



CAREER CLUSTER

Hospitality and Tourism

INSTRUCTIONAL AREA

Product/Service Management

TRAVEL AND TOURISM TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 21st 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.

21st CENTURY SKILLS

- 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

- Explain the nature and scope of the product/service management function.
- Explain the nature of product/service branding.
- Identify product's/service's competitive advantage.
- Communicate core values of product/service.
- Explain the importance of meeting and exceeding customer/guest expectations.
- Demonstrate a customer-service mindset.
- Differentiate between service marketing and product marketing.

CASE STUDY SITUATION

You are to assume the roles of the director of branding and the publications manager for CLOUD AIR, the fourth largest airline in the nation. The chief marketing officer (judge) wants you to weigh the pros and cons of eliminating the in-flight print magazine *In the Cloud* and make a final recommendation.

CLOUD AIR, like other large airlines, has published its own branded in-flight magazine for over 50 years. The monthly magazine, *In the Cloud*, is located in the seatback for every passenger. The magazine features a celebrity on the cover, contains several articles about destinations that the airline travels, and gives recommendations on lodging and dining and tips for travel. The last third of the magazine is dedicated to airport layouts and information, options for in-flight snacks, meals and beverages, entertainment options, crossword puzzles, sudoku puzzles and airline promotion. *In the Cloud* is free for passengers to take off the plane, but rarely is taken.

Due to the pandemic, CLOUD AIR was forced to remove all *In the Cloud* magazines from flights for sanitary reasons. The airline moved the magazine content to the CLOUD AIR website and to the CLOUD AIR mobile app that has several multi-media options available for passengers to access during flights.

CLOUD AIR executives are now trying to determine the worth of *In the Cloud* print magazine and its branding value. The chief marketing officer (judge) wants your team to weigh the pros and cons of both keeping and eliminating the *In the Cloud* printed magazine. The chief marketing officer (judge) wants your analysis to include customer service considerations and branding considerations.

You will present your analysis to the chief marketing officer (judge) in a meeting to take place in the chief marketing officer's (judge's) office. The chief marketing officer (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the chief marketing officer's (judge's) questions, the chief marketing officer (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, 21st 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 chief marketing officer for CLOUD AIR, the fourth largest airline in the nation. You want the director of branding and the publications manager (participant team) to weigh the pros and cons of eliminating the in-flight print magazine *In the Cloud* and make a final recommendation.

CLOUD AIR, like other large airlines, has published its own branded in-flight magazine for over 50 years. The monthly magazine, *In the Cloud*, is located in the seatback for every passenger. The magazine features a celebrity on the cover, contains several articles about destinations that the airline travels, and gives recommendations on lodging and dining and tips for travel. The last third of the magazine is dedicated to airport layouts and information, options for in-flight snacks, meals and beverages, entertainment options, crossword puzzles, sudoku puzzles and airline promotion. *In the Cloud* is free for passengers to take off the plane, but rarely is taken.

Due to the pandemic, CLOUD AIR was forced to remove all *In the Cloud* magazines from flights for sanitary reasons. The airline moved the magazine content to the CLOUD AIR website and to the CLOUD AIR mobile app that has several multi-media options available for passengers to access during flights.

CLOUD AIR executives are now trying to determine the worth of *In the Cloud* print magazine and its branding value. You want the director of branding and the publications manager (participant team) to weigh the pros and cons of both keeping and eliminating the *In the Cloud* printed magazine. You want the director of branding's and the publications manager's (participant team's) analysis to include customer service considerations and branding considerations.

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 team:

1. Why should we or shouldn't we see what our competitors are doing with their in-flight magazines before we make a decision?
2. If we were to discontinue the in-flight magazine, what other ideas do you have as a replacement?

Once the director of branding and the publications manager (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of branding and the publications manager (participant team) for the work.

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

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. 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.

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



TRAVEL AND TOURISM TEAM DECISION MAKING 2022

JUDGE'S EVALUATION FORM
DISTRICT EVENT

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the nature of product/service branding?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6	7-8	9-10	
4.	Communicate core values of product/service?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the importance of meeting and exceeding customer/guest expectations?	0-1-2-3	4-5-6	7-8	9-10	
6.	Demonstrate a customer-service mindset?	0-1-2-3	4-5-6	7-8	9-10	
7.	Differentiate between service marketing and product marketing?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
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	
TOTAL SCORE						