



HOTEL AND LODGING MANAGEMENT SERIES EVENT

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Promotion

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 the role of promotion as a marketing function.
- Describe the concept of promotion in the hospitality and tourism industry.
- Explain promotional methods used by the hospitality and tourism industry.
- Identify lodging sales opportunities.
- Demonstrate a customer service mindset.

EVENT SITUATION

You are to assume the role of the general manager of SILVER HOUSE, an historic mansion that was recently renovated into a 50-room lodge. The owner (judge) wants you to plan an event for the local community to showcase the property that could lead to sales.

SILVER HOUSE was constructed in 1900 as a large residential home. It was family owned until it was sold in 2000. For two decades, the property was well-kept but nobody lived on the property. In 2020, a developer purchased the land and began renovations and restorations. During this time, members of the local community speculated and gossiped about the future of the property.

SILVER HOUSE is now a completed lodge with 50 guest rooms, a large ballroom, three smaller meeting rooms, an ornate lobby, a full-service restaurant and beautifully manicured acres of landscape surrounding the property with firepits and comfortable seating throughout the outdoor space.

The owner of SILVER HOUSE (judge) is excited about the grand opening of the property, but prior to the grand opening wants to invite members of the local community to see the renovations and restoration and the property offerings.

The owner (judge) wants you to plan a promotional event at SILVER HOUSE for the local community that will showcase the property. The owner (judge) wants you to identify how the event could lead to future sales.

You will present your ideas 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 about your ideas. After you have presented ideas 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

JUDGE CHARACTERIZATION

You are to assume the role of the owner of SILVER HOUSE, an historic mansion that was recently renovated into a 50-room lodge. You want the general manager (participant) to plan an event for the local community to showcase the property that could lead to sales.

SILVER HOUSE was constructed in 1900 as a large residential home. It was family owned until it was sold in 2000. For two decades, the property was well-kept but nobody lived on the property. In 2020, a developer purchased the land and began renovations and restorations. During this time, members of the local community speculated and gossiped about the future of the property.

SILVER HOUSE is now a completed lodge with 50 guest rooms, a large ballroom, three smaller meeting rooms, an ornate lobby, a full-service restaurant and beautifully manicured acres of landscape surrounding the property with firepits and comfortable seating throughout the outdoor space.

You are excited about the grand opening of the property, but prior to the grand opening want to invite members of the local community to see the renovations and restoration and the property offerings.

You want the general manager (participant) to plan a promotional event at SILVER HOUSE for the local community that will showcase the property. You want the general manager (participant) to identify how the event could lead to future sales.

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 is one benefit of group sales?
2. What is one drawback of group sales?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general 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
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
DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Promotion

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function.	0-1-2-3	4-5-6	7-8-9	10	
2.	Describe the concept of promotion in the hospitality and tourism industry.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain promotional methods used by the hospitality and tourism industry.	0-1-2-3	4-5-6	7-8-9	10	
4.	Identify lodging sales opportunities.	0-1-2-3	4-5-6	7-8-9	10	
5.	Demonstrate a customer service mindset.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						