

SAMPLE CASE STUDY—HOSPITALITY MANAGEMENT

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.

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CH Cherryholmes



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