



HOSPITALITY SERVICES MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

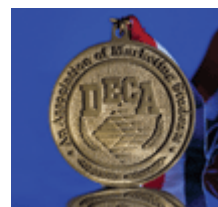
- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- 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.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the factors that motivate people to choose a hospitality site.
- Describe services offered by the hospitality industry.
- Determine services to provide customers.
- Explain the concept of competition.
- Explain promotional methods used by hotels.
- Coordinate activities in the promotional mix.
- Monitor guest satisfaction with services/facility



CASE STUDY

You are to assume the roles of marketing consultants for CREATIVE SOLUTIONS, a marketing firm that specializes in the needs of the hospitality industry. The general manager (judge) of an extended-stay hotel, the CEDARCREST, has hired your team to suggest additional services and activities the hotel should offer to extended stay guests to stay ahead of the competition.

The CEDARCREST is located in a medium-sized town with a population of 80,000 residents and is within 10 minutes of the downtown area. With 200 sleeping rooms, The CEDARCREST also has a workout facility, a pool, a continental breakfast area and bell service.

Over the past few years, several of the hotel guests have been business travelers who are staying extended stays, which can be anywhere from three weeks to six months. Extended-stay travelers are typically relocating to the area and may have a family with them, or are business travelers who work in different locations and use the hotel as their part-time home. An extended-stay traveler might only be staying at the CEDARCREST during the week and traveling home on the weekends. Extended-stay travelers have increased the hotel occupancy rate by 15% during the week, and the hotel's general manager (judge) feels that more travelers of this type are coming each year. The CEDARCREST would like to stay ahead of the competition by meeting the typical needs of the extended-stay traveler and developing creative ways to provide services designed specifically for them.

The general manager (judge) has asked you to put together a strategic plan with services and activities for extended-stay guests that will cause extended stay-travelers to choose the CEDARCREST rather than your competition.

Your team should consider the following:

- Special services that will appeal specifically to extended-stay guests
- The best way to promote the new services
- How the hotel can evaluate the effectiveness of this plan

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

JUDGE'S INSTRUCTIONS

You are to assume the role of general manager of an extended stay-hotel, the CEDARCREST. You have hired marketing consultants (participant team) from CREATIVE SOLUTIONS, a marketing firm that specializes in the needs of the hospitality industry, to suggest additional services and activities the hotel should offer to extended-stay guests to stay ahead of the competition.

The CEDARCREST is located in a medium sized town with a population of 80,000 residents and is within 10 minutes of the downtown area. With 200 sleeping rooms, the CEDARCREST also has a workout facility, a pool, a continental breakfast area and bell service.

Over the past few years, several of the hotel guests have been business travelers who are staying extended stays, which can be anywhere from three weeks to six months. Extended-stay travelers are typically relocating to the area and may have a family with them, or are business travelers who work in different locations and use the hotel as their part-time home. An extended-stay traveler might only be staying at the CEDARCREST during the week and traveling home on the weekends. Extended-stay travelers have increased the hotel occupancy rate by 15% during the week, and the hotel's general manager (judge) feels that more travelers of this type are coming each year. The CEDARCREST would like to stay ahead of the competition by meeting the typical needs of the extended-stay traveler and developing creative ways to provide services designed specifically for them.

You have asked the marketing consultants (participant team) to put together a strategic plan with services and activities for extended-stay guests that will cause extended stay-travelers to choose the CEDARCREST rather than your competition.

The marketing consultants (participant team) should consider the following:

- Special services that will appeal specifically to extended-stay guests
- The best way to promote the new services
- How the hotel can evaluate the effectiveness of this plan

The consultants (participant team) will present their plans to you in a meeting to take place in your office. You will begin the meeting by greeting the participants and asking to hear about their ideas.

After the consultants (participant team) have presented their ideas, you are to ask the following questions of each participant team:

1. Why is it important to keep extended-stay travelers satisfied?
2. How often should we update our services for extended-stay guests?
3. How will we know if the trend for longer stays reverses?

Once the consultants (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 direct.

We thank you for your help.

JUDGE'S EVALUATION FORM HMDM

PERFORMANCE INDICATORS

DID THE PARTICIPANT:

| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/No Value | Judged Score |
|---|-------------------------|-----------------------|-----------------------|--------------------|-----------------|
| 1. Explain factors that motivate people to choose a hospitality site? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 2. Describe services offered by the hospitality industry? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 3. Determine services to provide customers? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 4. Explain the concept of competition? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 5. Explain promotional methods used by hotels? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 6. Coordinate activities in the promotional mix? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 7. Monitor guest satisfaction with services/facility? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |

PRESENTATION

| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/No Value | Judged Score |
|---|-------------------------|-----------------------|-----------------------|--------------------|-----------------|
| 8. Clarity of expression | 6-5 | 4 | 3-2 | 1-0 | _____ |
| 9. Organization of ideas | 6-5 | 4 | 3-2 | 1-0 | _____ |
| 10. Showed evidence of mature judgment | 6-5 | 4 | 3-2 | 1-0 | _____ |
| 11. Effective participation of both team members | 6-5 | 4 | 3-2 | 1-0 | _____ |
| 12. Overall impression and responses to the judge's questions | 6-5 | 4 | 3-2 | 1-0 | _____ |

TOTAL SCORE
