



**OCCUPATIONAL CATEGORY**  
Travel and Tourism

**INSTRUCTIONAL AREA**  
Product/Service Management

## **PARTICIPANT INSTRUCTIONS**

### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 30 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your event personnel during the preparation time.
3. You will have up to 15 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

### **PERFORMANCE INDICATORS**

1. Describe the nature of target marketing in the travel and tourism industry.
2. Determine services to provide customers.
3. Plan a variety of guest/client activities.
4. Develop strategies to position a product/business.
5. Explain environmental factors conducive to customer satisfaction.

## EVENT SITUATION

You are to assume the role of marketing director for the San Felipe Tourism Commission. You have been working closely with the owner (judge) of a new resort for San Felipe called TROPICAL BAY to create a resort destination that compliments the island's current lodging and "attractions", in hopes to boost the overall tourism economy for San Felipe. The resort owner (judge) has asked you to make recommendations for customer services, tours and amenities for this new five-star Caribbean resort.

LOCATED just seven miles from Puerto Rico, the island of San Felipe has made headlines during the past year, as islanders and their supporters have protested the continued use of a portion of its territory as an U.S. Navy bombing range. The islanders and their supporters have received the long-awaited news from the U.S. Navy that the base on the island will be closing in one year. The owner (judge) had the foresight to invest in ocean-front property several years ago and is now eager to see his/her dream become a reality with TROPICAL BAY.

The owner (judge) discovered the unique charm of this small island seven years ago on a scuba diving trip. The island, with its downy-soft beaches, lush hills and colorful coral reefs, has been kept a close secret. San Felipe has been a favorite of scuba divers, offering inexpensive lodging and diving services. Several dive shops on the island offer daily trips to beautiful coral reefs and several sunken vessel sites. Other travelers who enjoy the tranquility of quiet beaches, walking trails through the lush hills and horseback riding on the beach and trails have made San Felipe an annual trip because of its charm and affordable offerings.

The "affordable offerings" are what makes San Felipe a charming and unique destination. Unlike other Caribbean islands, San Felipe is packed with budget lodgings and charming, inexpensive cafes. Souvenir shops, fast-food restaurants, night clubs, traffic lights and cruise ships anchored at port are nowhere to be seen on this island—it is as though the visitor has walked back in time. For those who need a break from lounging on the beach, a passenger ferry offers the opportunity to visit Puerto Rico.

Currently, no hotel on San Felipe has more than 16 rooms. The only accommodations consist of small hotels and guesthouses that lack some amenities such as air conditioning, room service, cable television, fax hookup, etc. Instead, travelers will find ceiling fans, screened porches and apartment-like accommodations. The current atmosphere allows you to create a one-of-a-kind resort on the island.

The owner (judge) would like to hear your recommendations for the 150-room resort. He/she will be meeting with the architects and wants to finalize the exact feel the guests will experience while staying at TROPICAL BAY. The owner (judge) feels that the types of services, activities and amenities should be reflected in the style of architecture.

You will present your recommendations for the resort to the owner (judge) in a meeting to take place in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking to hear your recommendations. After you have made your recommendations and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

## **JUDGE'S INSTRUCTIONS**

### **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

You are to assume the role of owner of a new resort called TROPICAL BAY to be located in the island of San Felipe. You have been working with the marketing director (participant) for the San Felipe Tourism Commission, who is to make recommendations for customer services, tours and amenities for this new five-star Caribbean resort. The marketing director (participant) has been working closely with you to help create a resort destination that can compliment the island's current lodging and attractions to help boost the overall tourism economy for San Felipe.

LOCATED just seven miles from Puerto Rico, the island of San Felipe has made headlines during the past year as islanders and their supporters have protested the continued use of a portion of its territory as an U.S. Navy bombing range. The islanders and their supporters have received the long-awaited news from the U.S. Navy that the base on the island will be closing in one year. You had the foresight to invest in oceanfront property several years ago, and you are now eager to see your dream become a reality with TROPICAL BAY.

You discovered the unique charm of this small island seven years ago on a scuba diving trip. The island, with its downy-soft beaches, lush hills, and colorful coral reefs, has been kept a close secret. San Felipe has been a favorite of scuba divers, offering inexpensive lodging and diving

services. Several dive shops on the island offer daily trips to beautiful coral reefs and several sunken vessel sites. Other travelers who enjoy the tranquility of quiet beaches, walking trails through the lush hills and horseback riding on the beach and trails have made San Felipe an annual trip because of its charm and affordable offerings.

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You would like to hear the marketing director’s (participant’s) recommendations for the 150-room resort. You will be meeting with the architects, and you want to finalize the exact feel the guests will experience while staying at TROPICAL BAY. You think that the types of services, activities and amenities should be reflected in the style of architecture.

The marketing director (participant) will present his/her recommendations for the resort to you in a meeting to take place in your office. You will begin the meeting by greeting the marketing director (participant) and asking to hear his/her recommendations.

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

1. How can we tell whether our concept will be appealing to people?
2. Can we adjust the balance of authentic experience and modern amenities as we go if this mix does not attract enough people? What problems would this cause?
3. What guest services are critical for this resort?

Once the marketing director (participant) has answered your questions, you will conclude the meeting by thanking him/her for the recommendations.

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

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

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 being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. Please note that an overall score of 70% indicates a *minimum level of acceptable performance*.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson 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 Demonstration	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.

## JUDGE'S EVALUATION FORM

### DID THE PARTICIPANT:

#### 1. Describe the nature of target marketing in the travel and tourism industry?

<b>Little/No Demonstration</b> <b>0, 1, 2, 3</b> Description of the nature of target marketing was weak or ineffective.	<b>Below Expectation</b> <b>4, 5, 6, 7, 8, 9</b> Adequately described the nature of target marketing in the travel and tourism industry.	<b>Meets Expectations</b> <b>10, 11, 12, 13, 14</b> Effectively described the nature of target marketing in the travel and tourism industry.	<b>Exceeds Expectations</b> <b>15, 16, 17, 18</b> Very effectively described the nature of target marketing in the travel and tourism industry.
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#### 2. Determine services to provide customers?

<b>Little/No Demonstration</b> <b>0, 1, 2, 3</b> Determination of services to provide customers was inadequate or inappropriate.	<b>Below Expectation</b> <b>4, 5, 6, 7, 8, 9</b> Adequately determined services to provide customers.	<b>Meets Expectations</b> <b>10, 11, 12, 13, 14</b> Effectively determined services to provide customers.	<b>Exceeds Expectations</b> <b>15, 16, 17, 18</b> Very effectively determined services to provide customers.
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#### 3. Plan a variety of guest/client activities?

<b>Little/No Demonstration</b> <b>0, 1, 2, 3</b> Guest/client activities planned were weak.	<b>Below Expectation</b> <b>4, 5, 6, 7, 8, 9</b> Guest/client activities planned were adequate.	<b>Meets Expectations</b> <b>10, 11, 12, 13, 14</b> Guest/client activities planned were effective.	<b>Exceeds Expectations</b> <b>15, 16, 17, 18</b> Guest/client activities planned were very effective.
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#### 4. Develop strategies to position a product/business?

<b>Little/No Demonstration</b> <b>0, 1, 2, 3</b> Strategies developed to position a product/business were ineffective.	<b>Below Expectation</b> <b>4, 5, 6, 7, 8, 9</b> Adequately developed strategies to position a product/business.	<b>Meets Expectations</b> <b>10, 11, 12, 13, 14</b> Effectively developed strategies to position a product/business.	<b>Exceeds Expectations</b> <b>15, 16, 17, 18</b> Very effectively developed strategies to position a product/business.
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#### 5. Explain environmental factors conducive to customer satisfaction?

<b>Little/No Demonstration</b> <b>0, 1, 2, 3</b> Explanation of environmental factors was weak or incorrect.	<b>Below Expectation</b> <b>4, 5, 6, 7, 8, 9</b> Adequately explained environmental factors conducive to customer satisfaction.	<b>Meets Expectations</b> <b>10, 11, 12, 13, 14</b> Effectively explained environmental factors conducive to customer satisfaction.	<b>Exceeds Expectations</b> <b>15, 16, 17, 18</b> Very effectively explained environmental factors conducive to customer satisfaction.
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#### 6. Overall impression and response to judge's questions?

<b>Little/No Demonstration</b> <b>0, 1</b> Demonstrated few skills; could not answer the judge's questions.	<b>Below Expectation</b> <b>2, 3, 4</b> Demonstrated limited ability to link skills; answered the judge's questions adequately.	<b>Meets Expectations</b> <b>5, 6, 7</b> Demonstrated the specified skills; answered the judge's questions effectively.	<b>Exceeds Expectations</b> <b>8, 9, 10</b> Demonstrated skills confidently and professionally; answered the judge's questions very effectively.
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Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_

Tiebreaker: 4, 1, 2, 3, 5, 6