



## **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 Evaluated, Specific Performance Indicators Evaluated 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 performance indicators

### **SPECIFIC PERFORMANCE INDICATORS EVALUATED**

- Describe the nature of target marketing in the travel and tourism industry.
- Develop a marketing plan.
- Explain the concept of marketing strategies.
- Describe the need for marketing information.
- Identify information monitored for marketing decision making.
- Describe techniques for processing marketing information.

## CASE STUDY SITUATION

You are to assume the roles of consultants for SUPERIOR MARKETING. The president (judge) of GRAND TIME TRAVEL has hired your firm to develop a marketing plan to increase senior citizen patronage.

GRAND TIME TRAVEL plans worldwide vacations and travel for individuals and groups of 20 people or more. Historically, senior citizen groups from recreation centers, churches and other community facilities constituted the majority of its business. Most of these trips were four to seven days long, traveled within a 500-mile radius of your town and cost \$500 to \$2,000. In general, trips were for recreation, historical interests and shopping. However, senior citizen patronage has gradually declined during the past two years, producing a 20% drop in profits.

The president of GRAND TIME TRAVEL (judge) wants to recapture the senior citizen market, and wants a plan from you that will discover why business declined and will suggest what services and activities focusing on the special needs of senior citizens the company should offer. You should consider the following when developing your plan:

- Target market
- Promotional rewards
- Physical activities
- Cuisine
- Entertainment
- Personal services
- Social events

You will present the marketing plan to the president (judge) of GRAND TIME TRAVEL in a meeting to take place in the president's (judge's) office. The president (judge) will begin the meeting by greeting you and asking to hear your presentation. After you have made your presentation and have answered all of the president's (judge's) questions, the president (judge) will conclude the meeting by thanking you for your efforts.

## JUDGE'S INSTRUCTIONS

You are to assume the role of president of GRAND TIME TRAVEL. You have hired a consultant team (participant team) from the firm of SUPERIOR MARKETING to develop a marketing plan to increase senior citizen patronage.

GRAND TIME TRAVEL plans worldwide vacations and travel for individuals and groups of 20 people or more. Historically, senior citizen groups from recreation centers, churches and other community facilities constituted the majority of its business. Most of these trips were four to seven days long, traveled within a 500-mile radius of your town and cost \$500 to \$2,000. In general, trips were for recreation, historical interests and shopping. However, senior citizen patronage has gradually declined during the past two years, producing a 20% drop in profits.

You want to recapture the senior citizen market, and you have asked the consultants (participant team) for a plan that will discover why business declined and will suggest what services and activities focusing on the special needs of senior citizens the company should offer. The consultants (participant team) should consider the following when developing their plan:

- Target market
- Promotional rewards
- Physical activities
- Cuisine
- Entertainment
- Personal services
- Social events

The consultants (participant team) will present the marketing plan to you in a meeting in your office. You will begin the meeting by greeting the consultants (participant team) and asking to hear the plan.

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

1. What costs are associated with your plan?
2. How will we determine additional staff requirements?
3. What type of promotion should your plan receive?
4. How will we measure the effectiveness of your plan?

Once the consultants (participant team) have made their presentation and have answered your questions, you will conclude the meeting by thanking the consultants (participant team) for their efforts.

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 Performance Indicators. 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.