



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

- Explain promotional methods used by the hospitality and tourism industry.
- Explain the role of promotion as a marketing function.
- Identify communication channels used in travel and tourism promotion.
- Develop promotional messages for targeted audience.
- Explain the use of marketing strategies in hospitality and tourism.

CASE STUDY SITUATION

You are the director of marketing at SNOWY HILLS, a popular ski resort. SNOWY HILLS sits in a mountainous town of 50,000 people. The city quadruples in size during the months of December through February, which is peak skiing season. SNOWY HILLS is only open during the peak season.

SNOWY HILLS offers many downhill ski trails, cross-country ski trails, a full-service hotel, three restaurants, a lobby lounge that offers hot and cold beverages with a fireplace, outdoor fire pits, and a sledding hill. SNOWY HILLS offers daily, two-day, three-day, and weeklong ski passes for both local residents and tourists visiting the city.

This season has been the warmest on record for the area and SNOWY HILLS does not have any natural snowfall. The resort has been producing man-made snow, but there is not enough to open any of the ski trails, however the sledding hill is open. It is now the second week of December and there is still no snowfall in the forecast.

SNOWY HILLS has never been faced with no snow at the opening of the season. All of the lodging customers have been notified of the lack of snow and were given the option to cancel reservations without penalty.

YOUR CHALLENGE

The owner of SNOWY HILLS wants to create revenue during this unfortunate time. The owner feels that the best market to target are the local residents that live in the community. While there is no snow for skiing, there are still ways for local residents to enjoy themselves at SNOWY HILLS.

The owner wants you to create a promotional plan, targeting local residents, that will encourage them to visit SNOWY HILLS for lunch, dinner, drinks, sledding, or simply to relax by the fireplace. The owner wants you to determine specific promotional messages targeting local residents, communications channels, and marketing strategies that will encourage local residents to visit SNOWY HILLS.

EVALUATION INSTRUCTIONS

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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**TRAVEL AND TOURISM
2021**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain promotional methods used by the hospitality 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.	Identify communication channels used in travel and tourism promotion?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop promotional messages for targeted audience?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	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	
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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						