



PRINCIPLES OF HOSPITALITY AND TOURISM

2013 SAMPLE
CONTENT INTERVIEWS



AS USED IN DECA'S
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Administration Sample Events

Principles of Hospitality and Tourism

DECA Images
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Principles of Hospitality and Tourism

Sample Events

TABLE OF CONTENTS

Introduction.....	3
Content Interviews	
Sample #1	5
Sample #2	11
Sample #3	17

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/.

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:



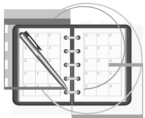
Prepare yourself mentally.

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
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 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. Demonstrate a customer-service mindset.
2. Determine economic utilities created by business activities.
3. Explain the concept of competition.
4. Identify factors affecting a business's profit.

INTERVIEW SITUATION

You are to assume the role of candidate for an internship at the headquarters location of **ROADSIDE INN**, one of the nation's largest budget hotel chains. **ROADSIDE INN** has 362 hotels which are located primarily along the interstate highway system. The chain recently completed a customer research survey, the results of which have generated a \$64 million improvement project beginning next month. Each hotel room will eventually be equipped with more electrical outlets, a flat-screen TV, a more powerful shower head and more bathroom counter space.

You have submitted your résumé and have been invited in for a face-to-face interview with the marketing director (judge). This interview will be used to measure your knowledge and understanding of a key aspect of the business. The marketing director (judge) wants to make sure you understand the importance of a customer-service mindset.

In the first part of your interview you will explain how having a customer-service mindset can lead to long-term profitability for **ROADSIDE INN**. Your presentation must also include the additional performance indicators listed on the first page of this event. Following your explanation, the marketing director (judge) will ask you to respond to additional questions.

The interview will take place in the marketing director's (judge's) office. The marketing director (judge) will begin the interview by greeting you and asking to hear your ideas on how a customer-service mindset affects profitability. After you have provided your explanation and have answered the marketing director's (judge's) questions, the 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 marketing director at the headquarters location of ROADSIDE INN, one of the nation's largest budget hotel chains. ROADSIDE INN has 362 hotels which are located primarily along the interstate highway system. The chain recently completed a customer research survey, the results of which have generated a \$64 million improvement project beginning next month. Each hotel room will eventually be equipped with more electrical outlets, a flat-screen TV, a more powerful shower head and more bathroom counter space.

An internship candidate (participant) has submitted a 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 an internship with ROADSIDE INN. This interview will be used to measure the candidate's (participant's) knowledge and understanding of a key aspect of the business. You want to make sure the candidate (participant) understands the value of maintaining a customer-service mindset before offering him/her employment as an intern.

For the first part of the presentation, the candidate (participant) has been asked to explain how having a customer-service mindset can lead to long-term profitability for ROADSIDE INN. In addition, the presentation must also address the remaining performance indicators on the first page of this event. The candidate (participant) is to explain how a customer-service mindset can benefit our guests while also

impacting the profitability and competitiveness of ROADSIDE INN.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her ideas on how a customer-service mindset affects profitability. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. Are all these room improvements consistent with the image of a budget hotel chain?
2. What can we do to minimize any decline in revenue during remodeling?

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.

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.

JUDGE'S EVALUATION FORM
PHT-2013

PERFORMANCE INDICATORS	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
DID THE PARTICIPANT:					
1. 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	_____
2. Determine economic utilities created by business activities?	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
3. Explain the concept of competition?	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
4. Identify factors affecting a business's profit?	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	_____
				TOTAL SCORE	_____



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Operations

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 operations.
2. Describe health and safety regulations in business.
3. Follow safety precautions.
4. Show empathy for others.

INTERVIEW SITUATION

You are to assume the role of candidate for a front-desk internship at a location of a ROCKTON INN, a mid-priced hotel chain with over 300 locations, all of which are owned and operated by franchisees.

You have submitted your résumé and have been invited in for a face-to-face interview with the franchisee (judge). This interview will be used to measure your knowledge and understanding of a key aspect of the hotel's operation. The franchisee (judge) wants to make sure you understand how this particular ROCKTON INN can accommodate special needs hotel guests before offering you employment as an intern.

During the first part of your interview you will explain how local hotel personnel can meet the requirements of special needs guests along with the additional performance indicators listed on the first page of this event. Following your explanation, the franchisee (judge) will ask you to respond to additional questions.

The interview will take place in the franchisee's (judge's) office. The franchisee (judge) will begin the interview by greeting you and asking to hear your ideas on meeting the requirements of special needs guests. After you have provided your explanation and have answered the franchisee's (judge's) questions, the franchisee (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 owner of a ROCKTON INN, a mid-priced hotel chain with over 300 locations, all of which are owned and operated by franchisees.

A candidate for a front-desk internship (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so that you can determine if he/she is qualified for an internship at your hotel. This interview will be used to measure the candidate's (participant's) knowledge and understanding of a key aspect of the hotel's operation. You want to make sure the candidate (participant) understands how this particular ROCKTON INN can accommodate special needs hotel guests before offering him/her employment as an intern.

For the first part of the interview, the internship candidate (participant) has been asked to explain how local hotel personnel can meet the requirements of special needs guests along with the additional performance indicators listed on the first page of this event.

The interview will take place in your office. You will begin the interview by greeting the internship candidate (participant) and asking to hear his/her ideas on meeting the requirements of special needs guests. After the candidate (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. Since all ROCKTON INN locations are owned and operated by franchisees, is it difficult to control the level of customer service that guests receive throughout the chain? Please explain.
1. What are the reasons for a hotel asking for a guest's car model and license plate number at registration?

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.

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.

**JUDGE'S EVALUATION FORM
PHT-2013**

PERFORMANCE INDICATORS	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
DID THE PARTICIPANT:					
1. Explain the nature of operations?	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
2. Describe health and safety regulations in business?	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
3. Follow safety precautions?	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
4. Show empathy for others?	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	_____
				TOTAL SCORE	_____



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Professional Development

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. Analyze employer expectations in the business environment.
2. Assess personal interests and skills needed for success in business.
3. Explain the need for ongoing education as a worker.
4. Explain possible advancement patterns for jobs.

INTERVIEW SITUATION

You are to assume the role of candidate for an internship at AVANTI, a AAA Four Diamond Award-winning restaurant. AVANTI celebrates the traditions of Italian coastal cuisine, offering fresh seafood and shellfish (flown in daily from the Mediterranean) as well as homemade pastas and classic Italian specialties. Entrées average \$35 and reservations are highly recommended.

You have submitted your résumé and have been invited in for a face-to-face interview with the owner (judge). This interview will be used to measure your knowledge and understanding of an aspect of the restaurant. Over the past two years, AVANTI has experienced higher than normal employee turnover and the owner (judge) would like to change that trend. The owner (judge) wants to make sure you understand how job progression can lead to a possible long-term career at AVANTI.

In the first part of your interview you will explain how your personal interests and skills meet employer expectations for career success in the restaurant industry. Your presentation will also address the additional performance indicators listed on the first page of this event. Following your explanation, the owner (judge) will ask you to respond to additional questions.

The interview will take place in the owner's (judge's) office. The owner (judge) will begin the interview by greeting you and asking to hear how your skills and interests qualify you for an internship at AVANTI. After you have provided your explanation and have answered the owner's (judge's) questions, the owner (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 owner of AVANTI, a AAA Four Diamond Award-winning restaurant. AVANTI celebrates the traditions of Italian coastal cuisine, offering fresh seafood and shellfish (flown in daily from the Mediterranean) as well as homemade pastas and classic Italian specialties. Entrées average \$35 and reservations are highly recommended.

An internship applicant (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so that you can determine if he/she is qualified for an internship with AVANTI. This interview will be used to measure the applicant's (participant's) knowledge and understanding of an aspect of the restaurant. Over the past two years, AVANTI has experienced higher than normal employee turnover and you would like to change that trend. You want to make sure the applicant (participant) understands how job progression can lead to a possible long-term career at AVANTI before you him/her employment as an intern.

For the first part of the presentation, the applicant (participant) has been asked to explain how his/her personal interests and skills meet employer expectations for career success in the restaurant industry. The applicant (participant) will also address the additional performance indicators listed on the first page of this event.

The interview will take place in your office. You will begin the interview by greeting the internship applicant (participant) and asking to hear how his/her skills and interests qualify him/her for an internship at AVANTI. After the applicant (participant) has presented the appropriate material, you are to ask the following questions of each participant:

1. Why do you think so many people seem to look down on those employed in the restaurant industry?
2. What role does an employee's personal grooming habits play in the restaurant business?

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

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

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.

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.

JUDGE'S EVALUATION FORM

PHT-2013

STATE EVENT

PERFORMANCE INDICATORS	Little/No Value	STATE EVENT Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
DID THE PARTICIPANT:					
1. Analyze employer expectations in the business environment?	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
2. Assess personal interests and skills needed for success in business?	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
3. Explain the need for ongoing education as a worker?	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
4. Explain possible advancement patterns for jobs?	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	_____
				TOTAL SCORE	_____

PRINCIPLES OF HOSPITALITY AND TOURISM



2013 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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An Instructor's Guide

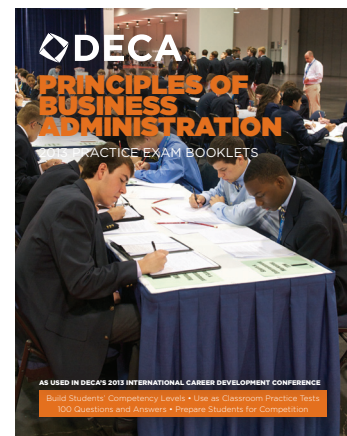
Connect your curriculum to DECA's competitive events program

Coach students for success in the competitive events arena

Generate excitement for DECA's Principles of Business Administration Events



INSTRUCTOR'S GUIDE



2013 EXAM

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