



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Marketing

HOTEL AND LODGING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Describe property features and influence customer appeal.
- Identify factors that influence guest experiences throughout the guest life cycle.
- Differentiate between service marketing and product marketing.
- Identify services for the establishment to offer.
- Determine programs to offer guests.

CASE STUDY SITUATION

You are the senior vice president for ALLOWANCE PROPERTIES, a small hospitality management company that owns and operates three hotel properties. While each of the three properties are owned by ALLOWANCE PROPERTIES, there is no relation other than name. Each property is unique in its appearance, services and amenities.

The owner of ALLOWANCE's grandparents were regular guests at a northern resort called THE GOLDEN in the 1960s. THE GOLDEN was one of a dozen resorts located in an area 100 miles away from a major metropolitan area that opened in the 1950s and saw great success until the early 1980s. Back in the glory days of THE GOLDEN, guests would book resort rooms or cottages and spend two weeks to one month at the resort. The iconic hotel featured the following:

- Seated meal services at 9AM, Noon and 7PM in the dining hall
- Live entertainment at 9PM in the auditorium on weekends or in the nightclub on weeknights
- A daily schedule of activities including card games, arts and crafts, board games, puzzles,
- Nightly bonfires
- Cigar lounge
- Tennis courts
- Golf course
- Swimming pool
- Ski hills during winter months
- Ice skating rink during winter months

For years families would return year after year to delight in THE GOLDEN. As times changed and family vacation times dwindled, THE GOLDEN was not able to keep up with the expenses and upkeep of such a grand resort. Sadly, THE GOLDEN was sold in 1987 and was razed to make room for a casino.

YOUR CHALLENGE

The owner of ALLOWANCE wants to revisit the splendor of THE GOLDEN's golden years in the 1950s, 60s and 70s. The owner has secured roughly 50 acres of land in a northern state, on lakefront property and would like to begin building a new property in the next two years.

The owner has asked you to determine how the new ALLOWANCE property can encompass the vintage charm and iconic status of resort types of the past while also offer contemporary services and programs. The owner has asked you to determine services and programs the new property can offer while explaining how features will influence guest appeal and experiences.

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.



**HOTEL AND LODGING
2022**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Marketing

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe property features that influence customer appeal?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify factors that influence guest experiences throughout the guest life cycle?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Differentiate between service marketing and product marketing?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify services for the establishment to offer?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine programs to offer guests?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						