



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Lodging

**INSTRUCTIONAL AREA**  
Selling

## **HOTEL AND LODGING MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> 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**

- Explain key factors in building a clientele.
- Explain the role of customer service as a component of selling relationships.
- Acquire product information for use in selling.
- Identify product's/service's competitive advantage.
- Explain hotel security considerations.

## EVENT SITUATION

You are to assume the role of general manager at THE LODGE AT CREEK CITY. The owner of the property (judge) wants to offer pool memberships to community members and wants you to determine the terms of the memberships that will not negatively affect guests.

THE LODGE AT CREEK CITY is located in a town of 3,000 people. THE LODGE AT CREEK CITY is located three miles away from the city center. There are only 25 guest rooms at THE LODGE AT CREEK CITY, but the property is equipped with a beautiful outdoor swimming pool, lounge, and coffee shop. The pool hours are from 7:00 AM until midnight.

The local community swimming pool is open Memorial Day through Labor Day and offers residents daily swimming passes for \$5/day or season passes for \$25. This year, the local community swimming pool sold too many season passes, and the pool reaches capacity every day. Residents have been complaining about the crowded conditions and sometimes being denied entry.

Since THE LODGE AT CREEK CITY has been experiencing low occupancy, the owner (judge) wants to offer pool memberships to community members. The outdoor swimming pool at THE LODGE AT CREEK CITY has 100-person occupancy, and rarely is there more than a handful of guests utilizing the pool during the weekdays.

The owner (judge) wants you to determine the terms of THE LODGE AT CREEK CITY pool membership for community members. Specifically, the owner (judge) wants you to consider:

- Hours the pool would be open to community members
- Hours the pool would be open for THE LODGE AT CREEK CITY guests
- Security considerations for hotel guests
- How offering pool membership would build relationships for future clientele

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, 21<sup>st</sup> 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 to assume the role of the owner of THE LODGE AT CREEK CITY. You want to offer pool memberships to community members and want the general manager (participant) to determine the terms of the memberships that will not negatively affect guests.

THE LODGE AT CREEK CITY is located in a town of 3,000 people. THE LODGE AT CREEK CITY is located three miles away from the city center. There are only 25 guest rooms at THE LODGE AT CREEK CITY, but the property is equipped with a beautiful outdoor swimming pool, lounge, and coffee shop. The pool hours are from 7:00 AM until midnight.

The local community swimming pool is open Memorial Day through Labor Day and offers residents daily swimming passes for \$5/day or season passes for \$25. This year, the local community swimming pool sold too many season passes, and the pool reaches capacity every day. Residents have been complaining about the crowded conditions and sometimes being denied entry.

Since THE LODGE AT CREEK CITY has been experiencing low occupancy, you want to offer pool memberships to community members. The outdoor swimming pool at THE LODGE AT CREEK CITY has 100-person occupancy, and rarely is there more than a handful of guests utilizing the pool during the weekdays.

You want the general manager (participant) to determine the terms of THE LODGE AT CREEK CITY pool membership for community members. Specifically, you want the general manager (participant) to consider:

- Hours the pool would be open to community members
- Hours the pool would be open for THE LODGE AT CREEK CITY guests
- Security considerations for hotel guests
- How offering pool membership would build relationships for future clientele

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. How can we monitor this new program to make certain it is not negatively affecting our hotel guests?
2. How will this new program affect guest parking?
3. Currently, we have hotel towels located poolside for our guests. Should we keep hotel towels in that location for all to use? Why or why not?

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

<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 MANAGEMENT SERIES  
2020**

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT #2**

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

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

**INSTRUCTIONAL AREA:  
Selling**

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Acquire product information for use in selling?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain hotel security considerations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						