



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Professional Development/Communication Skills

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 need for innovation skills
2. Make decisions
3. Demonstrate problem-solving skills
4. Employ communication styles appropriate to target audience

BUSINESS SITUATION

You are the SUPERVISOR OF GUEST SERVICES for IVY HOTELS, a national hotel chain that has been in business for 100 years. In the past your clientele has mainly included older, more seasoned travelers that are looking for a quality lodging experience within a reasonable budget. However, through reading up on new articles in the hospitality industry, you have discovered that the industry is approaching a new shift in regard to who is traveling and you think that your hotel could take steps to reach this new demographic.

The Hospitality Research Firm has reported that Millennials (those ages 18-34) are expected to represent 50% of all travelers to the USA by 2025. You have noticed recently that your older target market is not visiting your hotel as much as did in the past and sales have been declining. With this new information, you have decided that it might be time to shift the focus of your target marketing to Millennials who tend to travel a lot, are adventurous and spontaneous, use technology frequently, and stay on top of technology trends such as personalization and higher end amenities at a reasonable cost.

When you shared this information with Mr./Ms. Garmin, the Vice President of Marketing (judge), he/she was very interested in the new target market and suggested that you present to him/her your ideas regarding this new demographic. He/she was interested in hearing what services Ivy Hotels should offer, the promotional strategies they should take, a timeline for implementation, and how Ivy Hotels would know if their efforts are working.

Mr./Ms. Garmin (judge) has set up a meeting in his/her office to hear your ideas. He/she will start the meeting with you by welcoming you and asking to hear your plan. After presenting your ideas and answering his/her questions, Mr./Ms. Garmin will end 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. 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. Garmin, the VICE PRESIDENT OF MARKETING for IVY HOTELS, a national hotel chain that has been in business for 100 years. In the past your clientele has mainly included older, more seasoned travelers that are looking at quality lodging experience within a reasonable budget. However, one of your employees, the Supervisor of Guest Services (participant), discovered when reading up on new articles in the hospitality industry, that the industry is approaching a new shift in regard to who is traveling and thinks that your hotel could take steps to reach this new demographic.

The Hospitality Research Firm has reported that Millennials (those ages 18-34) are expected to represent 50% of all travelers to the USA by 2025. The Supervisor of Guest Services (participant) has noticed recently that your older target market is not visiting your hotel as much as did in the past and sales have been declining. With the new information the Supervisor of Guest Services (participant) has decided that it might be time to shift the focus of your target marketing to Millennials who tend to travel a lot, are adventurous and spontaneous, use technology frequently, and stay on top of technology trends such as personalization and higher end amenities at a reasonable cost.

When the Supervisor of Guest Services (participant) shared this information with you, you indicated that you were very interested in the new target market and suggested that the Supervisor of Guest Services (participant) present their ideas to you regarding this new demographic. You

shared with the Supervisor of Guest Services that you were interested in hearing what services that Ivy Hotels should offer, the promotional strategies you should take, a timeline for implementation, and how Ivy Hotels would know if their efforts are working

As the Vice President of Marketing, you have set up a meeting in your office to hear the Supervisor of Guest Services (participant) ideas. You will start the meeting with the Supervisor of Guest Services by welcoming them and asking to hear their plan.

Judge Questions/Possible Solutions:

After presenting their ideas, you are to ask the following questions of each participant:

1. What is the reason why our company should keep up with trends in the hospitality industry and be innovative with our plans?

Possible answers could include:

Innovation is an essential part of business to remain competitive with other businesses in our industry and to keep obtaining customers to sustain our business. If we do not keep up with trends related to our customers, they will not be interested in doing business with us as we will not be prepared to meet their wants and needs. Customers are always looking for the next best thing, the best value for their money, and for the satisfaction of have their wants and needs met; in order to remain competitive we need to be creative and willing to provide these for them.

2. What impact does changing the demographic shift in our target market have on our previous target market - and ultimately the success of our business?

Possible answers could include:

Although our target market will shift based on the research regarding customer trends in hospitality, it does not mean we should turn our backs on our previous target market. We still have a responsibility to work to meet all of our customers' needs and wants, and we can still do this even with the shift in our services. Although we might need to educate our original customer base more on these new and more technologically-advanced services, that does not mean they cannot or will not take advantage of them. As long as we continue to respond to our customer's wants and needs and provide quality customer service to all our demographics, our business can continue to be successful.

After the Supervisor of Guest Services (participant) has answered your questions, you will end the meeting by thanking them 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.

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.



**PRINCIPLES OF HOSPITALITY & TOURISM,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA: Professional Development
and Communication Skills**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the need for innovation skills	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Make decisions	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Demonstrate problem-solving skills	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Employ communication styles appropriate to target audience	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
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	
TOTAL SCORE						