May 2025

During my internship at Pacific Asia Travel Association (PATA), I worked as a Membership Intern under the Membership Department. In order to guarantee the efficient completion of our communication, operational, and engagement activities, I was required to collaborate closely with the membership team and cooperate with other departments. My job's main responsibilities were to manage member news, help with engagement tactics, and smoothen internal procedures through consistent documentation and communication. In addition, I prepared for important international events and worked on research projects. Maintaining member updates on our digital platforms, helping to monitor member activity, and creating reports to support my seniors were all part of my usual duties. I was supposed to adhere to a set posting schedule and maintain accurate records.

In addition to these, I was assigned various ad hoc projects throughout the internship. These ranged from compiling engagement data for key members to supporting website updates and contributing to potential member-related research. These tasks offered valuable insights into PATA's strategic initiatives and provided me with opportunities to participate in broader organizational goals.

This combination of consistent operational tasks and dynamic project-based assignments enabled me to develop a well-rounded perspective on membership engagement. It strengthened my skills in communication, research, digital coordination, and cross-functional collaboration within an international tourism organization.

### 2.2 Job Responsibilities and Work Duties

Throughout my internship, I undertook a diverse set of responsibilities that spanned across routine administrative tasks and more specialized project contributions. These duties can be categorized as follows:

- Communication and Digital Content Management: One of my key responsibilities involved managing the publication of Member and Chapter News on the PATA website



and official social media channels, including X (formerly Twitter). I adjusted and edited the news sent out by the members then maintained a posting schedule to ensure a balanced content flow. I also wrote follow-up confirmation emails to the members once their submissions were published. In support of communication efforts, I was involved in brainstorming ideas for intern-led social media posts and content.

- *Data Tracking and Reporting:* I was also responsible for generating and maintaining several internal reports that were in need for different staff under the department. These included weekly updates on InfoHub login activity and new newsletter subscriptions. I learned to extract valuable unique information from GrowthZone to help the team monitor member activity, support planning, and evaluate outreach strategies. I also tracked speaking opportunities, documenting which members had participated in PATA events or webinars.
- *Member Engagement and Operational Support:* To support ongoing member engagement, I approved and uploaded “For Members, By Members” offers on both the website and InfoHub, coordinated confirmations, and maintained internal tracking logs. I also updated member access levels based on their subscription type in GrowthZone and provided temporary login links to new or existing contacts from our members list. Additionally, I contributed to rearranging account managers in GrowthZone based on internal decisions.
- *Research and Strategic Contributions:* I conducted destination-specific research to identify potential regional members and compiled this data by evaluating tourism boards and destination marketing organizations across Asia. I also supported a strategic task by preparing a detailed engagement report card for one of PATA’s major government members, summarizing their participation and usage of member benefits in the past year.
- *Event and Logistics Support:* Getting ready for the PATA Annual Summit 2025 in Istanbul was one of the highlights of my internship. I helped the membership team with pre-event tracking, creating essential reports, and packing all necessary supplies. I made sure that everything was put back in its proper place after the event. I also kept a record of potential leads and contacts gathered during the event.

- *Design and Website Development:* I provided suggestions for the layout, color schemes, FAQ structure, iconography, and content flow of the Membership Department's redesigned website. I contributed to the blueprint for the revised webpage and looked at other travel websites for ideas. Additionally, I used Canva to create a variety of reports and materials, including the 2025 Member Activity timeline.
- *Internal Documentation and Training:* To ensure smooth knowledge transfer, I updated the Membership Intern Job Guide and created an onboarding agenda for the intern who joined during my term. I was responsible for training and briefing them on daily processes, key platforms, and best practices.
- *Collaborative and Cross-Departmental Projects:* On Tuesdays and Thursdays, I regularly attended meetings where we answered questions and talked about team updates. At the beginning of the year, I also attended the yearly interdepartmental alignment meetings, where I helped generate ideas for joint projects like the Member Benefits List while taking into account input from other departments and making sure it was accurate.

These tasks gave me a comprehensive perspective on how the Membership Department at PATA functions and allowed me to develop and apply skills in digital tools, member relations, and international tourism strategy.

### **2.3 Activities in Coordinating with Co-workers**

Working along with coworkers was essential to completing my tasks during my internship at PATA and achieving the goals of our department. I had the chance to work in a very collaborative and integrated setting where open communication was valued at all levels and departments were interconnected. I was able to better comprehend how each department contributes to the organization's overarching objective because of this collaborative atmosphere.

Every day, I collaborated closely with my supervisor and coworkers in the Membership Department. We kept in frequent contact to stay on the same page about objectives and deadlines, whether we were creating material for social media, monitoring member records in GrowthZone, or examining member offerings for InfoHub. While shorter Thursday meetings

allowed us to provide fast updates or voice urgent concerns, weekly Tuesday sessions were designed to deliver status updates, assign assignments, and address continuing difficulties. These sessions developed into a crucial component of our workflow, encouraging team accountability and openness.

Additionally, I worked along with coworkers from various departments, such as Events and marketing. For instance, I worked with the Marketing team to guarantee visual and messaging coherence across platforms while overseeing the production of Member and Chapter News and during the time I was trying to design the membership web page. Similar to this, I collaborated with the Events team to monitor member participation in the events organized by PATA.

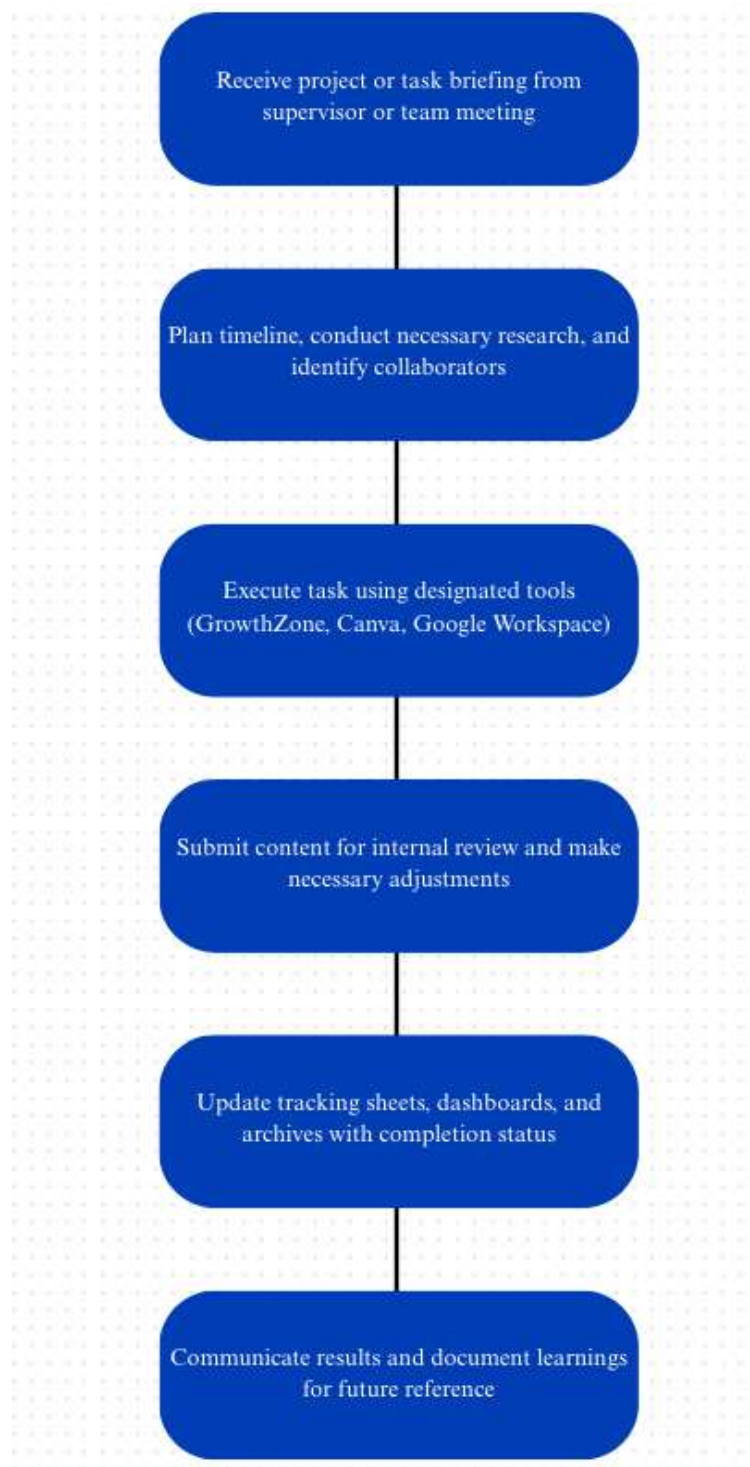
I took an active part in brainstorming sessions, particularly when the new membership webpage was being developed and during my destination research. These were really interesting sessions that gave me a chance to express my opinions about layout, content, and user experience. I discovered how crucial it is to hear other points of view, take constructive criticism into account, and come up with solutions that meet the demands of members as well as internal objectives.

During my time, I was instrumental in the onboarding of a new intern. I made an agenda sheet, went over fundamental duties, and led them through Canva, GrowthZone, and InfoHub. Through this experience, I was able to improve my mentoring and communication abilities as well as my understanding of the value of information sharing in a work environment.

Coordination extended beyond online meetings and communication. I frequently assisted my managers and coworkers with administrative and logistical duties like assessing report content, updating internal documentation, and formatting shared files.

All things considered, PATA's collaborative environment helped me hone important soft skills like professionalism, flexibility, and cooperation. Working together with senior coworkers allowed me to complete my assignments quickly and effectively while also fostering a culture of mutual achievement and ongoing education.

## 2.4 Job Process Diagram



*Figure 4: Job Process Diagram*

## 2.5 Contribution as a Co-op student in the company

I had the chance to make a significant contribution to my department during my internship. I was always engaged in activities that benefited the Membership Department and

the larger objectives of PATA, from day-to-day operational duties to assisting with strategic projects.

Managing and updating the information for the organization's website and InfoHub, especially that regarding the Member and Chapter News and FMBM offers, was one of my primary contributions. Technical precision was necessary for this work, but so was a thorough comprehension and communication style. In order to increase member awareness and engagement, I made sure that every content was published on time and in line with our communication strategy.

In addition, I played a significant role in supporting the internal operations of the department. I helped maintain the consistency of data we extracted from GrowthZone, tracked InfoHub login activity, monitored newsletter subscriptions, and ensured that our internal databases were regularly updated. My attention to detail in these tasks contributed to improved data accuracy and workflow efficiency.

Beyond routine responsibilities, I took initiative in ad hoc projects. Notably, I was entrusted with preparing a detailed report card for one of PATA's key government members, highlighting their engagements and benefits usage to support renewal discussions. I also conducted regional market research to identify potential members, worked on updating the Member Benefits List in coordination with other departments, and contributed ideas for the redesign of the membership webpage.

I believe I continuously showed dependability and a desire to learn during the internship. I tried to remain proactive, asked for input from my supervisors, and made sure that assignments were finished precisely and on schedule. I also helped with logistical tasks including getting materials ready for the PATA Annual Summit 2025 and assisting with the onboarding and workflow training of the new intern.

My overall efforts included internal support, project coordination, research, and content management. Every assignment, no matter how big or small, gave me the chance to put my knowledge to use, learn new things, and support a team-oriented, goal-oriented workplace.

## **Chapter 3: Learning Process**

### **3.1 Problems/issues of the company**

Even though my experience was majorly good and instructive, I did find a few issues that could need to be fixed in the future.

First of all, it was evident that some repeating operations relied heavily on manual tracking. Even while technologies like InfoHub and GrowthZone are utilized to streamline operations, some processes, such mailing monitoring, member activity tracking, and report extraction, still took a lot of time and needed manual verification. Operational efficiency could be greatly increased by implementing integrated dashboards or automating some of these procedures.

Secondly, the variation in workload intensity was noticeable. At times, I had multiple deadlines converging, particularly during major events like the PATA Annual Summit 2025 or the Gold Awards 2025. At other times, there were brief periods with fewer assigned tasks, which could have been optimized with better task distribution.

Lastly, I believe the web platform that PATA uses is quite plain and outdated. It has its limitations so it would be better if PATA subscribed to a more modern web platform to make the website more interactive and flexible.

Identifying these challenges allowed me to adapt more effectively, but they also highlight areas where system upgrades, enhanced communication tools, and structured task planning could improve the overall efficiency and intern experience at PATA.

### **3.2 How to solve the problem**

There are a number of workable options that can be used to address the issues that were discovered during my internship. PATA could solve the problem of manual tracking by integrating third-party analytics platforms that offer real-time dashboards or automating repetitive reporting activities with integrated CRM solutions. Accuracy would rise and less time would be spent on data verification.

PATA is trying to use Asana more, which is a good step into improving cross-departmental coordination. Asana enables task assignment, progress tracking, and real-time communication, which would help streamline interdepartmental collaboration efficiently.

Lastly, to manage workload fluctuations more effectively, the team could implement a structured project pool. This would allow interns to stay productive during slower periods while

balancing heavy workloads through more strategic planning. These adjustments could lead to smoother operations and a more consistent work experience for both staff and interns.

### 3.3 Recommendation to the company

Based on my experience during the internship, I would recommend that PATA continue to invest in improving its digital infrastructure and internal coordination systems. While the current tools in place—such as GrowthZone and InfoHub—are effective, their impact could be maximized through greater automation and integration with task management platforms. Implementing features like automated reporting, real-time engagement dashboards, and shared project tracking tools would streamline processes and reduce dependency on manual updates.

Furthermore, establishing an organized project list or rotating task pool based on intern availability could guarantee balanced workloads and boost output during the internship. Last but not least, promoting more frequent cross-departmental alignment meetings outside of the yearly start could guarantee ongoing cooperation and promote an organizational culture that is more cohesive.

These suggestions aim to improve the educational experience for next interns while assisting PATA in its continuous attempts to function as a contemporary, flexible, and internationally integrated organization.

### 3.4 What you have learned during the Co-op studies

Throughout my Co-op internship at PATA, I developed a broad range of technical, analytical, and interpersonal skills that significantly contributed to my professional growth. This hands-on experience in a global organization allowed me to apply classroom knowledge in a practical setting and expand my competencies in several key areas.

- A. Technical Skills: I learned the use of online member management and communication tools including GrowthZone and InfoHub. Along with increasing my productivity with Google Workspace applications like Sheets, Docs, and Calendar, I also increased my Canva skills for creating reports, presentations, and graphic assets.
- B. Communication and Digital Coordination: I became more adept at creating polished emails, creating content for memberships, and posting updates on digital channels. Additionally, I learnt how to use common digital platforms for departmental

coordination and how to communicate with internal teams and external parties in a professional and consistent manner.

- C. *Project and Time Management:* I learned how to effectively prioritize projects and manage timeframes by overseeing publication schedules, email campaigns, and periodic reports. Additionally, I learned how to work together on shared calendars, keep track of deadlines, and adjust to workflow changes with minimum difficulty.
- D. *Research and Analytical Thinking:* I created a thorough report card for a significant government official and carried out destination research to find new member prospects from all over Asia. My ability to collect, synthesize, and present complex data in an understandable, practical manner was enhanced by these initiatives, which also improved my analytical thinking.
- E. *Teamwork and Collaboration:* I was able to understand the importance of teamwork in accomplishing corporate objectives by working closely with the Membership Department and cross-functional teams. I collaborated on important deliverables including the Member Benefits List and the logistics for the PATA Summit 2025, and I took part in weekly meetings and brainstorming sessions.
- F. *Adaptability and Initiative:* I dealt with a variety of workloads and fluctuating priorities during my internship. I became adaptable, proactive in seeking explanation, and prepared to step up when new responsibilities arose. I also developed my leadership and accountability skills by mentoring a fresh intern.

In conclusion, I had a thorough educational experience during my co-op internship with PATA that connected my academic understanding with practical application. It improved my professional and technical skills while also broadening my knowledge of the travel and tourism sector and global business settings.

### **3. 5. How you apply the knowledge from coursework to a real working situation**

Coming from a finance background and working in an organization rooted in tourism gave me a unique opportunity to apply classroom concepts in an entirely different but



complementary industry. My academic foundation in finance allowed me to approach tasks with a data-driven mindset, while the internship at PATA enabled me to extend those skills into areas like tourism marketing, member engagement, and project coordination.

- A. Research and Analytical Thinking: My studies in financial analysis and research methodologies were really helpful to me while I was gathering engagement data for strategic reports and researching destinations. Developing member-focused reports and assessing regional membership possibilities required the capacity to locate reliable sources, organize research frameworks, and meaningfully convey data.
- B. Data Handling and Visualization: I frequently used Google Sheets and Excel to track InfoHub logins, newsletter subscriptions, and event participation. I was pretty comfortable with the excel shortcuts helping me work faster and more efficiently. I also had experience in Canva which helped me a lot when I wanted to visualize what our new membership web page would look like.
- C. Business Communication: I was able to have clear and professional communication with the members and the team members. It helped me understand the professional level one must have in the corporate life which was essential, particularly when working with members and in cross-departmental teams. It is not only about us conveying our message but also to properly receive what they want to say.
- D. Project and Time Management: The principles of project management that I studied were invaluable during large-scale tasks such as preparing for the PATA Annual Summit 2025 and updating the Member Benefits List. I was able to prioritize tasks, delegate subtasks, and maintain timelines—all of which are central to successful project execution.
- E. Marketing and Strategy Alignment: While not the core of my academic training, my exposure to marketing and strategy courses helped me understand the purpose behind membership campaigns and digital engagement efforts. I used this knowledge when brainstorming ideas for the redesigned membership webpage or when evaluating what type of content would resonate most with members. I learned so much while helping the marketing team design the membership layout. They gave me reasoning behind why

some of my ideas wouldn't work and which would be better in terms of engagement; they really left me in awe.

Overall, my internship at PATA allowed me to apply financial discipline and structured thinking to a creative and people-centered field. It broadened my perspective on how transferable finance and business skills can be in non-traditional industries like tourism, and reaffirmed the importance of interdisciplinary learning in building a well-rounded career foundation.

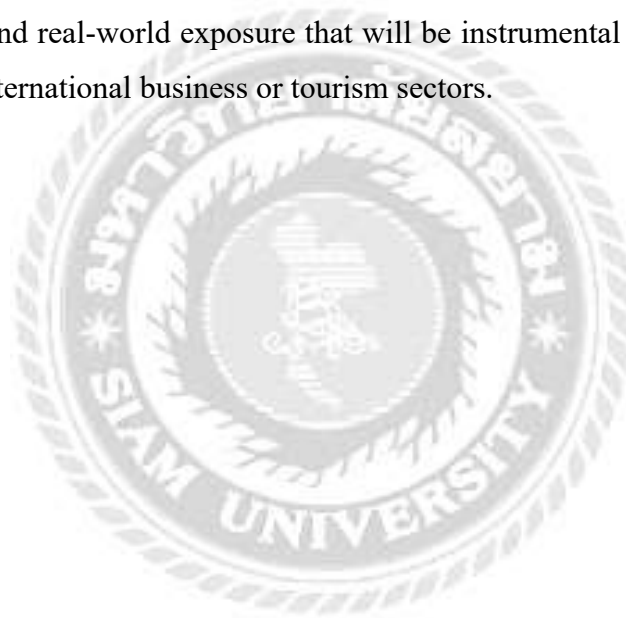
### **3.6 Special skills and new knowledge you have learned from this Co-op studies**

This internship experience at PATA has significantly contributed to my personal and professional growth. It has not only allowed me to apply theoretical knowledge from my finance coursework but also provided me with a wide array of practical skills and workplace experience that will be valuable for future career opportunities.

- A. Technical Skills: I got the opportunity to hone my technological skills as a finance student by using programs like Google Sheets and Excel. In order to manage and visualize membership activity data, I frequently dealt with data, created structured reports, and used intermediate to advanced Excel capabilities. Additionally, I gained confidence using platforms like InfoHub and GrowthZone, which are crucial tools for CRM and membership management.
- B. Report Writing and Analysis: Learning how to create insightful professional reports was one of the most significant lessons I learned from this internship. The ability to extract unprocessed data from Growthzone and then sorting them based on useful categories for strategic decision-making improved as a result of tasks like creating the member engagement report card and doing destination membership research.
- C. Time Management and Organization: Balancing daily tasks, recurring responsibilities, and ad hoc projects required me to develop strong time management skills. I learned how to prioritize work efficiently, keep track of overlapping deadlines, and maintain productivity during both high-pressure periods and quieter weeks.

- D. *Professionalism and Workplace Etiquette:*** Working in a professional, international environment like PATA taught me valuable lessons in workplace communication, etiquette, and accountability. I understood the importance of being reliable, proactive, and respectful in all forms of interaction, whether internal or external.
- E. *Communication Skills:*** Throughout the internship, I had to communicate with a wide range of individuals—team members, supervisors, and external members. This improved my ability to adapt my communication style depending on the audience, deliver clear updates, and express ideas effectively in both written and verbal formats.

Overall, my internship at PATA provided me with a well-rounded professional experience that extended far beyond technical knowledge. It equipped me with essential soft skills, practical tools, and real-world exposure that will be instrumental as I move forward in my career within the international business or tourism sectors.



## Chapter 4: Conclusion

### 4.1. Summary of highlights of your Co-op Studies at this Company

This internship experience at PATA has significantly contributed to my personal and professional growth. It has not only allowed me to apply theoretical knowledge from my finance coursework but also provided me with a wide array of practical skills and workplace experience that will be valuable for future career opportunities.

- A. Project Management Experience: I actively contributed to various short- and long-term projects, such as the redesign of the membership webpage, preparation for the PATA Annual Summit 2025, and the development of strategic report cards. These projects helped me understand how to manage timelines, contribute to collaborative objectives, and document processes professionally.
- B. Research and Analysis: A large portion of my internship involved research. I conducted in-depth research on potential destination members, government tourism bodies, and member engagement activity. This analytical work not only broadened my understanding of regional tourism structures but also contributed directly to decision-making within the Membership Department.
- C. Collaboration and Teamwork: At PATA, teamwork was essential to all tasks. I got to collaborate with coworkers from a variety of disciplines, such as marketing and events. Participating in brainstorming sessions, mentoring a new intern, and holding weekly team meetings gave me invaluable experience in adjusting to various working styles and effectively communicating in diverse teams.
- D. Skills Development: My hard and soft skills improved as a result of working at PATA. Through my daily tasks and direct interactions with team members and organization members, I enhanced my written communication, professionalism, and time management skills. I included tools like GrowthZone, Canva, and InfoHub into my daily routine, which improved my technical proficiency in practical situations.
- E. Building a Professional Network: Finally, the chance to develop a professional network within the global tourism sector was one of the most beneficial parts of my internship

with PATA. I was able to establish connections with professionals from a number of professional and cultural backgrounds by constantly meeting with coworkers from different departments and participating in member groups. In order to observe and pick up useful relationship-building techniques, I also took part in interdepartmental meetings and contributed to communications with external members. These relationships have improved my professional presence and will provide a solid basis for my goals for the future in international business and tourism.

Overall, my Co-op Studies experience at PATA blended academic learning with practical work, offering a holistic exposure to global tourism operations, strategic communication, and member engagement. It has been instrumental in preparing me for future opportunities in international business, tourism, and member relations.

#### **4.2 Your evaluation of the work experience**

Since the beginning of my internship at PATA, I have witnessed meaningful personal and professional development. Looking back, I initially felt uncertain about how a global tourism association operates and how I could apply my finance background in such a setting. I felt very overwhelmed during the first week and I didn't think I could complete the tasks that were assigned to me. However, this experience has helped me grow more confident, adaptable, and resourceful.

Along with strengthening vital soft skills like time management, efficient communication, and teamwork, I have also learned important hard abilities like data tracking, reporting, and using CRM platforms. I developed my ability to multitask, maintain organization under pressure, and swiftly adjust to new situations. I also came away from this job with a clearer awareness of how crucial open communication and organized procedures are to team performance.

Learning how important it is to ask for comments and be receptive to advice was one of the most beneficial parts of my development. I now see constructive criticism as a means of achieving high-quality work and improving my effectiveness in a work environment. My advancement was largely dependent on my aggressive questioning and teamwork with colleagues.

Working at PATA has ultimately improved my technical abilities while also instilling useful traits like professionalism, tenacity, accountability, and the value of lifelong learning. This work experience has given me a solid foundation for my future career and expanded my

knowledge of how international development and finance may interact in the travel and tourism industry.

All things considered, my Co-op Studies experience at PATA combined classroom instruction with real-world experience, providing a comprehensive introduction to international tourist operations, strategic communication, and member involvement. It has been instrumental in preparing me for future opportunities in international business, tourism, and member relations.

#### **4.3 Limitation of the Co-op Studies**

The overall co-op study experience had certain limitations, despite the fact that my internship at PATA was extremely enriching. First of all, when the co-op program started, the institution did not provide any clear direction or assistance regarding the types of positions that would best fit our academic backgrounds or long-term professional goals. Our expectations and decisions would have been more in line if we had had adviser discussions or orientation meetings prior to the start of the internship.

Second, during the internship, there wasn't much communication with the institution. There were no in-person support meetings, check-ins, or opportunity for clarification offered, except from written instructions on what should be included in the co-op report. This made it challenging to ask for assistance when necessary and caused some uncertainty over the reporting procedure.

#### **4.4 Recommendations for the Co-op Study**

I suggest implementing structured guiding sessions prior to the commencement of the internship in order to enhance the co-op experience for upcoming students. Based on their academic fields, professional objectives, and strengths, these seminars may assist students in identifying appropriate roles.

Additionally, it would be beneficial if the institution continued to communicate with students via email or virtual calls on a frequent basis while they were interning. These meetings might offer chances to resolve any issues, make clear report requirements, and assist students in optimizing their learning results.

I also suggest that students be given access to a standardized internship learning package. These could include time management manuals, learning objective tracking systems, and onboarding templates. In addition to helping students, this kind of resource would make internships more reliable and satisfying overall.

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## Annex

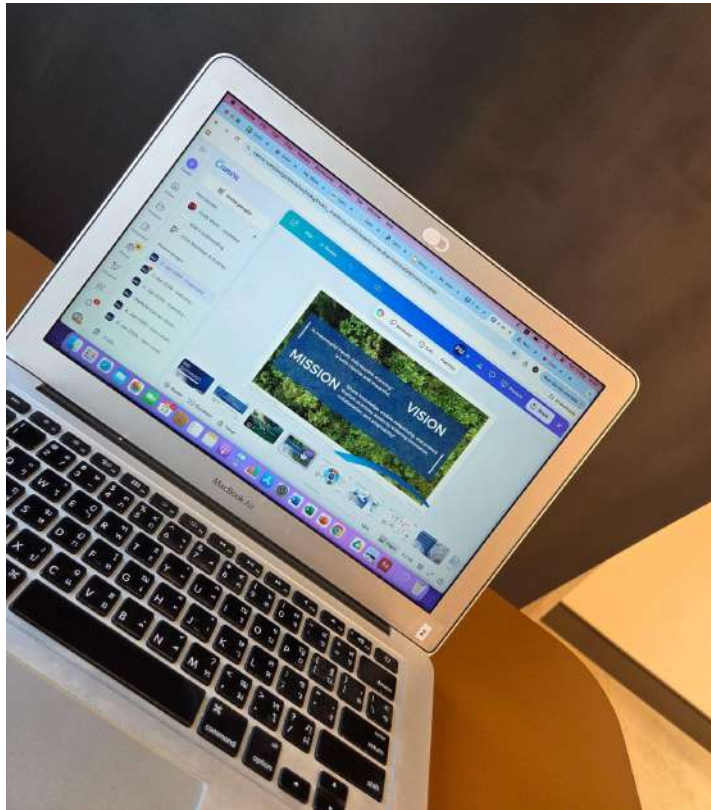


Figure 5 : Updating the membership introduction deck



Figure 6 : Working at the office



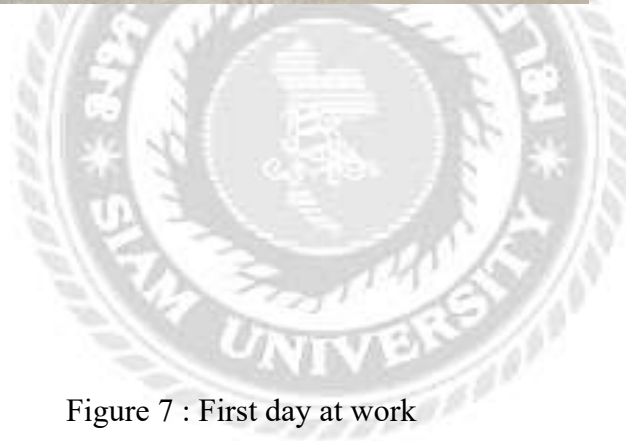


Figure 7 : First day at work

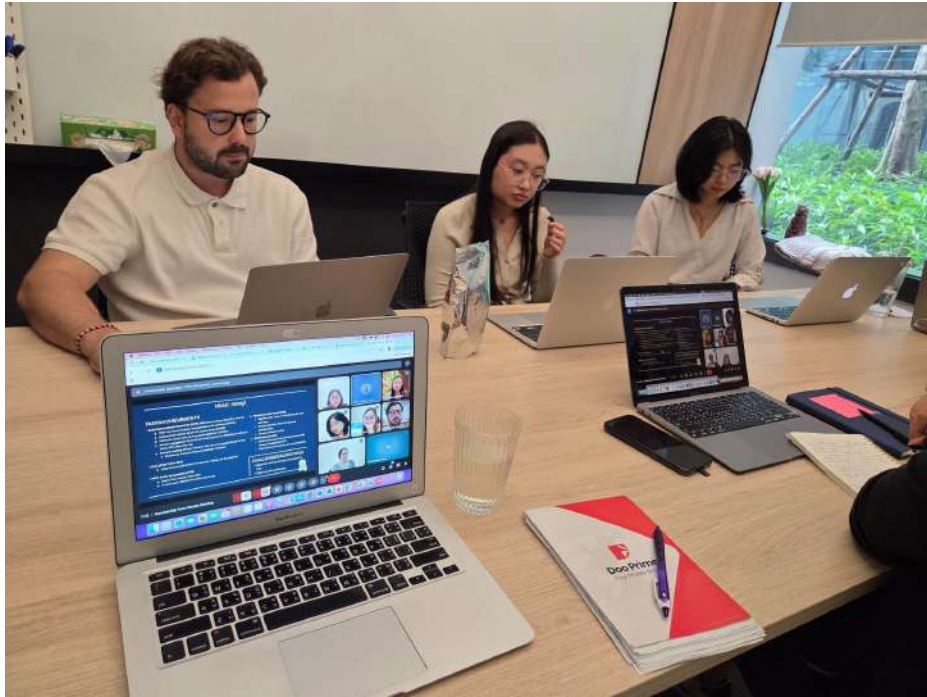


Figure 8 : Team Meeting



Figure 9 : Working at the Office 2

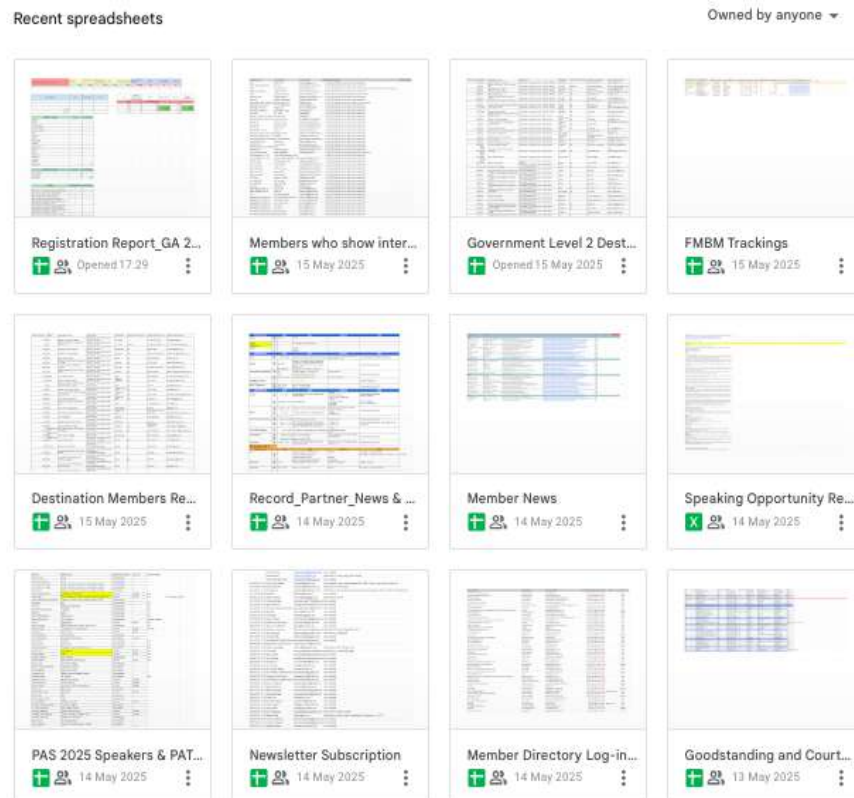


Fig 10 : Snapshot of some work

**Weekly Update:**

## 1st Week:

Monday	Tuesday	Wednesday	Thursday	Friday 3/1/25
				-Start Internship -Orientation and overview -Introduction to the team

## 2nd Week:

Monday 6/1/25	Tuesday 7/1/25	Wednesday 8/1/25	Thursday 9/1/25	Friday 10/1/25
-Learn tasks from Membership Intern Job Guide (Google Slides)	-Member News publish -Weekly Team Meeting	-Pull reports from GrowthZone -Departmental Meeting	-Weekly Team Meeting -Create Google Calendar for Membership Team and start adding relevant events -Member News publish	-Member News publish -Departmental Meeting

## 3rd Week:

Monday 13/1/25	Tuesday 14/1/25	Wednesday 15/1/25	Thursday 16/1/25	Friday 17/1/25
-Pull reports from GrowthZone -Newsletter subscription track	-Weekly Team Meeting -Meeting with Caro -Update Membership Intern Job Guide	-Member News publish -Add new people in system and assign access -Track last login to InfoHub	-Weekly Team Meeting -Pull reports from GrowthZone -Speaking Opportunities Track	-Member News publish -Update access level in GrowthZone

## 4th Week:

Monday 20/1/25	Tuesday 21/1/25	Wednesday 22/1/25	Thursday 23/1/25	Friday 24/1/25
-Visa Purpose Leave	-Weekly Team Meeting -Member News publish	-Track last login to InfoHub -Member News publish	-Weekly Team Meeting -Member News publish -Departmental Meeting	-Member News publish -Membership Website Discussion Meeting

## 5th Week:

Monday 27/1/25	Tuesday 28/1/25	Wednesday 29/1/25	Thursday 30/1/25	Friday 31/1/25
-Newsletter subscription track -Member News publish -Prepare website layout	-Weekly Team Meeting -Member News publish -Prepare website layout	- Chinese New Year Holiday	-Weekly Team Meeting -Speaking Opportunities Track -Departmental Meeting	-Member News publish -Present the layout and take feedbacks

## 6th Week:

Monday 3/2/25	Tuesday 4/2/25	Wednesday 5/2/25	Thursday 6/2/25	Friday 7/2/25
-Newsletter subscription track -Use the feedbacks to make changes to the layout	-Weekly Team Meeting -Member News Publish -Pull reports from GrowthZone	-Track last login to InfoHub - Look for competitor website to take ideas	-Weekly Team Meeting -Present the ideas and decide which looks better	-Meeting with Caro -Member News Publish -Pull reports from GrowthZone

## 7th Week:

Monday 10/2/25	Tuesday 11/2/25	Wednesday 12/2/25	Thursday 13/2/25	Friday 14/2/25
-Newsletter subscription track -Finalize the plans for the website	-Weekly Team Meeting -Make Proposal to the marketing team regarding the website -Member News Publish	-Makha Bucha Day Holiday	-Weekly Team Meeting -Speaking Opportunities Track -Member News Publish	-Member News Publish -Collect and summarize department feedback for benefit deck

## 8th Week:

Monday 17/2/25	Tuesday 18/2/25	Wednesday 19/2/25	Thursday 20/2/25	Friday 21/2/25
-Newsletter subscription track -Continue benefit sheet revision and formatting in Google Sheets	-Weekly Team Meeting -Member News Publish -Select Icons and pictures for Website	-Track last login to InfoHub -Member News Publish -Proofread content	-Weekly Team Meeting -Attend Virtual Webinar -Pull reports from GrowthZone	-Member News Publish -Act according to the response of the marketing team in the membership website



## 9th Week:

Monday 24/2/25	Tuesday 25/2/25	Wednesday 26/2/25	Thursday 27/2/25	Friday 28/2/25
-Newsletter subscription track -Approve and Upload FMBM offer	-Weekly Team Meeting -Pull reports from GrowthZone -Destination Research	-Track last login to InfoHub -Member News Publish	-Weekly Team Meeting -Speaking Opportunities Track -Member News Publish	Finalize the website -Pull reports from GrowthZone -Destination Research

## 10th Week:

Monday 3/3/25	Tuesday 4/3/25	Wednesday 5/3/25	Thursday 6/3/25	Friday 7/3/25
-Newsletter subscription track -Member News Publish	-Half Day Leave -Pull reports from GrowthZone	-Track last login to InfoHub -Member News Publish	-Weekly Team Meeting -Member News Publish	-Pull reports from GrowthZone - Research on existing members

## 11th Week:

Monday 10/3/25	Tuesday 11/3/25	Wednesday 12/3/25	Thursday 13/3/25	Friday 14/3/25
-Newsletter subscription track -Pull reports from GrowthZone	-Weekly Team Meeting -Member News Publish -Pull reports from GrowthZone	-Track last login to InfoHub -Member News Publish	-Weekly Team Meeting -Member News Publish -Speaking Opportunities Track	-Member News Publish -Pull reports from GrowthZone

## 12th Week:

Monday 17/3/25	Tuesday 18/3/25	Wednesday 19/3/25	Thursday 20/3/25	Friday 21/3/25
-Newsletter subscription track -Member News Publish	-Weekly Team Meeting -Member News Publish	-Track last login to InfoHub	-Weekly Team Meeting -Member News Publish	-Member News Publish

## 13th Week:

Monday 24/3/25	Tuesday 25/3/25	Wednesday 26/3/25	Thursday 27/3/25	Friday 28/3/25
-Newsletter subscription track -Member News Publish	-Weekly Team Meeting -Member News Publish -Pull reports from GrowthZone	-Track last login to InfoHub -Pull reports from GrowthZone	-Weekly Team Meeting -Speaking Opportunities Track -Member News Publish -Prepare agenda for the new intern	-Leave

## 14th Week:

Monday 31/3/25	Tuesday 1/4/25	Wednesday 2/4/25	Thursday 3/4/25	Friday 4/4/25
-Newsletter subscription track Teaching the new intern how we work	-Weekly Team Meeting -Member News Publish -Pull reports from GrowthZone	-Track last login to InfoHub -Member News Publish	-Weekly Team Meeting -Pull reports from GrowthZone	-Member News Publish -Pull reports from GrowthZone

## 15th Week:

Monday 7/4/25	Tuesday 8/4/25	Wednesday 9/4/25	Thursday 10/4/25	Friday 11/4/25
-Substitution for Chakri Memorial Day Holiday	-Weekly Team Meeting -Member News Publish	-Track last login to InfoHub -Member News Publish	-Weekly Team Meeting -Speaking Opportunities Track	-Member News Publish - Destination Research

## 16th Week:

Monday 14/4/25	Tuesday 15/4/25	Wednesday 16/4/25	Thursday 17/4/25	Friday 18/4/25
-Substitution for Songkran Thai New Year Holiday	-Substitution for Songkran Thai New Year Holiday	-Track last login to InfoHub -Member News Publish Organize data	-Weekly Team Meeting -Member News Publish -Pull reports from GrowthZone -Track Speakers	-Member News Publish -Pull reports from GrowthZone -Pack Items for PAS 2025

## 17th Week:

Monday 21/4/25	Tuesday 22/4/25	Wednesday 23/4/25	Thursday 24/4/25	Friday 25/4/25
-Newsletter subscription track -Member News Publish -Organize member data for report card -PATA Annual Summit 2025 Day 1	-Weekly Team Meeting -Member News Publish -Organize member data for report card -PATA Annual Summit 2025 Day 2	-Track last login to InfoHub -Research previous year's event participation -PATA Annual Summit 2025 Day 3	-Visa Purpose Leave	-Member News Publish -Help with Gold Awards -Submit report card draft

## 18th Week:

Monday 28/4/25	Tuesday 29/4/25	Wednesday 30/4/25	Thursday 1/5/25	Friday 2/5/25
-Newsletter subscription track -Member News Publish -Help with Gold Awards How to make event better	-Weekly Team Meeting -Member News Publish -Help with Gold Awards -Unpack items	-Track last login to InfoHub -Help with Gold Awards -Member News publish	-National Labour Day Holiday	-Member News Publish -Help with Gold Awards -New Members intro deck update