



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Marketing

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

- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.

EVENT SITUATION

You are to assume the role of a front desk employee at SUNNY INN, a local hotel in a popular summer destination. A new employee (judge) wants to know how guests and residents of the community will learn about the property's new restaurant.

SUNNY INN has been in business for five years and has served tourists well in providing quaint accommodations in a popular summer destination. SUNNY INN has not had a restaurant or a kitchen so it partnered with a nearby restaurant and offered guests a coupon for a free beverage daily for the duration of the stay.

Management is excited to open SUNNY INN's new on-site full-service restaurant that will be open daily from 6:00AM – 11:00PM. The restaurant's menu features a wide variety of breakfast, lunch and dinner options as well as appetizers and desserts. Management is hoping to not only attract SUNNY INN guests to the restaurant, but also residents of the community.

The new employee (judge) wants you to explain how SUNNY INN guests and members of the community will learn that the property opened a full-service restaurant and how they will be persuaded to dine there.

You will meet with the new employee (judge) in a role-play to take place at the front desk. The employee (judge) will begin the role-play by greeting you and asking about the new restaurant. 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 a new employee at SUNNY INN, a local hotel in a popular summer destination. You have asked a front desk employee (participant) how guests and residents of the community will learn about the property's new restaurant.

SUNNY INN has been in business for five years and has served tourists well in providing quaint accommodations in a popular summer destination. SUNNY INN has not had a restaurant or a kitchen so it partnered with a nearby restaurant and offered guests a coupon for a free beverage daily for the duration of the stay.

Management is excited to open SUNNY INN's new on-site full-service restaurant that will be open daily from 6:00AM – 11:00PM. The restaurant's menu features a wide variety of breakfast, lunch and dinner options as well as appetizers and desserts. Management is hoping to not only attract SUNNY INN guests to the restaurant, but also residents of the community.

You want the front desk employee (participant) to explain how SUNNY INN guests and members of the community will learn that the property opened a full-service restaurant and how they will be persuaded to dine there.

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 the new restaurant.

During the course of the role-play, you are to ask the following questions of each participant:

1. What information should we communicate to the nearby restaurant we partner with?
2. What information should we put on our hotel website?

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 ICDC PRELIMINARY

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Marketing

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Demonstrate connections between company actions and results?	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						