



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Customer Relations

TRAVEL AND TOURISM 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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the 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 of customer service in the hospitality and tourism industry.
- Resolve hospitality and tourism related conflicts for customers.
- Handle customer/client complaints.
- Interpret business policies to customers/clients.
- Demonstrate a customer-service mindset.
- Show empathy for others.
- Deliver positive moments of truth.

CASE STUDY SITUATION

You are to assume the roles of the general manager and the customer service specialist for FIRST PLACE CRUISE TOURS, a company that provides a variety of sight-seeing tours in a popular tourist city. One of your employees has asked you both to handle a customer (judge) that is complaining about the dolphin cruise the customer (judge) just completed.

One of FIRST PLACE CRUISE TOURS most popular cruises is the 90-minute dolphin watch cruise. This cruise, offered three times daily, offers a sight-seeing eco-tour of the area and boasts that dolphin sightings are very likely.

FIRST PLACE CRUISE TOURS tickets are available through three different sales channels; the company website, on-site at the ticket counter, or through various partner hotels throughout the tourist city. For many years, the dolphin watch tickets included the phrase, “guaranteed sightings,” but after too many cruises without dolphin sightings, the tickets now included the phrase, “dolphin sightings very likely.” Tickets for the dolphin watch cruise are priced at \$20.00 and refunds or exchanges for unused tickets are available at place of purchase.

A customer (judge) that just completed the 90-minute dolphin watch cruise has complained to an employee that no dolphins were sighted. The employee told the customer (judge) that the sightings were not guaranteed. The customer (judge) showed the employee the ticket that included the phrase, “guaranteed sightings.” The customer (judge) purchased an old ticket. The customer (judge) did not purchase the ticket through FIRST PLACE CRUISE TOURS, but rather purchased the ticket at the customer’s (judge’s) hotel concierge desk.

You must handle the customer (judge) complaint about the guaranteed sighting and explain the policy regarding refunds or exchanges.

You will handle the complaint with the customer (judge) in a meeting to take place at the ticket counter. The customer (judge) will begin by greeting you and asking for a refund. After you have handled the situation and have answered the customer’s (judge’s) questions, the customer (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

1. Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen career area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.
2. Participants will have a 30-minute preparation period and may make notes to use during the role-play.
3. During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.
4. During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

JUDGE CHARACTERIZATION

You are to assume the role of a customer at FIRST PLACE CRUISE TOURS, a company that provides a variety of sight-seeing tours in a popular tourist city. You have complaints about a dolphin cruise you just completed and have been referred to the general manager and the customer service specialist (participant team) for guidance.

One of FIRST PLACE CRUISE TOURS most popular cruises is the 90-minute dolphin watch cruise. This cruise, offered three times daily, offers a sight-seeing eco-tour of the area and boasts that dolphin sightings are very likely.

FIRST PLACE CRUISE TOURS tickets are available through three different sales channels; the company website, on-site at the ticket counter, or through various partner hotels throughout the tourist city. For many years, the dolphin watch tickets included the phrase, “guaranteed sightings,” but after too many cruises without dolphin sightings, the tickets now included the phrase, “dolphin sightings very likely.” Tickets for the dolphin watch cruise are priced at \$20.00 and refunds or exchanges for unused tickets are available at place of purchase.

You just completed the 90-minute dolphin watch cruise and have complained to an employee that no dolphins were sighted. The employee told you that the sightings were not guaranteed. You showed the employee the ticket that included the phrase, “guaranteed sightings.” Unbeknownst to you, you purchased an old ticket. You did not purchase the ticket through FIRST PLACE CRUISE TOURS, but rather purchased the ticket at your hotel’s concierge desk.

The general manager and the customer service specialist (participant team) must handle your complaint about the guaranteed sighting and explain the policy regarding refunds or exchanges.

The participant team will present information to you in a role-play to take place at the ticket counter. You will begin the role-play by greeting the participant team and asking to hear about a refund.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Why do you sell tickets through partner hotels?
2. How can you ensure this won't happen again?
3. Why do you call it a dolphin cruise if dolphin sightings are no longer guaranteed?

Once the general manager and the customer service specialist (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the general manager and the customer service specialist (participant team).

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	In any category, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.
Meets Expectations	Information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined score of 70 or better will earn the participant team DECA's Certificate of Excellence at ICDC.
Below Expectations	Information presented does not meet minimum standards of acceptability.
Little/No Value	Either some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).



TRAVEL AND TOURISM TEAM DECISION MAKING 2020

JUDGE'S EVALUATION FORM DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA: Customer Relations

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of customer service in the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
2.	Resolve hospitality and tourism related conflicts for customers?	0-1-2-3	4-5-6	7-8	9-10	
3.	Handle customer/client complaints?	0-1-2-3	4-5-6	7-8	9-10	
4.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6	7-8	9-10	
5.	Demonstrate a customer-service mindset?	0-1-2-3	4-5-6	7-8	9-10	
6.	Show empathy for others?	0-1-2-3	4-5-6	7-8	9-10	
7.	Deliver positive moments of truth?	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						