

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

Guest Relations Management - Concierge  
Specialist

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2018

### **FANS-01237 - Concierge Services- Guest Relations Specialist (CGS1) (Title Mod. Application)**

Fanshawe College

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Ontario College Quality Assurance Service

Service de l'assurance de la qualité des  
collèges de l'Ontario

## Request for Program Title Change

College: Fanshawe College
Current Approved Program Title: Concierge Services- Guest Relations Specialist (CGS1)
APS Number: <b>1237</b>
MTCU Code: <b>73203</b>
Proposed New Program Title: Guest Relations Management- Concierge Specialist
Implementation Date (Start date of the cohort that will be taking the program with the new title): September 5 <sup>th</sup> 2018
Rationale for New Title: <ol style="list-style-type: none"><li>1. Unique Program:<p>This program is a very unique “One of a kind” offering. The employment offerings of this program are bountiful and students that graduate from the program have a very good base to enter this niche industry. The name “Concierge” is used widely but the position has also evolved to have many other terms that describe “Concierge” such as “Guest Relations Specialist”, “Guest Services Manager”, “Personal Guest Relations” etc. While in North America the term “Concierge” is widely known to be a higher level of specialized service to higher end clientele, it has some other lesser specialized service connections also such as doorman, guest greeters etc. As a graduate management certificate program we believe that the title needs to reflect a higher end, more specialized graduate.</p></li><li>2. After several meetings with our International Partners it was identified that many students believed that the program name “Concierge” was identified more with a servant position rather than a higher end specialist’s position. Some of this was through translation in language and some through the misunderstanding of what the position and program was. The name “Guest Relations Management” puts more emphasis on the higher level required as well as the stronger connection of management level outcomes in a graduate certificate program.</li></ol>

Indicate Program Advisory Committee (PAC) and College Support for the title change:

1. The name change was endorsed by the President of the Ontario chapter of Les Clef d'Or which is a world order of "Concierge" who support our program and are key PAC members for the program.
2. At the last PAC meeting held in June of 2017 a name change was proposed and support for the name was given. It was important that Concierge was still in the name but the emphasis moved to the Guest Relations Management, with the Concierge being an anchor as to the level the graduate could achieve once they had been successful in the program and begin their career towards becoming a "Concierge". This new title better reflects the management/leadership skills (see VLO's) acquired by students in the program.
3. During the most recent program review of 2015, the Program Advisory Committee recommended changes to the VLO's to better reflect the broad range of services available as a Concierge. As such, VLO's were adjusted to include the word "guest" rather than "client" throughout. These slightly adjusted VLO's were approved by CVS and forwarded to the MAESD (MTCU) in August 2015, though they constituted less than 25% of a change. At Fanshawe, the Course Outlines and Program Information were updated. The new VLO's are:
  1. Lead, guide and supervise staff as required in concierge-related services.
  2. Display self-confidence and personal effectiveness when providing concierge-related services.
  3. Recommend products and services according to guest needs and preferences.
  4. Manage guest or concierge-related problems using initiative, resourcefulness and self-control to ensure an effective and creative solution.
  5. Work independently, and effectively as a team member to provide services to guests and the general public.
  6. Communicate in a guest-service environment using appropriate intercultural strategies and techniques.
  7. Utilize desktop publishing, multimedia, and a variety of software to produce effective marketing materials.
  8. Make informed financial decisions to meet the goals of a guest-service enterprise.
  9. Develop and apply strategies for personal, career and professional development to enhance work performance and maintain currency with the guest-service industry.

Submission Date: January 2018