



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Information 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

- Discuss the nature of information management.
- Explain the need for hospitality and tourism business information.
- Identify information monitored for business decision making.
- Describe methods used to collect hospitality and tourism business information.
- Determine hospitality and tourism customer/guest needs.
- Recognize/Reward others for their efforts and contributions.
- Explain the importance of meeting and exceeding customer/guest expectations.

CASE STUDY SITUATION

You are to assume the roles of the marketing manager and the customer relations manager for EXPRESS STAY, a limited-service hotel chain. The director of operations (judge) wants your team to create a method to gather information from past and current guests regarding the chain's free breakfast service.

EXPRESS STAY has over 2,000 locations across the nation. The limited-service properties offer guests free parking, an indoor or outdoor pool, fitness center and free breakfast. Currently, the free breakfast offers coffee, a variety of juices and milk, assorted pastries, yogurts, cold cereals and a make-your-own waffle station. The breakfast is considered the standard in most limited-service chains.

The director of operations (judge) understands that limited-service hotel guests are not looking for an elevated experience and find comfort in the standard amenities. However, the director of operations (judge) feels that there are additions that could be made to the free breakfast that would satisfy or even exceed expectations that would result in more EXPRESS STAY loyalty.

The director of operations (judge) wants your team to create a method to gather information from past and current guests of EXPRESS STAY focused on the breakfast. The director of operations (judge) wants your team to identify specific questions to ask, determine how the information will be collected, provide incentives for guest participation and explain why the questions are needed and what will be learned.

You will present your ideas to the director of operations (judge) in a role-play to take place in the director of operations' (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of operations' (judge's) questions, the director of operations (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 director of operations for EXPRESS STAY, a limited-service hotel chain. You want the marketing manager and the customer relations manager (participant team) to create a method to gather information from past and current guests regarding the chain's free breakfast service.

EXPRESS STAY has over 2,000 locations across the nation. The limited-service properties offer guests free parking, an indoor or outdoor pool, fitness center and free breakfast. Currently, the free breakfast offers coffee, a variety of juices and milk, assorted pastries, yogurts, cold cereals and a make-your-own waffle station. The breakfast is considered the standard in most limited-service chains.

You understand that limited-service hotel guests are not looking for an elevated experience and find comfort in the standard amenities. However, you feel that there are additions that could be made to the free breakfast that would satisfy or even exceed expectations that would result in more EXPRESS STAY loyalty.

You want the marketing manager and the customer relations manager (participant team) to create a method to gather information from past and current guests of EXPRESS STAY focused on the breakfast. You want the marketing manager and the customer relations manager (participant team) to identify specific questions to ask, determine how the information will be collected, provide incentives for guest participation and explain why the questions are needed and what will be learned.

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. How would we benefit from tracking which EXPRESS STAY locations the respondents stayed at?
2. How long do we collect this information?

Once the marketing manager and the customer relations manager (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the marketing manager and the customer relations 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 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Information Management

Participant: _____

Participant: _____

ID Number: _____

| Did the participant team: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Discuss the nature of information management? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 2. | Explain the need for hospitality and tourism business information? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 3. | Identify information monitored for business decision making? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 4. | Describe methods used to collect hospitality and tourism business information? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 5. | Determine hospitality and tourism customer/guest needs? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 6. | Recognize/Reward others for their efforts and contributions? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 7. | Explain the importance of meeting and exceeding customer/guest expectations? | 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 | | | | | | |