



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Customer Relations

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 21st 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.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Handle customer/client complaints.
- Reinforce service orientation through communication.
- Demonstrate a customer-service mindset.
- Deliver positive moments of truth.
- Explain considerations in hotel/lodging room pricing.

EVENT SITUATION

You are to assume the role of a front desk employee at CITYSCAPE HOTEL, a limited-service hotel. A customer (judge) is upset about the price of a room without a reservation, and you must help.

CITYSCAPE HOTEL has a rewards program named *Cityscape Escape* that allows members to earn points per stay. Membership is free and allows guests special discounts on room rates and free Wi-Fi service. The CITYSCAPE HOTEL website provides a worldwide reservations page, giving guests the convenience of booking rooms at any CITYSCAPE HOTEL location all on one easy to navigate website. Booking through the website guarantees the lowest prices available.

A customer (judge) walked into the property without a reservation has inquired about rates for a one-night stay tonight. The walk-in rate at CITYSCAPE is the most expensive and when you communicated the rate of \$349 to the customer (judge), the customer (judge) complained that \$349 was way too expensive for a limited-service hotel. The customer (judge) is not a *Cityscape Escape* member.

You must explain ways that hotel pricing can differ to the customer (judge) and also provide recommendations on how the customer (judge) can get a better deal on the room right now.

You will present your explanation to the customer (judge) in a role-play to take place at the front desk. The customer (judge) will begin the role-play by greeting you and asking to hear about hotel pricing. After you have presented ideas and have answered the customer's (judge's) questions, the customer (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st 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

You are to assume the role of a customer at CITYSCAPE HOTEL, a limited-service hotel. You are upset about the price of a room without a reservation, and the front desk employee (participant) must help.

CITYSCAPE HOTEL has a rewards program named *Cityscape Escape* that allows members to earn points per stay. Membership is free and allows guests special discounts on room rates and free Wi-Fi service. The CITYSCAPE HOTEL website provides a worldwide reservations page, giving guests the convenience of booking rooms at any CITYSCAPE HOTEL location all on one easy to navigate website. Booking through the website guarantees the lowest prices available.

You walked into the property without a reservation have inquired about rates for a one-night stay tonight. The walk-in rate at CITYSCAPE is the most expensive and when the front desk employee (participant) communicated the rate of \$349, you complained that \$349 was way too expensive for a limited-service hotel. You are not a *Cityscape Escape* member.

The front desk employee (participant) must explain ways that hotel pricing can differ and also provide recommendations on how you can get a better deal on the room right now.

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 is it important to the company that I sign up to be a rewards program member?
2. Why do you want me to use the company website rather than Expedia or Priceline?

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

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

EVALUATION INSTRUCTIONS

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.

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.



**HOTEL AND LODGING MANAGEMENT SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Reinforce service orientation through communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Deliver positive moments of truth?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain considerations in hotel/lodging room pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						