



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Selling

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. Explain the role of customer service as a component of selling relationships.
2. Analyze product information to identify product features and benefits.
3. Discuss motivational theories that impact buying behavior.
4. Describe the use of technology in the selling function.
5. List three advantages of a chain-affiliated facility.

EVENT SITUATION

You are to assume the role of marketing specialist for LILAC HOTEL, a chain of full-service hotels with over 1,000 locations. The director of marketing (judge) wants you to use social media to communicate features and benefits of LILAC HOTEL that contrast AIRBED, an online app that allows guests to book a person's house or room, to attract Millennial guests.

LILAC HOTELS are relatively new to the hotel and lodging industry, opening its first location in 1998. Since that time the chain has grown to be successful in occupancy, customer satisfaction and social media presence. The demographic staying at LILAC HOTELS the most is Generation X, with Millennials and Baby Boomers a distant second.

In the last several years, more and more Millennials are opting to utilize AIRBED for lodging rather than traditional hotel properties. Millennials liked the feel of being part of a residential community rather than being in a sterile hotel environment. Currently AIRBED has over 90 million users worldwide in 34,000 cities. LILAC HOTELS tried to compete with AIRBED by making the properties feel special and less sterile. While the changes did bring in new customers, it did not bring in many Millennials.

A recent study has shown that the novelty of AIRBED is starting to wear off. While there are still millions of registered users booking stays, more and more complaints and negative comments are popping up. The following is a list of the biggest complaints among AIRBED users:

- No food available
- No amenities
- No housekeeping staff
- No safe or secure feeling
- Never know what to expect

The director of marketing (judge) wants you to use the negative comments associated with AIRBED as tools to sell LILAC HOTEL to Millennials. The director (judge) would like you to outline how you will use a series of social media posts/tweets/videos to sell LILAC HOTEL to Millennials.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director's (judge's) questions, the director (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. 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 director of marketing for LILAC HOTEL, a chain of full-service hotels with over 1,000 locations. You want the marketing specialist (participant) to use social media to communicate features and benefits of LILAC HOTEL that contrast AIRBED, an online app that allows guests to book a person's house or room, to attract Millennial guests.

LILAC HOTELS are relatively new to the hotel and lodging industry, opening its first location in 1998. Since that time the chain has grown to be successful in occupancy, customer satisfaction and social media presence. The demographic staying at LILAC HOTELS the most is Generation X, with Millennials and Baby Boomers a distant second.

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A recent study has shown that the novelty of AIRBED is starting to wear off. While there are still millions of registered users booking stays, more and more complaints and negative comments are popping up. The following is a list of the biggest complaints among AIRBED users:

- No food available

- No amenities
- No housekeeping staff
- No safe or secure feeling
- Never know what to expect

You want the marketing specialist (participant) to use the negative comments associated with AIRBED as tools to sell LILAC HOTEL to Millennials. You would like the marketing specialist (participant) to outline how he/she will use a series of social media posts/tweets/videos to sell LILAC HOTEL to Millennials.

The marketing specialist (participant) will present ideas 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 are some possible negative outcomes of this campaign?
2. What can local hotel managers do to make sure Millennials needs are met?
3. Do you think we should offer incentives, such as a discounted rate, during this campaign?

Once the marketing specialist (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the marketing specialist (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 MARKETING SERIES,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT #2**

**INSTRUCTIONAL AREA
Selling**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Analyze product information to identify product features and benefits?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe the use of technology in the selling function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	List three advantages of a chain affiliated facility?	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						