



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Economics

## **PRINCIPLES OF HOSPITALITY AND TOURISM EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Explain the principles of supply and demand.
- Describe the functions of prices in markets.
- Identify factors affecting a business's profit.
- Explain the concept of competition.

## **EVENT SITUATION**

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You are to assume the role of an employee at BURGER OASIS, a fast-food restaurant chain. A new employee (judge) has asked you to explain why the price of fountain beverages has increased and how to explain it to customers.

BURGER OASIS has offered any sized beverages from the soda fountain for \$1 for the last five years. Since the cost of fountain sodas and the cups, lids and straws is so low, executives at BURGER OASIS felt that offering the \$1 beverage would give the chain a competitive advantage.

Like many other fast-food chains, BURGER OASIS has been making changes to be more eco-friendly. The latest change involved the replacement of cups, lids and traditional straws for beverages. The new beverage containers are great for the environment and nice looking. This had led to many other restaurant chains ordering the same product.

BURGER OASIS will need to raise the price of the any-sized soda fountain beverage to \$1.25. A new employee (judge) does not understand why the price must be raised and has asked you to explain. The new employee (judge) also wants to know what to tell customers that may complain about the price increase.

You will explain economics to the new employee (judge) in a role-play to take place at the restaurant. The new employee (judge) will begin the role-play by greeting you and asking to hear about prices. After you have presented an explanation and have answered the new employee's (judge's) questions, the new employee (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

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You are to assume the role of a new employee at BURGER OASIS, a fast-food restaurant chain. You have asked a co-worker (participant) to explain why the price of fountain beverages has increased and how to explain it to customers.

BURGER OASIS has offered any sized beverages from the soda fountain for \$1 for the last five years. Since the cost of fountain sodas and the cups, lids and straws is so low, executives at BURGER OASIS felt that offering the \$1 beverage would give the chain a competitive advantage.

Like many other fast-food chains, BURGER OASIS has been making changes to be more eco-friendly. The latest change involved the replacement of cups, lids and traditional straws for beverages. The new beverage containers are great for the environment and nice looking. This had led to many other restaurant chains ordering the same product.

BURGER OASIS will need to raise the price of the any sized soda fountain beverage to \$1.25. You do not understand why the price must be raised and have asked a co-worker (participant) to explain. You also want to know what to tell customers that may complain about the price increase.

The participant will present information to you in a role-play to take place at the front desk. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. Why didn't the company warn customers about the price increase?
2. How is our increased price still considered competitive?

Once your co-worker (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the co-worker (participant) for the work.

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

## **EVALUATION INSTRUCTIONS**

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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 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 director 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.



**PRINCIPLES OF HOSPITALITY AND TOURISM  
2023**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Economics

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the principles of supply and demand?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe the functions of prices in markets?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	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	
4.	Explain the concept of competition?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						