

CLASS NUMBER AND NAME: **HMN210 – CERTIFIED GUEST SERVICE PROFESSIONAL**

TOTAL HOURS/ UNITS: 24 HOURS/2 UNITS

PREREQUISITES: NONE

TEXTS AND MATERIALS: Guest Service Gold® Golden Opportunities Training Program
06510DVP01ENGE, American Hotel & Lodging Association,
Educational Institute, 2015.
Sonoma County Tourism Ambassadors, 2015,

CLASS DESCRIPTION: Today's successful hospitality employee must have effective guest service skills in a highly competitive market. Employees must be able to engage and connect with guests to go above and beyond the call of duty, to wow the guest at each Moment of Truth. Recovery, personalization, knowledge, passion commitment, inclusion and personality will be discussed as cornerstones of customer service in the text and DVD. These will be augmented with a Setting the Table Video and the five I.C.A.R.E. from Disney and others. Case studies and situational analysis will apply these principles giving students an opportunity to observe and directly apply what is covered in class.

CLASS OBJECTIVES: Students will learn different aspects of the profession of hotel concierge, focusing on the service issues and opportunities that have shaped the concierge profession. Topics include: thinking like a concierge, building and nurturing relationships, the effects of technology on the concierge's role, and the evolution of the concierge phenomenon.

Successful candidates will receive a certificate and CGSP gold lapel pin, that can be worn on their uniform in recognition of their knowledge and skills in guest service. The Certified Guest Service Professional (CGSP) designation provides recognition for those individuals that know how to achieve and express exceptional service by engaging with their guests and creating memorable experiences. Recognized worldwide, the CGSP designation is the acknowledgment of award-winning guest service for employees in the lodging industry. Completion of the Sonoma County Tourism Ambassadors materials, instruction, and testing will also provide an official designation as a CTA for Sonoma County.

Practical information prepares them to put enlightened hospitality tools into action to enhance service and boost business.

CLASS FORMAT OVERVIEW: This class is a combination of lecture, student participation, and on-line research.

REQUIREMENTS: Time spent in preparation for or reflection on course lecture will

approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and $\frac{1}{4}$ hour outside of class for each hour of structured lab time.

METHOD OF INSTRUCTION: Class work, research using the internet, and homework will give the student experiential opportunities.

ATTENDANCE: It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.

80% attendance is mandatory
90% or above is mandatory for those who are in a full program and qualify for the internship

It will be the student's responsibility to learn of any assignments given in class when absent.

TESTING: Student must successfully pass the 30-question certification exam with a score of 80% or higher to earn The Certified Guest Service Professional (CGSP) designation ***and*** successfully complete a comprehensive final examination with a score of 80% to pass the course. All reading assignments and exercises must be satisfactorily completed with an overall passing grade of 70% or better in order to pass the course. Students must achieve a score of 75% minimum to pass the certification exam for the Sonoma County Tourism Ambassador Program.

LATE TESTING: There will be no opportunity to make-up any missed assignments. A late test will result in a 10% penalty (tests start with a B). If student fails the certification exam, the student will need to retake the class. All retakes and tests must be rescheduled with the instructor in a timely manner.

GRADING POLICIES: Complete all assignments with at least 70% accuracy.

The students will participate in a minimum of 90% of in-class group assignments.

The final grade is computed on:

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|---------------------------------|-----|
| 1. Final exams | 80% |
| 2. Assignments | 10% |
| 3. Attendance and participation | 10% |

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

ANTICIPATED LEARNING
OUTCOMES:

Upon completing this course, the student will be able to:

1. Describe the seven segments of guest service.
2. Describe the history and evolution of the hospitality concierge.
3. Exemplify exceptional guest service thru role play and in-class assignments.
4. Demonstrate on-time performance in regards to class schedule and due dates.
5. Demonstrate various concierge tasks including but not limited to: guest information directory, welcome notes for guests, local restaurant information, thank you notes, email and social media skills, and use of the office equipment for guest service positions
6. Demonstrate ability to research, confirm, and reconfirm services for guests including but not limited to: taxi service or Uber and Lyft transportation, limousine service, air transportation, rail transportation, rental cars, tours and future reservations.
7. Demonstrate the response to dissatisfied guests, emergency and first-aid situations.
8. Identify, describe, and be able to discuss professional guest service programs around the world in the hospitality industry with application to local industry markets and needs.

Certified Guest Service Professional class schedule
Please note, this is just a suggested class schedule.

Week	Reading Chapters & Books	Internet	Class discussions	Homework
One	GSG (TBA)	www.hotelnewsnow.com www.lcdusa.org	Guest Service Gold dvd Exercise: What guests expect Setting the Table, video Disney Service Overview	GSG, read as assigned in class. Start Journal, copy due next week and for rest of Module
Two	GSG- tba	www.hotelnewsnow.com www.lcdusa.org	Disney and other Service Discussions	Continue Journal, last week entries due on Monday.
Three	GSG - tba	www.hotelnewsnow.com www.lcdusa.org	Sonoma County Tourism Ambassador Training	Continue Journal, last week entries due on Monday.
Four		www.hotelnewsnow.com www.lcdusa.org	Sonoma County Tourism Ambassador Exam on Monday.	Continue Journal, last week entries due on Monday.
Five		www.hotelnewsnow.com www.lcdusa.org	Les Clefs d'Or	Continue Journal, last week entries due on Monday. Final Journal due on Thursday.
Six	Review		Final Exam, Journal summaries,	Current articles

Guest speakers and will be scheduled based on availability and class schedule will be adjusted accordingly.
GSG = Guest Service Gold