



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Customer Relations

TRAVEL AND TOURISM TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

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

You have up to 10 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 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, 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 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.

EVENT 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

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 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.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

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
DISTRICT EVENT

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Customer Relations

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	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	
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						