



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Travel and Tourism

INSTRUCTIONAL AREA
Professional Development

TRAVEL AND TOURISM EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 30 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 15 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the economic impact of travel and tourism on a community or an area.
2. Assess customer's special needs.
3. Discuss the interdependence of travel and tourism industry segments.
4. Describe the cyclical/seasonal nature of tourism.
5. Make decisions.



EVENT SITUATION

You are to assume the role of marketing coordinator for the highway division of the STATE DEPARTMENT OF TRANSPORTATION. The director (judge) asked you to plan the services and amenities to offer at six rest areas located on the state's major interstate.

The state's north/south interstate highway runs the entire length of the state. From the north entrance to the south entrance the interstate runs 300 miles. It is considered a long-distance corridor with over 5,000 vehicles traveling per day. The state enjoys all four seasons, with hot summers and cold, snowy winters.

There are six traveler rest areas located on the interstate:

1. Located at mile marker 1, the northern most entry into the state
2. Located at mile marker 40
3. Located at mile marker 75
4. Located at mile marker 150, near the exit for the capital city
5. Located at mile marker 225, near the exit for the lake area/tourist destination
6. Located at mile marker 300, the southern most entry into the state

The six rest areas were constructed in 1972 and consist of restrooms, shaded picnic tables, garbage cans, vending machines and a drinking fountain. The rest areas are antiquated both in style and amenities. The state has approved millions of dollars in funding to reconstruct the six rest areas and bring them into the 21st century.

While traveler rest areas are not a destination or attraction, they are a representation of the state and if done well, can create feelings of goodwill toward the state. Travelers tend to visit rest areas when they are in need, so anticipating and fulfilling those needs is important.

The director (judge) has asked you to decide which services and amenities to provide at each of the six rest areas. Not all rest areas need to be full-service - some can be limited in the services they provide. The following is a list of possible services and amenities to offer:

- Male/Female Restrooms
- Family Restrooms
- DVD/Video Game vending machine
- Picnic areas
- Playground equipment
- Weather monitor
- Traffic/Construction monitor
- RV dump station
- Snack and soda vending machines
- Wi-Fi
- Maps/Tourist attraction brochures
- Air for tires
- Staff to answer questions, sell souvenirs, maps

In addition to the list of proposed services, the director (judge) is open to additional ideas, specifically those targeted towards families traveling with small children. Oftentimes it is those travelers that frequently use the rest areas the most.

The director (judge) wants you to decide which services and amenities to offer at the six rest areas. You must explain your reasoning for including or not including certain services. You also must explain how certain services target families traveling with small children.

You will present your recommendations to the director (judge) in a role-play to take place in the director's (judge's) office. The director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the director's (judge's) questions, the director (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of director of the highway division of the STATE DEPARTMENT OF TRANSPORTATION. You have asked the marketing coordinator (participant) to plan the services and amenities to offer at six rest areas located on the state's major interstate.

The state's north/south interstate highway runs the entire length of the state. From the north entrance to the south entrance the interstate runs 300 miles. It is considered a long-distance corridor with over 5,000 vehicles traveling per day. The state enjoys all four seasons, with hot summers and cold, snowy winters.

There are six traveler rest areas located on the interstate:

1. Located at mile marker 1, the northern most entry into the state
2. Located at mile marker 40
3. Located at mile marker 75
4. Located at mile marker 150, near the exit for the capital city
5. Located at mile marker 225, near the exit for the lake area/tourist destination
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The six rest areas were constructed in 1972 and consist of restrooms, shaded picnic tables, garbage cans, vending machines and a drinking fountain. The rest areas are antiquated both in style and amenities. The state has approved millions of dollars in funding to reconstruct the six rest areas and bring them into the 21st century.

While traveler rest areas are not a destination or attraction, they are a representation of the state and if done well, can create feelings of goodwill toward the state. Travelers tend to visit rest areas when they are in need, so anticipating and fulfilling those needs is important.

You have asked the marketing coordinator (participant) to decide which services and amenities to provide at each of the six rest areas. Not all rest areas need to be full-service - some can be limited in the services they provide. The following is a list of possible services and amenities to offer:

- Male/Female Restrooms
- Family Restrooms
- DVD/Video Game vending machine
- Picnic areas
- Playground equipment
- Weather monitor
- Traffic/Construction monitor
- RV dump station
- Snack and soda vending machines
- Wi-Fi
- Maps/Tourist attraction brochures
- Air for tires
- Staff to answer questions, sell souvenirs, maps

In addition to the list of proposed services, you are open to additional ideas, specifically those targeted towards families traveling with small children. Oftentimes it is those travelers that frequently use the rest areas the most.

You want the marketing coordinator (participant) to decide which services and amenities to offer at the six rest areas. The marketing coordinator (participant) must explain the reasons for including or not including certain services. The marketing coordinator (participant) also must explain how certain services target families traveling with small children.

The marketing coordinator (participant) will present recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing coordinator (participant) and asking to hear his/her ideas.

After the marketing coordinator (participant) has presented recommendations, you are to ask the following questions of each participant:

1. How could an outdated rest area affect our state's image?
2. Aside from the restrooms, which service do you think is most important?
3. Do you feel the amenities you chose will soon become outdated?

Once the marketing coordinator (participant) has answered your questions, you will conclude the meeting by thanking him/her for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. Please note that an overall score of 70% indicates a *minimum level of acceptable performance*.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson 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 Demonstration	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, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Professional Development

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the economic impact of travel and tourism on a community or an area?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
2.	Assess customer's special needs?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
3.	Discuss the interdependence of travel and tourism industry segments?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
4.	Describe the cyclical/seasonal nature of tourism?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
5.	Make decisions?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
6.	Overall impression and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						