



**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 21<sup>st</sup> Century Skills, 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.

### **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

- Explain the concept of market and market identification.
- Anticipate unspoken customer needs.
- Explain the concept of product mix.
- Communicate core values of product/service.
- Explain the role of promotion as a marketing function.
- Describe the concept of promotion in the hospitality and tourism industry.
- Explain promotional methods used by the hospitality and tourism industry.

## **CASE STUDY SITUATION**

You are to assume the roles of general manager and director of marketing for NEEDEDY BABY, a new company that rents car seats, cribs, strollers and other merchandise to travelers with children. The owner of the company (judge) has asked your team to design a promotion plan to market the new company to travelers.

A new study has shown that 44% of millennial parents/guardians bring their children along on vacations. That number significantly rises when the destination city includes theme parks and other major attractions. NEEDEDY BABY was created to help travelers with children. Rather than having to pack strollers, car seats and other items, travelers are able to rent the needed items through NEEDEDY BABY.

Currently, NEEDEDY BABY is only servicing one city, however, that city is the top tourist destination in the United States. The city is known for its amazing theme parks, proximity to beaches and family activities.

NEEDY BABY not only offers the rental of needed equipment, it also delivers, installs and picks up the equipment. Customers simply create an online account through the NEEDEDY BABY website or mobile app, select the desired items and duration of time, set delivery location, and make payments.

The owner of the company (judge) is excited to begin offering this service to travelers, but is unsure how to promote the company and its service to the target market. The owner (judge) has asked your team to develop a promotion plan that will introduce the company and its services to those traveling with children. The plan must include an explanation of effective communications channels.

In addition, the owner (judge) would like your team to suggest other products that those traveling with children might need or want during a vacation. The owner (judge) wants to ensure that NEEDEDY BABY is the solution to all child-related travel needs.

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

## JUDGE'S INSTRUCTIONS

You are to assume the role of owner of NEEDED BABY, a new company that rents car seats, cribs, strollers and other merchandise to travelers with children. You have asked the general manager and director of marketing (participant team) to design a promotion plan to market the new company to travelers.

A new study has shown that 44% of millennial parents/guardians bring their children along on vacations. That number significantly rises when the destination city includes theme parks and other major attractions. NEEDED BABY was created to help travelers with children. Rather than having to pack strollers, car seats, and other items, travelers are able to rent the needed items through NEEDED BABY.

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NEEDED BABY not only offers the rental of needed equipment, it also delivers, installs and picks up the equipment. Customers simply create an online account through the NEEDED BABY website or mobile app, select the desired items and duration of time, set delivery location, and make payments.

You are excited to begin offering this service to travelers, but are unsure how to promote the company and its service to the target market. You have asked the general manager and director of marketing (participant team) to develop a promotion plan that will introduce the company and its services to those traveling with children. The plan must include an explanation of effective communications channels.

In addition, you would like the general manager and director of marketing (participant team) to suggest other products that those traveling with children might need or want during a vacation. You want to ensure that NEEDED BABY is the solution to all child-related travel needs.

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

After the general manager and director of marketing (participant team) have presented the ideas you are to ask the following questions of each participant team:

1. If parents/guardians are our primary target market, who is our secondary market?
2. How can we make the largest impact on the most important target market while being cost effective
3. If we choose to spend money on print advertising, which magazines would be a good fit for our company?

Once the general manager and director 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, 2019**

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

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

**JUDGE'S EVALUATION FORM**  
SAMPLE

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

**INSTRUCTIONAL AREA**  
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Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
2.	Anticipate unspoken customer needs?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
4.	Communicate core values of product/service?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe the concept of promotion in the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain promotional methods used by the hospitality and tourism industry?	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>						