



HOTEL AND LODGING MANAGEMENT

ROLE-PLAYS USED IN DECA'S
INDIVIDUAL SERIES EVENTS



2018



HOTEL + LODGING MANAGEMENT SERIES

2018 ROLE-PLAYS

INCLUDES:

INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

ROLE-PLAY 1: PRODUCT/SERVICE MANAGEMENT

ROLE-PLAY 2: MARKET PLANNING

ROLE-PLAY 3: PROMOTION



INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

With its connection to National Curriculum Standards, DECA's Competitive Events Program is designed to be integrated into classroom instruction to help members apply learning and connect to business. As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for students to solve, provide a standards-based evaluation, increase rigor of the instruction, result in evidence of student learning and expose students to DECA – all as part of classroom instruction.

STEP 1: FAMILIARIZE YOURSELF WITH EVENT GUIDELINES AND PERFORMANCE INDICATORS.

Use the DECA Guide to familiarize yourself with event guidelines that explain how each competitive event will operate – time limits, exam specifications, interactions with a judge, etc.

Role-plays and case studies are developed using performance indicators – key concepts from national curriculum standards that students should learn during the school year. DECA uses five lists of performance indicators which are organized by career cluster – business administration core, business management and administration, finance, hospitality and tourism, and marketing, as well as personal financial literacy.

Each performance indicator list is arranged by instructional areas to assist advisors with planning units of instruction. Advisors teaching accounting courses, for example, can use the Finance Career Cluster performance indicator list to plan their curriculum while advisors teaching marketing courses can use the Marketing Career Cluster performance indicator list.

STEP 2: UNDERSTAND HOW ROLE-PLAYS AND CASE STUDIES ARE DESIGNED.

The career cluster and primary instructional area for role-plays and case studies are identified at the top of the first page of the event.

Role-plays used for DECA's Principles of Business Administration Events measure four performance indicators from the business administration core.

Case studies used for DECA's Team Decision Making Events measure seven performance indicators. Usually, at least four of the seven performance indicators have been selected from the case study's instructional area. Therefore, if the event situation is asking the participant to develop a promotion plan, most of the performance indicators will be from the promotion instructional area.

Role-plays used for DECA's Individual Series Events measure five performance indicators. Usually, at least three of the five performance indicators have been selected from the event situation's instructional area. The career pathway is also identified on the role-play, which may include performance indicators from that specific pathway as well.

Role-plays used for DECA's Personal Financial Literacy event measure three performance indicators from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

STEP 3: START ORGANIZING SAMPLE EVENTS.

Each year, DECA posts sample role-plays and case studies on deca.org. Shop DECA also sells previously used events each year. Gather these samples and begin to categorize them by instructional area.

STEP 4: USE SAMPLE EVENTS AS A CLASSROOM ACTIVITY.

As you teach different instructional areas during the year, use corresponding role-plays and case studies as learning tools. While the traditional competitive event setting requires interaction with judges, many advisors have used role-plays and case studies as:

- warm-up activities at the beginning of classes.
- writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study.
- public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study.
- assessment tools in lieu of a multiple-choice quiz/test.

Since the evaluation form for each role-play and case study assesses the performance indicators, you are assessing students' performance according to national curriculum standards which are industry validated and aligned to career clusters.

ADDITIONAL RESOURCES

Event guidelines, performance indicator lists, sample events and sample exam questions are available at www.deca.org/competitiveevents. Sample role-play presentations can be viewed at www.deca.org. Advisors may wish to show the videos and ask students to evaluate the presentations using the evaluation forms. Shop DECA sells many items to assist advisors with integrating DECA into curriculum at shopdeca.org.



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:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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						



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 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. 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. 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 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.

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,
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
PERFORMANCE INDICATORS						
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	
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						



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Promotion

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 role of promotion as a marketing function.
2. Detail types of marketing materials for the lodging facility.
3. Explain promotional methods used by the hospitality and tourism industry.
4. Explain the use of marketing strategies in hospitality and tourism.
5. List three advantages of an independently owned facility.

EVENT SITUATION

You are to assume the role of the general manager for RIVERSIDE BED & BREAKFAST, an independently owned and operated lodging facility with four guestrooms. The owner of the property (judge) wants you to develop a promotional plan that will focus on the benefits of staying at a bed and breakfast rather than an AIRBNB or other online marketplaces focusing on shared living spaces.

RIVERSIDE BED & BREAKFAST is a charming old Victorian house set on the banks of a mighty river. The sprawling property has acres of hiking trails and two docks on the river. The staff offers guests a light dinner prepared by a local chef, after dinner drinks and a full family style breakfast every morning. RIVERSIDE BED & BREAKFAST has four guestrooms that are tastefully decorated in the Victorian era theme, yet feature modern comforts such as Wi-fi and satellite television. For guests staying more than one night, RIVERSIDE BED & BREAKFAST provides housekeeping services to keep the guestrooms fresh and clean.

As a certified bed and breakfast facility, RIVERSIDE BED & BREAKFAST had to pass a full inspection from the fire department and the owner (judge) had to install a wired smoke detector system that is connected to the fire department. To become certified, the property also had to become fully insured and comply with local and federal laws.

In the city RIVERSIDE BED & BREAKFAST operates, there are several other bed and breakfasts along the river and in the community. The city draws many tourists during the summer and fall and most have typically reserved lodging at a bed and breakfast rather than a hotel. Recently, with the advent of AIRBNB and other shared spaces used for lodging, the occupancy rates at the local bed and breakfasts have declined. Rather than being completely booked throughout the summer and fall, it is not unusual for RIVERSIDE BED & BREAKFAST to have an open room or two.

To combat the competition from AIRBNB, RIVERSIDE BED AND BREAKFAST, along with the other bed and breakfasts in the city, want to promote the advantages of staying at a bed and breakfast over using AIRBNB and staying in a private residence. The owner of RIVERSIDE BED & BREAKFAST (judge) has asked you to create a promotional plan that will successfully market the advantages of bed and breakfasts. The owner (judge) wants you to choose the demographic(s) to be targeted in the promotion and use communication channels appropriate for the demographic(s).

You will present the promotional plan 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 your plan. After you have presented your plan and have answered the owner's (judge's) questions, the owner (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
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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 the owner of RIVERSIDE BED & BREAKFAST, an independently owned and operated lodging facility with four guestrooms. You have asked the general manager (participant) to develop a promotional plan that will focus on the benefits of staying at a bed and breakfast rather than an AIRBNB or other online marketplaces focusing on shared living spaces.

RIVERSIDE BED & BREAKFAST is a charming old Victorian house set on the banks of a mighty river. The sprawling property has acres of hiking trails and two docks on the river. The staff offers guests a light dinner prepared by a local chef, after dinner drinks and a full family style breakfast every morning. RIVERSIDE BED & BREAKFAST has four guestrooms that are tastefully decorated in the Victorian era theme, yet feature modern comforts such as Wi-fi and satellite television. For guests staying more than one night, RIVERSIDE BED & BREAKFAST provides housekeeping services to keep the guestrooms fresh and clean.

As a certified bed and breakfast facility, RIVERSIDE BED & BREAKFAST had to pass a full inspection from the fire department and you had to install a wired smoke detector system that is connected to the fire department. To become certified, the property also had to become fully insured and comply with local laws and federal laws.

In the city RIVERSIDE BED & BREAKFAST operates, there are several other bed and breakfasts along the river and in the community. The city draws many tourists during the summer and fall

and most have typically reserved lodging at a bed and breakfast rather than a hotel. Recently, with the advent of AIRBNB and other shared spaces used for lodging, the occupancy rates at the local bed and breakfasts have declined. Rather than being completely booked throughout the summer and fall, it is not unusual for RIVERSIDE BED & BREAKFAST to have an open room or two.

To combat the competition from AIRBNB, RIVERSIDE BED AND BREAKFAST, along with the other bed and breakfasts in the city, want to promote the advantages of staying at a bed and breakfast over using AIRBNB and staying in a private residence. You have asked the general manager (participant) to create a promotional plan that will successfully market the advantages of bed and breakfasts. You want the general manager (participant) to choose the demographic(s) to be targeted in the promotion and use communication channels appropriate for the demographic(s).

The general 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. What do you think is the biggest disadvantage of staying at a bed and breakfast?
2. Do you think AIRBNB's popularity will be long lasting? Why or why not?
3. Why did you choose that particular demographic for the promotional plan?

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

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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,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Promotion

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Detail types of marketing materials for the lodging facility?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	List three advantages of an independently owned facility?	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						



\$8.00 | 18RPH07