



## **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 crucial elements of a quality culture.
- Explain the concept of production.
- Encourage team building.
- Recognize/reward others for their efforts and contributions.
- Foster positive working relationships.
- Determine factors affecting business risk.
- Monitor and evaluate the performance of a marketing plan.



## CASE STUDY SITUATION

You are to assume the roles of sales managers for SUNNY DAYS, a large travel agency. You are to persuade the agency manager (judge) to allow you to implement a sales contest designed to increase employee motivation and recognition.

SUNNY DAYS sells a variety of travel packages for customers ranging from honeymooners to senior citizens. During a recent sales meeting you overheard six travel agents expressing their concern over the lack of recognition they have been receiving. There has been a two percent decrease in sales over the past two months, which you believe was caused by lack of motivation in the sales force.

You have designed a sales contest to encourage cooperation and increase employee motivation and recognition. The incentive contest you have designed consists of providing recognition and prizes for salespeople based on performance. The travel agents will be divided randomly into three teams. Teams will compete to reach a certain sales goal each day. The team that totals the highest sales will receive a weekend ski trip to Vail, Colorado, paid for by the company. The cost is estimated at \$5,000 and would be offset by the additional sales. You feel that the contest will motivate the travel agents and that the additional sales generated will easily pay for the cost of the prizes. Before implementing the contest, you must first get approval from the agency manager (judge). Your task is to persuade the agency manager (judge) to implement this incentive plan.

Your team should consider the following:

- Why focusing on internal relations is beneficial
- Suggestions for recognition for the teams that reach the daily sales goal
- Keeping the employees motivated after the contest's end
- Monitoring the effectiveness of this contest

You will present the sales contest concept to the agency manager (judge) in a meeting to take place in the agency manager's (judge's) office. The agency manager (judge) will begin the meeting by greeting you and asking to hear your contest ideas. Once you have made your presentation and have answered the agency manager's (judge's) questions, the agency manager (judge) will conclude the meeting by thanking you for your work.

## JUDGE'S INSTRUCTIONS

You are to assume the role of agency manager of SUNNY DAYS, a large travel agency. Your sales managers (participant team) have designed a sales contest to increase employee motivation and recognition and will be presenting the details to you for your approval.

SUNNY DAYS sells a variety of travel packages for customers ranging from honeymooners to senior citizens. During a recent sales meeting, the sales managers (participant team) overheard six travel agents expressing their concern over the lack of recognition they have been receiving. There has been a two percent decrease in sales over the past two months, which could be caused by lack of motivation in the sales force.

The sales managers (participant team) have designed a sales contest to encourage cooperation and increase employee motivation and recognition. The incentive contest consists of providing recognition and prizes for salespeople based on performance. The travel agents will be divided randomly into three teams. Teams will compete to reach a certain sales goal each day. The team that totals the highest sales will receive a weekend ski trip to Vail, Colorado, paid for by the company. The cost is estimated at \$5,000 and would be offset by the additional sales. The sales managers (participant team) feel that the contest will motivate the travel agents and that the additional sales generated will easily pay for the cost of the prizes. Before implementing the contest, they must first get approval from you. The sales managers' (participant team's) task is to persuade you to implement this incentive plan.

The team is to consider the following:

- Why focusing on internal relations is beneficial
- Suggestions for recognition for the teams that reach the daily sales goal
- Keeping the employees motivated after the contest's end
- Monitoring the effectiveness of this contest

The sales managers (participants) will present the 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. Once the participant team has made their presentation, you are to ask the following questions of each participant team:

1. I am concerned that the salespeople will not increase sales enough to cover the \$5,000 cost. Can you adjust this plan to accommodate my concern?
2. Isn't this just a short-term solution to a problem of motivating our sales staff?
3. Why have you chosen to have them work in teams?

Once the sales managers (participants) have answered your questions, you are to 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 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 series direct.

*We thank you for your help.*

## JUDGE'S EVALUATION FORM

### TMDM

<b>PERFORMANCE INDICATORS</b>	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
1. Describe crucial elements of a quality culture?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Explain the concept of production?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Encourage team building?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Recognize/reward others for their efforts and contributions?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Foster positive working relationships?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Determine factors affecting business risk?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Monitor and evaluate the performance of a marketing plan?	10-9	8-7	6-5-4	3-2-1-0	_____
<b>PRESENTATION</b>					
	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
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	_____
	_____		<b>TOTAL SCORE</b>		_____