



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Product/Service Management

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

- Explain the nature and scope of the product/service management function.
- Describe services offered by the hospitality and tourism industry.
- Identify product's/service's competitive advantage.
- Describe property features that influence customer appeal.
- Explain the importance of meeting and exceeding customer/guest expectations.

EVENT SITUATION

You are to assume the role of the owner of HOTEL DAHLIA, a planned 150 room independent hotel that will begin construction soon. An investor (judge) wants you to identify services HOTEL DAHLIA should offer that will attract customers.

The land on which HOTEL DAHLIA will be built is 10 miles outside of a large city and near a major highway. A budget motel and a luxury hotel are also being built in the same area.

The investor (judge) learned that the area behind HOTEL DAHLIA will be turned into a major speedway. The speedway will not only host major racing events, but also festivals, concerts and more. The track will have a capacity of 155,000 people.

HOTEL DAHLIA'S current plans include a swimming pool and a fitness center. Knowing that the major speedway will bring a significant number of travelers and tourists to the area has caused the investor (judge) to rethink HOTEL DAHLIA'S service offerings. The investor (judge) wants you to recommend additional services and amenities for the hotel to provide customers.

You will present your ideas to the investor (judge) in a role-play to take place in the investor's (judge's) office. The investor (judge) will begin the role-play by greeting you and asking to hear about your plan. After you have presented ideas and have answered the investor's (judge's) questions, the investor (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 an investor of HOTEL DAHLIA, a planned 150 room independent hotel that will begin construction soon. You want the owner (participant) to identify services HOTEL DAHLIA should offer that will attract customers.

The land on which HOTEL DAHLIA will be built is 10 miles outside of a large city and near a major highway. A budget motel and a luxury hotel are also being built in the same area.

You have learned that the area behind HOTEL DAHLIA will be turned into a major speedway. The speedway will not only host major racing events, but also festivals, concerts and more. The track will have a capacity of 155,000 people.

HOTEL DAHLIA'S current plans include a swimming pool and a fitness center. Knowing that the major speedway will bring a significant number of travelers and tourists to the area has caused you to rethink HOTEL DAHLIA'S service offerings. You want the owner (participant) to recommend additional services and amenities for the hotel to provide customers.

The participant will present information to you in a role-play to take place in your office. 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. How will the speedway affect the pricing strategy?
2. Why is it important that we join an online travel agency like Hotels.com or Expedia?

Once the owner (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the owner (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 2025

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe services offered by the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe property features that influence customer appeal?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the importance of meeting and exceeding customer/guest expectations?	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						