



TRAVEL AND TOURISM TEAM DECISION MAKING EVENT

CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Information Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Identify ways that technology impacts business.
- Assess information needs.
- Obtain needed information efficiently.
- Apply information to accomplish a task.
- Determine hospitality and tourism customer/guest needs.

CASE STUDY SITUATION

You are to assume the roles of the operations manager and the product manager for NORTH GETAWAYS, a service of NORTH AIRLINES that allows customers to bundle airfare with lodging, car rentals, attractions and shuttles into one packaged price. The vice president of NORTH GETAWAYS (judge) wants your team to determine what traveler information is necessary before designing mystery travel packages.

NORTH AIRLINES flies to major destinations across North America daily. The airline has partnered with several hotel brands, car rental agencies, ground transportation services and tourist attractions to be able to provide travelers with bundled package deals, named NORTH GETAWAYS. This allows the traveler to pay in advance in one lump sum and takes away the need for additional bookings and planning.

A new report has shown that 55% of travelers would be interested in reserving a trip where the destination remained a mystery until arrival at the airport. A mystery travel package would include a surprise itinerary tailored to customer preferences and not require the traveler to reserve anything, allowing for a seamless getaway.

The vice president of NORTH GETAWAYS (judge) thinks that a mystery travel package would be a great addition to the services provided. The partners are already in place, so NORTH GETAWAYS would just need information from the traveler to create the mystery travel package.

The vice president of NORTH GETAWAYS (judge) wants your team to determine specific information required from the traveler to produce a mystery travel package, besides travel dates and home airport. The vice president (judge) then wants you to determine how that information will be obtained from the traveler and how NORTH GETAWAYS can use that information to produce a mystery travel package.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the vice president for NORTH GETAWAYS, a service of NORTH AIRLINES that allows customers to bundle airfare with lodging, car rentals, attractions and shuttles into one packaged price. You want the operations manager and the product manager (participant team) to determine what traveler information is necessary before designing mystery travel packages.

NORTH AIRLINES flies to major destinations across North America daily. The airline has partnered with several hotel brands, car rental agencies, ground transportation services and tourist attractions to be able to provide travelers with bundled package deals, named NORTH GETAWAYS. This allows the traveler to pay in advance in one lump sum and takes away the need for additional bookings and planning.

A new report has shown that 55% of travelers would be interested in reserving a trip where the destination remained a mystery until arrival at the airport. A mystery travel package would include a surprise itinerary tailored to customer preferences and not require the traveler to reserve anything, allowing for a seamless getaway.

You think that a mystery travel package would be a great addition to the services provided. The partners are already in place, so NORTH GETAWAYS would just need information from the traveler to create the mystery travel package.

You want the operations manager and the product manager (participant team) to determine specific information required from the traveler to produce a mystery travel package, besides travel dates and home airport. You then want the operations manager and the product manager (participant team) to determine how that information will be obtained from the traveler and how NORTH GETAWAYS can use that information to produce a mystery travel package.

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 can we ensure the traveler has all the proper travel documents needed?
2. Should we put an extra charge on the mystery travel packages?

Once the operations manager and the product manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the operations manager and the product 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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



TRAVEL AND TOURISM TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Information Management

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Identify ways that technology impacts business.	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.	Apply information to accomplish a task.	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	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						