



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

TRAVEL AND TOURISM TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 21st 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.

21st CENTURY SKILLS

- 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

- Describe the concept of promotion in the hospitality and tourism industry.
- Explain the relationship between promotion and brand.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the role of promotion as a marketing function.
- Explain the concept of market and market identification.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the director of sales and the director of marketing for JUBILANT RANCH, an amusement park that is an extremely popular tourist destination. The chief marketing officer (judge) wants your team to choose one market to target for a promotion that would increase attendance in January and February.

JUBILANT RANCH is a popular and favorite tourist destination among all ages. The park is quite large and guests often require three days to experience all it has to offer. JUBILANT RANCH'S primary target market is families with children, as many of the attractions are geared toward children. However, in the past two decades, JUBILANT RANCH has seen an increase in the number of adult couples that come to the park without children. The park now has many rides, attractions and restaurants that are not geared toward children.

While JUBILANT RANCH is one of the top tourist destinations in the nation, it has a sharp decline in daily attendance in January and February. Park officials feel this is due to various vacations and holidays during December and the popularity of traveling for spring break in March and April.

The chief marketing officer (judge) wants your team to create a promotion and marketing strategies that will increase attendance in January and February. The chief marketing officer (judge) wants your team to choose between two target markets: families with young children not yet school-age or couples without children.

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

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

1. Participant Instructions, 21st 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

You are to assume the role of chief marketing officer for JUBILANT RANCH, an amusement park that is an extremely popular tourist destination. You want the director of sales and the director of marketing (participant team) to choose one market to target for a promotion that would increase attendance in January and February.

JUBILANT RANCH is a popular and favorite tourist destination among all ages. The park is quite large and guests often require three days to experience all it has to offer. JUBILANT RANCH's primary target market is families with children, as many of the attractions are geared toward children. However, in the past two decades, JUBILANT RANCH has seen an increase in the number of adult couples that come to the park without children. The park now has many rides, attractions and restaurants that are not geared toward children.

While JUBILANT RANCH is one of the top tourist destinations in the nation, it has a sharp decline in daily attendance in January and February. Park officials feel this is due to various vacations and holidays during December and the popularity of traveling for spring break in March and April.

You want the director of sales and the director of marketing (participant team) to create a promotion and marketing strategies that will increase attendance in January and February. You want the director of sales and the director of marketing (participant team) to choose between two target markets: families with young children not yet school-age or couples without children.

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 their ideas.

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

1. What are the best communications channels to use for this promotion?
2. How can we attract more local residents during the January/February timeframe?

Once the director of sales 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 sales 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

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 th 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 th 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 th percentile of business personnel performing this performance indicator.



TRAVEL AND TOURISM TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Promotion

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the concept of promotion in the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the relationship between promotion and brand?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
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	
TOTAL SCORE						