



## **TRAVEL AND TOURISM MARKETING MANAGEMENT TEAM DECISION MAKING 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 give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS EVALUATED**

- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS EVALUATED**

- Explain the concept of place (distribution) in the travel and tourism industry.
- Describe the use of technology in the distribution function.
- Explain the relationship between customer service and distribution.
- Use an information system for order fulfillment.
- Coordinate distribution with other marketing activities.
- Explain the nature of channel strategies.

## CASE STUDY SITUATION

You are to assume the role of management team of GLOBAL TRAVEL agency. Your new owner (judge) has asked you to develop a plan for the new location of the agency.

With the boom of online services available to travelers, GLOBAL TRAVEL has seen a decline in profits. The company's owner knows that the service the company provides cannot be matched by the online services. Your eight agents provide personalized service to their clients and rotate their hours weekly to keep the office staffed seven days a week. Agents work with their clients' preferences to personalize vacations. Every agent attends seminars on popular getaways as well as unique vacation spots. The agents provide personal service by completely arranging the trip/vacation, handling car rentals, flights, hotels, tours, activities, itineraries and other related details.

Current customers are highly satisfied with GLOBAL TRAVEL. The agency has retained many repeat clients over the years. However, the owner (judge) realizes that the agents need to reach out to the market of the young professionals, ages 25 to 45, who currently tend to rely on Internet services. This market has dramatically increased its spending on travel during the past decade. The competitor online companies do offer great discounts, but not the personal service that GLOBAL TRAVEL gives its clients. The owner (judge) wishes to reach out to this younger market, and is contracting out for a Web site design to complement existing company services.

At the same time, the owner (judge) is relocating the physical site of GLOBAL TRAVEL. Rent in the current space is doubling, and it will be 10% cheaper for the agency to move to a location in the community's indoor shopping mall. The new space is 4,000 square feet (371.75 square meters). It has a square shape and is located next to an anchor store. The space has two windows onto the mall 10 feet (3.05 meters) high and 15 feet (4.6 meters) long with a door between them. While this change of location was not planned, it is welcomed, both because of the reduced cost and the mall's demographics: the average shopper in the mall is age 30 to 45, is married with two children and has an average household income of \$75,000.

The owner (judge) would like you to design the space and appearance of the new agency. You need office space for the owner, eight agents, a secretary and yourselves. You also need storage space. The owner (judge) wants the space to be exciting, to welcome walk-in customers, and to inform them of the new Web site. Because of the reduction in rent, you have some extra money to devote to this project.

You will present your plan 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 ideas. Once you have presented your plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work on this project.

## JUDGE'S INSTRUCTIONS

You are to assume the role of owner of GLOBAL TRAVEL agency. You have asked your management team (participant team) to develop a plan for the new location of the agency.

With the boom of online services available to travelers, GLOBAL TRAVEL has seen a decline in profits. You know that the service the company provides cannot be matched by the online services. Your eight agents provide personalized service to their clients and rotate their hours weekly to keep the office staffed seven days a week. Agents work with their clients' preferences to personalize vacations. Every agent attends seminars on popular getaways as well as unique vacation spots. The agents provide personal service by completely arranging the trip/vacation, handling car rentals, flights, hotels, tours, activities, itineraries and other related details.

Current customers are highly satisfied with GLOBAL TRAVEL. The agency has retained many repeat clients over the years. However, you realize that the agents need to reach out to the market of the young professionals, ages 25 to 45, who currently tend to rely on Internet services. This market has dramatically increased its spending on travel during the past decade. The competitor online companies do offer great discounts, but not the personal service that GLOBAL TRAVEL gives its clients. You wish to reach out to this younger market, and you are contracting out for a Web site design to complement existing company services.

At the same time, you are relocating the physical site of GLOBAL TRAVEL. Rent in the current space is doubling, and it will be 10% cheaper for the agency to move to a location in the community's indoor shopping mall. The new space is 4,000 square feet (371.75 square meters). It has a square shape and is located next to an anchor store. The space has two windows onto the mall 10 feet (3.05 meters) high and 15 feet (4.6 meters) long with a door between them. While this change of location was not planned, it is welcomed, both because of the reduced cost and the mall's demographics: the average shopper in the mall is age 30 to 45, is married with two children and has an average household income of \$75,000.

You have asked your management team (participant team) to design the space and appearance of the new agency. You need office space for the yourself, eight agents, a secretary and the managers. You also need storage space. You want the space to be exciting, to welcome walk-in customers, and to inform them of the new Web site. Because of the reduction in rent, you have some extra money to devote to this project.

The managers (participant team) will present the plan for the design of the space in a meeting to be held in your office.

After the initial presentation you are to ask the following questions of each participant team:

1. What is the timeframe for the design and remodeling to be completed and for our company to be able to move in?
2. How can we evaluate the effectiveness of your design? How flexible is it if we want a

change?

3. What ideas do you have to promote our move and our Web site together?

Once the managers (participant team) have made the presentation and have answered your questions, you will conclude the role-play by thanking the managers (participant team) for their work on this project.

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

## **JUDGING THE PRESENTATION**

The Management Team Decision-Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing competencies. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

During the first 10 minutes of the interview (after introductions), the participant team will present their analysis, decisions/recommendations and the rationale behind the decisions. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judge's Instructions). After asking the standard questions, you may ask other questions specific to the current participant team.

After the questioning period you will close the event by thanking the participants for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed at twice (2 times) the value of the exam scores.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your event director.