

## **Hospitality Experience Report Guidelines**

A **written report** is required to fulfill the requirements for hospitality experience. The following seventeen (17) questions (bullet-points) must be answered in detail. A faculty advisor or Internship Coordinator will be looking for thoughtful answers.

- Report must be typed, double spaced, using Times New Roman or Arial, in a 10 or 12 point font size. Margins should be reasonable – minimum one inch margins
- Your cover sheet should include your name; the name of your advisor; the name, city and phone number of the organization where you worked; your title; and the date you plan to submit your completed report. An example of a cover sheet is included in this packet.
- Include a copy of your approved Hospitality Experience Application Form as the last page of the report.
- Reports are due by December 10<sup>th</sup> during the fall semester, April 20<sup>th</sup> during the spring semester, and August 15<sup>th</sup> for those completing summer assignments.

### **Questions to be Answered**

#### **The Organization**

- What type of firm did you work for, and what is its ownership structure? (chain, independent, franchise)
- Briefly, what is the firm's history?
- Diagram, in organizational-chart form, the departments and jobs in the organization.
- What is the mission of your employer? (obtain their mission statement before you leave)
- Describe your job including: title, duties, responsibilities, accomplishments

#### **Location**

- Describe the location of the organization
- What services are offered at your location?
- How would you rate the quality of services offered at your location?

#### **Marketing**

- State the characteristics of your employers' clientele. (please use demographic, and geographic information to describe the various segments served by your organization)
- Who were your firm's primary competitors and where were they located?
- How does the employer market its services and who are the customers it wants to attract?
- Is your employer involved in community activities or services?

#### **Relationship to HPRM Coursework:**

- Discuss the relationship of your experience to what you have learned in class. List the courses taken in the KWS, and the main themes and key learning points of each class and discuss these in relationship to what you experienced and or observed at work.

Possible Examples:

- Key points in Property Development
- Competitive supply
- Growth, Penetration, ADR
- Operating indices and ratios.

#### **Personal Growth**

- Did you encounter difficulties on or away from the job?
- Did the experience meet your expectations?
- How did your work experience help your professional and personal development?
- Would you recommend the employer/experience to other HPRM students?