



## Preliminary Round

### HOSPITALITY SERVICES MANAGEMENT TEAM DECISION MAKING EVENT

#### PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators Evaluated, Specific Performance Indicators Evaluated 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 EVALUATED

- 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 Performance Indicators

#### SPECIFIC PERFORMANCE INDICATORS EVALUATED

- Develop a promotional plan for a business.
- Explain types of business risk.
- Explain routine security precautions.
- Develop emergency procedures for a hospitality establishment.
- Explain procedures for handling accidents.
- Explain the nature of risk management.
- Describe legal issues affecting businesses.

## CASE STUDY SITUATION

You are to assume the roles of marketing assistants for BOARDWALK INN, a one-year-old oceanfront resort. The resort's marketing director (judge) has asked you to develop a plan to enhance public opinion of the quality of the hotel and the safety of its beach.

BOARDWALK INN is a 200-room hotel located on the beach at the end of the newly expanded town boardwalk. Management is glad that the boardwalk expansion is finished; the town will now share in the responsibilities for lifeguard duties and beach maintenance.

Unfortunately, last season's weather was very poor; several major storms on and off the coast caused rough seas. The situation was challenging for your staff because often when the weather was nice, the seas were too dangerous for swimming. Many guests didn't understand why swimming was sometimes prohibited.

During the big grand opening week, a young swimmer went out too far and was swept away by a rip tide. The swimmer was rescued, but had to be hospitalized for injuries and exhaustion. Two of the local newspapers ran stories on the incident implying that it could have been prevented with better lifeguard protection. The local authorities later withdrew these charges, but the damage had already been done. The highly publicized accident adversely affected patronage of the hotel for the rest of the season.

The marketing director (judge) has asked for your assistance in efforts to plan a public safety campaign. You are to develop ideas for educating the public about safety for shore vacations. The marketing director (judge) hopes that this effort will enhance the public's opinion of the quality of the hotel and the safety of its beach. The marketing director (judge) has told you that, in order to improve public opinion, the hotel needs to (1) plan special events to attract new guests and (2) announce additional precautions taken by the hotel to ensure that last year's accident will not happen again. However, you were cautioned not to frighten the guests. One major difference this season is that the town now shares responsibility for the lifeguard and beach maintenance duties because of the expansion of the boardwalk, and not because of the accident.

You will present your ideas to the marketing director (judge) in a meeting to be held in the conference room. The marketing director (judge) will begin the meeting by greeting you and asking to hear your ideas. Once you have presented the plan and have answered the marketing director's (judge's) questions, the marketing director (judge) will conclude the meeting by thanking you for your efforts.

## JUDGE'S INSTRUCTIONS

You are to assume the role of marketing director for BOARDWALK INN, a one-year-old oceanfront resort. You have asked your marketing assistants (participant team) for ideas for a promotion plan to enhance public opinion of the quality of the hotel and the safety of its beach.

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Unfortunately, last season's weather was very poor; several major storms on and off the coast caused rough seas. The situation was challenging for your staff because often the weather was nice but the seas were too dangerous for swimming. Many guests didn't understand why swimming was sometimes prohibited.

During the big grand opening week, a young swimmer went out too far and was swept away by a rip tide. The swimmer was rescued, but had to be hospitalized for injuries and exhaustion. Two of the local newspapers ran stories on the incident implying that it could have been prevented with better lifeguard protection. The local authorities later withdrew these charges, but the damage had already been done. The highly publicized accident adversely affected patronage of the hotel for the rest of the season.

You have asked your marketing assistants (participant team) to plan a public safety campaign. They are to develop ideas for educating the public about safety for shore vacations. You hope that this effort will enhance the public's opinion of the quality of the hotel and the safety of its beach. You have told the marketing assistants (participant team) that, in order to improve public opinion, the hotel needs to (1) plan special events to attract new guests and (2) announce additional precautions taken by the hotel to ensure that last year's accident will not happen again. However, you have cautioned them not to frighten the guests. One major difference this season is that the town now shares responsibility for the lifeguard and beach maintenance duties because of the expansion of the boardwalk, and not because of the accident.

The marketing assistants (participant team) will present their ideas to you in a meeting to take place in the conference room. You will begin the meeting by greeting the assistants (participant team) and asking to hear their ideas.

After the initial presentation, you are to ask the following questions of each participant team:

1. How can we evaluate the effectiveness of this plan?
2. What resources do we need to implement your plan?
3. How can we use these ideas long-term to improve sales?
4. How can we learn about how other employees feel about this idea? After all, the plans involve them.

Once the marketing assistants (participant team) have presented their ideas and have answered your questions, you will conclude the meeting by thanking them for their work on this project.

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

## JUDGING THE PRESENTATION

The Management Team Decision-Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing Performance Indicators. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

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

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judges Instructions). After asking the standard questions, you may ask other questions specific to the current participant team.

After the questioning period please thank the participant you will close the event by thanking for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed 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 presented 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 event director.