



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Product/Service 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

- Explain the nature and scope of the product/service management function.
- Explain the nature of corporate branding.
- Describe services offered by the hospitality and tourism industry.
- Explain the nature of product/service branding.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain factors that motivate people to choose a hospitality and tourism site.

CASE STUDY SITUATION

You are to assume the roles of the marketing manager and the sales manager for BOUNTY RESORT. The general manager (judge) wants you to create a plan to market the resort as a “buddymoon” destination.

BOUNTY RESORT is a popular honeymoon destination. The all-suite resort features access to private beaches, five pools, ten restaurants and lounges, two spas, and a golf course. While the resort does not accommodate wedding ceremonies, it excels at pampering the happy couple on their honeymoon.

For years, destination weddings have been a popular trend. Recently, a new trend has emerged called the “buddymoon.” A buddymoon is when the happy couple invites their friends and family along on the honeymoon, rather than to a destination wedding ceremony. There are various reasons buddymoons have become popular, but the most common reasons are that inviting friends and family along make the trip more fun and booking group travel and hotel stays save money.

The general manager (judge) wants your team to create a plan that will market BOUNTY RESORT as a top buddymoon destination. The plan should include:

- Additional services and amenities to add to the resort
- Factors that will motivate couples to choose BOUNTY RESORT for a buddymoon
- Specific marketing strategies
- Promotional methods

You will present your ideas to the general manager (judge) in a role-play to take place in the general manager’s (judge’s) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the general manager’s (judge’s) questions, the general 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 general manager for BOUNTY RESORT. You want the marketing manager and the sales manager (participant team) to create a plan to market the resort as a “buddymoon” destination.

BOUNTY RESORT is a popular honeymoon destination. The all-suite resort features access to private beaches, five pools, ten restaurants and lounges, two spas, and a golf course. While the resort does not accommodate wedding ceremonies, it excels at pampering the happy couple on their honeymoon.

For years, destination weddings have been a popular trend. Recently, a new trend has emerged called the “buddymoon.” A buddymoon is when the happy couple invites their friends and family along on the honeymoon, rather than to a destination wedding ceremony. There are various reasons buddymoons have become popular, but the most common reasons are that inviting friends and family along make the trip more fun and booking group travel and hotel stays save money.

You want the marketing manager and the sales manager (participant team) to create a plan that will market BOUNTY RESORT as a top buddymoon destination. The plan should include:

- Additional services and amenities to add to the resort
- Factors that will motivate couples to choose BOUNTY RESORT for a buddymoon
- Specific marketing strategies
- Promotional methods

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. Why should we or shouldn't we offer discounted group rates?
2. What risks are involved in marketing the resort for buddymoons?

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

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of corporate branding?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe services offered by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that motivate people to choose a hospitality and tourism site?	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						