



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Customer Relations

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

### **PERFORMANCE INDICATORS**

1. Demonstrate a customer service mindset.
2. Handle customer/client complaints.
3. Interpret business policies to customers/clients.
4. Reinforce service orientation through communication.

## **EVENT SITUATION**

You are to assume the role of a crew member working at an entrance admission counter at FANTASTIC LAND, a large amusement park. A customer in your line (judge) is upset because today's special admission promotion is not applicable to the customer's (judge's) party.

FANTASTIC LAND has several promotions throughout the year to encourage visits to the park. The amusement park has coupons available on its mobile app, website and in local newspapers and also participates in weekly promotions. On Tuesdays, FANTASTIC LAND has a special "Kids Free on Tuesdays" promotion. The promotion reads that every Tuesday, kids ages 11-years-old and under are granted free admission into the park with an adult admission.

A customer (judge) at your counter has purchased admission for two adults and has requested two free kids' admissions since it is Tuesday. When asked the ages of the two children, the customer (judge) answered that one child is 5-years-old and the other is 12-years-old. You then replied that the 5-year-old could gain free admission, but the 12-year-old is older than the 11-years-old or younger rule.

The customer (judge) is upset that the 12-year-old is not considered a kid and must pay full admission price. You have access to a coupon that gives 50% off an adult admission and may offer it to the customer (judge), if needed.

You must explain the "Kids Free on Tuesdays" promotion to the customer (judge) in a role-play to take place at the admissions counter. The customer (judge) will begin the role-play by asking you about the promotion. After you satisfied the customer (judge) have answered the customer's (judge's) questions, the customer (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. 21<sup>st</sup> 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 customer purchasing entrance admission to FANTASTIC LAND, a large amusement park. You are upset because today's special admission promotion is not applicable to your party. A crew member working the entrance admission counter (participant) will help you.

FANTASTIC LAND has several promotions throughout the year to encourage visits to the park. The amusement park has coupons available on its mobile app, website and in local newspapers and also participates in weekly promotions. On Tuesdays, FANTASTIC LAND has a special "Kids Free on Tuesdays" promotion. The promotion reads that every Tuesday, kids ages 11-years-old and under are granted free admission into the park with an adult admission.

You have purchased admission for two adults and have requested two free kids' admissions since it is Tuesday. When the crew member (participant) asked the ages of the two children, you answered that one child is 5-years-old and the other is 12-years-old. The crew member (participant) replied that the 5-year-old could gain free admission, but the 12-year-old is older than the 11-years-old or younger rule.

You are upset that the 12-year-old is not considered a kid and must pay full admission price. The crew member (participant) has access to a coupon that gives 50% off an adult admission and may offer it to you, if needed. You are not aware of the coupon.

The crew member (participant) will respond to your complaint in a role-play to take place at the admissions counter. You will begin the role-play by asking why the 12-year-old cannot receive free admission. During the course of the role-play you are to ask the following questions of each participant:

1. Why does your amusement park have so many promotions and coupons?
2. Why do tourist attractions have different rates for adults and children?

After the crew member (participant) has responded to your complaint and has answered your questions, you will conclude the role-play by thanking the crew member (participant).

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

*Answers will vary but should demonstrate a basic understanding of the concepts.*

# 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.

<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.



**PRINCIPLES OF HOSPITALITY AND TOURISM,  
2018**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Demonstrate a customer service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Handle customer/client complaints?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Interpret business policies to customers/clients?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						