1. GENERAL INFORMATION

The internship provides the student/trainee with an opportunity to observe and participate in the application of theories learned in previous courses, and to see these in the context of the community and organization in which the internship takes place.

The general objective of the internship is to support the convergence of theory and practice, encouraging students to learn from internship and put the acquired knowledge into practice. Internship is a compulsory part of Wellness and Spa Service Design and Management curriculum and recommended to do in a Spa and Wellness business (e.g. Medical Spa, Wellness Spa, Day Spa, etc), the recommendable position could be for instance a spa attendant, a spa receptionist etc. Students can participate in the work activities of an organization in Estonia or abroad, which is related to each student’s interest. Tripartite agreement between student, university and internship organisation will be signed before internship.

In addition to practical work and every-day tasks as trainee/intern, students are required to write a report about their internship. The report has to follow Guidelines for Written Assignments (http://www.pc.ut.ee/en/studies/guidelines-master-thesis%20). A trainee writes a report regarding the completion of the tasks set and presents it with the agreement of the supervisor to the Department of Tourism Studies.

The official Internship period will start in November and last 8 weeks until December (there is also a possibility to do internship in summer before second study year starts). During internship students will have the opportunity to participate in activities of the organization and collect information for the report. Student will defend her/his written report in January.

2. INTERNSHIP REPORT

1) Description of the organization (using secondary data):
   - General overview, vision, mission, strategic aims, etc of the business;
   - Organization structure, competency, limits of the authority and practice of management;
   - Positioning and unique selling points of the organization;
   - Customer mix (statistical overview);
   - Spa services and packages in the organization.

2) Analysis of the organization:
   - Macro environment (e.g. PEST model could be used);
   - Micro environment, e.g. structure, management, staff and processes of the organization;
   - Target markets and target groups;
   - Sustainable activities and developments of the organization;
   - Sustainability of the organization, e.g. financial sustainability (general overview);
   - Analysis of the spa and wellness service design (holistic view, atmosphere, emotions, uniqueness, innovativeness, etc.);
   - Analysis of service culture and quality;
   - Benchmarking of 2-3 similar organizations by using secondary information: webpage, brochures, etc.
   - Short SWOT analysis: internal and external factors of the organization (e.g. strengths, weaknesses, opportunities and threats);
• Conclusions/recommendations and assessment of the company’s performance and trainee’s recommendations for further development.

3) Self-examination:
• What kind of tasks did you do during the internship? Trainee’s responsibilities and relevance to the daily activities of the placement institution.
• What did you learn / experience during the internship?
• What kind of knowledge or skills did you use or improve most during the internship?
• Internship’s suitability to student’s expectations (What were your expectations? Was it acceptable for you?)
• Analyze critically trainee’s (yourself) work in the placement organization (self-evaluation of performance of ones work).
• It is advisable to add all relevant documents compiled by the trainee to the report.
• Did acquired knowledge support theoretical learning in study process? What areas of knowledge or skills were missing?

4) Analyzes of the placement:
• Tutor’s Guidance (How would you assess the tutor’s guidance during Internship?);
• Division of work (job management in general in your opinion);
• Teamwork (how was it?), working with colleagues (motivation and so on);
• Conclusion and recommendations.

3. ASSESSMENT
The course exam for this course will be composed of graduated assessments, components of which will have the following weighting:
• Internship report – 70% (content – 60%; structure and forming – 10%). All concepts in the report have to be referred/cited with a specific source.
• Defence of the report – 10%
• Supervisor’s evaluation – 20%

Requirements for sitting or resitting the assessments will be established by the teaching staff member responsible for the course in accordance with the Study Regulations

TUTOR’S GUIDANCE AND CONTROL
The Internship organization should appoint a workplace tutor for the student, who:
• Guides and controls student’s work, helps to find the right information and material for the subject.
• Ensures that the student has safe and healthy working conditions which are related to labor occupational safety legal acts and explains work with threats or risks.
• Enables the student to be familiar with the organization’s functions and develop student’s specialized knowledge and skills.

College:
• Makes an agreement with the organization (Internship place), which consists of the information about the student’s qualification and the contact details of Pärnu college’s student placement coordinator.
• Has a right to control the fulfilment of student’s Internship.
• College shall not regulate the trainee’s remuneration at the company
• Prepares an assessment of the student’s written report and defence of the report about the organization and the internship.
STUDENT’S MEMORANDUM

Student is required to:

- Behave in a conscientious manner, follow correct tutor appropriate instructions and be responsible for work or tasks in the organization.
- To keep the organization’s business and job information confidential.
- Give written report first to their host organization tutor to read and after to University of Tartu Pärnu college → Student Placement Coordinator.

Student is not allowed:

- To use the organization’s (Internship’s place) asset or information for purposes, which are not related to internship aims or practical training.
- To decide alone managerial decisions in the organization.

RECOMMENDED STUDY MATERIALS:


Academic articles and other sources related to the topics.

Additional information by contacting Inna Bentsalo
e-mail: inna.bentsalo@ut.ee
Phone: (+372) 44 50 518, (+372) 525 9098