



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Travel and Tourism

**INSTRUCTIONAL AREA**  
Marketing-Information 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**

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- 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**

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- Assess information needs.
- Determine questions to ask to elicit needed data for marketing research issue/problem.
- Create simple questionnaires.
- Describe methods used to collect hospitality and tourism business information.
- Monitor attitude changes among local population.

## **CASE STUDY SITUATION**

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You are the director of community relations for JUMBO ENTERTAINMENT, a company that owns and operates two amusement parks. One of the amusement parks, WILD FAIR, has been in operation for just over three years. WILD FAIR features 48 attractions that sit on 125 acres of land in a city of just over 40,000 people. The city is located 30 miles outside of a metropolitan area.

WILD FAIR did not have an easy start. After it was publicly reported that JUMBO ENTERTAINMENT was purchasing land to build the amusement park, the local population was not happy. The 125 acres, plus additional acres for parking, was a green space that would need to be cleared for construction. The closest residents to the proposed WILD FAIR location were extremely upset about the changes that would be made in the neighborhood, including an increase in traffic, noise, and pollution.

Residents quickly signed petitions calling for an end to the sale of land to WILD FAIR. Many heated debates were held at the local city hall, but in the end JUMBO ENTERTAINMENT was able to construct and open WILD FAIR.

Executives at JUMBO ENTERTAINMENT knew that the local community was not happy with the plans for WILD FAIR. Executives also knew that in order for WILD FAIR to be successful, the amusement park needed the support and attendance of the local community.

During the ribbon cutting ceremony, only residents of the city were allowed inside the park. Residents were given free parking, free admission, free food and beverage coupons and were able to sign up for weekly emails. JUMBO ENTERTAINMENT sends free admission coupons to those that attended the ribbon cutting ceremony quarterly.

## **YOUR CHALLENGE**

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Now, three years after the opening of WILD FAIR, executives want to determine if local residents' attitudes have changed about WILD FAIR. Executives are also interested in learning the residents' comments on the effect WILD FAIR has had on the community and is open to suggestions on how to improve its service to the local community. Executives want as many local participants as possible to contribute to the market information.

You must design a questionnaire that will collect needed information from local residents. You must determine:

- Information needed
- Specific questions to ask (both open-ended and closed-ended questions)
- Comments to request from residents
- Methods to distribute questionnaire
- Methods to collect completed questionnaire

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**TRAVEL AND TOURISM  
2020**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Marketing-Information Management

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Assess information needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine questions to ask to elicit needed data for marketing research issue/problem?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Create simple questionnaires?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe methods used to collect hospitality and tourism business information?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Monitor attitude changes among local population?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						