



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Customer Relations

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

PERFORMANCE INDICATORS

- Explain the nature of positive customer relations.
- Demonstrate a customer-service mindset.
- Handle customer/client complaints.
- Reinforce service orientation through communication.

EVENT SITUATION

You are to assume the role of the manager of the snack bar on the VISTA STAR, a sightseeing ship that provides information and beautiful outdoor scenery during a 90-minute tour. A customer (judge) has complained about the lack of inventory at the snack bar and you must address the situation.

VISTA STAR has five sightseeing cruises each day. The snack bar sells a wide variety of sodas, water, chips, and candy. A customer (judge) has approached the snack bar and asked for a diet soda. Unfortunately, the snack bar is sold out of diet soda. You apologized to the customer (judge) stating the snack bar is out of diet soda and offered a different soda. The customer (judge) is complaining that regular soda is not an option due to health reasons.

You must address the customer (judge) and demonstrate positive customer relations to remedy the situation.

You will address the situation with the customer (judge) in a role-play to take place at the snack bar. The customer (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have addressed the situation and have answered the customer's (judge's) questions, the customer (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. Procedures, 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 a customer at the snack bar on the VISTA STAR, a sightseeing ship that provides information and beautiful outdoor scenery during a 90-minute tour. You have complained to the manager of the snack bar (participant) about the lack of inventory at the snack bar and the manager (participant) must address the situation.

VISTA STAR has five sightseeing cruises each day. The snack bar sells a wide variety of sodas, water, chips, and candy. You have approached the snack bar and asked for a diet soda. Unfortunately, the snack bar is sold out of diet soda. The manager (participant) apologized to you, stating the snack bar is out of diet soda and offered a different soda. You are complaining that regular soda is not an option due to health reasons.

The manager (participant) must address the situation and demonstrate positive customer relations to remedy the situation.

The participant will present information to you in a role-play to take place at the snack bar. 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 you make sure this situation doesn't happen again?
2. How can you let other customers on the ship know that the snack bar is sold out of diet soda?

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.



PRINCIPLES OF HOSPITALITY AND TOURISM 2020

JUDGE'S EVALUATION FORM DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA: Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Demonstrate a customer-service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Handle customer/client complaints?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
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	
TOTAL SCORE						