COURSE APPROVAL FORM
COVER SHEET

Trades & Professional Services
SCHOOL

Tourism & Hospitality
DEPARTMENT

HS152, Customer Service
COURSE ALPHA, NUMBER, TITLE

Carol R. Cruz
AUTHOR

10/05/15
DATE SUBMITTED

Check the action to be taken and have the indicated people sign.

☐ Course Adoption - all signatories
☒ Course Substantive Revision - all signatories except President
☐ Non-Substantive Revision – all signatories except President and LOC Chair

APPROVED BY	NAME	APPROVED	DISAPPROVED	DATE	ACTION*
DEPARTMENT CHAIR	**Norman L. Aguilar**	☒	☐	**10/05/15**	
REGISTRAR	**Julie Ulloa-Heath, Ed.D.**				
DEAN	**Virginia Charfauros Tudela, Ph.D**				
LEARNING OUTCOMES COMMITTEE CHAIR	**Rose Marie Nanpei**				
VP, ACADEMIC AFFAIRS	**R. Ray D. Somera, Ph.D.**				
PRESIDENT	**Mary A. Y. Okada, Ed.D.**	☐	☐		

ACALOG
CATALOG MANAGEMENT
APPROVED
AY Catalog ____ AY 2017-2018 ____
Date Approved ____ December 2, 2016 ____

* Indicate if the document had no corrections (NC), was approved with minor corrections (WC), or was disapproved and returned back to author (BTA).

This version of the cover sheet facilitates the eventual transition to an all-online curricula approval process.

Date of template revision: **May 2015**

HS152_1SR_2016.12.02

COURSE APPROVAL FORM
FOR ADOPTION, SUBSTANTIVE REVISION AND NON-SUBSTANTIVE REVISION

_____

I.   TYPE OF ACTION

Check the type of action that applies. If previous Course Guide exists, please attach.

A. ☐   Adoption

B. ☒   Substantive Revision (attach electronic copy of current Course Guide)

The numbers listed next to the changes below may or may not require a response and they have been identified as those questions most likely needing to be addressed. The entire Course Guide should be reviewed for applicability.

☐   Change in number of credit hours: II, IVD, VII, VIII, IX, X, XI, XII
☐   Change in prerequisite(s) other than prerequisite(s) offered within your department: II, IVD, VII, VIII, IX, X, XI, XII
☒   Substantive change in course content: II, IVD, VII, VIII, IX, X, XI, XII
☐   Identify specific changes not listed above:

C. ☐   Non-Substantive Revision (attach electronic copy of current Course Guide and complete items II through XII)

Please check the appropriate box:

☐   Change in course alpha, number, or title.

NEW: ALPHA   NUMBER   TITLE

☐   Wording change in the catalog course description that does not   significantly change the course content (attach old and new wording).

☐   Addition or revision of Student Learning Outcomes (SLOs) that does not significantly change the course content (attach old and new SLOs).

☐   Change in the course outline that does not significantly change the course content (attach old and new course outlines).

☐   Change in course prerequisites where both course and prerequisite are   offered within your Department (attach old and new prerequisites).

☐   Change in maximum number of students allowed in class setting.

☐   Change in lab fees.

☐   Change in textbook.

☐   Other:

II. INTRODUCTION

The course is connected to the following program(s):
Tourism & Hospitality Program: A.S. in Tourism and Travel Management, A.S. International Hotel Management, A.S. Food and Beverage Management

Please check appropriate box:
A. ☒ This is a CTE course and is aligned with **Hospitality & Tourism** Career Cluster and **Lodging and Restaurants & Food/Beverage Services** Career Pathway.

   (See http://www.careertech.org/career-clusters for more information)

B. ☐ This course is part of General Education.

III. COURSE DESCRIPTION & STUDENT LEARNING OUTCOMES

This course description will appear in the College Catalog followed by the Student Learning Outcomes-Course Level.
Course Description:

This course is designed to examine, challenge, and refine the principles of guest service management in various service organizations. Students will gain an understanding of "service products" and apply the tools to deliver these services and use these concepts in their own work experiences. Included is the American Hotel and Lodging Association Educational Institute's Guest Service Gold® program designed to train employees to be guest service-oriented to provide memorable service. A Certified Guest Service Professional (CGSP) examination is offered to those seeking a CGSP designation.

If the description above is a revision, attach a copy of the current catalog page(s) to be revised.
Catalog Year: Page Numbers:

STUDENT LEARNING OUTCOMES – COURSE LEVEL (LIST 3-5)

Upon successful completion of this course, students will be able to:

1. **Demonstrate the accepted protocol for resolving guest complaints and apply the steps to take a negative customer encounter and turn it into a positive customer service.**
2. **Assess the customer's wants and needs through the use of demographics and other database information.**
3. **Design a customer service campaign that appeals to the wants and needs of a visitor.**

☒ These SLOs can be measured and learning is demonstrated.

☐ These SLOs are aligned to States' Career Cluster Initiatives (SCCI) (www.careertech.org/) standards.

IV. RATIONALE FOR PROPOSAL

If this course is connected to a program, answer A, D and E. If this course is not connected to a program, answer A-D.

A. Reason this proposal should be adopted in light of the College's mission statement and educational goals
   As Guam continues to expand its visitor arrivals, there is a growing need for quality customer service. This program supports GCC's mission statement.

B. An assessment of industry or community need

C.   Conformity of this course to legal and other external requirements. Include articulation agreements, Guam State CTE requirements, accrediting agency standards, State Board regulations, professional certification or licensing requirements if applicable

D.   Results of course and course guide evaluation.
Feedback from the TracDat Summary Use of Results, hotel industry committee, students and faculty members was obtained when the course was reviewed. This course falls under the Career Clusters® & Pathways, Hospitality and Tourism Career Cluster.

E.   Program requirements (associate degree, certificate, diploma) served by this course
Associate of Science in International Hotel Management, Food & Beverage Management and Tourism & Travel Management Programs.

V.   RESOURCE REQUIREMENTS AND COSTS (PENDING AVAILABILITY OF FUNDS)

A.   Resources (materials, media, and equipment) and costs
Laptop, multimedia projector, speakers, and applicable hospitality training DVDs. Exam sheets are available for certification under the American Hotel and Lodging Association.

B.   Personnel requirements (administrative, instructional and support staff) and costs
Full-time or adjunct faculty assigned to the Tourism & Hospitality Department teach this course. Regular salary scales will apply. Faculty are encouraged to attain the Certified Hospitality Educator's (CHE) designation to enhance student learning outcomes. Office support normally provided to faculty will be sufficient.

C.   Facility requirements and costs
Existing classroom with seating capacity for 20 students will be sufficient.

D.   Funding source(s)
Local funding and revenue from tuition.

E.   Impact, financial or otherwise, this course may have on the School/College
This course will have an impact by fulfilling the College's mission:

F.   With the proposed revisions to this course, is the change meeting the program requirements for Title IV Federal Student Aid requirements as designated in Curriculum Manual page 30.
        ■ Yes   ■ No   Comments:

VI.   IMPLEMENTATION SCHEDULE

A.   Implementation date: **Spring 2016**
        * Document must be approved by the <u>second week of March</u> to be effective for the following fall semester OR the <u>second week of October</u> to be effective for the following spring semester.

B.   Course Offering: **As Needed**

VII.   COURSE DESCRIPTION

A.   Course
        Alpha: **HS**
        Number: **152**

B.   Course Title(s)

Long Title: **Customer Service**
Abbreviated Title (30 characters maximum): **Customer Service**
C.   Contact Hours and Number of Students
Maximum Number of Students: **20**
Schedule Type:
    Clinical:
    Clinical Practicum:
    Co-op:
    Hybrid/Lecture & Online:
    Lab:
    Lecture: **45**
    Lecture/Lab:
    Online:
Instructional Methods:
    Distance Learning:
    Mediated:
    Non-Traditional:
    Online:
    Service Learning:
    Traditional:
Total Hours: **45**
D.   Number/Type of Credits
Carnegie Units: per semester
Credits: **3**   per semester
E.   Prerequisite(s)
F.   Co-requisites(s)
G.   Articulation
Secondary Programs/Courses
University of Guam
Others
H.   Target Population
Students interested in hospitality and travel careers.
I.   Cost to Students (specify any fees)
Textbook, tuition, and fees

VIII. COURSE DESIGN (INSTRUCTIONAL METHOD E.G. DISTANCE LEARNING, MEDIATED, NON-TRADITIONAL, ONLINE, TRADITIONAL)

This course introduces students to the hospitality and tourism industry. It is also designed with emphasis on practical skills development and positive attitude critical to the hospitality industry. The methods of instruction includes, but is not limited to, lectures, videos, field trips, guest speakers, cooperative learning activities, group projects, Internet research, group discussions, Service-Learning projects, and role-play exercises.

IX.   COURSE OUTLINE
   1.0 The Basics of Wow! The Guest Knows Best
   2.0 Meeting Guest Expectations through Planning
   3.0 The Hospitality Culture
   4.0 Staffing for Service
   5.0 Train and Develop Employees to Serve
   6.0 Motivating Exceptional Service
   7.0 The Co-Creation of Value

8.0 Communicating for Service
9.0 Planning The Service Delivery System
10.0 Waiting for Service
11.0 Measuring and Managing Service Delivery
12.0 Fixing Service Failures
13.0 Service Excellence: Leading the Way to Wow!
14.0 Certified Guest Service Professional (CGSP)

X.   STUDENT LEARNING OUTCOMES - DETAILED (based on Course Outline)

Upon successful completion of this course, students will be able to:

1.0 **The Basics of Wow! The Guest Knows Best**
    1.1 **Describe the Hospitality Principle**
    1.2 **Define Guestology**
    1.3 **Describe the Guest Experience**
    1.4 **List Guest Expectations**
    1.5 **Explain Quality, Value and Cost Defined**
2.0 **Meeting Guest Expectations through Planning**
    2.1 **List Three Generic Strategies**
    2.2 **Identify The Hospitality Planning Cycle**
    2.3 **Describe Assessing the Environment**
    2.4 **Describe The Internal Audit**
    2.5 **Develop the Service Strategy**
    2.6 **Describe Action Plans**
    2.7 **Describe how to involve Employees in Planning**
    2.8 **Describe how to Set the Scene for the Guest Experience**
    2.9 **Explain how Create the "Show"**
    2.10 **Explain why the Environment Important**
    2.11 **Describe how the Service Environment Affects the Guest**
3.0 **The Hospitality Culture**
    3.1 **Identify the importance of Culture**
    3.2 **Explain Beliefs, Values, and Norms**
    3.3 **Define the Culture and the Environment**
    3.4 **Describe how to Communicate the Culture**
    3.5 **Explain What we Know About Culture**
4.0 **Staffing for Service**
    4.1 **List The Many Employees of the Hospitality industry**
    4.2 **Describe "Loving to Serve"**
    4.3 **Describe The First Step: Study the job**
    4.4 **Describe The Second Step: Recruit a Pool of Qualified Candidates**
    4.5 **Describe The Third Step: Select the Best Candidate**
    4.6 **Describe The fourth Step: Hire the Best Applicant**
    4.7 **Describe The Fifth Step: Make the New Hire Feel Welcome**
    4.8 **Describe The Sixth Step: Turnover Selecting People Out of an Organization**
    4.9 **Explain how Employing the Best to Serve Your guest**
5.0 **Train and Develop Employees to Serve**
    5.1 **Identify Employee Training**
    5.2 **Describe how to developing a Training Program**
    5.3 **List Training Methods**
    5.4 **Explain Challenges and Pitfalls of Training**
    5.5 **Explain Employee Development**
6.0 **Motivating Exceptional Service**
    6.1 **Describe Motivating Employees**

14.1.1.2 Intuition
14.1.1.3 Empathy
14.1.1.4 Champion
14.1.1.5 Delight
14.1.1.6 Delivery
14.1.1.7 Initiative

XI. MEANS OF ASSESSMENT AND CRITERIA FOR SUCCESS

Students are to score 70% or better in textbook chapter quizzes and exams and also faculty-developed assignments, skills tests, and projects. Student materials include a participant workbook and optional certification exam scan sheet. Students who successfully complete the 30-question exam can earn the designation of Certified Guest Service Professional (CGSP) and receive a lapel pin, certificate, and congratulatory letter

XII. TEXTBOOK REFERENCE, EQUIPMENT AND SUPPLIES

A. Required Textbook(s)
Ford, Robert, Sturman, Michael C. & Heaton, Cherrill P. Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience. 2012 or latest edition.

ISBN-13: 9781439060322

Guest Service Gold - Participant's Workbook Pamphlet. American Hotel & Lodging Educational Institute. ISBN-13: 978-0866124218

B. Reference(s) and Bibliography
Reynolds, Sue & Chase, Dorothy. Hospitality Services – Food, Lodging, Travel, Tourism, Recreation, Goodheart-Willcox Company, Tinley Park, IL, 2014 or latest edition. ISBN#:978-1-61960-267

C. Equipment/Facilities
Existing classroom facilities and equipment

D. Instructional Supplies
Available Training DVDs, resource textbooks

Certified Guest Service Professional (CGSP) instructor materials include a DVD, leader's guide, one sample participant manual, and instructor's resource disk.

Learning Resource Center (Library)
E. Has the Advisory Committee reviewed and concurred with the materials, content, and assessment used for this course?

☒ Yes
☐ No

Comments: **GHRA Human Resources committee, the advisory committee for the program approved the proposed revisions.**