



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Travel and Tourism

INSTRUCTIONAL AREA
Promotion

TRAVEL AND TOURISM EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific 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).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain promotional methods used by the hospitality and tourism industry.
- Explain the role of promotion as a marketing function.
- Identify communication channels used in travel and tourism promotion.
- Develop promotional messages for targeted audience.
- Explain the use of marketing strategies in hospitality and tourism.

CASE STUDY SITUATION

You are the director of marketing for JOURNEY AIR, a popular low-cost airline. JOURNEY AIR markets itself as the stress-free airline. The ticketing agents, gate staff and flight crew are instructed to tell passengers to “have a relaxing flight” and offer passengers services to make flights less stressful, such as checking bags, purchasing upgraded seats with more legroom, on-board snacks and cocktails.

Unfortunately, in the last year the Federal Aviation Administration has reported that there have been over 4,000 reports of unruly passengers onboard commercial aircraft. JOURNEY AIR has seen a large percentage of unruly passengers during this time and the flight crews are not happy.

JOURNEY AIR has seen instances of passengers refusing to buckle seatbelts and remain seated and refusing to wear the mandated face masks. Passengers have become loud and bothersome to others on board, passengers have verbally assaulted flight attendants and passengers have become intoxicated and belligerent. These unruly passengers often distract the pilots as reports are made to air traffic control if assistance is needed upon landing.

YOUR CHALLENGE

The president of JOURNEY AIR wants to prepare a creative brief that will outline a 15-30 second video spot that will deter unruly behavior from JOURNEY AIR passengers. The president wants your brief to include:

- The look and feel of the 15-30 second video spot
- Exact messaging that will be included
- Inclusion of the JOURNEY AIR brand
- Service orientation
- Where and when JOURNEY AIR passengers will view the spot

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.

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	Participant 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	Participant 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	Participant 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	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**TRAVEL AND TOURISM
2022**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify communication channels used in travel and tourism promotion?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop promotional messages for targeted audience?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						