



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Product/Service Management

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. Explain the nature and scope of the product/service management function
2. Identify product opportunities
3. Describe the factors used by marketers to position products/services
4. Develop positioning concept for a new product idea
5. Explain the nature of product/service branding

EVENT SITUATION

You are to assume the role of a **MARKETING INTERN** at **HOSPITALITY INNOVATIONS**, an investment group that purchases failing hotels and restaurants that they rebrand and reopen. The V.P. of Marketing, Mr./Ms. Quinn, (judge) has asked you to rebrand a hotel that the company recently purchased.

The hotel that you've been asked to rebrand is a 100 room hotel in a mid-size metropolitan area. This hotel was previously a chain hotel with an unclear target market. It appeared that they were targeting business travelers because they were slightly upscale, but the hotel had no meeting space and was not located within walking distance of the convention center. Mr./Ms. Quinn has suggested that this could be a specialty boutique hotel for vacationing couples because it is located on the river in the historic district and within walking distance of one of the great lakes.

The hotel does not have a pool or the space for a pool, but they do have a few spaces that have previously been unutilized, but could be configured into gathering spaces. One space is the size of a storefront or lounge that would have room for a kitchen or storage. This space is next to an unused rooftop that can be accessed from the lobby or this space and overlooks the river.

Businesses around this hotel include: three microbreweries, a large public market, a famous motorcycle company and museum, an Old World Italian restaurant, a 1920's Prohibition themed restaurant, a German Brat House restaurant, and an iconic art museum. There is also a theatre that has a year round musical schedule and a tour group that offers ghost tours in the famous historic district. The hotel is not far from a large fair grounds which holds a number of music and ethnic festivals from spring until fall and there is a dock right next to the property that offers boat tours on the river and lake. They have agreed to work package deals with your guests. While there appears to be many things for recreational travelers to do in the area, there are no hotels as centrally located and the downtown hotels only seem to target business customers.

You have been asked to propose a possible hotel name (this may include a proposed logo or sign) and theme for this boutique hotel that would tie into the area. In addition, they are looking for suggestions regarding the lobby, extra space, and amenities (room and hotel) that would help the company establish their brand positioning.

You will present your branding ideas to the Mr./Ms. Quinn, the V.P. of Marketing in a meeting to take place in the Mr./Ms. Quinn's office to share your ideas.

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. QUINN THE V.P. OF MARKETING AT HOSPITALITY INNOVATIONS, an investment group that purchases failing hotels and restaurants that they rebrand and reopen. You have asked your marketing intern (participant) to rebrand a hotel that the company recently purchased.

The hotel that your company been asked to rebrand is a 100 room hotel in a mid-size metropolitan area. This hotel was previously a chain hotel with an unclear target market. It appeared that they were targeting business travelers because they were slightly upscale, but the hotel had no meeting space and was not located within walking distance of the convention center. Mr./Ms. Quinn has suggested that this could be a specialty boutique hotel for vacationing couples because it is located on the river in the historic district and within walking distance of one of the great lakes.

The hotel does not have a pool or the space for a pool, but they do have a few spaces that have previously been unutilized, but could be configured into gathering spaces. One space is the size of a storefront or lounge that would have room for a kitchen or storage. This space is next to an unused rooftop that can be accessed from the lobby or this space and overlooks the river.

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You have been asked to come up with a hotel name and possible logo or sign idea along with a theme for this boutique hotel that would tie into the area. Suggestions should be made for the lobby and extra space, as well as amenities in the room and around the hotel that would help the company establish their brand positioning.

You have asked to your marketing intern (participant) to come up with a hotel name and possible logo or sign idea along with a theme for this boutique hotel that would tie into the area. Suggestions should be made for the lobby and extra space, as well as amenities in the room and around the hotel that would help the company establish their brand positioning.

The participant will present branding ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. What opportunities the surroundings or within the space available in the hotel strengthen the brand and help our company position this hotel?
 - a. *Possible Solution(s): There are many different ways that participants could answer this, but it should correlate with the theme that they have chosen. If they choose a theme that is vineyard themed with a romantic roof top lounge, they could say that they used the space for a wine bar and worked packages with boat tours, the Italian restaurant and the theatre. If they chose something like a 1920's theme they could tie the historic district, ghost tours, and prohibition restaurant to the theme and talk about the hotels historical design with antique looking fixtures that are still highly functional. They could also look at Music & Brews themes with a rooftop concert and microbrews in the lounge and stereos with turntables and CDs or records to checkout, or whatever they come up with as long as they mention how they tie the theme of the hotel to its amenities and surroundings that would be a draw to couples.*
2. What kind of packages, offering amenities of our hotel or a surrounding business, could we offer that would enhance this brand position?
 - a. *Possible Solutions: Again, this would depend on their theme. The ideas should be packages that target vacationing couples and relate to the theme of the hotel. In a Music & Brews theme, they might be offered a gift basket of local microbrews along with tickets to a concert at the theatre.*

3. What could we do to ensure that this brand would be successful?
 - a. *Possible Solutions: This brand should be tested by interviewing couples around the historic district. We can send interviewers to show a concept photo and details about this hotel theme outside the public market, near the microbreweries, and at a popular concert and ask them if they would stay at a boutique hotel in the downtown. We should also follow up with similar boutique hotels and see what other amenities we could add.*

Once the participant has explained his/her concept and has answered your questions, you will conclude the meeting by thanking the intern 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.

Performance Indicator Information

- 1. Explain the nature and scope of the product/service management function:** Product/service management involves any activities that focus on improving existing products and developing new products by meeting the target market's wants and needs. This includes creating a product mix and continuously updating it throughout the product life cycle. Product/service management is very important when ensuring that everything in the product mix is optimal for the target market.
- 2. Identify product opportunities:** Identifying product opportunities uses marketing information to find problems that can be solved using a product. A product opportunity exists when there is a gap between what is currently on the market and the possibility for new or significantly improved products that result from emerging trends. New product opportunities can come from a variety of sources including consumers, competitors, manufacturers, wholesalers, and internal research and development teams. The use of creativity is an inherent part of this process. Ideas can be generated during the market research process through both customers and competitive analysis. Internal teams may be put together to evaluate new product decisions including all departments of the business.
- 3. Describe the factors used by marketers to position products/services:** The focus of product/service positioning is the image the product/service projects to the public. The goal is to set the product apart from the competition. Marketers can position products based on price and quality (focuses on price as in indication of value; high price = quality, low price = value), features and benefits (focuses on effectiveness and use) and in relation to competition or other products in the line (compares benefits of product to others).

4. **Develop positioning concept for a new product idea:** Positioning refers to the place that a brand occupies in the mind of the customer and how it is distinguished from products from competitors. In order to position products or brands, companies may emphasize the distinguishing features of their brand (what it is, what it does and how, etc.) or they may try to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end, etc.)

5. **Explain the nature of product/service branding:** Product/service branding is how a product interacts with its customers through design, logo and messaging and how it distinguishes itself from competitors. Branding can identify one product, a family of products, or all products of a company. Brands connote various benefits, (e.g. quality and reliability or fun and excitement.) The importance of branding is to build product recognition and customer loyalty, ensure quality and consistency, and capitalize on brand exposure.



HOTEL AND LODGING MANAGEMENT, 2018

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA
Product/Service Management

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the nature and scope of the product/service management function	10-11	12-13	14	
2.	Identify product opportunities	10-11	12-13	14	
3.	Describe the factor's used by marketers to position products/services	10-11	12-13	14	
4.	Develop positioning concept for a new product idea	10-11	12-13	14	
5.	Explain the nature of product/service branding	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator