



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Product/Service Management

HOTEL AND LODGING MANAGEMENT SERIES 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 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

1. Explain the concept of product in the hospitality and tourism industry.
2. Explain the nature of product/service branding.
3. Identify a product/service's competitive advantage.
4. Identify ways to segment the hospitality and tourism markets.
5. Specify a standard rate.

EVENT SITUATION

You are to assume the role of director of product and service management for GOODE INTERNATIONAL, a large hospitality company that manages and franchises hotels and lodging facilities. The vice president of branding (judge) has asked you to help design a new brand being added to GOODE's portfolio, MINI-GOODE.

GOODE INTERNATIONAL has over fifteen brands in its current portfolio. The brands are diverse; luxury resorts, full-service, limited service, budget, boutique and extended stay are all included. There are over 5,000 properties worldwide, making GOODE the number one brand in the hospitality industry.

Even with the wide assortment of brands, all GOODE properties are known for exceptional services and amenities offered to customers. Budget properties and luxury properties offer adequately-sized guest rooms and spacious lobby areas.

One niche market GOODE INTERNATIONAL has not ventured yet is the micro-hotel. Micro hotel rooms are small, only 100 – 125 square feet. Rooms are designed for only one or two guests who are not looking for exceptional guest room amenities or services, simply for a place to sleep. The rooms are meant to be less expensive than typical hotel rooms and targeted towards a younger demographic. The small guest room size lends itself well to a property having more guest rooms per floor than the traditional size of 325 square feet.

The vice president of branding (judge) has decided to add the brand MINI-GOODE to the portfolio. MINI-GOODE will be a micro-hotel brand. Each room will be 100 square feet and will offer guests the choice between a full-size bed or bunk beds.

The vice president of branding (judge) wants you to decide what other furniture and products should be included in MINI-GOODE guest rooms, what services and amenities should be offered and how GOODE INTERNATIONAL can assure that MINI-GOODE offers the same exceptional experience as other GOODE properties. The vice president (judge) also wants your suggestion on a standard room rate and essential markets you feel MINI-GOODE would be a good fit.

You will present your recommendations to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the vice president's (judge's) questions, the vice president (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. 21st Century Skills and 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 vice president of branding for GOODE INTERNATIONAL, a large hospitality company that manages and franchises hotels and lodging facilities. You have asked the director of product and service management (participant) to help design a new brand being added to GOODE's portfolio, MINI-GOODE.

GOODE INTERNATIONAL has over fifteen brands in its current portfolio. The brands are diverse; luxury resorts, full-service, limited service, budget, boutique and extended stay are all included. There are over 5,000 properties worldwide, making GOODE the number one brand in the hospitality industry.

Even with the wide assortment of brands, all GOODE properties are known for exceptional services and amenities offered to customers. Budget properties and luxury properties offer adequately-sized guest rooms and spacious lobby areas.

One niche market, GOODE INTERNATIONAL, has not ventured yet is the micro-hotel. Micro hotel rooms are small, only 100 – 125 square feet. Rooms are designed for only one or two guests who are not looking for exceptional guest room amenities or services, simply for a place to sleep. The rooms are meant to be less expensive than typical hotel rooms and targeted towards a younger demographic. The small guest room size lends itself well to a property having more guest rooms per floor than the traditional size of 325 square feet.

You have decided to add the brand MINI-GOODE to the portfolio. MINI-GOODE will be a micro-hotel brand. Each room will be 100 square feet and will offer guests the choice between a full-size bed or bunk beds.

You want the director of product and service management (participant) to decide what other furniture and products should be included in MINI-GOODE guest rooms, what services and amenities should be offered and how GOODE INTERNATIONAL can assure that MINI-GOODE offers the same exceptional experience as other GOODE properties. You also want the director of product and service management's (participant's) suggestion on a standard room rate and essential markets you feel MINI-GOODE would be a good fit.

The director of product and service management (participant) will present recommendations 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 young people are our primary market, who do you think is our secondary market?
2. Should standard room rates be the same in every city?

Once the director of product and service management (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the director of product and service management (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, 2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

1.	Explain the concept of product in the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify a product/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify ways to segment hospitality and tourism markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Specify a standard rate?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	

21st CENTURY SKILLS

6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	

TOTAL SCORE