



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Promotion

## **TRAVEL AND TOURISM TEAM DECISION MAKING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, 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). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Identify the elements of the promotional mix.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain the concept of market and market identification.
- Explain factors that motivate people to choose a hospitality and tourism site.

## **CASE STUDY SITUATION**

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You are to assume the roles of the marketing manager and the marketing specialist at VISIT HILL CITY, the visitor's bureau for a city of 75,000 people. The director of marketing (judge) wants you to develop a promotional campaign that will draw tourists to the dog-friendly town of Hill City.

VISIT HILL CITY'S mission is to bring tourists to the town. VISIT HILL CITY highlights the town's activities, restaurants, nightlife, lodging and events, as well as local arts and culture. The town was recently named the most dog-friendly city in the area. Hill City allows dogs to enter local shops, dine on restaurant patios and attend outdoor events. All lodging properties in Hill City must allow pets. Hill City is the only town in a 300-mile radius that has been named dog-friendly.

The director of marketing for VISIT HILL CITY (judge) wants your team to create a promotional campaign that will draw dog-owners from all over the country to visit the town. The director of marketing (judge) feels that the recently awarded honor of being named the most dog-friendly city will influence tourists to stay and play in Hill City. The director of marketing (judge) wants the promotional campaign to focus on the acceptance of dogs in shops, restaurants, events and hotels.

You will present your campaign to the director of marketing (judge) in a meeting to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director of marketing's (judge's) questions, the director of marketing (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### JUDGE CHARACTERIZATION

You are to assume the role of the director of marketing at VISIT HILL CITY, the visitor's bureau for a city of 75,000 people. You want the marketing manager and the marketing specialist (participant team) to develop a promotional campaign that will draw tourists to the dog-friendly town of Hill City.

VISIT HILL CITY'S mission is to bring tourists to the town. VISIT HILL CITY highlights the town's activities, restaurants, nightlife, lodging and events, as well as local arts and culture. The town was recently named the most dog-friendly city in the area. Hill City allows dogs to enter local shops, dine on restaurant patios and attend outdoor events. All lodging properties in Hill City must allow pets. Hill City is the only town in a 300-mile radius that has been named dog-friendly.

You want the marketing manager and the marketing specialist (participant team) to create a promotional campaign that will draw dog-owners from all over the country to visit the town. You feel that the recently awarded honor of being named the most dog-friendly city will influence tourists to stay and play in Hill City. You want the promotional campaign to focus on the acceptance of dogs in shops, restaurants, events and hotels.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Explain how your promotion is appropriate for a variety of age groups.
2. What budget will your promotion require?

Once the marketing manager and the marketing specialist (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the marketing manager and the marketing specialist (participant team) for their work.

You are not to make any comments after the event is over except to thank the participants.

## 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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### 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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**TRAVEL AND TOURISM TEAM DECISION MAKING  
2021**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT - VIRTUAL

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

**INSTRUCTIONAL AREA:**  
Promotion

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

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

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that motivate people to choose a hospitality and tourism site?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						