Outside Hilton Head Internship Program

Agency Description: Outside Hilton Head, the premier outdoor outfitter on the south-east coast, offers outdoor recreation programs, customized family excursions, history and artisans tours, kayak and charter fishing, children's and teen camps, corporate team building and leadership programs, destination management services, hotel outfitting and retail outposts, and retail stores offering the finest outdoor clothing, gear and accessories. Our Outdoor Experiential Learning Outpost, located on the company owned Page Islands, provides a unique setting for many of our family, children's, and corporate programs.

Each spring and summer, Outside Hilton Head invites qualified interns to join our staff. OHH is uniquely qualified to provide a wide range of experiences allowing each intern the opportunity to be immersed in the day to day delivery of outdoor recreation services.

Internship Description:

During the first week interns will complete a five day extensive guide training program. Each day for 8-10 hours interns will receive classroom and on water instruction on the basics of interpretive nature guiding, local history and culture, kayaking skills, rescues and safety, and first aid. Interns will be required to demonstrate proficiency in basic kayak guiding skills. Passing this basic training is a pre-requisite to being able to take Outside Hilton Head guests out on the water. In addition to training each potential guide will need to complete a minimum of six "shadow" trips supervised by senior guide staff prior to guiding a tour.

During week two interns will complete reservations and retail training. Each training program lasts two to three days for approximately 4-8 hours. Reservations training covers the basic skills and knowledge necessary to operate the "Outbound" software used to complete customer trip, rental, and program reservations. Retail training focuses on the history of core products within the Outside Hilton Head store such as Patagonia, Marmot, Werner, Hobie, etc., as well as salesmanship and customer service skills, operation of the Point of Sale" software, and the day to day responsibilities of all retail associates. Training at one or more of the company’s hotel-based activity outposts may also take place during this week.

Week three generally marks the culmination of shadow trips and the beginning of independent trip guiding. More specific on-water training (E.G., kayak fishing guide) may also take place during this week. Additional location-specific training may also include Shelter Cove Marina kiosk, Kid's Camp, special services, and reservations/administration (phone sales, customer service, logistics) training within the main Outside Hilton Head office. These training sessions generally last approximately one to two days.
At the culmination of initial training (week two) each intern will receive a "job assignment" based on a "best fit" placement as directed by Outside Hilton Head CEO Mike Overton (and as recommended by department supervisors) and that which is consistent with the intern's academic objectives. Typically, each intern can expect to work approximately 40 hours per week with two days off per week. A typical work day might include 1-2 scheduled kayak tours followed (or preceded) by 3-4 hours working at a specific location (retail, office, activity outpost, etc). Some days may include only tours while others may involve only location-specific work. All interns are paid on an hourly basis for location-specific work. Guided tours are reimbursed according to a per-trip, per-customer basis pay scale (with additional money possible through tips). Guides are not reimbursed for tours cancelled due to weather issues.

**Internship Outcomes:**

The basic purpose of the internship program at Outside Hilton Head is to provide a semi-structured "hands on" learning experience to allow the student an opportunity to apply classroom theory with actual practice ("on the job experience!"). It is the goal of Outside Hilton Head to provide the intern with a wide range of experiences that provide as realistic as possible view of the day to day operation of a premier outdoor outfitter company. Throughout this experience the intern will be under the direct supervision of a "on location" site supervisor. Each intern will be evaluated informally each week, and formally at the mid-point and end of the internship by Outside Hilton Head's Internship Director, Dr. Jean Fruh. Interns will be provided with a copy of these evaluations (criteria for performance evaluations) during training. Each intern is expected to make available to Dr. Fruh his or her specific learning objectives, as agreed upon by an academic or internship supervisor, before the start of training.

**Outside Hilton Head Internship Objectives:**

1. To provide the intern with an opportunity for experiential learning.
2. To provide the intern with an opportunity to integrate classroom theory and practice.
3. To provide the intern with an opportunity to broaden his or her understanding of the outdoor recreation, leisure service, and outfitting profession.
4. To assist the intern in identifying his or her strengths and weaknesses.
5. To provide the intern with an opportunity to gain experience in leadership, customer service, and recreational program planning and implementation.
6. To assist the intern in gaining an understanding and appreciation of the roles, duties, and responsibilities of full-time outdoor recreation outfitter employees.
7. To assist the intern in developing skills specific to a variety to recreation and outfitting services and activities: kayak interpretive nature guiding; retail associate; reservations and administrative assistant; activities assistant; and, customer service specialist.
8. To provide the intern with an opportunity to further develop his or her interpersonal, communication, and human relations skills.