



TRAVEL AND TOURISM EVENT

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Travel 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

- Explain the role of ethics in information management.
- Explain the need for hospitality and tourism business information.
- Design a visitor experience survey.
- Evaluate quality and source of information.
- Identify product's/service's competitive advantage.

CASE STUDY SITUATION

You are the director of operations at **TRAVELEXPERT**, a free-to-use travel guidance platform, available on the **TRAVELEXPERT** website or through its mobile app. **TRAVELEXPERT** provides its users with customer reviews and ratings of airlines, hotels, restaurants, cruises and things to do in thousands of cities across the world. Reviews are trusted because they cannot be edited by the reviewed company nor can a reviewed company pay to have them removed.

TRAVELEXPERT offers the ability to search and filter by city so that when planning a trip, users can use the reviews and ratings to best choose hotels, restaurants and fun local activities.

TRAVELEXPERT makes money by selling advertising space, pay-per-click links to hotels, restaurants, cruise lines, airlines and attractions. For example, if a sightseeing tour advertises on **TRAVELEXPERT**, then a link to purchase tickets for the sightseeing tour will be listed along with the customer reviews and ratings. If a company chooses not to advertise with **TRAVELEXPERT**, the reviews and ratings will be listed, but no link to the company will be supplied.

Recent research found that 84% of parents take inspiration from their children when planning a vacation. In addition, 86% of children said they want to help build the itinerary for a family vacation. This research shows a trend of children increasingly influencing family vacation planning.

YOUR CHALLENGE

The chief operating officer at **TRAVELEXPERT** feels that now is the time to jump on the “kidfluencer” trend. The chief operating officer wants to have kid reviews of hotels, restaurants and attractions on **TRAVELEXPERT**. The kid reviews would not have any weight on the overall rating of the business but would offer truthful insight from a child’s perspective.

The chief operating officer wants you to design a visitor experience survey for parents to collect reviews from their children after visiting restaurants, hotels and attractions. The survey questions should be targeted to children 7-12 years old and focus on topics that matter to that age group.

Next, the chief operating officer wants you to determine how to evaluate the quality of kid reviews, how to protect the anonymity of the source and finally how to highlight the kid reviews on **TRAVELEXPERT**.

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 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 – 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.	Explain the role of ethics in information management.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the need for hospitality and tourism business information.	0-1-2-3	4-5-6	7-8-9	10	
3.	Design a visitor experience survey.	0-1-2-3	4-5-6	7-8-9	10	
4.	Evaluate quality and source of information.	0-1-2-3	4-5-6	7-8-9	10	
5.	Identify product's/service's competitive advantage.	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						