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| **COURSE INTRODUCTION:**  This course introduces students to one of the world’s largest and fastest growing industries- the hospitality and tourism industry. Content includes information about the numerous segments of the hospitality industry, the many different areas of career opportunities and career paths. The interrelated nature of hospitality, travel and tourism are explored. Students are introduced to the different segments of the industry such as lodging and cruising, food and beverage service and management, club management, attractions and recreation, and assemblies and event management. It is the foundational course for advanced study in marketing, hospitality, culinary or tourism.  **Course Rationale:**  To introduce students to the many different opportunities available in the hospitality and tourism industry students will need to develop performance competencies that will enable them to:  a) construct meaning pertinent to various career paths and opportunities in the industry;  b) communicate effectively with industry professionals, customers and fellow workers;  c) solve problems based upon the needs of the customer;  d) make ethical decisions; and  e) assess the impact hospitality plays in society.  **Guiding Principles:**  Integrating *Processes of Thinking, Communication, Leadership, and Management* in Order to Apply Hospitality and Tourism Knowledge And Skills.   1. Demonstrate components of critical thinking, creative thinking, and reasoning. 2. Evaluate effective communication processes in school, family, career, and community settings. 3. Demonstrate leadership that encourages participation and respect for the ideas, perspectives, and contributions of group members through FCCLA, DECA, SkillsUSA. 4. Apply management, decision-making, and problem solving processes to accomplish tasks and fulfill responsibilities. 5. Examine the interrelationships among thinking, communication, leadership, and management processes to address family, community, and workplace issues. 6. Demonstrate fundamentals for college and career success (e.g., strong work ethic, time-management, positive attitude, adaptability/flexibility, stress resilience, accountability, self-discipline, resourcefulness, cooperation, self-assessment).   **Course Essential Questions:**  1. What is the scope of the hospitality and tourism industry?  2. How does tourism play a foundational role in the various functions hospitality companies perform?  3. How do current events and trends impact the hospitality industry? |

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| **UNIT DESCRIPTION:** Unit 4 **-** THE ROLE OF CUSTOMER SERVICE  This unit provides an introduction to customer service for entry level employees to prepare them for success in the hospitality industry. | | | **SUGGESTED UNIT TIMELINE**: 8 days  **CLASS PERIOD (min.):** 48 min. periods per day | | | | | |
| **ESSENTIAL QUESTIONS:**   1. What is the employee’s role in providing customer service? 2. What training is required to assure an employee is anticipating guests’ needs while developing customer loyalty? | | | | | | | | |
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| **ESSENTIAL MEASURABLE LEARNING OBJECTIVES** | |  | | **CROSSWALK TO STANDARDS** | | | | |
| **CCTC.HT** | **CCTC** | **CCSS ELA Grade Level** | **NSFCSE** | **DOK** |
| 1. Identify the principles of quality customer service. | |  | | CCTC.HT.1  CCTC.HT.3 |  | SL.9-10.6 | 10.3.1 | 1 |
| 1. Evaluate the employee’s role in providing customer service. | |  | | CCTC.HT.3 |  | SL.9-10.6 | 10.3.1 | 2 |
| 1. Analyze the importance of friendliness and professionalism in providing quality customer service. | |  | | CCTC.HT.3 |  |  | 10.3.2 | 2 |
| 1. Determine the value of anticipating the guest’s wants and needs when providing quality customer service. | |  | | CCTC.HT.3 |  | L.9-10.1  L.9-10.2  L.9-10.3 | 10.3.1  10.3.2  10.3.5 | 3 |
| 1. Analyze and practice the different methods of problem solving that result in a “win-win” outcome for the customer and the company. | |  | | CCTC.HT.3 |  | SL.9-10.6 | 10.3.2  10.3.1 | 3 |
| **ASSESSMENT DESCRIPTIONS\*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)**  **Formative Assessment\_**The Role of Customer Service Multi-Media Presentation. After completing this unit, students will design a multi-media presentation related directly to the learning objectives.  **Formative Assessment\_**The Role of Customer Service Multi-Media Rubric  **Formative Assessment\_**The Role of Customer Service Multi-Media - **Story Board**  **Formative Assessment\_**The Role of Customer Service Multi-Media - **Instructions**  **Summative Assessment\_**The Role of Customer Service Multi-Media Presentation Rubric. Student will present multi-media project from multi-media presentation. Teacher will evaluate using Multi-media Presentation Rubric.  **\*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)** | | | | | | | | |
| **Obj. #** | **INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods.**  The Role of Customer Service PowerPoint will be used as the focal point for the unit with sections of the PowerPoint presented to the students, student activities completed, then the next section on the PowerPoint presented. | | | | | | | |
| 1  2 | 1. INSTRUCTIONAL STRATEGY 1\_Teacher will introduce students to the concept of customer service. Use Instruction Strategy 1\_The Role of Customer Service PowerPoint slides 1-7. | | | | | | | |
| 1  2 | 2. INSTRUCTIONAL STRATEGY 2. \_Teacher will have students complete questions in Instructional Activity 2\_The Role of Customer Service. | | | | | | | |
| 1  2 | 3. INSTRUCTIONAL STRATEGY 3\_ Teacher will lead a discussion on why it is important to be knowledgeable about the property where one works. | | | | | | | |
| 2  3 | 4. INSTRUCTIONAL STRATEGY 4\_Teacher will show Instructional Strategy 1\_The Role of Customer Service PowerPoint slides 8-9. | | | | | | | |
| 2  3 | 5. INSTRUCTIONAL STRATEGY 5\_Teacher will have students complete Instruction Activity 5\_Web Quest Be Knowledgeable! | | | | | | | |
| 3 | 6. INSTRUCTIONAL STRATEGY 6\_Teacher will lead class discussion the components of friendliness and professionalism in customer service. | | | | | | | |
| 3 | 7. INSTRUCTIONAL STRATEGY 7\_Teacher will resume PowerPoint Instructional Strategy 1\_The Role of Customer Service showing slides 10-15. | | | | | | | |
| 2  3 | 8. INSTRUCTIONAL STRATEGY 8\_Teacher will direct students to complete Instructional Activity 8\_Do you work well with people? | | | | | | | |
| 4 | 9. INSTRUCTIONAL STRATEGY 9\_Teacher will ask students to distinguish between customers’ wants and needs. Provide examples of each. | | | | | | | |
| 4 | 10. INSTRUCTIONAL STRATEGY 10\_Teacher will resume Instructional Strategy 1\_The Role of Customer Service PowerPoint and discuss the importance of identifying guests’ wants and needs showing slides 16 - 18 | | | | | | | |
| 4 | 11. INSTRUCTIONAL STRATEGY 11\_Teacher will have students complete Instructional Activity 11\_ Anticipating Guests’ Needs. | | | | | | | |
| 5 | 12. INSTRUCTIONAL STRATEGY 12\_Teacher will lead a discussion on solving guests problems and why a “win,-win” attitude is important. | | | | | | | |
| 5 | 13. INSTRUCTIONAL STRATEGY 13\_Teacher will resume Instructional Strategy 1\_The Role of Customer Service PowerPoint showing slides 19 - 23. | | | | | | | |
| 1  2  3  4  5 | 14. INSTRUCTIONAL STRATEGY 14\_Teacher will have students complete problem solving scenarios Instructional Activity 14\_Problem Solving. | | | | | | | |
| 1  2  3  4  5 | 15. INSTRUCTIONAL STRATEGY 15 \_ Formative Assessment - Teacher will resume and conclude Instructional Strategy 1\_ The Role of Customer Service PowerPoint showing slide 24. Teacher will review the Instructional Strategy 15\_The ABCs of Customer Service with students. The teacher will have students complete Formative Assessment 1\_The Role of Customer Service Multi-Media Presentation. Supplement with Formative Assessment 1\_Multimedia Story Board. | | | | | | | |
| 1  2  3  4  5 | 16. Instructional Strategy 16\_ Summative Assessment – Students will make a class presentation using the multi-media project created as the Formative Assessment. Teacher will evaluate student performance using theSummative  Assessment\_The Role of Customer Service Multi-Media Presentation. | | | | | | | |
| **Obj.#** | **INSTRUCTIONAL ACTIVITIES: (What Students Do)** | | | | | | | |
| 1  2 | 1. INSTRUCTIONAL ACTIVITY 1\_ Students will view Instructional Strategy 1\_The Role of Customer Service PowerPoint slides 1-7 and develop a definition of customer service. | | | | | | | |
| 1  2 | 1. INSTRUCTIONAL ACTIVITY 2\_Students will respond to questions in Instructional Activity 2\_The Role of Customer Service. | | | | | | | |
| 1  2 | 1. INSTRUCTIONAL ACTIVITY 3\_ Students will participate in a discussion on why it is important to be knowledgeable about the property where one works. | | | | | | | |
| 2  3 | 1. INSTRUCTIONAL ACTIVITY 4\_ Students will view Instructional Strategy 1\_The Role of Customer Service PowerPoint slides 8 – 9. | | | | | | | |
| 2  3 | 1. INSTRUCTIONAL ACTIVITY 5\_ Students complete Instruction Activity 5\_Web Quest Be Knowledgeable! | | | | | | | |
| 3 | 1. INSTRUCTIONAL ACTIVITY 6\_ Students will participate in a class discussion the components of friendliness and professionalism in customer service. | | | | | | | |
| 3 | 1. INSTRUCTIONAL ACTIVITY 7\_ Students will view Instructional Strategy 1\_The Role of Customer Service PowerPoint slides 10 – 15. | | | | | | | |
| 2  3 | 1. INSTRUCTIONAL ACTIVITY 8\_ Students complete Instructional Activity 8\_Do You Work Well with People? | | | | | | | |
| 4 | 1. INSTRUCTIONAL ACTIVITY 9\_ Students will distinguish between customers’ wants and needs. Provide examples of each. | | | | | | | |
| 4 | 1. INSTRUCTIONAL ACTIVITY 10\_ Students will view Instructional Strategy 1\_The Role of Customer Service PowerPoint slides 16-18. | | | | | | | |
| 4 | 1. INSTRUCTIONAL ACTIVITY 11\_ Students complete Instructional Activity 11\_Anticipating Guests’ Needs. | | | | | | | |
| 5 | 1. INSTRUCTIONAL ACTIVITY 12\_ Students will participate in a discussion on solving guests problems and why a “win,-win” attitude is important. | | | | | | | |
| 5 | 1. INSTRUCTIONAL ACTIVITY 13\_ Students will view Instructional Strategy 1\_The Role of Customer Service PowerPoint slides 19 - 23. | | | | | | | |
| 1  2  3  4  5 | 1. INSTRUCTIONAL ACTIVITY 14\_ Students complete problem solving scenarios Instructional Activity 14\_Problem Solving. | | | | | | | |
| 1  2  3  4  5 | 15. INSTUCTIONAL ACTIVIY 15\_ Formative Assessment - Conclude the Instructional Strategy 1\_ The Role of Customer Service PowerPoint showing slide 24. Students complete Formative Assessment 1\_The Role of Customer Service Multi-Media Presentation. | | | | | | | |
| 1  2  3  4  5 | 16. INSTRUCTIONAL ACTIVIY 16\_Summative Assessment - Complete Summative Assessment 1\_Presentation of The Role of Customer Service - Students will make a class presentation using the multi-media project created as the Formative Assessment. Teacher will evaluate student performance using theSummative Assessment\_The Role of Customer Service Multi-Media Presentation. | | | | | | | |
| **UNIT RESOURCES: (include internet addresses for linking**  **CCSS: Common Core State Standards (CCSS),** accessed May 17, 2013, from http://www.corestandards.org/  **CCTC: Common Career Technical Core (CCTC)**, accessed May 17, 2013 from <http://www.careertech.org/career-technical-education/cctc/info.html> (for HT codes)  **NSFCSE**: **National Standards for Family and Consumer Sciences Education**:, accessed May 30, 2013 from <http://www.nasafacs.org/national-standards-home.html> | | | | | | | | |