



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

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 the nature of a promotional plan.
- Explain the nature of marketing plans.
- Explain the role of promotion as a marketing function.
- Explain the concept of marketing strategies.
- Explain the types of promotion.
- Identify communications channels used in sales promotion.
- Explain key factors in building a clientele.

CASE STUDY SITUATION

You are to assume the roles of general manager and sales and marketing director for CASCADE INN, a single location full-service hotel. The owner of the hotel (judge) wants you to create a marketing and promotion plan that will attract new customers and ultimately lead to an increase in occupancy rates.

CASCADE INN is located in the city of Cascade. The city has just 50,000 people but boasts the world headquarters of an important farming equipment manufacturer, LAND ONE. LAND ONE'S headquarters are located on a sprawling 1,400-acre campus with four buildings and 1,000 employees. LAND ONE'S campus is on the outskirts of Cascade, approximately ten miles from the downtown area.

The hotel has a lounge, swimming pool, spa, fitness center, several meeting rooms and a business center. There is a chain restaurant that operates on the hotel property, but is not affiliated with the hotel. The property also offers shuttle service around the Cascade area. The 200-room property was built adjacent to the LAND ONE campus primarily for the corporate travelers visiting Cascade for LAND ONE business.

The other full-service hotels in Cascade are located in the downtown tourist area, near the city's restaurants, shops, entertainment venues and the arena that houses the city's Minor League Hockey team. Recently a downtown revitalization project spent \$250 million on Cascade, creating an upscale feel in the middle class town.

Two months ago, executives at LAND ONE initiated a company-wide travel freeze, eliminating all corporate travel for the next year while the company reorganizes and trims the budget. This has led to an extreme reduction in occupancy at CASCADE INN as LAND ONE corporate travel is the property's primary source of revenue.

The owner of CASCADE INN (judge) wants your team to create a marketing and promotion plan that will attract new customers to the property in hopes of raising the occupancy rate. The owner (judge) knows that the city of Cascade is not considered a national tourist destination, but since the nearest metropolitan area is over three hours away, many people in surrounding areas travel to Cascade for short getaways or staycations.

The owner (judge) wants to make sure you address possible customer objections to staying at CASCADE INN in your plan. The owner (judge) feels that people think CASCADE INN is too far away from the downtown area or only for LAND ONE representatives.

You will present your plan 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 plan. After you have presented your plan 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 CASCADE INN, a single location full-service hotel. You want the general manager and sales and marketing director (participant team) to create a marketing and promotion plan that will attract new customers and ultimately lead to an increase in occupancy rates.

CASCADE INN is located in the city of Cascade. The city has just 50,000 people but boasts the world headquarters of an important farming equipment manufacturer, LAND ONE. LAND ONE'S headquarters are located on a sprawling 1,400-acre campus with four buildings and 1,000 employees. LAND ONE'S campus is on the outskirts of Cascade, approximately ten miles from the downtown area.

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Two months ago, executives at LAND ONE initiated a company-wide travel freeze, eliminating all corporate travel for the next year while the company reorganizes and trims the budget. This has led to an extreme reduction in occupancy at CASCADE INN as LAND ONE corporate travel is the property's primary source of revenue.

You want the general manager and sales and marketing director (participant team) to create a marketing and promotion plan that will attract new customers to the property in hopes of raising the occupancy rate. You know that the city of Cascade is not considered a national tourist destination, but since the nearest metropolitan area is over three hours away, many people in surrounding areas travel to Cascade for short getaways or staycations.

You want to make sure the general manager and sales and marketing director (participant team) addresses possible customer objections to staying at CASCADE INN in your plan. You feel that people think CASCADE INN is too far away from the downtown area or only for LAND ONE representatives.

The general manager and sales and marketing director (participant team) will present their plan to you in a meeting to take place in your office. You will begin the meeting by greeting the general manager and sales and marketing director (participant team) and asking to hear about their ideas.

After the general manager and sales and marketing director (participant team) have presented their plan you are to ask the following questions of each participant team:

1. Could we run into problems if LAND ONE lifts travel freeze?
2. If the plan doesn't work, what are some ways we can cut costs at the hotel?
3. Are there parts of your plan that we need to communicate with hotel staff?

Once the general manager and sales and marketing 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, 2017

JUDGE'S EVALUATION FORM
DISTRICT EVENT

INSTRUCTIONAL AREA
Promotion

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
6.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain key factors in building a clientele?	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						