



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Travel and Tourism

**INSTRUCTIONAL AREA**  
Marketing

## **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. Differentiate between service marketing and product marketing.
2. Identify company's unique selling proposition.
3. Demonstrate connections between company actions and results.
4. Determine customer needs.
5. Recommend travel and tourism services.

## **CASE STUDY SITUATION**

You are the director of marketing for CROSS-COUNTRY AIRLINES, an airline that services cities in North America. CROSS-COUNTRY is smaller than the major airlines and must share its hub with another airline. CROSS-COUNTRY will soon make a large international airport in a southern U.S. state its hub.

The large airport is already hub to SKYWAY AIR, one of the three top airlines in the nation. SKYWAY AIR operates out of three of the six terminals at the airport. The remaining three terminals are for multi-use among the other airlines. The large airport is one of only two in the nation that allows the dominant airline to manage concessions and retail space within its terminal.

When CROSS-COUNTRY moves its hub to the large airport, it will be operating one entire terminal. This allows CROSS-COUNTRY to design the terminal space. CROSS-COUNTRY will have control over the restaurants, shops, products and services provided to customers waiting in the terminal.

Currently, the terminal is basic and minimal in its offerings. There are restrooms, drinking fountains, rows of seating at each gate, one restaurant, one coffee shop and one retail shop. The restaurant is a national fast food chain and the coffee shop is the most well-known coffee chain in the world, common in every city. The retail shop is a typical airport retail store that sells magazines, books, snacks, beverages and souvenirs. There are four more storefronts in the terminal that have never been put to use.

## **YOUR CHALLENGE**

The director of corporate real estate for CROSS-COUNTRY AIRLINES has asked you to develop the airline's terminal at the new hub airport. The director wants you to determine:

- Products and services needed by air travelers
- Types of restaurants to include in the terminal
- Types of shops to include in the terminal
- Methods to ensure the terminal is enjoyable, as well as functional

You will present your recommendations to the director of corporate real estate in a meeting to take place in the director's office. The director may be accompanied by additional executives from the company.

You will receive 2-3 questions from the judge pertaining to the case situation.



**TRAVEL AND TOURISM, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
State/Provincial Event 1

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Marketing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Differentiate between service marketing and product marketing?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify company's unique selling proposition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine customer needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Recommend travel and tourism services?	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 responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						