



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Customer Relations

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 nature of positive customer relations.
2. Build and maintain relationships with customers.
3. Interpret business policies to customers/clients.
4. Explain the concept of product in the hospitality and tourism industry.
5. Identify ways guests place reservations directly with lodging properties.

EVENT SITUATION

You are to assume the role of marketing manager for VALLEY HOTELS, a full-service hotel chain with over 4,000 properties. The brand manager (judge) wants you to determine a value-added product or service to offer loyalty members that book reservations through the brand's own channels.

VALLEY HOTELS is one of the brands owned by MILLS WORLDWIDE. MILLS WORLDWIDE has a large portfolio of brands ranging from economy motels to luxury resorts. VALLEY HOTELS fits in the middle of the portfolio, offering full-service at comparative prices. MILLS WORLDWIDE has a loyalty program named *Run of the Mill*. Members earn points for lodging and purchases at any MILLS WORLDWIDE brand property.

Like other full-service hotels, VALLEY HOTELS feature full-service restaurants, lounges, coffee shops, fitness centers, spas, valet parking, concierge service, gift shops and swimming pools. The properties offer both standard rooms with two queen beds or one king bed, junior suites that offer additional space and sitting area, and full suites that offer a separate living area in addition to the sleeping room.

People looking for a hotel room tend to do research before booking a reservation. Typically, customers looking for a hotel room will search two to three online travel agencies, search specific hotel websites and also search using general credit card rewards programs for available rewards. Even hotel loyalty club members tend to do general searches and will choose a property based on price rather than on loyalty.

In an effort to increase brand loyalty and drive customers to VALLEY HOTELS' own sales channels, the brand manager (judge) wants you to decide on a value-based product or service that the brand can offer its *Run of the Mill* members that book reservations through VALLEY HOTELS' channels. The brand manager (judge) insists that the incentive cannot be a decrease in price. The incentive must be a brand product.

The brand manager (judge) wants you to explain how the booking incentive will be communicated and how it will help increase brand loyalty.

You will present your ideas to the brand manager (judge) in a role-play to take place in the brand manager's (judge's) office. The brand manager (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 brand manager's (judge's) questions, the brand 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 brand manager for VALLEY HOTELS, a full-service hotel chain with over 4,000 properties. You want the marketing manager (participant) to determine a value-added product or service to offer loyalty members that book reservations through the brand's own channels.

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In an effort to increase brand loyalty and drive customers to VALLEY HOTELS' own sales channels, you want the marketing manager (participant) to decide on a value-based product or service that the brand can offer its *Run of the Mill* members that book reservations through VALLEY HOTELS' channels. You insist that the incentive cannot be a decrease in price. The incentive must be a brand product.

You want the marketing manager (participant) to explain how the booking incentive will be communicated and how it will help increase brand loyalty.

The marketing manager (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. Can a guest become a *Run of the Mill* member at check-in and receive the incentive? Why or why not?
2. What is the best way to communicate the incentive to our mobile app users?

Once the marketing manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the marketing 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 MARKETING SERIES,
2018**

Participant: _____

I.D. Number: _____

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

**INSTRUCTIONAL AREA
Customer Relations**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of product in the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify ways guests place reservations directly with lodging properties?	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						