



PRINCIPLES OF HOSPITALITY AND TOURISM EVENT

CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Information Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Discuss the nature of data mining.
- Discuss the importance of ethics in data mining.
- Demonstrate basic data mining techniques.
- Apply information to accomplish a task.

EVENT SITUATION

You are to assume the role of the front desk manager at HOTEL WALKER. A new employee (judge) wants to understand why and how the hotel uses data mining.

HOTEL WALKER has a loyalty program that offers members perks and rewards after repeat visits. The loyalty program tracks guest spending during their stay, allows guests to save room preferences and encourages participation in a post-visit survey after check-out. HOTEL WALKER executives have access to all collected guest information.

The new employee (judge) does not understand why or how the hotel could use the collected guest information. You must explain to the new employee (judge) how HOTEL WALKER can use data mining to accomplish a task.

You will present the information to the 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 information. After you have explained the information 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

JUDGE CHARACTERIZATION

You are to assume the role of a new employee at HOTEL WALKER. You have asked the front desk manager (participant) to explain why and how the hotel uses data mining.

HOTEL WALKER has a loyalty program that offers members perks and rewards after repeat visits. The loyalty program tracks guest spending during their stay, allows guests to save room preferences and encourages participation in a post-visit survey after check-out. HOTEL WALKER executives have access to all collected guest information.

You do not understand why or how the hotel could use the collected guest information. The front desk manager (participant) must explain how HOTEL WALKER can use data mining to accomplish a task.

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 rules.

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

1. Is there a way to collect guest information even if they are not loyalty program members?
2. What incentives can the hotel offer so more guests complete the after-visit survey?

After the front desk manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the front desk manager (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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the exam score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



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JUDGE'S EVALUATION FORM ICDC PRELIMINARY

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Information Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of data mining.	0-1-2-3	4-5-6-7	8-9-10-11	12	
2.	Discuss the importance of ethics in data mining.	0-1-2-3	4-5-6-7	8-9-10-11	12	
3.	Demonstrate basic data mining techniques.	0-1-2-3	4-5-6-7	8-9-10-11	12	
4.	Apply information to accomplish a task.	0-1-2-3	4-5-6-7	8-9-10-11	12	
SOLUTION						
5.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
6.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
7.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
8.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
9.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
10.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
11.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2-3	4-5-6	7-8-9	10	
TOTAL SCORE						