



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Product/Service Management

HOSPITALITY SERVICES TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature and scope of the pricing function.
- Explain the concept of price in the hospitality and tourism industry.
- Explain the nature and scope of the product/service management function.
- Describe the nature of product bundling.
- Identify product's/service's competitive advantage.
- Describe services offered by the hospitality and tourism industry.
- Explain the principles of supply and demand.

CASE STUDY SITUATION

You are to assume the roles of the general manager and the director of marketing for HOTEL BLUSH, a full-service hotel that is located near a newly constructed sports arena. The regional manager (judge) wants you to determine special room pricing and inclusions/exclusions for an upcoming event.

HOTEL BLUSH is located in the heart of a metropolitan city. For years, the property was considered on the outskirts of the downtown area, but with the recent rebuild of the city's sports arena, the property is often in high demand. The average room rate at HOTEL BLUSH is \$199.99/night.

HOTEL BLUSH has a full-service restaurant, lounge, swimming pool and business center. The hotel has a 25-seat shuttle bus that it uses for guests that wish to purchase special transportation. The hotel does not offer any complimentary shuttle services.

For the first time, the city in which HOTEL BLUSH is located will be hosting the 2022 NCAA Final Four men's basketball championship at the new sports arena. The event will take place on April 2 and April 4, 2022. It is expected that once tickets are made available, they will sell out immediately. Once the location is announced next week, it is expected that hotel accommodations will sell out, as well.

The regional manager (judge) has asked your team to decide pricing strategies for the time period covering the NCAA Final Four men's basketball championship dates. The regional manager (judge) has already partnered with a transportation service that will offer HOTEL BLUSH guests rides to/from the sports arena. The regional manager (judge) wants your team to decide a premium rate, minimum night stay and any other inclusions or exclusions represented by the premium rate. Your team must explain how the pricing strategy was decided.

You will present your ideas to the regional manager (judge) in a role-play to take place in the regional manager's (judge's) office. The regional manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the regional manager's (judge's) questions, the regional manager (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of a regional manager for HOTEL BLUSH, a full-service hotel that is located near a newly constructed sports arena. You want the general manager and the director of marketing (participant team) to determine special room pricing and inclusions/exclusions for an upcoming event.

HOTEL BLUSH is located in the heart of a metropolitan city. For years, the property was considered on the outskirts of the downtown area, but with the recent rebuild of the city's sports arena, the property is often in high demand. The average room rate at HOTEL BLUSH is \$199.99/night.

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You have asked the general manager and the director of marketing (participant team) to decide pricing strategies for the time period covering the NCAA Final Four men's basketball championship dates. You have already partnered with a transportation service that will offer HOTEL BLUSH guests rides to/from the sports arena. You want the general manager and the director of marketing (participant team) to decide a premium rate, minimum night stay and any other inclusions or exclusions represented by the premium rate. The general manager and the director of marketing (participant team) must explain how the pricing strategy was decided.

The participants will present information 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 team:

1. Why should we look at other hotels in the marketplace to see what they are charging?
2. Explain why we should be priced less or more than other hotels in the marketplace.

Once the general manager and the director of marketing (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the general manager and the director of marketing (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

EVALUATION INSTRUCTIONS

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 demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



HOSPITALITY SERVICES TEAM DECISION MAKING 2021

JUDGE'S EVALUATION FORM ASSOCIATION EVENT #1

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the pricing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of price in the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe the nature of product bundling?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe services offered by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the principles of supply and demand?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						