

BEHIND THE CURTAIN

CASE STUDY

INSIGHTS FROM DESIGN TO REALITY

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Ali Green, PhD
University of West Florida
agreen2@uwf.edu
505.977.1200

Looking Back



Case Study from 2025
Rubric/Score

Introducing the 5-Step Case Study Framework

A structured approach to crafting compelling hospitality scenarios

1

Setting the Selection/Property Type

Establish the hospitality environment and context

2

Crisis Catalyst

Develop the triggering problem or challenge

3

Question Architecture

Craft strategic questions that stimulate critical thinking

4

Reality Check Validation

Ensure scenarios are authentic and industry-relevant

5

Memorability Factor

Add distinctive elements that make the case memorable



Behind the Curtain

This framework brings structure and creativity to case development, ensuring:

- A consistent approach that balances creativity with practical rigor
- Cases that mirror real-world complexity while remaining accessible
- Scenarios that challenge participants to apply theoretical knowledge to practical situations
- A blend of analytical thinking and creative problem-solving

The Activity

Instructions: Each person receives one piece of a place setting (plate, knife, fork, or spoon).

Your mission: Find 3 other people to complete a full place setting—connecting with people you don't know well.

Creating Your Case: Hands-On Experience

Apply the framework in real-time to craft a compelling hospitality scenario

1

Form Your Team

Work with your place setting team members established during the icebreaker

2

Apply the 5-Step Framework

Follow each step in sequence to build your case study methodically

3

Leverage AI Tools

Use the GPT Hospitality Case Writer to enhance ideation and refinement

4

Create Probing Questions

Develop one thought-provoking question based on your case scenario

5

Prepare to Present

Organize how your team will share your case with the larger group



Behind the Curtain

This fast-paced collaborative exercise deliberately:

- Simulates real hospitality challenges requiring quick thinking and teamwork
- Creates productive pressure similar to industry demands
- Activates diverse perspectives from your newly-formed teams
- Builds confidence in applying structured frameworks under constraints
- Demonstrates how tools like AI can accelerate ideation without replacing critical thinking



Harnessing AI: Your Case Study Assistant

AI Tools Integration

Workshop Integration: You'll use AI tools to enhance your case study creation process:

Brainstorming: Generate initial scenario ideas and stakeholder perspectives

Refining: Polish narrative flow and enhance realism of scenarios

Validation: Check industry norms and operational feasibility

GPT Hospitality Case Writer

Custom-built AI assistant designed specifically for hospitality case development

Behind the Curtain

Why integrate AI into the workshop?

The workshop mirrors the real hospitality world, where AI is increasingly transforming operations, guest experience, and decision-making processes.

Participants gain practical experience with AI collaboration skills, increasingly valued in the industry.

♦

How Will You Use This With Students To Prepare For The Case?

Preparing students for case competitions and professional excellence



Foundational Framework Sessions

Teach students the 5-step approach before case competition preparation



Progressive Practice Rounds

Increase case complexity as students master each stage of the framework



AI-Assisted Case Development

Guide students in using AI tools to generate practice scenarios



Peer Review Workshops

Students evaluate each other's case responses using competition criteria



Industry Professional Feedback

Invite hospitality leaders to review student solutions for real-world relevance



Behind the Curtain

Pedagogical benefits of this structured approach:

- Builds critical thinking and analytical skills through scaffolded learning
- Develops teamwork dynamics similar to professional hospitality environments
- Enhances presentation confidence and stakeholder communication
- Balances creative thinking with practical business constraints
- Prepares students for both competition success and real industry challenges

Thank You



Behind the Curtain: Case Study Workshop

Contact: agreen2@uwf.edu | 505.977.1200