



Global Ambassador Concierge LLC
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GAC Course Descriptions

Title: Hospitality Management Certificate Program – Temple University - GAC

Course length: 4 weeks
Class size: 20 students
Tuition fee: \$8,000 USD per student

Temple and GAC will make arrangements for students to live in a hotel near campus during the program. Each student will be responsible for his or her travel and living expenses (hotel and meals). Field trips during the program are included in the tuition fee. Estimated expenses:

Hotel: Estimated to be \$2,000 USD for 4 weeks
Meals: Estimated to be \$30 USD per day or approximately \$1,500
Airfare: Roundtrip airfare Beijing to New York estimated to be \$1,000 USD

Description: Global Ambassador Concierge (“GAC”) has partnered with Temple University School of Tourism and Hospitality Management (“STHM”) and Temple University International Affairs office to offer a 4-week certificate program taught in Philadelphia, PA. This program provides an in-depth knowledge of international hospitality development, management and marketing. The program combines the hospitality curriculum with Temple’s Intensive English Language Program. Each student will be tested on their level of English proficiency and then placed within the appropriate (1-6) level class. The goal of the program is to develop advanced professionals in the field of tourism and hospitality management.

The program is based on the practical application of management techniques, but also on the theoretical foundation that defines the profession. It is distinct from general management curricula because of its industry-specific core. The classes will be taught by Temple STHM faculty on the campus of Temple University in Philadelphia, PA. During the course students will be exposed to industry examples, in-depth discussions and simulation projects that include research and group presentations. Students will be enriched inside and outside of the classroom with experiential learning and visitations to various hotels.

Certification: Global Ambassador Concierge LLC (US), World Travel & Tourism Council (London), Travel Industry Association of America (US), Beijing Tourism Group Training Center (China), Temple University (US),

Who should take this course: Managers with minimum 3 to 5 years experience in tourism or hospitality organization who wants to improve their skills to be senior managers. Professionals seeking a management position in International tourism or hospitality organization.

Features:

- Joint certificate program with University and leading industry associations
- Courses taught by Temple University faculty
- Full immersion program in the U.S.
- 5 days of class work and field experiences
 - Tourism & Hospitality Management coursework in the mornings
 - Intensive English Language Program in the afternoon
- Complies with short term US student visa
- Exposure to Hotel, Transportation and Tourism companies
- Weekend travel excursions with other Temple International students
- Networking meals and meetings with industry managers

Course contents:

- Leadership training
- Organizational management with focus on Human Resources
- Financial management and tools with focus on hospitality organizations
- Tourism – Research, feasibility studies, and program development
- Event planning
- Sales and marketing including how to use the Internet
- IT systems for hospitality management
- Independent research project or Internship on specific area of interest (student would develop thesis and write paper on particular area of interest)
- Intensive English Language Program

Intensive English Language Program proficiency test would be taken at Temple and students will be placed in a class based on their proficiency test.

Title: The Fundamentals for delivering Service according to International Standards

Course length: 3 day course

Class size: 25-30 students

Course Fee: RMB 6,800 per student

Description: Our course is a series of building blocks that serve as the formation of service. Students will learn the fundamental skills based on International standards for high-end service. We outline principles and tools that can be adapted to your personality and your business. If you follow these guidelines, and practice these skills you will become a great service professional.

Why take this course: As China migrates from a low cost manufacturing economy to a higher value service economy, the demand for a qualified workforce is growing at an accelerated rate. This circumstance creates pressure on the workforce where knowledge and understanding of service commands a premium.

In January 2008 the World Travel & Tourism Council (WTTC) held an international conference on Human Resources for China's Travel & Tourism industry. The Conference concluded that, in order to meet the industry's future demands in China, it will be necessary to provide training and skills development of millions of people over the next 10 years. This course is designed to meet that demand. It teaches the skills used by the worlds leading service organizations to deliver memorable customer experiences. Participants will develop the skills and capacity to provide service in accordance with International standards.

Certification: Participants will earn a certificate endorsed by Tsinghua University (China), Global Ambassador Concierge, LLC (US), the World Travel & Tourism Council (London), and the U.S. Travel Association (formerly Travel Industry Association of America).

Who should take this course: The course is tailored for frontline service professionals from industries that are service oriented and international in scope. The course is offered to individuals who desire to advance their knowledge, understanding, and skill set in the offering personalized, world-class service to international visitors to China.

Features:

- Developed by authoritative professionals in the service business
- Teachers have industry experience - examples from actual experiences

- Proven industry best practices of International standards of service
- Practice skills through role play and group exercises
- Includes blend of classroom teaching, practice, and experiential learning from field trips outside the classroom
- Students will learn concepts, see how the concepts work, then practice and get feedback that will improve skills and begin new habits
- Measurable improvement and evaluation upon completion of course

Title: Ambassador Concierge Service Training Program

Course length: 6 days
Course size: 20 students
Tuition fee: 12,000 RMB per student

Description: This course trains service professionals in Cross-Cultural Communication and Professional Presentation in accordance with internationally acceptable service standards. This course is unique because of the blend of classroom teaching, role-play practice and experiential learning from field trips outside the classroom.

Why take this course: With the opening of the Travel & Tourism sector in China, there is an increasingly high demand for service professionals who possess the skills and capacity to properly cater to a demanding and high profile international clientele.

Certification: Participants will earn a certificate endorsed by Global Ambassador Concierge, LLC (US), the World Travel & Tourism Council (London), and the U.S. Travel Association (formerly Travel Industry Association of America).

Who should take this course: The course is designed for professionals from industries that are service oriented and international in scope. The course is offered to individuals who desire to advance their knowledge, understanding, and skill set in the offering personalized, world-class service to international visitors to China.

Features:

- Developed by leaders in International service businesses
- Includes case studies of leading service companies
- Best practices of International service standards
- Students practice skills through role play and group exercises
- Students will learn concepts, see how the concepts work, then practice and get feedback that will improve skills and begin new habits
- Measurement through benchmarking and learning assessment
- Students develop action plan through completion of course workbook