



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Product/Service Management /
Marketing-Information Management

TRAVEL AND TOURISM MARKETING 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

- 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

- Describe current issues and trends in the travel and tourism industry.
- Explain the concept of marketing strategies.
- Conduct a SWOT analysis for use in the marketing planning process.
- Identify product opportunities.
- Design frequency/loyalty marketing program strategy.
- Explain the nature of positive customer/client relations.
- Determine services to provide customers.

CASE STUDY SITUATION

You are to assume the roles of marketing management team members at TRANSNAT AIRLINES, a national airline serving over 100 U.S. cities with hubs in Pittsburgh and Salt Lake City. The president of TRANSNAT AIRLINES (judge) has asked you to analyze the airline's frequent flyer program and make recommendations about it.

TRANSNAT AIRLINES, like most major airlines, has offered its customers a rewards program known as *FlyMiles* for 30 years. Registered customers can earn one *FlyMile* point for every mile they fly on TRANSNAT. Once customers have earned at least 25,000 points, they can redeem the points for a roundtrip ticket to anywhere TRANSNAT flies, subject to availability and blackout dates. By redeeming 50,000 points, customers can avoid blackout dates and fly virtually anytime they desire.

Over the past year, there has been a dramatic increase in the number of customers complaining that they find it difficult to receive the free flights that their 25,000 points entitle them to. Most object to having to spend double the points to avoid a blackout. In addition, because of ever-rising fuel prices, TRANSNAT has begun charging \$50 to customers redeeming points to process their free round-trip ticket requests. Customers have not liked having to pay a fee for what was supposed to be a free flight.

The president of TRANSNAT AIRLINES (judge) is very disappointed that a program that was originally to be a perk or reward has turned into a source of frustration and anger for TRANSNAT's most valued customers. Perhaps it is time to modify or terminate TRANSNAT's *FlyMiles* program.

The president of TRANSNAT AIRLINES (judge) has asked you to look into the situation and prepare a report addressing the following:

- Modifications to the current *FlyMiles* rewards program where TRANSNAT's frequent flyers would truly see the program as a benefit. You are to detail the modifications that would take place.
- Termination of the *FlyMiles* rewards program. *FlyMiles* could be terminated altogether or a new program could be introduced that tells frequent flyers how much they are appreciated. You are to detail how the new program would work.
- An analysis of the advantages and disadvantages of the modification and termination options.
- A recommendation of which alternative TRANSNAT should implement along with a supporting rationale.

You will present your report to the president (judge) in a meeting to take place in the president's (judge's) office. The president will begin the meeting by greeting you and asking to hear your ideas. After you have presented and have answered the president's questions, the president (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of president of TRANSNAT AIRLINES, a national airline serving over 100 U.S. cities with hubs in Pittsburgh and Salt Lake City. You have asked your marketing management team (participant team) to analyze the airline's frequent flyer program and recommend what to do about it.

TRANSNAT AIRLINES, like most major airlines, has offered its customers a rewards program known as *FlyMiles* for 30 years. Registered customers can earn one *FlyMile* point for every mile they fly on TRANSNAT. Once customers have earned at least 25,000 points, they can redeem the points for a roundtrip ticket to anywhere TRANSNAT flies, subject to availability and blackout dates. By redeeming 50,000 points, customers can avoid blackout dates and fly virtually anytime they desire.

Over the past year, there has been a dramatic increase in the number of customers complaining that they find it difficult to receive the free flights that their points entitle them to. Most object to having to spend double points to avoid a blackout. In addition, because of ever-rising fuel prices, TRANSNAT has begun charging \$50 to each customer redeeming points. Customers do not like having to pay a fee for what was supposed to be a free flight.

You are very disappointed that a program that was supposed to be a perk or reward has turned into a source of frustration and anger for TRANSNAT's most valued customers.

You have asked your marketing management team (participant team) to prepare a report on the following:

- Modifications to the current *FlyMiles* rewards program where TRANSNAT's frequent flyers would truly see the program as a benefit. The team is to detail the actual modifications that would take place.
- Termination of the *FlyMiles* rewards program. *FlyMiles* could be terminated altogether or a new program could be introduced that tells our frequent flyers how much we appreciate them. The team is to detail how the new program would work.
- An analysis of the advantages and disadvantages of the modification and termination options.
- A recommendation of which alternative TRANSNAT should implement along with a supporting rationale.

After the management team (participant team) has presented their report and recommendation, you are to ask the following questions of each participant team:

1. Why is any type of rewards program even necessary? Don't most people simply fly whichever airline offers the lowest fare?

2. If we decide to terminate *FlyMiles*, how much time should we give our frequent flyers to spend their points?

Once the management team (participant team) has answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

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

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted 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 present 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 series direct.

We thank you for your help.

JUDGE'S EVALUATION FORM

TTDM
STATE EVENT 2010

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Describe current issues and trends in the travel and tourism industry?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the concept of marketing strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Conduct a SWOT analysis for use in the marketing planning process?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Identify product opportunities?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Design frequency/loyalty marketing program strategy?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the nature of positive customer/client relations?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Determine services to provide customers?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____