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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of customer service in the hospitality and tourism industry.
- Explain the importance of meeting and exceeding customer/guest expectations.
- Handle customer/guest complaints.
- Identify product’s/service’s competitive advantage.
- Explain hotel security considerations.
**EVENT SITUATION**

You are to assume the role of the general manager of LONG STAY, an extended stay property. The owner (judge) wants you to identify how partnering with a third-party delivery service could affect customer relations and possibly hotel security.

LONG STAY is located in a business district that houses many corporate headquarters and office suites. The property is primarily used by business travelers that are in the city for trips lasting longer than one week. LONG STAY guestrooms include a kitchenette with various cookware, plates and silverware. LONG STAY does not offer an on-site restaurant, gift shop or grab-and-go items. The only food and beverage available on property is from vending machines located on each floor.

The owner (judge) is considering a partnership with TO-GO, a third-party delivery service app. TO-GO employees pick up prepaid orders from local grocery stores, drugstores and restaurants and delivers to the customers’ exact location. The partnership would allow LONG STAY guests to log into their TO-GO account and already have the delivery address populated. The TO-GO app would have a list of local restaurants and stores listed first, along with common orders. Marketing materials for TO-GO would be in various locations throughout the property including front desks, elevators and inside guest rooms.

The owner (judge) wants you to identify how partnering with TO-GO could affect LONG STAY’s customer relations and hotel security considerations.

You will present your ideas to the owner (judge) in a role-play to take place in the owner’s (judge’s) office. The owner (judge) will begin the role-play by greeting you and asking to hear about your plan. After you have presented ideas and have answered the owner’s (judge’s) questions, the owner (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. Participant Instructions, 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 owner of LONG STAY, an extended stay property. You want the general manager (participant) to identify how partnering with a third-party delivery service could affect customer relations and possibly hotel security.

LONG STAY is located in a business district that houses many corporate headquarters and office suites. The property is primarily used by business travelers that are in the city for trips lasting longer than one week. LONG STAY guestrooms include a kitchenette with various cookware, plates and silverware. LONG STAY does not offer an on-site restaurant, gift shop or grab-and-go items. The only food and beverage available on property is from vending machines located on each floor.

You are considering a partnership with TO-GO, a third-party delivery service app. TO-GO employees pick up prepaid orders from local grocery stores, drugstores and restaurants and delivers to the customers’ exact location. The partnership would allow LONG STAY guests to log into their TO-GO account and already have the delivery address populated. The TO-GO app would have a list of local restaurants and stores listed first, along with common orders. Marketing materials for TO-GO would be in various locations throughout the property including front desks, elevators and inside guest rooms.

You want the general manager (participant) to identify how partnering with TO-GO could affect LONG STAY’S customer relations and hotel security considerations.

The participant will present information to you in a role-play to take place in your office. 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. If we partner, how can we identify if its beneficial to our guests?
2. Why is partnering better than opening a grab-and-go area for snacks?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general 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.

<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>
</tbody>
</table>
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 0-49th percentile of business personnel performing this performance indicator.
# HOTEL AND LODGING MANAGEMENT SERIES
## 2024

### JUDGE’S EVALUATION FORM

#### DISTRICT EVENT 1

**INSTRUCTIONAL AREA:**
Customer Relations

<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 customer service in the hospitality and tourism industry?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>2. Explain the importance of meeting and exceeding customer/guest expectations?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>3. Handle customer/client complaints?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>4. Identify product’s/service’s competitive advantage?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>5. Explain hotel security considerations?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td><strong>21st CENTURY SKILLS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Reason effectively and use systems thinking?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>7. Make judgments and decisions, and solve problems?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>8. Communicate clearly?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>9. Show evidence of creativity?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>10. Overall impression and responses to the judge’s questions</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL SCORE**