



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Customer Service

## **PRINCIPLES OF HOSPITALITY & 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. Ask relevant questions
3. Determine ways of reinforcing the company's image through employee performance
4. Demonstrate a customer-service mindset

## **BUSINESS SITUATION**

You were recently hired as a FRONT DESK SERVICE SPECIALIST at the OAK HILLS HOTEL, a newly opened luxury hotel that is striving to become the premier hotel in the area. Prior to being hired by Oak Hills, you worked at the front desk for The Golden Gate Hotel which is a five-star property in a neighboring community. You switched jobs because the new hotel is closer to your home and therefore means a shorter commute to work each day. Because of your background with a five-star hotel, the manager Mr./Ms. Johnson (judge) has requested a meeting with you to discuss customer service and communication skill sets necessary for a five-star rating. During the meeting you will explain:

- The skills needed to provide exceptional customer service in the hospitality and tourism industry.
- The importance of instilling a customer-service mindset in all employees.
- The relationship between the company's image and the performance of its employees.

Following your explanation, the manager Mr./Ms. Johnson, will ask you to respond to additional questions.

The meeting will take place in the manager's office. Mr./Ms. Johnson will begin the meeting by greeting you and asking to hear your ideas on customer service and communications skills for the hospitality and tourism industry. After you have provided your explanation and have answered the manager's Mr./Ms. Johnson's questions, Mr./Ms. Johnson will conclude the meeting 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 Mr./Ms. Johnson, the MANAGER at the Oak Hills Hotel, a newly opened luxury hotel that is striving to become the premier hotel in the area. You recently hired a new front desk service specialist (participant) who prior to coming to work for you worked at the front desk for The Golden Gate Hotel which is a five-star property in a neighboring community. The new hire switched jobs because your hotel is closer to his/her home and therefore means a shorter commute to work each day. Because of their background with a five-star hotel, you have requested a meeting with them to discuss their vision regarding customer service and communication skill sets necessary for a five-star rating.

During the meeting you have asked the new front desk service specialist (participant) to explain;

- The skills needed to provide exceptional customer service in the hospitality and tourism industry.
- The importance of instilling a customer-service mindset in all employees.
- The relationship between the company's image and the performance of its employees.

Following their explanation, you will ask the participant to respond to additional questions.

The meeting will take place in your office. You will begin the meeting by greeting the new front desk service specialist (participant) and asking to hear their ideas on customer service and communications skills for the hospitality and tourism industry. After they have provided their explanation and have answered your questions, you will conclude the meeting by thanking them for their presentation.

Judge Questions/Possible Solutions:

During the course of the meeting you are to ask the following questions of all participants:

1. What characteristics are possessed by the top customer service agents in the hospitality and tourism industry?

*Answers will vary, but students may refer to things such as being an empathetic listener, high energy, enthusiastic, customer importance, etc.*

2. What strategies do you believe we should use to calm an angry customer?

*Answers will vary, but students may refer to things such as being an empathetic listener, reinforcing “the customer is #1” mindset, empower employees to problem solve within certain parameters, etc.*

3. As the front desk manager, what type of questions do you feel are important to ask our guests?

*Answers will vary, but students may share some of the following options.*

- *Would you like to leave an imprint of your credit card so that you may charge incidentals to your room?*
- *Will you be needing a wakeup call in the morning?*
- *Would you like help with your luggage to your room?*
- *Do you have any questions about the amenities that the hotel has to offer?*
- *Will you need access to our shuttle service?*

## 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 & TOURISM,  
2017**

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

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA: Customer Service**

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	
2.	Ask relevant questions	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Determine ways of reinforcing the company's image through employee performance	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Demonstrate a customer-service mindset	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						