



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Customer Relations

## **PRINCIPLES OF HOSPITALITY AND TOURISM 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 positive customer relations
2. Demonstrate a customer service mindset
3. Reinforce service orientation through communication
4. Adapt communication to the cultural and social differences among clients

## **INTERVIEW SITUATION**

You are to assume the role of a **Candidate for an Internship** with **WACVB (Wisconsin Association of Convention and Visitor Bureaus)**. You have submitted your resume and have been invited for a personal interview with the **Human Resource Manager** (judge). This interview will be used to measure your knowledge and understanding of one aspect of the hospitality and tourism industry. The Human Resource Manager (judge) wants to make sure you understand the importance of customer relations as it relates to WACVB before considering you for an internship position.

In the first part of the interview, you will need to explain the importance of a customer service mindset in the travel and tourism industry. Make sure to provide strategies for reinforcing the service orientation. Be sure to include the performance indicators listed on the first page of this event. As a discussion point, the WACVB board is really interested in your thoughts in reference to customer service with the elderly market segment. Some key points they shared in regards to this group are as follows:

- They are estimated to comprise 1.3 to 1.6 billion people worldwide.
- They show higher levels of frustration that result in zero tolerance for poor service.
- They are not only the world's wealthiest group; they are also the most demanding travelers.

Following your explanation, the Human Resource Manager (judge) will ask you to respond to additional questions.

The interview will take place in the Human Resource Manager's (judge's) office. The Human Resource Manager (judge) will begin the interview by greeting you and asking to hear your explanation regarding customer service. After you have provided your explanation and have answered the Human Resource Manager's (judge's) questions, the Human Resource Manager (judge) will conclude the interview by thanking you for your presentation.

## 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. Interview Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of the **Human Resource Manager** for **WACVB (Wisconsin Association of Convention and Visitor Bureaus)**. You are interviewing a **Candidate for an Internship** (participant) with WACVB. You want to make sure the candidate (participant) understands the importance of a customer service mindset before considering them as an intern.

For the first part of the interview, the candidate (participant) has been asked to explain the importance of a customer service mindset. The candidate (participant) must also explain the additional performance indicators listed on the first page of this event. As a discussion point, the WACVB board shared that it is really interested in hearing the candidate's (participant's) thoughts in reference to customer service with the elderly market segment. Some key points they shared in regards to this group are as follows.

- They are estimated to comprise 1.3 to 1.6 billion people worldwide.
- They show higher levels of frustration that result in zero tolerance for poor service.
- They are not only the world's wealthiest group; they are also the most demanding travelers.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her thoughts regarding the importance of a customer service mindset in the travel and tourism industry.

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

1. What channels would you recommend using to communicate our “Escape to Wisconsin” message to the elderly market?

Possible answers:

- *Answers will vary, but participants should understand that many seniors aren't as technologically savvy as they are so they should think of more traditional methods to complement the electronic media.*

2. Why is it important to have a customer service mindset when dealing with people who are looking to visit Wisconsin destinations?

Possible answer:

- *Answers will vary, but participants should understand that first impressions are very important in the decision making process, and if people don't feel that they are getting the attention/service that they want, they will look to spend their money elsewhere.*

3. What changes would you make to adapt this plan from the Caucasian market to the Hispanic market?

Possible answers:

- *Answers will vary, but participants should understand that just as channels vary from age group to age group there are also some differences in channels from one culture to another. Examples may include using bilingual Spanish speaking people in the call center, using both English and Spanish on written communication, etc.*

## 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.



**PRINCIPLES OF HOSPITALITY AND  
TOURISM, 2015**

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

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA: Customer Relations**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of positive customer relations.	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
2.	Demonstrate a customer service mindset	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
3.	Reinforce service orientation through communication.	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
4.	Adapt communication to the cultural and social differences among clients.	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
5.	Overall impression and responses to the judge's questions	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
<b>TOTAL SCORE</b>						