



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Emotional Intelligence

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. Lead change
2. Enlist others in working toward a shared vision
3. Participate as a team member
4. "Sell" ideas to others

BUSINESS SITUATION

You are to assume the role of the **MARKETING MANAGER** of the **ANYTOWN HOSPITALITY AND TOURISM CENTER**, whose mission is to build awareness of Anytown as a global tourism destination by promoting leisure travel, conventions, sports, and events while highlighting the region's natural beauty and showcasing the talents of our residents. You have recently begun meeting with individual downtown businesses to see how you can collaborate with them to further the new downtown revitalization initiative that you have begun to benefit Anytown's economic and tourism impact.

Today you will be meeting with Mr./Ms. Jones (judge), the owner of "Sweet", a popular local Ice Cream Parlor and Candy Shop, to discuss opportunities for their business to be involved in the project.

Anytown and the Anytown Hospitality and Tourism Center have begun adding events, services, and improvements to the downtown area as part of the downtown revitalization initiative which include: free parking at all parking meters and parking garages after 6:00pm and on weekends, a farmer's market with entertainment on Sunday afternoons in the large park in the center of Anytown, a Summer Sidewalk Sale to encourage shopping downtown, new bike lanes and bike parking areas, and a new website and Facebook page operated by the Anytown Hospitality and Tourism Center for residents and visitors to learn more about what Anytown has to offer regarding recreation, businesses, events, and other opportunities.

In your meeting with Mr./Ms. Jones, you are to present to them the following items to convince them to become part of the downtown revitalization initiative:

- The history and rationale of the downtown revitalization initiative
- New improvements made to Anytown to aid in this project
- Opportunities for "Sweet" to get involved (ideas for how they can partner with the downtown revitalization initiative, marketing efforts, special events and promotions they can become involved with, etc.)
- Reasons why it would benefit "Sweet" to become involved

You will present your ideas to Mr./ Ms. Jones in a meeting to take place in their office. Mr./Ms. Jones will begin the meeting by greeting you and asking to hear about the downtown revitalization initiative and your ideas. After you have presented your ideas and have answered their questions, you will conclude the meeting by thanking Mr./Ms. Jones for their meeting with you.

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 MR./MS. JONES, the OWNER OF "SWEET", a popular local Ice Cream Parlor and Candy Shop in Anytown. Today, you will be meeting with the Marketing Manager (participant) of the Anytown Hospitality and Tourism Center, whose mission is to build awareness of Anytown as a global tourism destination by promoting leisure travel, conventions, sports, and events while highlighting the region's natural beauty and showcasing the talents of our residents. The Marketing Manager has recently begun meeting with individual downtown businesses to see how they can collaborate to further the new downtown revitalization initiative that the Marketing Manager has started to benefit Anytown's economic and tourism impact. Today you will be meeting with the Marketing Manager to discuss opportunities for your business to be involved in the project.

Anytown and the Anytown Hospitality and Tourism Center have begun adding events, services, and improvements to the downtown area as part of the downtown revitalization initiative which include: free parking at all parking meters and parking garages after 6:00pm and on weekends, a large farmer's market with entertainment on Sunday afternoons in the large park in the center of Anytown, a Summer Sidewalk Sale to encourage shopping downtown, new bike lanes and bike parking areas, and a new website and Facebook page operated by the Anytown Hospitality and Tourism Center for residents and visitors to learn more about what Anytown has to offer regarding recreation, businesses, events, and other opportunities.

In your meeting with the Marketing Manager, they are to present to you the following items to try and convince you to become part of the project:

- The history and rationale of the downtown revitalization initiative
- New improvements made to Anytown to aid in this project
- Opportunities for “Sweet” to get involved (ideas for how you can partner with the downtown revitalization initiative, marketing efforts, special events and promotions you can become involved with, etc.)
- Reasons why it would benefit “Sweet” to become involved

The Marketing Manager will present their ideas to you in a role play to take place in your office. You will begin the meeting by greeting the Marketing Manager and asking to hear about the downtown revitalization initiative and their ideas.

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

1. Why is it important that you get businesses involved with the downtown revitalization initiative?
 - a. *Possible Solutions: Answers may vary based on the participant, but possible answers could include: Anytown is a large community that consists of many businesses and organizations. Without the collaboration of businesses, the downtown revitalization initiative will not get off the ground because we will not have the support of a large influence in our community. It is important that we all work together on this project because together we can do more to revitalize downtown than if we would all work separately toward this goal.*
2. How will this change and my business’s participation in it benefit my business?
 - a. *Possible Solutions: Answers may vary based on the participant, but possible answers could include: Anytime a large vision or change is implemented that can benefit the community like the downtown revitalization initiative, a small business should want to be involved because it will offer opportunities for them to impact their local community, receive positive publicity, network with other businesses and gain more customers.*

After the Marketing Manager has presented their ideas and have answered your questions, the Marketing Manager will conclude the meeting by thanking you for meeting with them.

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. **Lead change:** Leading change requires creating experiences for people that reveal new possibilities, while uniting them to drive strategies that harness the resources to win in the marketplace. It requires optimizing the culture of an organization while making investments to drive business growth – simultaneously.
2. **Enlist others in working toward a shared vision:** This performance indicator means being able to articulate an idea and bring people into that joint idea so that it will benefit all parties. Getting the support of multiple stakeholders to one common goal will help the group move forward as one and allow more impact to happen as a result of the collective effort.
3. **Participate as a team member:** Teamwork includes leadership and collaboration. By providing input to a task and facilitating new initiatives, people can be better team members. Participating as a team member will be shown by providing input to the other stakeholders, listening to their ideas, showing how an idea will benefit them and by working with them to reach a goal.
4. **“Sell” ideas to others:** This performance indicator will be met by providing evidence, emotion, and reasoning to convince an audience to buy into the idea. Effectively presenting an opportunity or idea to someone and getting their agreement to engage with it is done by using persuasion, presenting rationale and obtaining their approval.



**PRINCIPLES OF HOSPITALITY AND
TOURISM, 2018**

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

**INSTRUCTIONAL AREA:
Emotional Intelligence**

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Lead change	14-15	16-17	18	
2.	Enlist others in working toward a shared vision	14-15	16-17	18	
3.	Participate as a team member	14-15	16-17	18	
4.	"Sell" ideas to others	14-15	16-17	18	
21st CENTURY SKILLS					
5.	Reason effectively and use systems thinking?	4	5-6	7	
6.	Communicate clearly?	4	5-6	7	
7.	Show evidence of creativity?	4	5-6	7	
8.	Overall impression and responses to the judge's questions	4	5-6	7	
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