



**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 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 promotional methods used by the hospitality and tourism industry.
- Explain the relationship between promotion and brand.
- Explain the role of promotion as a marketing function.
- Describe lodging market segments.
- Explain the use of marketing strategies in hospitality and tourism.

## EVENT SITUATION

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You are to assume the role of the director of marketing for JEWEL INTERNATIONAL, a multinational company that operates, franchises and licenses lodging brands. The vice president of marketing and communications (judge) wants you to develop a promotional strategy to market one JEWEL INTERNATIONAL brand during one of two specific time periods.

JEWEL INTERNATIONAL manages several hotel brands worldwide, but three brands have the most properties in the United States. The luxury brand *j. diamond*, the full-service brand *The Jewel* and the limited-service brand *Ruby Inn*.

The majority of the United States observes daylight savings time from March to November. Near the beginning of March, citizens lose one hour of time by setting clocks ahead one hour at 2:00 AM. This is to capture more daylight during daytime hours. This results in many people complaining about losing an hour of sleep. In early November, the clocks return to standard time and the time is set back one hour; this results in complaints because it becomes darker outside much earlier.

The vice president of marketing and communications (judge) wants you to develop a promotional strategy that markets one of JEWEL INTERNATIONAL'S brands that incorporates the start of daylight savings time in March or at the return of standard time in November.

You will present your ideas to the vice president of marketing and communications (judge) in a role-play to take place in the vice president's (judge's) office. The vice president of marketing and communications (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 vice president's (judge's) questions, the vice president of marketing and communications (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, 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

You are to assume the role of the vice president of marketing and communications for JEWEL INTERNATIONAL, a multinational company that operates, franchises and licenses lodging brands. You want the director of marketing (participant) to develop a promotional strategy to market one JEWEL INTERNATIONAL brand during one of two specific time periods.

JEWEL INTERNATIONAL manages several hotel brands worldwide, but three brands have the most properties in the United States. The luxury brand *j. diamond*, the full-service brand *The Jewel* and the limited-service brand *Ruby Inn*.

The majority of the United States observes daylight savings time from March to November. Near the beginning of March, citizens lose one hour of time by setting clocks ahead one hour at 2:00 AM. This is to capture more daylight during daytime hours. This results in many people complaining about losing an hour of sleep. In early November, the clocks return to standard time and the time is set back one hour; this results in complaints because it becomes darker outside much earlier.

You want the director of marketing (participant) to develop a promotional strategy that markets one of JEWEL INTERNATIONAL'S brands that incorporates the start of daylight savings time in March or at the return of standard time in November.

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. Which of our brands do you think is the worst selection for the promotion?
2. How can we tell if the promotion was successful?

Once the director of marketing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing (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.



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### JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

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

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

### INSTRUCTIONAL AREA: Promotion

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain promotional methods used by the hospitality and tourism industry?	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.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe lodging market segments?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the use of marketing strategies in hospitality and tourism?	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>						