



CAREER CLUSTER
Business Administration Core

CAREER PATHWAY
Hospitality and Tourism

INSTRUCTIONAL AREA
Economics

HOTEL AND LODGING MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Distinguish between economic goods and services
2. Explain the principles of supply and demand
3. Describe the functions of prices in markets
4. Explain the concept of competition
5. Identify factors affecting a business's profits

EVENT SITUATION

You are to assume the role of **General Manager** at the **Country Inn and Suites by Carlson** in Prairie du Chien, Wisconsin. You are meeting with the **Country Inn and Suites by Carlson CEO** (judge) today to discuss your hotel's impacts on the community of Prairie du Chien, and how you can bring more business into the area. Prairie du Chien currently has 5,911 residents.

The Country Inn and Suites by Carlson has been rated a 4-Star Hotel. The hotel is located on the outskirts of Prairie du Chien and is close to the area attractions. Prairie du Chien is the second oldest city in Wisconsin, and the oldest European settlement on the Upper Mississippi River Basin. The community is located in what is known as the "Driftless Area" which is a unique region featuring a rich landscape with many ecological and economic opportunities. History enthusiasts and outdoor enthusiasts love this community, as visitors can experience Victorian life at the historical Villa Louis, gaze at bald eagles soaring over the Mississippi River, and enjoy many outdoor activities such as hiking and fishing.

You are meeting with the Country Inn and Suites by Carlson CEO (judge) today to discuss your hotel's impacts on this lovely community and how you can bring more business into the area. During your presentation you will need to discuss the following:

- The role of a hotel and lodging facility and how it can factor into a small community
- The use of goods and services
- The role competition and how to compete against other local businesses
- The role of pricing policies

You will be discussing these ideas to the Country Inn and Suites by Carlson CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have discussed your ideas and have answered the CEO's (judge's) questions, the CEO (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. Performance Indicators
3. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of **CEO** of the **Country Inn and Suites by Carlson** in Prairie du Chien, Wisconsin. You are meeting with the **General Manager** (participant) today hear his/her ideas on the hotel's impacts on the community of Prairie du Chien, and how to bring more business into the area. Prairie du Chien currently has 5,911 residents.

The Country Inn and Suites by Carlson has been rated a 4-Star Hotel. The hotel is located on the outskirts of Prairie du Chien and is close to the area attractions. Prairie du Chien is the second oldest city in Wisconsin, and the oldest European settlement on the Upper Mississippi River Basin. The community is located in what is known as the "Driftless Area" which is a unique region featuring a rich landscape with many ecological and economic opportunities. History enthusiasts and outdoor enthusiasts love this community, as visitors can experience Victorian life at the historical Villa Louis, gaze at bald eagles soaring over the Mississippi River, and enjoy many outdoor activities such as hiking and fishing.

You are meeting with the General Manager (participant) today to hear the hotel's impacts on this lovely community and how you can bring more business into the area.

During the presentation, the General Manager (participant) will need to discuss the following:

- The role of a hotel and lodging facility and how it can factor into a small community
- The use of goods and services
- The role competition and how to compete against other local businesses
- The role of pricing policies

The General Manager (participant) will be discussing their ideas to you in a role-play to take place in their office of the Country Inn and Suites by Carlson. You will begin the role-play by greeting the General Manager (participant) and asking to hear their ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What do you think is the Country Inn and Suites by Carlson largest competitive advantage?

Possible answers:

➤ *Location, Price, Quality/Service, etc.*

2. Would you expand in the Driftless Area and have more Country Inn and Suites by Carlson in Southwest Wisconsin? Why or why not?

Possible answers:

➤ *Yes: The Driftless Area is becoming very popular for the Wisconsin outdoorsman and there are very few 4-star hotels in this area. Therefore, we could expand into other small towns.*

➤ *No: Most people go to stay with relatives or they are going to camp and therefore do not need a hotel. It would not be a good idea to expand.*

Once the General Manager (participant) has answered your questions, you will conclude the role-play by thanking the General Manager (participant) for the work.

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.



HOTEL AND LODGING MANAGEMENT, 2015

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Economics

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Distinguish between economic goods and services	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the principles of supply and demand	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Describe the functions of prices in markets	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain the concept of competition	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify factors affecting a business's profits	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						