



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Marketing

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 marketing functions and related activities.
- Differentiate between service marketing and product marketing.
- Explain factors that motivate customer/client/business buying behavior.
- Explain the concept of market and market identification.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain key factors in building a clientele.
- Demonstrate connections between company actions and results.

CASE STUDY SITUATION

You are to assume the roles of the marketing manager and the promotional manager for LANTERN CRUISES, the largest cruise line brand by revenue. The director of marketing (judge) wants your team to develop a marketing plan that will sell spots on the *Platinum World Tour* cruise.

LANTERN CRUISES offers a variety of cruises departing from many ports that embark on 3, 7, 14 and 21-day cruises to a variety of destinations. LANTERN CRUISES owns many cruise ships that offer various types of amenities, destinations, and excursions.

LANTERN CRUISES' newest cruise option, *Platinum World Tour*, is the first of its kind among all cruise lines: a 275-day cruise that travels for 9 months, visiting 8 of the world wonders, 7 continents, 60 countries and over 150 destinations. This will be the longest cruise on record, visiting the most destinations.

The price per person for *Platinum World Tour* ranges from \$54,000 - \$120,000. The price includes airfare, hotel stay prior to departure, transportation, excursions, no restrictions on food or beverages, laundry service and gratuities. In preparation for the journey, LANTERN CRUISES has upgraded all mattresses, bedding and carpeting in every cabin.

LANTERN CRUISES typically markets its cruises as vacations to all ages and all income levels as vacations. The traditional 3- to 21-day cruises are meant for passengers to relax and explore new destinations. The ships have amenities such as swimming pools, hot tubs, zip lines, casinos, dozens of restaurants, lounges, entertainment venues, retail shops, plus fun daily activities. While these amenities will also be available on *Platinum World Tour*, the director of marketing (judge) knows that a different approach to marketing is needed.

The director of marketing (judge) wants your team to design a marketing plan that will sell spots on *Platinum World Tour*. The director of marketing (judge) wants your plan to include an in-depth description of the target market(s) your team has chosen, specific marketing strategies for that chosen market, factors that will influence buying behavior and determine how to best promote a 275-day cruise since it is longer than a traditional vacation.

You will present the plan to the director of marketing (judge) in a meeting to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented the plan and have answered the director of marketing's (judge's) questions, the director of marketing (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 director of marketing for LANTERN CRUISES, the largest cruise line brand by revenue. You want the marketing manager and the promotional manager (participant team) to develop a marketing plan that will sell spots on the *Platinum World Tour* cruise.

LANTERN CRUISES offers a variety of cruises departing from many ports that embark on 3, 7, 14 and 21-day cruises to a variety of destinations. LANTERN CRUISES owns many cruise ships that offer various types of amenities, destinations, and excursions.

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You want the marketing manager and the promotional manager (participant team) to design a marketing plan that will sell spots on *Platinum World Tour*. You want the plan to include an in-depth description of the target market(s) the marketing manager and the promotional manager (participant team) has chosen, specific marketing strategies for that chosen market, factors that will influence buying behavior and determine how to best promote a 275-day cruise since it is longer than a traditional vacation.

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 communications channels are best to reach our target market?
2. Who is our secondary market?

Once the marketing manager and the promotional manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the marketing manager and the promotional manager (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 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Marketing

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3	4-5-6	7-8	9-10	
2.	Differentiate between service marketing and product marketing?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain factors that motivate customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
7.	Demonstrate connections between company actions and results?	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						