



TRAVEL AND TOURISM TEAM DECISION MAKING EVENT

CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

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

- Describe the concept of promotion in the hospitality and tourism industry.
- Explain the role of promotion as a marketing function.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the concept of market and market identification.
- Explain the use of marketing strategies in hospitality and tourism.

CASE STUDY SITUATION

You are to assume the roles of the marketing manager and the membership manager for HARBOR CITY WELCOMES, a nonprofit organization that promotes tourism and drives economic growth through visitors. The executive director (judge) wants your team to develop a promotional plan that will highlight Harbor City as a townsizing destination.

Harbor City is located near a large lake and has only 5,000 residents. The city has gorgeous hiking, biking and walking trails near the water, a downtown square filled with restaurants and retail shops, several galleries featuring local and regional artists and live entertainment at the water's edge every weekend. There are two bed and breakfast properties and a historic inn. The city is charming and authentic with friendly residents proud of their town.

Townsizing is a new alternative travel trend. Instead of traveling to a big metropolitan city, townsizing is about laid-back locations with small town vibes. Travelers who enjoy townsizing want to get away from the hustle and bustle of big cities and vacation somewhere that is slower paced and feels cozy and comfortable.

The executive director of HARBOR CITY WELCOMES (judge) knows that the city is a perfect townsizing destination. With a mid-sized airport only one-hour away, the city can welcome visitors from anywhere.

The executive director (judge) wants your team to develop a promotional plan that will market Harbor City as a townsizing destination. The promotional plan must include:

- Target market
- Marketing strategies
- Promotional Methods
- At least two elements of the promotional mix

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the executive director for HARBOR CITY WELCOMES, a nonprofit organization that promotes tourism and drives economic growth through visitors. You want the marketing manager and the membership manager (participant team) to develop a promotional plan that will highlight Harbor City as a townsizing destination.

Harbor City is located near a large lake and has only 5,000 residents. The city has gorgeous hiking, biking and walking trails near the water, a downtown square filled with restaurants and retail shops, several galleries featuring local and regional artists and live entertainment at the water's edge every weekend. There are two bed and breakfast properties and a historic inn. The city is charming and authentic with friendly residents proud of their town.

Townsizing is a new alternative travel trend. Instead of traveling to a big metropolitan city, townsizing is about laid-back locations with small town vibes. Travelers who enjoy townsizing want to get away from the hustle and bustle of big cities and vacation somewhere that is slower paced and feels cozy and comfortable.

You know that the city is a perfect townsizing destination. With a mid-sized airport only one-hour away, the city can welcome visitors from anywhere.

You want the marketing manager and the membership manager (participant team) to develop a promotional plan that will market Harbor City as a townsizing destination. The promotional plan must include:

- Target market
- Marketing strategies
- Promotional Methods
- At least two elements of the promotional mix

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 market would not be a good fit for townsizing?
2. What are ways to get the business members of HARBOR CITY WELCOMES involved?

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

INSTRUCTIONAL AREA: Promotion

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	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 role of promotion as a marketing function.	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 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	
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						