



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Selling

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 promotional methods used by the hospitality and tourism industry.
- Communicate core values of product/service.
- Explain the role of customer service as a component of selling relationships.
- Recommend hospitality and tourism services.
- Explain factors that motivate people to choose a hospitality and tourism site.
- Explain key factors in building a clientele.
- Explain the role of promotion as a marketing function.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of guest services for VISTA PROPERTIES, a large hospitality management company with a portfolio containing 25 brands and thousands of properties. The chief marketing officer (judge) wants you to determine how to persuade conference and meeting attendees to join the company's loyalty program.

VISTA PROPERTIES has a guest loyalty program named *ProVista*. *ProVista* is free and allows members to earn and redeem points at all VISTA brands, and using the *ProVista* mobile app, members can access free in-room Wi-Fi, use mobile check-in and other services, access hotel maps and amenities, communicate with hotel staff, make reservations with special rates and enjoy many other benefits as guests accrue more and more points.

Business travelers tend to have loyalty to the hospitality brand that their employer prefers. If the business traveler does not stay at a VISTA property, it is unlikely the traveler would be a *ProVista* member. Since business travelers also accrue loyalty points while on leisure travel, they often prefer to use the same hospitality brand for leisure travel that they use for business travel.

VISTA's larger brands host thousands of conferences and business meetings each year. The conferences and business meetings bring in attendees and presenters from across the globe. Not all attendees are *ProVista* members, although they are staying at VISTA properties and could benefit from the services the loyalty program offers.

The chief marketing officer (judge) wants your team to determine how to promote and recommend the *ProVista* loyalty program to conference and meeting attendees that are not members but are staying at a VISTA brand while attending.

The chief marketing officer (judge) wants your team to then explain how your ideas will build clientele and result in more bookings for the brand.

You will present your ideas to the chief marketing officer (judge) in a role-play to take place in the chief marketing officer's (judge's) office. The chief marketing officer (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the chief marketing officer's (judge's) questions, the chief marketing officer (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 the chief marketing officer for VISTA PROPERTIES, a large hospitality management company with a portfolio containing 25 brands and thousands of properties. You want the director of marketing and the director of guest services (participant team) to determine how to persuade conference and meeting attendees to join the company's loyalty program.

VISTA PROPERTIES has a guest loyalty program named *ProVista*. *ProVista* is free and allows members to earn and redeem points at all VISTA brands, and using the *ProVista* mobile app, members can access free in-room Wi-Fi, use mobile check-in and other services, access hotel maps and amenities, communicate with hotel staff, make reservations with special rates and enjoy many other benefits as guests accrue more and more points.

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VISTA's larger brands host thousands of conferences and business meetings each year. The conferences and business meetings bring in attendees and presenters from across the globe. Not all attendees are *ProVista* members, although they are staying at VISTA properties and could benefit from the services the loyalty program offers.

You want the director of marketing and the director of guest services (participant team) to determine how to promote and recommend the *ProVista* loyalty program to conference and meeting attendees that are not members but are staying at a VISTA brand while attending.

You want the director of marketing and the director of guest services (participant team) to then explain how their ideas will build clientele and result in more bookings for the brand.

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 their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Are there any incentives we can offer for people that join during a conference/meeting?
2. Why do we want people to join if they prefer our competitors?

Once the director of marketing and the director of guest services (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the director of marketing and the director of guest services (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 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Selling

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
2.	Communicate core values of product/service?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
4.	Recommend hospitality and tourism services?	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.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the role of promotion as a marketing function?	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						