



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Customer Relations

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. Identify strategies to manage customer experience during peaks in demand.
2. Maintain service standards during peaks in demand.
3. Anticipate unspoken customer needs.
4. Determine factors affecting business risk.
5. Determine availability.

CASE STUDY SITUATION

You are the general manager for CEDAR PLACE, a local hotel property in a southern U.S. city of 450,000 people.

CEDAR PLACE offers 300 guest rooms, one full service restaurant, one coffee shop, one lounge and an executive club member lounge. The hotel offers complimentary coffee and smoothies during the morning hours, complimentary cookies in the afternoon and complimentary hot appetizers in the evening. Guests with executive status can visit the executive club member lounge for free beverages and snacks twenty-four hours a day. A full free breakfast is also provided in the executive club member lounge. Guests without executive status may dine in the hotel restaurant.

The weather forecast has made a severe turn and now the southern city is set to receive rain and then 3 inches of snow overnight. It has not snowed in this southern city for almost five years. Government officials are calling for people to stay indoors and not travel unless absolutely necessary. In anticipation of the snow storm, the area schools and most businesses are closed tomorrow. It is extremely likely that hundreds of flights in and out of the nearby airport will be cancelled, leaving travelers stranded.

CEDAR PLACE currently has an occupancy rate of 70% tonight. All hotel staff have reported for duty today, although some have requested to leave work early to arrive home before the storm hits. You feel the hotel property is able to run efficiently tomorrow without the full staff.

YOUR CHALLENGE

In anticipation of the impending snow storm, you must develop a plan for hotel operations tonight and tomorrow. You must determine the following in your plan:

- Ways to encourage staff to attend work tomorrow while staying safe
- Strategies to maintain service standards with minimal staff
- Strategies to manage guest expectations before, during and after snow storm
- Anticipated needs of guests tonight and tomorrow
- The pros/cons of accepting new reservations during this time
- Room availability for tonight/tomorrow

You will present your recommendations to the director of operations in a meeting to take place in the director's office. The director may be accompanied by additional executives from the property.

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



HOTEL AND LODGING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Preliminary

I.D. Number: _____

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify strategies to manage customer experience during peaks in demand?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Maintain service standards during peaks in demand?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Anticipate unspoken customer needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine factors affecting business risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine availability?	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						