

# The Power of Tourism

Tourism is BIG business. Explore Monroe exists to continually promote tourism within Southeast Michigan to advance economic success and quality of life. Local tourism has a large impact on the economy.

2021 Tourism Impact:

- \$205.9 million was spent by tourists
- \$25.5 million in state and local tax impact
- 7,740 Monroe County jobs are directly supported by tourism
- 2,713 Monroe County jobs are funded through tourism
- \$96.6 million in tourism supported labor income

## Connect with us!

@exploremonroe



## Interested in CGTP? Contact Us



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explore  
**MONROE**  
THE GATEWAY TO MICHIGAN

## Certified Guest Tourism Professional Program

with AHLEI



In partnership with:  
Monroe County  
Community College

exploremonroemi.com



## Course Description

This course is designed to prepare an individual with skills for success as a customer service representative and an understanding of what tourism is in our region. This course will emphasize the skills and behaviors associated with customer service and develop an ambassador mindset, one that goes beyond the brief encounter with a guest to one that understands the whole experience is an influence on the hotel and our local community. Upon successful completion of this course, students will take the Guest Service Gold® exam, offered through AHLEI® to earn the Certified Guest Tourism Professional (CGSP) designation.



## Course Objectives

The outcome for this course is to increase regional tourism by inspiring front-line hospitality professionals to make every visitor encounter a positive experience. Training and curriculum are designed around guest service traits to connect with guests on a personal level and learn how to engage guests to provide memorable service.

## Reimbursement + On-Site Option

We know your staff time is valuable. This program has been designed with that mind and we are proud to offer an on-site option at your hotel.

To participate in this program, our hotel partners are required to register each participating employee for the entirety of the program at no cost to the hotel facility. Once the employee(s) have successfully completed the program, the hotel property will be reimbursed \$20.00/hour for each employee for all hours completed in the program. Explore Monroe will confirm completion with the program facilitator, and then issue a reimbursement payment in the form of a check for all eligible staff members.



## Course Timing

Classes will cover 8 hours of instruction scheduled with your company that best suit your needs.

Class curriculum to cover the Seven Elements of Service:

- Introduction of the program
- Recovery
- Personality
- Commitment
- Passion
- Inclusion
- Personalization
- Knowledge

Students will sit for the exam during the last session.