

A close-up portrait of a young woman with dark, curly hair, smiling warmly at the camera. She is wearing a dark blue top. The background is a soft, out-of-focus brown. A vertical purple band runs along the right side of the image, containing the main title.

HOSPITALITY AND TOURISM MANAGEMENT

INTERNSHIP MANUAL

GRAND VALLEY STATE UNIVERSITY (GVSU)

MISSION

Grand Valley State University educates students to shape their lives, their professions, and their societies. The university contributes to the enrichment of society through excellent teaching, active scholarship, and public service.

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT (HTM)

MISSION

To provide outstanding community-focused hospitality and tourism professionals with dynamic management and leadership skills grounded in significant, contemporary industry experience.

VISION

To continue to be a premium, regional provider of hospitality and tourism education by emphasizing a contemporary curriculum, experiential learning, and stakeholder engagement in a nurturing, student-focused environment.

VALUES

Teaching Excellence

Collaboration with Stakeholders
(students, alumni, industry and community partners)

A Unique Culture of Collegiality and Inclusion
Applied Scholarship, Service and Lifelong Learning

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INTERNSHIPS: AN OVERVIEW

An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths. Employers get the opportunity to guide and evaluate talent (National Association of Colleges and Employers - NACE).

AIMS OF THE INTERNSHIP

1. To enable students to gain relevant experience working within the hospitality and/or tourism industry, which will complement their classroom theory.
2. To enable students to develop and apply their practical and managerial skills in the working environment.
3. To enable students to gather information and experience to both enrich and enhance the learning process, as well as to develop them professionally.
4. To assist in the decision-making process of students in relation to the career direction they wish to pursue.
5. To network and establish useful contacts for future employment/business opportunities.

INTERNSHIP CLASSES OFFERED

HTM 290 - Field Experience I. A semi-structured and supervised situation in which students receive basic training and directed work experience in selected entry-level positions consistent with their career preference. Emphasis on job competence and performance, professionalism, and work relations. Management instruction in selected basic operational tasks will also be required. *Prerequisite: 190 and permission. Two credits. Offered every semester.*

HTM 390 - Field Experience II. A second semi-structured and supervised situation in which students receive further training and directed work experience in selected positions consistent with their career preference. Emphasis on job competence and performance, professionalism, and work relations. Management instruction in selected operational tasks will also be required. *Prerequisite: 290 and permission. Two credits. Offered every semester.*

HTM 490 - Senior Internship. A structured experience designed to provide management training and career direction in helping students matriculate from academia into a management track or staff position in their chosen field. *Prerequisites: 290 and 390 or their equivalents; senior standing; permission. Two credits. Offered every semester.*

OUTLINE

CREDITS: Two credits per field experience class.

DURATION: 1,000 hours total (HTM 290 – 300 hours, HTM 390 – 300 hours, and HTM 490 – 400 hours).

SEMESTER: Fall, winter or spring/summer semesters. ***Only one internship allowed per semester.*** Sometimes the internship may require additional time for completion of hours, projects, events etc. In this situation, students may extend the length of the class to a revised completion date **approved by the instructor** (providing their schedule allows this).

DAYS/TIMES CLASS IS OFFERED: The field experience classes are **ALL** online and therefore offered at all hours of the day, every day of the week to suit the diverse nature of the hospitality field.

WHERE: The classes are online, so students may intern anywhere they choose, nationally and internationally (pending appropriate work visas).

PREREQUISITE: HTM 190 - Field Preparation.

It is recommended that students meet with a [CECI Advisor](#) to discuss the best semester to take field experience classes.

HOW TO FIND A JOB

Students in HTM are responsible for securing their own field experience positions. Therefore, there are **no contracts established between GVSU and the employer.**

Because no contracts are used, there is no initial paperwork that needs to be submitted by a prospective employer. Any required information will be submitted in the "Employment Documentation Form" which is discussed on pages 3 and 4.

HTM 190 is the prerequisite class to HTM 290. The idea behind taking a field preparation class prior to a field experience class is to sufficiently equip students with the necessary skills to apply for a job/internship.

HTM 190 covers resume building, cover letter writing, networking, the researching of a company, and participation in practice interviews, along with developing better public speaking abilities.

JOB BOARDS: The Hospitality and Tourism Management Department has its very own [job board](#). Employers will post on it for upcoming positions within the field. [Handshake](#) posts positions for all majors – additional filtering is required when seeking employment on this site. Please ensure that the [disclaimer](#) is read for both job boards.

CAREER FAIRS: Throughout the year, numerous career fairs will be held for GVSU. Twice a year, the Career Center will host a fair at DeVos Place that incorporates a variety of employers, including those in the areas of hospitality and tourism management. Click [here](#) to review career fairs and events through the Career Center. Please note: Career fairs may be subject to change without advance notification.

ON-CAMPUS RECRUITMENT EVENTS: Throughout the year, the Department of Hospitality and Tourism Management hosts on-site recruitment events for various employers seeking students for both internships and long-term employment. **You are encouraged to take full advantage of these when seeking employment.**

DIRECT APPLICATION: Determine where you might want to intern and apply directly to the organization with an initial [cover letter](#) and a copy of your up-to-date resume. Send inquiries to a number of organizations (minimum of 10) after researching them thoroughly.

NETWORKING: *It isn't what you know, but who you know.* Network with fellow classmates, professors, faculty mentors, and industry professionals to see what positions may become available in the near future, and then apply directly for the job. [LinkedIn](#) is a useful site for professional networking.

HELPFUL RESOURCES

[GVSU Career Center](#)
[HTM Internships and Employment Opportunities](#)
[GVSU Career Center Interviewing and Networking Resources](#)

WHAT TYPES OF JOBS ARE ACCEPTABLE?

Any position that will offer direct insight into the field of hospitality and tourism management and relates directly to the field, is acceptable. Any questions, please contact Kristen Jack directly at jackk@gvsu.edu.

Please note: Ideally, students should aim to gather a range of experiences throughout their three internships. The classes should be utilized to suit individual career aspirations.

For example, if your goal is to work as a director of rooms, you will want to focus these experiences in housekeeping, front desk/reservations and concierge.

If you have little experience, or are unsure as to what you see as your "dream" job, you can use these classes to determine your areas of strength and suitability by working in a variety of different sectors within the industry.

The ultimate goal is to become a well-rounded manager with a wealth of industry knowledge and varied skill sets.

Positions may be paid or unpaid. This will depend on students' ability to accept unpaid positions versus opportunities. Please note that [scholarships](#) are available within the department as well as flexible, revised schedules.

As students place themselves at their field experiences, they must determine if they can accept a paid or an unpaid opportunity, based on both personal and professional opinion.

Most positions are paid, but some employers simply do not have sufficient funds to pay their interns. This is typical in event planning and nonprofit sectors. Entry-level positions, such as servers, hosts, front desk agents, all tend to be paid.

Do not be discouraged by unpaid opportunities, as often the employer can offer more extensive training and development in the position. Sometimes they may offer stipends during or at the end of the experience.

Students may also work at [Walt Disney World](#) for their internships. Contact Kristen Jack for more information.

Once students begin their internships, their initial requirement is to submit their employer's details on an [Employment Documentation Form](#) (sample) which can be found under the 'Current Students' tab on the [HTM website](#).

The form must be completed accurately by students. Once submitted, the information is then approved by the instructor of the class, and the details are forwarded to the supervisor listed along with instructions regarding the field experience, and how to complete the required evaluations. They will then approve and acknowledge the information via an [agreement form](#).

WHAT DO EMPLOYERS HAVE TO DO?

These classes rely on students managing the class themselves. Employers have minimal responsibilities. As mentioned previously, there is no paperwork as such, so no contracts are in play. Employers do need to:

1. Agree to and acknowledge the Agreement Form emailed to them upon submission of the student's Employment Documentation Form.
2. Assist students with the initial development of the 10 learning objectives.

3. Evaluate students each month on their general progress and the progress on accomplishing the approved objectives.
4. Agree to provide a minimum of 300 hours (HTM 290/HTM 390) or 400 hours (HTM 490).
5. Provide an environment where students can learn about the industry, and develop themselves professionally.

ASSESSMENTS AND COURSE REQUIREMENTS

This information can be found in more detail on the syllabus.

- Students must complete the [Employment Documentation Form](#).
- Students must formulate a minimum of 10 learning objectives on which they will be evaluated three times over the course of the internship. Please ensure a copy of the approved objectives is given to the supervisor.
- [Job Performance Evaluations](#) are to be submitted monthly (three) to the instructor.
- Writing assignments: two papers.
- Resumes are to be updated and submitted at the end of each course.
- Hours* are to be documented and submitted at the end of the internship.
- Journaling: Journaling allows communication between the internship coordinator and students. It allows students to observe areas of their job that may be improved upon. It helps them identify good management practices along with the opportunity to document the day-to-day running of a hospitality and/or tourism management-related organization.
- Discussion Board is a forum for students to discuss assigned topics among themselves, and they are expected to actively participate in the discussion board. Discussion board is a great way to network with peers in the field.

*At the end of the semester, confirmation that students have completed the minimum number of hours in the workplace is required. This can be submitted in numerous ways, i.e. pay stubs, pay summary from the payroll department, email from a manager, etc. Please select the method most suitable to the internship and most convenient to the manager.

If students do not have sufficient hours to meet the class requirements by the deadline set on the syllabus, they may need to take a temporary incomplete grade until they have reached them. This grade will be adjusted once the hours are completed.

GRADING

Final grades will be assigned according to the standard 4.0 scale.

1. Students are required to fulfill ALL of the requirements of the course. Failure to complete all the necessary paperwork within the specified timeframes will result in deductions from the final grade point.

The weighting for course grading is as follows:

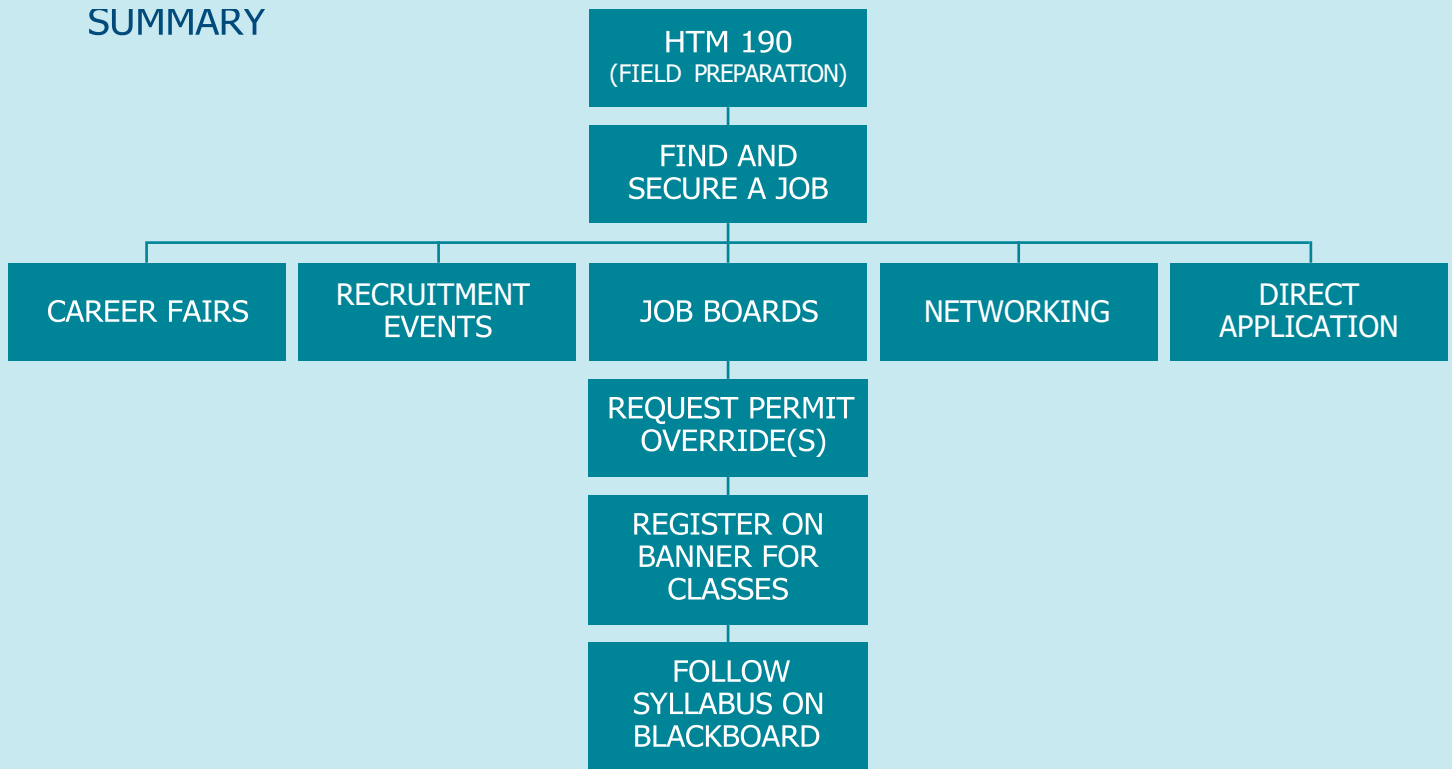
1. 50 percent job related: Evaluations and accomplishment of objectives.
2. 50 percent academic: All paperwork, use of Blackboard course site, and adherence to deadlines.

BASIC PROCEDURE FOR STARTING INTERNSHIPS

- Complete and pass HTM 190.
- Using the skills acquired in HTM 190, secure a job.*
- Obtain a permit override to register for the class. Once permission is issued, students will receive a confirmation email. This will allow students to register on Banner. Students are responsible for enrolling in this class, the permit overrides do NOT automatically place students in the class. *Overrides are required for ALL field experience classes i.e. HTM 290, HTM 390, and HTM 490.*
- Once registered, read Blackboard for the class – READ THE SYLLABUS, check for all due dates/deadlines for coursework/assessments and general class requirements.

*Students are expected to secure jobs on their own, follow all company rules and regulations, and give a minimum two-week notice when ending their employment. If students sign a contract with employers agreeing to work until a certain date, GVSU will hold students accountable for that contract.

SUMMARY



SITE VISITS

At some point during the internship, instructors will try to set up a mutually convenient time to meet and discuss how training is progressing. This is a great opportunity to see students in the workplace and gain a better appreciation of the field experience. It is also a good time to go over any assignment questions, or class questions in general, and to meet the supervisor responsible for students' professional development.

These are not mandatory, so if students do not hear from their instructor to set up an appointment, grades will not be affected. If students are contacted, please make every effort to make the appointment.

At the end of the internship(s), students will have acquired some valuable professional and personal skills, and they will have experienced life in the world of hospitality and tourism management. In each internship, students will experience different techniques, different ideas, and many different management styles. The aim at this point, is to ensure students are better aware of the direction they are heading in pursuit of that "dream" job!



MADISON MARTINEZ, EVENT PLANNING INTERN

"Interning with Paws With A Cause gave me insight to event planning in the nonprofit sector. I had the chance to witness people come together to support a cause that they are passionate about, in this case, creating connections between clients and the dogs that will help them with their day-to-day lives. Through this opportunity, I was able to learn the basics of event planning and the importance of networking."

SUMMARY: FREQUENTLY ASKED QUESTIONS

How many internships do I have to complete?

Three – HTM 290, HTM 390, HTM 490.

How many hours do I have to work for each internship?

A minimum of 1,000 hours total.
HTM 290 – 300 hours minimum,
HTM 390 – 300 hours minimum,
HTM 490 – 400 hours minimum.

How do I get the job?

Place yourself – check out the job boards, attend recruitment events, career fairs, apply directly, and network.

What types of jobs are acceptable?

Any position that directly relates to the field of hospitality and tourism management. They cannot be in retail. They may be paid or unpaid.

What does my employer have to do?

Agree to and acknowledge the internship via an Agreement Form, assist with the initial objectives, evaluate your progress every month, and provide the required hours.

What time of day is the class offered?

The classes are online and offered 24 hours a day, seven days a week to accommodate the diverse nature of the hospitality industry.

What academic work is involved?

The completion of an Employment Documentation Form, 10 objectives, participation in an online journal and a Discussion Board, and the completion of two papers/assignments along with the submission of an updated resume.

What are objectives? How do I write them?

Objectives are goals you wish to accomplish. They must be specific, attainable, and measurable. They must be written professionally (examples and guidelines are on Blackboard).

What am I graded on?

Each class is a two-credit class, graded A-F. The grade is based on both the academic and practical application (50 percent academic, 50 percent practical). Evaluations will form the practical grade, and the assignments and compliance with deadlines will determine the academic grade.

What do I need to do before I register for the class?

You will need to request a permit override. If you do not have a position lined up at the time you request the permit override(s), you can still enroll in the class. Once the appropriate permission has been issued, you will be able to register on Banner for the course. It is your responsibility to register for the class.

For all other questions, please contact Kristen Jack at jackk@gvsu.edu.



BRIANNA GREENOUGH, MEETING AND EVENT MANAGEMENT

"My internship at Posh Petals this summer was absolutely amazing. I got to immerse myself in the floral aspect of weddings, which had me on my toes all of the time. I learned so much about planning weddings in the process, which is what I think I would like to pursue a career in. With the help of the amazing staff, I learned so much valuable information that I will be able to apply to future jobs and internships, whether they are in the events industry or not."



JONATHON BALE, TOURISM MANAGEMENT

"This summer, I had the crazy awesome opportunity to go to Yellowstone National Park and work there for my summer internship. It honestly was one of the best summers of my entire life. Why? Well, I met some of the craziest, funniest, most amazing people ever. Not only that but I got to spend my time with them in some of the most beautiful places this world has to offer.

This internship has opened up so many new friendships for me and also has filled my photo library with some epic pictures. I will never forget the memories I made in Yellowstone National Park. Thank you GVSU for giving me this opportunity and thank you Yellowstone for one AWESOME summer."



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