



**CAREER CLUSTER**  
Hospitality & Tourism

**CAREER PATHWAY**  
Lodging

**INSTRUCTIONAL AREA**  
Promotion

## **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 a promotional plan
2. Identify the elements of the promotional mix
3. Identify communication channels used in sales promotion
4. Describe the use of technology in the promotion function
5. Coordinate activities in the promotional mix

## **EVENT SITUATION**

You are to assume the role of DIRECTOR OF SALES & MARKETING for RIVER VALLEY LODGE and the resort's general manager Mr./Ms. Kindred (judge) has asked you to create a promotional plan for the resort.

For nearly three months, River Valley Lodge had a rash of guests' complaints of bed bugs while at the resort or shortly after returning home. Even though the problem has been resolved the bad publicity continues to hurt the resort. People just didn't trust the safety and cleanliness of the resort. The numerous complaints resulted in many cancelled reservations and loss of restaurant, waterpark and convention visitors.

River Valley Lodge is a property located near a popular travel destination. While a majority of the guests staying the hotel are vacationing families, there are quite a few business travelers as well. The Lodge has 300-rooms, 50 suites, and 50 villas. The hotel has an indoor/outdoor waterpark, two casual-dining restaurants, one fine-dining restaurant, bar and lounge, coffee and snack shop, fitness center, arcade, tournament-size baseball and basketball facilities and a 25-room convention center.

Before the infestation of bed bugs, previous guests often wrote raving reviews about their experiences at the waterpark, interactions with resort staff, the wonderful meals they had at the resort's restaurants, and most importantly how they would return in the future.

The resort's general manager Mr./Ms. Kindred (judge) feels that the resort can continue to offer guests a positive, fun experience for all visitors if given the opportunity to do so again.

Mr./Ms. Kindred (judge) has asked you to create a promotional plan that the resort could use through various outlets to reach previous and new resort guests. His/her goal for the promotional plan is to gain back trust and create new, positive memories for all guests.

You will present your ideas to the general manager (judge) in a meeting to take place in the manager's office. Mr./Ms. Kindred (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered their questions, the 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 to assume the role of Mr./Ms. Kindred, GENERAL MANAGER for RIVER VALLEY LODGE, and you have asked the director of sales & marketing (participant) to create a promotional plan for the resort.

For nearly three months, River Valley Lodge had a rash of guests' complaints of bed bugs while at the resort or shortly after returning home. Even though the problem has been resolved the bad publicity continues to hurt the resort. People just didn't trust the safety and cleanliness of the resort. The numerous complaints resulted in many cancelled reservations and loss of restaurant, waterpark and convention visitors.

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Before the infestation of bed bugs, previous guests often wrote raving reviews about their experiences at the waterpark, interactions with resort staff, the wonderful meals they had at the resort's restaurants and, most importantly, how they would return in the future.

As the general manager, you feel that the resort can continue to offer guests a positive, fun experience for all visitors if given the opportunity to do so again.

You (judge) have asked the director of sales & marketing (participant) to create a promotional plan that the resort could use through various outlets to reach previous and new resort guests. Your goal with the promotional plan is to regain the trust and create new, positive memories for all guests.

The director of sales & marketing (participant) will present their ideas to you in a meeting to take place in your office. You will begin the meeting by greeting the director of sales & marketing and asking to hear his/her ideas.

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

1. How will you measure the success of your promotional plan?
  - a. *Possible answers could include: having coupons or coupon codes in promotions and ads to create action by customers. The use of those coupons/codes can then be tracked. Online promotions could include tracking analytics. Require the sales department to ask customers how they heard of the resort when deciding to make a reservation.*
2. How is this promotional plan going to regain the trust of guests that were affected by the bed bugs?
  - a. *Possible answers can include: how the promotions are going to recreate positive memories for guests by sharing customer satisfaction stories/testimonials, remind guests of when their last stay was, etc.*

After the director of sales & marketing (participant) has presented his/her ideas and have answered your questions, you will conclude the meeting by thanking him/her 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.

<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.



**HOTEL & LODGING MANAGEMENT, 2017**

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

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA: PROMOTION**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify the elements of the promotional mix	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify communication channels used in sales promotion	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe the use of technology in the promotion function	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Coordinate activities in the promotional mix	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						