



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

HOSPITALITY SERVICES 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 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

- Explain the nature of positive customer relations.
- Generate product ideas.
- Explain the concept of product mix.
- Explain the nature of a promotional plan.
- Explain the nature of direct marketing channels.
- Describe the use of technology in the promotion function.
- Explain the nature and scope of the pricing function.

CASE STUDY SITUATION

You are to assume the role of marketing specialists for GREAT NORTHERN CABIN RESORTS. The owner of the resort (judge) has asked you to develop a promotional plan to increase senior citizen patronage.

GREAT NORTHERN CABIN RESORTS is located in the heart of the mountains, approximately one-hundred miles east of a major metropolitan area. The resort is located on approximately fifteen-hundred acres and features a variety of accommodation options ranging from simple, one-bedroom cabins to luxurious, premium chalets. The facility offers guest accommodations that include golf, racquetball, tennis, exercise rooms, hiking/jogging trails, indoor/outdoor swimming pools, and full-service dining facilities.

Senior citizen patronage has drastically declined during the past two seasons, which has accounted for a 12 percent drop in profits. The owner of GREAT NORTHERN CABIN RESORTS (judge) wants to regain the senior citizen market and is requesting that you develop a promotional plan that will focus on services and activities that will meet the needs and wants of retired consumers.

Consider the following when developing the promotional plan:

- Target markets
- Market segmentation
- Types of social events
- Special services
- Recreational activities
- Cuisine
- Internet marketing
- Pricing

You will present your promotional strategies to the owner (judge) of GREAT NORTHERN CABIN RESORTS in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking you to make your presentation. After you have completed your presentation and answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your ideas.

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of GREAT NORTHERN CABIN RESORTS. You have asked the marketing specialists (participant team) to develop a promotional plan to increase senior citizen patronage.

GREAT NORTHERN CABIN RESORTS is located in the heart of the mountains, approximately one-hundred miles east of a major metropolitan area. The resort is located on approximately fifteen-hundred acres and features a variety of accommodation options ranging from simple, one-bedroom cabins to luxurious, premium chalets. The facility offers guest accommodations that include golf, racquetball, tennis, exercise rooms, hiking/jogging trails, indoor/outdoor swimming pools, and full-service dining facilities.

Senior citizen patronage has drastically declined during the past two seasons, which has accounted for a 12 percent drop in profits. You want to regain the senior citizen market and are requesting that the marketing specialists (participant team) develop a promotional plan that will focus on services and activities that will meet the needs and wants of retired consumers.

The marketing specialists (participant team) should consider the following when developing the promotional plan:

- Target markets
- Market segmentation
- Types of social events
- Special services
- Recreational activities
- Cuisine
- Internet marketing
- Pricing

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

After the marketing specialists (participant team) have presented their promotional plan, you are to ask the following questions of each participant team:

1. What other services could be offered to senior citizens?
2. How will additional staff requirements be determined?
3. How does publicity differ from promotion?

Once the marketing specialists (participant team) have 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 director.

We thank you for your help.

JUDGE'S EVALUATION FORM
HTDM
STATE EVENT 2011

| PERFORMANCE INDICATORS | Exceeds Expectations | Meets Expectations | Below Expectations | Little/No Value | Judged Score |
|---|-----------------------------|---------------------------|---------------------------|------------------------|---------------------|
| DID THE PARTICIPANT: | | | | | |
| 1. Explain the nature of positive customer relations? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 2. Generate product ideas? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 3. Explain the concept of product mix? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 4. Explain the nature of a promotional plan? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 5. Explain the nature of direct marketing channels? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 6. Describe the use of technology in the promotion function? | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 7. Describe the use of technology in the promotion function? | 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 | | | | | |