CASE STUDY CHALLENGE *MANAGEMENT*

EVENT SITUATION

COMPANY BACKGROUND

While many hotels attract customers based on their top-notch amenities, proximity to tourist spots and entertainment, and relaxation factor, HOTEL SPECTER attracts guests for an entirely different reason. Built in 1841, HOTEL SPECTER is one of the oldest hotels still operating in Texas. Located about 30 miles west of San Antonio, Texas, HOTEL SPECTER sits in a quaint town with a population of 2,700.

Boasting 112 rooms and suites, HOTEL SPECTER averages 40% occupancy Sunday-Thursday, and 65% occupancy on Friday and Saturday nights. Ownership has just made a large investment to re-vitalize the property but fear they might be forced to sell if business doesn't turn around as they head towards Halloween – their busiest time of the year.

You're probably thinking, why is Halloween so important to HOTEL SPECTER? Patrons have long depicted stories of spirits, phantasms, and energies throughout their stay. These occurrences have sparked several ghost hunting tours to make HOTEL SPECTER a popular stop, and accounts for roughly 20 percent of their annual business. Skeptics have also made HOTEL SPECTER a frequent visit, as to dispel the belief that the facility is haunted.

Along with the 170-year-old hotel, the grounds feature a cornfield maze, woods with a winding trail leading to a creek, and a cleared pasture that hosts a small fair the last week of October.
Each Case Study Challenge will provide a different role and challenge for you to solve. Be sure to sign up for each competition, and work to save HOTEL SPECTER.

MANAGEMENT CHALLENGE

Your Role: Human Resources Manager
Judge Role: General Manager

Task: The General Manager (judge) has received complaints from customers about the lack of staff members resulting in a negative customer experience. You must create a job posting and benefits package designed to attract seasonal employees to help HOTEL SPECTER operate during the next 4 weeks. Your goal is to hire 10 new staff members within the next 5 days. You will present your plan in the General Manager's (judge) office later this afternoon.

Performance Indicators:
- Discuss the nature of human resources management (HR:410) (CS)
- Explain the role of ethics in human resources management (HR:411) (SP)
- Describe the use of technology in human resources management (HR:412) (SP)
- Discuss factors that impact human resources management (e.g., availability of qualified employees, alternative staffing methods, employment laws/regulations, company policies/procedures, compensation and benefit programs, staff diversity, etc.) (HR:415) (SP)

Note: Unlike in the first two rounds, no "Ideas" are provided with these performance indicators. We recommend that you incorporate an example that you see in the job market that relates to the task above. While additional points aren't awarded for doing this, it may allow the judge to better understand the connection of the performance indicator to the problem in this case. As you work on role plays/case studies in competition, try to connect a real-world scenario to the situation. Remember that you set the stage and are allowed to add depth to the scenario.

HOSPITALITY CHALLENGE BEGINS OCTOBER 27, 2021

CASE STUDY CHALLENGE
MANAGEMENT

JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Discuss the nature of human resources management?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the role of ethics in human resources management?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Describe the use of technology in human resources management?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Discuss factors that impact human resources management (e.g. availibility of qualified employees, alternative staffing methods, employment laws/regulations, company policies/procedures, compensation and benefit programs, staff diversity, etc.)?	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	