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howlanders

# Final Report

UCGAC307 Internship

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Internship at Howlanders  
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## **Table of Contents**

Why I chose to do my internship at Howlanders	3
Preparation for my internship	3
Expectations before my internship	3
What is Howlanders	4
Internship tasks	4
What I learned from my internship	5
Feedback during internship	5
Future plans	6

## **Why I chose to do my internship at Howlanders**

After I finished all my credits at University College Groningen, I wanted to try something new before doing a Master's, so I decided to do an internship. I'm very passionate about travel, so when I found this internship I thought it would be a great opportunity to see behind the scenes and get some experience working with a travel company. Furthermore, I enjoy writing and I wanted to try and see what it's like to do it professionally.

## **Preparation for my internship**

After deciding I wanted to do an internship, I started looking for placements. I had started the process before the coronavirus crisis really started in the Netherlands with AISEEC, but after it was declared a pandemic a lot of the companies that had available internships stopped offering them. After a few months I started looking again around in May.

Eventually, I found Training Experience, where Howlanders offered internships. I signed up for the platform and applied for the internship. After reviewing my CV, I was offered a first interview with a TX staff member and a second interview with Howlanders. I had very limited time to prepare for this second interview, since the description for the internship was quite vague and I was only given their website the night before. Nevertheless, I felt very comfortable during the interview and knew it'd be a good fit for me. After the interview, they asked me to write a short travel article and that same afternoon I was offered the position.

## **Expectations before my internship**

Before my internship, I set 6 goals for myself:

1. I want to learn how to write professional travel content.
2. I want to improve my teamwork skills.
3. I want to experience what it's like to work in the travel industry, so I can decide whether I'd like to pursue a career in it or not.
4. I want to develop my communication skills.

5. I want to develop my translation skills.
6. I want to develop my social media skills.

## **What is Howlanders**

Howlanders is a travel agency that originally offered trips and excursions through Latin America and has now expanded to Spain and the United States. It's a very young and small company, which has allowed me to get to know everyone on the team and what their functions are, as well as what each of the departments do.

## **Internship tasks**

I started my internship in the Product department, which means I was creating content for their main website where they sell their products. My job was to take the description of the tour operator and rewrite it in a way that fits the style of Howlander's website, both in Spanish and English, as well as choose what pictures went where and edit them to fit the sizes needed for the website. I then used their CRM to upload it to the website. Throughout the whole process I had the support of someone in their staff to answer any questions I had and they revised the content and gave me feedback at least twice during the process of creating each tour.

Halfway through my internship I switched to the Content department, which means my main task was creating content for their blog. Here, I was given a topic and I had to do research and write a blog post about it, both in Spanish and English, making sure it related to one or several tours that Howlanders offers. I much preferred working with this department because I had a lot more creative freedom. Here again I had the support of someone to answer any questions I had and they revised the content and gave me feedback at least twice during the process of creating each blog post.

Occasionally I was given one-time tasks such as translating content that had only been written in Spanish or English to the other language, uploading an already completed tour with their CRM or improving and optimizing old blog posts. I was also taught how they use social media to promote their tours and I programmed most of the content posted throughout November and

December in their Facebook page. I was also in charge of posting about every blog article I wrote on Facebook and Twitter.

## **What I learned from my internship**

I think I learned a lot during this internship. First of all, this was a marketing-centered internship and I had never taken a marketing course before or done much related to marketing, so it was new territory for me. I also had never done an internship or had a job before so it was refreshing to be doing tasks and such outside of a typical educational environment. Among others, I learned:

- To use Search Engine Optimization to make sure our content reached as many people as possible;
- To write texts and create content targeted towards a specific audience, that is easy to understand and covers all aspects of the product we're selling;
- To use photoshop to lightly edit pictures and optimize them for web use;
- To work in a larger organization, under the supervision of one or more people;
- To create content both in Spanish and English, and translate content in one language to the other;
- To use social media as a business tool;
- And, finally, what is like to work in the travel industry, at least from the point of view of a travel agency.

## **Feedback during internship**

I got lots of feedback during and after every task, and I also had a more extensive feedback session halfway through the internship. After each task it was mainly about what I should change and what was really well done, and what was just okay but could be improved. Most of the time, it was positive feedback, and I think that was my main issue; they always told me everything I did was great, even when the list of things I had to change was quite long. Personally, I think I'd have learned more if they had been more direct with their feedback. However, I'm also grateful for how patient and understanding they were with me, specially

taking into account that I had never done anything similar and they were the ones to introduce me to the world of marketing.

## **Future plans**

Finally, I did this internship to try and find out if I'd like to have a career in the tourism industry. After doing this internship, I have to say I don't think I would. I enjoyed my time at Howlanders and I learned a lot during these past 6 months, but I'm ready to move on. I don't particularly like feeling like I have to sell something and can't be fully honest in what I write, so marketing isn't for me.