



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Selling

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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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 key factors in building a clientele.
- Explain factors that motivate people to choose a hospitality and tourism site.
- Recommend hospitality and tourism services.
- Explain the role of customer service as a component of selling relationships.
- Demonstrate connections between company actions and results.
- Demonstrate a customer service mindset.
- Identify product's/service's competitive advantage.

CASE STUDY SITUATION

You are to assume the roles of general manager and guest relations director for CORBIN BAY HOTEL & CASINO, a 1,200-room hotel property and gaming establishment. The owner of the property (judge) has asked you to determine what services or amenities should be added to the property to attract guests with children, yet not discourage guests without children from booking.

CORBIN BAY HOTEL & CASINO is one of five hotels and gaming establishments located in an area that allows casinos. County laws mandate that gaming establishments are only open to guests age 21 years old and older, and guests must show valid identification for entrance. Absolutely no one under the age of 21 years old can be on the casino floor at any time.

CORBIN BAY HOTEL & CASINO has been catering to guests age 21 and older since it opened in 1990. The property has five full service restaurants, six lounges, a fitness facility and a swimming pool. The casino is separated from the hotel property by a covered walkway. Attached to the casino is a large concert hall that showcases popular music acts and comedians several times a week.

Since CORBIN BAY HOTEL & CASINO opened, it has catered to guests age 21 and older without children. Most of the guests that stay at CORBIN BAY HOTEL & CASINO are there to visit the casino, so not many minors stay at the property. However, in recent years, a large amusement park has opened four miles from the property, and many travelers have booked rooms at CORBIN BAY HOTEL & CASINO, rather than the family-friendly hotel properties near the amusement park. The number of guests with children increased 25% just last year. While these guests love the variety of dining options at the property, CORBIN BAY HOTEL & CASINO has received negative reviews concerning the lack of services and amenities enjoyable for children.

The owner of CORBIN BAY HOTEL & CASINO (judge) definitely wants to appeal to adults traveling with children, but also does not want to discourage adults without children from staying at CORBIN BAY HOTEL & CASINO. The owner (judge) is unsure which services or amenities the property can offer that will satisfy adults traveling with children, but will still maintain CORBIN BAY HOTEL & CASINO'S adult atmosphere. The owner (judge) wants you to develop a list of services or amenities that will please both adults staying at the hotel with children and those staying without children.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of CORBIN BAY HOTEL & CASINO, a 1,200-room hotel property and gaming establishment. You have asked the general manager and guest relations director (participant team) to determine what services or amenities should be added to the property to attract guests with children, yet not discourage guests without children from booking.

CORBIN BAY HOTEL & CASINO is one of five hotels and gaming establishments located in an area that allows casinos. County laws mandate that gaming establishments are only open to guests age 21 years old and older, and guests must show valid identification for entrance. Absolutely no one under the age of 21 years old can be on the casino floor at any time.

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Since CORBIN BAY HOTEL & CASINO opened, it has catered to guests age 21 and older without children. Most of the guests that stay at CORBIN BAY HOTEL & CASINO are there to visit the casino, so not many minors stay at the property. However, in recent years, a large amusement park has opened four miles from the property and many travelers have booked rooms at CORBIN BAY, rather than the family friendly hotel properties near the amusement park. The number of guests with children increased 25% just last year. While these guests love the variety of dining options at the property, CORBIN BAY HOTEL & CASINO has received negative reviews concerning the lack of services and amenities enjoyable for children.

You definitely want to appeal to adults traveling with children, but also do not want to discourage adults without children from staying at CORBIN BAY HOTEL & CASINO. You are unsure which services or amenities the property can offer that will satisfy adults traveling with children, but will still maintain CORBIN BAY HOTEL & CASINO'S adult atmosphere. You want the general manager and guest relations director (participant team) to develop a list of services or amenities that will please both adults staying at the hotel with children and those staying without children.

After the general manager and sales and guest relations director (participant team) have presented their ideas, you are to ask the following questions of each participant team:

1. Are there any potential negative consequences to your ideas?
2. Will our hotel staff need additional training if we implement your ideas?
3. How should we promote these new services?

Once the general manager and guest relations director (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.



HOSPITALITY SERVICES TEAM DECISION MAKING, 2018

Participant: _____

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE

I.D. Number: _____

INSTRUCTIONAL AREA
Selling

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain factors that motivate people to choose a hospitality and tourism site?	0-1-2-3	4-5-6	7-8	9-10	
3.	Recommend hospitality and tourism services?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
5.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
6.	Demonstrate a customer service mindset?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify product's/service's competitive advantage?	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						