



**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. Describe the concept of promotion in the travel and tourism industry.
2. Explain the role of promotion as a marketing function.
3. Explain promotional methods used by the travel and tourism industry.
4. Explain the use of marketing strategies in hospitality and tourism.
5. Explain how to create a marketing partnership with other entities.

## **CASE STUDY SITUATION**

You are the assistant director of tourism development for your state/province. The office of tourism development is committed to promoting all of the destinations within the state/province that appeal to travelers, especially those living outside of the state/province.

Your state/province is very diverse in its offerings to tourists. The state/province is most well-known for the beautiful mountain range that offers tourists many options for hiking, climbing and picturesque stays in cabins or campgrounds. The state/province also offers many rafting tours, chartered fishing tours, historic landmarks, summer festivals, fall foliage tours, wineries and quaint small town Main Streets.

While your state's/province's tourist offerings are plentiful, they are not all located in the same region. A tourist may have to drive 30 miles from a mountain hike to attend a winery, or drive 15 miles from a cabin in the woods to attend a summer festival. The drive is promised to be scenic and beautiful, but many times it does not occur to travelers to venture miles away from home base to explore.

A recent tourism report showed that the national average for tourists' length of stay is four nights. The average for tourists' length of stay in your state/province is two nights.

## **YOUR CHALLENGE**

The director of tourism development wants you to create a promotional plan for the state/province that will encourage visitors to stay longer than two nights. The director wants you to determine:

- Methods to market the entire state/province as a desirable destination
- How tourists can be encouraged to venture away from home base
- Specific ideas to increase length of stay from 2 nights to 4 nights
- How industry partners can assist with marketing

You will present your promotion and recommendations to the director of tourism development in a meeting to take place in the director's office. The director may be accompanied by additional executives from the state/province.

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 2

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

**INSTRUCTIONAL AREA**

Promotion

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the concept of promotion in the travel and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	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	
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.	Explain how to create a marketing partnership with other entities?	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>						