12th Annual Florida Hospitality & Tourism Management Program (HTMP) Competition



Official Rules & Guidelines

March 1-2, 2015



### Introduction

The Florida Restaurant & Lodging Association Educational Foundation (FRLAEF) invites you to participate in the 12th Annual Florida HTMP Competitions to be held March 1-2, 2015 at the Rosen Plaza Hotel in Orlando, Florida.

**Eligibility Requirements**

Only schools teaching a Full HTMP Program are eligible. A Full HTMP Program is a school using both Year 1 and Year 2 Curriculum and all of its components, including EI's final exam. The school must be using these curriculums at the beginning of the 2014-2015 school year.

Teams must consist of **secondary HTMP** students from the same school and should have two (2) to four (4) students on the team. All students must be currently enrolled in a HTMP high school program.

Participating teams, teachers and mentors are responsible for understanding and following all of the procedures and guidelines contained in this document. Please carefully read the Official Rules and Guidelines outlined in this document to avoid receiving penalties during the competition.

**Events**

This exciting 2-day competition will provide HTMP students a unique opportunity to demonstrate their hospitality knowledge by competing in:

1. Hotel Operations Competition
	1. Night Audit/Hotel Accounting
	2. Three Case Studies:
		1. Food & Beverage
		2. Sales & Marketing
		3. Guest Service
	3. Housekeeping Room Inspection
2. Hospitality Project

A demonstration of the knowledge, skills and abilities required in planning an event to include a proposal to the client, BEO (Banquet Event Order), menu and floor plan.

3. Knowledge Bowl

 A "Jeopardy Style" question and answer event.

Due to the nature of having competition participants using two different curriculums, questions and scenarios for all events will only be pulled from the pages supplied in *Appendix A: Preparation Curriculum*.

**Procedure**

1. All students are expected to conduct themselves in a professional matter at all times.
2. Teams are required to attend Team Registration and Orientation during the first day of competition.
3. Each team will designate one team member to serve as team captain throughout the competition.
4. Throughout the competition, each team member will be required to dress in proper business attire. This will include sports jacket, dress shirt/blouse, dress pants/skirt and dress shoes. With the exception of the Hospitality Project preparation time, jeans, t-shirts, and gym shoes are not allowed during the competition.
5. Teams must compete in all three phases of the competition. Teams will not be permitted to compete in just one or two sections.
6. At no time will teams be allowed to use an HTMP textbook or any other assistance tool during the event.
7. Teams must report to the pre-determined station for each phase of the competition. A complete schedule of check-in status will be released prior to the competition.

### One Coach/Advisor will act as the team’s administrative liaison. The Coach/Advisor shall not participate in the competition and shall not communicate with team members during the actual competition. The Coach/Advisor will not be allowed in the competition rooms while the competitions are taking place.

1. Participating teams, teachers and mentors are responsible for understanding and following all of the procedures and guidelines contained in this document.
2. Teams will not be permitted to use their cell phones during the event. In order to ensure the students are able to reach their Coach/Advisor in the event of an emergency, cell phones will be collected and kept at the front of the room in labeled zip-lock bags.

**Scoring**

Students will compete in 3 main events during the Competition. Each event carries a different point value, as outlined below. A breakdown of individual event scoring is included in the event descriptions contained in this document.

1. Hotel Operations Competition = 250 Maximum Points
	1. Night Audit/Hotel Accounting = 50 Maximum Points
	2. Food & Beverage Case Study = 50 Maximum Points
	3. Sales & Marketing Case Study = 50 Maximum Points
	4. Guest Service Case Study = 50 Maximum Points
	5. Housekeeping Room Inspection = 50 Maximum Points
2. Hospitality Project = 100 Maximum Points
3. Knowledge Bowl = 100 Maximum Points

The highest cumulative event winners for all phases of the competition will determine the overall winner.

For example:

Team A Scores Team B Scores Team C Scores

Hotel Operations = 190 (2nd) Hotel Operations = 180 (3rd) Hotel Operations = 205 (1st)

Hospitality Project = 70 (3rd) Hospitality Project = 95 (1st) Hospitality Project = 85(2nd)

Knowledge Bowl = 100 (1st) Knowledge Bowl = 90 (2nd) Knowledge Bowl = 80 (3rd)

**Total = 360 Total = 365 Total = 370**

Overall 1st Place = Team C

Overall 2nd Place = Team B

Overall 3rd Place = Team A

### Disqualification

### All participating team members must attend Team Registration and Orientation meetings on time, and arrive for competition matches on time, or they will be disqualified. \*\*

Teams arriving more than 5 minutes late to the pre-determined check-in station for each phase of the competition will be disqualified. All team members must be present for the duration of each phase of the competition. Team members will not be permitted to arrive late or leave early.

### Under no circumstances will drug or alcohol use be permitted. If it is found that any member of the team is under the influence of drugs or alcohol or in violation of local drug and alcohol laws, during any part of the competition the entire team will immediately be disqualified. Any inappropriate behavior will be reported to the school principal.

### Any team receiving any coaching and /or assistance during actual competition will be disqualified.

### During the Hospitality Project teams that use a pre-existing presentation (i.e. any presentation that was not created on-site from a blank Microsoft PowerPoint presentation), will be disqualified.

**\*\*** The Host Committee reserves the right to waive disqualification based on justification.

### Prizes

### For the Hotel Operations, Hospitality Project and Knowledge Bowl Competitions first, second and third place winners will receive medals. Various post-secondary institutions may award scholarships.

### For the Overall competition first, second and third place winners will receive medals. Various post-secondary institutions may award scholarships.

### The first and second place teams will advance to the International HTMP Competition to be held April 23-25, 2015 at the Rosen Shingle Creek in Orlando, FL.

 \*For 2015 only, EI will be accepting two teams from each participating state.

**The Hotel Operations Competition**

**Purpose**

Teams will demonstrate their knowledge and skills in hotel operations, critical thinking, problem solving, teamwork, and communication skills. The Competition allows teams to analyze three case studies within selected departments of a hotel, require them to conduct a room inspection, and to complete a paper-based night audit.

The Competition is broken down into 5 components:

1. Night Audit/Hotel Accounting = 50 Maximum Points
2. Food & Beverage Case Study = 50 Maximum Points
3. Sales & Marketing Case Study = 50 Maximum Points
4. Guest Service Case Study = 50 Maximum Points
5. Housekeeping Room Inspection = 50 Maximum Points

**Total Maximum Points = 250**

**Night Audit/Hotel Accounting**

Teams will demonstrate their knowledge in performing a paper-based night audit. Skills tested will include accurately performing calculations and posting front desk accounting information. The deliverables for the project include a completed Guest Ledger, completed Guest Folio for each guest, and completed calculations for occupancy percentage, average daily rate (ADR), revenue per available room (RevPAR), and the yield statistic.

Time Allotment:

45 minutes

Materials Provided:

1. Guest Ledger Template (Exhibit A)
2. Guest Folio Template for Each Guest (Exhibit B)
3. Scientific calculator
4. Scratch paper
5. Pencils

Procedures:

Teams will be given a scenario (Exhibit C) that includes background information on room rates and check-in and check-out dates for a hotel property. Three guest scenarios will be given with a series of associated transactions that must be posted to the ledger.

Scoring (Exhibit D):

* Correct calculation of occupancy percentage = 6 points
* Correct calculation of ADR = 6 points
* Correct calculation of RevPAR = 6 points
* Correct calculation of yield statistic = 6 points
* Correct calculation of each of the postings required (shaded in red)

 12 postings total at 2 points each = Maximum of 24 points

* Neatness/Legibility of the Guest Ledger and Guest Folios = Maximum of 2 points

**Total Maximum Points for Night Audit/Hotel Accounting = 50**

**EXHIBIT A**

**Guest Ledger Template**

*The 12 postings shaded in red are the required posting calculations that count towards the final score.*

**Hotel Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Room*** ***No.***  | ***No.******Guests*** | ***Name***  | ***Balance*** ***Carried******Forward***  | ***Room*** | ***Tax*** | ***Rest.*** | ***Bar*** | ***In-Room******Dining*** | ***Telephone*** | ***Laundry*** | ***Rec-reation.*** | ***Merchandise*** | ***Total******Charges*** | ***Cash***  | ***Trans******fers*** | ***Allow-******ances*** | ***Bal.******Carried*** ***Forward*** |
| ***Local*** | ***Long******Dist.*** |
|  |  | **Guest #1** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **Guest #2** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **Guest #3** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | **House Total** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | **City Ledger** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **Advance Deposit**  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **Accts. Receivable****Total**  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**EXHIBIT B**

**Guest Folio Template**

|  |  |
| --- | --- |
| **Guest Name:**  | **Account No.** |
| **Room:**  | **Rate:**  | **Arrival Date:**  |
| Date  | 2/7 | 2/8 | 2/9 | 2/10 | 2/11 |
| Balance Forward |  |  |  |  |  |  |  |  |  |  |
| Room  |  |  |  |  |  |  |  |  |  |  |
| Sales Tax  |  |  |  |  |  |  |  |  |  |  |
| Restaurant  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  |  |  |
| In-Room Dining |  |  |  |  |  |  |  |  |  |  |
| Merchandise |  |  |  |  |  |  |  |  |  |  |
| Bar  |  |  |  |  |  |  |  |  |  |  |
| Recreation |  |  |  |  |  |  |  |  |  |  |
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| Local  |  |  |  |  |  |  |  |  |  |  |
| Long Distance  |  |  |  |  |  |  |  |  |  |  |
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| Telegrams  |  |  |  |  |  |  |  |  |  |  |
| Laundry- Valet |  |  |  |  |  |  |  |  |  |  |
| Cash Disburse |  |  |  |  |  |  |  |  |  |  |
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| Total  |  |  |  |  |  |  |  |  |  |  |
| Less: Cash  |  |  |  |  |  |  |  |  |  |  |
| Carried Fwd.  |  |  |  |  |  |  |  |  |  |  |

**EXHIBIT C**

**Sample Scenario**

**Black Hills Spa and Resort**

**Scenario**

**Read** the instructions and work through the information provided, filling in forms based on the transactions stated below. When you have completed the exercise, you will have performed a simulated night audit.

**Be aware** that each property may have a specific procedure for handling transactions, but this exercise follows the basic process of the night auditor’s duties for posting room charges to guest folios and the guest ledger.

**Your tasks** are to:

1. Conduct a typical night audit on **Guest Folios** for the nights of 2/7, 2/8, and 2/9 for a resort hotel property.
2. Complete the night auditor’s entries into the **Guest Ledger** for the night of 2/9.
3. Complete the separate **Hotel Accounting Calculations** activity.

***Audit Instructions***

**Post** the transactions to the guests’ folios as they occur.

1. If a guest checks in, create a folio for that guest’s charges.
2. Use the following room rate chart to establish guest charges by type of room.

|  |  |
| --- | --- |
| **ROOM TYPE**  | **RATE**  |
| Standard  | $169.00  |
| DeluxePool  | $199.00 $219.00 |
| Spa Suite  | $329.00  |

After **posting** all transactions for the day, post the room rate and add **room sales tax** (using 7% as the tax rate) for those guests who are still in the house.

1. **Balance** the folios.
2. **Complete** the Guest Ledger.
	1. Bring each guest’s balance forward.
	2. Enter the various charges and credits.
	3. Carry the balance forward for each guest folio.
3. **Total** all significant columns of the guest ledger on the House Totalline.
4. **Balance** and check the Guest Ledger for accuracy.

**Background Information**

Three guests have arrived or are due to arrive at the Black Hills Spa and Resort on or after February 7, 2012.

**Prepare Guest Folios for:**

**Guest #1 – Dr. Benton**

Dr. Benton checked into a spa suite #102 on February 7. She has booked three spa visits during her 3 night stay. Her expenses will be billed to the credit card provided during check-in. Dr. Benton requested an early check in so she could unpack before her first spa visit in the afternoon and a late check out on the day of her departure.

**Guest #2 – Mr. and Mrs. Guzman**

Mr. and Mrs. Guzman visit the Black Hills Spa every year and always request the same room. They have booked deluxe room #203 for 2 nights. They are checking in on February 8 and wish to settle the bill, in cash, at the end of their stay. The couple has paid an advance cash deposit of $400 for room nights and other expenses. They are aware all other expenses will be billed to their room and must be settled before departure.

The night auditor has been tasked with checking folio postings for a notation showing cash received.

**Guest #3 – The Spalding Family**

Mr. and Mrs. Spalding and their two children have booked a pool room and are due to arrive on February 7. They have been assigned room #210 and have a guaranteed reservation for 3 nights. The Spaldings secured their booking using a “Gold Visa.” The family plans to charge all expenses back to their room.

The **City Ledger Control Folio** has a balance of $95,000

The <**Advance Deposit Control Account>** has a credit balance of $5,500. (< > brackets indicate subtraction)

**Transactions**

Dr. Benton has in-room dining deliver breakfast on 2/8 and 2/9. The bill for 2/8 was $18.57, and for 2/9 it was $14.35.

The Spaldings rent four mountain bikes for one hour at $40.00 per hour, per bike, on 2/8 from the resort’s recreational vendor.

Spotless Cleaners delivers laundry for Dr. Benton on 2/8. The total is $104.

Dr. Benton’s three spa treatments were booked for 2/7, 2/8, and 2/9. The cost for each was $209.00.

Mr. and Mrs. Guzman ordered in-room dining on 2/8, including wine. The bill was $189.40.

On 2/7, Mr. Spalding made a gift shop purchase of $44.79.

A restaurant check was posted to the Guzman’s room on 2/9 for $105.60. The amount was posted to the folio and shown in the notes section as “Pd Cash.”

The Spaldings ate breakfast on 2/8 and 2/9. They charged $84.20 to the room on 2/8 and $67.30 on 2/9.

Mr. Spalding purchased bottled water from the pool bar on 2/9. The amount was $18.97.

The Guzmans had a room charge of $36.57 for the lobby bar and lounge on 2/9.

Dr. Benton ate dinner in the Café Vegan on 2/7 and charged $34.55 to her suite.

**Hotel Accounting Calculations**

The Hide Tide Beach Resort is a beautiful oceanfront hotel in Florida that is popular with locals as well as seasonal vacation guests. The Resort features standard, pool view, ocean view, and suites accommodations for a total of 390 guestrooms. On Friday, March 30, the High Tide Beach Resort sold 278 of its rooms for a total rooms revenue of $37,862. Assume the rack rate for each of the guestrooms is $159.

Using the data and information provided, calculate the following formulas:

**Note:** *Round numbers up or down to the closest whole number.*

Using the date and information provided, calculate the following formulas:

* Occupancy Percentage
* Average Daily Rate (ADR)
* Revenue Per Available Room (RevPAR)
* Yield Statistic

**EXHIBIT D**

**Sample Scoring Sheet – Night Audit/Hotel Accounting**

Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Students will work as a team, demonstrating their skills in accurately performing calculations and posting front desk accounting information. Time allocated for this activity is 45 minutes. Students must correctly perform formula functions and post all transactions and balance entries.

**6 Points for Each Correct Formula**

* Correctly calculated occupancy percentage \_\_\_\_\_
* Correctly calculated average daily rate (ADR) \_\_\_\_\_
* Correctly calculated revenue per available room (RevPAR) \_\_\_\_\_
* Correctly calculated yield statistic \_\_\_\_\_

**2 Points for Each Correct Posting**

Guest #1

* Balance Carried Forward \_\_\_\_\_
* Room \_\_\_\_\_
* Tax \_\_\_\_\_
* Total Charges \_\_\_\_\_

Guest #2

* Balance Carried Forward \_\_\_\_\_
* Room \_\_\_\_\_
* Tax \_\_\_\_\_
* Total Charges \_\_\_\_\_

Guest #3

* Balance Carried Forward \_\_\_\_\_
* Room \_\_\_\_\_
* Tax \_\_\_\_\_
* Total Charges \_\_\_\_\_

**On a Scale of 0-2** (with 0 being poor, 1 being fair, and 2 being excellent), please rate the team’s overall neatness and legibility in preparing the Guest Folios and Guest Ledger: \_\_\_\_\_\_\_

**Total Score: \_\_\_\_\_\_\_\_ (50 Points Maximum)**

**Case Studies**

**Food & Beverage**

**Sales & Marketing**

**Guest Service**

Teams will demonstrate their critical thinking skills in 3 different case study scenarios: one focused on Food & Beverage, one focused on Sales & Marketing, and the third focused on Guest Service.

Time Allotment:

15 minutes – Review case study and prepare answers to discussion questions

5 minutes – Verbal presentation to the judges

Materials Provided:

1. Scratch paper
2. Pencils

Procedures:

Teams will be given a case study (limited to 1 page in length), that will provide the students with a scenario to include background information and a series of problems occurring within the designated department. They will be given 15 minutes to read the case study and prepare answers to the designated questions. Teams will then be asked to present their findings via a verbal presentation to a panel of judges, who will measure their scores based on 3 specific discussion questions posed at the end of the case study. Presentations for each case study will be limited to 5 minutes.

Teams are not permitted to have any materials with them in the holding room; including LMP/HTMP textbooks and workbooks, note cards, or class binders.

Scoring for Each Case Study (Exhibit E):

* Solution to 3 Discussion Questions = 10 Points Each for a Maximum of 30 Points
* Presentation Skills = Maximum of 10 Points
* Balanced Team Member Participation = Maximum of 10 Points

**Total Maximum Points for Food & Beverage Case Study = 50**

**Total Maximum Points for Sales & Marketing Case Study = 50**

**Total Maximum Points for Guest Services Case Study = 50**

**EXHIBIT E**

**Sample Scoring Sheet – Case Study**

*Separate scoring sheets will be tabulated for the Food & Beverage Case Study, Sales & Marketing Case Study, and Guest Services Case Study*

Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Following the case study scenario, a series of 3 discussion questions will be posed to the students. Students will have 20 minutes to review and prepare a case analysis to answer the discussion questions.

**Discussion Questions:**

**On a scale of 1-10** (with 10 being outstanding and 1 being poor), please rate the team’s response to each of the discussion questions:

*Did the team answer the question in full?*

*Did the team provide a solution to the problems posed?*

*Did the team answer the question with a realistic solution?*

* Discussion Question #1 \_\_\_\_\_\_\_\_\_\_\_\_\_ (Maximum of 10 Points)
* Discussion Question #2 \_\_\_\_\_\_\_\_\_\_\_\_\_ (Maximum of 10 Points)
* Discussion Question #3 \_\_\_\_\_\_\_\_\_\_\_\_\_ (Maximum of 10 Points)

**Presentation Skills:**

**On a scale of 1-10** (with 10 being outstanding and 1 being poor), please rate the team’s presentation.

*Was the team professional? Did the students organize their ideas into an easy to follow solution? Were the students timely in their responses?*

 **Score:** \_\_\_\_\_ (Maximum of 10 Points)

**Teamwork Skills:**

**On a scale of 1-10** (with 10 being outstanding and 1 being poor), please rate the team’s balance of teamwork.

*Did each student contribute equally to the presentation to the judges?*

**Score:** \_\_\_\_\_ (Maximum of 10 Points)

**Total Score: \_\_\_\_\_\_\_\_ (50 Points Maximum)**

**Housekeeping Room Inspection**

The purpose of the Room Inspection event is to allow each student competitor the opportunity to demonstrate his or her ability to determine whether a guestroom has been properly cleaned by the housekeeping staff.

Time Allotment:

10 minutes for each student

Materials Provided:

1. Clipboard
2. Pencil
3. Blank Copy of Room Inspection Checklist (Exhibit F)

Procedures:

In the Competition, a guestroom has been “cleaned” by the Competition staff. In the room, there are 10 items that have not been cleaned or have otherwise not been done correctly. The errors will be identified to the judges on a master inspection checklist.

Each student will have 10 minutes to identify the 10 errors in the guestroom. At the completion of the time allotment, each student will turn in a Room Inspection Checklist to the judges.

Scoring:

Each student will be scored individually on the following:

* Each of the 10 pre-determined errors in the guestroom are worth 5 points

*Errors must be correctly identified on the Room Inspection Checklist*

**Each Student Can Earn a Maximum Score of 50 Points**

After each team member has completed the Room Inspection, the **average of each student’s score** will determine the Overall Team Score for the Housekeeping Room Inspection. The Overall Team Score is the only score that will count towards the team’s cumulative score in the Competition.

**Total Maximum Points for Housekeeping Room Inspection = 50**

**Exhibit F**

**Sample Room Inspection Report**

Room No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Team No.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
|  | **BEDROOM** | **CONDITION** |
|  1 | Doors, locks, chains, stops |  |
|  2 | Lights, switches, plates |  |
|  3 | Ceiling |  |
|  4 | Walls |  |
|  5 | Woodwork |  |
|  6 | Drapes and hardware |  |
|  7 | Windows |  |
|  8 | Heating/air conditioning setting |  |
|  9 | Phone |  |
| 10 | TV and radio |  |
| 11 | Headboards |  |
| 12 | Spreads, bedding, mattress |  |
| 13 | Dressers, nightstand |  |
| 14 | Promotional material |  |
| 15 | Lamps, shades, bulbs |  |
| 16 | Chairs, sofa |  |
| 17 | Carpet |  |
| 18 | Pictures and mirrors |  |
| 19 | Dusting |  |
| 20 | Closet |  |
|  |  |  |
|  | **BATHROOM**  | **CONDITION** |
|  |  |  |
| 21 | Doors |  |
| 22 | Lights, switches, plates |  |
| 23 | Walls |  |
| 24 | Tile |  |
| 25 | Ceiling |  |
| 26 | Mirror |  |
| 27 | Tub, caulking, grab bars |  |
| 28 | Shower head and curtain |  |
| 29 | Bath mat |  |
| 30 | Vanity |  |
| 31 | Fixtures/faucets/drains |  |
| 32 | Toilet: flush/seat |  |
| 33 | Towels: facial/hand/bath |  |
| 34 | Tissue: toilet/facial |  |
| 35 | Soap/shampoo |  |
| 36 | Amenities |  |
| 37 | Exhaust vent |  |

Inspected By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Student Signature)

**The Hospitality Project**

### Purpose

This project allows students to make decisions about food and beverage at a banquet event. The purpose of this event is to demonstrate proficiency in planning a successful event and the presentation skills necessary to present an event proposal to a client. Teams will demonstrate their knowledge and skills by preparing an event proposal, BEO, menu, and floor plan which they will present to the judges, acting as a prospective client. Students will be judged on accuracy, presentation and organization of ideas.

### Time Allotment

4 hours – Preparation Time

15 minutes – Verbal Presentation to the judges

Materials Provided

1. Laptop computer with complete suite of Microsoft Office Programs and BEO template
2. Sales packet from hotel (will include room specifications, property information, and food and beverage menus)
3. Binder to be used for hard copy of presentation
4. Scrapbook paper, pens, pencils, and markers
5. Shared printer monitored by FRLAEF staff member
6. LCD projector, screen, and wireless clicker for presentation

Procedures

Teams will be given a scenario (Exhibit G) at the start of the Hospitality Project Competition in which they are asked to serve as an event planner employed by a sample hotel. An important client has asked the team to create a themed-event, in which a set budget for expenses has been set. The client is doing site visits at multiple properties and wants to see what each property can offer while still being cognizant of the budget.

The deliverables for this project include the following:

* Event proposal to include important information about the hotel property as it relates to “selling” the hotel to a prospective client, and the recommended theme for the event
* BEO
* Event Menu
* Event Floor Plan

Rules and Guidelines

1. Teams will be given the use of computers to prepare their project.
2. Teams will be required to use a laptop while preparing their presentations. Only one laptop per team will be permitted.
3. No Wi-Fi or Internet service of any kind will be permitted during the project.
4. Students must present an event proposal, BEO, event menu, and floor plan\*\* in a presentation to the judges. The format of the presentation is the students’ choice, but students must use the programs provided to them in Microsoft Office (Power Point, Word, etc.). *\*\*The only portion of the project that may be submitted without the use of a computer is a hand-drawn floor plan. The floor plan may be presented either electronically or in a paper-based format to the judges.*
5. Teams will report to a pre-determined location and time for their presentations. The presentation schedule will be released prior to January 6.
6. Following the presentation, the students must submit a print version of their presentation in a notebook that will be left with the judges. The notebook should contain a hard copy of each team’s event proposal, BEO, event invitation, and event menu. If the students choose to hand-draw the floor plan, the drawing must be submitted in the notebook as well. The hard copies must match what was presented verbally to the judges.
7. An FRLAEF staff member will be monitoring the printer throughout the preparation time period in order for the students to print hard copies of their presentations. The staff person will have a flash drive to copy the presentation from the team computer to the printer. Students are not permitted to bring their own flash drive.
8. All components of the project must be created on-site. Any team found using a pre-existing presentation will be disqualified.
9. Prior to leaving the room, teams will be required to turn in any hard copy drafts to the designated staff member.

Tips for How to Prepare Your Students

The FRLAEF selects a real-life hotel venue to host the function described in the sample scenario for the students. FRLAEF uses an actual sales packet from the selected venue to provide the students with room specifications, property information, and food and beverage menus with pricing. Many of these items can be found on individual hotel websites – most often under the “Meetings and Events” tab. A great way to prepare your students is to provide them with the sample scenario, and pull together the sales packet documents from a hotel website. This will give them the best chance to practice for what will happen at the competition.

Scoring (Exhibit H)

* Event Proposal = Maximum of 20 points
* Banquet Event Order = Maximum of 20 points
* Event Menu = Maximum of 20 points
* Event Floor Plan = Maximum of 20 points
* Creativity of Ideas = Maximum of 10 Points
* Presentation of Ideas/Overall Organization = Maximum of 10 Points

**Total Maximum Points for Hospitality Project = 100**

**EXHIBIT G**

**Sample Scenario: Hospitality Project**

You are an event planner at the Fontainebleau Resort in Miami, Florida and have an important client coming to your property for a site-visit. Kimberly Miles from the American Hotel & Lodging Association (AH&LA) has sent you an email with some basic event information.

She is hoping to host a dinner party at your property in honor of Joe McInerney’s years of service as AH&LA’s President/CEO. She would like for you to present an event proposal for her consideration. The event will take place on April 13, 2013 from 6:00-10:00pm.

In her email, she references that she is looking for a themed-event and has a maximum budget of $20,000 to spend on Food and Beverage.

Joe McInerney (also known as “JoeMac” amongst friends and colleagues) is widely respected in the hotel industry, having served in a number of leadership positions over the last 50 years. Joe’s favorite hobby is to travel the world. He enjoys eating cuisine inspired by the area in which he is visiting. Other interests include playing golf, supporting his alma mater the Boston College Eagles, and spending time with his wife, kids and grandkids.

Kimberly hasn’t decided whether or not she wants the event to be held indoors or outdoors, and is also not sure whether she should organize something more casual and laid-back or have the event be a fancy black-tie event. She is hoping your ideas and proposal for a theme will help her decide. The most important thing to her is to honor Joe’s 50 years of leadership in the hotel industry and incorporate some of his favorite hobbies into the event’s theme.

Kimberly’s F&B budget expenses must also take into consideration that the Fontainebleau Resort has a 23% service charge and 9% sales tax on all Food & Beverage expenses. These figures must be included in her budget of $20,000. Because of the amount of F&B expenses, the Fontainebleau will not be charging Ms. Miles any rental charge for use of the convention space.

In addition to the food selection, Ms. Miles would like information on beer, wine and soda as part of her menu. She would like a cash bar, and will **not** be billed for any of the alcoholic drinks or soda consumed. The only fee she will be responsible in paying for the cash bar is a $125 fee for one bartender for four hours.

Any combination of food and beverage menus may be utilized, as long as the total expense does not exceed $20,000. Based on the menu recommendation, Ms. Miles will then determine how many guests she can afford to invite to her function.

Ms. Miles has already contacted your audiovisual provider and notified them that she will need a podium, microphone, projector, and screen in order to present Joe with an award for his years of service to AH&LA. These expenses are to be separate from her food & beverage expenses.

Ms. Miles will be the primary contact on this account, and would like all billing to flow through her.

*Her contact information is below:*

Kimberly Miles

Senior Vice-President, Industry Relations

American Hotel & Lodging Association

1201 New York Avenue, NW, Suite 600

Washington, DC  20005

*Included in your packet you will find:*

1. A sales brochure of the hotel featuring information on the property.
2. A meeting planning brochure which documents the event facilities available, and most importantly the size of each room and its attendee capacity based on the type of floor plan selected.
3. The hotel’s banquet menus, which includes menu options and pricing.

**Your deliverables to Ms. Miles include the following:**

1. Event Proposal

*Highlight the special features of your property that showcases what makes your hotel special. Be sure to include the function space options available to the client, and provide a brief overview of the theme you are proposing.*

1. Event Menu

*What menu recommendations would you offer Ms. Miles based on her budget restrictions? How many people can she invite to the event based on your recommendations?*

1. Event Floor Plan

*Draw a diagram of the proposed event layout.*

1. Banquet Event Order

*Use the template provided to alert your staff of the event details.*

**EXHIBIT H**

**Sample Scoring Sheet – Hospitality Project**

Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Event Proposal: (Maximum of 20 Points)**

Maximum of 5 Points for Each Item Included (5 being excellent, 1 being poor)

* How well did the team highlight the selling points of the hotel? (Special features, available function space)

1 2 3 4 5

* How well did the team highlight the function space offered?

1 2 3 4 5

* How creative was the proposed theme for the event?

1 2 3 4 5

* Did the students recommend an appropriate room for the event based on the recommended attendee number?

Yes = 5 Points \_\_\_\_\_\_

 No = 0 Points \_\_\_\_\_\_

Event Proposal Total: \_\_\_\_\_\_\_

**Event Menu (Maximum of 20 Points)**

Maximum of 10 Points (10 being excellent, 1 being poor)

* Did the students correctly calculate the total Food & Beverage costs to Ms. Miles? (must include food prices, non-alcoholic drink prices, gratuity, tax, and $100 bartender fee)

1 2 3 4 5 6 7 8 9 10

* Did the students accurately calculate how many people Ms. Miles can invite to the event?

Yes = 5 Points \_\_\_\_\_\_

 No = 0 Points \_\_\_\_\_\_

Maximum of 5 Points (5 being excellent, 1 being poor)

* Rate the overall creativity and presentation of the menu

1 2 3 4 5

Event Menu Total: \_\_\_\_\_\_\_

**Event Floor Plan (Maximum of 20 Points)**

Maximum of 5 Points for Each Item Included (5 being excellent, 1 being poor)

* Is the floor plan appropriate for the type of service the students recommended (plated vs. buffet style, banquet or reception style, etc)?

1 2 3 4 5

* Did the students include the AV pieces?

1 2 3 4 5

* Did the students allow for the right number of tables, given the number of people Ms. Miles can afford to invite?

1 2 3 4 5

* Rate the overall organization of the floor layout

1 2 3 4 5

Event Floor Plan Total: \_\_\_\_\_\_\_

**BEO: (Maximum of 20 Points)**

Maximum of 4 Points for Each Item Included (4 being excellent, 1 being poor)

* Did the BEO match the menu presented?

1 2 3 4

* Did the BEO match the floor layout presented?

1 2 3 4

* Did the team include the billing and contact information correctly?

1 2 3 4

* Did the team include the event time, date, room selection, and place correctly?

1 2 3 4

* Rate the overall presentation. Did the team accurately portray the event specifications? Based on the BEO, does the banquet staff have the proper information to set up the event? (4 being excellent, 1 being poor)

1 2 3 4

Banquet Event Order Total: \_\_\_\_\_\_\_

**Rate the Overall Creativity of Ideas** = Maximum of 10 Points

1 2 3 4 5 6 7 8 9 10

**Rate the Presentation of Ideas/Overall Organization** = Maximum of 10 Points

1 2 3 4 5 6 7 8 9 10

**Total Score: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**EXHIBIT I**

**Banquet Event Order Template**



# Knowledge Bowl Competition

**Purpose**

Teams will demonstrate their hospitality knowledge by competing in a “Jeopardy Style” question and answer event. Only curriculum pages provided in ***Preparation Curriculum*** will be used to develop the questions used during the Knowledge Bowl.

**Rules and Guidelines**

Teams are not permitted to have any materials with them in the holding room; including LMP/HTMP textbooks and workbooks, note cards, or class binders.

Teachers, parents, sponsors, and state executives are welcome to sit in the audience during this phase of the Competition, though they are not permitted to offer assistance of any kind to the students.

#### Procedures

1. Team pairings for Round 1 and Round 2 of the Competition will be released prior to March 1, 2015.
2. This is a double elimination competition so each team will compete in at least Round 1 and Round 2.
3. Every team competing in the round will be asked the same questions. For example, all of the teams competing in Round 1 will be asked the exact same question. The teams will be sequestered while not competing. Students are not allowed to discuss the questions when they return to the sequestration room.
4. All rounds will consist of 10 questions. The team to go first will be determined by a coin toss.
5. Competing teams will take turns answering questions. Once the question has been read, teams will have 10 seconds to answer the question. Questions will only be answered by the team captain. If someone other than the team captain answers the question, it will be considered incorrect.
6. If the question is answered correctly, the team will be awarded 5 points.
7. If the question is answered incorrectly, the opposing team will have 5 seconds to answer the question correctly. If they answer correctly, they will be awarded 5 points.
8. Teams will receive 5 points for a correct answer; NO points will be deducted for an incorrect answer.
9. If the answer given is not clear to the moderator, s/he will ask the judges to make a final decision.
10. If a team wishes to challenge a decision, the team captain must say “challenge” immediately after the decision. Challenges will not be taken after the next question is read.
11. In the event of a tie during any match, a tiebreaker match will be held. If the tiebreaker match ends in a tie, the cumulative point totals for each team will be added up (excluding any points awarded during tiebreaker matches) to determine the winner of the match.

### Determining Final Placement:

1. The teams who advance to the FINAL MATCH of the tournament will earn a final placement of 1st or 2nd place, with 1st place going to the team with the higher score in the final elimination match. The tiebreaker rules notated in #11 above will apply to the FINAL MATCH.
2. If necessary, a 3rd Place “Bronze Medal” match will be held to determine 3rd place. The losing team of the “Bronze Medal” match will receive 4th place in the final rankings. The tiebreaker rules notated in #11 above will apply to the “Bronze Medal” match.
3. The remaining final placements will be determined based on the points earned in the tournament.

**Scoring**

Points toward the overall cumulative score of the Competition will only be awarded to the top 8 teams. Teams can earn a maximum of 100 points to count towards their cumulative Competition score.

*Final Placement:*

1st Place Team – 100 Points

2nd Place Team – 90 Points

3rd Place Team – 80 Points

4th Place Team – 70 Points

5th Place Team – 60 Points

6th Place Team – 50 Points

7th Place Team – 40 Points

8th Place Team – 30 Points