

CASE STUDY CHALLENGE *HOTEL AND LODGING*

EVENT SITUATION

You are to assume the role of Marketing Director for PHENOMENAL HOTEL, where the company's commitment to hotel guests includes a clean, comfortable place to stay and a staff that delivers the highest level of customer service. PHENOMENAL HOTEL has recently experienced a twenty percent increase in reservations due to its popularity as a nearby staycation destination. With air travel experiencing all-time lows and guests cautious when traveling, PHENOMENAL HOTEL has an opportunity to capture more customers who travel by car.

The hotel manager (judge) has provided you with the following list of recent changes that have been made to make sure guests have a safe and relaxing stay:

- Guest room doors are sealed with a sticker after cleaning to assure guests no one has been in the room since it was cleaned.
- Pillow mints have been removed from guest rooms. Guests will now find individually-packaged sanitary hand wipes.
- In the lobby, board games and playing cards are no longer available but the pool table, which has fewer parts to clean, is free to play. Reminders are placed to clean the cues.
- There are three treadmills in the fitness room, however, the one in the middle is turned off to keep some distance between joggers and fast walkers.
- There is a complimentary breakfast, but the hot buffet has been replaced with a choice of pre-wrapped egg sandwiches, milk, cereal, fruit and yogurt.

PHENOMENAL HOTEL's hotel manager (judge) has asked you to prepare a presentation on the importance of the guest experience during a world-wide pandemic. After presenting to the hotel manager this presentation will be used as training for the hotel front desk staff.

Items to include in your solution:

- Identify how the pandemic is affecting normal hotel operations.
 - PI: Identify factors affecting customer-service practices in hospitality and tourism (CR:051) (CS) (Tier 2, Customer Relations)
- Explain why potential guests would choose PHENOMENAL HOTEL
 - PI: Explain factors that influence customer/client/business buying behavior (MK:014) (SP) (Tier 1, Marketing)
- Discuss what the hotel staff can do to ensure guests have a great stay
 - PI: Identify factors associated with positive customer experiences (CR:052) (CS) (Tier 2, Customer Relations)
- Explain why the the hotel staff should go beyond a guest's expectations in increase business
 - PI: Explain the importance of meeting and exceeding customer/guest expectations (CR:067) (CS) (Tier 2, Customer Relations)

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JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Identify factors affecting customer-service practices in hospitality and tourism?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Identify factors associated with positive customer experiences?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the importance of meeting and exceeding customer/guest expectations?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
TOTAL SCORE						