Nadzeya Kalbaska  
Master in International Tourism, 2009  
Dottorato in Scienze della comunicazione, 2013  
Post-doctoral researcher, Lecturer  
USI Università della Svizzera italiana, Lugano

<table>
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<tr>
<th>How did you start your career?</th>
<th>Prior to my Master studies, I have worked in the travel agency, ministry of tourism, as well as in the medical tourism company. Later on, I had developed a passion for Information and Communication Technologies (ICTs), while the tourism industry remained my favorite one. Starting from my Master thesis, through my PhD dissertation and until now, while being part of the teaching and research staff at USI, I am looking at the application of ICTs into Human Resource Management in the hospitality and tourism industry.</th>
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<td>Why did you choose a career at USI Università della Svizzera italiana?</td>
<td>I believe that USI provides great opportunities for both PhD students and post-doctoral researchers, giving a possibility to be fully involved in the international academic environment. Moreover, USI gave me the chance to join one of the best eTourism research centers in the world.</td>
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<td>What is your current role/duties?</td>
<td>I am co-teaching the “New Media for Tourism Communication” course of the Master in International Tourism (USI), as well as coordinating research activities within the field of eLearning integration in tourism and hospitality at webatelier.net research and development lab of USI. At the same time, I am serving IFITT – International Federation for IT and Travel and Tourism as General Secretary.</td>
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| In your opinion, what are the qualities necessary for a successful career at USI Università della Svizzera italiana? | Curiosity  
Multitasking  
Hard working |
| What are USI’s positive features and qualities? | Multicultural environment  
Small classes  
Possibility to easily approach professors  
Practical and industry related group projects |
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<th>What competences and/or skills acquired in your USI Study Program have been useful/are useful to your professional career?</th>
<th>Possibility to work with students from different backgrounds and nationalities, reminds me in my work today to look at the problems and projects from different angles and perspectives.</th>
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| What is your advice to USI students entering the job market? | Be passionate about your industry  
Be curious  
Be precise  
Curate your online presence |

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