

## Demo Class Guide 示范课堂指南

### Overview 简介

CHEI has developed a portfolio of Demonstration Classes (Demo classes) on different hospitality topics for presentation at CHEI partner schools and potential new partner schools. The demo classes were designed by the CHEI academic advisors to demonstrate student-centered, interactive, modern teaching methods. When the CHEI administrative team and academic advisors visit partner schools or potential partner schools in China, each school can choose one or two demo class topics from the portfolio based on their students' needs. This guide introduces each class by listing class topics, the teaching techniques being demonstrated, and key points used in the course design. Each Demo Class package includes a PowerPoint presentation, a video clip of the class and a quick guide.

万礼豪程开发了一系列涵盖不同酒店旅游专业课题的示范课堂，并送教上门，在合作院校与新院校展示。示范课堂是有万礼豪程学术顾问精心设计，主要展示了以学生为中心的互动式现代教学方法。当万礼豪程团队拜访院校时，每所院校能够根据听课学生的需求，选择一到两个示范课堂课题。本指南将详细分解课题、教学方法以及课程设计的重点。每个示范课堂资源包包含了一个PPT课件，一段视频介绍以及一份听课讲义。

### Demo Class Inventory 示范课堂资源库

Class Topic 课题	Instructor 讲师	Comments from the instructor 课程简介
Customer Service and Hospitality Industry Intro 客户服务与酒店旅游业入门	Gene Lamke 杜靖德教授	Designed for first or second year students. Good introduction to tourism industry and customer service. 为一二年级的学生设计。酒店旅游行业以及客户服务的入门课程。
LEARN Model and Customer Service LEARN 模型与客户服务	Gene Lamke & Linda Roundtree 杜靖德教授与袁诗琳	Designed for second and third year students. Focuses on a problem-solving method for customer complaints. 为三四年级的学生设计。关注培养客户投诉以及问题解决方式。
Telephone Conversation 电话沟通技巧	Gene Lamke 杜靖德教授	Designed for any level of students. Demonstrates skills used in telephone conversations. 适用于各年级学生。展示电话沟通的技巧。
Leadership Development 领导力开发	Gene Lamke 杜靖德教授	Designed for second or third year students. Utilizes a structured simulation format using Legos to cultivate leadership skills. 为二三年级的学生设计。通过乐高玩具的分组模拟活动帮助培养领导力。
Brand Management 品牌管理	Gene Lamke 杜靖德教授	Designed for third year and higher students. Interactive session on brands and branding strategies. 为三年级或更高年级学生设计。互动式教授品牌管理与品牌战略基础知识。

