



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Selling

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

- Explain the selling process.
- Assess information needs.
- Obtain needed information efficiently.
- Explain company selling policies.
- Determine hospitality and tourism customer/guest needs.
- Explain factors that motivate people to choose a hospitality and tourism site.
- Explain the role of customer service as a component of selling relationships.

CASE STUDY SITUATION

You are to assume the roles of the director of booking and the director of customer relations for SKYWAY AIRLINES, an international airline. The chief operations officer (judge) wants your team to determine how to ensure passengers in wheelchairs are not overcharged when booking flights due to wheelchair accessibility.

SKYWAY AIRLINES has several different types of aircraft in their fleet. The aircraft are different sizes, allowing for varying number of passengers depending on demand for different routes. Aircraft also have different sizing for the cargo hold door. This has become a problem on several different SKYWAY flights.

The smaller cargo hold doors are too narrow for wider wheelchairs. This has resulted in SKYWAY AIRLINES to add a feature onto the air travel booking site that allows passengers in wheelchairs to input the dimensions of the wheelchair. Once input, the passenger can then search for flight options that will accommodate the size of the wheelchair.

SKYWAY AIRLINES has received numerous complaints about the booking process for passengers in wheelchairs. The complaints are due to passengers in larger wheelchairs being forced to book more expensive flights due to the size of their wheelchair. In these instances, the less expensive flight options are on aircraft that have smaller cargo hold doors that do not fit larger wheelchairs.

Executives at SKYWAY AIRLINES have apologized for the oversight and have promised customers that new selling policies and processes will soon be in place.

The chief operations officer (judge) wants your team to develop new sales processes and policies for passengers that will be fair to all passengers, no matter the size of the wheelchair. The chief operations officer (judge) wants you to keep in mind that aircraft cargo hold door sizes cannot be altered. The chief operations officer (judge) wants you to determine how your recommendations will lead more travelers to choose SKYWAY.

You will present the plan to the chief operations officer (judge) in a meeting to take place in the chief operations officer's (judge's) office. The chief operations 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 operations officer's (judge's) questions, the chief operations 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 the chief operations officer for SKYWAY AIRLINES, an international airline. You want the director of booking and the director of customer relations (participant team) to determine how to ensure passengers in wheelchairs are not overcharged when booking flights due to wheelchair accessibility.

SKYWAY AIRLINES has several different types of aircraft in their fleet. The aircraft are different sizes, allowing for varying number of passengers depending on demand for different routes. Aircraft also have different sizing for the cargo hold door. This has become a problem on several different SKYWAY flights.

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Executives at SKYWAY AIRLINES have apologized for the oversight and have promised customers that new selling policies and processes will soon be in place.

You want the director of booking and the director of customer relations (participant team) to develop new sales processes and policies for passengers that will be fair to all passengers, no matter the size of the wheelchair. You want the director of booking and the director of customer relations (participant team) to keep in mind that aircraft cargo hold door sizes cannot be altered. You want the director of booking and the director of customer relations (participant team) to determine your recommendations will lead more travelers to choose SKYWAY.

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. How do your recommendations ensure that all potential customers know about the change in policies?
2. Why is it important that all customer service representatives are trained thoroughly on this new policy even if most passengers book online or on the app?

Once the director of booking and the director of customer relations (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of booking and the director of customer relations (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 2

INSTRUCTIONAL AREA: Selling

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the selling process?	0-1-2-3	4-5-6	7-8	9-10	
2.	Assess information needs?	0-1-2-3	4-5-6	7-8	9-10	
3.	Obtain needed information efficiently?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain company selling policies?	0-1-2-3	4-5-6	7-8	9-10	
5.	Determine hospitality and tourism customer/guest needs?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain factors that motivate people to choose a hospitality and tourism site?	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	
21 st 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						