



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Customer Relations

PRINCIPLES OF HOSPITALITY AND TOURISM 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Handle customer/client complaints.
- Demonstrate a customer service mindset.
- Reinforce service orientation through communication.
- Develop rapport with customers.

EVENT SITUATION

You are to assume the role of a front desk employee at CAREFREE INN, a limited-service hotel. You must address a hotel guest (judge) that is upset due to certain items included in the complimentary breakfast being unavailable.

CAREFREE INN offers guests a complimentary breakfast that includes coffee, juices, cold cereals, oatmeal, yogurts, fruit, scrambled eggs, sausage and assorted pastries. The breakfast area is an extension of the lobby area so the front desk staff also serves as breakfast attendants.

Unfortunately, the small refrigerator that holds the yogurts and milk cartons was accidentally unplugged last night, and the contents are now unsafe for consumption. It was just now discovered, so staff removed the contents. There are no additional yogurts or milk cartons at this time.

A hotel guest (judge) is upset about the lack of milk and yogurt and has complained to you about the situation. You must use positive customer relations and service in your response.

You will meet with the guest (judge) in a role-play to take place at the front desk. The hotel guest (judge) will begin the role-play by greeting you and asking about the situation. After you have presented your ideas and have answered the guest's (judge's) questions, the guest (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. Procedures, 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 guest at CAREFREE INN, a limited-service hotel. You are upset due to certain items included in the complimentary breakfast being unavailable and want to complain to the front desk employee (participant).

CAREFREE INN offers guests a complimentary breakfast that includes coffee, juices, cold cereals, oatmeal, yogurts, fruit, scrambled eggs, sausage and assorted pastries. The breakfast area is an extension of the lobby area so the front desk staff also serves as breakfast attendants.

Unfortunately, the small refrigerator that holds the yogurts and milk cartons was accidentally unplugged last night, and the contents are now unsafe for consumption. It was just now discovered, so staff removed the contents. There are no additional yogurts or milk cartons at this time.

You are upset about the lack of milk and yogurt and have complained to the front desk employee (participant) about the situation. The front desk employee (participant) must use positive customer relations and service in the response.

The participant will present information to you in a role-play to take place in 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 do limited-service hotels tend to offer complimentary breakfasts?
2. What changes can be made to help this not happen again?

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.



PRINCIPLES OF HOSPITALITY AND TOURISM 2025

JUDGE'S EVALUATION FORM DISTRICT EVENT

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

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	15-16-17-18	
2.	Demonstrate a customer service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Develop rapport with customers?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
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	
TOTAL SCORE						