



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Product/Service Management

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 nature and scope of the product/service management function.
- Explain the nature of corporate branding.
- Describe services offered by the hospitality and tourism industry.
- Explain the nature of product/service branding.
- Communicate core values of product/service.
- Explain the concept of market and market identification.
- Determine hospitality and tourism customer/guest needs.

CASE STUDY SITUATION

You are to assume the roles of the brand executive and the director of guest experience for HONOR PROPERTIES, a luxury hotel company. The chief operations officer (judge) wants your team to develop an all-inclusive resort that will attract business clients for conventions and meetings.

HONOR PROPERTIES has 100 luxury hotel properties, named HOTEL HONOR, in 25 countries. From elegant surroundings of the finest quality to highly personalized 24-hour service, HOTEL HONOR embodies a true home away from home for those who appreciate the best.

The chief operations officer (judge) is intrigued by the changes occurring in the all-inclusive resort market. All-inclusive resorts were first introduced to the market to appeal to cost conscious travelers. Vacationers were able to know the costs up-front that included meals, beverages and activities. Most all-inclusive resorts are found on beaches or near mountains. These resorts focus on the leisure needs of vacationers with multiple swimming pools, restaurants, lounges, entertainment and activities.

The all-inclusive market is maturing and not all guests are cost conscious. Many simply appreciate the convenience of having the bill paid in advance and knowing that the resort services are unlimited.

The chief operations officer (judge) wants your team to develop and reposition a HOTEL HONOR all-inclusive resort to attract group business clients for meetings and conventions. The chief operations officer (judge) wants your team to determine:

- A unique location
- Products/Services necessary to include at the resort to attract target market
- Products/Services to include that will communicate the HOTEL HONOR brand
- Leisure needs
- A secondary market with any additional products/services to appeal to this market

You will present your ideas to the chief operations officer (judge) in a role-play to take place in the chief operations officer's (judge's) office. The chief operations 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 operations officer's (judge's) questions, the chief operations 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 operations officer for HONOR PROPERTIES, a luxury hotel company. You want the brand executive and the director of guest experience (participant team) to develop an all-inclusive resort that will attract business clients for conventions and meetings.

HONOR PROPERTIES has 100 luxury hotel properties, named HOTEL HONOR, in 25 countries. From elegant surroundings of the finest quality to highly personalized 24-hour service, HOTEL HONOR embodies a true home away from home for those who appreciate the best.

You are intrigued by the changes occurring in the all-inclusive resort market. All-inclusive resorts were first introduced to the market to appeal to cost conscious travelers. Vacationers were able to know the costs up-front that included meals, beverages and activities. Most all-inclusive resorts are found on beaches or near mountains. These resorts focus on the leisure needs of vacationers with multiple swimming pools, restaurants, lounges, entertainment and activities.

The all-inclusive market is maturing and not all guests are cost conscious. Many simply appreciate the convenience of having the bill paid in advance and knowing that the resort services are unlimited.

You want the brand executive and the director of guest experience (participant team) to develop and reposition a HOTEL HONOR all-inclusive resort to attract group business clients for meetings and conventions. You want the brand executive and the director of guest experience (participant team) to determine:

- A unique location
- Products/Services necessary to include at the resort to attract target market
- Products/Services to include that will communicate the HOTEL HONOR brand
- Leisure needs
- A secondary market with any additional products/services to appeal to this market

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 team:

1. What unique staffing needs will be required?
2. How do we best market this unique property to the correct target market?

Once the brand executive and the director of guest experience (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the brand executive and the director of guest experience (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 ICDC PRELIMINARY

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe services offered by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
5.	Communicate core values of product/service?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
7.	Determine hospitality and tourism customer/guest needs?	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						