



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Emotional Intelligence

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. Determine factors affecting business risk.
2. Determine stakeholder expectations.
3. Leverage business relationships.
4. Demonstrate negotiation skills.
5. Explain the functions of the rooms division.

CASE STUDY SITUATION

You are the director of branding for HOTEL PERSIMMON, a chain of boutique hotels. There are 75 HOTEL PERSIMMON properties, all in major metropolitan areas. The hotels are all unique and allow for the local culture of the city to be seen in the décor, restaurants and services.

Many lodging companies partner with other corporate brands for bathroom amenities like shampoos and soaps or feature celebrity chef branding for in-house restaurants. When HOTEL PERSIMMON first opened in 2004, it partnered with the popular online retailer, SIMPLE. SIMPLE sells linens, housewares, accessories and furniture. The style, like the company name, is simple yet trendy and Millennials have made the online retailer a huge success. All of the sheets, blankets and comforters in HOTEL PERSIMMON properties are SIMPLE products. The companies partnered to offer hotel guests sleek and trendy SIMPLE bed linens; a win-win.

Hotel guests that enjoy the SIMPLE bed linens and would like to purchase them are able to place an order through HOTEL PERSIMMONS' front desks. The front desks have limited SIMPLE inventory available for purchase, but if a specific need cannot be met, the front desk can assist the hotel guest in ordering the appropriate linens through SIMPLE.

Due to the success of the HOTEL PERSIMMON partnership, SIMPLE would like to expand its offerings in each hotel room to include SIMPLE desks, lamps, chairs and décor. SIMPLE would manage the remodel of all guest rooms. SIMPLE would provide a catalog in each hotel room that would list pricing of the items and methods for guests to order; through the front desk or through the SIMPLE website.

YOUR CHALLENGE

The senior vice president of HOTEL PERSIMMON has asked you to analyze SIMPLE's request. Specifically, the senior vice president wants to hear:

- The benefits of allowing SIMPLE to furnish more items in guestrooms
- Possible consequences of allowing SIMPLE to furnish more items in guestrooms
- Methods HOTEL PERSIMMON can use to leverage the relationship to attract guests
- Possible reactions from various HOTEL PERSIMMON stakeholders if SIMPLE furnishes more items
- Effects on rooms division staff

You will present your analysis and recommendations 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.

You will receive 2-3 questions from the judge pertaining to the case situation.



HOTEL AND LODGING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
State/Provincial Event 1

I.D. Number: _____

INSTRUCTIONAL AREA
Emotional Intelligence

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Determine factors affecting business risk? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 2. | Determine stakeholder expectations? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 3. | Leverage business relationships? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 4. | Demonstrate negotiation skills? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 5. | Explain the functions of the rooms division? | 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 | | | | | | |