



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Selling / Pricing

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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain factors affecting the prices of hospitality and tourism products.
2. Explain the role of customer service as a component of selling relationships.
3. Sell a good/service/idea to groups.
4. Explain the nature of positive customer relations.
5. Establish a relationship with a customer/client.

EVENT SITUATION

You are to assume the role of banquet manager for TOWN CENTER HOTEL, a new full-service hotel with 20,000 square feet of conference space. The hotel manager (judge) has asked you to create a strategy for accommodating the business of the local high school while still following the hotel guidelines calling for the most profitable use of the banquet space.

The TOWN CENTER HOTEL ballroom can accommodate banquets for 1,500 people or it can be split into three separate ballrooms that hold 500 people each. The hotel has been very successful at booking profitable banquets for major corporations, government agencies and social events. The banquet price range for breakfast is \$15–\$30 per person, lunch is \$25–\$45 per person, and dinner is \$30–\$50 per person. Your hotel has adopted a policy of not booking banquets more than 90 days before the event. This policy has been adopted in an attempt to book the most profitable business.

The marketing department at the high school located closest to your hotel has implemented a successful internship program with your business. The unpaid internship program has been beneficial to students and the hotel. The high school also has a large paid internship program. Each spring the high school marketing department hosts an employer appreciation breakfast. The high school marketing department would like to book their employer breakfast with your hotel today, November 10. This 300-person event would need to be scheduled from 7:30 a.m. until 11 a.m. on April 20. Since the school marketing department has a tight budget, they would like to schedule the \$15 meal.

The hotel policy does not allow you to book the event more than 90 days in advance; however, the high school needs a firm commitment from the hotel now to put the event on a busy school calendar. You want to maximize the profit potential for the hotel without hurting the positive relationship with the school.

You must propose a strategy to your hotel manager (judge) that will accommodate the marketing internship breakfast and maximize profits for the hotel. Your plan should not hurt the relationship established with the high school; however, it should leave the door open to maximize profits from banquet business on April 20. Your creative strategy should also include the unpaid internship students who work at the hotel. Your plan should explain the necessity for maintaining positive relationships in the community, outline a plan to maximize profit from banquets, and provide a plan for more flexibility when booking banquets,

You will present your strategy to the hotel manager (judge) in a role-play to take place in the hotel manager's (judge's) office. The hotel manager (judge) will begin the role-play by greeting you and asking to hear your plan. After you have presented your ideas and have answered the manager's (judge's) questions, the hotel manager (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

You are to assume the role of hotel manager for the TOWN CENTER HOTEL, a new full-service hotel with 20,000 square feet of conference space. You have asked the banquet manager (participant) to create a strategy for accommodating the business of the local high school while still following the hotel guidelines calling for the most profitable use of the banquet space.

The TOWN CENTER HOTEL ballroom can accommodate banquets for 1,500 people or it can be split into three separate ballrooms that hold 500 people each. The hotel has been very successful at booking profitable banquets for major corporations, government agencies and social events. The banquet price range for breakfast is \$15–\$30 per person, lunch is \$25–\$45 per person and dinner is \$30–\$50 per person. Your hotel has adopted a policy to not book banquets more than 90 days before the event. This policy has been adopted in an attempt to book the most profitable business.

The marketing department at the high school located closest to your hotel has implemented a successful internship program with your business. The unpaid internship program has been beneficial to students and the hotel. The high school also has a large paid internship program. Each spring the high school marketing department hosts an employer appreciation breakfast. The high school marketing department would like to book their employer breakfast with your hotel today, November 10. This 300-person event would need to be scheduled from 7:30 a.m. until 11 a.m. on April 20. Since the school marketing department has a tight budget, they would like to schedule the \$15 meal.

The hotel policy does not allow clients to book the event more than 90 days in advance; however, the high school needs a firm commitment from the hotel now to put the event on a busy school calendar. You want to maximize the profit potential for the hotel without hurting the positive relationship with the school.

You have asked the banquet manager (participant) to produce a plan that will accommodate the marketing internship breakfast and maximize profits for the hotel. The plan should not hurt the relationship established with the high school; however, it should leave the door open to maximize profits from your banquet business on April 20. It should suggest a way to satisfy all possible customers. The strategy should also include the unpaid internship students who work at the hotel.

The banquet manager (participant) will present his/her strategy to you in a role-play to take place in your office. You will begin the role-play by greeting the banquet manager (participant) and asking to hear the plan.

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

1. What is the potential for our hotel to acquire repeat and new business from accommodating the internship breakfast?
2. How does the unpaid internship program benefit the hotel?
3. Are there other opportunities available to partner with the local high school?

Once the banquet manager (participant) has presented a plan and has answered your questions, you will conclude the role-play by thanking the banquet manager (participant) 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.

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.

JUDGE'S EVALUATION FORM

HLM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain factors affecting the prices of hospitality and tourism products?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at explaining factors affecting the prices of hospitality and tourism products were inadequate or weak.	Adequately explained factors affecting the prices of hospitality and tourism products.	Effectively explained factors affecting the prices of hospitality and tourism products.	Very effectively explained factors affecting the prices of hospitality and tourism products.

2. Explain the role of customer service as a component of selling relationships?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at explaining the role of customer service as a component of selling relationships were inadequate or weak.	Adequately explained the role of customer service as a component of selling relationships.	Effectively explained the role of customer service as a component of selling relationships.	Very effectively explained the role of customer service as a component of selling relationships.

3. Sell a good/service/idea to groups?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at selling a good/service/idea to groups were weak or incorrect.	Adequately sold a good/service/idea to groups.	Effectively sold a good/service/idea to groups.	Very effectively sold a good/service/idea to groups.

4. Explain the nature of positive customer relations?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at explaining the nature of positive customer relations were inadequate or unclear.	Adequately explained the nature of positive customer relations.	Effectively explained the nature of positive customer relations.	Very effectively explained the nature of positive customer relations.

5. Establish a relationship with a customer/client?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at establishing a relationship with a customer/client were inadequate or weak.	Adequately established a relationship with a customer/client.	Effectively established a relationship with a customer/client.	Very effectively established a relationship with a customer/client.

6. Overall impression and response to the judge's questions.

Little/No Value 0, 1	Below Expectations 2, 3, 4	Meets Expectations 5, 6, 7	Exceeds Expectations 8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____