



HOSPITALITY SERVICES TEAM DECISION MAKING EVENT

CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Marketing

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Describe marketing functions and related activities.
- Explain marketing and its importance in a global economy.
- Differentiate between service marketing and product marketing.
- Explain the use of marketing strategies in hospitality and tourism.
- Identify ways to segment hospitality and tourism markets.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the director of sales at CAPITOL HOTEL, a full-service hotel with over 500 guestrooms located in the downtown area of a large city. The owner of the property (judge) wants you to determine how to effectively market ancillary products and services inside the property.

CAPITOL HOTEL has three large restaurants; a lobby lounge that is open nightly; a spa that offers massages, facial treatments and waxing; a full fitness center that offers yoga classes and a large rooftop pool. In-room dining options are also available for guests who would rather eat in their room.

With constant room rate fluctuation, ancillary revenue now outranks accommodation in budget priorities to increase overall revenue stream. In addition to the dining options and spa treatments, the hotel has recently added pool cabana rentals, early check-in and late check-out benefits and a variety of fitness classes, all available for additional fees.

The owner of CAPITOL HOTEL (judge) wants your team to design the marketing of the new ancillary services. The owner (judge) wants your team to choose one of the new services and determine how to market it to guests once they are inside the property. The owner (judge) wants your marketing strategies to include various locations within the public spaces and the guestrooms. Your team must explain to the owner (judge) how the marketing strategies will favorably influence guests' buying behavior.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the owner of CAPITOL HOTEL, a full-service hotel with over 500 guestrooms located in the downtown area of a large city. You want the director of marketing and the director of sales (participant team) to determine how to effectively market ancillary products and services inside the property.

CAPITOL HOTEL has three large restaurants, a lobby lounge that is open nightly; a spa that offers massages, facial treatments and waxing; a full fitness center that offers yoga classes and a large rooftop pool. In-room dining options are also available for guests who would rather eat in their room.

With constant room rate fluctuation, ancillary revenue now outranks accommodation in budget priorities to increase overall revenue stream. In addition to the dining options and spa treatments, the hotel has recently added pool cabana rentals, early check-in and late check-out benefits and a variety of fitness classes, all available for additional fees.

You want the director of marketing and the director of sales (participant team) to design the marketing of the new ancillary services. You want the director of marketing and the director of sales (participant team) to choose one of the new services and determine how to market it to guests once they are inside the property. You want the marketing strategies to include various locations within the public spaces and the guestrooms. The director of marketing and the director of sales (participant team) must explain how the marketing strategies will favorably influence guests' buying behavior.

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 team 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. Can any of your marketing strategies be used on our website to influence future guests?
2. Explain why it is important to continue to market traditional services like our restaurants and spa features.

Once the director of marketing 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 marketing and the director of sales (participant team) for their 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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



HOSPITALITY SERVICES TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

INSTRUCTIONAL AREA:
Marketing

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain marketing and its importance in a global economy.	0-1-2-3	4-5-6	7-8-9	10	
3.	Differentiate between service marketing and product marketing.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the use of marketing strategies in hospitality and tourism.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify ways to segment hospitality and tourism markets.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						