An ePortfolio is a virtual learning place that encourages users to reflect on the links between their academic, professional, extra-curricular and personal development. Victoria University of Wellington embeds the CareerHub ePortfolio into various aspects of learning and assessment to facilitate students’ understanding of how their experiences and achievements contributed to the development of their skills, competencies and attributes. This showcase presentation will discuss qualitative evidence of students’ personal conceptualisation of their skill and career development, through using the ePortfolio tool in their final year of an undergraduate Tourism Management Practicum course. In this context, the ePortfolio provides a platform that integrates academic and professional experiences into an individual understanding of what students have personally gained from their work experience, encouraging the transfer and application of these skills to other contexts. In this initiative, the ePortfolio provides a learning space for reflection and clarification of students’ career interests and future career goals. Incorporating an ePortfolio into coursework assessed the course learning outcomes beyond typical, traditional, classroom-based learning, but it was not implemented without challenges. However, students’ final ePortfolios revealed evidence of insightful reflections, along with integration of theory, practice and personal experience.