

Case study example

Sport & Tourism



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Case Study Case Study Question Julia should certainly not agree with Jon's terms of accommodation. Firstly, Julia is the contractor in this transaction and thus reserves the authority to negotiate accommodation reservation deals on behalf of the hotel with the hotel's interests being the main concern. In this case, Jon wants his terms to be prioritized by the hotel despite Julia being very considerate in terms of offering conferencing services and equipment. Jon wants to keep the services of the contractor, Monte Sereno, for the reasons of negotiating conventions with Julia. If Julia agrees to such terms, she will be putting the hotel's financial record at risk. Considering Jon was not totally on board with holding the meeting at Monte Sereno, giving in to a rate of \$99, a complementary cocktail fair, and a free conference service is too much for a simple hotel representative.

Question 2

To negotiate each of Jon's demands further and end with a win-win conclusion, Julia can comprehend Jon's primary interests or concerns. At the beginning, Julia had simply prepared for questions about the \$1, 000 conferencing service and \$110 hotel rooms, which she gets from regular customers on a virtually everyday basis. With Jon, Julia has to see the bigger picture by investigating with Jon's staff or simply asking him directly about the benefits of a complementary cocktail fair when the meeting will end in a week. If anything, the cocktail should come at the end of their stay at the hotel and not at the beginning. This is an example of how important knowing a client's primary interests furthers negotiations progresses (Lazer, 1999).

References

Lazer, W. (1999). Contemporary Hospitality Marketing: A Service

Management Approach. Los Angeles, CA: Educational Institute of the American Hotel Motel Assoc.