



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

TRAVEL AND TOURISM TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Identify the elements of the promotional mix.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the relationship between promotion and brand.
- Explain the concept of market and market identification.
- Differentiate between service marketing and product marketing.

CASE STUDY SITUATION

You are to assume the roles of the director of marketing and the promotional specialist for FUN TIMES AMUSEMENT PARKS, a company that owns and manages 10 amusement parks. The vice president (judge) wants your team to develop a promotional plan that will market the parks' new features targeting guests that are remote workers.

FUN TIMES AMUSEMENT PARKS are open from mid-May to mid-September each year. Each of the 10 parks are identical, offering various roller coasters, thrill rides, areas for small children, snack bars and gift shops.

FUN TIMES AMUSEMENT PARKS mascot is a cartoon dog. The cartoon dog is featured in television commercials and social media ads, aimed towards 5 to 15-year-olds. The commercials feature kids having fun at the parks and always include its tagline, "Don't miss your chance to have FUN TIMES!"

Attendance at the parks have not reached pre-pandemic numbers. Executives are concerned and decided to make a few changes to each park to better target a new demographic. FUN TIMES AMUSEMENT PARKS will now feature free Wi-Fi, and each park will have two dozen shaded tables furthest away from the thrill rides that provide electrical outlets and charging ports. These new features have been installed to target guests that are remote workers and may want to work remotely from the parks.

The vice president (judge) wants your team to develop a promotional plan that will introduce the new FUN TIMES features to the target market. The plan must include at least two elements of the promotional mix, specific messaging, branding and channels.

You will present the plan to the vice president (judge) in a meeting to take place in the vice president's (judge's) office. The vice president (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

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the vice president for FUN TIMES AMUSEMENT PARKS, a company that owns and manages ten amusement parks. You want the director of marketing and the promotional specialist (participant team) to develop a promotional plan that will market the parks' new features targeting guests that are remote workers.

FUN TIMES AMUSEMENT PARKS are open from mid-May to mid-September each year. Each of the 10 parks are identical, offering various roller coasters, thrill rides, areas for small children, snack bars and gift shops.

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You want the director of marketing and the promotional specialist (participant team) to develop a promotional plan that will introduce the new FUN TIMES features to the target market. The plan must include at least two elements of the promotional mix, specific messaging, branding and channels.

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. Why would remote workers want to work at an amusement park?
2. How can we tell if the new features are being used by remote workers?

Once the director of marketing and the promotional specialist (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of marketing and the promotional specialist (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 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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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



TRAVEL AND TOURISM TEAM DECISION MAKING 2025

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Promotion

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the relationship between promotion and brand?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
7.	Differentiate between service marketing and product marketing?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						