



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Travel and Tourism

INSTRUCTIONAL AREA
Selling

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 nature of effective communications.
2. Extract relevant information from written materials.
3. Explain the role of customer service as a component of selling relationships.
4. Determine customer needs.
5. Demonstrate suggestion selling.

CASE STUDY SITUATION

You are to assume the role of director of communications and marketing for VISIT COAST TOWN, the convention and visitors bureau for a historic coastal city. The president of the organization wants you to design a new Twitter reply program for use in selling the city and all it has to offer.

Coast Town was founded in the 1700s—its quaint historic charm is one of the biggest draws for visitors. The city’s historic district features superb architecture, horse-drawn carriages, squares and parks, boutique shopping, four-star restaurants and museums. The city has several haunted ghost tours and architectural landmark tours that provide information and entertainment for groups or individuals.

VISIT COAST TOWN helps groups and individuals plan successful visits to the city by providing information on lodging, restaurants, activities, tours and more. The organization is very active on social media, posting information about the city and all it has to offer on Facebook, Twitter, Instagram and Snapchat. A staff member of the communications and marketing department responds to questions and comments posted on the various social media outlets.

The president of VISIT COAST TOWN would like to try a new marketing strategy that involves Twitter. Oftentimes, when a visitor arrives at a new destination, they will post on social media about their arrival. It is common for people to immediately tweet a message, and sometimes a picture, once the airplane lands at a final destination. The president feels that replying to visitors’ tweets upon arriving to Coast Town will be successful in marketing the city and demonstrating top customer service.

By adjusting the geographical filter to a 25-mile radius around the Coast Town airport, VISIT COAST TOWN will be able to search for public Twitter accounts that use hashtags in tweets that mention Coast Town. The president wants all tweets with hashtags relevant to Coast Town to be replied to by a VISIT COAST TOWN staff member. The replies will be a great way to welcome visitors to the area and find out how VISIT COAST TOWN can assist them.

YOUR CHALLENGE

The president wants you to design the new Twitter reply program, specifically defining the following:

- Relevant hashtags to search that will yield visitors to Coast Town
- Examples of effective replies to tweets the staff person can use that will market the city and the city’s businesses
- Methods to avoid being seen as overbearing
- Ideas for involving VISIT COAST TOWN business members in tweet replies

You will present your ideas to the president in the president’s office. The president may be accompanied by other bureau executives.

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



TRAVEL AND TOURISM

Participant: _____

JUDGE EVALUATION FORM
2017-2018 Web Sample

I.D. Number: _____

INSTRUCTIONAL AREA
Selling

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of effective communications?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Extract relevant information from written materials?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine customer needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate suggestion selling?	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						