



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Travel and Tourism

INSTRUCTIONAL AREA
Market Planning

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 concept of market and market identification.
2. Identify ways to segment hospitality and tourism markets.
3. Explain the use of marketing strategies in hospitality and tourism.
4. Explain promotional methods used by the travel and tourism industry.
5. Describe marketing functions and related activities.

CASE STUDY SITUATION

You are the director of marketing for CAPITOL CITY INTERNATIONAL AIRPORT, an airport located in a suburb of a city with 300,000 people. At one time, the airport served as a hub for a major airline, resulting in a billion-dollar expansion to the airport in the early 1990s. The major airline fell upon economic hardship in 2004 and merged with another major airline, which resulted in CAPITOL CITY INTERNATIONAL AIRPORT losing the hub.

The major expansion in the early 1990s led to the creation of more than 100 retail stores, 30 restaurants and a few museum exhibits. The retailers located in the CAPITOL CITY's airport terminals are unique to the area, including top brands not found within 300 miles of the airport. Three of the restaurants are owned by celebrity chefs and four are chains that cannot be found within city limits.

When the expansion was first completed, a grand celebration was held and members of the community flocked to the airport to visit the unique retailers and eat at the restaurants. On many occasions, the airport had more general public patrons than travelers in the terminals. After 9/11 that trend changed, as only travelers with boarding passes were allowed in the terminals.

Since losing its hub status, most travelers flying into our out of CAPITOL CITY INTERNATIONAL AIRPORT are origin or destination travelers. Very few travelers land at CAPITOL CITY INTERNATIONAL AIRPORT to reach a connecting flight. This has significantly decreased the number of people in the terminals at any given time. The busiest time of day at the airport is the early morning, from 6:00AM – 9:00AM when most business travel occurs.

In agreement with TSA, CAPITOL CITY INTERNATIONAL AIRPORT has been given special permission to allow day passes to be given to the general public to enter the airport terminals. Like any traveler, interested parties must first present identification to receive the day pass and then pass through TSA security screening. This program is the first of its kind and was created to allow friends and family members to greet travelers at arrival gates or accompany travelers to departure gates.

YOUR CHALLENGE

The general manager of CAPITOL CITY INTERNATIONAL AIRPORT feels that the day pass program could be used to encourage community members to visit the airport's retailers and restaurants. Many community members are not aware of the day pass program or do not think about its uses besides accompanying travelers. The general manager wants you to develop a marketing plan that would introduce the day pass program and its various uses in an attempt to draw bigger crowds to the airport's retailers and restaurants. The marketing plan must include:

- Main message
- Primary market segments
- Specific marketing strategies
- Effective promotional methods
- Incentives that will encourage visits

You will present your recommendations to the general manager in a meeting to take place in the general manager's office. The general manager 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
ICDC Final

I.D. Number: _____

INSTRUCTIONAL AREA
Market Planning

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify ways to segment hospitality and tourism markets?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	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	
4.	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	
5.	Describe marketing functions and related activities?	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						