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 marketing and its importance in a global environment.
- Differentiate between service marketing and product marketing.
- Explain factors that influence customer/client/business buying behavior.
- Explain the use of marketing strategies in hospitality and tourism.
- Demonstrate connections between company actions and results.
- Explain the role of promotion as a marketing function.
- Explain promotional methods used by the hospitality and tourism industry.
CASE STUDY SITUATION

You are to assume the roles of the marketing manager and the reservations manager for a local JOY HOTEL location. The general manager (judge) wants you to determine how to entice business travelers to bookend their business trip with leisure stay.

This JOY HOTEL is located in a busy downtown of a major city and is frequented by both business and leisure travelers. The property has many features: spa, fitness center, pools, restaurants and lounges.

A study by a lodging association shows that 89% of business travelers want to add leisure time to their next business trip. JOY HOTEL has many guests that are visiting the city for business. The general manager (judge) wants to contact guests with reservations through company travel and encourage them to add days before and/or after their business trip for leisure.

The general manager (judge) wants your team to determine:

• Appropriate incentive(s) that will encourage business travelers to add days before and/or after business stay
• Strategies to market the incentive
• Methods to promote

The general manager (judge) also wants your team to explain how to incorporate property features into the incentive.

You will present your ideas to the general manager (judge) in a role-play to take place in the general manager’s (judge’s) office. The general 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 general manager’s (judge’s) questions, the general 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 the general manager for a local JOY HOTEL location. You want the marketing manager and the reservations manager (participant team) to determine how to entice business travelers to bookend their business trip with leisure stay.

This JOY HOTEL is located in a busy downtown of a major city and is frequented by both business and leisure travelers. The property has many features: spa, fitness center, pools, restaurants and lounges.

A study by a lodging association shows that 89% of business travelers want to add leisure time to their next business trip. JOY HOTEL has many guests that are visiting the city for business. You want to contact guests with reservations through company travel and encourage them to add days before and/or after their business trip for leisure.

You want the marketing manager and the reservations manager (participant team) to determine:

- Appropriate incentive(s) that will encourage business travelers to add days before and/or after business stay
- Strategies to market the incentive
- Methods to promote

You also want the marketing manager and the reservations manager (participant team) to explain how to incorporate property features into the incentive.

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. Do all incentives have to be price driven?
2. How can your proposed incentives lead to a stronger relationship with the JOY HOTEL brand?

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

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
HOSPITALITY SERVICES TEAM DECISION MAKING 2024

JUDGE’S EVALUATION FORM

INSTRUCTIONAL AREA: Marketing

| Participant: __________________________ | Participant: __________________________ | ID Number: __________________________ |

Did the participant team:

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explain marketing and its importance in a global environment?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. Differentiate between service marketing and product marketing?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>3. Explain factors that influence customer/client/business buying behavior?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>4. Explain the use of marketing strategies in hospitality and tourism?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>5. Demonstrate connections between company actions and results?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>6. Explain the role of promotion as a marketing function?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>7. Explain promotional methods used by the hospitality and tourism industry?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

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