



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Financial Analysis

PRINCIPLES OF HOSPITALITY AND TOURISM EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the performance indicators and interview task. You will have up to 10 minutes to review this information to determine how you will perform the task and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the interview situation.
2. You will have up to 10 minutes with the judge, including 5 to 7 minutes to accomplish the task and several minutes to respond to follow-up questions. (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 interview.

PERFORMANCE INDICATORS

1. Explain forms of financial exchange (cash, credit, debit, electronic funds transfer)
2. Explain the purposes and importance of credit.
3. Demonstrate the wise use of credit.
4. Explain the time value of money.



INTERVIEW SITUATION

You are to assume the role of candidate for the tour reservationist position at GREAT ESCAPE TOURS, a company that specializes in arranging and providing tours of destinations, activities and experiences for individuals and small groups. You have submitted your résumé and have been invited in for a personal interview with the owner (judge). This interview will be used to measure your knowledge and understanding of an important aspect of the tour operator business. The owner (judge) wants to make sure you understand the importance of credit before offering you the tour reservationist position.

Over 90% of customers who make a reservation for a GREAT ESCAPE TOURS do so with a credit card. In the first part of your interview you are to explain the value and importance that credit has for both customers and the business. Your presentation must also include the additional performance indicators listed on the first page of this event. Following your explanation, the owner (judge) of GREAT ESCAPE TOURS will ask you to respond to additional questions.

The interview will take place in the owner's (judge's) office. The owner (judge) will begin the interview by greeting you and asking to hear your explanation on the importance of credit. After you have provided your explanation and have answered the owner's (judge's) questions, the owner (judge) will conclude the interview by thanking you for the presentation.

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 Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of owner of GREAT ESCAPE TOURS, a company that specializes in arranging and providing tours of destinations, activities and experiences for individuals and small groups. The candidate (participant) is applying for the position of tour reservationist for your company. The candidate (participant) has submitted a résumé and has been invited in for a personal interview with you. This interview will be used to measure the candidate's (participant's) knowledge and understanding of an important aspect of the tour operator business. You want to make sure the candidate (participant) understands the importance of credit before offering the tour reservationist position.

Over 90% of customers who make a reservation for a GREAT ESCAPE TOURS do so with a credit card. During the first part of the presentation the candidate (participant) has been asked to explain the value and importance that credit has for both customers and the business. The presentation must also include the additional performance indicators listed on the first page of this event. In the second part of the interview, the candidate will answer your questions.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her explanation on the importance of credit to GREAT ESCAPE TOURS. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each candidate (participant):

1. According to FBI figures, identity theft is the fastest rising crime in the United States. What are some things our business can do to protect our customers from identity theft?
2. What is the difference between a credit card and a debit card?

Once the candidate (participant) has answered your questions, you will conclude the discussion by thanking the candidate (participant) for the work.

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

Answers will vary but should demonstrate a basic understanding of the concepts.

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.

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 Value	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
PHT
SAMPLE EVENT

PERFORMANCE INDICATORS DID THE PARTICIPANT:	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Explain forms of financial exchange?	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
2. Explain the purposes and importance of credit?	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
3. Demonstrate the wise use of credit?	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
4. Explain the time value of money?	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
5. Overall impression and responses to the judge's questions	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
				TOTAL SCORE	_____