



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Customer Relations

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe property features that influence customer appeal.
- Discuss actions employees can take to achieve the company's desired results.
- Anticipate unspoken customer needs.
- Explain the nature of customer service in the hospitality and tourism industry.
- Demonstrate a customer-service mindset.

EVENT SITUATION

You are the front desk manager of EXPRESS INN, a limited-service property with 200 guest rooms. The general manager (judge) has asked you to determine how to enhance guest engagement upon check-in with very few choices among guest rooms.

EXPRESS INN has six floors. The lobby contains the front desk, a lounging area with couches and coffee tables, a breakfast area, and a 24-hour snack and beverage marketplace. The second floor holds the indoor swimming pool, the fitness center, two meeting rooms and a dozen guest rooms. The third through sixth floors all hold guest rooms. The elevators open to the middle of guest floor hallways, with the rooms located to the left or right of the elevator bank.

EXPRESS INN has one suite and two handicapped accessible rooms on each guest room floor. Aside from the suites and handicapped accessible rooms, all other guest rooms are identical in size and have the same amenities. Upon check-in, guests are simply assigned a guest room at random, if they have not reserved a suite or handicapped accessible room.

The general manager (judge) wants to enhance guest engagement by offering guests more choices upon check-in. Rather than simply assigning guests a random unoccupied room, the general manager (judge) feels that guests will feel more engaged if given options to choose a preferred room.

The general manager (judge) wants you to determine guest room location options that guests can be given when checking in to EXPRESS INN that do not include suites or handicapped accessible rooms.

You will present your ideas to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the general manager's (judge's) questions, the general manager (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are the general manager of EXPRESS INN, a limited-service property with 200 guest rooms. You have asked the front desk manager (participant) to determine how to enhance guest engagement upon check-in with very few choices among guest rooms.

EXPRESS INN has six floors. The lobby contains the front desk, a lounging area with couches and coffee tables, a breakfast area, and a 24-hour snack and beverage marketplace. The second floor holds the indoor swimming pool, the fitness center, two meeting rooms and a dozen guest rooms. The third through sixth floors all hold guest rooms. The elevators open to the middle of guest floor hallways, with the rooms located to the left or right of the elevator bank.

EXPRESS INN has one suite and two handicapped accessible rooms on each guest room floor. Aside from the suites and handicapped accessible rooms, all other guest rooms are identical in size and have the same amenities. Upon check-in, guests are simply assigned a guest room at random, if they have not reserved a suite or handicapped accessible room.

You want to enhance guest engagement by offering guests more choices upon check-in. Rather than simply assigning guests a random unoccupied room, you feel that guests will feel more engaged if given options to choose a preferred room.

You want the front desk manager (participant) to determine guest room location options that guests can be given when checking in to EXPRESS INN that do not include suites or handicapped accessible rooms.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Why is it important to offer guests choices?
2. How can we upsell guests to a suite upon check-in?

Once the front desk manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the front desk manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**HOTEL AND LODGING MANAGEMENT SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Customer Relations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe property features that influence customer appeal?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Anticipate unspoken customer needs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of customer service in the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						