



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Marketing

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. Detail the functions of the restaurant(s).
2. Identify company's unique selling proposition.
3. Describe marketing functions and related activities.
4. Explain factors that influence customer/client/business buying behavior.
5. Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of general manager at MADDER LAKE INN, a full-service hotel located in a city of 200,000 people. The restaurant manager (judge) has expressed concerns about the number of open tables at the hotel's restaurant and wants your help in creating marketing strategies that will bring in local community members to the restaurant.

MADDER LAKE INN is located right on Madder Lake and offers guests easy access to hiking trails along with canoe and kayak rentals. Along with a lounge and a coffee shop, the hotel offers a full service restaurant, LAKESIDE. LAKESIDE is situated right on the banks of Madder Lake and offers indoor seating in an elegant dining room and outdoor seating on a beautiful patio. The full-service menu offers midscale prices on locally grown and sourced items.

At first, guests shied away from dining at LAKESIDE due to the midscale prices. When asked, guests stated they would rather go off property than paying higher prices on meals on-site. To help remedy the situation, each guest at MADDER LAKE INN receives a discount while dining at LAKESIDE. When charging to a guest room or presenting a room key, the guest receives 20% off the bill. This discount has led to an increase in the number of guests dining at LAKESIDE, however the dining room consistently remains only half full.

The restaurant manager (judge) is proud of LAKESIDE, but understands that many community members simply do not even consider LAKESIDE as an option for dining out because it is affiliated with the hotel. The restaurant manager (judge) feels that if more people in the community knew about the beautiful location and locally grown menu items, they would consider dining at a hotel restaurant.

The restaurant manager (judge) wants your help in creating marketing strategies that will bring in local community members to dine at LAKESIDE. The restaurant manager (judge) wants to know the specific market you will target, strategies used to get them to dine at LAKESIDE and any unique selling propositions LAKESIDE can use to build a local clientele.

You will present your ideas to the restaurant manager (judge) in a role-play to take place in the restaurant manager's (judge's) office. The restaurant 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 restaurant manager's (judge's) questions, the restaurant 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. 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 restaurant manager at LAKESIDE, the hotel restaurant located on the property of MADDER LAKE INN, a full-service hotel located in a city of 200,000 people. You have expressed concerns to the hotel's general manager (participant) about the number of open tables at the hotel's restaurant and want the general manager's (participant's) help in creating marketing strategies that will bring in local community members to the restaurant.

MADDER LAKE INN is located right on Madder Lake and offers guests easy access to hiking trails along with canoe and kayak rentals. Along with a lounge and a coffee shop, the hotel offers a full service restaurant, LAKESIDE. LAKESIDE is situated right on the banks of Madder Lake and offers indoor seating in an elegant dining room and outdoor seating on a beautiful patio. The full-service menu offers midscale prices on locally grown and sourced items.

At first, guests shied away from dining at LAKESIDE due to the midscale prices. When asked, guests stated they would rather go off property than paying higher prices on meals on-site. To help remedy the situation, each guest at MADDER LAKE INN receives a discount while dining at LAKESIDE. When charging to a guest room or presenting a room key, the guest receives 20% off the bill. This discount has led to an increase in the number of guests dining at LAKESIDE, however the dining room consistently remains only half full.

You are proud of LAKESIDE, but understand that many community members simply do not even consider LAKESIDE as an option for dining out because it is affiliated with the hotel. You feel that if more people in the community knew about the beautiful location and locally grown menu items, they would consider dining at a hotel restaurant.

You want the general manager's (participant's) help in creating marketing strategies that will bring in local community members to dine at LAKESIDE. You want to know the specific market the general manager (participant) will target, strategies used to get them to dine at LAKESIDE and any unique selling propositions LAKESIDE can use to build a local clientele.

The general manager (participant) will present ideas to you in a role-play to take place in the manager's (participant's) 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. What do we do if the restaurant has a wait time, and our hotel guests can't get tables?
2. If we are only used to having the restaurant half full, what preparations need to be made to accommodate more patrons?
3. Why is it important that we notify all hotel staff of your ideas?

Once the general manager (participant) has presented ideas 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.

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 MARKETING SERIES,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

INSTRUCTIONAL AREA

Marketing

Did the participant:

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

1.	Detail the functions of the restaurant(s)?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify the company's unique selling proposition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the concept of marketing strategies?	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