



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 concept of market and market identification.
- Coordinate activities in the promotional mix.
- Describe the use of technology in the promotion function.
- Explain the components of advertisements.
- Write persuasive messages.
- Discuss the global environment in which businesses operate.
- Discuss motivational theories that impact buying behavior.



CASE STUDY SITUATION

You are to assume the position of promotions managers for the US TRAVEL ASSOCIATION. The director of the association (judge) has asked you to develop a promotion plan to attract international visitors to the United States.

Each year millions of dollars are spent in travel and tourism industry in the United States. The majority of travel and tourism profit is due to US citizens traveling within the country. Family vacations, business trips and personal travel tend to be kept within the United States. There has been a steady decline in international visitors traveling to the United States.

The director of the US TRAVEL ASSOCIATION (judge) feels the United States needs to take measures to stop the decline of international visitors to the US and do something to bring more travelers here. While other industrialized nations spend millions of dollars on advertising and promotion to attract foreign visitors, the US simply does not compete. Studies have shown that a promotional campaign could attract millions of overseas visitors per year, which could yield billions of dollars in new visitor spending.

The director of the US TRAVEL ASSOCIATION (judge) has asked your team to develop a promotional plan to bring international visitors to the United States. The director (judge) has asked you to choose two places of interest from the list below to use as a focus for your campaign. The director (judge) would also like you to include the benefits of travel and tourism in the United States.

Please choose from the following destinations:

New York City	Disney World
California	Washington, D.C.
Grand Canyon	New Orleans
Mount Rushmore	Alaska
Chicago	Hawaii
Las Vegas	Mall of America

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

JUDGE'S INSTRUCTIONS

You are to assume the position of director for the US TRAVEL ASSOCIATION. You have asked the promotions managers (participant team) to develop a promotion plan to attract international visitors to the United States.

Each year millions of dollars are spent in travel and tourism industry in the United States. The majority of travel and tourism profit is due to US citizens traveling within the country. Family vacations, business trips and personal travel tend to be kept within the United States. There has been a steady decline in international visitors traveling to the United States.

You feel the United States needs to take measures to stop the decline of international visitors to the US and do something to bring more travelers here. While other industrialized nations spend millions of dollars on advertising and promotion to attract foreign visitors, the US simply does not compete. Studies have shown that a promotional campaign could attract millions of overseas visitors per year, which could yield billions of dollars in new visitor spending.

You have asked the promotions managers (participant team) to develop a promotional plan to bring international visitors to the United States. You have asked the promotions managers (participant team) to choose two places of interest from the list below to use as a focus for their campaign. You would also like the promotions managers (participant team) to include the benefits of travel and tourism in the United States.

You would like two of these destinations to be used in the promotion:

New York City	Disney World
California	Washington, D.C.
Grand Canyon	New Orleans
Mount Rushmore	Alaska
Chicago	Hawaii
Las Vegas	Mall of America

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

After the promotions managers (participant team) have presented the promotion plan you are to ask the following questions of each participant team:

1. Why do you think the US has seen a decline in international visitors?
2. Which companies will benefit the most from this promotion plan?
3. Are there other places of interest that should have been included in the list?

Once the promotions managers (participant team) have answered your questions, you will conclude the meeting by thanking them for the 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
TTDM
SAMPLE EVENT

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Explain the concept of market and market identification?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Coordinate activities in the promotional mix?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Describe the use of technology in the promotion function?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the components of advertisements?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Write persuasive messages?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Discuss the global environment in which businesses operate?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Discuss motivational theories that impact buying behavior?	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 SCORE _____