



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Selling

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

- Explain the concept of market and market identification.
- Explain the use of marketing strategies in hospitality and tourism.
- Identify lodging sales opportunities.
- Identify factors influencing customer selection of lodging property for groups/events.
- Differentiate between consumer and organizational buying behavior.

CASE STUDY SITUATION

You are the director of sales and marketing for GENERATIONS CASINO AND CONVENTION CENTER, a property that features a casino, hotel guestrooms and a convention center. GENERATIONS CASINO opened 25 years ago but was completely remodeled, and the addition of a convention center was completed last month. GENERATIONS CASINO AND CONVENTION CENTER has seen a significant increase in occupancy rate since the remodel.

GENERATIONS CASINO AND CONVENTION CENTER is located approximately 70-miles from a major airport and just five miles north of a state that does not allow gambling. Currently there is no shuttle service that transports guests from the airport to the property. The newly remodeled property features 1,300 guest rooms, 200,000 square feet of gaming floor, 65,000 square feet of convention and meeting rooms, two swimming pools, two 18-hole golf courses, two fine dining restaurants, 11 casual dining restaurants and six quick serve restaurants.

YOUR CHALLENGE

With the addition of the 65,000 square feet in the convention center, the general manager thinks that GENERATIONS CASINO AND CONVENTION CENTER would be an ideal place for a business or organization to hold a convention or conference.

The general manager wants you to create marketing strategies for use in sales opportunities. The general manager first wants you to choose a business or organization type to target. Next, the general manager wants you to develop strategies that will entice the targeted businesses to hold their conventions, conferences or meetings at GENERATIONS CASINO AND CONVENTION CENTER.

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
2023**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Selling

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	13-14-15	
2.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify lodging sales opportunities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify factors influencing customer selection of lodging property for groups/events?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Differentiate between consumer and organizational buying behavior?	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						