

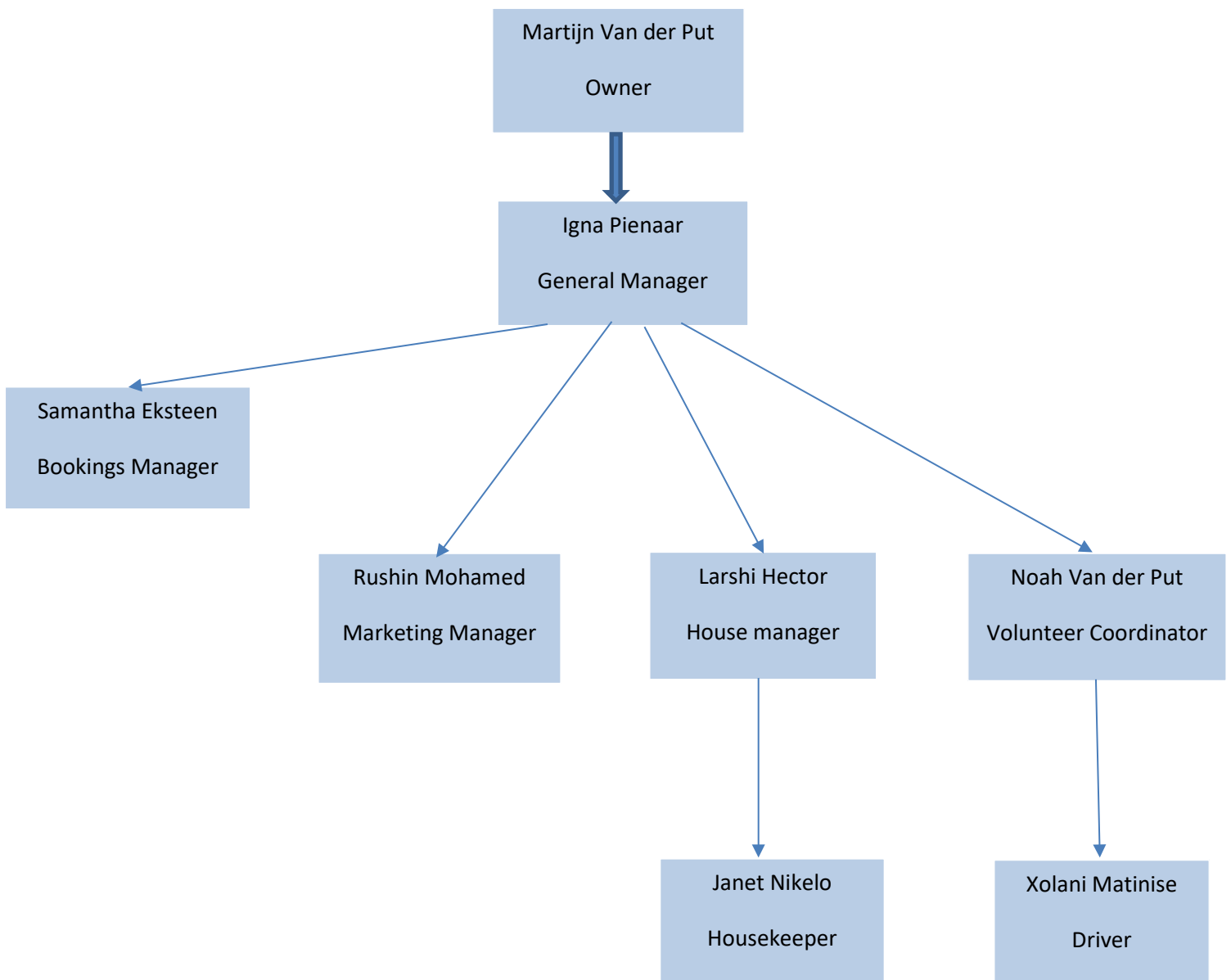
Name Intern: Elina Vermunicht

Internship Company: Khaya volunteers

Internship Period: 25 March- 16 June 2019

PART 1 = The Company/The Organization

Organization/Company Chart



Short description of the Company/Organization

Khaya is a volunteering organisation that offers responsible and ethical volunteering, travel packages and internships to people from abroad. Their projects are focussed on the community, wildlife & conservation, sports development, healthcare and education. They also organise weekend trips for the volunteers staying in the volunteer house. This together with the accommodation costs volunteers pay for the volunteer house, is their main income. The head office and most of the projects are situated in Port Elizabeth, South Africa, but they also have projects over the country and in other Southern and Eastern African countries (Tanzania, Namibia, Zanzibar and Malawi).

The owner of the house and organisation is constantly visiting the various projects and is not currently living in Port Elizabeth. In the office there is a general manager, a booking manager, a media and marketing manager and a volunteer coordinator. Next to this there are also employees working in the house.

History: Khaya was established in 2005. They offered interns the opportunity to experience working with local companies in South Africa. The goal was for the volunteers to have an extraordinary experience in this diverse culture and socio-political landscape and Khaya had hope that it would inspire people to offer their time and effort in return. When they saw the projects could use more help, they started offering volunteering opportunities as well, starting from 2009. Khaya will find the right project for you. In 2011, Khaya expanded to Tanzania and Zimbabwe. Today they have offices in South Africa, Malawi, Zanzibar and Tanzania.

Principles: sustainability, social Justice, ethicality and responsibility

Strategies: as a small organization they have to work with partners (travel agents and universities) in Europe and local project partners. They also recently began using influencers to promote their volunteering organization.

Market situation of the Company/Organization

Khaya is an African volunteering organisation focussed on the international market. They have travel agents as partners as well as universities while they offer volunteering travel experiences and internships. Almost all of these partners are Europe based (Het Andere Reizen, World Unite, Kulturlife etc). They have a very strong connection with the European market.

They assist local partners and unique affordable projects in Southern and Eastern Africa while focusing on responsible and ethical volunteering. Most of their clients come from Western European countries such as the Netherlands, Germany, France, UK and Belgium. The owner of the business is Dutch himself. They do not receive national customers at all. If they want to volunteer, they connect them to the project directly, while volunteering for Khaya also means staying in the volunteer house, where you'll live and work with people from all over the world! The only way South Africans can volunteer with Khaya is when they do this at the other side of the country or in another African country they offer.

They start up and offer ethical volunteering projects with children, communities, sports development, healthcare, wildlife and conservation and education projects in various places in South Africa, but also in other African countries, such as Tanzania, Namibia, Zanzibar and

Malawi. They also offer full packages including volunteering and travelling. As a tourism intern, you will be working in the head office in Port Elizabeth, South Africa.

What's the position of the internship within the Company/Organization

As an intern I mostly work for Rushin, the social media and marketing manager, and Noah, the volunteer coordinator.

Because it is a small company I have many different tasks and can also be asked to do something for the higher bosses (Martijn, Igna and Sam).

I have written blogs for the website, contacted possible partners, edited pictures, posted on Instagram and Facebook, worked with Youtube, made arrangements and bookings for activities and weekend outings, booked flights, looked for appropriate travel influencers, worked on the newsletter, proposed weekend outings ideas on my own, looked at what activities and events there are to do in the region and proposed it to clients, go to projects to experience what we sell, supported staff on the weekend outings, analysed marketing data etc.

Tasks to be carried out as an intern

List of Tasks:

Marketing and Tourism

Administrative Tasks

Provide administrative support to the marketing manager and formulate an understanding of the basic marketing activities such as

- Prepare marketing materials
- Create content for social media
- Maintain company website
- Assist with newsletters and promotional content
- Working on company databases

Conducting Research

- Analyse and research data with regards to volunteering - this information is then reviewed with the marketing team to determine what changes or improvements should be made to boost sales or reduce costs.

Creative Input

- Create unique and appealing logos or merchandise
- Create stories for Instagram
- Visit volunteer projects
- Engage with other volunteers
- Be a brand ambassador for Khaya

Tourism

- Visit the different tourism departments such as Nelson Mandela bay tourism to discuss and review possible touristic opportunities for volunteers
- Search for new tourist destinations over and above what we already do
- Support staff with outings for volunteers
- Propose new ideas for weekend trips

PART 2 = SWOT-analysis of the internship

S <ul style="list-style-type: none">- Variety of fun tasks-The employees in the accommodation will become family to you! You have all the freedom you want, but when they are working during the day in the house they always give advice and make sure you are okay.- You'll learn a lot about marketing- You'll get many responsibilities- Opportunity to visit different projects- Everyone communicates in English- The office is right by the accommodation (which is foreseen, so you don't have to arrange all of this by yourself)- Great atmosphere and communication between employees. They make sure you feel good and always ask your opinion.- Building a professional & international network (you meet a lot of new people)-Personal growth (I became very adventurous as well)-Not a lot of stress-Seeing the South African situation, you start to appreciate everything you have-Great location-Got to travel during weekends with work- Your input and taking initiative is wanted and appreciated. You can always propose your ideas.-The general manager and booking manager also always keep their door open	W <ul style="list-style-type: none">- Bad WiFi in accommodation at times→ difficult to post company's Instagram post at night (but I could always go to the office, which was attached to the house)- You can't really practise other language skills outside of English-Only enough work for 1 intern, not 2!-I couldn't always understand the English of my mentor and he didn't always communicate clearly what I should do and what he expects. I didn't really get along with him that well.-Towards the end I learned a lot but in the beginning the mentor was very busy and not always open to teach/guide me.-During some moments there was not a lot of work (beginning when they don't trust you with big responsibilities), at the end when they know you can do it good you'll a lot of work.-You have to be ready to respond volunteer needs 24/7 (you need to be flexible)-you live together with a lot of people, so not a lot of privacy
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<p>in case you have doubts or problems about certain situations.</p> <p>-Very nice accommodation</p> <p>-You have a lot of contact with the clients (volunteers), while you live with them. They don't have a lot of complaints.</p>	
<p>O</p> <p>- for company:</p> <ul style="list-style-type: none"> • Play into American market to attract clients (for company) • Organisation and guiding could be better • Getting other partner universities outside of Germany, the Netherlands and Belgium (for company) • Organize more weekend trips • More activities with colleagues so you're integrated faster <p>- For me:</p> <ul style="list-style-type: none"> • As an intern, you can create many opportunities when you take initiative. • Getting to know new communities • Making ethical decisions • Gaining experience • Becoming more independent • Becoming self-confident in your abilities • Personal development • Acquiring new skills • Understanding the country and its culture and difficulties better • Learning how to solve issues (creatively) • Improving communication skills • You get to visit all the different projects • You'll get to know people from all over the world and make a lot of new connections • You'll meet people from the tourism industry who might give you opportunities later on 	<p>T</p> <p>-For company:</p> <ul style="list-style-type: none"> • Other volunteer organisations <p>- For me:</p> <ul style="list-style-type: none"> • Need to inform myself on privacy laws when it comes to children (what to do, what not to do). In some projects we could make pictures with faces children, in others not (government protected). This made it difficult to have Instagram pictures at times. • Very dangerous country • I had to watch out which pictures I could use of clients as well. Pictures of clients coming through from "Het Andere Reizen" for example I couldn't use, so I had to know where clients came from. • Making pictures at other projects such as feeding the homeless was very difficult for me, while it didn't feel ethically correct, but in the end these pictures will help them while they bring in more donations and volunteers, which keeps them alive. • Difficult to know which possible university partners I could contact, while internships are different everywhere and this internship might not fit in some universities. • You live with your clients which puts you in difficult situations at times, so it's emotionally difficult while you always have to smile, be happy and positive. I felt pressured to join parties and activities I didn't really want to join. You have to be part of the group, while you're also dependent from them to get content for Instagram for example.

	<ul style="list-style-type: none"> • My opinion often differed from my boss's, because he was quite old school and weird in his Instagram posts. • adapting to different methods of working (South Africans are very relaxed) • I was sick often due to unpredictable weather and food
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PART 3 = SWOT-analysis of the education programme in relation to the internship

<p>S</p> <ul style="list-style-type: none"> - Well prepared for most parts -very practical, not only theoretical -It includes marketing and business courses, which to me is a plus -The school has put a lot of attention on sustainable tourism and international communication, which were useful 	<p>W</p> <ul style="list-style-type: none"> - The marketing class is not focussed on the tourism market and in my opinion we should have gotten more marketing - All the business courses were kind of similar, but none of them were focussed on the tourism market. -I would have liked to have had more language obligations in school, because this is appreciated in every job -No creative courses
<p>O</p> <ul style="list-style-type: none"> - It should be mentioned on your diploma that you basically studied almost the entire bachelor of International Business and Trade as well, while the business courses were difficult but you also have knowledge and capabilities employers don't expect. Putting this on the diploma will be very beneficial for us. -Include a media class on editing pictures & videos + making a website (basics that can always be useful) -A creative course to create content would have been helpful - Let us have an introduction with all sectors (hospitality, aviation) etc so we know in which sector we would like to work (also with old students coming to speak) 	<p>T</p> <ul style="list-style-type: none"> - Lack of knowledge of webdesign (wordpress) and social media. Also picture-& video editing - Bachelor project should be connected more to what you did over 3 years and to the internship (events as class, not as bachelor project) -Thomas More keeps promoting the bachelor, but they lack classrooms to put students in. We need a library for group projects. It can't just be used as classroom.

- I actually would have liked to have written a thesis	
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