



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Pricing

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 the nature of ethics in operations.
- Explain the nature and scope of the pricing function.
- Explain the concept of price in the hospitality and tourism industry.
- Explain considerations in hotel/lodging room pricing.
- Interpret business policies to customers/clients.

EVENT SITUATION

You are to assume the role of the general manager of HOTEL ROYAL, a full-service hotel property located in a large city. The owner (judge) wants you to recommend pricing considerations during an upcoming two-month construction project.

HOTEL ROYAL is located in a large city, just blocks from a busy downtown area. The room rates vary between \$199-\$229 for a king bed or two queen beds and \$279 for a suite. Guests that drive a vehicle have the option to pay \$34/night for valet parking or \$15/night for self-parking in the garage connected to the hotel.

Unfortunately, the foundation of the parking garage suffered structural damage in an accident and now must be repaired. The repairs are estimated to take two months to complete, and the garage will be completely shut down for the repairs. There are not enough valet parking spots to accommodate all guests, so the owner (judge) rented parking spaces two blocks away in a city lot to be used as overflow valet parking. The rented parking spaces are too far away to offer as guest self-parking spaces.

The owner (judge) is unsure how to address the parking situation with guests. Guests might be surprised by the elimination of the self-park option and turned off by the high price of valet. The owner (judge) does not want to lose too much money due to the high cost of renting the additional parking spaces but is open to recommendations on pricing considerations for parking and/or room rates. The owner (judge) wants you to recommend pricing considerations during the construction project.

You will present your pricing 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 HOTEL ROYAL, a full-service hotel property located in a large city. You want the general manager (participant) to recommend pricing considerations during an upcoming two-month construction project.

HOTEL ROYAL is located in a large city, just blocks from a busy downtown area. The room rates vary between \$199-\$229 for a king bed or two queen beds and \$279 for a suite. Guests that drive a vehicle have the option to pay \$34/night for valet parking or \$15/night for self-parking in the garage connected to the hotel.

Unfortunately, the foundation of the parking garage suffered structural damage in an accident and now must be repaired. The repairs are estimated to take two months to complete, and the garage will be completely shut down for the repairs. There are not enough valet parking spots to accommodate all guests, so you rented parking spaces two blocks away in a city lot to be used as overflow valet parking. The rented parking spaces are too far away to offer as guest self-parking spaces.

You are unsure how to address the parking situation with guests. Guests might be surprised by the elimination of the self-park option and turned off by the high price of valet. You do not want to lose too much money due to the high cost of renting the additional parking spaces but are open to recommendations on pricing considerations for parking and/or room rates. You want the general manager (participant) to recommend pricing considerations during the construction project.

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 factors affected your pricing recommendation?
2. How do we notify guests that already have reservations for the time during the construction about the change in parking?

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.

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 ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Pricing

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the role of ethics in operations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature and scope of the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of price in the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain considerations in hotel/lodging room pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Interpret business policies to customers/clients?	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						