



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Economics

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 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

- Discuss online guest reservation systems.
- Explain the relationship between the economy and hospitality and tourism.
- Explain the concept of competition.
- Determine factors affecting business risk.
- Explain the nature of channel strategies in lodging organizations.

EVENT SITUATION

You are to assume the role of the operator of DOWNTOWN SUITES, a hotel property located in a busy downtown area of a large city. The owner of the property (judge) wants you to weigh the pros and cons of eliminating a sales channel and make a decision.

DOWNTOWN SUITES is a 118-room hotel located near a stadium and an arena used for professional sporting and entertainment events. The property is also near many tourist attractions in the downtown area and a convention center used by businesses for meetings and conferences. While most hotel guests are from out of town, there are many guests that are from the local area that do not want to drive home after an event downtown.

Reservations can be made online at the DOWNTOWN SUITES website, by telephone, by mobile app and on various online travel agencies. Online travel agencies (OTA) are third party businesses that sell airline tickets, train tickets, hotel stays and car rentals from various brands. Customers can sort results by price, distance from point of location, customer ratings, and amenities. DOWNTOWN SUITES pays several OTAs fees plus commission to sell various numbers of hotel reservations.

For the past several months, DOWNTOWN SUITES has encountered many reservation issues due to working with OTAs that have resulted in unhappy customers and poor reviews. The issues have all been with the OTAs and not with DOWNTOWN SUITES. Several times customers have tried to check-in with an OTA reservation number, but in fact the property was at full occupancy. This left customers angry and upset about not having a place to stay.

The owner of the property (judge) is considering eliminating online travel agencies as a sales channel but wants you to first analyze the benefits and the business risks of OTAs. The owner (judge) wants you to include how competition and the economy play into customers use of OTAs and make a final decision.

You will present your analysis and recommendations 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 DOWNTOWN SUITES, a hotel property located in a busy downtown area of a large city. You want the hotel operator (participant) to weigh the pros and cons of eliminating a sales channel and make a decision.

DOWNTOWN SUITES is a 118-room hotel located near a stadium and an arena used for professional sporting and entertainment events. The property is also near many tourist attractions in the downtown area and a convention center used by businesses for meetings and conferences. While most hotel guests are from out of town, there are many guests that are from the local area that do not want to drive home after an event downtown.

Reservations can be made online at the DOWNTOWN SUITES website, by telephone, by mobile app and on various online travel agencies. Online travel agencies (OTA) are third party businesses that sell airline tickets, train tickets, hotel stays and car rentals from various brands. Customers can sort results by price, distance from point of location, customer ratings, and amenities. DOWNTOWN SUITES pays several OTAs fees plus commission to sell various numbers of hotel reservations.

For the past several months, DOWNTOWN SUITES has encountered many reservation issues due to working with OTAs that have resulted in unhappy customers and poor reviews. The issues have all been with the OTAs and not with DOWNTOWN SUITES. Several times customers have tried to check-in with an OTA reservation number, but in fact the property was at full occupancy. This left customers angry and upset about not having a place to stay.

You are considering eliminating online travel agencies as a sales channel but want the hotel operator (participant) to first analyze the benefits and the business risks of OTAs. You want the hotel operator (participant) to include how competition and the economy play into customers use of OTAs and make a final decision.

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. What effects will eliminating OTAs have on the OTAs?
2. If we stay with OTAs, how can we minimize customer complaints?

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

| 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 2024

JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Economics

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Discuss online guest reservation systems? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Explain the relationship between the economy and hospitality and tourism? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain the concept of competition? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Determine factors affecting business risk? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Explain the nature of channel strategies in lodging organizations? | 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 | | | | | | |