

10.6 #8.	Internship title
	Small Enterprise Specialist

Project description
a) Please provide a short description of the project(s) with which the intern will be associated;
b) If this project is already directly or indirectly funded by CIDA, please provide the CIDA project number (S63...) and officer name

The Small Enterprise Specialist will assist the Zanzibar Hotel and Tourism Institute and the local tourism industry to develop an effective marketing strategy. The Small Enterprise Specialist will provide technical assistance in the following areas: assistance to develop linkages to strengthen and promote the small business development in the area; workshops and training to enhance hospitality sector employees in the application of effective marketing techniques and positive customer relations skills; assessment of marketing models and identifying local marketing priorities; and the development of a marketing strategy to increase the number of visitors to Zanzibar.

Host Country (State/Province, City)	Primary and Secondary Sectors	Funds being requested from CIDA
Zanzibar, Tanzania	Strengthening Basic Education - primary Supporting Private Sector Development - secondary	\$15,000 CDN
Overseas Host Organization	Overseas Partner (if applicable)	Canadian Partner (if applicable)
Zanzibar Hotel and Tourism Institute		

Overseas Job description (Activities)	Qualifications
The intern will assess the organization's small business development activities; report on the organization's needs; and coordinate and support the design and implementation of small enterprise development programs aimed at enhancing the capacity of the organization and government departments involved. The intern will also assist the Institute and industry by assessing local marketing needs, delivering workshops on effective marketing strategies and improving customer relations, produce marketing and public relations materials, and will measure tourist satisfaction and service priorities. The intern will also work with the faculty of the Institute to develop a long-term small enterprise development strategy.	Qualifications are: <ul style="list-style-type: none"> - degree/diploma in business, hospitality or marketing - understanding of business development, research and entrepreneur skills - strong training and facilitation skills

Duplicate internship (if applicable)

Please provide justification in the following cases: Duplicate Job Description with the same Overseas Host Organization; Identical Job Description as in any previously approved year(s) with the same Overseas Host Organization; Multiple interns with the same Overseas Host Organization.

The ZHTI is a small institution with limited human resources for educational program development, research and curriculum development. The proposed three internships placed with ZHTI are a response to the growth of the tourism industry and the potential for increased livelihoods of local community members through increased skills development training required by the Hospitality and Tourism industry in Zanzibar.

Expected Development Outputs	Indicators	Expected Employment Outputs	Indicators
1. Improved marketing methods and techniques for local hospitality staff	1a. Level of industry awareness and understanding of marketing needs 1b. Number of marketing campaigns designed and methods employed	1. Improved ability to review, update and develop marketing and communication materials and implement marketing campaigns.	1a. Quality and quantity of marketing skills used in employment. 1b. Rate and types of employment opportunities upon return to Canada. 1c. Customer feedback
2. New small enterprise development strategy and enhanced knowledge of effective methods	2a. Number of educational and skills development workshops developed 2b. Effective use of marketing methods and enterprise development.	2. Enhanced ability to serve clients in the hospitality and tourism sector.	2a. Ability to design and implementation of small enterprise development programs. 2b. Customer feedback and surveys reflecting client satisfaction.
In Canada Start Date (yyyymmdd):	In Canada End Date (yyyymmdd):	Overseas Return Date (yyyymmdd):	Overseas Departure Date (yyyymmdd):
2008-07-01	2009-01-20	2008-12-20	2008-08-01
Number of weeks in Canada: 4 weeks		Number of weeks Overseas: 21 weeks	