

Normalized scores are reported here. Normalization is a statistical process allowing for the comparison of different datasets (i.e., sections) in a way that eliminates the effects of certain influences (i.e., different judges). Scores are reported as if participants were all evaluated by the same judge, when in fact they were not.

Category	Normal Score	International %ile	low	mid	high
Exam	80.00	72.00%	■	■	■
Role Play	100.00	95.00%	■	■	■
Role Play 2	106.00	98.00%	■	■	■
Final Role Play	93.00	98.00%	■	■	■
Overall	379.00	100.00%	■	■	■



International percentile rank is reported here. The percentile rank of the normalized score is interpreted as the percentage of all participants who scored at or below the score of interest.

Student:
School:
Location:
Competitive Event: Hotel and Lodging Management Series

Performance on the exam is reported here. Performance feedback is organized by instructional area (i.e. economics, emotional intelligence).

Hospitality and Tourism Cluster Exam				
	Raw Score	%ile	Intl %ile	low mid high
Business Law	50	31.00%	20.00%	■
Communication Skills	100	56.00%	59.00%	■
Customer Relations	77.78	31.00%	36.00%	■
Economics	60	38.00%	44.00%	■
Emotional Intelligence	71.43	25.00%	24.00%	■
Financial Analysis	57.14	19.00%	54.00%	■
Knowledge Management	100	63.00%	75.00%	■
Operations	76.92	31.00%	45.00%	■
Marketing	100	56.00%	58.00%	■
Information Management	85.71	50.00%	71.00%	■
Professional Development	83.33	56.00%	70.00%	■
Risk Management	100	69.00%	69.00%	■
Quality Management	100	50.00%	54.00%	■
Strategic Management	50	19.00%	31.00%	■
Human Resources Management	100	50.00%	51.00%	■
Market Planning	100	69.00%	75.00%	■
Pricing	100	75.00%	67.00%	■
Product/Service Management	88.89	69.00%	73.00%	■
Promotion	100	69.00%	82.00%	■
Selling	80	56.00%	71.00%	■

The state/provincial percentile rank is reported here. The percentile rank of the normalized score is interpreted as the percentage of participants from the same state/province who scored at or below the score of interest.

Role-Play 1						
Selling						
	Met Prof	Intl %ile	NV	BE	ME	EE
1. Determine strategies for resolving customer-service situations?	✓	88.00%	■	■	■	■
2. Explain the role of customer service as a component of selling relationships?	✓	90.00%	■	■	■	■
3. Explain factors that motivate people to choose a hospitality and tourism site?	✓	88.00%	■	■	■	■
4. Recommend hospitality and tourism services?	✓	89.00%	■	■	■	■
5. Offer services to guests?	✓	85.00%	■	■	■	■
6. Reason effectively and use systems thinking?	✓	83.00%	■	■	■	■
7. Make judgments and decisions, and solve problems?	✓	82.00%	■	■	■	■
8. Communicate clearly?	✓	78.00%	■	■	■	■
9. Show evidence of creativity?	✓	83.00%	■	■	■	■
10. Overall impression and responses to the judges questions	✓	85.00%	■	■	■	■

Role-Play 2						
Product/Service Management						
	Met Prof	Intl %ile	NV	BE	ME	EE
1. Explain the concept of product in the hospitality and tourism industry?	✓	97.00%	■	■	■	■
2. Describe services offered the hospitality and tourism industry?	✓	98.00%	■	■	■	■
3. Explain the nature of product/service branding?	✓	97.00%	■	■	■	■
4. Communicate core values of product/service	✓	97.00%	■	■	■	■
5. Identify factors that influence guest experiences throughout the guest life cycle?	✓	96.00%	■	■	■	■
6. Reason effectively and use systems thinking?	✓	86.00%	■	■	■	■
7. Make judgments and decisions, and solve problems?	✓	85.00%	■	■	■	■
8. Communicate clearly?	✓	97.00%	■	■	■	■
9. Show evidence of creativity?	✓	82.00%	■	■	■	■
10. Overall impression and responses to the judges questions	✓	83.00%	■	■	■	■

Performance on the preliminary and final (if applicable) role-plays is reported here. The overall instructional area being assessed in each role-play is listed along with the specific performance indicators being evaluated by the judge.

Final Role-Play						
Marketing						
	Met Prof	Intl %ile	NV	BE	ME	EE
1. Explain the nature of hotel/lodging marketing?	✓	80.00%	■	■	■	■
2. Describe property features that influence customer appeal?	✓	98.00%	■	■	■	■
3. Differentiate between service marketing and product marketing?	✓	60.00%	■	■	■	■
4. Explain the concept of product mix?	✓	85.00%	■	■	■	■
5. Explain the use of marketing strategies in hospitality and tourism?	✓	98.00%	■	■	■	■
6. Reason effectively and use systems thinking?	✓	93.00%	■	■	■	■
7. Make judgments and decisions, and solve problems?	✓	88.00%	■	■	■	■
8. Communicate clearly?	✓	95.00%	■	■	■	■
9. Show evidence of creativity?	✓	90.00%	■	■	■	■
10. Overall impression and responses to the judges questions	✓	93.00%	■	■	■	■

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations
Met Prof = If this box is checked, the judge felt that the student possessed enough know ledge and skill to be employed in an entry-level position in the career area.