



**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. Describe services offered by the hospitality and tourism industry.
3. Identify product's/service's competitive advantage.
4. Identify factors associated with positive customer experiences.
5. Explain how emerging technology for telecommunications services enhance the guest experience.

## **CASE STUDY SITUATION**

You are the director of guest satisfaction for GOLDMAN PROPERTIES, a company that manages a broad portfolio of hotel brands. The full-service hotel brand, HOTEL GOLD, is the company's most profitable and recognized brand.

HOTEL GOLD has over 1,000 locations across the nation. Like other full-service hotels, HOTEL GOLD offers guests much more than a simple sleeping room. Each property boasts restaurants, lounges, fitness centers, spas, swimming pools, saunas, gift shops, business centers and arcades for children. Guest rooms at HOTEL GOLD properties average \$199/night. The clientele is a mix between business travelers and families staying for leisure.

With so many different hotel choices, GOLDMAN PROPERTIES has been researching guest satisfaction and the reasons guests give for choosing hotels. It was determined that guests of all types are attracted to hotel properties that demonstrate guest personalization and extraordinary in-room services.

The senior vice president of GOLDMAN PROPERTIES has been meeting with executives at POWERHOUSE, the most successful and well-known online retailer in the world. POWERHOUSE recently launched the product, *Pal*, a voice activated connected device. A person is able to talk to *Pal* and the device will answer using its connectivity. If a person asks, "*Pal*, what is the weather forecast for today?" *Pal* will then audibly provide the weather forecast. If a person asks, "*Pal*, where is the closest dry cleaner?" *Pal* will then audibly supply information on the nearest dry cleaner.

## **YOUR CHALLENGE**

The senior vice president of GOLDMAN PROPERTIES feels it would be beneficial to have a POWERHOUSE *Pal* in each HOTEL GOLD guest room. The senior vice president wants you to determine how the technology in *Pal* could be used to increase personalization and increase in-room services to HOTEL GOLD guests. The senior vice president also wants your analysis on any potential issues of having a POWERHOUSE *Pal* in each guest room.

You will present your analysis and 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.

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 2

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

**INSTRUCTIONAL AREA**

Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
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.	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	
3.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain how emerging technology for telecommunications services enhance the guest experience?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						