



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Travel and Tourism

INSTRUCTIONAL AREA
Market Planning

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

- Develop marketing plan.
- Set marketing goals and objectives.
- Identify ways to segment hospitality and tourism markets.
- Explain the use of marketing strategies in hospitality and tourism.
- Describe marketing functions and related activities.

CASE STUDY SITUATION

You are the director of marketing for NATIONAL PILOTS ASSOCIATION (NPA), a nonprofit association that promotes, educates and advocates for commercial airline pilots.

There is a worldwide shortage of commercial airline pilots that is resulting in a steady stream of air travel cancellations and delays. Each commercial airplane requires a minimum number of pilots, co-pilots and additionally trained staff on board to fly. The decreased number of pilots has led to a low supply with high demand, which has resulted in scaled-back flight schedules and competition among all airlines for pilots.

The United States is seeing a significant decline in the number of commercial airline pilots for various reasons. First and foremost, most of the current commercial airline pilots are baby boomers and have reached the age of 65, which is the mandatory retirement age. Second, many commercial airlines pilots chose to retire early during the pandemic, when flight schedules were drastically reduced, and pilots were furloughed. And finally, in the past, military pilots commonly transitioned from the military to commercial airlines. However, during the pandemic and its aftermath, that number reduced due to the instability of commercial airlines. Currently, only 8% of commercial airline pilots are female. The most common reason for young people not pursuing a career in piloting is the expense.

These trends have forecasted a shortage of 29,000 commercial pilots by the end of the decade.

YOUR CHALLENGE

The executive director of NPA wants to develop a marketing plan and marketing strategies that will encourage people to become commercial airline pilots. The executive director wants you to detail marketing goals and objectives that will include sponsorship/scholarship strategies to secure new commercial airline pilots. The executive director wants the marketing plan to include:

- Specific marketing goals and objectives
- Market segments to target
- Marketing strategies that will target segmented markets
- Marketing activities
- Appropriate communications channels

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
2023**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Market Planning

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop marketing plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Set marketing goals and objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify ways to segment hospitality and tourism markets?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	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	
5.	Describe marketing functions and related activities?	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						