

HOSPITALITY AND TOURISM EVENT

These guidelines were created to prepare the student for the Hospitality and Tourism Event.

2023-2024 Topic:

For 2023-2024, you will assume the role of a sales manager for a glamping resort. You are meeting with the CEO of a company that is hosting a retreat for its 12 employees and their immediate families. During the meeting, you should discuss, at a minimum, the setting, accommodations, dining and activities. This meeting is very important to the CEO, who is also wanting to host an annual kick-off meeting during the retreat in a creative meeting space for only the 12 employees.

Guidelines for the format of the entry.

Title page will include:

HOSPITALITY AND TOURISM EVENT

Name of high school

School address

City, State/Province ZIP/Postal Code

Name of participant

Date

The title page will NOT be numbered.

Table of contents:

The participant will prepare a Professional Selling fact sheet. The fact sheets, in outline form shall be limited to a maximum of 10 pages (not including title page or table of contents). The fact sheets must include:

- I. EXECUTIVE SUMMARY
- II. AN ANALYSIS OF THE CUSTOMER AND HIS/HER NEED FOR THE PRODUCT/SERVICE
- III. DESCRIPTION OF THE PRODUCT/SERVICE BEING SOLD
- IV. FEATURES AND BENEFITS OF THE PRODUCT/SERVICE BEING SOLD
- V. OBJECTIONS THAT THE CUSTOMER MAY RAISE DURING THE PRESENTATION
- VI. SUGGESTION SELLING ITEMS RELATED TO THE PRODUCT/SERVICE
- VII. BIBLIOGRAPHY
- VIII. APPENDIX