

00:00 (lively entertaining music)

00:25 - Hello, in this video, I will be walking you through

00:28 the Global Citizenship Assignment called *Eyes of the World*.

00:31 This is an onsite experience which requires you to spend

00:34 anywhere between one to four hours onsite by yourself.

00:38 At the end of this experience,

00:39 you will need to produce a three to six pages,

00:42 double space written assignment.

00:44 You'll have three location options, a hotel lobby,

00:47 a table service restaurant, or a major event.

00:50 You are responsible to pick two locations

00:52 for this assignment.

00:53 Once you pick your locations,

00:54 you will need to physically visit them

00:56 and spend the appropriate amount of time.

00:58 While you are in the picked location,

01:00 you will need to observe the environment that surrounds you.

01:03 You need to put yourself in the shoes

01:05 of a guest and tap into your observational skills.

01:08 Take field notes immediately

01:10 after your experience as a guest.

01:11 Write your paper later

01:12 using the field notes as reference materials.

01:15 You must recognize that global issues

01:17 and systems are experienced differently

01:19 at local skills in the hospitality and tourism industry.

01:22 This could include differences in service standards,

01:25 etiquette and accepted behaviors,

01:27 clientele and target markets

01:30 based on the hospitality operation

01:31 chain versus independent own,

01:31 chain versus independent own,
01:33 or American versus Ethnic own.
01:36 Furthermore, you should compare how these global issues
01:39 and systems are experienced at different scales
01:41 in the hospitality and tourism industry.
01:44 Additionally, this may include
01:45 diversity representations such as gender, age, or ethnicity.
01:50 Describe your experience as it happened
01:52 and in the first person only
01:54 such as I felt, I found myself wondering,
01:56 I worry that, I think they should have done something.
01:59 Be sure to reflect on all that you learn
02:02 about being the guest in the setting experienced.
02:04 Use past tense when you write.
02:06 You'll also have access to some sample papers
02:08 on this assignment so you can understand the expectations.
02:12 Since we have three locations
02:14 let's discuss a bit each one of them.
02:16 Let's say you have picked a hotel lobby.
02:19 Think about which hotel you might want to visit
02:22 and the reason why you're doing so.
02:25 Do not go to a hotel which you already are familiar with.
02:28 You know you have worked there
02:29 or you've spent considerably time in it.
02:32 Also, consider what you wear
02:34 and how it will affect your presence to others.
02:36 Sit for half an hour doing nothing, just relaxing.
02:39 Go to the front desk or concierge and request a brochure.
02:43 Should they not have a brochure, please visit their website.
02:46 Return to your seat for the remain remainder of the time.
02:49 During your experience, take as much as you can



02:52 of the atmosphere and ambience.

02:54 Ask yourself the following questions.

02:56 What stands out to you as you relax in the lobby area?

02:59 What is the function of the lobby?

03:01 Is it of value?

03:02 How are you regarded and treated

03:04 by hotel personnel and other guests?

03:06 What would you say about the establishment's service ethic?

03:10 Did you notice any differences in the service

03:12 based on the type of the guests?

03:14 Let's discuss potentially picking a restaurant.

03:17 Select a restaurant unfamiliar to you

03:19 where you can go alone for about an hour.

03:21 Order whatever your budget allows.

03:23 Do not read or use your cell phone.

03:25 Again, take in the experience.

03:27 Be conscious of how you feel and why.

03:29 I know you'll be alone.

03:30 However, do not write about feeling lonely.

03:32 You are observing the service operation

03:34 of that particular restaurant.

03:36 Be sensitive to your experience as a guest.

03:38 Be observant.

03:39 Ask yourself the following questions.

03:42 How was the service and how did you react or behave?

03:45 How similar do you think the experience

03:47 of other guests is to yours and why?

03:50 How were you regarded and treated

03:51 by the restaurant personnel and other guests?

03:54 What would you say about this establishment service ethic?

03:57 Did you notice any differences



03:57 Did you notice any differences
03:59 in the service based on the type of guests?
04:02 And lastly, let's explore a major event.
04:05 You shouldn't attend a special event that is not business
04:08 or career related.
04:09 Plan to spend at least half a day
04:11 of the evening alone being a participant
04:13 doing whatever the situation calls for.
04:15 Select something that promises to be fun.
04:17 And see what happens to you as you interact at this event?
04:22 Ask yourself the following questions.
04:24 What is the function of this event to the visitors,
04:27 to its community, and to those who organize it?
04:30 How does it relate to the field of hospitality?
04:32 And how does hospitality relate
04:34 to the event you experienced?
04:35 Does planning the event require specific expertise?
04:38 How are you regarded and treated
04:40 by the event personnel and other guests?
04:42 What would you say about this establishment service ethic?
04:45 Did you notice any differences
04:47 in the service based on the type of guests?
04:50 A second part of this assignment is to reflect
04:52 on what you observe and offer suggestions.
04:55 What were your major takeaways?
04:56 Gaps you identified?
04:58 Any suggestions to resolve these gaps
05:00 or actions you would want to have taken
05:02 if you had opportunity to do so?
05:04 For example, did you find any product
05:06 or service gaps based on the type
05:08 of the hospitality organization or the type of guests?



05:06 or service gaps based on the type

05:08 of the hospitality organization or the type of guests?

05:11 What would you do differently

05:12 as a manager to resolve these gaps?

05:15 I hope you enjoyed this immersive assignment

05:17 and we look forward to reading it.