



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

HOSPITALITY SERVICES TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the concept of promotion in the hospitality and tourism industry.
- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Explain the relationship between promotion and brand.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain the nature of corporate branding.
- Explain factors that motivate people to choose a hospitality and tourism site.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the customer experience manager for CELEBRATE HOTELS, a chain of boutique style hotels. The vice president of marketing (judge) wants your team to redesign the CELEBRATE channel found on all televisions in guestrooms.

Many years ago, most full-service hotel chains had a designated channel informing guests of the hotel property features located on each guest room television. The channel was typically the default channel when the television was turned on. Most hotel channels featured jazzy instrumental music with still images of the hotel property with either text descriptions or voice overs descriptions. The hotel channel played on a 2–3-minute loop featuring the same content around the clock.

Now that retail ad networks are becoming more mainstream at various national retailers, the vice president of marketing (judge) wants to revisit the hotel channel as a way to market CELEBRATE locations in the portfolio of CELEBRATE HOTELS to guests.

CELEBRATE HOTELS has 200 locations across the United States and Canada. All locations are found in major metropolitan areas with plenty to do and see. Each hotel has 120 rooms and is unique in its design and décor to reflect the local city's culture. Each hotel has different special amenities such as bicycles, painting classes, in-house libraries, games and puzzles, cooking classes and more. CELEBRATE HOTELS' main demographic are adults aged 27-39 years old with a middle class to upper-middle class income. CELEBRATE HOTELS typically do not attract guests with small children, although they are not discouraged.

The vice president of marketing (judge) wants your team to design the new CELEBRATE channel that will be found on all guest room televisions. The channel is not the television's start up screen, but instead a channel that broadcasts CELEBRATE content around the clock. The vice president (judge) wants your team to explain how your design will incorporate marketing strategies, the corporate branding and motivate guests to stay at other CELEBRATE locations.

You will present your ideas to the vice president of marketing (judge) in a role-play to take place in the vice president of marketing's (judge's) office. The vice president of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president of marketing's (judge's) questions, the vice president of marketing (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. Case Study Situation
3. Judge 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the vice president of marketing for CELEBRATE HOTELS, a chain of boutique style hotels. You want the director of marketing and the customer experience manager (participant team) to redesign the CELEBRATE channel found on all televisions in guestrooms.

Many years ago, most full-service hotel chains had a designated channel informing guests of the hotel property features located on each guest room television. The channel was typically the default channel when the television was turned on. Most hotel channels featured jazzy instrumental music with still images of the hotel property with either text descriptions or voice overs descriptions. The hotel channel played on a 2–3-minute loop featuring the same content around the clock.

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You want the director of marketing and the customer experience manager (participant team) to design the new CELEBRATE channel that will be found on all guest room televisions. The channel is not the television's start up screen, but instead a channel that broadcasts CELEBRATE content around the clock. You want the director of marketing and the customer experience manager (participant team) to explain how the design will incorporate marketing strategies, the corporate branding and motivate guests to stay at other CELEBRATE locations.

The participants 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 team:

1. How could we incorporate QR codes into the channel?
2. What would the benefits be of having CELEBRATE employees featured on the channel?

Once the director of marketing and the customer experience manager (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the director of marketing and the customer experience manager (participant team) the work.

You are not to make any comments after the event is over except to thank the participants.

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



HOSPITALITY SERVICES TEAM DECISION MAKING 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

INSTRUCTIONAL AREA: Promotion

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of promotion in the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the relationship between promotion and brand?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the nature of corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that motivate people to choose a hospitality and tourism site?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						