



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
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 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

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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

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

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						