



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Lodging

**INSTRUCTIONAL AREA**  
Customer Relations

## **HOTEL AND LODGING MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the nature of customer service in the hospitality and tourism industry.
- Explain the importance of meeting and exceeding customer/guest expectations.
- Build and maintain relationships with customers.
- Identify factors that influence guest experiences throughout the guest life cycle.
- Establish relationship with hospitality and tourism customer/guest.

## **EVENT SITUATION**

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You are to assume the role of the assistant manager of TOWNFIELD INN, a 150-room limited-service hotel located near a university. The general manager (judge) wants you to recommend ways to welcome and build relationships with the parents and guardians of university students during major campus events that will keep them returning to the property.

TOWNFIELD INN is located near a university with over 40,000 students and in a city of more than 150,000 residents. While there are over 100 lodging properties within the city limits, there are only a dozen within two miles of the university.

Throughout the last decade, TOWNFIELD INN has seen occupancy skyrocket during key dates of the university's calendar. The property is full for one to two nights in the following months: August for move-in, December for end of semester, January for beginning of semester, and May for the end of term.

The general manager (judge) wants to start welcoming and building relationships with the parents and guardians of university students that choose TOWNFIELD INN as their home away from home. The general manager (judge) has asked you for recommendations on ways the hotel and staff can welcome these special guests and build relationships so that they continue to choose TOWNFIELD INN throughout the college experience.

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**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> 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**

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You are to assume the role of the general manager of TOWNFIELD INN, a 150-room limited-service hotel located near a university. You want the assistant manager (participant) to recommend ways to welcome and build relationships with the parents and guardians of university students during major campus events that will keep them returning to the property.

TOWNFIELD INN is located near a university with over 40,000 students and in a city of more than 150,000 residents. While there are over 100 lodging properties within the city limits, there are only a dozen within two miles of the university.

Throughout the last decade, TOWNFIELD INN has seen occupancy skyrocket during key dates of the university's calendar. The property is full for one to two nights in the following months: August for move-in, December for end of semester, January for beginning of semester, and May for the end of term.

You want to start welcoming and building relationships with the parents and guardians of university students that choose TOWNFIELD INN as their home away from home. You have asked the assistant manager (participant) for recommendations on ways the hotel and staff can welcome these special guests and build relationships so that they continue to choose TOWNFIELD INN throughout the college experience.

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. Why should we or shouldn't we increase our room rates during these key dates?
2. How can we get these guests to join our loyalty program?

Once the assistant manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the assistant manager (participant) for the work.

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

## EVALUATION INSTRUCTIONS

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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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## HOTEL AND LODGING MANAGEMENT SERIES 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Customer Relations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of customer service in the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	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	
3.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify factors that influence guest experiences throughout the guest life cycle?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Establish relationship with hospitality and tourism customer/guest?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						