

2023–24 Competitive Events Guidelines

Hospitality Management Case Competition



The Hospitality Management Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of hospitality management such as financial management, operations, human resources, customer expectations, legal, environmental issues, etc.

Event Overview

Division: Collegiate

Event Type: Team of 1, 2, 3 or 4 members

Event Category: Case Competition

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 12-minute presentation time, 5-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA: Table for preliminary round; table, projector & screen for final round

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on April 15th of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Some competitive events start prior to the Opening Session of the NLC.

2023-24 Competitive Events Guidelines

Hospitality Management Case Competition



Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
 - Competitors/teams are randomly assigned to sections.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
 - Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience, unless specifically stated in the case study.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - An equal number of competitors/teams from each section in the preliminary round will advance to the final round.
 - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.

2023-24 Competitive Events Guidelines

Hospitality Management Case Competition



- The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. It is up to final-round competitors to determine if they wish to use the technology provided. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
- Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

2023–24 Competitive Events Guidelines

Hospitality Management Case Competition



Case Study

Overview

Global Tours Inc. is a globally operating travel management company with its headquarters situated in Orlando, FL. For over 65 years the company has worked with clients to provide travel solutions including event, incentive, leisure, and meeting travel planning. The company's clients range from individuals to large corporations to provide a one-stop shop for all their clients' needs, every step of the planning process through post-operation. You serve on the Corporate Travel Solutions team at Global Tours Inc. that provides great travel experiences to their clients.

Problem Statement

Global Tours Inc. has a large financial client, Delta Swift, interested in creating an incentive program for their top sales performers that is truly a journey of a lifetime for their hard work. Delta Swift wants to focus on rewarding their top performers with a luxury trip, fostering a supportive networking work culture, and impacting the destinations they visit.

Reward their top performers with a luxury trip

The trip will be for a group of the top 30 performers plus one guest to travel together for a total of 60 people. The client is interested in traveling to a 4- or 5-star property with a variety of amenities for their top performers to enjoy. In addition to a luxury property for hotel accommodations, they want to travel to a destination with a variety of activities available outside of the property.

Foster a supportive networking culture

While traveling to a destination, the clients want several opportunities available for the top performers to connect. This may include activities, business meetings, excursions, or group meals. Of course, there will be opportunities to enjoy time at leisure for everyone plus their guest.

Impact the destination

The client wants to impact the destination through community engagement and sustainability efforts. As a part of the company's goals for the year, they intend to have each employee commit time to community engagement and sustainability. For example, giving employees on the incentive trip the opportunity to participate in volunteer activities after the devastating effects of the Maui wildfires. The client wants to incorporate an opportunity for the top performers to impact the destination during the trip.

Specific Elements to Address

Requirements:

Your Corporate Travel Solutions team is challenged by Delta Swift's Leadership Team to develop a presentation where you consider a destination that includes the opportunity to foster a supportive networking culture. The trip is awarded to the top 30 performing employees and one additional travel companion (for a total of 60 attendees), with a maximum budget of \$500,000. The destination chosen should be a locale where participants will make an impact through service opportunities.

The presentation should include at least the following:

1. Carefully choose a destination that aligns with the objectives of the trip.
2. Outline three specific networking opportunities that promote interaction and collaboration among Delta Swift's team members.
3. Outline two specific opportunities that promote positive impact to community engagement and sustainability.

If the trip is successful, the client wants to renew their contract for the upcoming year.

2023-24 Competitive Events Guidelines

Hospitality Management Case Competition



Hospitality Management Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the case and issues to be solved	<i>No description or case synopsis provided, and no issues defined</i>	<i>Describes and provides case synopsis OR defines the issues</i>	<i>Describes and provides case synopsis AND defines the issues</i>	<i>Demonstrates expertise of case synopsis AND definition of the issues</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Destination <i>The trip destination is a luxury property, with a variety of amenities for all attendees at or under budget.</i>	<i>No trip destination presented</i>	<i>Presentation included limited information about the trip destination and the rationale for choosing</i>	<i>Presentation included information about the trip destination, meeting the luxury and amenity requirement</i>	<i>Presentation included details about all areas of the destination: The investigation methods used and details about the 4- or 5- star property and amenities at or under budget</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Networking <i>Outline three specific networking opportunities that promote interaction and collaboration among team members.</i>	<i>No opportunities shared</i>	<i>Networking opportunities are shared, but limited details are available</i>	<i>Networking opportunities are mapped out, but still missing details</i>	<i>At least three networking opportunities are fully mapped out, including how they will promote interaction & collaboration</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Service <i>Outline two specific opportunities that promote positive impact to community engagement and sustainability.</i>	<i>No opportunities shared</i>	<i>Service opportunities are shared, but limited details are available</i>	<i>Service opportunities are mapped out, but still missing details</i>	<i>At least two service opportunities are fully mapped out, including how they will promote positive impact to engagement & sustainability</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Creativity <i>Creativity is shown throughout the planning process and presentation</i>	<i>No creativity demonstrated</i>	<i>Little creativity was demonstrated</i>	<i>Creativity was demonstrated</i>	<i>Innovation and creativeness were evident throughout the planning process and presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					