

## **SAMPLE CASE STUDY—HOSPITALITY MANAGEMENT**

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### **FBLA HOSPITALITY MANAGEMENT CASE STUDY**

#### **PARTICIPANT INSTRUCTIONS**

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. Each team member will be given two note cards. Note cards will be collected following the presentation.
4. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

#### **PERFORMANCE INDICATORS**

- Outline a strategy for effective communication.
- Demonstrate a customer service attitude.
- Define the types of room rates in a hotel.
- Describe the latest trends and technologies affecting business travelers.
- Describe services offered by hotel personnel.
- Explain special considerations for international guests in the hospitality industry.

## **CASE STUDY SITUATION**

### Background Information

ABC Consulting is a large, international consulting firm based in New York City. The corporation specializes in providing short and long-term consulting in the areas of corporate finance, accounting, and management. ABC Consulting currently employs over 5,000 consultants who work with and travel to companies in the United States, Canada, and Europe. These consultants specialize in one area and can be assigned directly to a physical location for as little as one week but upwards of a full year in many cases. The consultants can also work remotely, traveling once or twice a month to the company's physical locations if deemed necessary.

### Scenario

Your team is a specialized corporate sales group with a large family hotel chain tasked with providing packaged program proposals to large corporations who need specialized pricing and incentive programs in exchange for their business loyalty. In this scenario, your team will need to come up with a specialized package program proposal for three types of groups. The first group is a monthly traveler who will spend three to four nights per month at your hotel after meeting with clients. The second is a short-term traveler who will be spending three to six months on site with the client and needs accommodations. The third traveler option is long term and spends over six months at the client's location but still stays with your chain. The proposal should include a simple breakdown of discounts, types of accommodations, and specific incentives your chain will provide to the company and its consultants. The proposal will be presented to the ABC Consulting board of director (judges) during their next scheduled meeting.

### Other Useful Information

- Most consultants will spend between 90 to 180 days away from home per year.
- Describe how your proposal will accommodate for ADA standards.
- Be able to interpret specific challenges sales and marketing departments face when crafting worldwide sales and marketing programs.

### **Things to consider**

You must address the following in your presentation:

- Explain the four basic functions of hospitality management: (Planning, organizing, implementing, and controlling).
- Explain the product and service mix for various types of hospitality businesses.
- Exhibit ethical and legal social behaviors when using information and technology in the hospitality industry and discuss the consequences of misuse.

**2018 FBLA HOSPITALITY MANAGEMENT  
CASE STUDY JUDGE'S INSTRUCTIONS**

**JUDGING THE PRESENTATION**

1. Review the Judges' Instructions and the Case Study Situation.
2. After the introductions, you should begin the meeting by welcoming the team members. The team members will then begin their dialogue with the clients (judges).
3. This is an interactive problem, so treat the presentation as a conversation. Each of the members of the team should respond to at least one question or issue. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
4. You will close the event by thanking the participants for their input and recommendations. The participants will hand in their note cards before leaving.
5. Complete the rating sheet.

**JUDGES' INSTRUCTIONS**

Background Information

ABC Consulting is a large, international consulting firm based in New York City. The corporation specializes in providing short and long-term consulting in the areas of corporate finance, accounting, and management. ABC Consulting currently employs over 5,000 consultants who work with and travel to companies in the United States, Canada, and Europe. These consultants specialize in one area and can be assigned directly to a physical location for as little as one week but upwards of a full year in many cases. The consultants can also work remotely, traveling once or twice a month to the company's physical locations if deemed necessary.

### Scenario

The team (members) is a specialized corporate sales group with a large family hotel chain tasked with providing packaged program proposals to large corporations who need specialized pricing and incentive programs in exchange for their business loyalty. In this scenario, the team will need to come up with a specialized package program proposal for three types of groups. The first group is a monthly traveler who will spend three to four nights per month at your hotel after meeting with clients. The second is a short-term traveler who will be spending three to six months on site with the client and needs accommodations. The third traveler option is long term and spends over six months at the client's location but still stays with your chain. The proposal should include a simple breakdown of discounts, types of accommodations, and specific incentives your chain will provide to the company and its consultants. The proposal will be presented to the ABC Consulting board of director (judges) during the next scheduled meeting.

### Other Useful Information

- Most consultants will spend between 90 to 180 days away from home per year.
- The team should describe how the proposal would accommodate for ADA standards.
- Members should be able to interpret specific challenges sales and marketing departments face when crafting worldwide sales and marketing programs.

### **Things to consider**

Members must address the following in the presentation:

- Explain the four basic functions of hospitality management (planning, organization, implementing, and controlling).
- Explain the product and service mix for various types of hospitality businesses.
- Exhibit ethical and legal social behaviors when using information and technology in the hospitality industry and discuss the consequences of misuse.

During the role-play performance, feel free to ask any of the following questions:

1. What do you believe set your proposal apart from the others
2. How will your team differentiate between traveling in the US and abroad?
3. How will your company handle our staff's contact and personal information during all aspects of the process?

There is no right or wrong answer to the event. However, in a team event, the ability of the team members to work together to come to a consensus, based on the facts provided (and those that you care to add) should be the basis for the score. The individual or team should present its suggestions with clarity and conviction.

Feel free to enhance the story as much as you want, but if you enhance it for one, make sure you enhance it for all the groups.