



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Product/Service Management

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

- Describe lodging accommodation types and classifications.
- Coordinate amenities/services across multiple property outlets.
- Identify property differentiators.
- Identify product's/service's competitive advantage.
- Evaluate consistency in delivery brand values and service guarantees.

CASE STUDY SITUATION

You are the director of brand management for ESTRELLA HOTELS, a hospitality management company that owns and operates five different brands with over 2,000 locations. ESTRELLA HOTELS' properties are all located in major metropolitan areas and surrounding suburbs.

The five ESTRELLA HOTELS' brands are as follows:

Star Inn – limited service properties that feature free breakfast, free Wi-Fi, swimming pool, small fitness area, and a small selection of snack items available for purchase

Galaxy Stay – extended stay properties that feature free breakfast, free Wi-Fi, swimming pool, small fitness area, and a small selection of snack items available for purchase. Guest rooms are one bedroom or two bedroom suites that include a kitchenette and separate living area.

Hotel Estrella – full-service properties that include swimming pools, lounges, restaurants, coffee shops, gift shops, large fitness centers, spas and meeting space. The properties include free Wi-Fi in the lobby areas.

Constellation – boutique properties that vary in services and amenities depending on location. Each location offers specialty concierge services, lounges, fitness centers, and restaurants that cater to local cuisine. Examples of varying services include bicycle rentals, fitness classes, cooking classes, game rooms, and live entertainment.

North Star – upscale properties that feature deluxe amenities, four-star restaurants, infinity pools, fitness classes, meditation gardens, concierge services, and car service.

YOUR CHALLENGE

ESTRELLA HOTELS has recently purchased property in a major city that consists of two large 12 story towers that share a common lobby area. Executives have discussed having the new property represent two different ESTRELLA brands, one tower representing a brand and the second tower representing a second brand. The executives are not certain which two ESTRELLA HOTELS' brands would be the best to combine.

The senior vice president wants you to analyze the five ESTRELLA HOTELS brands and determine which two would be the best for the dual property. The main lobby and check-in area will be shared by both brands.

The executives want to ensure that guests of either brand will see the value in the two brands, hoping to gain a new appreciation and clientele for future stays.

Your analysis must include a recommendation of dual brands, property differentiators, explanation of competitive advantage of the brands, and ideas on how each brand's values and services can be consistent with the joint venture.

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
2021**

JUDGE'S EVALUATION FORM
Association Event 1

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.	Describe lodging accommodation types and classifications?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Coordinate amenities/services across multiple property outlets?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify property differentiators?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Evaluate consistency in delivery brand values and service guarantees?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						