



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 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 nature and scope of the product/service management function.
- Describe services offered by the hospitality and tourism industry.
- Identify product's/service's competitive advantage.
- Communicate core values of product/service.
- Anticipate unspoken customer needs.
- Explain the importance of meeting and exceeding customer/guest expectations.
- Identify factors associated with positive customer experiences.

CASE STUDY SITUATION

You are to assume the roles of the operations manager and the customer service manager for SKY INTERNATIONAL AIRPORT, the third busiest airport for passenger traffic. The director of operations (judge) wants your team to identify new services the airport can offer passengers once past security.

SKY INTERNATIONAL AIRPORT is a public airport that serves as a hub for a major airline. The airport flies to 190 domestic and 63 international destinations. There are five terminals at SKY INTERNATIONAL AIRPORT, and each terminal offers standard services found at major airports: Wi-fi, work areas with power accessibility, water bottle refill stations, wheelchair and cart service, and various restaurants and retail shop space rented by various vendors.

A new study of Generation Z and Millennial travelers found that 43% take the airport into consideration when choosing a destination for travel and to determine if a lay-over is worth the extra time. The study also reported that 60% of the respondents would feel more excited and stress-free about air travel if there were a wider array of services for use prior to flight, giving travelers the sense that the vacation starts once past airport security.

SKY INTERNATIONAL AIRPORT provides and manages standard services that travelers have come to expect. SKY INTERNATIONAL AIRPORT also leases space to various local and national chain restaurants, coffeeshops, retailers and to the airlines that offer lounges for their loyalty members.

The director of operations (judge) wants your team to identify additional products and/or services that SKY INTERNATIONAL AIRPORT can offer travelers and identify additional vendors or businesses that would add to travelers' airport experiences.

You will present the plan to the director of operations (judge) in a meeting to take place in the director of operations' (judge's) office. The director of operations (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 operations' (judge's) questions, the director of operations (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 operations for SKY INTERNATIONAL AIRPORT, the third busiest airport for passenger traffic. You want the operations manager and the customer service manager (participant team) to identify new services the airport can offer passengers once past security.

SKY INTERNATIONAL AIRPORT is a public airport that serves as a hub for a major airline. The airport flies to 190 domestic and 63 international destinations. There are five terminals at SKY INTERNATIONAL AIRPORT, and each terminal offers standard services found at major airports: Wi-fi, work areas with power accessibility, water bottle refill stations, wheelchair and cart service, and various restaurants and retail shop space rented by various vendors.

A new study of Generation Z and Millennial travelers found that 43% take the airport into consideration when choosing a destination for travel and to determine if a lay-over is worth the extra time. The study also reported that 60% of the respondents would feel more excited and stress-free about air travel if there were a wider array of services for use prior to flight, giving travelers the sense that the vacation starts once past airport security.

SKY INTERNATIONAL AIRPORT provides and manages standard services that travelers have come to expect. SKY INTERNATIONAL AIRPORT also leases space to various local and national chain restaurants, coffeshops, retailers and to the airlines that offer lounges for their loyalty members.

You want the operations manager and the customer service manager (participant team) to identify additional products and/or services that SKY INTERNATIONAL AIRPORT can offer travelers and identify additional vendors or businesses that would add to travelers' airport experiences.

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 other age demographics will appreciate your suggestions?

2. What value will the airport location bring to the other businesses you suggested?

Once the operations manager and the customer service manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the operations manager and the customer service 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 2

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe services offered by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6	7-8	9-10	
4.	Communicate core values of product/service?	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.	Explain the importance of meeting and exceeding customer/guest expectations?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify factors associated with positive customer experiences?	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						