



## Preliminary Round

*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, 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 the nature of target marketing in the travel and tourism industry.
- Develop strategies to achieve company goals/objectives.
- Describe factors used by marketers to position products/businesses.
- Explain the nature of direct advertising strategies.
- Select strategies for delivering promotional materials to prospective travelers.
- Develop marketing plan.
- Identify factors affecting a business's profit.

## CASE STUDY SITUATION

You are to assume the role of marketing consultants for CENTURY CONSULTING SERVICES, a large firm specializing in providing marketing services for small- and medium-sized companies. The owner of CHIPPEWA RIVER ADVENTURES (judge) has asked your firm to develop a plan for expanding the company's business volume.

CHIPPEWA RIVER ADVENTURES specializes in conducting canoe and kayak trips on the famous Chippewa River. The company is located near the Chippewa River, known for its notorious rapids that lure whitewater enthusiasts from all over the country.

Demand for the services offered by CHIPPEWA RIVER ADVENTURES has been growing—boat rentals quickly sell out, especially on weekends. While the highest demand is during the spring and summer months, the business maintains operations eight months of the year. Many small groups have asked for canoe trips to “shoot the rapids,” an opportunity that occurs when the water is released from a large hydroelectric dam located 40 miles upstream. Numerous other customers who do not feel safe in a canoe or kayak have requested a larger watercraft with an experienced boat handler.

The owner (judge) feels that the business could make more money if it increased its inventory of canoes and kayaks and also offered a wider variety of boats to rent. Assuming that an effective plan for expanding the business can be developed, the owner (judge) has committed \$20,000 for purchasing additional equipment that would include new canoes, kayaks, rubber rafts, life preservers, small outboard motors and maintenance equipment.

You will present your plan to the owner (judge) in a meeting to be held in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking to hear your strategies. After you have described your plan and have answered all of the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

## JUDGE'S INSTRUCTIONS

You are to assume the role of owner of CHIPPEWA RIVER ADVENTURES. You have asked a team of marketing consultants (participant team) from CENTURY CONSULTING SERVICES, a large firm specializing in providing marketing services for small- and medium-sized companies, to develop a plan for expanding the company's business volume.

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Demand for the services offered by CHIPPEWA RIVER ADVERTURES has been growing—boat rentals quickly sell out, especially on weekends. While the highest demand is during the spring and summer months, the business maintains operations eight months of the year. Many small groups have asked for canoe trips to “shoot the rapids,” an opportunity that occurs when the water is released from a large hydroelectric dam located 40 miles upstream. Numerous other customers who do not feel safe in a canoe or kayak have requested a larger watercraft with an experienced boat handler.

You feel that the business could make more money if it increased its inventory of canoes and kayaks and also offered a wider variety of boats to rent. Assuming that an effective plan for expanding the business can be developed, the owner (judge) has committed \$20,000 for purchasing additional equipment that would include new canoes, kayaks, rubber rafts, life preservers, small outboard motors and maintenance equipment.

The marketing consultants (participant team) will present the marketing plan to you in a meeting to be held in your office. You will begin the meeting by greeting the marketing consultants (participant team) and asking to hear their strategies.

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

1. What is the difference between the cost method of pricing and the retail method of pricing?
2. What are the benefits of a flexible price policy?
3. What are two pricing methods that can be used when a new product is introduced?
4. How are maintenance costs determined?

Once the financial analysts (participant team) have described their plan and have answered all of 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 participant team.

## 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 Judge's 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 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 presented 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 "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 event director.

**JUDGES EVALUATION FORM**  
**TMDM-03**  
**STATE EVENT**

**PERFORMANCE INDICATORS**

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
<b>DID THE PARTICIPANT:</b>					_____
1. Describe the nature of target marketing in the travel and tourism industry?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Develop strategies to achieve company goals/objectives?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Describe factors used by marketers to position products/businesses?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the nature of direct advertising strategies?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Select strategies for delivering promotional materials to prospective travelers?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Develop marketing plan?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Identify factors affecting a business's profits?	10-9	8-7	6-5-4	3-2-1-0	_____

**PRESENTATION**

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
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 Points (maximum 100 points)**

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DO NOT WRITE ON THIS PAGE. RECORD ALL  
SCORES ON THE SCANTRON SHEET PROVIDED.