

PASSPORT *to* CULTURE



American Hospitality Academy

creating a better world through education, integrity and cultural understanding

Cultural Exchange PROGRAM

World Peace Passport
A Global Education Initiative ♥ *Inspiring Cultural Understanding and Friendship*



Be the change you want to see in the world.
~Mahatma Gandhi

WELCOME

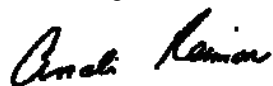
Welcome to AHA's *Passport to Culture* training program - a unique, challenging and inspirational educational program that is your gateway to a successful career in the hospitality industry. Imagine yourself taking up a position of influence in the travel and tourism industry. You have the knowledge and practical skills required to work in many different positions and succeed in a global economy. You understand and appreciate differences in cultures and beliefs, can work effectively in multicultural settings, can build consensus and successfully lead teams with people of different backgrounds. You celebrate diversity, place a high value on serving guests with understanding and respect, and have the capacity to create greater peace and prosperity in your workplace, your life and in the world.

This is the kind of person we imagined when we created our *Passport to Culture* program – a person of integrity, compassion, understanding and skill who appreciates and works effectively with people from all over the world, is valued by the industry and who makes a positive difference in the world.

You may ask “why is cultural understanding such an important part of my training?” Just take a look at the world around you! Every day millions of travelers cross continents to experience countries and people that are different from theirs. Every day people go to work in culturally diverse settings or talk to clients in faraway places, attempting to negotiate contracts or solve their problems. Every day we see news headlines about conflict and violence as a result of religious or cultural intolerance. On what do the successful outcomes of these scenarios depend? On an ability to understand other people and respect their cultures and beliefs, on being able to create consensus amongst diverse views and motivating and inspiring people to positive action for common goals, on being able to turn fear and conflict into peace and harmony.

It is these qualities that we focus on during your *Passport to Culture* training. As a “Cultural Ambassador” of your country, school and AHA host property, it is important for you and your fellow students to share and celebrate the varied traditions and cultures of your home countries thus fostering a spirit of international understanding and friendship as a first step in becoming a global leader. We ask you to participate fully in your training and be willing to extend a hand of friendship and goodwill to all you meet with a big smile and an open heart. You have chosen a career that opens a whole new world full of richness and diversity – enjoy it, celebrate it, live it and share it in peace and in friendship!

Warm Regards,



Cindi Reiman-President
American Hospitality Academy

We all smile in the same language.

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Friendship is the only bond that can hold our world together.

ABOUT AHA

Founded in 1986, the American Hospitality Academy has become one of the worlds most well-known and respected providers of structured training and exchange program opportunities with premier American hospitality industry partners. More than 1000 students from 100 academic institutions in the United States and foreign countries participate annually in the Academy's cultural exchange and training programs.

The AHA is designated by the United States Department of State as a sponsor of an Exchange Visitor Program in accordance with the administrative regulations issued under the Mutual Education and Cultural Exchange Act of 1961.

AHA Mission

The AHA mission is to develop future hospitality industry leaders through practical training, education and cultural exchange while fostering international understanding, goodwill and friendship.

AHA Vision

The AHA vision is to create a better world through education, integrity and cultural understanding. AHA students are seen to be Cultural Ambassadors of their countries, their schools and their AHA host properties. In support of this designation, they are encouraged and challenged to both honor their roles and hone their skills as Cultural Ambassadors, promoting international understanding, goodwill and friendship. It is our hope that all AHA graduates develop an appreciation for all races and cultures, and come to the realization that people are more alike than they are different.

Cultural Ambassador Creed

- Cultural Ambassadors represent honor, dedication, distinction and the continued pursuit of international understanding, goodwill, peace and friendship.
- Cultural Ambassadors reflect a strong dedication to service, values, ethics and integrity.
- Cultural Ambassadors exude pride, loyalty and knowledge of their country, its history and culture.
- Cultural Ambassadors are hospitality leaders of the global future.

To the world you might be one person, but to one person you might be the world.

AHA-International Hotel Management Schools

AHA's success, its international reputation for excellence and commitment to creating a better world through education is reflected in its expansion and the opportunity to recreate its corporate culture all over the world. The American Hospitality Academy International Hotel Management Schools (AHA-IHMS) is the international academic arm of the American Hospitality Academy (AHA). AHA is partnering with international business owners and educators in creating AHA International Hotel Management Schools in the Philippines, Romania, Nepal, India, China, Vietnam, and other countries. The first AHA International Culinary School was officially opened by the US Ambassador in the Philippines in October 2006. The School's internationally standardized curriculum provides quality industry training regardless of location.

SERVLEAD-Service Leadership in a Multi Cultural Workplace

AHA championed the first global hospitality internship manual SERVLEAD, written in collaboration with universities around the world. AHA provides the SERVLEAD Internship manual to all participants in its *Passport to Culture* Program. SERVLEAD transcends international boundaries and bridges academic gaps by offering the first global certification program that recognizes and rewards proficiency in both leadership and cultural awareness skills. SERVLEAD is produced and distributed by the American Hotel and Lodging Association and is endorsed by the International Council on Hotel, Restaurant Institutional Education (I-CHRIE,) the Hotel and Catering International Management Association (HCIMA,) and the International Institute for Peace through Tourism (IIPT).

Service Basics

In today's rapidly growing hospitality industry, as companies vie to keep up with the competition, the standards of service for hospitality industry associates also continue to rise. As a result, more and more employers now state that positive work ethics are more important than a potential associates previous work experience and/or qualifications.

AHA's second publication – “Service Basics: A Guide to Developing Positive Work Ethics in a Multicultural Environment”, is also a hospitality industry first. Published in May 2006, The Service Basics Manual and Workbook stresses the importance of both Service Ethics and Diversity Ethics in today's multicultural hospitality industry.

Change your thoughts and attitude and you change your world.

WORLD PEACE PASSPORT

The World Peace Passport (WPP), a non profit organization was created in September 2006 by the American Hospitality Academy. The World Peace Passport is a global education initiative with a powerful vision-to effect positive change through education and guest service. This program provides children with the knowledge and skills they need to meet one of the greatest challenges of the 21st Century – the ability to understand and work with people of different cultures, traditions, beliefs and lifestyles in order to create a more sustainable, peaceful and prosperous future.

It grew out of the experience and dedication of the American Hospitality Academy (AHA). For over 20 years AHA has provided hospitality and tourism internship training to thousands of students from over 70 different countries. Having seen the positive effects of AHA’s cultural appreciation training in young adults, the World Peace Passport was created to bring a similar educational experience to younger children through two programs:

1. ***The Schools Program***, designed for Kindergarten through Grade 8 (or equivalent). This self-contained study program in cultural understanding can be implemented in any classroom anywhere in the world and is accompanied by a unique online component.
2. ***The Industry Program***, a children’s cultural awareness and activities program specifically designed for the travel and tourism industry – an industry that by its very nature has the greatest opportunity to connect people of different countries and cultures, spreading friendship and goodwill.

Global Partners

Taking a program worldwide requires partners capable of global action! World Peace Passport creates strategic alliances with organizations and individuals from both the public and private sectors to facilitate global expansion.

The United Nations World Tourism Organization (UNWTO) is the only intergovernmental organization that serves as a global forum for tourism policy and issues. The UNWTO will facilitate an opportunity for governments, Education Ministries, Tourism Ministries, schools, youth organizations, tourism related organizations and relevant public and private sector entities worldwide to join forces and provide this program to millions of children around the world.

The Oracle Education Foundation is an independent, philanthropic organization funded by Oracle Corporation. The Foundation is supporting the World Peace Passport with over \$1 million worth of products and services to create an online Global Learning Community that will link classrooms around the world facilitating global interaction.



Global Friends

**Geoffrey Lipman-Assistant Secretary General
United Nations World Tourism Organization (UNWTO)**

The travel and tourism industry is one of the most important pathways to peace in the 21st Century. Travel creates a new world view, a global perspective where differences in culture and beliefs are part of the richness of life, not reasons for conflict and fear. The World Peace Passport is a powerful testament to that belief. I look forward to the day when every traveler proudly carries one, practicing its principles and extending a hand of peace to everyone they meet.

**David R. Richards-Global Director
Oracle Education Foundation**

"The Oracle Education Foundation (OEF) welcomes the World Peace Passport (WPP) as a new Global Partner in its mission to promote collaborative cross-cultural learning. The ability of our young people to understand and appreciate each other's differences as well as their universal similarities is vital for a peaceful and prosperous future. The World Peace Passport's cultural understanding curriculum for schools is a much needed element towards achieving this goal, and together with OEF's think.com online environment, can help grow an effective global learning community and help change the face of education by bridging geographical, racial, religious and economic boundaries."

**Louis D'Amore-Founder & President
International Institute for Peace through Tourism (IIPT)**

"The path to peace requires all leaders and all sectors of society, to bring a global perspective to their policies and decision making; a perspective that acknowledges the dignity of all humankind in a spirit of justice, mutual respect, and appreciation of cultural diversity. The World Peace Passport initiatives are a giant step forward in this direction and in building a culture of peace."

**Kathy W. Sudeikis-Past President and CEO
The American Society of Travel Agents (ASTA)**

"Travel professionals of the future are the youth of today. What they learn now will stay with them forever and so we welcome the World Peace Passport's online curriculum for schools. This exciting educational project creates a future generation motivated not by fear, but by understanding of others."

**Mike Zema-Past President
International Council on Hotel, Restaurant, and Institutional Education**

"Finally, a global educational program willing to tackle the topic of cultural differences in a simple, fun, practical way in order to dispel fear and create an excitement and willingness about meeting and learning about people from different countries and backgrounds."

**Dr Chandi Jayawardena-Past President
Hotel and Catering International Management Association**

"The World Peace Passport's educational programs create a unique learning context where excitement about identifying our differences, desire to understand each others beliefs and lifestyles and blindness to artificial barriers of color, race, creed and culture are the norm. If this is what our future leaders are made of, I know I can kick back and leave them to do better job!"

**H.E. Akel Biltaji-Special Advisor to H.M. King Abdullah II
Hashemite Kingdom of Jordan**

"In times of conflict and turmoil opportunities exist for peace, but peace will only be chosen where a true understanding of each other allows us to place our differences and individual needs aside for a higher purpose and for the common good. The World Peace Passport provides our children with a meaningful dialogue that deepens their appreciation and respect of other cultures and allows them to choose peace, not fear."

Understanding culture begins when you can look into someone's eyes and see their heart.

~American Hospitality Academy

PROGRAM OVERVIEW

The sharing of the rich cultural traditions and heritage from your homeland is an integral component of the *Passport to Culture* training program. This, together with learning about others in an environment that promotes peace and friendship, enhances your ability to work in ever increasingly diverse workplaces. Add a strong commitment to mastering teambuilding and leadership skills in multicultural settings and you have *Passport to Culture's* "secret" to creating a well-rounded hospitality leader of the global future. This is accomplished through following AHA's structured training plan which consists of three components: Cultural Exchange, Education and Practical Training.

Cultural Exchange

Cultural understanding is the heart of AHA's corporate culture, its educational curriculum and training methods. Encourage acceptance, and respect differences while promoting your own culture and background! Learn to become a Cultural Ambassador, celebrating diversity and leading with integrity.

Education

AHA believes that cultural understanding begins when we can look into someone's eyes and see their heart. During our SERVLEAD and Service Basics seminars, you will have the opportunity to foster international understanding among students in a real "global" classroom. Be ready to participate in a safe learning environment, developing global leadership and cultural awareness skills with others from around the world!

Practical Training

The hospitality industry represents a global workplace of different nationalities, personalities and culture. How you respond to these differences will make a big difference in the quality and effectiveness and your success as a leader in the workplace and in life.

AHA has developed a practical training program for participants interested in developing skills and knowledge in the hospitality industry. Your practical training bridges AHA's professional development and cultural understanding seminars while introducing you to American techniques, methodologies and styles. Through your exposure to the hotel and restaurant operations, you will be able to enhance your perspective regarding the hospitality industry enabling you to use your experiences for a successful career in a highly competitive global hospitality industry.

*Imagine all the people living life in peace. You say I am dreamer, but I'm not the only one.
I hope someday you join us and the world will live as one. ~John Lennon*

CULTURAL EXCHANGE

It is the aim of the American Hospitality Academy to teach and inspire cultural understanding within our programs and the travel and tourism industry worldwide. It is AHA's belief that when we begin to understand our differences we soon discover our similarities, fostering a spirit of global camaraderie and goodwill. AHA's *Passport to Culture* training program enhances our Cultural Ambassadors and host properties cultural exchange interactions by providing daily, weekly and monthly structured cultural activities.

Cultural Activities

The American Hospitality Academy has developed a cultural program that celebrates diversity and provides guests the unique opportunity to "travel the world" through our *Discover the World with Globee* Cultural Activity Program. At selected host properties AHA's Cultural Ambassadors implement daily cultural activities as part of their practical training, encouraging them to share their customs, heritage, and traditions. If you are selected as a Cultural Ambassador at one of these host properties, you are required to bring traditional costumes, flags, maps, pictures and brochures to assist in the implementation of this program.



Discover the World with Globee - Cultural Activities Program

Cultural Ambassadors interact with younger guests and their families through the World Peace Passport's *Discover the World with Globee* program, a global guest service initiative. The program is specifically designed for the travel and leisure industry, providing children at hotels, resorts, dining facilities, tourist locations and other leisure related venues with creative learning-based activities that teach them about other countries and cultures. It teaches children how to *BEE-have* respectfully with people of different cultures and traditions, inspiring them to travel with an open mind and heart and assisting them in becoming culturally aware and respectful "Junior World Travelers".

Activities are brought to life by Globee, a curious fun-loving bee from the faraway land of "Bumble" who buzzes from country to country, wearing his heart on his wings and spreading friendship and goodwill. Globee has all kinds of adventures, finding out about different countries, languages, foods, dress, music, and ways of life. Globee's suitcase is jammed packed with interactive educational travel pieces that allow young guests to travel the world without leaving the hotel. They are encouraged to meet our Cultural Ambassadors, ask them questions about their countries and culture, and have their junior passports stamped in recognition of having learned something new!

Globee has no particular cultural, political or religious agenda. He is a "globally friendly" bee, providing young guests with an effective and engaging way of learning, helping them BEE respectful, BEE friendly and BEE appreciative of our similarities as well as our universal differences.

Country Flag Nametags – Cultural Ambassadors wear a nametag that identifies them as a Cultural Representative of their country and displays their country’s flag.

Cultural Dress – Cultural Ambassadors wear items of traditional, cultural dress during segments of their practical training. Not only does this visually share traditions of their home country, it opens lines of communication during guest interaction.

“Welcome to My Country” Board – Cultural Ambassadors present interesting facts and trivia on their country in a designated area of the resort i.e. lobby, recreation department, or poolside. Cultural Ambassadors design a poster board display with cultural pictures of important sites, traditional clothes, authentic food, natural resources etc.

Holidays Around the World – American and International Tourists have the unique opportunity to join in the celebration of the traditions of international holidays through Cultural Ambassadors’ presentations.

Cultural Coloring Page/ Placemat – Special coloring pages or placemats are prepared for the restaurants at the resorts, to be handed out to children to further their understanding of different cultures. These coloring pages or placemats have pictures from the Cultural Ambassadors’ country, flags, cultural trivia or games that will make the meal interesting and a learning experience for the children. Adults can color and learn too!

International Food Festival – Cultural Ambassadors share the richness of their cultures in the culinary area of the host property. Cultural Ambassadors provide their favorite recipes to prepare for guests.

Cultural Drink of the Day – Cultural Ambassadors showcase to guests a traditional beverage of their homeland at one of the food and beverage outlets of the host property.

Cultural Cooking Classes – Cultural Ambassadors demonstrate cooking styles and traditional dishes with guests or coworkers from the host property.

Native Dance – Guests learn the traditions and meanings of songs and the rhythms of the Cultural Representatives’ countries through learning their traditional dances.

Cultural Bingo – Cultural Ambassadors within the recreation department give a new twist to Bingo while offering guests interesting facts and trivia on their native cultures.

International Karaoke Night – Cultural Ambassadors coordinate an International Karaoke Night where guests have the opportunity to perform and hear songs from countries around the world.

Peace is not merely a distant goal that we seek, but a means by which we arrive at that goal.

~Martin Luther King

Cultural Spotlights

AHA *Cultural Spotlights* celebrate a different world culture with a "social" held at selected host resorts, schools, community centers or training centers. These Cultural Spotlights allow you and your fellow trainees to share your culture with others in an environment that encourages acceptance and respect for all races and nationalities. These spotlights serve to illuminate AHA's belief that when we learn more about our differences, we begin to see our similarities! We come to realize that, although customs and traditions may differ, we all share the same hopes and dreams for the future of our countries and their people. It is the AHA's vision that these celebrations of cultural diversity will inspire others to promote peace and friendship around the world.

World Peace Passport Global Outreach Program

The World Peace Passport Global Outreach Program is AHA's way to reach out to the community through educating local schools and organizations in the importance of understanding culture based on the four principles of the World Peace Passport. In the same way that AHA has made cultural appreciation a focal point of its curriculum and training for young adults, the World Peace Passport's Outreach Program focuses on teaching cultural appreciation to children in schools and the local community.

Through your participation, you will have the opportunity to teach children about your culture through presentations, story-telling, dances and more. You will help further the message of the World Peace Passport while having the opportunity to make a world of difference. Participation in the World Peace Passport's Global Outreach Program allows you to complete AHA's training program with honors.

Community Service

AHA encourages all students to volunteer in their local community through community service activities. AHA promotes the importance of civic responsibility and the ideal of service in fostering international understanding and goodwill to the world. A partial list of community service opportunities that AHA trainees participated in include:

| | |
|----------------------|--------------------------------|
| Red Cross | Boys and Girls Club of America |
| Special Olympics | Rotary International |
| Give Kids the World | Learning for Life |
| Habitat for Humanity | Humane Society |

Peace cannot be kept by force; it can only be achieved by understanding. ~Albert Einstein

EDUCATION

The goal of the American Hospitality Academy is to develop future global leaders who possess a positive attitude, demonstrate strong work values, lead by example, encourage acceptance and celebrate diversity. To accomplish this goal, AHA provides professional development and cultural awareness training utilizing the SERVLEAD and Service Basics manual and workbook.

The foundation of AHA's educational program rests on the genuine principles and character traits associated with ethics, integrity, leadership, teamwork, and serving others. Your success during your training with AHA and throughout life will be determined by the value you place on these principles and traits. By practicing what you learn throughout AHA's training seminars and courses, you will not only become a better leader in the hospitality industry, but also a better person in life.

SERVLEAD - Service Leadership in a Multi Cultural Workplace

In collaboration with University Partners around the world and the Educational Institute of the American Hotel & Lodging Association, AHA championed the first global hospitality internship manual, SERVLEAD - Service Leadership in a Multicultural Workplace. The SERVLEAD Global Internship Manual, AHA's primary training curriculum, is designed to inspire cultural awareness, teach consensus building and team and leadership skills in order to develop effective global leaders in the hospitality industry. All participants of the AHA's Passport to Culture program receive the SERVLEAD Manual and are required to attend training seminars focusing on Professional Development and Cultural Awareness.

Professional Development

Character is the key to leadership. The professional development section of this internship manual is designed to help you recognize and develop the personal characteristics that will motivate others to follow you as a strong and effective leader. Topics include:

- Making Memories through Guest Service
- Embrace Change
- Choose Your **Attitude**
- Teamwork Makes the Dream Work
- Developing Personal Leadership

If you talk to a man in a language he understands, that goes to his head. If you talk to a man in his own language, that goes to his heart. ~Nelson Mandela

Cultural Awareness

The cultural awareness section of the SERVLEAD manual is designed to foster an appreciation of other cultures and a respect for individual differences. By learning to embrace diversity you will be developing a crucial skill that is an essential trait found in all great leaders. Portions of the content used in the cultural awareness section are used with the permission of the Peace Corps World Wise Schools along with the U.S. Department of State's Peace Education Journals. Topics include:

- Understanding Culture
- Breaking Down Stereotypes
- Cultural Differences in the Workplace
- Celebrating Diversity
- Global Cultural Traits: Student Perspectives

Service Basics

"In a recent survey of 150 human resource directors, fifty-nine percent of the respondents ranked work ethics as the No. 1 necessary job skill, aside from the basic occupational skills needed to perform the job."

In response to the industry's needs, AHA created its 2nd educational training manual - Service Basics: A Guide to Developing Positive Work Ethics in a Multicultural Environment. The Service Basics Manual and Workbook stress the importance of both Service Ethics (attitude, teamwork, cooperation) and Diversity Ethics (character, respect and communication) in today's multicultural hospitality industry.

Service Basics is provided to all participants enrolled in AHA's *Passport to Culture* program and has been designed to encourage students to not only become better employees but better people. Achieving the highest standards of guest service is only possible when you first believe you are an exceptional person, and then learn how to behave accordingly in the workplace. The ten essential work ethics taught and practiced throughout your training are:

1. **Spirit** of Hospitality
2. Celebrating Diversity and Respect
3. Attitude
4. Character
5. Teamwork
6. Appearance and Etiquette
7. Cooperation
8. Communication
9. Attendance and Punctuality
10. Time Management

Kindness is the golden chain by which our world is bound together.

Guest Service Training - Memory Makers

AHA is dedicated to providing excellent guest service to our guests and fellow team members. AHA's Guest Service Training Program, *Memory Makers*, will give you the opportunity to develop your customer service skills so as to exceed the guests' expectations, build repeat customers and increase business profits within the company.

You will be required to apply the principles of the Memory Maker Guest Service Program to your daily responsibilities. AHA encourages you to demonstrate and practice the program's principles to reinforce your effectiveness as a guest service provider. This mission is accomplished by supporting the right "Guest Service Attitude." Your attitude will contribute to how successful you will be in demonstrating guest service skills and teaching these skills to others.

AHA Guest Service Principles

To be an AHA Memory Maker, the following guest service principles need to be followed daily:

- ❖ Create positive and lasting memories with the people you interact with daily.
- ❖ Practice and follow your own mission along with your host property mission.
- ❖ Maintain a pleasant and helpful attitude and **smile!** Remember, you are on stage everyday.
- ❖ Handle all guest concerns with compassion and a sense of urgency. Take responsibility for communicating and resolving each issue.
- ❖ Take pride in your personal appearance and adhere to proper grooming standards of your internship site.
- ❖ Strive to exceed guest expectations.
- ❖ Practice teamwork as it takes a team to deliver the total cultural and guest service experience.
- ❖ Remember that guest service is not a department, but an attitude to display to all you come in contact with during your internship.

Remember, *people will forget what you said. People will forget what you did. But, people will never forget how you made them feel.* As an intern in a multicultural workplace, **You Make A Difference!**

*I note the obvious differences between each sort and type,
but we are more alike, my friends, than we are unlike. ~Maya Angelou*

PRACTICAL TRAINING

AHA provides you with an opportunity to train in a diverse workforce where you can share your culture and cultivate a new understanding of acceptance, respect, and ways of reaching consensus within yourself and others. Be prepared! to share your own culture and learn how the qualities of others' cultures can build global teams that achieve overall organizational goals. *Get Ready!* to learn the essential qualities of becoming a global leader in the hospitality industry.

Practical Training Positions

Practical training, also referred to as on-job-training is an informal approach to developing job skills and knowledge. The focus of practical training is "learn by doing." The following descriptions are designed to give you a realistic view of the type of on-the-job training you will be performing during your practical training. The area of practical training reflects your expressed desire to focus on a selected division within the hospitality industry.

- Food and Beverage Division
- Guest Service Division. May include Front Office, Guest Service Agent and Reservations
- Housekeeping Supervisor
- Resort Activities
- Spa Services
- Culinary/Kitchen Management
- Accounting and Administration, to include Human Resources

Food and Beverage Service Training: This position offers trainees the opportunity to gain hands-on experience in the food service operation within the hospitality industry. Trainees will be exposed to the daily operations within the food service industry, while performing their practical training assignments. Practical training may include the following restaurant functions: server assistant, host/hostess, food service, room service, beverage service, banquet/catering set-up and service and food retail sales.

Guest Service: This position offers trainees the opportunity to understand the procedures and daily operation of the hotel guest service operations. Practical training assignments may include front desk, reservations, bell stand, transportation and PBX operations.

Housekeeping Supervisor/Rooms Division: This position offers trainees the opportunity to train in a supervisory role of one of the largest operations in the hotel industry, housekeeping. During training, trainees will learn the basic functions of housekeeping, quality control, inspections, scheduling of staff, organizational skills, inventory and the business relationship between housekeeping and the other departments of the hotel/resort.

Retail: This position offers trainees the opportunity to understand the procedures and daily operation of a retail outlet. During training, trainees will learn first hand the point of sales system, inventory control, display and marketing, retail trends, cost of sales and daily operations of a retail operation.

Resort Activities: This position will give the trainees the opportunity of learning the operation of an activities program in a hospitality organization. During this training, trainees plan, implement and evaluate diverse activities within their host property such as games, fitness sessions, arts and crafts, special events, etc. Trainees will coordinate the marketing and promotion of the activities and prepare the recreational events schedules and will lead some or all of the activities.

Spa Services: As the spa industry continues to grow and become an essential amenity in the industry, this training is designed to provide trainees the opportunity to understand the daily operations of a spa. Trainees will learn luxury guest service training, point of sales, reservations, and daily functions of spa experts. Due to licensing requirements, trainees will not perform actual services or treatments, but will train as an attendant and will assist in overseeing the entire spa experience.

Culinary: This position provides trainees the opportunity to gain hands on culinary experience while being exposed to the operation of a culinary department within the hospitality industry. Practical training may include food preparation, sauces, stock, line cooking, pastry, breads, dessert, inventory, and kitchen sanitation.

Practical Training Competencies

AHA's *Passport to Culture* training program provides you with structured "hands-on" practical training at your host property allowing you to apply the cultural awareness and leadership skills you have learned in the classroom. You will be given the responsibility of completing 6 property competencies for your discipline of training (five general competencies and one discipline-specific competency). These competencies are to be used as a tool to gain exposure to and knowledge of the skills needed to be an effective global hospitality leader. The completion of competencies is required to receive the AHA Professional Certification.

The following are the five required general competencies of the AHA Training Plan and their objectives:

Guest Service Skills

Objective: To understand the importance of guest service, how guest service is measured at the property and how employees learn and develop guest service skills.

Human Resources and Employee Training

Objective: To gain understanding of training methods used within the hospitality industry while being exposed to Human Resources Management.

Financial, Cash Handling and Point of Sale

Objective: To develop knowledge and familiarity of financial management, cash handling/point of sales operations within the department.

Safety and Loss Prevention Overview

Objective: To be exposed to the safety and loss prevention management procedures within the hospitality industry.

Hospitality Management and Operations Overview

Objective: To develop knowledge and familiarity of the hospitality organizational structure and key management roles.

The following is the list of the AHA's discipline specific competencies and their objectives. You are required to complete your discipline specific competency ONLY.

Front Office/Rooms Division Operations

Objective: To understand the procedures and daily operations within Rooms Division/Front Office Operations of a hospitality property.

Food and Beverage Service Operations

Objective: To understand the procedures and daily operations within the Food and Beverage Operations of a hospitality property.

Resort Activities Operations

Objective: To understand the procedures and daily operational duties of an activities coordinator at a hospitality property.

Hospitality Business and Finance Operations

Objective: To understand the procedures and daily operations within the Business and Finance Operations of a hospitality property.

Culinary Operations

Objective: To understand the procedures and daily operations with the various culinary outlets of a hospitality property.

Hospitality Retail Sales Operations

Objective: To understand retail sales operations within the various retail outlets of a hospitality property.

Housekeeping Supervisor/Inspector

Objective: To understand the procedures and daily operational duties of a housekeeping supervisor /inspector of a hospitality property

Each of us shines in a different way but that doesn't make our light less bright.

REWARD AND RECOGNITION

All AHA Interns have the honored role of serving as Cultural Ambassadors for their home countries, the AHA and their host properties. The foundation of the AHA culture is built on the genuine principles of ethics, integrity, leadership, teamwork and serving others. Your success is determined by the value you place on these leadership principles, and how you act on those values.

AHA believes in recognizing those interns who provide exceptional guest service, share their culture, volunteer for AHA outreach programs, and contribute in other positive ways to promoting peace and cultural understanding in our world.

AHA's Rewards and Recognition Program offers you the opportunity to receive the following awards and certificates of personal and professional excellence during the course of your training:

- Stars of Service Pin
- Global Pineapple
- National Stars of Service
- Achievement Award

SUPERVISION AND EVALUATION

AHA has specific and standardized methods for performance reviews and monitoring the overall success of our *Passport to Culture* Program. Your performance will be evaluated through a performance review and individual meetings with your host training property manager or supervisor. Your performance will be continually evaluated through daily observation and meetings with your property supervisors. Individual meetings and receiving feedback are an integral part of your training in becoming an effective global leader.

AHA performance reviews can be found in the appendix. Reviews must be completed by your internship supervisor and submitted with your application for an AHA certification. AHA performance reviews evaluate your success based on the following performance standards: attendance, cultural exchange activities, competency assignments, property training performance, attitude and dedication.

The world is like a mirror; frown at it and it frowns at you. Smile and it smiles too!

CERTIFICATION

Upon successful completion of AHA's *Passport to Culture* program, you will receive a Certificate of Completion from the AHA and AH&LA. Below are the guidelines that you will need to have completed in order to receive your certification.

AHA and SERVLEAD Certification

- AHA trainees must conduct themselves in accordance with their practical training site's performance standards and adhere to all policies and procedures.
- AHA trainees must complete their agreed upon training dates between their school and internship site.
- AHA trainees must complete their training plan and all training competencies in accordance with their discipline of training.
- AHA trainees must attend assigned training seminars and complete assigned coursework.
- AHA trainees must complete one Community Service or cultural project prior to or during their internship.

AH&LA - Certified Hospitality Supervisor Certification (CHS)

Upon successful completion of the above criteria, you will have the option of pursuing the CHS designation from the Educational Institute of the American Hotel and Lodging Association. The Certified Hospitality Supervisor is one of the industry's most recognized symbols of professionalism. The application for certification from the AH&LA can be found in the SERVLEAD Internship Manual and Workbook.

AHA ADVISORY BOARD

AHA's Advisory Board is comprised of a culturally diverse group of prestigious academic and industry professionals representing some of the largest and most respected hospitality organizations and universities around the world. Advisory Board members provide the American Hospitality Academy with guidance concerning new practices, research, analysis and trends in the hospitality industry with a focus on education, practical training and general operational issues.

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APPENDIX

AHA'S TRAINING SEMINARS

Professional Development

Embrace Change

We are living in an endlessly changing global community. As our world continues to become smaller and smaller through globalization you can count on dramatic change both personally and professionally. The travel and tourism industry is one of the fastest growing industries in the world and will continue to expand and change rapidly. Successfully dealing with change means to embrace change and choosing to grow and develop continuously throughout life. This seminar focuses on your personal growth by helping you create a personal mission statement. What makes you happy? What is your purpose in life? What are your dreams and ambitions? The sooner you have a clear picture of what you want to be and the contributions you want to make in life, the more effective you will be as a leader in a world that is constantly changing around you.

Choose Your Attitude

It is not your aptitude but your attitude that will determine your success during your career. A positive attitude is the essence of providing exceptional guest service which is why the most successful hospitality organizations hire for attitude and train for aptitude. Life produces extraordinary rewards for those who give in extraordinary ways. This seminar will show you how to soar to new heights with an “attitude of gratitude” that sees life challenges as opportunities.

Teamwork Makes the Dream Work

The purpose of any organization is to achieve overall effectiveness, not just the effective performance of individual groups. We must all strive to do well individually, yet always with a focus on the overall needs of the organization. Working together, ordinary people can perform extraordinary feats. They can lift things a little higher, a little farther, towards excellence. This seminar helps you develop the skills and knowledge to improve your teamwork abilities. Your improvement will enable you to be an effective team member during your training and an effective team leader in your future career.

Developing Personal Leadership

Leadership is a verb, not a noun. Leadership is action and not a position. Leadership is defined by what you do, not by the role you play. Leadership starts from the inside and moves outward towards influencing and leading others. This seminar presents the character traits that have been practiced and shared by leaders throughout history. The traits and leadership qualities described are essential to developing yourself into a leader that people want to follow. Your character determines who you are. Who you are determines what you see. What you see determines how you lead.

Cultural Awareness

Understanding Culture

Wouldn't the world be a wonderful, easy, and fun place in which to live and work if we could simply change color like a chameleon each time we encounter a new and different culture? Of course, we can't change the way we look, but by cultivating cultural awareness and cross-cultural communication skills, we can change the way we think, and how we communicate with people whose cultures differ from our own.

This seminar defines key terms, processes, and concepts to help you understand the general meaning of culture and how it works in our world. The central focus of this chapter is the relationship between “Culture in the Abstract” and “Culture in the Flesh.” It's important to understand that the beliefs and behaviors of a particular culture are not arbitrary, but are part of that culture's rich history and heritage.

Breaking Down Stereotypes

Breaking down stereotypes requires that individuals, societies, and government institutions make a commitment to gaining new insights and perspectives through cultural sensitivity with the common good of society in mind. This seminar focuses on the important keys to building a cross-cultural community, specifically the need for breaking down harmful stereotypes. SERVLEAD's goal is to raise your awareness about the impact of harmful forces that can break down a community. We will show you that in order to create and foster a cross-cultural community, we must first understand the benefits of cultural diversity, and then cultivate a new understanding of acceptance, respect, and consensus within ourselves.

Cultural Differences in the Workplace

Cultural differences exist among groups of people with different backgrounds, histories and heritages. AHA teaches about the celebration of diversity in order to gain common ground for a common community good. Not only do we need to learn about different cultures, we also need to know where those cultures began and how they grew. This chapter addresses various cultural differences, courtesies, and customs that make up a pluralistic culture. We hope it will encourage you to lead by valuing and celebrating differences that you encounter along your journey with AHA.

Celebrate Diversity

Diversity in the workplace is much more than acknowledging the differences that exist. It is about possessing the leadership skills necessary to influence others to willingly work together and to celebrate diversity in a multicultural environment. What is diversity in the workplace and how does it affect you? How do you identify a multicultural workplace? How does diversity awareness benefit the workplace and enhance your own work values? This seminar introduces you to workplace diversity, explains what a multicultural workplace is, and presents leadership strategies for you to implement during your *Passport to Culture* training program.

Cultural Spotlight Information Guide (For Stipend Locations)

What is a Cultural Spotlight?

A Cultural Spotlight is a *Passport to Culture* activity that gives each Cultural Ambassador the chance to represent their country's heritage and traditions. This is accomplished through a structured presentation including, but not limited to: decorations, food, music, dress, history and customs unique to their country.

Cultural Spotlights allow you to share your culture with others in an environment that encourages acceptance and respect for all races and nationalities. Over the years these presentations have shown all of us that when we break down cultural barriers, we begin to see our similarities rather than our differences.

Presentation

- Spend the majority of your time preparing the presentation.
- Run through your presentation at least 2 times before the day of your Spotlight.
- Each group member must present a topic.
- Read through the Cultural Spotlight Feedback form in order to prepare for the Spotlight properly.
- Practice speaking your topic on your own before the run through of your presentation.
- If you do anything additional, such as a slide presentation of photos or a song and dance, this is in addition to your presentation and should not take away time from your spoken presentation.

Food

- No alcohol allowed.
- Preparing and cooking the sample dishes should not take most of your time. Spend the majority of your time on the presentation.
- The attendee will not receive a complete meal; prepare enough food for each attendee to be able to taste the food.
- Prepare only a few common dishes.
- Label each food with name of dish and ingredients, spicy, hot, cold etc.
- Suggestion: provide recipes for dishes to give out.
- AHA will provide plates, napkins, cups, spoons, forks and knives.

AHA Location Information

- List information specific to the AHA location.
- Example: use of electronic equipment; printing information; Spotlight room guidelines.

Cultural Spotlight Preparation

Before arrival to AHA

- Bring supplies from your home country such as:
 - o Flag
 - o Map
 - o Photos of cultural sites
 - o Photos of geographical sites
 - o Traditional dress
 - o Traditional music
 - o National anthem music
 - o Reading materials in native language
 - o English Translation Dictionary

2 months prior to Spotlight

- Groups with less than 3 representatives from country: start preparing materials.
- Groups with more than 3 representatives from country: nominate a leader for the group.
- Group leader starts to gather names and contact info for group.

1 month prior to Spotlight

- Request your Spotlight day off. ***You will not be given a second chance to present your Spotlight.***
- Meet with AHA manager to go over Spotlight specifics.
- Discuss with AHA manager location of Spotlight specifics.
- Meet as a group to discuss individual responsibilities. Example of responsibilities:
 - o Presentation
 - o Invitations
 - o Cooking
 - o Shopping
 - o Decorations
 - o Slide presentation
 - o Traditional music/dance
- Design invitations with the following information:
 - o Name of Country
 - o Location of Spotlight
 - o Date, time of Spotlight
 - o Creativity that represents your country
- Prepare estimated budget of needs for Spotlight.

2 weeks prior to Spotlight

- Submit budget request form to AHA manager.
- Submit presentation format sheet to AHA manager.
- Print Invitations on card stock quality paper. Colored paper is another option.
- Distribute Invitations to the following individuals:
 - o Host Property Management.

- Human Resources Director and staff
- Department management and staff
- Fellow Cultural Ambassadors.
- AHA management team.
- Community contacts.
- Local friends.

1 week prior to Spotlight

- Submit website submission form to AHA manager.
- Complete presentation.
- Prepare handouts.
- Prepare Visual Aids.
 - Map of home country
 - Displays of photos
 - Flags
 - Music
- Practice presentation.
- Shop for supplies and cooking ingredients.

Day prior to Spotlight

- Start Preparations for food.

Day of Spotlight

- Complete food preparations.
- Complete pre-spotlight preparations:
 - 30 minutes: set up room (chairs, tables).
 - 30 minutes: prepare visual aids and decorations.
 - 30 minutes: prepare food display.
 - 30 minutes: run through presentation.
 - 30 minutes: allow for extra time with presentation groups over 5 participants.
- Complete pre-Spotlight preparations at least 20 minutes before start of Spotlight.
- Be prepared for people to start arriving 15 minutes before Spotlight.
- Greet each Spotlight attendee in your traditional country greeting.

Commonly Asked Questions

A list of commonly asked questions posed by audiences. Be prepared to answer any of the following.

- *What is the most popular tourist attraction in your country?*
- *Take five minutes to present a tour of your country. Explain how we would start the day, where we would visit.*
- *What traditions does your family celebrate?*
- *Name two popular festivities in your country. Explain the celebration procedure.*
- *Does your country export goods to other countries? Name some common ones.*
- *What is the current currency exchange rate in comparison to US Dollars?*
- *What is the most popular occupation for people in your country?*
- *If I stayed at your home for a day, give me a visual understanding of your family's daily routine.*
- *What part of your culture is respected the most?*
- *What is your favorite type of food from your cuisine and why?*
- *What dish is the most "sacred"?*
- *Name a culture shock that many people have when coming to your country for the first time.*
- *Explain the type of government your country has.*
- *What are some current events that have been in the headlines lately for your country?*
- *What effect does your government have directly on your life?*
- *Explain engagement and wedding traditions in your country.*
- *Are you able to serve in the military? What is the process like in your country?*
- *What music is most popular in your country?*
- *What are the most common religious beliefs in your country?*
- *What are the work habits and work ethics?*
- *What is the attitude towards different age groups? Are they treated differently?*
- *How often do you see your extended family?*
- *Name a few famous people from your country - what are they famous for?*
- *At what age do people generally leave home and live on their own?*
- *How are minority groups viewed in your country? What are the minority groups?*
- *Who is commonly the "bread winner" in a family?*
- *Are there any hand signals or expressions in your country that may have a different meaning in other countries?*
- *How do you say "hello, goodbye, thank you, yes, no" in your language?*

Please Note: Cultural Spotlights are not held at E-learning locations



American Hospitality Academy

Student Testimonials

From this experience I have realized it is not just how different our cultures are, but how everyone from around the globe, no matter what language we speak and what color our skin is, all strive to operate with the same values of respect, trust, honesty and integrity. We are all the same and amidst all our differences, a simple thing as a smile knows no culture or color. I have learned that we shouldn't label everyone else because people from the same country can be different from each other because they also have different circumstances and experiences. All we have to do to coexist peacefully is to compromise and look at our similarities rather than differences. These are what I will take home with me.

~Barbi Barodi - Philippines

I believe now in world peace and I never did before. My time with AHA was one of the best experiences of my life. I opened myself to people all around the world and shared my culture with them. The best part was learning how to work with different people from around the world. It is strange that you can find a home between people from all over the world if you just respect one another.

~Menna Meuwese-Netherlands

Understanding others' cultures is like a language. I am now able to communicate and relate to people from all around the world. Although we may all be different, communicating through our cultures make us all appreciate one another!

~ Etienne Monat-USA

Living and working with persons from around the world I learnt tolerance for other races; it has also helped me to break down stereotypes. Now instead of judging someone based on my culture, I first find out about theirs and it makes it a whole lot easier to understand why they behave the way they do.

~Tina Anderson-Jamaica

AHA was a global village under one roof. I learnt a lot from my room mates and at times we realized that there are more similarities between our cultures than differences. Since then, I have become more confident to communicate and have become more open minded as a restaurant manager in South Africa.

~Mushokabanji Mukwamataba- South Africa

During this internship I met people from all over the world, from places I've never even heard of. Yet, I learned something, I learned that we are not different; I learned that we have the same interest, hobbies and concerns, I learned that we all care about peace and friendship. So now where ever I go across the world, I know how to act, what's the culture there and I sure know that I have a friend there. Peace be with you, al salaam maakoun.

~ Michael Salemah -Lebanon



We all smile in the same language

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