



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Emotional Intelligence

PRINCIPLES OF HOSPITALITY AND TOURISM 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 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Exhibit a positive attitude.
2. Solicit feedback.
3. Explain the use of feedback for personal growth.
4. Use social media to solicit new ideas and solutions.

EVENT SITUATION

You are to assume the role of wait staff supervisor at a local OLD TOWNE, a family-style restaurant chain. The restaurant just started participating in the chain's national online customer survey program and a new social media contest. You must demonstrate to a member of the wait staff (judge) how to communicate the two new programs to restaurant customers.

OLD TOWNE has served customers standard American cuisine for over forty years. The chain was the first to promote a "fun" wait staff with informal uniforms and zany accessories. Management encouraged wait staff to be overly friendly to customers and offer many menu suggestions.

While the company-owned OLD TOWNE restaurants have participated in customer survey programs for over five years, this locally-owned OLD TOWNE has not, until now. At the bottom of each customer's receipt, a special invitation and instructions are printed for customers to either go online or call a phone number to participate in a survey. The survey is designed for feedback for the restaurant, and more specifically, details about the experience with the wait staff. The survey is one component of the restaurant's overall continuous improvement model.

As well as the customer survey program, this locally-owned OLD TOWNE is asking customers to "like" the local restaurant's page on Facebook and then make a suggestion for a new menu item.

As wait staff supervisor, you must train all wait staff on the new customer survey and the Facebook initiative. You will meet with a member of the wait staff (judge) to demonstrate how team members should communicate the customer survey and the Facebook initiative to each customer. It is important that all wait staff explain why the customer survey and the Facebook initiative are important to the local OLD TOWNE.

You will explain the new forms of feedback to a member of the wait staff (judge) in a role-play to take place in the back office. The wait staff member (judge) will begin the role-play by asking you about the feedback surveys. After you have given the wait staff member (judge) an explanation and have answered the wait staff member's (judge's) questions, the wait staff member (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE SITUATION CHARACTERIZATION

You are to assume the role of a member of the wait staff at a local OLD TOWNE, a family-style restaurant chain. The restaurant just started participating in the chain's national online customer survey program and a new social media contest. The wait staff supervisor (participant) must demonstrate to you how to communicate the two new programs to restaurant customers.

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While the company-owned OLD TOWNE restaurants have participated in customer survey programs for over five years, this locally-owned OLD TOWNE has not, until now. At the bottom of each customer's receipt, a special invitation and instructions are printed for customers to either go online or call a phone number to participate in a survey. The survey is designed for feedback for the restaurant, and more specifically, details about the experience with the wait staff. The survey is one component of the restaurant's overall continuous improvement model.

As well as the customer survey program, this locally-owned OLD TOWNE is asking customers to "like" the local restaurant's page on Facebook and then make a suggestion for a new menu item.

The wait staff supervisor (participant) must train all wait staff on the new customer survey and the Facebook initiative. The supervisor (participant) will meet with you to demonstrate how team members should communicate the customer survey and the Facebook initiative to each customer. It is important that all wait staff explain why the customer survey and the Facebook initiative are important to the local OLD TOWNE.

The supervisor (participant) will explain the feedback surveys and give a demonstration to you in a role-play to take place at the back office. You will begin the role-play by asking about the survey. During the course of the role-play you are to ask the following questions of each participant:

1. Should customer ratings affect a server's performance review? Why or why not?
2. Should our local OLD TOWNE offer incentives for customers to participate in the Facebook initiative?

After the wait staff supervisor (participant) has given you a demonstration and has answered your questions, you will conclude the role-play by thanking the supervisor (participant).

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.



**PRINCIPLES OF HOSPITALITY AND TOURISM,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Emotional Intelligence

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Exhibit a positive attitude?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Solicit feedback?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the use of feedback for personal growth?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Use social media to solicit new ideas and solutions?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						