



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 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 of customer service in the hospitality and tourism industry.
- Identify factors associated with positive customer experiences.
- Explain the importance of meeting and exceeding customer/guest expectations.
- Build and maintain relationships with customers.
- Identify company's brand promise.
- Explain the role of customer service as a component of selling relationships.
- Explain factors that motivate people to choose a hospitality and tourism site.

CASE STUDY SITUATION

You are to assume the roles of the general manager and the director of guest services for ACCESS, an independent hotel with one location in a large metropolitan city. The owner of the hotel (judge) wants you to determine how the property can demonstrate exemplary customer service with nontraditional staffing.

ACCESS will open in the next month and is quite unique. Unlike traditional lodging properties, ACCESS will have technology replace many roles traditionally filled by people. For example, upon check-in, guests will use self-service kiosks. Guests will have smartphone keyless entry and use text messaging or the ACCESS mobile app to communicate any guest service needs. ACCESS has robotic luggage delivery that easily navigates the hotel's elevators and hallways to deliver luggage to the programmed guest room. Room service orders may be placed on the mobile app or on a menu located in the guest room television.

There is one restaurant located in ACCESS on the second floor. The restaurant is staffed as are the maintenance, security and housekeeping departments.

The owner (judge) wants to make sure that ACCESS still demonstrates exemplary customer service. The owner (judge) has asked your team to determine how ACCESS can meet and exceed customer expectations and promise positive customer experiences with so few staff on site.

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

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 owner of ACCESS, an independent hotel with one location in a large metropolitan city. You want the general manager and the director of guest services (participant team) to determine how the property can demonstrate exemplary customer service with nontraditional staffing.

ACCESS will open in the next month and is quite unique. Unlike traditional lodging properties, ACCESS will have technology replace many roles traditionally filled by people. For example, upon check-in, guests will use self-service kiosks. Guests will have smartphone keyless entry and use text messaging or the ACCESS mobile app to communicate any guest service needs. ACCESS has robotic luggage delivery that easily navigates the hotel's elevators and hallways to deliver luggage to the programmed guest room. Room service orders may be placed on the mobile app or on a menu located in the guest room television.

There is one restaurant located in ACCESS on the second floor. The restaurant is staffed as are the maintenance, security and housekeeping departments.

You want to make sure that ACCESS still demonstrates exemplary customer service. You have asked the general manager and the director of guest services (participant team) to determine how ACCESS can meet and exceed customer expectations and promise positive customer experiences with so few staff on site.

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. Who do you think our primary target market is?
2. What demographics might not like our technology-based property? How should we address their needs?

Once the general manager and the director of guest services (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the general manager and the director of guest services (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 2023

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.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the importance of meeting and exceeding customer/guest expectations?	0-1-2-3	4-5-6	7-8	9-10	
4.	Build and maintain relationships with customers?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the role of customer service as a component of selling relationships?	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						