



**CAREER & CUSTOMER SERVICE SKILLS  
HOST 100  
Fall 2018**

<b>INSTRUCTOR:</b> Lorelle Peros, CHE Associate Professor Hospitality & Tourism Program	<b>OFFICE:</b> Ka Lama 219
<b>CLASS MEETS:</b> Mon & Wed 10:30 - 12:10 p.m. Ka Lama 209	<b>PHONE:</b> 984-3343
<b>OFFICE HOURS:</b> Tues & Wed 9:00 – 10:30 a.m. <i>and</i> by appointment	<b>E-MAIL:</b> lorelle@hawaii.edu

**HOSPITALITY & TOURISM PROGRAM MISSION STATEMENT**

*The Hospitality and Tourism Program prepares students for effective work performance and leadership in the hospitality industry through learning experiences that emphasize Hawaiian culture, multicultural "global" awareness, sustainability, and ethical decision making.*

**HOST 100 COURSE DESCRIPTION**

Focuses on the strategies and skills related to career success and customer satisfaction in the Hospitality & Tourism industry. (3 credits)

**RECOMMENDED PREP:** Placement in ENG 100

**STUDENT LEARNING OUTCOMES**

*Upon completion of the course, the student will:*

- Create a career path to meet individual goals.
- Apply job search strategies and techniques applicable to the hospitality and tourism industry and other related pathways.
- Develop strategies that enhance guest satisfaction, exceed expectations, win loyalty and address service recovery in the hospitality and tourism industry.
- Demonstrate professionalism, business etiquette, ethical - and value-based behaviors.



**COMPETENCIES/CONCEPTS/SKILLS**

*Upon completion of the course, the student will:*

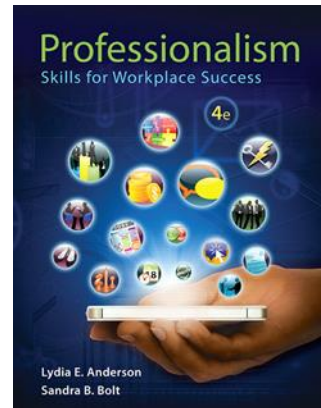
- Identify job requirements and explain how they align with personal traits for a career in the hospitality and tourism industry.
- Create an employment portfolio and prepare for interviews in the hospitality and tourism industry and other related pathways.

- Analyze and discuss the impact and significance of quality service within the hospitality and tourism industry.
- Identify Hawaiian values and discuss the importance of recognizing and applying these values in the workplace.

## COURSE MATERIALS

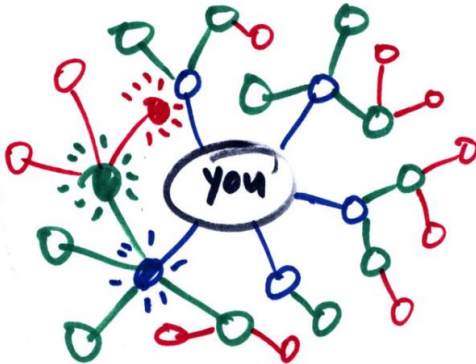
Textbook: *Professionalism – Skills for Workplace Success*, by Lydia E. Anderson & Sandra B. Bolt, Fourth edition, 2016.

Supplemental resource: *Be Our Guest – Perfecting the Art of Customer Service* by Disney Institute, 2011.



## COURSE FORMAT

The course objectives will be attained through class discussions, readings, lectures, guest speakers, small group discussions, and assignments. Leaders in the travel industry have been invited to share their experiences with you.



### CLASS ATTENDANCE & PARTICIPATION

Regular attendance and participation is expected. It is your responsibility to inform the instructor of anticipated or unavoidable absences. You are expected to be an active participant in your learning journey and you are encouraged to meet individually with the instructor to discuss your progress.

### ASSIGNMENTS & HOMEWORK

Assignments will include the following: self-assessments, quizzes, presentations, personal reflections, guest speaker reflections, case studies, employment preparation assignments, service evaluation, and a networking activity.

All assignments must be completed and submitted on the dates specified in the course schedule and as documented in Lulima. Points will be deducted for late assignments. Plagiarism will result in a failing grade.

## EVALUATION

ASSIGNMENT	POINTS
<b>Attendance &amp; participation</b> <i>(2 pts per class)</i>	64 pts.
<b>Self-assessment presentation</b> <i>Oral presentation: "It's in the Bag!"</i>	15 pts.
<b>Personal assessment</b> 1) <i>Myers-Briggs (10 pts)</i> 2) <i>Strong Inventory (15 pts)</i> 3) <i>Personal brand, attitudes, goals (10 pts)</i> 4) <i>Time management (6 pts)</i>	41 pts.
<b>Guest speaker reflections</b> <i>Reflection on information from guest speakers</i> <i>[Two reflections, maximum 15 pts. ea.]</i>	30 pts.
<b>Employment preparation</b> <i>Includes the following documents: Personal statement, SWOT analysis, resume, responses to interview questions, mock interview experience (interview evaluation and reflection)</i>	105 pts.
<b>Quizzes</b> <i>Concepts from text &amp; class discussions (7 @ 10 points ea., five highest scores counted)</i>	50 pts.
<b>Networking activity</b> <i>1-page discussion of your networking experience</i>	15 pts.
<b>Project: Service Evaluation and Presentation</b> <i>Evaluate service in the hospitality and tourism industry and discuss your experience with the class (Document 65 pts; presentation &amp; evaluation 15 pts)</i>	80 pts.
<b>MAXIMUM POINTS</b>	400 pts

### GRADING

360– 400 points (90-100%) = A  
 320 – 359 points (80-89%) = B  
 280 – 319 points (70-79%) = C

240 – 279 points (60-69%) = D  
 229 points or less ( $\leq$ 59%) = F

Note: 10/29/18 - Last day to withdraw from classes with a "W" grade  
 Last day to make up Spring and Summer 2018 Incomplete (I) grades

## GENERAL COLLEGE INFORMATION

**First Year Experience:** This is a designated “First Year Experience” class and will include information helpful to first year and returning students. Your feedback will be crucial as the college continues to develop and improve its supports for students.

**UH Email:** Please check your hawaii.edu email daily. Instructors, administration and other campus programs will send important information frequently including notifications for class cancellations and important deadlines.

**Assessment:** A sample of your work may be anonymously used to assess student achievement of the program learning outcomes for the AAS degree in <sup>[SEP]</sup>Hospitality & Tourism.

**My Success:** Is an early alert system currently available for student support. If your instructor feels you may be struggling, they may refer you to this service.

**The Learning Center (TLC)** provides testing and tutoring services for UHMC students. TLC also provides instructions on using Laulima, MyUH, Brainfuse (online tutoring), Pearson, and other websites your instructor might be using. Go to <http://maui.hawaii.edu/tlc/> to access our hours and other free online resources. Call 808-984-3240 or stop by TLC for more information.

**The UHMC Library** is a student-focused, physical and online place dedicated to assisting you succeed in your coursework! Features include in-person, chat, email, phone and SMS research assistance, designated group and silent study spaces, and access to thousands of print and electronic books, articles, and multimedia. Visit the library website ([www.maui.hawaii.edu/library](http://www.maui.hawaii.edu/library)) or download the free library mobile app (search for UHMC Library in your app store) to check library hours, book a study room, search databases, get research help, and more. For a quick reply call 984-3715 or Text/SMS 808-518-4080.

**Accommodations:** Reasonable accommodations will be provided for students with documented physical, sensory, systemic, cognitive, learning and psychiatric disabilities. If you believe you have a disability requiring accommodations, please notify Catherine A. Taylor, Disability Services Counselor at 984-3227 or Telecommunication Device (TTY) at (808)984-3741. The Disability Services Counselor will verify your disability and provide the course instructor with recommendations for appropriate accommodations. You can also access information of DS services at the website: <http://maui.hawaii.edu/disability/>

**UHMC Student Code of Conduct:** UHMC supports a positive educational environment that will benefit student success. In order to ensure this vision, UHMC has established the UHMC Student Code of Conduct to ensure the protection of student rights and the health and safety of the community, as well as to support the efficient operation of all programs. All currently enrolled students at UHMC are required to abide by the UHMC Student Code of Conduct. A copy of the most current Student Code can be found on the College’s website: <http://maui.hawaii.edu/assets/student-code/2016UHMCStudentCode.pdf>

**Non-Discrimination Statement:** The University of Hawai’i System Executive Policy EP 1.204, declares and reaffirms its commitment to the University’s equal education and employment opportunity policy. The University is committed to a policy of nondiscrimination on the basis of race, sex, age, religion, color, national origin, ancestry, handicap, marital status, arrest and court record, sexual orientation, gender identity, and veteran status. This policy covers admission and access to, and participation, treatment, and employment in the University’s programs and activities. If you feel that you are being discriminated against, contact the website

(<http://maui.hawaii.edu/nondiscrimination-policy/>) or the UH Equal Employment Opportunity and Affirmative Action Office at 956-7077.

**Sex or Gender-Based Discrimination (Title IX):** The University of Hawaii is committed to providing a learning, working and living environment that promotes personal integrity, civility, and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. If you or someone you know is experiencing any of these, the University has staff and resources on your campus to support and assist you. Staff can also direct you to resources that are in the community. Here are some of your options:

If you wish to remain ANONYMOUS, speak with someone CONFIDENTIALLY, or would like to receive information and support in a CONFIDENTIAL setting, contact:

- **Nicole “Cole” Sasaoka, Child and Family Service Advocate**, 877-6888 or 357-8260, [nsasaoka@cfs-hawaii.org](mailto:nsasaoka@cfs-hawaii.org)
- **Aris Banaag, Personal Support Counselor**, 984-3278, [arisb@hawaii.edu](mailto:arisb@hawaii.edu)
- **Catherine Taylor, PhD, Disability Services Counselor**, 984-3227, [cataylor@hawaii.edu](mailto:cataylor@hawaii.edu)
- **Denise Cohen, PhD, APRN, FNP-BC**, 984-3493, [denisec@hawaii.edu](mailto:denisec@hawaii.edu)

If you wish to REPORT an incident of sex discrimination or gender-based violence including sexual assault, sexual harassment, gender-based harassment, domestic violence dating violence or stalking as well as receive information and support, contact:

#### **Title IX Coordinator**

Debbi Brown, Office of the Chancellor  
Phone: 808-984-3601 Email: [debbi@hawaii.edu](mailto:debbi@hawaii.edu)

#### **Title IX Deputy Coordinator for Students**

- David Grooms, Office of the Vice Chancellor for Academic Affairs  
Office: Ka Lama 118 Phone: 808-984-3376 Email: [grooms@hawaii.edu](mailto:grooms@hawaii.edu)
- Lorelle Peros, Associate Professor  
Office: Ka Lama 219 Phone: 808-984-3343 Email: [lorelle@hawaii.edu](mailto:lorelle@hawaii.edu)

As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator. Although the Title IX Coordinator and I cannot guarantee confidentiality, you will still have options about how your case will be handled and any interim measures the College can provide. My goal is to make sure you are aware of the range of options available to you and have access to the resources and support you need.

For more information regarding sex discrimination and gender-based violence, the University’s Title IX resources and the University’s Policy, Interim EP 1.204, go to: <http://www.hawaii.edu/titleix>

**Campus Security: 984-3255**

**Safe Zone:** This class welcomes everyone regardless of age, gender identity, sexual preference, ethnicity, or background. You are expected to strive for courtesy and respect in all course related interactions. Please let me and your classmates know the name you prefer to be called or if there is a pronoun you prefer. Do keep in mind that you can change your screen name in Lulima—that will make it easier to remember if your preferred name is not the same as what shows by default. Here is the link <http://maui.hawaii.edu/assets/forms/Name-Change-Form.pdf> For LGBTQ concerns, the UHMC Safezone coordinator is: **Keali'i Z. Ballao MEd.**  
**Office:** 808.984.3483 **Email:** [ballao@hawaii.edu](mailto:ballao@hawaii.edu)

## Fall 2018 Course Schedule

(Schedule may be subject to change depending on the progress of the class)

Week	Date	Topic	Assignment
		<b>Self-Assessment and Career Exploration</b>	
1	8/20 (Mon)	Course requirements and overview Networking and making connections Your personal “toolbox”	Complete forms Networking exercise
	8/22 (Wed)	What is your Hua? “It’s in the Bag!” guidelines Overview of semester assignments Self-assessment: Social Style Perception and Myers-Brigg online assessment: <a href="http://www.humanmetrics.com/cgi-win/JTypes2.asp">www.humanmetrics.com/cgi-win/JTypes2.asp</a> Values of ‘Ike Loa and Kuleana	Connections exercise Complete assessments
2	8/27 (Mon)	Myers-Briggs – What does this all mean? <b>Presentation by Wayne Aguiran</b>  Attitude, Goal Setting, and Life Management “What is a Quality Lifestyle?” Career paths	Chapter 1 Work on Strong Inventory Assessment
	8/29 (Wed)	“It’s in the Bag!” presentation Pre-employment preparation assignment guidelines <i>Components: Personal statement, SWOT analysis, resume, interview questions, mock interview experience (evaluation and reflection)</i>  Self-assessment: personal values, Hawaiian values, and shared values (Ho’okipa, Laulima, Alaka`i) Value-based behaviors	Individual oral presentation (business attire required)  Review Activity 1.1, 1.2, 1.3, 1.4 (due 9/10)
3	9/3 (Mon)	Labor Day Holiday	
	9/5 (Wed)	<b>Guest Speaker: Juli Patao</b> <i>CareerLink Director/Cooperative Education (Internships)</i> <i>Assistant Professor</i> <i>UH Maui College</i>  Topic: Career Link resources at your fingertips  Time & Stress Management & Organizational Skills	It’s in the Bag!” reflection due Strong Inventory due Work on Activity 3.1  Chapter 3

Week	Date	Topic	Assignment
4	9/10 (Mon)	<b>Guest lecturer: Glenn Casil</b> <i>Hotel Manager</i> The Westin Nanea Ocean Villas  Topics: Career opportunities in the hospitality industry, purposeful learning, employer expectations, skills for success, service standards	Activity 1.1, 1.2, 1.3, 1.4 due
	9/12 (Wed)	Strong Inventory <b>Presentation by UHMC Career Team</b>  Time and Stress Management & Organization Skills Etiquette/Dress	Chapter 3 Chapter 4 Activity 3.1 due – Discuss results in class  Quiz #1 Ch 3 & 4 due via Lulima by 11:55 p.m. on 9/16)
		<b>Job Search and Employment Preparation</b>	
5	9/17 (Mon)	Job Search Skills Employment preparation: research, application process, “The Mirror” exercise Kuleana and ‘Ike loa	Chapter 13 Guest speaker reflection due
	9/19 (Wed)	Resume preparation and interviewing techniques	Chapter 14 SWOT analysis due Quiz #2 Ch 13 & 14 due via Lulima by 11:55 p.m. on 9/23
6	9/24 (Mon)	Interview Techniques Interviewing strategies, behavior-based interviews, the STAR method Types of interviews	Personal statement due Chapter 15
	9/26 (Wed)	Post-interview process Best impressions in the hospitality industry (‘Ike loa, Kuleana)	Draft of resume due
7	10/1 (Mon)	Mock interview practice with peers “The Language of We, and the Power of Me” (Ho’okipa, Lulima, Alaka’i)	Responses to interview questions due
	10/3 (Wed)	Mock interview practice with peers	Quiz #3 Interview techniques and strategies due via Lulima by 11:55 p.m. on 10/7



Week	Date	Topic	Assignment
8	10/8 (Mon)	Interviews	Final resume due Complete in-class observations and peer evaluations (interviews)
	10/10 (Wed)	UHMC Career Fair	Meet potential employers; business attire required
9	10/15 (Mon)	Human resources and policies Onboarding Workplace ethics, manners & etiquette, industry standards Organizational structure	Chapter 8 Chapter 9
	10/17 (Wed)	Communication in the workplace <i>Electronic communication</i> <i>Verbal and nonverbal communication</i> <i>Netiquette</i>	Chapter 10 Quiz #4 Ch 9 & 10 due via Lulima by 11:55 p.m. on 10/23
10	10/22 (Mon)	Motivation Leadership, and Teams Networking	Chapter 11 Chapter 16 Mock interview experience evaluation & reflection due
	10/24 (Wed)	Professional Development Career Changes	Chapter 16 Quiz #5 Ch 11 & 16 due via Lulima by 11:55 p.m. on 10/28
		<b>Guest/Customer Service Standards</b>	
11	10/29 (Mon)	What is quality service? Impact and significance of service within the hospitality & tourism industry (Ho'okipa, Lulima, Alaka'i, Kuleana) Best impressions in the hospitality industry	Service observations Review service evaluation guidelines
	10/31 (Wed)	<b>Guest lecturer: Annie-Rose Chow</b> <i>Learning and Development Manager</i> Four Seasons Resort Maui  Focus: 5-Diamond Service Standards and making connections	

Week	Date	Topic	Assignment
12	11/5 (Mon)	Site visit: King Kamehameha Golf Club <i>2500 Honoapiilani Hwy, Wailuku</i>  Focus: Service standards	Meet at golf club; business attire is required
	11/7 (Wed)	Customer-Centric Service Business etiquette & ethics Value-based behaviors	Chapter 7 Guest speaker reflection due
13	11/12 (Mon)	Veterans Day Holiday	
	11/14 (Wed)	Disney's Approach to Quality Service The Magic of Service Guestology Revealed	Chapter 7
14	11/19 (Mon)	Four Types of Service Customer Expectations: The Procedural & Personal Side	Quiz #6 Service concepts due via Laulima by 11:55 p.m. on 4/9
	11/21 (Wed)	Four Types of Service Customer Expectations and Making Connections	
15	11/26 (Mon)	Technology & Service Basic Security Concepts	Group discussions & case analysis on technology, service, security, cybersecurity
	11/28 (Wed)	Technology & Service Trends	
16	12/3 (Mon)	Team presentations	Quiz #7 Service concepts due via Laulima by 11:55 p.m. on <b>12/2</b> <b>Service evaluation project due</b>
	12/5 (Wed)	Team presentations	Networking activity due by 12/5
17	12/11 (Mon)	Team presentations	Presentation evaluations due