



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Travel and Tourism

**INSTRUCTIONAL AREA**  
Product/Service Management

## **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 product in the travel and tourism industry.
2. Explain the concept of product mix.
3. Identify product's/service's competitive advantage.
4. Explain the use of marketing strategies in hospitality and tourism.
5. Explain promotional methods used by the travel and tourism industry.

## **CASE STUDY SITUATION**

You are the director of marketing for STAY AND PLAY GREAT BEACH, the official name given to the city's convention and visitors bureau. The city of Great Beach sits oceanside and has a population of close to 450,000 people. The city is known for its beautiful beaches, exciting nightlife and ethnic cuisine.

STAY AND PLAY GREAT BEACH'S membership is made up of businesses in the area, most connected to hospitality and tourism. The membership includes area hotels, restaurants, tour operators, nightclubs, dance halls, chartered ocean excursions, scuba diving operators, retailers and entertainment venues.

A recent international report showcased that the largest demographic of travelers around the world are young, Chinese, and age 18-34 years old. Last year, this demographic alone made 82 million trips abroad, which is 60% of China's overall foreign travel. The number of foreign trips this group makes is expected to grow 8.5% annually through 2021, more than double the global rate.

The young Chinese demographic rely on travel blogs for inspiration. Rather than bus tours of popular landmarks and museums, this demographic wants to experience shows, clubs, restaurants and meet new people.

A Chinese airline began offering direct flights to Las Vegas last year. The airline now brings in over 2,000 passengers each month. Tourists much prefer the attractions that Las Vegas has to offer over the gambling.

With the popularity of Great Beach on the rise, an American airline will begin offering direct flights between Great Beach and Shanghai in the next six months.

## **YOUR CHALLENGE**

The president of STAY AND PLAY GREAT BEACH has asked you to determine how to best market Great Beach to young Chinese travelers. The president wants you to determine:

- How to leverage relationship with STAY AND PLAY GREAT BEACH members in marketing to target demographic
- Specific mix of the city's attractions to highlight
- Advantage of traveling to Great Beach rather than other destinations
- Specific marketing strategies targeted to the demographic
- Effective promotional methods

You will present your recommendations 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.

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



**TRAVEL AND TOURISM, 2018**

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

**JUDGE'S EVALUATION FORM**  
ICDC Preliminary

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

**INSTRUCTIONAL AREA**  
Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of product 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 concept of product mix?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify product/service's competitive advantage?	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 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	
<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>						