



**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**

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- 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**

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- Explain the purpose of tourism promotion.
- Develop a social-media campaign.
- Identify communication channels used in travel and tourism promotion.
- Develop promotional messages for targeted audience.
- Explain the concept of market and market identification.

## **CASE STUDY SITUATION**

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You are the director of marketing for RAYLAN ISLAND, an island off the coast that will soon offer private tours and accommodations.

RAYLAN ISLAND has white sand beaches, hundreds of acres of wilderness, many rare birds and plants and is uninhabited. The island's tourism board has tents available for tourists to reserve and many hiking trails and bird watching towers. After a hike, many tourists love to lounge on the beach and relax.

Soon, RAYLAN ISLAND will offer private cabins for tourists to reserve for lodging. There will also be a canteen area for food, beverages and other supplies tourists may need. Guided tours of the wilderness and bird watching expeditions will also be available.

## **YOUR CHALLENGE**

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The tourism manager of RAYLAN ISLAND wants the destination to be a device-free area. The tourism manager wants tourists to genuinely enjoy the island, meet new people, have face-to-face experiences and take a break from devices and technology. The tourism manager feels this will help with mental health and boost peoples' moods.

RAYLAN ISLAND has a well-functioning mobile network and service for emergencies, so tourists do not need to worry.

The tourism manager wants you to develop a social-media campaign that will promote RAYLAN ISLAND'S new commitment to being a device-free tourist destination. The manager wants your social-media campaign to include:

- Identification of target market
- Promotional messages appropriate for target market
- Chosen social media platforms to reach target market
- Explanation of how the campaign will increase awareness and tourism

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**TRAVEL AND TOURISM  
2024**

**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
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the purpose of tourism promotion?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop a social-media campaign?	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 concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						