UF Department of Tourism, Hospitality and Event Management
College of Health and Human Performance
UNIVERSITY of FLORIDA

Internship in THEM

LEI4940 | Class # 12408 & 12409 |Credits 12

Spring 2026

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Course Info

INSTRUCTOR

Ron Gromoll, CHA, CHE, CHIA
Office: 240B
Office Phone: 352+294-3064
Email: rgromoll@ufl.edu
Preferred Method of Contact: **email**

OFFICE HOURS

Office hours on zoom by appointment

MEETING TIME/LOCATION

Students work at their approved organization and complete assignments on Canvas

COURSE DESCRIPTION

Practical field experience in selected off-campus tourism, hospitality, and event service agencies. Normally taken during the last semester before graduation

PREREQUISITE KNOWLEDGE AND SKILLS

Department permission. Approved internship agency.

REQUIRED AND RECOMMENDED MATERIALS

All printed forms and documents are provided in the Canvas modules.

COURSE FORMAT

Each student will intern under the supervision of an agency supervisor and the UF THEM internship supervisor. Students will have selected a company/organization at which they will do their semester of internship for a total of 520 hours (13 weeks of 40 hours). Some internships provide a stipend, some are paid, and some are unpaid. During your internship your focus is on your practical experience and so you are not permitted to be enrolled for any other classes.

Students will have developed a packet in LEI 3921 Field Experience containing the following to be approved for their internship:

- A 2-page signed agreement with the company they select
- A 13-week work plan of the tasks and departments the student will work in during their internship

- A signed clearance form from the department advisor stating they have successfully completed all UF requirements except for their internship.
- Ten goals the student expects to complete during their internship. Five of these goals must be measurable.
- A photo to be used in promotion of all interns and their companies in the administration office.

COURSE LEARNING OBJECTIVES:

By the end of this course, students should be able to…

1. Apply skills and knowledge in real world agency setting over 520 hours.
2. Evaluate strengths and needs related to chosen career.
4. Identify trends and issues relevant to the world of work.
6. Modify knowledge and information pertaining to professional development in light of practical experience.
8. Recognize the diversity of career opportunities available in the tourism, hospitality and event industries.

Course & University Policies

ATTENDANCE POLICY

While on internship you are guided by the UF attendance policy viewed here at this link Attendance Policies < University of Florida (ufl.edu). **In addition, you have discussed and established an attendance policy that has been agreed upon with the agency, you the student and the THEM Internship Supervisor and to complete your internship you must complete a total of 520 hours during the semester.**

PERSONAL CONDUCT POLICY

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor or TA in this class.

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. Students must share their accommodation with their agency before signing the two-page agreement to proceed with the internship.

Getting Help

You may contact the course instructor at any time to obtain help. Email is preferred but a phone call is acceptable if it is important, or an emergency item. You may also contact the department advisor in the administration office during business hours.

HEALTH & WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575
- Counseling and Wellness Center: https://counseling.ufl.edu/, 352-392-1575
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) http://www.police.ufl.edu/

ACADEMIC RESOURCES

- E-learning technical support, 352-392-4357 (select opti on 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. https://career.ufl.edu/
- Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
- Student Complaints On-Campus: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/ On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/

INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY RESOURCES

For suggestions or concerns related to IDEA, please reach out to any of the following:

- Daniel Rogers, THEM IDEA Liaison, drogers@ufl.edu
- Dr Guilio Ronzoni THEM Interim Graduate Coordinator, giulio.ronzoni@ufl.edu
- Dr. Heather Gibson, THEM Undergraduate Coordinator, hgibson@ufl.edu

Assignments

As you complete the senior internship and conclude your undergraduate education in the Department of Tourism, Hospitality and Event Management, please be sure to take advantage of the opportunities available to you in terms of experiences and potential contacts. Whether you decide to seek employment with the agency you are working with (interning with) or use the experience to expand your personal portfolio, the next few months can certainly have an influence on your professional future...embrace the opportunity.

Although we hope your experience will be fulfilling and rewarding (meet your goals), and your site supervisor will be proactive and guide you professionally, please understand that UF is here if you need to discuss complicated situations or circumstances that may be different than you anticipated. Your UF supervisor will be your point of contact throughout the semester, and it is

expected that regular communication will take place. Please be sure to maintain regular contact with your UF supervisor, complete the internship reports according to the schedule and establish a positive line of communication with y our site supervisor and other leaders within the agency.

Because many supervisors are extremely busy, it may be in your best interest to schedule the internship evaluations in advance so you can meet the UF deadlines and allow your supervisor to confirm these dates in his/her calendar. The documents listed below are available on the THEM website and on Canvas. It is your responsibility to meet with your site supervisor, complete and sign the forms and submit them to your UF faculty supervisor via Canvas on or before the dates noted below.

ASSIGNMENTS

Submission deadlines for required reports: Blue indicates reports the student completes. Orange indicates reports the site supervisor completes.

Goal Assessment (3)

Tri-weekly Report (2)

Responses to 2 Internship Questions (2)

Midterm Report (1)

Intern Experience Evaluation, (1)

Alumni Questionnaire (1)

Goal Reflection , (1)

Final Report, (1)

Intern Exit Questionnaire, (1)

GRADING SCALE

Grades will be posted within several days after an assignment. If a grading error is detected, please contact the instructor as soon as possible.

More detailed information regarding current UF grading policies can be found here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Internship is graded S/U

Students must satisfactorily complete all assignments in order to complete this internship and receive an S. Not completing an assignment will produce a U. In the case of illness , family emergencies or other excused absences, assignments will be re-opened. Requirements for making

up assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Weekly Course Schedule

The internship schedule, which must include exposure to three separate departments during the internship will be determined by the agency.

All work-related days including weekends and holidays will be determined between the organization and the student.

Assignments and Grading Criteria

A. Goal Assessment

At three points during your internship, you will be asked to evaluate your progress in meeting one of the five measurable goals you identified in your internship proposal. Using the format below, please provide tangible evidence supporting how you met it using detailed information or specific numbers.

GOAL ASSESSMENT

Report Number (please circle): 1 2 3

In your internship proposal, you were asked to list 10 goals for your internship. Five of these goals were measurable. Throughout the duration of your internship, you are expected to meet at least three of those goals. Below please choose one measurable goal and provide tangible evidence supporting how you met it using detailed information or specific numbers.

Measurable goal:

_____

_____
_____

Assessment of goal completion:

_____

_____
_____

B. Goal Reflection

Towards the end of your internship, you will be asked to think back on the five general goals you set prior to your internship. You will be asked specifically to choose three of these goals and to provide an evaluation based upon your internship experiences.

GOAL REFLECTION

In your internship proposal, you were asked to list 10 goals for your internship. Five of these goals were general. Below please explain how you met at least three of those goals throughout the duration of your internship.

General goal #1:

_____

_____

_____

_____

_____

Assessment of goal completion:

_____

_____

_____

C. Two internship Questions

There are 19 questions listed below. **You need to answer four over the course of your internship, two questions each time a paper is required, two papers total**. Your answer to <u>each</u> question should be at least 500 words long and pertain to your current internship.

1. Identify <u>two</u> management and/or marketing theories that you have learned about in one of your classes and discuss how these theories are being put into practice within the organization in which you work.

2. Identify several goals of your organization and discuss the methods or processes that the organization uses to achieve those goals.

3. Discuss any experience that taught you how to create an environment that stimulated other organizational members to achieve greater participation or success.

4. Describe and discuss a situation in which you were effective in managing or planning a program.

5. Describe and discuss an experience that helped you develop your leadership skills. Was your leadership autocratic or democratic? Explain.

6. Discuss an experience that caused you to evaluate your own personal strengths and weaknesses.

7. Discuss an experience in which you had to deal with organizational policies with which you may not have agreed.

8. Obtain the mission statement and/or statement of philosophy of the organization and discuss how it interacts with your own personal philosophy.

9. Discuss a situation in which someone's ethical behavior may have been questioned.

10. How does the structure of the organization have an influence upon the job that you do? Include a flow chart of the organizational structure.

11. Discuss any situation that you were aware of that might have had legal implications (e.g. liability issues, violations of constitutional rights, breach of contract, etc.).

12. Does your organization have a risk management manual or strategic plan to minimize potential law suits? If so, evaluate it. If not, suggest several areas that the organization might want to address.

13. Discuss the financial operation of the organization, as you perceive it. In what areas do you think that the organization could improve? Be specific!

14. Does the organization bring in any revenue from sponsorships? If so, evaluate the agreements and determine if they can be improved. If there are no sponsorships, determine if some are feasible and make suggestions as to what would be beneficial to the organization.

15. Identify and discuss consumer motives for your organization. In what way does the organization meet the needs of the consumer and in what area does the organization need to improve? Does the organization's marketing plan reflect an understanding of consumer needs and motives?

16. How does your organization use the escalator model to increase membership or consumption of its products? If it doesn't use this model, discuss how it could.

17. If you were involved in the setup or management of an event with your organization, identify areas that were done well and areas that could use improvement. Make suggestions on how the event could have been managed better.

18. Does your organization support Corporate Social Responsibility (CSR)? If so, why? Please discuss an experience in which you have been involved with your organization's CSR.

19. How does your organization's involvement in CSR impact society? Do you believe sport can be a catalyst for positive societal change? Please explain your

Rubric for written Assignments – Goal Assessment, Goal Reflection and Two Internship Questions

Criteria	Unacceptable (Below Standard)	Satisfactory (Meets Standard)
Organization	Writing lacks logical organization. It shows some coherence, but ideas lack unity. Serious errors.	Writing is coherent and logically organized. Some points remain misplaced and stray from the topic. Transitions evident but not used throughout essay.
Level of Content (based on assignment instructions for required content)	Lack of original ideas. No evidence is used to support ideas where it is appropriate to invoke such evidence. .	Content indicates original thinking and reasoning. Statements are supported with sufficient and firm evidence, where appropriate.

Development	Main points lack detailed development. Ideas are vague with lack of evidence of critical thinking.	Main points are developed with sufficient detail and evidence of critical thinking.
Grammar and Spelling	Spelling, punctuation, and grammatical errors create distraction, making reading difficult.	Response has few to no spelling, punctuation, and grammatical errors allowing the reader to follow ideas clearly.

Example of a Triweekly Report Completed by Internship Site Supervisor

College of Health and Human Performance
Department of Tourism Hospitality and Event Management
University of Florida

AGENCY SUPERVISOR TRI-WEEKLY REPORT

Student: _____ Agency: _____

Agency Supervisor: _____ Report: 1 2

Phone: _____ Email: _____

University Supervisor: _____

Directions: *Please complete this tri-weekly report according to due dates and return to the student to* submit online. The report must be discussed with the student and signed by both the student and the Agency Supervisor. The student will provide you with all necessary reports.

AGENCY SUPERVISOR'S COMMENTS

Student is fulfilling 40 hours per week work obligation. YES NO

Student is diligent in completion of work and reports.	YES	NO
Student takes initiative and accepts responsibility.	YES	NO
Student is making normal progress toward successful internship completion.	YES	NO

Additional comments/areas that need to be addressed: _____

_____

_____

_____

_____

I have discussed the above points with the student and have outlined areas of strength and items for improvement. YES NO

_____

Agency Supervisor's Signature *Date*

_____

Student's Signature *Date*