



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Product/Service Management

HOTEL AND LODGING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Explain the nature and scope of the product/service management function.
2. Explain the nature of product/service branding.
3. Describe services offered by the hospitality and tourism industry.
4. Explain factors that motivate people to choose a hospitality and tourism site.
5. Specify a standard rate.

CASE STUDY SITUATION

You are the director of brand management for BURDA INTERNATIONAL, a multinational hospitality company that manages and franchises over 5,000 properties. BURDA has several brands of hotels based on market segments. The *Classic Hotel* brand is the company's traditional, full-service, mid-priced hotel.

There are over 2,000 *Classic Hotel* properties throughout North America. Classic Hotels are found in all major family tourist locations. All *Classic Hotel* properties include full-service restaurants, lobby coffee shops, lobby bars, VIP lounges, swimming pools, fitness centers and business centers. Typically, each *Classic Hotel* has approximately 250 – 500 guest rooms, depending on location.

BURDA INTERNATIONAL has signed an agreement with the company that produces the animated children's program *Cuddly Capers*. *Cuddly Capers* is a cartoon featuring dogs, cats and other animals working as fire fighters, members of the police force, doctors and detectives. The animals help others and solve mysteries during each 11-minute episode. *Cuddly Capers* is the most popular children's program on the market and has made large profits licensing the brand for toys, backpacks, lunchboxes, clothing and other merchandise.

The agreement BURDA INTERNATIONAL signed with the *Cuddly Capers* company gives BURDA the rights to design a *Cuddly Capers*-themed hotel. BURDA executives have decided to use the *Classic Hotel* brand for the venture. The *Cuddly Capers*-themed hotel will be a single location.

YOUR CHALLENGE

The senior vice president of BURDA INTERNATIONAL has asked you to help design the new *Cuddly Capers*-themed hotel. The senior vice president wants you to determine:

- The best location for the hotel
- Methods to incorporate *Cuddly Capers* into guestrooms
- Methods to incorporate *Cuddly Capers* into the lobby, restaurant and swimming area
- Any additional services/amenities to include in the *Cuddly Capers*-themed hotel
- A standard room rate and rationale for how it should be set
- How the hotel will retain its quality image with a new venture

You will present your ideas to the senior vice president in a meeting to take place in the senior vice president's office. The senior vice president may be accompanied by additional executives from the company.



HOTEL AND LODGING, 2019

Participant: _____

JUDGE'S EVALUATION FORM

Sample Event

I.D. Number: _____

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of product/service branding?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe services offered by the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain factors that motivate people to choose a hospitality and tourism site?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Specify a standard rate?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						