



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Economics

## **PRINCIPLES OF HOSPITALITY AND TOURISM EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Distinguish between economic goods and services.
2. Describe the functions of prices in markets.
3. Explain the principles of supply and demand.
4. Explain the concept of competition.

## **EVENT SITUATION**

You are to assume the role of a hotel booking agent for CARDINAL SUITES, a hotel chain with 1,000 properties across the nation. A new employee (judge) has asked you to explain the reasons why the properties do not have the same pricing.

As hotel booking agents, you and the new employee (judge) help customers over the phone make reservations at all of the CARDINAL SUITES locations. CARDINAL SUITES has locations in large metropolitan areas, small communities, near airports, off the freeway and in tourist destinations. The properties are all suites, but some rooms have extra amenities such as whirlpool tubs, private balconies and sofa sleepers.

The new employee (judge) has completed training and knows how to reserve rooms for all of the CARDINAL SUITES properties, but does not understand why room rates differ based on location, occupancy rate and amenities.

You will explain the different factors that affect room rates to the new employee (judge) in a role-play to take place at the front desk. The new employee (judge) will begin the role-play by asking you about the different room rates. After you have given the new employee (judge) an explanation and have answered the new employee's (judge's) questions, the new employee (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. 21<sup>st</sup> 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 a new hotel booking agent for CARDINAL SUITES, a hotel chain with 1,000 properties across the nation. You have asked your co-worker (participant) to explain the reasons why the properties do not have the same pricing.

As hotel booking agents, you and your co-worker (participant) help customers over the phone make reservations at all of the CARDINAL SUITES locations. CARDINAL SUITES has locations in large metropolitan areas, small communities, near airports, off the freeway and in tourist destinations. The properties are all suites, but some rooms have extra amenities such as whirlpool tubs, private balconies and sofa sleepers.

You have completed training and know how to reserve rooms for all of the CARDINAL SUITES properties, but do not understand why room rates differ based on location, occupancy rate and amenities.

Your co-worker (participant) will explain the different factors affecting room rates to you in a role-play to take place at the front desk. You will begin the role-play by asking about room rates.

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

1. Is there any one factor that plays a more significant role in determining room rates?
2. If occupancy rates are high, why would we continue to give discounts to military, senior citizens and loyalty program members?

After your co-worker (participant) has given you an explanation and has answered your questions, you will conclude the role-play by thanking the co-worker (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<sup>th</sup> 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<sup>th</sup> 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<sup>th</sup> percentile of business personnel performing this performance indicator.



**PRINCIPLES OF HOSPITALITY AND TOURISM,  
2019**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA  
Economics**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Distinguish between economic goods and services?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe the functions of prices in markets?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the principles of supply and demand?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the concept of competition?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						