



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 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 and scope of the product/service management function.
- Explain the concept of product in the hospitality and tourism industry.
- Describe services offered by the hospitality and tourism industry.
- Explain the nature of corporate branding.
- Explain factors that motivate people to choose a hospitality and tourism site.
- Differentiate between service marketing and product marketing.
- Identify ways to segment the hospitality and tourism markets.

CASE STUDY SITUATION

You are to assume the roles of director of brand management and director of guest relations for WELLER INTERNATIONAL, a hospitality company that manages and franchises several brands of hotel properties. The senior vice president (judge) has asked you to determine which of the WELLER INTERNATIONAL brands should be used in a new mixed-use project space and which services the brand should provide guests.

In a suburb of a capitol city with over 450,000 people, a mixed-use project is being developed. The project, called City Point, will offer over 80-acres of space to be used for retail, restaurants, entertainment venues, townhomes, office space and green space. City Point hopes to be a destination for both locals and travelers. The space will be the first of its kind in the area.

The retail and restaurant spaces have been leased by mid-price to upscale companies. The restaurants range from a locally-owned, organic ice-cream shop to a four-star, full-service restaurant. A small art gallery, ceramics studio and theater venue give entertainment options to guests, as does the green space perfect for outdoor concerts and picnic settings.

WELLER INTERNATIONAL has purchased the property leading into City Point to build the only lodging facility within five miles. Although there are other lots available surrounding City Point, WELLER will have the only hotel in the mixed-use project. The senior vice president (judge) is unsure which of the many WELLER brands to pick for the City Point location. The senior vice president (judge) has narrowed it down to three WELLER brands and has asked your team to choose which would be the best fit for the City Point location.

Option 1 – *St. Augustine*, WELLER’s luxury brand of hotels. *St. Augustine* offers an exceptional level of comfort, including turn-down service, top quality linens, butler service and concierge services. Guest rooms are priced starting at \$399/night.

Option 2 – *Hotel Weller*, WELLER’s classic brand that offers traditional hotel services. Guest rooms are priced starting at \$189/night.

Option 3 – *Periwinkle*, WELLER’s boutique brand, typically targeted at Millennials, that adds local flavor to architecture and décor, making each property unique and distinct. Untraditional offerings like bicycles and pet goldfish are standard. Guest rooms are priced starting at \$189/night.

The senior vice president (judge) wants you to choose a WELLER brand that fits best with City Point and to suggest services and amenities the property should offer to guests.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of senior vice president for WELLER INTERNATIONAL, a hospitality company that manages and franchises several brands of hotel properties. You have asked the director of brand management and director of guest relations (participant team) to determine which of the WELLER INTERNATIONAL brands should be used in a new mixed-use project space and which services the brand should provide guests.

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WELLER INTERNATIONAL has purchased the property leading into City Point to build the only lodging facility within five miles. Although there are other lots available surrounding City Point, WELLER will have the only hotel in the mixed-use project. You are unsure which of the many WELLER brands to pick for the City Point location. You have narrowed it down to three WELLER brands and have asked the director of brand management and director of guest relations (participant team) to choose which would be the best fit for the City Point location.

Option 1 – *St. Augustine*, WELLER's luxury brand of hotels. *St. Augustine* offers an exceptional level of comfort, including turn-down service, top quality linens, butler service and concierge services. Guest rooms are priced starting at \$399/night.

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You want the director of brand management and director of guest relations (participant team) to choose a WELLER brand that fits best with City Point and to suggest services and amenities the property should offer to guests.

The director of brand management and director of guest relations (participant team) will present recommendations to you in a meeting to take place in your office. You will begin the meeting by greeting the director of brand management and director of guest relations (participant team) and asking to hear about their ideas.

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

1. What risks do we face when making this decision?
2. Why do you think this brand offers the least risk?
3. What was your biggest consideration in making your brand recommendation? Why?

Once the director of brand management and director of guest relations (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, 2019

JUDGE'S EVALUATION FORM
DISTRICT EVENT

INSTRUCTIONAL AREA
Product/Service Management

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 and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of product in the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe services offered by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain factors that motivate people to choose a hospitality and tourism site?	0-1-2-3	4-5-6	7-8	9-10	
6.	Differentiate between service marketing and product marketing?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify ways to segment the hospitality and tourism markets?	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						