



## **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**

- Explain measures used to analyze economic conditions.
- Describe the nature of current economic problems.
- Determine factors affecting business risk.
- Identify factors affecting a business's profit.
- Explain the concept of competition.
- Explain the law of diminishing returns.

## CASE STUDY SITUATION

You are to assume the roles of marketing analysts for MIDWEST SOLUTIONS, a well-known marketing research firm serving the Midwest. The owner (judge) of GREAT ESCAPES RESORT has asked you to analyze a plan for a possible major expansion of its small resort located on the shores of a lake area.

GREAT ESCAPES is located within 30 miles of Midtown, an upper-middle-class metropolitan area. The majority of the population is made up of families with professional jobs. According to the local chamber of commerce's records, about 40 percent of the businesses are Internet firms. While Internet businesses remain the dominant industry in the area, that percentage is down from last year's high of 70 percent.

Currently, GREAT ESCAPES is a 100-room hotel on a beautiful 125-acre site on the shores of the largest lake in the state. Each room contains a microwave, a refrigerator and a balcony with a view of the lake. The property has a restaurant serving three meals a day and a ballroom that can seat 150 people at tables. On property are trails through the terrain and a dock with small, nonmotorized boats for rent. GREAT ESCAPES enjoys a steady occupancy. Companies wishing to conduct short retreats often rent during the week, and weekends are booked full with families and couples enjoying a short getaway or a wedding weekend. Eighty percent of GREAT ESCAPES' business comes from Midtown. Currently there are no other hotel accommodations along this lake.

GREAT ESCAPES has set aside some money for expansion. Before seeking any further financing, the owner (judge) wants your thoughts on the idea, including your opinions about expanding (with your rationale) and recommendations on the steps that will need to be taken before actual construction begins. The owner (judge) also wants you to identify market research that would be needed and any unique services the expanded resort would require to attract and retain customers.

You will present your analysis 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 for your thoughts. After you have presented your ideas 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 GREAT ESCAPES RESORT, a small facility located on the shores of a lake area. You have asked a team of marketing analysts (participant team) from MIDWEST SOLUTIONS, a well-known marketing research firm serving the Midwest area, to evaluate a possible plan for major expansion.

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GREAT ESCAPES has set aside some money for expansion. Before seeking any further financing, you want the opinions of the marketing analysts (participant team), including their opinions about expanding (with their rationale) and recommendations on the steps that will need to be taken before actual construction begins. You also want the analysts (participant team) to identify market research that would be needed and any unique services the expanded resort would require to attract and retain customers.

The market analysts (participant team) will present their findings and ideas to you in a meeting to be held in your office. You will begin the meeting by greeting the analysts (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 have economic factors affected your recommendations?
2. How will you determine the services that will be required to attract customers?
3. There aren't any other hotel accommodations along this lake. Do we need to even consider competition?
4. What role do demographics play in determining what services will be offered?

Once the market analysts (participant team) have presented their analysis and have answered your questions, you will conclude the meeting by thanking them for their presentation.

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, you will close the event by thanking the participants 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.