



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

TRAVEL AND TOURISM 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 a promotional plan.
- Coordinate activities in the promotional mix.
- Explain the nature of direct marketing channels.
- Identify communication channels used in sales promotion.
- Explain key factors in building a clientele.
- Explain the role of customer service as a component of selling relationships.



- Explain customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of directors of marketing at CITY REGIONAL AIRPORT, a city-owned, public use airport. The executive director of the airport (judge) has asked you to create a promotional plan for the airport that will increase passenger load.

Located in a city of 200,000 people, CITY REGIONAL AIRPORT houses three commercial airlines, each with multiple flights per day to larger hub airports. Most passengers departing from CITY REGIONAL AIRPORT have a connecting flight to their final destination. While the airport is small, only six departure gates, the runway is large enough to allow jet service.

The closest airport in proximity to CITY REGIONAL AIRPORT is 75 miles south with the next closest being 150 miles north. Locals living near CITY REGIONAL AIRPORT often complain about additional travel times due to the drive time just to get to the other airports. Additionally, the parking at the other airports adds fees to travel costs. CITY REGIONAL AIRPORT offers free parking, but many are not aware of that benefit.

The executive director of CITY REGIONAL AIRPORT (judge) has asked you to create a promotional plan for the airport. The executive director (judge) would like you to include the following in your plan:

- Target market
- Marketing Tools/Strategies
- Communication channels
- Length of promotion

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

JUDGE'S INSTRUCTIONS

You are to assume the role of executive director at CITY REGIONAL AIRPORT, a city-owned, public use airport. You have asked the directors of marketing (participant team) to create a promotional plan for the airport that will increase passenger load.

Located in a city of 200,000 people, CITY REGIONAL AIRPORT houses three commercial airlines, each with multiple flights per day to larger hub airports. Most passengers departing from CITY REGIONAL AIRPORT have a connecting flight to their final destination. While the airport is small, only six departure gates, the runway is large enough to allow jet service.

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You have asked the directors of marketing (participant team) to create a promotional plan for the airport. You would like the following to be included in the plan:

- Target market
- Marketing Tools/Strategies
- Communication channels
- Length of promotion

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

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

1. Why do you think people choose to fly out of the airports that are further away?
2. Do you think the airlines have any responsibility to promote flying out of our airport?
3. What do you think is the biggest advantage of flying from our airport?

Once the directors of marketing (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.



TRAVEL AND TOURISM TEAM DECISION MAKING, 2015

JUDGE'S EVALUATION FORM SAMPLE SCENARIO 2015

INSTRUCTIONAL AREA Promotion

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan?	0-1-2-3	4-5-6	7-8	9-10	
2.	Coordinate activities in the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the nature of direct marketing channels?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify communication channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain key factors in building a clientele?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21 st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						