



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Communications

HOTEL AND LODGING MANAGEMENT SERIES 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. Explain how emerging technology for telecommunications services enhance the guest experience
2. Describe the impact of a person's social media brand on the achievement of organizational objectives
3. Distinguish between using social media for business and personal purposes
4. Defend ideas objectively
5. Provide legitimate responses to inquiries

EVENT SITUATION

You are to assume the role of an **Intern** in the **Sales and Marketing Department** of a large resort property located in a popular tourism area. **Tahotel** is privately owned by a third generation family since 1912. The owner, Mr./Miss Peyton Collins (judge), was born and raised in the industry. The owner (judge) realizes that sales and marketing practices have changed dramatically in the past decade and feels it is time to move into the 21st Century. The owner (judge) has asked you to prepare an explanation of how to use social media to achieve a fresh branded image of the property.

Real time marketing and providing content on an ongoing basis dominates the hospitality industry but the owner is out of touch with these new marketing tools. Tahotel still values the impact of traditional marketing, but feels real time marketing must take place on a regular basis and must incorporate guest-generated content, especially via social media.

Areas the owner is looking to explore include your property's Facebook as a supplement to the website with the option for guests to contact hotel staff and make reservations. The owner also read about an App that pulls information about the property from the hotel's website onto its Facebook page but has no idea what that means. Some apps provide a link through which guests can book a room directly on the property's website. Facebook pages also have custom apps that can highlight a hotel's unique features, characteristics, and charm.

The owner has also read about video campaigns on social media, when done properly, are proving to be successful for hoteliers looking to generate guest engagement, but thinks this could be expensive. Provide your insight on this venue. The owner has seen an increase in interactions with the hotel, seeing shared personal experiences by guests with friends and family and needs clarification of its value in promoting the property and guest engagement.

Finally, the days of "walk-in" reservations are dwindling. You have done some research and found out that with mobile apps such as Hotel Tonight and others, guests rarely walk in to inquire about room availability. Instead, they turn to apps and mobile websites, so helping the owner (judge) understand what an app is and these options would be helpful.

Your task is to help the owner understand the impact of social media as a branding and promotional tool and help them distinguish between social media options and purposes. Remember to talk about how video is used online for promotional purposes. Explain what an App is and how it can be used for Tahotel.

You will present to Peyton Collins, owner (judge), in a role-play to take place in the owner's office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas about social media promotions for the hotel. After you have presented and answered the owner's questions, the 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

The participant is to assume the role of an intern in the Sales and Marketing Department of a large resort property located in a popular tourism area. You **Peyton Collins (the judge)** are the owner of Tahotel. Tahotel is privately owned by you and is a third generation business since 1912. You (judge) were born and raised in the industry. You (judge) realize that sales and marketing practices have changed dramatically in the past decade and feel it is time to move into the 21st Century. You have asked your Intern (participant) to prepare an explanation on how to use social media to achieve a fresh branded image of the property. You know what social media and apps are, but are not knowledgeable of how they work for business, costs, and time involved incorporate and use these tools.

You have read about real time marketing and how providing content on an ongoing basis dominates the hospitality industry but you are out of touch with these new marketing tools. Tahotel still values the impact of traditional marketing, but feels real time marketing must take place on a regular basis and you must incorporate guest-generated content, especially via social media. Some elements to listen for, but are not limited to, include Facebook, Twitter, Instagram, and Pinterest.

You are also looking to explore how to use your property's Facebook as a supplement to the website with the option for guests to contact hotel staff and make reservations through their Facebook account. You also read about an App that pulls information about the property from

the hotel's website onto its Facebook page but have no idea what that means. The participant should address linking an app to your Facebook page.

You've heard about video campaigns on social media, but don't know what that refers to and you think this could be expensive. You want some insight on this venue. You have noticed an increase in interactions with the hotel, seeing shared personal experiences by guests with friends and family and you want clarification of its value in promoting the property and guest engagement. The participant should explain how, with today's technology, producing videos is relatively easy, inexpensive and could be done in-house. They may even suggest encouraging guests to upload videos of their experiences.

Finally, you know the days of "walk-in" reservations are dwindling and need to know about mobile apps. Again, listen for a discussion on the use of apps in making reservations.

The participant's task is to help you, the owner, understand the impact of social media as a branding and promotional tool and help you distinguish between social media options and purposes.

You (judge) will begin the role-play by greeting the intern and asking to hear their ideas about social media promotions for the hotel. Remember, you are not a social media expert and are asking the Intern to shed some light on how these things work.

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

1. If people post things on their Facebook about us, and it appears on our Facebook page, what should we do if the post is negative?
 - a. *Possible Solution: It can be removed for the hotel's page, but not from their personal page. Post a response addressing the post. Create positive relations through responses.*
2. If we add reservation abilities to our Facebook account and get an app for making reservations, will that be time consuming and will we need to hire more people just to manage that?
 - a. *Possible Solution: Besides a little initial training, this feature would not be any more time consuming than accepting the reservations in traditional means and/or processing online reservations.*
3. How is all this posting on social media going to increase the visibility of our branding image?
 - a. *Possible Solution: The ability to share experiences and amenities is what today's traveler seeks. An historic (3rd generation) property needs branding for today's traveler.*

Possible solutions related to the Performance Indicators:

- When explaining how emerging technology for telecommunications services enhance the guest experience, participant should discuss mobile devices, computer access to internet booking sites, the use of apps and/or reservation systems that process app reservations.
- In describing the impact of a person's social media brand on the achievement of organizational objectives the participant should discuss the uses of Facebook, Twitter, Instagram, Pinterest and others to project images of the property and the guest experiences.
- The participant should distinguish between using social media for business and personal purposes by describing posting by individuals versus posting by the hotel. This would include hotel produced videos and/or guest produced videos that are uploaded.

After the intern (participant) has presented the information and answered your (judge's) questions, you (judge) will end of the role-play by thanking the intern (participant) for their 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
SERIES, 2016**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: COMMUNICATION SKILLS

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain how emerging technology for telecommunications services enhance the guest experience	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe the impact of a person's social media brand on the achievement of organizational objectives	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Distinguish between using social media for business and personal purposes	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Defend ideas objectively	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Provide legitimate responses to inquiries	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						