



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 concept of product in the hospitality and tourism industry.
- Explain the concept of market and market identification.
- Explain the use of marketing strategies in hospitality and tourism.

CASE STUDY SITUATION

You are to assume the roles of the director of promotions and the director of marketing for BURST SCULPTURE PARK, a 100-acre outdoor park featuring large sculptures and hiking trails. The park director (judge) wants you to use a recent article published by an industry website that publishes the latest travel and tourism news to promote the park.

BURST SCULPTURE PARK is located in a region that is well-known for its beaches. The number one tourist attraction in the region is aptly named Beach City and attracts close to one million visitors each year. Beach City attracts many markets including families with small children, college aged young adults and senior citizens.

BURST SCULPTURE PARK is located 45-miles from Beach City and was recently named the most underrated tourist attraction in the region by an industry website. The article went on to say that BURST SCULPTURE PARK is overlooked due to the popularity of Beach City, but it is a gem not to be missed. The article described the gorgeous views from the hiking trails, the artistic and trendy sculptures and the beautifully renovated picnic areas that provide shade and comfort.

The park director of BURST SCULPTURE PARK (judge) wants your team to develop a promotional plan that will attract new visitors to the park. The park director (judge) wants you to reference the park's title of most underrated tourist attraction in the region in the promotional plan. The park director (judge) wants your plan to include:

- Target market – explanation of chosen primary market
- Types of promotion
- Elements of the promotional mix most effective for your plan
- Specific promotional methods
- Specific marketing strategies

You will present your analysis to the park director (judge) in a meeting to take place in the park director's (judge's) office. The park director (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the park director's (judge's) questions, the park director (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 park director for BURST SCULPTURE PARK, a 100-acre outdoor park featuring large sculptures and hiking trails. You want the director of promotions and the director of marketing (participant team) to use a recent article published by an industry website that publishes the latest travel and tourism news to promote the park.

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You want the director of promotions and the director of marketing (participant team) to develop a promotional plan that will attract new visitors to the park. You want the director of promotions and the director of marketing (participant team) to reference the park's title of most underrated tourist attraction in the region in the promotional plan. You want the plan to include:

- Target market – explanation of chosen primary market
- Types of promotion
- Elements of the promotional mix most effective for your plan
- Specific promotional methods
- Specific marketing strategies

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 his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. Explain why we should or should not promote our park to the local population?
2. What additions to our park would make it more popular among tourists?

Once the director of promotions and the director of marketing (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of promotions and the director of marketing (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 2023

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 concept of product in the hospitality and tourism industry? | 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. | Explain the use of marketing strategies in hospitality and tourism? | 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 | | | | | | |