



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Product/Service Management

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

- Explain the nature of corporate branding.
- Explain the role of guest services.
- Identify product's/service's competitive advantage.
- Identify factors affecting customer-service practices in hospitality and tourism.
- Explain the concept of competition.

EVENT SITUATION

You are to assume the role of the director of branding for CORNERSTONE INN, a chain of mid-scale limited service hotels. The director of operations (judge) is recommending a service change at all CORNERSTONE INN locations, but first wants you to analyze the competitive advantages and disadvantages of the service change.

Executives at CORNERSTONE INN are constantly looking for additions and changes to provided service that will set them apart from the competition. In the last five years, CORNERSTONE INN locations have begun providing free appetizers and drinks in the evenings, hosted live music in the lounge and introduced a mobile app that provides check-in/check-out services, communication with guest services and room service ordering.

The director of operations (judge) recently recommended that CORNERSTONE INN phase out the front desk. The director of operations (judge) feels that front desks reflect traditional hotel set-ups and CORNERSTONE INN should be branding itself as cutting edge. Guests would check-in through the mobile app or online and use the app as keyless entry into the guestroom. One CORNERSTONE INN employee would be in the entry with a tablet and able to solve any challenges.

The director of operations (judge) wants you to analyze the competitive advantages and disadvantages of phasing out front desks at CORNERSTONE INN properties. The director of operations (judge) also wants you to make a final recommendation.

You will present your analysis to the director of operations (judge) in a role-play to take place in the director of operations' (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your analysis. After you have presented an analysis and have answered the director of operations' (judge's) questions, the director of operations (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. Participant Instructions, 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 to assume the role of the director of operations for CORNERSTONE INN, a chain of mid-scale limited service hotels. You are recommending a service change at all CORNERSTONE INN locations, but first want the director of branding (participant) to analyze the competitive advantages and disadvantages of the service change.

Executives at CORNERSTONE INN are constantly looking for additions and changes to provided service that will set them apart from the competition. In the last five years, CORNERSTONE INN locations have begun providing free appetizers and drinks in the evenings, hosted live music in the lounge and introduced a mobile app that provides check-in/check-out services, communication with guest services and room service ordering.

You recently recommended that CORNERSTONE INN phase out the front desk. You feel that front desks reflect traditional hotel set-ups and CORNERSTONE INN should be branding itself as cutting edge. Guests would check-in through the mobile app or online and use the app as keyless entry into the guestroom. One CORNERSTONE INN employee would be in the entry with a tablet and able to solve any challenges.

You want the director of branding (participant) to analyze the competitive advantages and disadvantages of phasing out front desks at CORNERSTONE INN properties. You also want the director of branding (participant) to make a final recommendation.

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 would this change positively and negatively affect our customers' experiences?
2. Is there a risk of losing customers who are not tech savvy?

Once the director of branding (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of branding (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
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2 - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of guest services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify factors affecting customer-service practices in hospitality and tourism?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of competition?	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						