



# PRINCIPLES OF HOSPITALITY AND TOURISM

SAMPLE CONTENT INTERVIEWS



AS USED IN DECA'S  
**PRINCIPLES OF BUSINESS  
ADMINISTRATION EVENTS**



**2012 EDITION**



# Principles of Business Administration Sample Events

Principles of Hospitality and Tourism

DECA Images  
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# Principles of Hospitality and Tourism

## Sample Events

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#### **INTRODUCTION**

This publication is designed to assist DECA members and their local chapter advisors in preparing for the Principles of Business Administration events. This document will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition.

This series of events is presented as an example of the types of events in which a student might expect to participate at the International Career Development Conference. The competitive events found herein, however, are not representative of all performance indicators that the student may be expected to demonstrate on the international level. A complete list of performance indicators upon which the events are written can be found at [www.deca.org/competitions/2/](http://www.deca.org/competitions/2/).

#### **PROCEDURE**

In the Principles of Business Administration Events, students will take a multiple-choice test and participate in a content interview. Students will begin by completing a 100-question comprehensive exam. The students will then participate in a content interview, described as a second stage interview, with a prospective employer.

Each event will involve a content interview with a prospective employer to explain selected performance indicators. In this scenario, the interview is run as a second stage job interview, taking place after the initial meeting and exchanging of qualifications has taken place.

The content interview is a form of a role-play, with the student playing the role of a job applicant and the judge portraying a business employer.

#### **TIP**

For these Principles of Business Administration events, the only difference among the four career areas will be the actual business setting chosen. However, a student who is adept may be able to stand out by applying the performance indicators under discussion to the particular industry in which he/she is competing.

## PREPARATION

As the local, district, state or international competitive event approaches, the advisors are encouraged to further prepare the competitor in tasks such as the following:



### **Prepare yourself mentally.**

The competitor should get sufficient sleep the night before competition so that (s)he will be mentally alert and able to concentrate on the activities.



### **Dress appropriately.**

Professional dress should be worn to all conference sessions. Please note: Competitors at the ICDC must wear an official DECA blazer during interaction with the judges. Official DECA blazers are sold through DECA Images.



### **Follow the program agenda.**

Competitors should carefully follow the program agenda provided at the conference. (S)he should locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.



### **Use preparation time wisely.**

Competitors should take advantage of the time provided for each activity of the event. During the written tests, the competitor should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for the events, competitors should use all the time allotted constructively.



**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 Interview 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.

## **INTERVIEW SITUATION**

You are to assume the role of candidate for a front desk service specialist at LUXURY HOTEL, a five-star property noted for excellent customer service. You have submitted your résumé and have been invited in for a face-to-face interview with the human resources director (judge). This interview will be used to measure your knowledge and understanding of an aspect of business. The human resources director (judge) wants to make sure you understand customer service and communication skills necessary for the five-star rating before offering you the front desk service specialist position.

In the first part of your interview you will explain the skills needed to provide exceptional customer service in the hospitality and tourism industry and the additional performance indicators listed on the first page of this event. Following your explanation, the human resources director (judge) will ask you to respond to additional questions.

The interview will take place in the human resources director's (judge's) conference room. The human resources director (judge) will begin the interview 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 human resources director's (judge's) questions, the human resources director (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 resources director of LUXURY HOTEL, a five-star property noted for excellent customer service. The candidate (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so you can determine if the candidate (participant) is qualified for a front desk service specialist position. This interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of business. You want to make sure the candidate (participant) understands customer service and communication skills necessary for the five-star rating before offering the front desk service specialist position.

For the first part of the presentation, the candidate (participant) has been asked to explain the skills needed to provide exceptional customer service in the hospitality and tourism industry and the performance indicators on the first page of this event.

The interview will take place in your conference room. You will begin the interview by greeting the front desk service specialist candidate (participant) and asking to hear his/her ideas on customer service and communication skills necessary for success in the hospitality and tourism industry. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. What characteristics are possessed by the top customer service agents in the hospitality and tourism industry?
2. What strategies would you use to calm an angry customer?

Once the candidate (participant) has answered your questions, you will conclude the discussion by thanking the candidate (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

*Answers will vary but should demonstrate a basic understanding of the concepts.*

## 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.

**JUDGE'S EVALUATION FORM  
PHT**

**PERFORMANCE  
INDICATORS**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Explain the nature of positive customer relations?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>2. Ask relevant questions?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>3. Determine ways of reinforcing the company's image through employee performance?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>4. Demonstrate a customer-service mindset?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>5. Overall impression and responses to the judge's questions</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>TOTAL SCORE</b>					_____



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Economics

## **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 Interview 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 principles of supply and demand.
2. Describe the functions of prices in markets.
3. Explain the concept of economic resources.
4. Identify factors affecting a business's profit.

## **INTERVIEW SITUATION**

You are to assume the role of candidate for a business operations manager position at the PLAZA HOTEL, a 500-room hotel located five blocks from the site of the upcoming Super Bowl. You have submitted your résumé and have been invited in for a face-to-face interview with the human resources director (judge). This interview will be used to measure your knowledge and understanding of an aspect of business. The human resources director (judge) wants to make sure you understand economic concepts necessary for setting prices and profit goals before offering you the business operations manager position.

In the first part of your interview you will explain the principles of supply and demand, pricing implications for hospitality and tourism-related businesses and the additional performance indicators listed on the first page of this event. Following your explanation, the human resources director (judge) will ask you to respond to additional questions.

The interview will take place in the human resources director's (judge's) conference room. The human resources director (judge) will begin the interview by greeting you and asking to hear your ideas on economic principles that influence prices and profits. After you have provided your explanation and have answered the human resources director's (judge's) questions, the human resources director (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 resources director of the PLAZA HOTEL, a 500-room hotel located five blocks from the site of the upcoming Super Bowl. The candidate (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so you can determine if this candidate (participant) is qualified for a business operations manager position with your organization. This interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of business. You want to make sure the candidate (participant) understands supply and demand and the economic concepts necessary for setting prices and profit goals before offering the business operations manager position.

For the first part of the presentation, the candidate (participant) has been asked to explain the principles of supply and demand, pricing implications for hospitality and tourism-related businesses and the additional performance indicators listed on the first page of this event.

The interview will take place in your conference room. You will begin the interview by greeting the business operations manager candidate (participant) and asking to hear his/her ideas on economic factors that impact the hospitality and tourism industry. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. How are hotel prices impacted by a city hosting the Super Bowl?
2. Why should our hotel monitor the prices charged by competing hotels for the Super Bowl?

Once the candidate (participant) has answered your questions, you will conclude the discussion by thanking the candidate (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

*Answers will vary but should demonstrate a basic understanding of the concepts.*



## 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.

**JUDGE'S EVALUATION FORM  
PHT**

**PERFORMANCE  
INDICATORS**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Explain the principles of supply and demand?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>2. Describe the functions of prices in markets?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>3. Explain the concept of economic resources?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>4. Identify factors affecting a business's profit?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>5. Overall impression and responses to the judge's questions.</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____

**TOTAL SCORE** \_\_\_\_\_



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Communication Skills

## **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 Interview 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 effective verbal communications.
2. Interpret others' nonverbal cues.
3. Employ communication styles appropriate to the target audience.
4. Demonstrate active listening skills.

## **INTERVIEW SITUATION**

You are to assume the role of candidate for customer service specialist for HOLIDAY WORLD, a popular amusement park that caters to families with children under 12 years old. You have submitted your résumé and have been invited for a personal interview with the human resources director (judge) for HOLIDAY WORLD. This interview will be used to measure your knowledge and understanding of an aspect of the business. The human resources director (judge) wants to make sure you understand and appreciate the need for effective communications at HOLIDAY WORLD before considering you for employment as a customer service specialist.

In the first part of the interview you will explain the importance of effective verbal, nonverbal and written communication at HOLIDAY WORLD. Your presentation must also include the additional performance indicators listed on the first page of this event. Following your explanation, the human resources director (judge) will ask you to respond to additional questions.

The interview will take place in the human resources director's (judge's) office. The human resources director (judge) will begin the interview by greeting you and asking to hear your explanation for effective communication. After you have provided your explanation and have answered the human resources director's (judge's) questions, the human resources director (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. 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 human resources director at HOLIDAY WORLD, a popular amusement park that caters to families with children under 12 years old. You are interviewing a candidate (participant) for a customer service specialist position. The candidate (participant) has submitted a résumé and completed one interview. This second and final interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of business. Before offering the position, you want to make sure that the candidate (participant) understands and appreciates the need for effective communications at HOLIDAY WORLD.

For the first part of this interview, the candidate (participant) has been asked to explain effective verbal, nonverbal and written communication. The candidate's (participant's) presentation should also address the additional performance indicators listed on the first page of the event.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her strategy for effective communication with the target audience. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. What are some nonverbal cues from customers that HOLIDAY WORLD employees should pay attention to?
2. What form of communication is the most effective to use with our target audience?
3. What is the best strategy to gather information from our target audience?

Once the candidate (participant) has answered your questions, you will conclude the interview by thanking the candidate (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

*Answers will vary but should demonstrate a basic understanding of the concepts.*

## 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.

**JUDGE'S EVALUATION FORM  
PHT**

**PERFORMANCE  
INDICATORS**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Explain the nature of effective verbal communications?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>2. Interpret others' nonverbal cues?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>3. Employ communication styles appropriate to the target audience?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>4. Demonstrate active listening skills?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>5. Overall impression and responses to the judge's questions</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>TOTAL SCORE</b>					_____









# PRINCIPLES OF HOSPITALITY AND TOURISM



## 2012 Sample Content Interviews

This publication is designed to assist DECA members and their local chapter advisors in preparing for the Principles of Business Administration events. This booklet will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition.

DECA Images offers a full range of competitive event preparation materials including:

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