



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Economics

## **PRINCIPLES OF HOSPITALITY AND TOURISM 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Describe the functions of prices in markets.
- Explain the principles of supply and demand.
- Identify factors affecting a business's profit.
- Explain the concept of competition.

## **EVENT SITUATION**

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You are to assume the role of a server at TACO CAFÉ, a local restaurant open during breakfast and lunch hours featuring a variety of tacos. A coworker (judge) wants you to explain why the price of certain menu items have increased.

TACO CAFÉ is a popular spot for breakfast due to the variety of breakfast tacos on the menu. TACO CAFÉ promoted a special of 3 breakfast tacos for \$5 for the last two years, but recently management had to end the promotion. The skyrocketing price of eggs resulted not only in the end of the promotion, but the price of any taco containing eggs increased by a dollar.

The coworker (judge) wants you to explain why the price of tacos containing eggs increased. The coworker (judge) does not understand how food costs and menu pricing affect TACO CAFÉ'S profits.

You will explain economics to the coworker (judge) in a role-play to take place at the restaurant. The coworker (judge) will begin the role-play by greeting you and asking about the pricing. After you have explained the information and have answered the coworker's (judge's) questions, the coworker (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. Procedures, 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 an employee at TACO CAFÉ, a local restaurant open during breakfast and lunch hours featuring a variety of tacos. You want the server (participant) to explain why the price of certain menu items have increased.

TACO CAFÉ is a popular spot for breakfast due to the variety of breakfast tacos on the menu. TACO CAFÉ promoted a special of 3 breakfast tacos for \$5 for the last two years, but recently management had to end the promotion. The skyrocketing price of eggs resulted not only in the end of the promotion, but the price of any taco containing eggs increased by a dollar.

You want the server (participant) to explain why the price of tacos containing eggs increased. You do not understand how food costs and menu pricing affect TACO CAFÉ'S profits.

The participant will present information to you in a role-play to take place at the restaurant. You will begin the role-play by greeting the participant and asking to hear about pricing.

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

1. What should we tell customers that ask about the price increase?
2. When will we be able to lower prices or offer the promotion again?

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

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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.



**PRINCIPLES OF HOSPITALITY AND TOURISM  
2026**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA:**  
Economics

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the functions of prices in markets?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the principles of supply and demand?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Identify factors affecting a business's profit?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the concept of competition?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						