



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Promotion

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 role of promotion as a marketing function.
- Explain the relationship between promotion and brand.
- Identify the elements of the promotional mix.
- Explain the nature of hotel/lodging marketing.
- Explain factors that motivate people to choose a hospitality and tourism site.

EVENT SITUATION

You are to assume the role of the marketing manager at RIVERSIDE INN, a newly renovated hotel. The general manager (judge) wants you to determine how to best promote the reopening to local residents.

RIVERSIDE INN was built in 1983 and originally named RIVERSIDE MOTEL. RIVERSIDE MOTEL had 50 guestrooms, and the only attractive features were free phone calls and cable television. The property was not contemporary but had good occupancy rate from tourists in the area that appreciated the inexpensive rates.

The property was redesigned and underwent a multimillion-dollar renovation. Renamed RIVERSIDE INN there are now 200 guestrooms, two restaurants, a lounge and an outdoor pool. The owner and the general manager (judge) are excited for RIVERSIDE INN to open next month. The property has already secured high occupancy rates throughout the year.

The general manager (judge) wants to promote RIVERSIDE INN to local residents. While local residents may not think there is a need for overnight lodging, they will want to dine at the two restaurants or stop for a beverage at the lounge. The general manager (judge) wants you to determine how to best promote RIVERSIDE INN'S reopening, renovations and two new restaurants and lounge to local residents.

You will present your ideas to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (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 general manager's (judge's) questions, the general manager (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 the general manager at RIVERSIDE INN, a newly renovated hotel. You want the marketing manager (participant) to determine how to best promote the reopening to local residents.

RIVERSIDE INN was built in 1983 and originally named RIVERSIDE MOTEL. RIVERSIDE MOTEL had 50 guestrooms, and the only attractive features were free phone calls and cable television. The property was not contemporary but had good occupancy rate from tourists in the area that appreciated the inexpensive rates.

The property was redesigned and underwent a multimillion-dollar renovation. Renamed RIVERSIDE INN there are now 200 guestrooms, two restaurants, a lounge and an outdoor pool. You and the owner are excited for RIVERSIDE INN to open next month. The property has already secured high occupancy rates throughout the year.

You want to promote RIVERSIDE INN to local residents. While local residents may not think there is a need for overnight lodging, they will want to dine at the two restaurants or stop for a beverage at the lounge. You want the marketing manager (participant) to determine how to best promote RIVERSIDE INN'S reopening, renovations and two new restaurants and lounge to local residents.

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. What are some reasons why a local resident would want to book a guestroom?
2. How can we show local residents our renovations?

Once the marketing manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing manager (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
2023**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the relationship between promotion and brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify the elements of the promotional mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of hotel/lodging marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that motivate people to choose a hospitality and tourism site?	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						