



TRAVEL AND TOURISM TEAM DECISION MAKING EVENT

CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Marketing

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

- Explain marketing and its importance in a global economy.
- Describe marketing functions and related activities.
- Differentiate between service marketing and product marketing.
- Identify ways to segment hospitality and tourism markets.
- Explain promotional methods used by the hospitality and tourism industry.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the promotions manager for DESTINATION AMERICAS, an organization that promotes travel and tourism in North America. The executive director (judge) wants your team to market and promote a return visit to a host country at a *World Cup* venue.

This summer the men's *World Cup* will take place in various cities in Canada, United States and Mexico. Each match will bring thousands of soccer fans into the city and into the host stadium. For those not able to secure tickets, the host cities will have fan experiences and watch parties at various venues. The men's *World Cup* was last hosted in the United States in 1994, in Mexico in 1986 and has never been held in Canada. The 2015 women's *World Cup*, however, was hosted in Canada.

DESTINATION AMERICAS understands that for many tourists, the World Cup will be the primary reason they are traveling to host cities across Canada, United States and Mexico — destination cities they may never have thought to explore otherwise. The executive director (judge) feels that the large captive stadium audiences at each *World Cup* match present an excellent opportunity to promote a return visit.

The executive director (judge) wants your team to choose one of the men's *World Cup* host countries: Canada, United States or Mexico and determine how to market and promote a return visit. The executive director (judge) wants the plan to include market segmentation, travel motivators, promotional methods and specific call-to-action.

You will present ideas 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 DESTINATION AMERICAS, an organization that promotes travel and tourism in North America. You want the director of marketing and the promotions manager (participant team) to market and promote a return visit to a host country at a *World Cup* venue.

This summer the men's *World Cup* will take place in various cities in Canada, United States and Mexico. Each match will bring thousands of soccer fans into the city and into the host stadium. For those not able to secure tickets, the host cities will have fan experiences and watch parties at various venues. The men's *World Cup* was last hosted in the United States in 1994, in Mexico in 1986 and has never been held in Canada. The 2015 women's *World Cup*, however, was hosted in Canada.

DESTINATION AMERICAS understands that for many tourists, the World Cup will be the primary reason they are traveling to host cities across Canada, United States and Mexico — destination cities they may never have thought to explore otherwise. You feel that the large captive stadium audiences at each *World Cup* match present an excellent opportunity to promote a return visit.

You want the director of marketing and the promotions manager (participant team) to choose one of the men's *World Cup* host countries: Canada, United States or Mexico and determine how to market and promote a return visit. You want the plan to include market segmentation, travel motivators, promotional methods and specific call-to-action.

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 is one reason you did not pick the other countries?
2. How can we track if this marketing promotion was successful?

Once the director of marketing and the promotions manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of marketing and the promotions 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 ICDC PRELIMINARY

INSTRUCTIONAL AREA:
Marketing

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain marketing and its importance in a global economy.	0-1-2-3	4-5-6	7-8-9	10	
2.	Describe marketing functions and related activities.	0-1-2-3	4-5-6	7-8-9	10	
3.	Differentiate between service marketing and product marketing.	0-1-2-3	4-5-6	7-8-9	10	
4.	Identify ways to segment hospitality and tourism markets.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain promotional methods used by the hospitality and tourism industry.	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						