



EVENT
Hospitality

Business Simulation Role-Play

INSTRUCTIONAL AREA
Marketing-Information Management

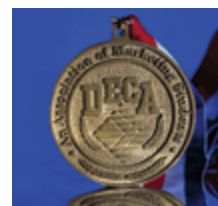
PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 30 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 15 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Describe the need for hospitality and tourism marketing information.
2. Explain the nature of positive customer/client relations.
3. Identify information monitored for marketing decision-making.
4. Describe techniques for processing marketing information.
5. Assess the appropriateness of research methods for a problem/issue.



EVENT SITUATION

You are to assume the role of marketing director for the TWO SEASONS HOTEL. The general manager of the hotel (judge) has asked you to develop a survey for hotel guests and a plan to ensure that guests complete the survey.

The general manager for the TWO SEASONS HOTEL (judge) understands the importance of customer feedback. Poor customer service is one of the biggest complaints in today's hospitality service economy. TWO SEASONS HOTEL needs help developing an appropriate customer survey and a technique to get feedback from customers before they leave the property. TWO SEASONS HOTEL has 700 rooms. It is located in a mild tropical climate and accommodates business and leisure guests. Ten thousand square feet of convention space can easily accommodate small and medium-sized business meetings. The hotel offers three restaurants with menu items ranging from \$6 to \$35. All rooms at the hotel are nonsmoking.

The general manager (judge) has asked you to develop a 10-question survey to be completed by hotel guests. The purpose of the survey is to gather customer feedback in order to improve service and business. The general manager (judge) has also asked for recommendations to ensure that hotel guests complete the survey.

You will present your survey and recommendations to the manager (judge) in a meeting to take place in the manager's (judge's) office. The manager (judge) will begin the meeting by greeting you and asking to hear your recommendations. After you have presented your survey and recommendations and have answered the manager's (judge's) questions, the manager (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of general manager of the TWO SEASONS HOTEL. You have asked your marketing director (participant) to develop a survey for hotel guests and a plan to ensure that guests complete the survey.

As general manager of the TWO SEASONS HOTEL, you understand the importance of customer feedback. Poor customer service is one of the biggest complaints in today's hospitality service economy. TWO SEASONS HOTEL needs help developing an appropriate customer survey and a technique to get feedback from customers before they leave the property. TWO SEASONS HOTEL has 700 rooms. The hotel is located in a mild tropical climate and accommodates business and leisure guests. Ten thousand square feet of convention space can easily accommodate small and medium-sized business meetings. The hotel offers three restaurants with menu items ranging from \$6 to \$35. All rooms at the hotel are nonsmoking.

You have asked your marketing director (participant) to develop a 10-question survey to be completed by hotel guests. The purpose of the survey is to gather customer feedback in order to improve service and business. You have also asked for recommendations to ensure that hotel guests complete the survey.

The marketing director (participant) will present his/her work to you in a meeting to take place in your office. You will begin the meeting by greeting the marketing director (participant) and asking about the survey.

During the course of the role-play you are to ask the following questions of each participant:

1. Why do most customers choose not to complete surveys?
2. How can we communicate to customers that their feedback is important at our hotel?

Once the marketing director (participant) has answered your questions, you will conclude the meeting by thanking him/her for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. Please note that an overall score of 70% indicates a *minimum level of acceptable performance*.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Demonstration	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM
HOSPITALITY
SAMPLE

DID THE PARTICIPANT:

1. Describe the need for hospitality and tourism marketing information?

Little/No Demonstration 0, 1, 2, 3	Below Expectations 4, 5, 6, 7, 8, 9	Meets Expectations 10, 11, 12, 13, 14	Exceeds Expectations 15, 16, 17, 18
Attempts at describing need for hospitality and tourism marketing information were inadequate or unclear.	Adequately described the need for hospitality and tourism marketing information.	Effectively described the need for hospitality and tourism marketing information.	Very effectively described the need for hospitality and tourism marketing information.

2. Explain the nature of positive customer/client relations?

Little/No Demonstration 0, 1, 2, 3	Below Expectations 4, 5, 6, 7, 8, 9	Meets Expectations 10, 11, 12, 13, 14	Exceeds Expectations 15, 16, 17, 18
Attempts at explaining the nature of positive customer/client relations were inadequate or unclear.	Adequately explained the nature of positive customer/client relations.	Effectively explained the nature of positive customer/client relations.	Very effectively explained the nature of positive customer/client relations.

3. Identify information monitored for marketing decision-making?

Little/No Demonstration 0, 1, 2, 3	Below Expectations 4, 5, 6, 7, 8, 9	Meets Expectations 10, 11, 12, 13, 14	Exceeds Expectations 15, 16, 17, 18
Attempts at identifying information monitored for marketing decision-making were inadequate or unclear.	Adequately identified information monitored for marketing decision-making.	Effectively identified information monitored for marketing decision-making.	Very effectively identified information monitored for marketing decision-making.

4. Describe techniques for processing marketing information?

Little/No Demonstration 0, 1, 2, 3	Below Expectations 4, 5, 6, 7, 8, 9	Meets Expectations 10, 11, 12, 13, 14	Exceeds Expectations 15, 16, 17, 18
Attempts at describing techniques for processing marketing information were inadequate or unclear.	Adequately described techniques for processing marketing information.	Effectively described techniques for processing marketing information.	Very effectively described techniques for processing marketing information.

5. Assess the appropriateness of research methods for a problem/issue?

Little/No Demonstration 0, 1, 2, 3	Below Expectations 4, 5, 6, 7, 8, 9	Meets Expectations 10, 11, 12, 13, 14	Exceeds Expectations 15, 16, 17, 18
Assessment of appropriateness of research methods was inadequate.	Adequately assessed appropriateness of research methods for a problem/issue.	Effectively assessed appropriateness of research methods for a problem/issue.	Very effectively assessed appropriateness of research methods for a problem/issue.

6. Overall impression and response to the judge's questions.

Little/No Demonstration 0, 1	Below Expectations 2, 3, 4	Meets Expectations 5, 6, 7	Exceeds Expectations 8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively.

Judge's Initials _____

TOTAL SCORE _____

Tiebreaker: 5, 1, 4, 3, 2, 6