

Name Intern: Tine Carla Mertens

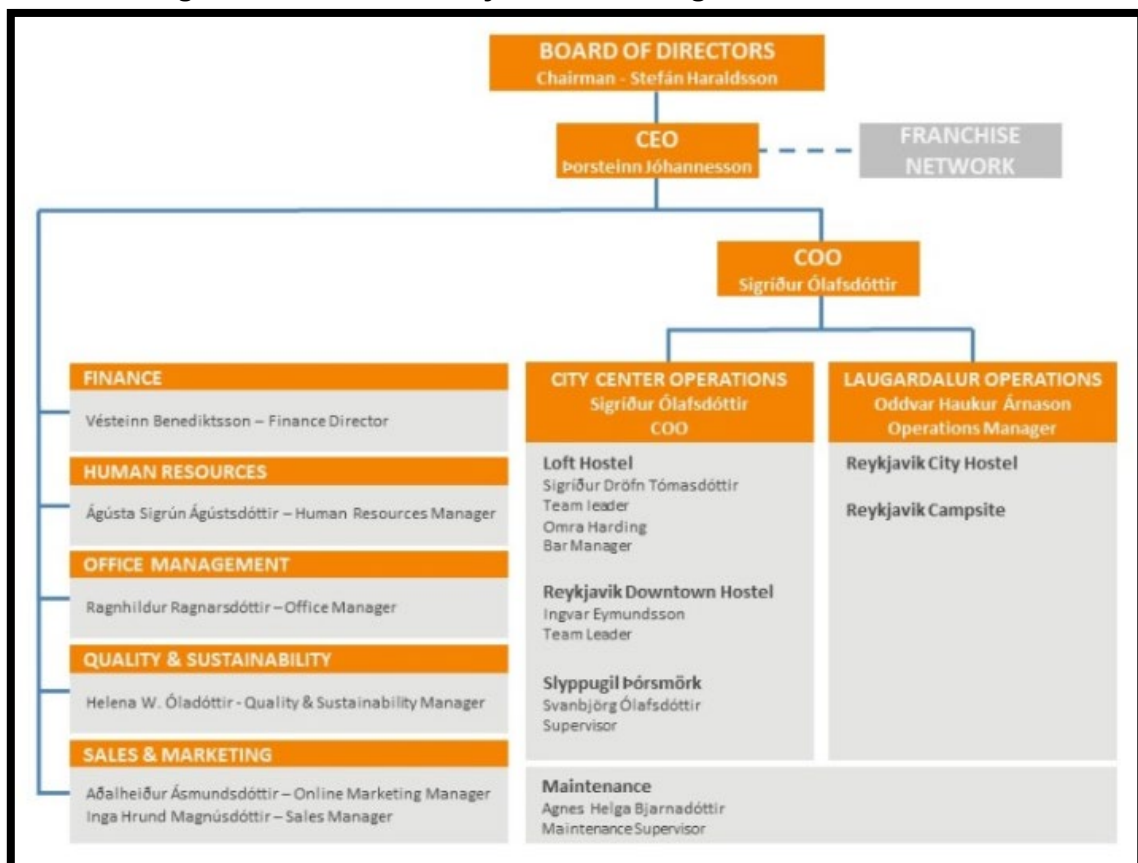
Internship Company: Hostelling International, Reykjavik City hostel & Reykjavik Campsite

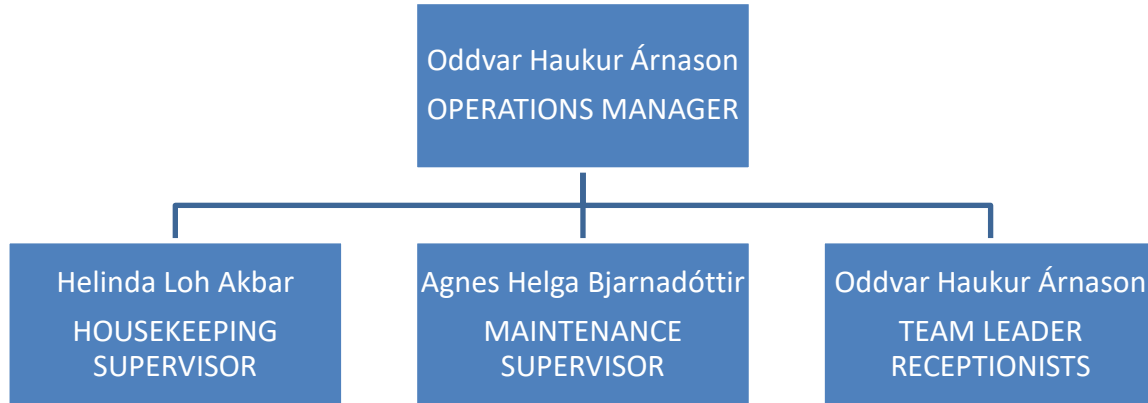
Internship Period: March 25th – June 16th, 2019

PART 1 = The Company/The Organization

Organization/Company Chart

Organizational hierarchy for Hostelling International Iceland.



Organizational hierarchy for Reykjavík City Hostel and Reykjavík Campsite

For Reykjavík City Hostel:	For Reykjavík Campsite:
Housekeeping staff: <ul style="list-style-type: none">- Michael Annets- Paulina Oleksiak- Yingchun Cao- Bryndís Súsanna Thorhallsdóttir	Housekeeping staff: <ul style="list-style-type: none">- Bryndís Súsanna Thorhallsdóttir- Samuel Hogarth- Huong Bui
Reception staff: <ul style="list-style-type: none">- Heida Björg Valbjörnsdóttir- Sunna Mjöll Bernhöft- Mantas Juska- Stefan Jovic- Vincent Te Brake- Dave Timmons- Timo Heinz- Interns:<ul style="list-style-type: none">o Gijs Vadero Youssef El Rhoulo Melanie Abbaso Tine Mertens	Reception staff: <ul style="list-style-type: none">- Mantas Juska- Stefan Jovic- Dave Timmons- Timo Heinz- Dan Theman Docherty- Mathilde Ostergaard- Dorota Bubilek- Interns:<ul style="list-style-type: none">o Tine Mertens

Short description of the Company/Organization

Reykjavík City Hostel and Reykjavík Campsite are part of Hostelling International Iceland.

Hostelling International Iceland is a non-governmental non-profit organization which was established in 1939. They are a member of Hostelling International, which has over 4000 hostels in more than 80 countries.

Their mission statement outlines what it values highly and what is important as a member. They talk about promoting international education, mainly to young people with limited means. To encourage love and care for nature and appreciation for culture in all parts of the world. They wish to provide accommodation without distinction or discrimination of any kind so to gain a better understanding of different perspectives.

The network of hostels spread across the world enables this mission, there are regular exchanges for staff members to go work in a hostel in a different location to experience a different culture and different way of working and to learn from one another. The staff members then afterwards share their experiences and what they have learned.

For Hostelling International members, it is important to be sustainable, on an economic, social and environmental level.

The Hostels are assessed by HI-Q&S Hostelling International Quality and Sustainability. This is a program that allows hostels to advance their practices. Implementing this, increases transparency and accountability of why and how they are sustainable. It helps deliver their mission and helps with guest satisfaction, as well as making informed decisions and to be sustainable on a global level. The system is recognized by the Global Sustainable Tourism Council. Hostelling International Iceland has recently obtained a re-certification of HI-Q&S.

For Hostelling International Iceland, they wish to promote cultural diversity along with sustainable and responsible tourism.

Respect, broad-mindedness and hospitality are their main focus and are interwoven into their strategy. Towards all involved parties; employees, guests, partners, locals, suppliers, etc.

The company also has 2 main volunteering programs, for green messengers, to promote sustainability within the hostels, and also "Life at the hostel" volunteers which go around promoting the hostels and showing how life is at the hostels.

HI Iceland also has obtained the Nordic Eco label and they work hard to keep this label.

Market situation of the Company/Organization

Regional

Hostelling International Iceland owns three hostels in the Reykjavík Capital area, Loft Hostel, Downtown Hostel and City Hostel. As well as the Campsite.

National

Nationally, Hostelling International Iceland is a network of 34 different hostels spread around Iceland, totaling for around 1100 beds.

International

Hostelling International has over 4000 hostels in over 80 countries.

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

The internship I am doing with Hostelling International Iceland is as an intern at the front desk and reception of Reykjavík City Hostel and Reykjavík Campsite.

Tasks to be carried out as an intern

- Processing bookings
- Processing payments
- Check-ins
- Answering emails
- Answering phone calls
- Answering questions
- Upselling
- Explaining facilities
- Give information about Reykjavík and Iceland
- Keep reception area clean
- Basic cleaning tasks
- Serving coffee from coffee bar
- Participate in trainings
- Have knowledge about tours and sell them
- Deal with complaints

PART 2 = SWOT-analysis of the internship

<p>S</p> <ul style="list-style-type: none">- Many opportunities to explore Iceland, also to be able to sell and explain it better.- Very culturally diverse team.- Good base of tasks.- Learn how to deal with basic guest complaints.- Very free environment, allows you to take initiative and be creative.- Big focus on sustainability.	<p>W</p> <ul style="list-style-type: none">- Tasks get very repetitive after a while.- Not every colleague is as motivated.- Timing of internship is between the two seasons, so it could be rather slow, not that many guests or reservations.
<p>O</p> <ul style="list-style-type: none">- More diversity in tasks- Work in multiple hostels to gain more experience in different places.- The opportunity to come back after internship, to experience other seasons.	<p>T</p> <ul style="list-style-type: none">- Tasks may be too repetitive. Not the most interesting that an internship could be.- Colleagues that may not motivate you more, or that do not work with the level of quality that is expected or that you wish to provide.- Internship timing is during slow season.

PART 3 = SWOT-analysis of the education programme in relation to the internship

<p>S</p> <ul style="list-style-type: none">- Good basis of knowledge regarding business.- Good course on ethics, with the task to think about possible situations that may happen in our professional future.- We did have some basic courses on tourism, which is important for a tourism program.- Good course on sustainability within tourism, which was in good relation to this internship.	<p>W</p> <ul style="list-style-type: none">- Not enough hospitality courses.- No knowledge on destinations, in my situation, about Iceland.- No previous knowledge on how to deal with difficult guests or situations.
<p>O</p> <ul style="list-style-type: none">- More hospitality courses to be taught.- Teaching about Iceland, as it is an interesting destination, getting more popular, when you travel around, you see places that are currently under construction for the tourism industry, so tourists do not harm the sensitive environment. As well as the tourism industry that is growing here in the past years.	<p>T</p> <ul style="list-style-type: none">- Not enough knowledge of tourism- Perhaps not enough knowledge of Iceland, as it was never mentioned during any course, although it would be difficult to mention every country.