



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Lodging

**INSTRUCTIONAL AREA**  
Market Planning

## **HOTEL AND LODGING MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

### **21<sup>st</sup> 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. Identify ways to segment the hospitality and tourism markets.
2. Explain the concept of market and market identification.
3. Explain the use of marketing strategies in hospitality and tourism.
4. Identify company's brand promise.
5. Detail the function of marketing personnel.

## **EVENT SITUATION**

You are to assume the role of a marketing manager for SUPERIOR INN, a chain of moderately priced hotels with over 2,500 locations. The director of marketing (judge) wants you to outline a marketing plan based on real-life reasons guests stay at hotels.

SUPERIOR INN offers guests full-service accommodations at moderate prices. Each location features a restaurant, lounge, swimming pool, fitness center and several meeting rooms. The properties are all modest in size, none exceeding 200 guest rooms.

Like other hotels, SUPERIOR INN has always focused its marketing on promoting guests' aspirations while staying at a hotel: showcasing a nicely dressed couple at a romantic dinner, a group of friends enjoying live music in a lounge or a happy family relaxing poolside. The marketing techniques relied on people choosing SUPERIOR INN because they aspire to have those same experiences demonstrated in the promotions.

A travel industry association recently reported that 71% of travelers prefer advertisements and promotions that show people and lifestyles that reflect real-life situations rather than aspirations. Travelers respond better when they see lives like their own in hotel promotions. Most guests staying at a hotel are not there for romantic dinners or hanging out with friends, so that should not be the focus of the promotions.

The director of marketing (judge) has asked you to outline a marketing plan based on a real-life reason guests stay at a hotel. You must include the following in your plan:

- One real-life reason guests stay at a hotel
- The market segment targeted
- Strategy for marketing the real-life reason to the market segment
- Brand promise communicated in the marketing plan

You will present your marketing plan to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your plan. After you have presented your plan and have answered the director of marketing's (judge's) questions, the director of marketing (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. 21<sup>st</sup> 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 director of marketing for SUPERIOR INN, a chain of moderately priced hotels with over 2,500 locations. You want the marketing manager (participant) to outline a marketing plan based on real-life reasons guests stay at hotels.

SUPERIOR INN offers guests full-service accommodations at moderate prices. Each location features a restaurant, lounge, swimming pool, fitness center and several meeting rooms. The properties are all modest in size, none exceeding 200 guest rooms.

Like other hotels, SUPERIOR INN has always focused its marketing on promoting guests' aspirations while staying at a hotel: showcasing a nicely dressed couple at a romantic dinner, a group of friends enjoying live music in a lounge or a happy family relaxing poolside. The marketing techniques relied on people choosing SUPERIOR INN because they aspire to have those same experiences demonstrated in the promotions.

A travel industry association recently reported that 71% of travelers prefer advertisements and promotions that show people and lifestyles that reflect real-life situations rather than aspirations. Travelers respond better when they see lives like their own in hotel promotions. Most guests staying at a hotel are not there for romantic dinners or hanging out with friends, so that should not be the focus of the promotions.

You have asked the marketing manager (participant) to outline a marketing plan based on a real-life reason guests stay at a hotel. The marketing manager (participant) must include the following in the plan:

- One real-life reason guests stay at a hotel
- The market segment targeted
- Strategy for marketing the real-life reason to the market segment
- Brand promise communicated in the marketing plan

The marketing manager (participant) will present the plan 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. Are there any potential negative consequences of implementing this marketing plan?
2. How can we receive feedback from guests to determine reactions?
3. If we keep this campaign for a year, how many different real-life reasons should we promote during its run? Should all reasons roll out at the beginning of the year or promoted separately at different times during the year?

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

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**HOTEL AND LODGING MARKETING SERIES,  
2018**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Market Planning

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Identify ways to segment the hospitality and tourism markets?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify company's brand promise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Detail the function of marketing personnel?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						