



Preliminary Round

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 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 performance indicators

SPECIFIC PERFORMANCE INDICATORS EVALUATED

- Conduct staff meetings.
- Develop cultural sensitivity.
- Explain the nature of effective communications.
- Foster positive working relationships.
- Explain the nature of positive customer/client relations.
- Demonstrate a customer-service mindset.
- Explain the nature of stress management.

CASE STUDY SITUATION

You are to assume the roles of consultants hired by FUN TIME CRUISES. The president of the company (judge) has asked you to prepare a plan for diversity training for the company.

FUN TIME CRUISES is a young company with three ships. The *Gala*, targeted to vacationers wanting a lavish vacation, is the most extravagant ship, with large cabins, first-class service and luxurious amenities. The *Celebration*, targeted to singles wanting to try something new, is the largest ship with the widest variety of accommodations to fit various tastes. The *Festival* is designed to meet the needs of vacationing families. The *Gala* is scheduled for seven-day cruises only, with one week on and one week off. The *Celebration* is scheduled for three- and five-day cruises, as is the *Gala*.

All totaled, approximately 2,000 people are employed on the three ships. Employees are required to work 18 weeks straight followed by a six-week break. The average employee is young, single and hard-working. All employees are required to multi-task; a singer who entertains at night may work as a waiter/waitress during the day.

Recent market research shows that more of your passengers are coming from other countries, most from Europe and South America. The deflation of the dollar has made cruises more appealing to vacationers from these areas. Because of this, employees are dealing with many cultural and language differences.

The increase of foreign passengers has boosted sales. The president (judge) wants to cater as much as possible to this market to continue growth. However, the president (judge) is also aware that this change can be stressful for employees. Constantly dealing with passengers from many different cultures is intense. To support the employees, the president (judge) has hired you to develop a cultural-diversity training program for all employees to take during their break. Employees would be paid their salary to take the training.

Training should educate employees on ways to please this foreign market and should also provide tools to make that job easier. The training should last no more than three days, and employees should receive materials to refer back to on the job. The president (judge) also wants some kind of follow-up on the topics presented when employees return to the job. The president (judge) has asked you to decide on topics and plan training that is educational, interactive and fun. You are to plan follow-up as well.

You will present your plan to the president of FUN TIME CRUISES (judge) in a meeting to take place in the president's (judge's) office. The president (judge) will begin the meeting by greeting you and asking to hear your plan. After you have presented your training plan and have answered the president's (judge's) questions, the president (judge) will conclude the meeting by thanking you for your efforts.

JUDGE'S INSTRUCTIONS

You are to assume the role of president of FUN TIME CRUISES. You have hired a team of consultants (participant team) to plan diversity training for the company.

FUN TIME CRUISES is a young company with three ships. The *Gala*, targeted to vacationers wanting a lavish vacation, is the most extravagant ship, with large cabins, first-class service and luxurious amenities. The *Celebration*, targeted to singles wanting to try something new, is the largest ship with the widest variety of accommodations to fit various tastes. The *Festival* is designed to meet the needs of vacationing families. The *Gala* is scheduled for seven-day cruises only, with one week on and one week off. The *Celebration* is scheduled for three- and five-day cruises, as is the *Gala*.

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The increase of foreign passengers has boosted sales. You want to cater as much as possible to this market to continue growth. However, you are also aware that this change can be stressful for employees. Constantly dealing with passengers from many different cultures is intense. To support the employees, you have hired consultants (participant team) to develop a cultural-diversity training program for all employees to take during their break. Employees would be paid their salary to take the training.

Training should educate employees on ways to please this foreign market and also provide tools to make that job easier. The training should last no more than three days, and employees should receive materials to refer back to on the job. You also want some kind of follow-up on the topics presented when employees return to the job. You have asked the consultants (participant team) to decide on topics and plan training that is educational, interactive and fun. They are to plan follow-up as well.

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

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

1. How does your training portray cultural diversity in a positive light?
2. What types of resources will we need to conduct this training?

3. Would we need your training if we simply hired a more diverse crew?
4. How can we evaluate the effectiveness of this training?

Once the consultants (participant team) have presented their training plan and have answered your questions, you will conclude the meeting by thanking the consultant team (participant team) for their efforts.

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 Performance Indicators. 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 may 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 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 event director.