

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description This course is guided by the benchmark standards for luxury service in The Napa Valley. The course is designed to provide students with awareness of the luxury service industry in The Napa Valley. This course will introduce the Luxury Hospitality Standards used by hotels in The Napa Valley. Students who successfully complete this course will be eligible to receive industry certification.

Schedule Description

SECTION D

- R. Explain how Efficiency standards create a luxury experience.
- S. Explain how Cleanliness and Condition standards create a luxury experience.
- T. List the four core Food and Beverage Quality standards.
- U. Define Elements of Luxury classification according to Forbes Travel Guide.
- V. Identify physical Elements of Luxury.
- W. Identify emotional Elements of Luxury.
- X.

3. Course Content

- A. Luxury service in The Napa Valley
 - a. Luxury Standards in The Napa Valley
 - b. The importance of ratings systems in the luxury market
- B. Introducing Luxury Standards
- C. Courtesy and Manners
 - a. The Basics
 - b. Talking the Talk
- D. The Unapproachable Employee
- E. Telephone Etiquette
- F. Guest Preferences and Anticipatory Service
- G. Name Recognition and Communication
 - a. Using the Guest's Name
- H. Staff Appearance
- I. Technical Execution, Skill and Knowledge
- J. Efficiency
- K. Cleanliness and Condition
- L. Food and Beverage Quality
- M. Elements of Luxury

Title: Forbes Travel Guide Standards
Publisher: Forbes Travel Guide
Edition: 2019

B. Other required materials/supplies.