

## School of Environment and Natural Resources

# Interning with Solimar International

Grace Jaworski, Fall 2022

### BACKGROUND

#### Finding the internship

When on the search for an internship, it was important to me to find a business that prioritized sustainability – from not only an environmental standpoint, but social and economic as well. After seeing the opportunity to intern remotely with Solimar International, a sustainable tourism consulting and marketing firm, on Handshake and doing some research into the company, I applied, excited about the potential to get to creatively express my passion for sustainability. Below you will see a breakdown of my experiences since starting in September.

### ABOUT SOLIMAR INTERNATIONAL

**Solimar's driving goals when designing and managing tourism:**

1. Inclusive and sustainable economic growth
2. Social inclusiveness, employment, and poverty reduction
3. Resource efficiency, environmental protection, and climate change
4. Cultural values, diversity, and heritage
5. Mutual understanding, peace, and security

#### Scenic Views



### MAIN RESPONSIBILITIES

#### Tasks Include

- Focused on one specific project (exact location cannot be disclosed)
- Blog writing
- Social media account managing – commenting, reposting, messaging, replying, following
- Content creation - videos, photo editing, graphic design brainstorming
- Monthly data analytics

#### Local Market



#### Vegetable Garden



### 3 COOLEST ACCOMPLISHMENTS (SO FAR)

#### 1. Learning

From handcrafted pottery and handwoven fabric to homegrown vegetables and fresh caught fish, the people of this location are so incredible. Being able to research a culture and write about some items that the local artisans create has been so rewarding. I even get to help brainstorm for infographics to share on social media.

#### 2. Creating

Creating and sharing videos with all the beautiful images from this location has been a dream. As someone with a passion for photography, I could not imagine a better way to combine my interests. One of my favorite videos so far was for World Tourism Day. It highlighted all the landscapes that await at this beautiful destination.

#### 3. Connecting

Reaching out via social media to connect with the people of this location has made me a more educated global traveler. I have been able to gain a sense of what community means in different places. I'm looking forward to interacting with even more individuals over the course of this internship.

### INTERNSHIP IMPACT

Since starting this internship, I've been able to experience first-hand what it's like to work for such a well-rounded company. Learning how Solimar International works to bring sustainable tourism to so many different settings has been extremely beneficial in terms of determining where I may want to pursue a career. Following the completion of this internship in December, I will be taking a Principles of Marketing Class through Fisher. This internship has shown me how marketing can be a balanced combination of data analysis and creativity, both aspects of a business that interest me.

#### Ocean Exploration Activities



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