



An Association of Marketing Students®

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 competencies

SPECIFIC PERFORMANCE INDICATORS EVALUATED

- Write a news release.
- Obtain publicity.
- Develop a public relations plan.
- Convert customer/client objections into selling points.
- Explain the role of customer service in positioning/image.
- Coordinate activities in the promotional mix.

CASE STUDY SITUATION

You are to assume the roles of members of the public relations/promotions team for EXECUTIVE TRAVEL, a large travel agency specializing in business, corporate and group travel. The head of the company (judge) has asked you to present a public relations plan regarding a recent incident.

EXECUTIVE TRAVEL is owned by VISION INTERNATIONAL, which runs and operates cruise lines around the world. Routinely, your job entails developing various promotional cruise packages, directing public relations issues and answering client questions.

Through your agency, the president of a financial services company booked a cruise on one of your company's cruise ships, Vision II. They were taking 60 of their top sales associates and guests on a vacation in recognition for outstanding sales. The cruise package was purchased and paid for three months ago, but the president of the company cancelled after reading an article about the ship in a major newspaper.

Vision II failed recent health inspections. The federal government ordered Vision II not to sail until the company corrected what authorities described as critical sanitation problems. Cited deficiencies needing correction immediately were:

- Improper food temperatures
- Poorly cleaned pots, pans and other equipment
“Baking pans are heavily encrusted with old black grease . . . the wire whisks examined contained multiple types of old food soil.” (from the report)
- Failure to use a sanitizing rinse in dishwashing machines

Within 10 days, all corrections were made to the cruise ship Vision II. It passed all the inspections and all the procedures in food preparation and storage were updated. However, the article did damage. VISION INTERNATIONAL scrapped one voyage of Vision II, and more passenger cancellations may force another trip termination. The CEO of VISION INTERNATIONAL (judge) wants you to address the situation and come up with a public relations plan to boost the image of Vision II. The CEO (judge) wants the following included in the plan:

- Recommendations on to how to handle booked group cruise packages (like the one mentioned)
- A press release responding to the article's negative publicity
- Other promotion activities to build back a positive image for cruises on Vision II

You will present your recommendations and press release to the CEO (judge) in a meeting to take place in his/her office. The CEO will open the meeting by greeting you and asking to hear your presentation. Once you have made your presentation and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the meeting by thanking you for your input.

JUDGE’S INSTRUCTIONS

You are to assume the role of CEO of EXECUTIVE TRAVEL, a large travel agency specializing in business, corporate and group travel. You have asked your public relations/promotions team (participants) to develop a public relations plan to counteract a recent incident.

EXECUTIVE TRAVEL is owned by VISION INTERNATIONAL, which runs and operates cruise lines around the world. Routinely, the public relations/promotions department develops various promotional cruise packages, deals with public relations issues and answers client questions.

Through your agency, the president of a financial services company booked a cruise on Vision II, one of the cruise ships owned by your company, to provide a vacation for 60 of the company’s top sales associates and their guests in recognition for their outstanding sales. The cruise package was purchased and paid for three months ago, but the president cancelled after reading an article about the ship in a major newspaper.

Vision II failed recent health inspections. The federal government ordered Vision II not to sail until the company corrected what authorities described as critical sanitation problems. Cited deficiencies needing correction immediately were:

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Within 10 days, all corrections were made to the cruise ship Vision II. It passed all the inspections and all the procedures in food preparation and storage were updated. However, the article did damage. VISION INTERNATIONAL scrapped one voyage of Vision II, and more passenger cancellations may force another trip termination. You have asked the public relations/promotions team (participants) to develop with a public relations plan to boost the image of Vision II. You want the following included in the plan:

- Recommendations on to how to handle booked group cruise packages (like the one mentioned)
- A press release responding to the article’s negative publicity
- Other promotion activities to build back a positive image for cruises on Vision II

The public relations/promotions team (participants) will present the recommendations and the press release to you in a meeting to take place in your office. You will open the meeting by greeting the team (participants) and asking to hear the presentation.

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

1. The negative publicity affected our other ships adversely as well. Should we do anything about them?
2. Group packages are a big part of our businesses on Vision II, and we do not want to lose any more of our clients. Should we just transfer future concerned clients from Vision II to one of our other cruise ships? Why or Why not?

3. What other resources, both inside and outside the company, can we use to help us with your plan?

4. How can we evaluate the effectiveness of your plan?

Once the team (participants) has presented their ideas and has answered your questions, you may conclude the session by thanking them 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 Judges Instructions). After asking the standard questions, you must 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 score of "Exceptionally Well Done" in any category means that, in your opinion, the information is presented in a very effective way; in effect, nothing more could be expected of an employee.

A score of "Well Done" in any category means that, in your opinion, the information is presented well. Though there may be a few minor problems or omissions, they are not significant.

An "Adequately Done" score means that the information is presented adequately. It meets minimum standards of acceptability.

A score of "Little Value" in any category means 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.

A "No Value" score means that the information presented is of no value. It is presented in such a way that it 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.