



**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**

---

- Identify strategies to manage customer experience during peaks in demand.
- Maintain service standards during peaks in demand.
- Identify factors associated with positive customer experiences.
- Determine ways of reinforcing the company's image through employee performance.
- Process front-desk transactions.

## **CASE STUDY SITUATION**

---

You are the general manager of WATERFRONT INN, a hotel property located in a popular beach town. WATERFRONT INN has 200 guest rooms, a swimming pool, a fitness center, a lounge, and beach access. The property consistently meets 100% guest occupancy from March through early September.

The property that WATERFRONT INN sits on has a unique shape. The property is quite narrow, but is very long. Upon entering, the hotel lobby is small, with a front desk that fits only three employees. The guestrooms are located behind the front desk along long hallways. The swimming pool and beach access are located behind the hotel.

Due to the hotel property's unique shape, the lobby is often crowded during check-in times. Guest check-in time is at 4:00PM and there is often a line of guests waiting to check-in, since they do not all fit in the hotel's small, narrow lobby. Guest check-out is at noon, which only gives the housekeeping staff four hours to clean vacated guestrooms and have them ready for check-in. Earlier check-in times are not feasible.

At 4:00PM during peak season, there is a line of guests out the door of WATERFRONT INN, waiting for check-in to begin. Guests in line are often accompanied by family, luggage, coolers, beach chairs, and water toys.

While the check-in process does move relatively quickly, the three front desk workers must also process other front-desk transactions such as: call routing, inquiries and requests from guest rooms, and check cashing.

## **YOUR CHALLENGE**

---

The owner of the WATERFRONT INN is concerned about the overwhelming nature of guest check-in. First time guests' first impressions of WATERFRONT INN include a long line of people waiting to check-in, a crowded lobby, and stressed front desk workers.

The owner wants you to create strategies to alleviate the overwhelming nature of guest check-in during peak season for guests and for staff.

## EVALUATION INSTRUCTIONS

---

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 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 director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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.



**HOTEL AND LODGING  
2020**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Customer Relations

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
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.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Process front-desk transactions?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						