



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Product/Service Management

## **TRAVEL AND TOURISM TEAM DECISION MAKING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Describe the nature of product bundling.
- Identify product's/service's competitive advantage.
- Communicate core values of product/service.
- Explain the nature of product/service branding.
- Anticipate unspoken customer needs.
- Identify factors associated with positive customer experiences.
- Explain the role of customer service as a component of selling relationships.

## CASE STUDY SITUATION

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You are to assume the roles of the director of customer experience and the director of marketing for ROYAL AIRWAYS, a low-cost airline. The chief marketing officer (judge) wants your team to create a customer amenity kit for both domestic and international flights that will elevate the customer experience.

ROYAL AIRWAYS operates over 1,000 flights daily and serves 100 domestic and international network destinations in the Americas and Europe. Travelers love the low-cost of ROYAL AIRWAYS and that the airline offers two free checked bags, complimentary snacks, beverages and entertainment screens with television and movie options.

Unfortunately, the airline has been plagued with many delays. Not only are scheduled flights not leaving the gate on time, but there have also been instances of aircraft needing to return to the gate for maintenance issues. Numerous complaints on social media have resulted in ROYAL AIRWAYS trending for negative reasons.

ROYAL AIRWAYS has completed maintenance and additional checks on all aircraft and feels confident that delays caused by the airline, and not weather, will now be avoided. In an attempt to provide a positive customer experience, the chief marketing officer (judge) wants the airline to begin providing amenity kits to all passengers on all flights. The amenity kits would contain items that passengers could use on flight or off that would fulfill needs, evoke joy and provide a positive customer experience.

The chief marketing officer (judge) wants your team to create the amenity kits that will be available on all ROYAL AIRWAYS flights. The chief marketing officer (judge) is looking for ideas on specific products that could be included and how the kits will be branded. The chief marketing officer (judge) wants one amenity kit for domestic flights and a second for international flights.

You will present the plan to the chief marketing officer (judge) in a meeting to take place in the chief marketing officer's (judge's) office. The chief marketing officer (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented the plan and have answered the chief marketing officer's (judge's) questions, the chief marketing officer (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### **JUDGE CHARACTERIZATION**

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You are to assume the role of chief marketing officer for ROYAL AIRWAYS, a low-cost airline. You want the director of customer experience and the director of marketing (participant team) to create a customer amenity kit for both domestic and international flights that will elevate the customer experience.

ROYAL AIRWAYS operates over 1,000 flights daily and serves 100 domestic and international network destinations in the Americas and Europe. Travelers love the low-cost of ROYAL AIRWAYS and that the airline offers two free checked bags, complimentary snacks, beverages and entertainment screens with television and movie options.

Unfortunately, the airline has been plagued with many delays. Not only are scheduled flights not leaving the gate on time, but there have also been instances of aircraft needing to return to the gate for maintenance issues. Numerous complaints on social media have resulted in ROYAL AIRWAYS trending for negative reasons.

ROYAL AIRWAYS has completed maintenance and additional checks on all aircraft and feels confident that delays caused by the airline, and not weather, will now be avoided. In an attempt to provide a positive customer experience, you want the airline to begin providing amenity kits to all passengers on all flights. The amenity kits would contain items that passengers could use on flight or off that would fulfill needs, evoke joy and provide a positive customer experience.

You want the director of customer experience and the director of marketing (participant team) to create the amenity kits that will be available on all ROYAL AIRWAYS flights. You are looking for ideas on specific products that could be included and how the kits will be branded. You want one amenity kit for domestic flights and a second for international flights.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Should there be separate amenity kits for children?
2. Are the products you suggested beneficial to all demographics?

Once the director of customer experience and the director of marketing (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of customer experience and the director of marketing (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## TRAVEL AND TOURISM TEAM DECISION MAKING 2024

### JUDGE'S EVALUATION FORM ICDC PRELIMINARY

### INSTRUCTIONAL AREA: Product/Service Management

Participant: \_\_\_\_\_

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the nature of product bundling?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6	7-8	9-10	
3.	Communicate core values of product/service?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
5.	Anticipate unspoken customer needs?	0-1-2-3	4-5-6	7-8	9-10	
6.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						