



**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 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> 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.
- Describe services offered by the hospitality and tourism industry.
- Anticipate unspoken customer needs.
- Identify factors associated with positive customer experiences.
- Identify strategies to manage customer experience during peaks in demand.
- Build and maintain relationships with customers.
- Use digital media to enhance customer post-sales experience.

## CASE STUDY SITUATION

---

You are to assume the roles of the director of customer relations and the director of sales for ROSE GARDEN INN & SUITES, the limited-service hotel brand of MAYBORN HOTELS. The vice president of ROSE GARDEN INN & SUITES (judge) wants your team to determine how to amplify customer relations and services for a specific market: traveling youth sports teams and their families.

Over the past decade, youth travel sports leagues have transformed into a booming market in the United States. Private sports programs recruit elite youth athletes from elementary school age through high school age, to play on sports teams with similar aged kids that may or may not be from the same hometown. The teams then compete and travel extensively for tournaments. Travel sports require traveling, so youth travel sports teams stay in hotels frequently.

Youth travel sports teams, including coaches, trainers and parents like to stay at limited-service hotel properties. Limited-service properties offer affordable pricing along with free breakfast, which helps reduce costs. The teams typically spend Friday and Saturday nights at a hotel during a tournament and families bring equipment, uniforms, coolers, signs and other decorations.

The vice president of ROSE GARDEN INN & SUITES (judge) wants the brand to be the top pick for lodging among this market. While some argue that all limited-service properties are the same, the vice president (judge) wants ROSE GARDEN INN & SUITES to be known for its exceptional customer service and relationship with youth travel sports leagues.

The vice president (judge) wants your team to determine services that ROSE GARDEN INN & SUITES can offer that would meet and exceed the youth travel sports league expectations. The vice president (judge) wants you to consider customer needs, customer experience and methods to build relationships. The vice president (judge) is also aware that other guests will be staying at ROSE GARDEN properties at the same time as youth travel sports leagues and wants your team to suggest how to manage guest experiences when stays overlap.

The vice president (judge) also wants your team to recommend how ROSE GARDEN can use digital media to enhance the experience after check-out.

You will present your ideas to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president's (judge's) questions, the vice president (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, 21<sup>st</sup> 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 vice president of ROSE GARDEN INN & SUITES, the limited-service hotel brand of MAYBORN HOTELS. You want the director of customer relations and the director of sales (participant team) to determine how to amplify customer relations and services for a specific market: traveling youth sports teams and their families.

Over the past decade, youth travel sports leagues have transformed into a booming market in the United States. Private sports programs recruit elite youth athletes from elementary school age through high school age, to play on sports teams with similar aged kids that may or may not be from the same hometown. The teams then compete and travel extensively for tournaments. Travel sports require traveling, so youth travel sports teams stay in hotels frequently.

Youth travel sports teams, including coaches, trainers and parents like to stay at limited-service hotel properties. Limited-service properties offer affordable pricing along with free breakfast, which helps reduce costs. The teams typically spend Friday and Saturday nights at a hotel during a tournament and families bring equipment, uniforms, coolers, signs and other decorations.

You want the brand to be the top pick for lodging among this market. While some argue that all limited-service properties are the same, you want ROSE GARDEN INN & SUITES to be known for its exceptional customer service and relationship with youth travel sports leagues.

You want the director of customer relations and the director of sales (participant team) to determine services that ROSE GARDEN INN & SUITES can offer that would meet and exceed the youth travel sports league expectations. You want the director of customer relations and the director of sales (participant team) to consider customer needs, customer experience and methods to build relationships. You are also aware that other guests will be staying at ROSE GARDEN properties at the same time as youth travel sports leagues and want the director of customer relations and the director of sales (participant team) to suggest how to manage guest experiences when stays overlap.

You also want the director of customer relations and the director of sales (participant team) to recommend how ROSE GARDEN can use digital media to enhance the experience after check-out.

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 participants 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. Why is this market so important?
2. How can we better train our staff for this market?

Once the director of customer relations and the director of sales (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the director of customer relations and the director of sales (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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## HOSPITALITY SERVICES TEAM DECISION MAKING 2025

### JUDGE'S EVALUATION FORM ICDC PRELIMINARY

### INSTRUCTIONAL AREA: Customer Relations

Participant: \_\_\_\_\_

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the importance of meeting and exceeding customer/guest expectations?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe services offered by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
3.	Anticipate unspoken customer needs?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify strategies to manage customer experience during peaks in demand?	0-1-2-3	4-5-6	7-8	9-10	
6.	Build and maintain relationships with customers?	0-1-2-3	4-5-6	7-8	9-10	
7.	Use digital media to enhance customer post-sales experience?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						