



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Customer Relations

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 of positive customer relations.
- Maintain service standards during peaks in demand.
- Identify factors associated with positive customer experiences.
- Explain the importance of meeting and exceeding customer/guest expectations.
- Interpret business policies to customers/clients.
- Communicate core values of product/service.
- Explain the nature of product/service branding.

CASE STUDY SITUATION

You are to assume the roles of the customer relations manager and the brand manager for UPPER DECK, the airport lounges associated with SKY AIRLINES. The vice president of UPPER DECK (judge) wants your team to recommend changes to the UPPER DECK policies that will allow for better customer relations.

SKY AIRLINES has UPPER DECK lounges in 50 airports. UPPER DECK lounges have complimentary Wi-Fi, breakfast, lunch and snacks, soft drinks and adult beverages, and personalized travel assistance. Each UPPER DECK has plenty of comfortable seating, workstations and outlets.

SKY AIRLINES passengers that have earned gold status by achieving 30 SKY AIRLINES flights in one year have access to UPPER DECK lounges. These gold status members have unlimited visits to the lounges and can bring two adults or one adult and four children in with them. In addition, an annual pass can be purchased for \$750 or a one-time pass can be purchased for \$59. Annual pass holders may bring one guest into the lounge, while one-time pass holders are not allowed guests.

UPPER DECK lounges were created to feel exclusive, a reward for travelers that consistently choose SKY AIRLINES. Entrances to the lounges are staffed by SKY AIRLINES associates that scan boarding passes to confirm access eligibility. Now that travelers can purchase an annual pass or a one-time pass, the lounges are crowded, often with a wait time to enter. Inside the lounges, there are lines for the complimentary beverages and seating is limited.

The vice president of UPPER DECK (judge) wants your team to recommend changes to the UPPER DECK policies that will allow for better customer relations, reduce crowding and strengthen the UPPER DECK brand. The vice president (judge) also wants your team to explain how changes will be communicated to all SKY AIRLINES customers.

You will present recommendations to the vice president of UPPER DECK (judge) in a meeting to take place in the vice president's (judge's) office. The vice president of UPPER DECK (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

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 vice president of UPPER DECK, the airport lounges associated with SKY AIRLINES. You want the customer relations manager and the brand manager (participant team) to recommend changes to the UPPER DECK policies that will allow for better customer relations.

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You want the customer relations manager and the brand manager (participant team) to recommend changes to the UPPER DECK policies that will allow for better customer relations, reduce crowding and strengthen the UPPER DECK brand. You also want the customer relations manager and the brand manager (participant team) to explain how changes will be communicated to all SKY AIRLINES customers.

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. Would creating larger lounges solve the problem? Why or why not?
2. When should your recommendations go into effect?

Once the customer relations manager and the brand manager (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the customer relations manager and the brand 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 2026

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3	4-5-6	7-8	9-10	
2.	Maintain service standards during peaks in demand?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the importance of meeting and exceeding customer/guest expectations?	0-1-2-3	4-5-6	7-8	9-10	
5.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6	7-8	9-10	
6.	Communicate core values of product/service?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the nature of product/service branding?	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						