



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Communication Skills

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

- Explain the nature of effective verbal communications.
- Explain the nature of effective written communications.
- Explain the nature of staff communication.
- Write informational messages.

EVENT SITUATION

You are to assume the role of a host at TOMATO PATCH, a local restaurant. An employee (judge) wants to know how customers, the public and staff will learn about a major policy change.

TOMATO PATCH is a busy restaurant in a popular tourist town. Management recently decided that at the end of the month, the restaurant will become cashless, only allowing customers to use credit cards, debit cards or mobile payments.

An employee (judge) was discussing the policy change with you and has expressed concerns about how people will learn about this change. The employee (judge) wants you to explain methods TOMATO PATCH could use to notify customers, the public and staff about the change in policy.

You will meet with the employee (judge) in a role-play to take place at the host stand. The employee (judge) will begin the role-play by greeting you and asking about the new policy. After you have presented your ideas and have answered the employee's (judge's) questions, the employee (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 an employee at TOMATO PATCH, a local restaurant. You want to know how customers, the public and staff will learn about a major policy change have asked the host (participant) to explain.

TOMATO PATCH is a busy restaurant in a popular tourist town. Management recently decided that at the end of the month, the restaurant will become cashless, only allowing customers to use credit cards, debit cards or mobile payments.

While the host (judge) was discussing the policy change with you, you expressed concerns about how people will learn about this change. You want the host (participant) to explain methods TOMATO PATCH could use to notify customers, the public and staff about the change in policy.

The participant will present information to you in a role-play to take place in at the host stand. 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. Should servers verify that customers know about the policy change before they order?
2. Why are more businesses moving to cashless policies?

Once the host (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the host (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 ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Communication Skills

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of effective verbal communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the nature of effective written communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the nature of staff communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Write informational messages?	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						