



TRAVEL & 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

- Explain the nature and scope of the product/service management function.
- Identify the impact of product life cycles on marketing decisions.
- Explain the concept of product in the travel and tourism industry.
- Explain the concept of product mix.
- Determine services to provide customers.
- Explain the role of customer service in positioning/image.
- Develop strategies to position product/business.

CASE STUDY SITUATION

You are to assume the roles of marketing assistants for the CLEARWATER CONVENTION AND VISITORS BUREAU. The director of the CONVENTION CENTER (judge) has asked you to develop marketing strategies for the renovated convention facility.

Clearwater is a community of 55,000 people located along the beautiful Main River. The CLEARWATER CONVENTION CENTER hosts many local conventions for public interest groups, mid-sized companies and local political parties. The CONVENTION CENTER also contains a 7,000- seat basketball coliseum that is home to the Wildcats, a semi-professional basketball team. The facility has five small meeting rooms, three with a seating capacity of 200 each and two suites that seat 50 each.

The city has two hotels, the Main (300 rooms), which has a skywalk that connects to the CONVENTION CENTER, and the Vacation Inn and Suites (200 rooms) across the street. There are also 1,000 more rooms available within a five-minute drive to the CONVENTION CENTER.

CLEARWATER CONVENTION CENTER is undergoing a major renovation that will double the size of meeting rooms and update the entire building. Management wanted to handle large companies' requests for more meeting areas and to allow the center to be used by the city's technical college, two universities and two city high schools.

During the renovation, current meeting rooms and suites are not accessible to small convention business. Because of this, CLEARWATER CONVENTION CENTER has had to turn away small conferences for one year while the remodeling was taking place.

Management is worried about the results of not being able to accommodate business during the renovation. The director (judge) has turned to your team (participant team) from the Convention Bureau for marketing strategies (including new service ideas and promotion possibilities) to stimulate business after construction is complete three months from now. The CONVENTION CENTER wants to attract business that was turned away during the renovation period and also large organizations and companies in the state. The director (judge) knows that the community of Clearwater offers a lot and that the new center is breathtaking.

You will present your strategies to the director (judge) in a meeting that will take place at the CONVENTION CENTER. The director (judge) will begin the meeting by greeting you and asking to hear your suggestions. Once you have made your presentation and have answered the director's (judge's) questions, the director (judge) will conclude the meeting by thanking you for your ideas.

JUDGE'S INSTRUCTIONS

You are to assume the role of director of the CLEARWATER CONVENTION CENTER. You asked the marketing assistants at the CLEARWATER CONVENTION AND VISITORS BUREAU (participant team) to develop marketing strategies for the renovated facility.

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During the renovation, current meeting rooms and suites are not accessible to small convention business. Because of this, CLEARWATER CONVENTION CENTER has had to turn away small conferences for one year while the remodeling was taking place.

You are very worried about not being able to accommodate business during the renovation. You have asked the marketing assistants from the CONVENTION BUREAU (participant team) for marketing strategies (including new service ideas and promotion possibilities) to stimulate business after construction is complete three months from now. You want to attract business that was turned away during the renovation period and also large organizations and companies in the state. You know that the community of Clearwater offers a lot and that the new center is breathtaking.

The marketing assistants (participant team) will present their strategies to you in a meeting to take place at the CONVENTION CENTER. You will begin the meeting by greeting the marketing assistants (participant team) and asking to hear the strategies.

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

1. How could we team with other local businesses to lower the costs of your activities?
2. Of all of your ideas, which is the one that should be done first or is most critical? Why?
3. How can we evaluate the effectiveness of these ideas?
4. How could we use your ideas once the novelty of the renovation has worn off?

JUDGE'S INSTRUCTIONS (continued)

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Once the assistants (participant team) have presented their strategies and have 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.