



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

HLM-26  
Association Event 1

**CAREER CLUSTER**  
Hospitality and Tourism

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**CAREER PATHWAY**  
Lodging

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**INSTRUCTIONAL AREA**  
Marketing

### **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**

- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Differentiate between service marketing and product marketing.
- Describe the purpose of guest relations.
- Build and maintain relationships with customers.

## EVENT SITUATION

You are to assume the role of the guest relations manager at VENUS HOTEL – CAPITAL CITY, a full-service hotel property that is part of the VENUS INTERNATIONAL portfolio. The general manager (judge) wants you to determine how to show appreciation to loyal guests of the property rather than through the company-wide VENUS INTERNATIONAL loyalty program.

VENUS INTERNATIONAL has a portfolio of a dozen brands that cover 9,000 properties worldwide. VENUS HOTELS is a full-service brand that features restaurants, lounges, retail spaces, meeting spaces, pools and spas. VENUS HOTEL – CAPITAL CITY is located in the city center of a large city. While the majority of guests staying at VENUS HOTEL – CAPITAL CITY are business travelers, there are also many guests staying for leisure.

VENUS INTERNATIONAL'S loyalty program allows members to earn rewards by staying at VENUS properties for a certain number of nights each year and by the amount spent each year. Members can provide their loyalty program information while making a reservation or during check-in. Loyal members can earn free upgrades, room nights and lounge access as rewards.

The general manager at VENUS HOTEL – CAPITAL CITY (judge) knows that the local properties actually deliver the guest experience and wants guests to feel loyal to the property, not just loyal to VENUS INTERNATIONAL. The general manager (judge) wants you to determine how the property can show appreciation to loyal guests regardless of their loyalty program status. The general manager (judge) wants repeat guests to feel known and valued.

You will present the information 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 about pricing. After you have presented the information 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

### JUDGE CHARACTERIZATION

You are to assume the role of the general manager at VENUS HOTEL – CAPITAL CITY, a full-service hotel property that is part of the VENUS INTERNATIONAL portfolio. You want the guest relations manager (participant) to determine how to show appreciation to loyal guests locally rather than through the company-wide VENUS INTERNATIONAL loyalty program.

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VENUS INTERNATIONAL'S loyalty program allows members to earn rewards by staying at VENUS properties for a certain number of nights each year and by the amount spent each year. Members can provide their loyalty program information while making a reservation or during check-in. Loyal members can earn free upgrades, room nights and lounge access as rewards.

You know that the local properties actually deliver the guest experience and want guests to feel loyal to the property, not just loyal to VENUS INTERNATIONAL. You want the guest relations manager (participant) to determine how the property can show appreciation to loyal guests regardless of their loyalty program status. You want repeat guests to feel known and valued.

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. How can front desk employees determine if a guest has stayed at our property before?
2. What other departments in the hotel can we have involved?

Once the guest relations manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the guest relations 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. This presentation will be valued at one-third of the total score.

## Levels of Evaluation

| FOCUS AREA                                                           | NOVICE                                                                                                    | DEVELOPING                                                                                                                               | PROFICIENT                                                                                                                       | EXEMPLARY                                                                                                                                                      |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Content Understanding</b>                                         | 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.       |
| <b>Application of Performance Indicators and Career Competencies</b> | 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.  |
| <b>Reasoning</b>                                                     | 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. |
| <b>Workplace Readiness</b>                                           | 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.                       |



## HOTEL AND LODGING MANAGEMENT SERIES – 2026

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

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

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

### INSTRUCTIONAL AREA: Marketing

| Rate the participant's ability to: |                                                                                                | Novice  | Developing | Proficient | Exemplary | Judged Score |
|------------------------------------|------------------------------------------------------------------------------------------------|---------|------------|------------|-----------|--------------|
| <b>PERFORMANCE INDICATORS</b>      |                                                                                                |         |            |            |           |              |
| 1.                                 | Explain factors that influence customer/client/business buying behavior.                       | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 2.                                 | Discuss actions employees can take to achieve the company's desired results.                   | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 3.                                 | Differentiate between service marketing and product marketing.                                 | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 4.                                 | Describe the purpose of guest relations.                                                       | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 5.                                 | Build and maintain relationships with customers.                                               | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| <b>SOLUTION</b>                    |                                                                                                |         |            |            |           |              |
| 6.                                 | <b>Unique</b><br>Demonstrate original thinking, fresh perspectives and an insightful approach. | 0-1-2   | 3-4-5      | 6-7        | 8         |              |
| 7.                                 | <b>Practical</b><br>Develop an actionable/viable solution in a real-world context.             | 0-1-2   | 3-4-5      | 6-7        | 8         |              |
| 8.                                 | <b>Effective</b><br>Develop a solution that achieves relevant outcomes.                        | 0-1-2   | 3-4-5      | 6-7        | 8         |              |
| <b>CAREER COMPETENCIES</b>         |                                                                                                |         |            |            |           |              |
| 9.                                 | <b>Critical Thinking</b><br>Think critically to understand and solve problems.                 | 0-1     | 2-3        | 4-5        | 6         |              |
| 10.                                | <b>Communication</b><br>Communicate clearly, effectively and with reason.                      | 0-1     | 2-3        | 4-5        | 6         |              |
| 11.                                | <b>Decision Making</b><br>Consider the impacts of decisions.                                   | 0-1     | 2-3        | 4-5        | 6         |              |
| <b>OVERALL IMPRESSION</b>          |                                                                                                |         |            |            |           |              |
| 12.                                | Demonstrate overall career readiness through professionalism, poise and confidence.            | 0-1-2   | 3-4-5      | 6-7        | 8         |              |
| <b>TOTAL SCORE</b>                 |                                                                                                |         |            |            |           |              |