



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

- 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

1. Explain the role of promotion as a marketing function.
2. Describe the concept of promotion in the hospitality and tourism industry.
3. Explain promotional methods used by the travel and tourism industry.
4. Explain the use of marketing strategies in hospitality and tourism.
5. Communicate core values of product/service.

CASE STUDY SITUATION

You are the director of marketing for TRAVELSWITCH, an online company that facilitates peer-to-peer sales of unwanted, nonrefundable travel bookings. Unbeknownst to most travelers, over 80% of all travel bookings are eligible for transfer. Very few travel and tourism brands highlight their transfer policies in the terms and conditions. Customers that are unable to use travel bookings simply take the loss on nonrefundable tickets and reservations.

TRAVELSWITCH hopes to change the industry by allowing its website to facilitate the transfer of travel bookings. Customers that have booked travel via air, train, cruise or complete vacation packages and are unable to follow through with their plans may list the travel details on TRAVELSWITCH. Interested parties are then able to purchase the unwanted travel bookings.

Customers must first enter all unwanted travel information into the TRAVELSWITCH portal for approval and verification. This process ensures that all travel bookings listed on TRAVELSWITCH are eligible for transfer. There is absolutely no cost for listing available travel bookings; the company only collects a fee if the travel is successfully transferred to another traveler.

The company has been successful in transferring travel bookings during its first three months of activity; however, there are not many people listing their unwanted travel bookings. The president of the company feels this is because TRAVELSWITCH has not had an effective promotional campaign that educates the public on travel transferring.

YOUR CHALLENGE

The president of TRAVELSWITCH has asked you to develop a promotional campaign for the new company. The president wants the focus of the promotion to be on educating the public that travel transfer is an option in the majority of all travel bookings. The president wants your promotional plan to include:

- Slogan/Tagline for the company
- Primary market
- Specific marketing strategies and why they are important in the industry
- Communications channels
- Identification of core values of the service
- Why the promotion is important to the company

You will present your promotional plan to the president in a meeting to take place in the president's office. The president may be accompanied by additional executives from the company.



TRAVEL AND TOURISM, 2019

Participant: _____

JUDGE'S EVALUATION FORM

Sample Event

I.D. Number: _____

INSTRUCTIONAL AREA

Promotion

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe the concept of promotion in the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain promotional methods used by the travel and tourism industry?	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.	Communicate core values of product/service?	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 responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						