



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Customer Relations

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 importance of meeting and exceeding customer/guest expectations.
- Determine strategies for resolving customer-service situations.
- Identify factors associated with positive customer experiences.
- Reinforce service orientation through communication.
- Explain the role of customer service as a component of selling relationships.
- Explain the nature of effective communication.
- Demonstrate connections between company actions and results.

CASE STUDY SITUATION

You are to assume the roles of the general manager and the event services manager for HOTEL HEIGHTS, a new hotel property that opened last month. The banquet manager (judge) has alerted you to an issue that will directly affect an event taking place in one of the hotel's meeting rooms and needs you to resolve the issue.

HOTEL HEIGHTS opened last month in a district that houses many businesses including the local chamber of commerce. The chamber booked a meeting in one of HOTEL HEIGHTS' meeting rooms that holds 50 people. The lunch time planning meeting involves a taskforce of local business leaders charged with putting together the chamber's annual awards gala.

Your team has been excited to host the taskforce as it gives the hotel a chance to showcase its features to potential clients. The taskforce will utilize meeting space, use the hotel's audio-visual service and has ordered lunch from the banquet menu to be set up buffet style. The lunch order consists of 10 HOTEL HEIGHTS specialty artisan pizzas with various toppings, three large family sized salads and individual cans of soda or sparkling water.

The banquet manager (judge) has alerted you that there was smoke in the hotel kitchen and a fire inspector was called to investigate. The kitchen will need to be shut down for the next several hours. While the salads were already prepped and in the refrigerators, the pizzas were not yet constructed as they are made fresh. The order for 10 specialty artisan pizzas will not be available for the meeting in two hours. No additional food can be prepped or cooked until the inspection is over.

The banquet manager (judge) has asked you to resolve the issue and determine how the situation should be communicated to the chamber client and to the meeting guests. The response must include:

- Strategies for resolving the situation
- Importance of meeting and exceeding client expectations
- How excellent customer service can influence business relationships
- Methods to effectively communicate the situation and resolution to client and guests

You will communicate the plan to the banquet manager (judge) in a role-play to take place in an office. The banquet manager (judge) will begin the role-play by greeting you and asking for your help. After you have presented ideas and have answered the banquet manager's (judge's) questions, the banquet manager (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 banquet manager for HOTEL HEIGHTS, a new hotel property that opened last month. You have alerted the general manager and the event services manager (participant team) to an issue that will directly affect an event taking place in one of the hotel's meeting rooms and needs you to resolve the issue.

HOTEL HEIGHTS opened last month in a district that houses many businesses including the local chamber of commerce. The chamber booked a meeting in one of HOTEL HEIGHTS' meeting rooms that holds 50 people. The lunch time planning meeting involves a taskforce of local business leaders charged with putting together the chamber's annual awards gala.

The general manager and the event services manager (participant team) have been excited to host the taskforce as it gives the hotel a chance to showcase its features to potential clients. The taskforce will utilize meeting space, use the hotel's audio-visual service and has ordered lunch from the banquet menu to be set up buffet style. The lunch order consists of 10 HOTEL HEIGHTS specialty artisan pizzas with various toppings, three large family sized salads and individual cans of soda or sparkling water.

You have alerted the general manager and the event services manager (participant team) that there was smoke in the hotel kitchen and a fire inspector was called to investigate. The kitchen will need to be shut down for the next several hours. While the salads were already prepped and in the refrigerators, the pizzas were not yet constructed as they are made fresh. The order for 10 specialty artisan pizzas will not be available for the meeting in two hours. No additional food can be prepped or cooked until the inspection is over.

You have asked the general manager and the event services manager (participant team) to resolve the issue and determine how the situation should be communicated to the chamber client and to the meeting guests. The response must include:

- Strategies for resolving the situation
- Importance of meeting and exceeding client expectations
- How excellent customer service can influence business relationships
- Methods to effectively communicate the situation and resolution to client and guests

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. How can this negative situation end up being a positive situation for the hotel?
2. If we have two hours until the meeting, should we ask them to reschedule?

Once the general manager and the event services manager (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the general manager and the event services manager (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 2

INSTRUCTIONAL AREA: Customer Relations

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the importance of meeting and exceeding customer/guest expectations?	0-1-2-3	4-5-6	7-8	9-10	
2.	Determine strategies for resolving customer-service situations?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6	7-8	9-10	
4.	Reinforce service orientation through communication?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the nature of effective communication?	0-1-2-3	4-5-6	7-8	9-10	
7.	Demonstrate connections between company actions and results?	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						