



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Marketing

## **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 marketing and its importance in a global economy.
- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Identify company's unique selling proposition.
- Explain the concept of marketing strategies.
- Explain the role of promotion as a marketing function.
- Identify communications channels used in sales promotion.

## CASE STUDY SITUATION

You are to assume the roles of marketing coordinators for POINTE PLACE, an outdoor shopping center located in the number one tourist city in the country. The property manager (judge) has asked you to develop a marketing plan that will increase the number of local patrons.

POINTE PLACE was built in 2000 and is located in the heart of the most popular tourist city. The outdoor shopping center is surrounded by hundreds of hotels and a large convention center. POINTE PLACE contains specialty shops, a movie theater, live entertainment and the most restaurants in one location. Due to its location, POINTE PLACE is a destination for tourists. International tourists make up 70% of POINTE PLACE'S patrons, domestic tourists make up 24% of patrons with locals only accounting for 1% of patrons.

In the last two years, the declining economies in key international countries have greatly impacted POINTE PLACE. Due to the declining economies, fewer tourists are traveling internationally which means fewer customers patronizing POINTE PLACE. The last few months have been so slow that many store managers decided to cut store hours or even close a few days a week.

The property manager of POINTE PLACE (judge) feels that the shopping center can still be successful without the international tourists. The shopping center is located in a city of 255,000 people. The manager (judge) is certain that with the right marketing plan, the local citizens can be persuaded to visit POINTE PLACE.

The property manager (judge) would like you to create a marketing plan that will increase the number of local patrons at POINTE PLACE. The plan should include:

- Marketing strategies/Explanation of strategies
- Target market/secondary market
- Communications channels

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

## JUDGE'S INSTRUCTIONS

You are to assume the role of property manager for POINTE PLACE, an outdoor shopping center located in the number one tourist city in the country. You have asked the marketing coordinators (participant team) to develop a marketing plan that will increase the number of local patrons.

POINTE PLACE was built in 2000 and is located in the heart of the most popular tourist city. The outdoor shopping center is surrounded by hundreds of hotels and a large convention center. POINTE PLACE contains specialty shops, a movie theater, live entertainment and the most restaurants in one location. Due to its location, POINTE PLACE is a destination for tourists. International tourists make up 70% of POINTE PLACE'S patrons, domestic tourists make up 24% of patrons with locals only accounting for 1% of patrons.

In the last two years, the declining economies in key international countries have greatly impacted POINTE PLACE. Due to the declining economies, fewer tourists are traveling internationally which means fewer customers patronizing POINTE PLACE. The last few months have been so slow that many store managers decided to cut store hours or even close a few days a week.

You feel that the shopping center can still be successful without the international tourists. The shopping center is located in a city of 255,000 people. You are certain that with the right marketing plan, the local citizens can be persuaded to visit POINTE PLACE.

You would like the marketing coordinators (participant team) to create a marketing plan that will increase the number of local patrons at POINTE PLACE. The plan should include:

- Marketing strategies/Explanation of strategies
- Target market/secondary market
- Communications channels

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

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

1. Will your marketing plan have any affect on the domestic tourists that visit POINTE PLACE?
2. How can we tell if the marketing plan worked?
3. Do we need to get input from store managers and restaurant managers before we use your ideas?

Once the marketing coordinators (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, 2016**

Participant: \_\_\_\_\_

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
SAMPLE SCENARIO 2016

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Marketing

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain marketing and its importance in a global economy?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe marketing functions and related activities?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain factors that impact customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify company's unique selling proposition?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						