Hospitality & Tourism Internship (Paid)
Send Resume to Don Tucker at don@silverlakerc.com

Position Title: Front Desk/Retail Associate & Tourism Marketing Assistant
Organization: DST Enterprises, LLC
Department: Customer Service
Number of Openings: 5
Compensation: **$14.00 per Hour + Housing Included**

Company Profile:

Silver Lake Resort & Campground, established in April 2005, is a 30 acre RV and Camping facility geared for the outdoor enthusiast. Since 2005 the park has experienced significant growth in the last decade. A family owned and operated park with three generations of experience in the RV market as well as the Silver Lake Sand Dunes Area.

Silver Lake Resort & Campground provides the following services to its guests:

- Overnight and Seasonal Lodging during the summer months
- Concierge types of services through our partnerships and adventure packages
- Exceptional service dedicated to making customers happy
- At home amenities that deliver our why statement -

We believe EVERY guest is entitled to our Concierge Camping Service in order to create positive, memorable experiences."

Position Description: The Hospitality & Tourism Intern will be responsible for all front desk duties, retail floor tasks, and communication with guests and housekeeping. Additional opportunity to attend Silver Lake Sand Dunes Visitor Bureau Board Meetings, and work to implement regional marketing initiatives to promote Silver Lake Sand Dunes.

Learning Outcomes:
By the end of the internship, the intern will learn how to:

- Develop proficiency in a hospitality reservation software
- Increase profits by maximizing number of occupied nights
- Participate in Visitor Bureau board meetings to better understand Tourism Marketing decisions
- Implement current regional marketing initiatives to promote the Silver Lake Sand Dunes Area
- Work closely with Tourism Marketing Partners to facilitate social media efforts
- Update and manage one of the highest traffic websites in Michigan - ThinkDunes.com
- Transcribe information effectively and sharpen all communication skills with guests
- Content Creation for all Silver Lake Resort & Campground Social Platforms
- Respond to guest reviews in TripAdvisor, Google, and Facebook
- Learn inventory practices in our 1,500 square foot retail space

Deliver Silver Lake Resort and Campground's 3 steps to great service;

1. Listen (communicate effectively by use of detective skills)
2. Get it for Them! (accomplished by politeness, accurately execute, and with enthusiasm)
3. WOW (By delivering a service that the guests didn't specifically ask for.)

Deliver Silver Lake Resort and Campgrounds 4 steps to handling complaints;

1. Listen, Listen, Listen (practicing empathy)
2. Make it Right (empowered to find a solution)
3. Thank the Guest (service recovery)
4. Follow Up (documentation)

Qualifications

GPA of 3.0 preferred

Strong attention to detail

Students currently enrolled in Hospitality, Tourism, Recreation, or Management type degrees

A strong comprehension skill set and ability to communicate well with a diverse population