



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Marketing-Information Management

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES 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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the need for hospitality and tourism marketing information.
2. Identify information monitored for marketing decision-making.
3. Assess management information needs.
4. Conduct marketing analysis.
5. Set marketing goals and objectives.

EVENT SITUATION

You are to assume the role of manager at ANTHONY'S, an Italian restaurant that has been in business for 50 years. The owner (judge) has asked you to describe realistic goals and objectives for the restaurant over the next 10 years.

ANTHONY'S is located in a city that has 175,000 people. The city's population has more than doubled since the restaurant first opened. ANTHONY'S is known for long waiting lines of customers on Friday, Saturday, and Sunday evenings. The restaurant has a reputation for outstanding food and service. As the manager, you realize that the restaurant needs total remodeling. You also believe that the menu needs to be updated to reflect the latest consumer demands and tastes.

The owner of ANTHONY'S (judge) likes the nostalgia of the original restaurant. S/he has been so caught up in the overwhelming amount of business that s/he has not had time to think about the restaurant's future.

The owner (judge) has scheduled a meeting with you to hear your plan for gathering marketing information in order to make wise decisions about the future of the restaurant. You must explain the research that you will conduct to find out what competitors are doing. You must also support your plan of action with information that you have gathered at ANTHONY'S.

You will present your findings and plan to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the information and have answered the owner's (judge's) questions, the owner (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. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of ANTHONY'S, an Italian restaurant that has been in business for 50 years. You have asked your manager (participant) to describe realistic goals and objectives for the restaurant over the next 10 years.

ANTHONY'S is located in a city that has 175,000 people. The city's population has more than doubled since the restaurant first opened. ANTHONY'S is known for long waiting lines of customers on Friday, Saturday and Sunday evenings. The restaurant has a reputation for outstanding food and service. The manager (participant) has suggested to you that the restaurant needs total remodeling. S/he also believes that the menu needs to be updated to reflect the latest consumer demands and tastes.

You like the nostalgia of the original restaurant and have been so caught up in the overwhelming amount of business that you have not had time to think about the restaurant's future.

You have asked the manager (participant) to devise a plan for gathering marketing information in order to make wise decisions about the future of the restaurant. You expect the manager (participant) to explain the research that s/he will conduct to find out what competitors are doing. S/he must also support the plan of action with information that has been gathered at ANTHONY'S.

The manager (participant) will present the plans to you in a role-play to take place in your office.

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

1. What types of sales expansion should our restaurant consider?
2. What is the main reason our customers are so loyal?
3. Will any future plans require our restaurant to be closed for a period of time?

Once the manager (participant) has completed the presentation and has answered your questions, you will conclude the role-play by thanking the manager (participant) for the work.

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

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
RFSM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the need for hospitality and tourism marketing information?

Little/No Value

0, 2

Attempts at describing the need for hospitality and tourism marketing information were inadequate or weak.

Below Expectations

4, 6, 8

Adequately described the need for hospitality and tourism marketing information.

Meets Expectations

10, 12, 14

Effectively described the need for hospitality and tourism marketing information.

Exceeds Expectations

16, 18

Very effectively described the need for hospitality and tourism marketing information.

2. Identify information monitored for marketing decision-making?

Little/No Value

0, 2

Attempts at identifying information monitored for marketing decision-making were inadequate or weak.

Below Expectations

4, 6, 8

Adequately identified information monitored for marketing decision making.

Meets Expectations

10, 12, 14

Effectively identified information monitored for marketing decision making.

Exceeds Expectations

16, 18

Very effectively identified information monitored for marketing decision making.

3. Assess management information needs?

Little/No Value

0, 2

Attempts at assessing management information needs were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately assessed management information needs.

Meets Expectations

10, 12, 14

Effectively assessed management information needs.

Exceeds Expectations

16, 18

Very effectively assessed management information needs.

4. Conduct market analysis?

Little/No Value

0, 2

Attempts at explaining how to conduct market analysis were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately explained how to conduct market analysis.

Meets Expectations

10, 12, 14

Effectively explained how to conduct market analysis.

Exceeds Expectations

16, 18

Very effectively explained how to conduct market analysis.

5. Set marketing goals and objectives?

Little/No Value

0, 2

Attempts at setting marketing goals and objectives were inadequate or weak.

Below Expectations

4, 6, 8

Adequately set marketing goals and objectives.

Meets Expectations

10, 12, 14

Effectively set marketing goals and objectives.

Exceeds Expectations

16, 18

Very effectively set marketing goals and objectives.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____