



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Customer Relations

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature of positive customer relations.
2. Demonstrate a customer-service mindset.
3. Determine ways of reinforcing the company's image through employee performance.
4. Explain the role of customer service as a component of selling relationships.
5. Determine when a room is available for sale.



EVENT SITUATION

You are to assume the role of front desk manager for CAPITAL CITY SUITES, a locally owned and managed hotel property in a large metropolitan area. The general manager (judge) has asked you to decide services the hotel could offer guests that have a long wait until they are able to check-in.

CAPITAL CITY SUITES is a 500-room property located in the downtown business district of the state's capital. While the majority of guests staying at the property are business travelers, there are quite a few tourists as well. The hotel has indoor and outdoor swimming pools, a full-service restaurant and a buffet-style restaurant, a coffee shop, fitness center, spa, business center and a lounge. The downtown business district has plenty of restaurants and shops lining the streets.

The hotel property has standard checkout and check-in times. Guests are able to check-in at 3:00 PM and checkout is at 11:00 AM. Depending on capacity, guests are sometimes able to check-in earlier than 3:00 PM and are sometimes granted late checkout at 12:00 PM.

Oftentimes travelers must take early flights to reach their destination. Many business travelers inquire about early check-in at CAPITAL CITY SUITES. If early check-in is not an option, many times guests are left with hours until the official 3:00 PM check-in time. In that case the guest is able to check luggage with the front desk, but must check back with the hotel until the room is available.

The general manager (judge) feels that the hotel has an opportunity to showcase outstanding customer service and help the waiting guest. The general manager (judge) thinks that if the hotel provided services or suggestions to help the waiting guest, the wait would not be a negative reflection on the hotel.

The general manager (judge) has asked you to create a list of services that the hotel could provide to waiting guests. The general manager (judge) would like you to determine which services a waiting guest would need and appreciate and which services would go above and beyond normal customer service. The general manager (judge) would also like you to suggest an easier way for the waiting guest to know when the room is available.

You will present your ideas to the general manager (judge) in a role-play to take place in the manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of general manager for CAPITAL CITY SUITES, a locally owned and managed hotel property in a large metropolitan area. You have asked the front desk manager (participant) to decide services the hotel could offer guests that have a long wait until they are able to check-in.

CAPITAL CITY SUITES is a 500-room property located in the downtown business district of the state's capital. While the majority of guests staying at the property are business travelers, there are quite a few tourists as well. The hotel has indoor and outdoor swimming pools, a full-service restaurant and a buffet-style restaurant, a coffee shop, fitness center, spa, business center and a lounge. The downtown business district has plenty of restaurants and shops lining the streets.

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Oftentimes travelers must take early flights to reach their destination. Many business travelers inquire about early check-in at CAPITAL CITY SUITES. If early check-in is not an option, many times guests are left with hours until the official 3:00 PM check-in time. In that case the guest is able to check luggage with the front desk, but must check back with the hotel until the room is available.

You feel that the hotel has an opportunity to showcase outstanding customer service and help the waiting guest. You think that if the hotel provided services or suggestions to help the waiting guest, the wait would not be a negative reflection on the hotel.

You have asked the front desk manager (participant) to create a list of services that the hotel could provide to waiting guests. You would like the front desk manager (participant) to determine which services a waiting guest would need and appreciate and which services would go above and beyond normal customer service. You would also like the front desk manager (participant) to suggest an easier way for the waiting guest to know when the room is available.

The front desk manager (participant) will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the front desk manager (participant) and asking to hear his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Are there any costs involved in your suggestions?
2. Is there any risk in what you are suggesting?
3. How will a waiting guest find out about these services?

Once the front desk manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the front desk manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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 MANAGEMENT
SERIES, 2015**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015**

**INSTRUCTIONAL AREA
Customer Relations**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of positive customer relations?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Demonstrate a customer-service mindset?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Determine when a room is ready to sell?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						