CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Communication Skills

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 effective verbal communications.
- Provide legitimate responses to inquiries.
- Explain the nature of effective written communications.
- Write informational messages.
EVENT SITUATION

You are to assume the role of an employee onboard BREEZE CRUISE LINE, a luxury cruise ship that caters to families. The formal dining manager (judge) has asked you to decide how to best remind passengers of a change in formal dining policies at one restaurant.

BREEZE CRUISE LINE offers dozens of food kiosks and restaurants onboard for passengers. One formal dining option is a four-star restaurant. Last month the cruise line changed its policy to only allow passengers aged 13 and older to dine at the four-star restaurant. This new policy will keep the dining experience formal and allow adults to enjoy a meal without small children. BREEZE CRUISE LINE offers plenty of kid club activities with staffed supervision so parents can dine without children.

Passengers have been notified of the policy change via email before boarding. The new policy is also in all BREEZE CRUISE LINE literature provided to passengers inside their rooms. The dining manager (judge) has asked you to decide how to best remind passengers of the change in policy upon entering the formal dining area and how to respond to inquiries asking why young children are not allowed.

You will present your ideas to the dining manager (judge) in a role-play to take place at the restaurant. The dining 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 dining manager’s (judge’s) questions, the dining manager (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 the formal dining manager onboard BREEZE CRUISE LINE, a luxury cruise ship that caters to families. You have asked an employee (participant) to decide how to best remind passengers of a change in formal dining policies at one restaurant.

BREEZE CRUISE LINE offers dozens of food kiosks and restaurants onboard for passengers. One formal dining option is a four-star restaurant. Last month the cruise line changed its policy to only allow passengers aged 13 and older to dine at the four-star restaurant. This new policy will keep the dining experience formal and allow adults to enjoy a meal without small children. BREEZE CRUISE LINE offers plenty of kid club activities with staffed supervision so parents can dine without children.

Passengers have been notified of the policy change via email before boarding. The new policy is also in all BREEZE CRUISE LINE literature provided to passengers inside their rooms. You have asked an employee (participant) to decide how to best remind passengers of the change in policy upon entering the formal dining area and how to respond to inquiries asking why young children are not allowed.

The participant will present information to you in a role-play to take place in the restaurant. 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 do we handle passengers that arrive with small children, expecting to dine as a family?
2. How can this one policy change help the company gain more cruisers?
Once the employee (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the employee (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.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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</td>
</tr>
</tbody>
</table>
rank in the 0-49th percentile of business personnel performing this performance indicator.
### JUDGE’S EVALUATION FORM

**DISTRICT EVENT**

**INSTRUCTIONAL AREA:**
Communication Skills

<table>
<thead>
<tr>
<th>Did the participant:</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERFORMANCE INDICATORS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Explain the nature of effective verbal communications?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
<td>15-16-17-18</td>
<td></td>
</tr>
<tr>
<td>2. Provide legitimate response to inquiries?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
<td>15-16-17-18</td>
<td></td>
</tr>
<tr>
<td>3. Explain the nature of effective written communications?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
<td>15-16-17-18</td>
<td></td>
</tr>
<tr>
<td>4. Write informational messages?</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
<td>15-16-17-18</td>
<td></td>
</tr>
<tr>
<td><strong>21</strong>ST <strong>CENTURY SKILLS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Reason effectively and use systems thinking?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>6. Communicate clearly?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>7. Show evidence of creativity?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>8. Overall impression and responses to the judge’s questions</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL SCORE**