



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Customer Relations/Information Technology
Applications

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 guests make reservations on-line
2. Handle customer/client complaints
3. Interpret business policies to customers/clients
4. Build and maintain relationships with customers
5. Reinforce service orientation through communication

EVENT SITUATION

You are to assume the role of a **Hotel Desk Clerk** at the **EconoInn Hotel**. Your job is to accommodate hotel patrons by registering and assigning rooms to guests, issuing room keys or cards, transmitting and receiving messages, keeping records of occupied rooms and guest accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.

EconoInn utilizes several online travel agencies (OTA) such as Priceline, Expedia, Orbitz and Travelocity. These companies work on a commission and are responsible for booking reservations. This includes accessing room availability and accommodations, promotions, discounts, changes in reservations, upgrades and enforcing cancellation policies. Any changes in the reservations must be handled through the OTA (reservation service), not EconoInn. EconoInn has the ability to upgrade and book additional days, but at a rate different than the online booking agency.

Your guest (judge), with whom you will meet with shortly, wants to change his/her reservation upon arrival. Your role as desk clerk is to explain the policies regarding reservations booked through online services. Specifically, they want to add two more days to their stay and upgrade from a two queen to a suite. Their online price is \$75 per night for the two queen room. You, the participant, have received the following information and should explain the policies to the guest (judge): To upgrade and add two nights, the rate would go up to \$140 per night. You, the participant, cannot apply online promotional pricing to the additional days and upgrade. You can honor the \$75/night for their original two queen room three night reservation, but would need to charge \$110 for the additional two nights. All other pricing agreements must be approved by the manager.

You will explain the policies to the guest (judge) in a role-play to take place at the front desk (judge's table). The guest (judge) will begin the role-play by requesting the upgrades. After you have explained the policies the guest will have questions and conclude the role-play based on your responses.

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 (the judge) are a guest who wants to change their reservation upon arrival at the EconoInn Hotel. The participant is to assume the role of a hotel desk clerk at the hotel. Their job is to accommodate hotel patrons by registering and assigning rooms to guests, issuing room keys or cards, transmitting and receiving messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.

You (the judge) placed your reservation through an online travel agency, Travelocity. When you arrive you want to change your reservation. Specifically, you want to add two more days to your stay and upgrade from a two queen to a suite. Your online price is \$75 per night for the two queen room. The participant needs to explain to you that to upgrade and add two nights; the rate would go up to \$140 per night. The participant is not able to apply online promotional pricing to the additional days and upgrades. They do have the ability to keep the \$75/night for their original two queen room three night reservation, but would need to charge \$110 for the additional two nights. All other pricing agreements must be approved by your manager.

You (judge) will start the role play by greeting the desk clerk and stating that you would like to add two nights to your stay and, if possible, upgrade to a suite. The participant will explain the policies to you, the guest (judge) in a role-play to take place at the front desk (judge's table).

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

1. Isn't this your hotel? Why can't you match the price?
 - a. *Possible solutions: A description of contracts with online reservation services, a comparison to retail sales/promotions that are unique to online reservations, and/or company policies. Also, the supply of rooms is limited and may sell at regular price (tonight/this week. The participant could suggest speaking with the manager, also.*

2. I understand Travelocity (or other OTA) gets a commission or fee, but I'm booking it right with you, why can't I have the commission discount?
 - a. *Possible solutions: Participant should agree with you and explain that the hotel needs to maintain their pricing policies. A certain number of rooms are held for walk-ins at regular price.*

3. So what is an alternative for me to booking online to get these good deals?
 - a. *Possible solutions: Rewards programs, loyalty programs that have greater flexibility, earning points, or possibly just call the hotel direct with the promotion code from an online travel agency site.*

After the desk clerk (participant) has explained the policies and answered your questions, you (judge) will conclude the role-play based on their responses.

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: CUSTOMER
RELATIONS/INFORMATION TECHNOLOGY
APPLICATIONS**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain how guests make reservations on-line	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Handle customer/client complaints	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Interpret business policies to customers/clients	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Build and maintain relationships with customers	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Reinforce service orientation through communication	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						