



CAREER CLUSTER
Hospitality & Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Operations/Health & Safety

HOTEL & 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. Explain the nature of staff communication
2. Choose and use appropriate channel for workplace communications
3. Explain the nature of effective written communications
4. List the role of the security personnel
5. Explain routine security precautions

EVENT SITUATION

You are to assume the role of FRONT-END MANAGER for THE CARMICHAEL. The hotel's general manager Mr./Ms. Daniels (judge) has to meet with you to develop a new privacy and security policy due to a recent problem with some guest-relations employees regarding a VIP guest.

Recently, a famous musician stayed at your hotel during a large music festival and some employees violated his privacy during his stay. It was proven that one employee reserved the room next to the musician's suite for friends so they could "get a look at him." A housekeeping employee posted pictures on social media of the musician's suite while it was being cleaned. Both of the actions by these employees resulted in the public knowing where the musician was staying while in town for the music festival and individuals roaming parts of the hotel looking for the celebrity.

The employees involved have already been disciplined, but the general manager Mr./Ms. Daniels (judge) will not allow this type of behavior by employees to continue. The reputation of the hotel's ability to ensure privacy and comfort of VIP guests is vital.

The Carmichael is a premier luxury hotel located in the heart of the downtown area of a large metropolitan city. The hotel has been providing hotel accommodations to guests for over 50 years. Guests are typically business travelers but often hosts people attending special events in their conference center, professional athletes and other celebrities in town for games, concerts or other appearances. There are over 800 rooms and suites, two restaurants, a wine bar and lounge, coffee shop, private rooftop deck and pool, underground parking, in-house dry cleaning, and a 24-hour full-service concierge desk.

The general manager Mr./Ms. Daniels (judge) would like you to develop a plan to ensure that nothing like this happens again at The Carmichael. He/she wants you to put together a new policy on how to handle the privacy of VIP guests. The new policy should include how privacy will be ensured while:

- making reservations
- checking-in
- receiving amenities
- getting in and out of the hotel during their stay

The general manager Mr./Ms. Daniels (judge) also wants your plan on how to implement this new policy and how it will be communicated to all employees.

You will present your ideas to Mr./Ms. Daniels (judge) in a meeting to take place in the their office. The general manager will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the manager's questions, they manager will conclude the meeting 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 Mr./Ms. Daniels, the GENERAL MANAGER for THE CARMICHAEL. You have asked the hotel's front-end manager (participant) to meet with you to develop a new privacy and security policy due to a recent problem with some guest-relations employees regarding a VIP guest.

Recently, a famous musician stayed at your hotel during a large music festival and some employees violated his privacy during his stay. It was proven that one employee reserved the room next to the musician's suite for friends so they could "get a look at him". A housekeeping employee posted pictures on social media of the musician's suite while it was being cleaned. Both of the actions by these employees resulted in the public knowing where the musician was staying while in town for the music festival and individuals roaming parts of the hotel looking for the celebrity.

The employees involved have already been disciplined but you, the general manager, will not allow this type of behavior by employees to continue. The reputation of the hotel's ability to ensure privacy and comfort of VIP guests is vital.

The Carmichael is a premier luxury hotel located in the heart of the downtown area of a large metropolitan city. The hotel has been providing hotel accommodations to guests for over 50 years. Guests are typically business travelers but often hosts people attending special events in their conference center, professional athletes and other celebrities in town for games, concerts or other appearances. There are over 800 rooms and suites, two restaurants, a wine bar and lounge, coffee shop, private rooftop deck and pool, underground parking, in-house dry cleaning, and a 24-hour full-service concierge desk.

As the general manager, you would like the front-end manager (participant) to develop a plan to ensure that nothing like this happens again at The Carmichael. You've asked the front-end manager to put together a new policy on how to handle the privacy of VIP guests. The new policy should include how privacy will be ensured while making reservations, checking-in, receiving amenities and getting in and out of the hotel during their stay. You've also asked the front-end manager (participant) to share how he/she is going to implement this new policy and how it will be communicated to all employees.

The front-end manager (participant) will present his/her ideas to the general manager (judge) in a meeting to take place in the manager's office. You will begin the meeting by greeting the front-end manager and asking to hear his/her ideas.

Judge Questions/Possible Solutions

During the course of the meeting you are to ask the following questions of each participant:

1. Why did you choose the communication strategy you did in order to inform Carmichael employees?
 - a. *Possible answers could include: the effectiveness and efficiency of the communication strategy chosen. Students could also discuss communicating with staff in multiple ways to ensure the message is heard and followed.*
2. How will you communicate the changes to other VIPs to encourage them to book at the Carmichael?
 - a. *Possible answers could include: putting together a promotional brochure and/or informational list of the services the hotel will provide for VIPs. A student may also include ideas about sharing testimonials from other VIPs or share the changes/updates the hotel has recently made to ensure their privacy.*

After he/she has presented their ideas and have answered your questions, you will conclude the meeting by thanking the front-end manager (participant) for their work.

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 & LODGING MANAGEMENT, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: OPERATIONS/HEALTH & SAFETY

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the nature of staff communication | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Choose and use appropriate channel for workplace communications | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain the nature of effective written communications | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | List the role of the security personnel | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Explain routine security precautions | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 21st CENTURY SKILLS | | | | | | |
| 6. | Reason effectively and use systems thinking? | 0-1 | 2-3 | 4 | 5-6 | |
| 7. | Make judgments and decisions, and solve problems? | 0-1 | 2-3 | 4 | 5-6 | |
| 8. | Communicate clearly? | 0-1 | 2-3 | 4 | 5-6 | |
| 9. | Show evidence of creativity? | 0-1 | 2-3 | 4 | 5-6 | |
| 10. | Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4 | 5-6 | |
| TOTAL SCORE | | | | | | |