



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Economics

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Detail the functions of room service.
2. Distinguish between economic goods and services.
3. Identify factors affecting a business's profit.
4. Explain the concept of competition.
5. Describe factors affecting the prices of hospitality and tourism products.

EVENT SITUATION

You are to assume the role of room service manager at CAPITOL CITY INN, a full-service hotel located in the downtown area of a large city. The general manager of the property (judge) has asked you to recommend changes to room services charges that would make the service more competitive to off-site restaurant delivery.

CAPITOL CITY INN is located in the heart of a busy downtown neighborhood. The 800-room property is within walking distance of a large convention center, a large stadium and many tourist destinations. This ideal location results in the property consistently being at high capacity.

CAPITOL CITY INN has two on-site restaurants available for guests and the general public. The property also has a coffee shop open during breakfast hours for quick bites. For guests that do not want to leave their rooms, CAPITOL CITY INN has a 24-hour room service menu. The room service menu offers a selection of popular items for breakfast, lunch, dinner and late-night snacks. All of the items available from room service are also available at the property's two on-site restaurants.

In the past several years, a variety of restaurant delivery services have opened in the area. Customers can log onto the restaurant delivery service's website and place an order from a favorite restaurant. The service then delivers the food item to the hotel's lobby for easy pickup. The restaurant delivery service charges a small fee per order for the service. Since these delivery services have gotten more popular, the amount of room service orders have sharply declined.

The general manager (judge) feels that guests are choosing restaurant delivery services because room service has too many fees. A cheeseburger ordered at the CAPITOL CITY INN'S restaurant is priced at \$10.00 when ordered inside the restaurant, however it is priced at \$12.00 on the room service menu. Plus, there is an additional \$5.00 delivery charge for room service and an added 18% service fee. The receipt also leaves a space for the guest to add gratuity. The cheeseburger nearly doubles in price through room service.

The general manager (judge) has asked you to recommend changes to the room service charges that will make ordering from room service preferable to using a restaurant delivery service.

You will present your recommendation to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the general manager's (judge's) questions, the general manager (judge) will conclude the role-play 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. 21st Century Skills and 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 at CAPITOL CITY INN, a full-service hotel located in the downtown area of a large city. You have asked the room service manager (participant) to recommend changes to room services charges that would make the service more competitive to off-site restaurant delivery.

CAPITOL CITY INN is located in the heart of a busy downtown neighborhood. The 800-room property is within walking distance of a large convention center, a large stadium and many tourist destinations. This ideal location results in the property consistently being at high capacity.

CAPITOL CITY INN has two on-site restaurants available for guests and the general public. The property also has a coffee shop open during breakfast hours for quick bites. For guests that do not want to leave their rooms, CAPITOL CITY INN has a 24-hour room service menu. The room service menu offers a selection of popular items for breakfast, lunch, dinner and late-night snacks. All of the items available from room service are also available at the property's two on-site restaurants.

In the past several years, a variety of restaurant delivery services have opened in the area. Customers can log onto the restaurant delivery service's website and place an order from a favorite restaurant. The service then delivers the food item to the hotel's lobby for easy pickup. The restaurant delivery service charges a small fee per order for the service. Since these delivery services have gotten more popular, the amount of room service orders have sharply declined.

You feel that guests are choosing restaurant delivery services because room service has too many fees. A cheeseburger ordered at the CAPITOL CITY INN'S restaurant is priced at \$10.00 when ordered inside the restaurant, however it is priced at \$12.00 on the room service menu. Plus, there is an additional \$5.00 delivery charge for room service and an added 18% service fee. The receipt also leaves a space for the guest to add gratuity. The cheeseburger nearly doubles in price through room service.

You have asked the room service manager (participant) to recommend changes to the room service charges that will make ordering from room service preferable to using a restaurant delivery service.

The room service manager (participant) will present recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. What elements of room service impact the pricing, relative to delivery from vendors outside the hotel?
2. What is the best way to promote our hotel's in-room dining's flexibility and service to our guests?
3. How will changes in allowing restaurant delivery service affect our hotel guests?

Once the room service manager (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the room service manager (participant) 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.

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.



**HOTEL AND LODGING MANAGEMENT
SERIES, 2019**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Economics**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Detail the functions of room service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Distinguish between economic goods and services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe factors affecting the prices of hospitality and tourism products?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						