



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Communication Skills

PRINCIPLES OF HOSPITALITY AND TOURISM 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the nature of effective verbal communication.
2. Explain the nature of effective written communication.
3. Distinguish between using social media for business and personal purposes.
4. Employ communication styles appropriate to target audience.

EVENT SITUATION

You are to assume the role of the maître d' at GARNET, a four-star restaurant in a city of 200,000 people. As maître d', you are in charge of reservations and overseeing the wait staff and busboys. You are the very first person guests communicate with when they arrive at the restaurant. You will be speaking with the general manager (judge) to encourage GARNET's presence on social media.

GARNET is an extremely successful restaurant in the city. It is open for dinner service Tuesday through Sunday and features a full bar, a seasonal menu and is in very high demand. Reservations are often booked months in advance for Saturday or Sunday night service.

The general manager (judge) is traditional and does not believe that the restaurant needs to have a presence on social media and also feels it is unprofessional. Since the restaurant is most often full, the general manager (judge) does not see the benefit in social media.

You have decided to take on the role of the voice of GARNET on social media. You must convince the general manager (judge) of the effectiveness of social media and how the style can match the professionalism of the restaurant. You must also explain to the general manager (judge) how you can communicate with customers arriving to the restaurant about GARNET's social media presence.

You will explain effective communication to the general manager (judge) in a role-play to take place at the front desk. The general manager (judge) will begin the role-play by asking you about effective communication. After you have given the general manager (judge) an explanation and have answered the 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 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 the general manager at GARNET, a four-star restaurant in a city of 200,000 people. The maître d' (participant) wants to speak with you to encourage GARNET's presence on social media.

The maître d' is in charge of reservations and overseeing the wait staff and busboys. The maître d' is the very first person guests communicate with when they arrive at the restaurant.

GARNET is an extremely successful restaurant in the city. It is open for dinner service Tuesday through Sunday and features a full bar, a seasonal menu and is in very high demand. Reservations are often booked months in advance for Saturday or Sunday night service.

You are traditional and do not believe that the restaurant needs to have a presence on social media and also feel it is unprofessional. Since the restaurant is most often full, you do not see the benefit in social media.

The maître d' (participant) wants to take on the role of the voice of GARNET on social media. The maître d' (participant) must convince you of the effectiveness of social media and how the style can match the professionalism of the restaurant. The maître d' (participant) must also explain to you how the maître d' (participant) can communicate with customers arriving to the restaurant about GARNET's social media presence.

The maître d' (participant) will explain effective communication with you in a role-play to take place at the front desk. You will begin the role-play by asking about effective communication. During the course of the role-play you are to ask the following questions of each participant:

1. What kind of content would you be posting on social media?
2. Are there any social media platforms that would seem inappropriate for our restaurant?

After the maître d' (participant) has given you an explanation and has answered your questions, you will conclude the role-play by thanking the maître d' (participant).

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

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.



**PRINCIPLES OF HOSPITALITY AND TOURISM,
2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Communication Skills**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of effective verbal communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the nature of effective written communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Distinguish between using social media for business and personal purposes?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Employ communication styles appropriate to target audiences?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						