

HOSPITALITY MANAGEMENT

Hospitality is an important aspect of business and society. This area includes involvement in the hotel, restaurant, and tourism industry. This event provides recognition to PBL members who have the ability to help other people enjoy both leisure and business travel and events.

Eligibility

Chapters may submit teams of 2-3 participants who are members from active local chapters, on record in the national center as having paid membership dues by SBLC of the current school year. No more than one team member may have entered this event at a prior NLC.

Overview

This event consists of two (2) parts: an objective test and a performance component.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Individuals or team members will take one (1) objective test collaboratively. Nongraphing calculators may be used.

An interactive case study will be given.

Performance Guidelines

- The top ten (10) individuals or teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be added to the performance score to determine final rank.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The individual or team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and will refer to the case for specifics. This is a role-play event.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

Objective Test Competencies

- marketing concepts
- operations and management functions
- human resources
- customer expectations
- legal issues
- financial management and budgeting
- environmental and global issues
- current industry trends

Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas
- explain content logically and systematically

REFERENCE: Hospitality Management—Performance RATING SHEET-25