



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Customer Relations

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Distinguish guaranteed from non-guaranteed reservations.
2. Explain factors affecting pricing decisions.
3. Demonstrate a customer service mindset.
4. Interpret business policies to customers/clients.
5. Handle customer/client complaints.

EVENT SITUATION

You are to assume the role of front desk manager at BLUE HOTEL, a large hotel located in the downtown area of a metropolitan area. You have been asked to speak with a guest (judge) who is irate because a non-guaranteed reservation was cancelled.

BLUE HOTEL, like other hotel properties, offers reservations through the property's own website and through several third party travel and lodging websites. The room rates for BLUE HOTEL on third party websites are closely monitored to make sure comparable rates are offered on the property's own website. One main difference in making a reservation through third party websites is that only non-guaranteed reservations can be made.

An angry guest (judge) is waiting to speak with you. The guest (judge) made the BLUE HOTEL reservation on a third party website last month. The guest (judge) took advantage of a special the website was running and booked the room for two nights at \$149.00/night (standard rates are \$199.00/night). Due to poor weather conditions, the guest (judge) did not arrive until after 6:00 PM, which cancelled the non-guaranteed reservation at the special rate. When told a new reservation could be made but that the standard \$199.00/night rate would apply, the guest (judge) demanded to speak with a manager.

You will be meeting with the angry guest (judge) to explain the BLUE HOTEL reservation policy and to try to satisfy the guest's (judge's) needs.

You will explain the reservation policies to the guest (judge) and try to satisfy the guest's (judge's) needs in a role-play to take place in your office. The guest (judge) will begin the role-play by greeting you and asking how you will fix the problem. After you have explained the reservation policies, have satisfied the guest's (judge's) needs and have answered the guest's (judge's) questions, the guest (judge) will conclude the role-play by thanking you for your work.

JUDGE'S EVALUATION FORM

HLM 2013

DID THE PARTICIPANT:

1. Distinguish guaranteed from non-guaranteed reservations?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at distinguishing guaranteed from non-guaranteed reservations were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately distinguished guaranteed from non-guaranteed reservations.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively distinguished guaranteed from non-guaranteed reservations.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively distinguished guaranteed from non-guaranteed reservations.</p>
---	--	---	--

2. Explain factors affecting pricing decisions?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining factors affecting pricing decisions were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained factors affecting pricing decisions.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively explained factors affecting pricing decisions.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively explained factors affecting pricing decisions.</p>
---	--	---	--

3. Demonstrate a customer service mindset?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at demonstrating a customer service mindset were weak or incorrect.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately demonstrated a customer service mindset.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively demonstrated a customer service mindset.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively demonstrated a customer service mindset.</p>
--	--	---	--

4. Interpret business policies to customers/clients?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at interpreting business policies to customers/clients were inadequate or unclear.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately interpreted business policies to customers/clients.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively interpreted business policies to customers/clients.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively interpreted business policies to customers/clients.</p>
---	---	--	---

5. Handle customer/client complaints?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at handling customer/client complaints were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately handled customer/client complaints.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively handled customer/client complaints.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively handled customer/client complaints.</p>
--	---	--	---

6. Overall impression and response to the judge's questions.

<p>Little/No Value 0, 1, 2 Demonstrated few skills; could not answer the judge's questions.</p>	<p>Below Expectations 3, 4, 5 Demonstrated limited ability to link some skills; answered the judge's questions adequately.</p>	<p>Meets Expectations 6, 7, 8 Demonstrated the specified skills; answered the judge's questions effectively.</p>	<p>Exceeds Expectations 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.</p>
---	--	--	---

Judge's Initials _____

TOTAL SCORE _____