



*An Association of Marketing Students*®

## **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 role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Analyze product information to identify product features and benefits.
- Describe what motivates people to choose a destination.
- Recommend specific destinations and travel services to travelers.
- Plan follow-up strategies for use in selling.

## **CASE STUDY SITUATION**

You are to assume the role of marketing assistants for the LAKE WELLS CONVENTION AND VISITORS BUREAU. The director of the Bureau (judge) has asked you to create a travel proposal for a group of company executives using the LAKE WELLS fact sheet provided.

SMITH INTERNATIONAL is a large consulting company located 35 miles from Lake Wells, a well-known resort/tourist community. This summer, the CEO of SMITH INTERNATIONAL wants to bring her top 25 executives and their families to Lake Wells for four days. The group will total 100 people including executives, spouses and families. From Thursday to Sunday, the company executives will spend two days in training and the rest of the time may be spent with their families touring the community and relaxing.

The CEO has asked the CONVENTION AND VISITORS BUREAU to put together a package that both the executives and their families will enjoy. The director of the Bureau (judge) is anxious to please this CEO because SMITH INTERNATIONAL hosts a convention of 2,000 people every year in the late spring, and has never selected Lake Wells as a site. The director (judge) has asked you to prepare the proposal and wants it to be enjoyable, safe and fun for the entire group.

The proposal should suggest a hotel selection that includes space for the training sessions for the executives. There are to be two to three planned activities for the spouses and children on Thursday and Friday. No group activities should be planned for Saturday and Sunday so that families can spend time together, but you can offer suggestions. It is important to keep in mind that all of the SMITH INTERNATIONAL guests will meet periodically for breakfast and dinner. All of the children in the group are over the age of 10 and know each other pretty well from other SMITH INTERNATIONAL activities. Information about Lake Wells is shown on a separate sheet of paper.

You will present your proposal to the director (judge) in a meeting to take place in his/her office. The director (judge) will open the meeting by greeting you and asking to hear your presentation. 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 work.

**LAKE WELLS*****Resort Sites***

*(Note: there are other hotel facilities, but these are the three most popular.)*

**Red Wolf Inn**

- New property
- \$\$\$
- Contains a large indoor water park; outdoor water park under construction
- Six meeting rooms – 50-seat capacity each
- Ballroom facility – 350-seat capacity
- 110 sleeping rooms

**Aztec Towers**

- \$\$\$
- Large outdoor water park
- Small indoor water park
- Three meeting rooms – 25-seat capacity each
- 100 sleeping rooms

**Vacation Inn**

- \$\$
- Two large meeting rooms – 75-seat capacity each
- 70 sleeping rooms

**Area activities**

*Those marked with a (\*) have shuttle transportation to and from area hotels. The rest are within walking distance of hotel facilities.*

\*Arc Water Park, area's largest facility, with wave pool

\*Blues Water Park, well-kept facility with wave pool and small pool for children

\*Boat cruises, three-hour cruises showing the area's nicest scenery

Art Museum

County Historical Museum

\*Shopping, including apparel and souvenir

\*Five golf courses

Go Cart Race Track

Miniature Golf

Hiking Trails, 3 one-mile trails

Amusement Fair, with 15 different carnival rides

\*Lake Wells Beach, swimming allowed

\*Sailing rentals

\*Fishing

## JUDGE'S INSTRUCTIONS

You are to assume the role of director of the LAKE WELLS CONVENTION AND VISITORS BUREAU. You have asked your team of marketing assistants (participant team) to create a travel proposal for a group of company executives using the LAKE WELLS fact sheet provided.

SMITH INTERNATIONAL is a large consulting company located 35 miles from Lake Wells, a well-known resort/tourist community. This summer, the CEO of SMITH INTERNATIONAL wants to bring her top 25 executives and their families to Lake Wells for four days. The group will total 100 people including executives, spouses and families. From Thursday to Sunday, the company executives will spend two days in training, and the rest of the time may be spent with their families touring the community and relaxing.

The CEO has asked the Convention and Visitors Bureau to put together a package that both the executives and their families will enjoy. You are anxious to please this CEO because SMITH INTERNATIONAL hosts a convention of 2,000 people every year in the late spring, and has never selected Lake Wells as a site. You have asked your best marketing assistants (participant team) to prepare the proposal. You want the plan to be enjoyable, safe and fun for the entire group.

The proposal should suggest a hotel selection that includes space for the training sessions for the executives. There are to be two to three planned activities for the spouses and children on Thursday and Friday. No group activities should be planned for Saturday and Sunday so that families can spend time together, but the marketing assistants (participant team) can offer suggestions. It is important to keep in mind that all of the SMITH INTERNATIONAL guests will meet periodically for breakfast and dinner. All of the children in the group are over the age of 10 and know each other pretty well from other SMITH INTERNATIONAL activities.

The marketing assistants (participant team) will present their proposal to you in a meeting to take place in your office. You are to begin the meeting by greeting the marketing assistants (participant team) and asking to hear their ideas.

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

1. How can we promote Lake Wells as a choice for their larger spring convention if the top executives have already been here?
2. How can we involve the local companies in helping us make this trip special?
3. How could we market your ideas to other corporations for other company retreats?

Once the marketing assistants (participant team) have presented their proposal 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.

**LAKE WELLS*****Resort Sites***

*(Note: there are other hotel facilities, but these are the three most popular.)*

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## **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 please thank the participant you will close the event by thanking 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.