



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Market Planning

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

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

21st CENTURY SKILLS

- 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

- Explain the concept of market and market identification.
- Identify ways to segment hospitality and tourism markets.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain factors that influence customer selection of food places and menu items.
- Deliver positive moments of truth.

EVENT SITUATION

You are to assume the role of the manager at SUNSHINE ICE CREAM PARLOR, a popular ice cream parlor in a tourist destination. The owner (judge) wants you to develop marketing strategies that will bring in customers during inclement weather.

SUNSHINE ICE CREAM PARLOR is in a tourist city that has 20,000 residents, but over 500,000 people visit the city during the months of May through October. Due to the climate of the area and the small number of permanent residents, SUNSHINE ICE CREAM PARLOR is only open from May 1st to October 15th and is closed during the off-season.

Last year, during most of the month of May, the area experienced extremely wet and cold weather. While tourists still came to the area, they did not want to eat ice cream treats. SUNSHINE ICE CREAM PARLOR sales seem to depend on warm weather.

The owner (judge) wants to have a plan in place for next year in case of extended inclement weather. The owner (judge) wants you to create marketing strategies that will entice tourists and local residents to visit SUNSHINE ICE CREAM PARLOR during rainy, cold days. The owner (judge) wants you to explain the strategies and how they will be communicated to the target markets.

You will present the marketing strategies to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your strategy. After you have presented the strategy and have answered the owner's (judge's) questions, the owner (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, 21st 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 owner of SUNSHINE ICE CREAM PARLOR, a popular ice cream parlor in a tourist destination. You want the manager (participant) to develop marketing strategies that will bring in customers during inclement weather.

SUNSHINE ICE CREAM PARLOR is in a tourist city that has 20,000 residents, but over 500,000 people visit the city during the months of May through October. Due to the climate of the area and the small number of permanent residents, SUNSHINE ICE CREAM PARLOR is only open from May 1st to October 15th and is closed during the off-season.

Last year, during most of the month of May, the area experienced extremely wet and cold weather. While tourists still came to the area, they did not want to eat ice cream treats. SUNSHINE ICE CREAM PARLOR sales seem to depend on warm weather.

You want to have a plan in place for next year in case of extended inclement weather. You want the manager (participant) to create marketing strategies that will entice tourists and local residents to visit SUNSHINE ICE CREAM PARLOR during rainy, cold days. You want the manager (participant) to explain the strategies and how they will be communicated to the target markets.

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. What are the risks involved with simply closing the shop during bad weather?
2. How can we use social media to attract tourists and residents?

Once the manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the 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 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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**QUICK SERVE RESTAURANT MANAGEMENT SERIES
2026**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Market Planning

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify ways to segment hospitality and tourism markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	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	
4.	Explain factors that influence customer selection of food places and menu items?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Deliver positive moments of truth?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						