



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 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 role of promotion as a marketing function.
- Describe the concept of promotion in the hospitality and tourism industry.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the relationship between promotion and brand.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain the concept of price in the hospitality and tourism industry.
- Explain key factors in building a clientele.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of revenue management for SUMMIT HOTELS, the luxury branded hotel properties that are part of the SQUARE SUMMIT WORLDWIDE management company. The chief marketing officer (CMO) of SQUARE SUMMIT WORLDWIDE (judge) has asked you to develop a special Cyber Monday promotion that focuses on SUMMIT HOTELS.

SQUARE SUMMIT WORLDWIDE manages over 500 hotel properties across five different brands ranging from limited-service properties to luxury properties. SUMMIT HOTELS is the luxury brand and has only ten locations: Los Angeles, New York City, Montreal, Vancouver, San Francisco, Chicago, Dallas, Washington, D.C., Las Vegas and Miami.

All ten of the luxury branded SUMMIT HOTELS include tennis courts, bowling alleys, yoga studios, billiards tables, infinity pools, full-service salons and spas and four-star restaurants. The average rate during non-peak times ranges from \$349.00 to \$499.00/night.

Cyber Monday was first introduced in the early 2000s as the Monday following Thanksgiving in November. Cyber Monday is the virtual counterpart to Black Friday and draws in record-breaking ecommerce sales each year. Traditionally, Cyber Monday has been known for physical retail items, but research has shown that shoppers are also interested in purchasing experiences on Cyber Monday and not only physical items.

A study done in 2018 demonstrated that 12% of Cyber Monday shoppers planned to look for travel, lodging and experience deals. SQUARE SUMMIT WORLDWIDE has never participated in any Cyber Monday promotions in the past, but the chief marketing officer (judge) feels that the company should plan to participate on Cyber Monday 2021, which will be on Monday, November 29.

The CMO (judge) wants your team to create a Cyber Monday promotion for November 29, 2021, that will focus on SUMMIT HOTELS. The CMO (judge) feels that the luxury experience will be a better draw to bring in new clientele than the other SQUARE SUMMIT brands. The CMO (judge) wants your promotion to include:

- Special promotional rates
- Any exclusions/black-out dates
- Promotional methods
- Marketing strategies

The chief marketing officer (judge) also wants your team to explain how your Cyber Monday promotion will result in building SUMMIT HOTEL clientele.

You will present your ideas to the CMO (judge) in a role-play to take place in the CMO's (judge's) office. The CMO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the CMO's (judge's) questions, the CMO (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 chief marketing officer (CMO) for SQUARE SUMMIT WORLDWIDE, a hotel management company. You have asked the director of marketing and the director of revenue management (participant team) of SUMMIT HOTELS, the luxury branded hotel properties that are part of the SQUARE SUMMIT WORLDWIDE management company, to develop a special Cyber Monday promotion that focuses on SUMMIT HOTELS.

SQUARE SUMMIT WORLDWIDE manages over 500 hotel properties across five different brands ranging from limited-service properties to luxury properties. SUMMIT HOTELS is the luxury brand and has only ten locations: Los Angeles, New York City, Montreal, Vancouver, San Francisco, Chicago, Dallas, Washington, D.C., Las Vegas and Miami.

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A study done in 2018 demonstrated that 12% of Cyber Monday shoppers planned to look for travel, lodging and experience deals. SQUARE SUMMIT WORLDWIDE has never participated in any Cyber Monday promotions in the past, but you feel that the company should plan to participate on Cyber Monday 2021, which will be on Monday, November 29.

You want the director of marketing and the director of revenue management (participant team) to create a Cyber Monday promotion for November 29, 2021, that will focus on SUMMIT HOTELS. You feel that the luxury experience will be a better draw to bring in new clientele than the other SQUARE SUMMIT

brands. You want the director of marketing's and the director of revenue management's (participant team's) promotion to include:

- Special promotional rates
- Any exclusions/black-out dates
- Promotional methods
- Marketing strategies

You also want the director of marketing and the director of revenue management (participant team) to explain how your Cyber Monday promotion will result in building SUMMIT HOTEL clientele.

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:

1. What are possible negative consequences of this Cyber Monday promotion?
2. How will participating in a Cyber Monday promotion help our brand?
3. Should our promotion include any extra services or amenities? If so, what?

Once the director of marketing and the director of revenue management (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing and the director of revenue management (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
DISTRICT EVENT - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Promotion

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe the concept of promotion in the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the relationship between promotion and brand?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of price in the hospitality and tourism industry?	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						