

# **HOTEL AND LODGING MANAGEMENT SERIES EVENT**

## **INSTRUCTIONAL AREA** Customer Relations

### **PERFORMANCE INDICATORS**

1. Demonstrate a customer-service mindset.
2. Handle customer/client complaints.
3. Reinforce service orientation through communication.
4. Use conflict-resolution skills.
5. Determine when a room is available for sale.

**DESCRIPTION:** Knowledge of room reservation policies

## **INSTRUCTIONAL AREA** Promotion

### **PERFORMANCE INDICATORS**

1. Explain the nature of a promotional plan.
2. Coordinate activities in the promotional mix.
3. Describe the use of technology in the promotion function.
4. Identify communication channels used in sales promotion.
5. Detail two types of marketing materials for the lodging facility.

**DESCRIPTION:** Knowledge of the development of a promotion plan