



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 21st 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.

21st 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

- Describe marketing functions and related activities.
- Explain factors that influence customer/client/business buying behavior.
- Identify company's unique selling proposition.
- Demonstrate connections between company actions and results.
- Describe the nature of product bundling.
- Describe factors used by marketers to position products/services.
- Coordinate channel management with other marketing activities.

CASE STUDY SITUATION

You are to assume the roles of director of special projects and director of marketing for SECURE TRANSPORTATION AGENCY (STA), a government agency that screens all air transportation passengers inside the airport. The executive director (judge) has asked your team to develop new methods to market the agency's expedited airport screening program, *Wait-Less*.

Since 2001, the STA has been screening air transportation passengers before they enter the secured terminals of each airport. Passengers must wait in lines to go through specialized detectors; take off jackets, shoes and belts; remove laptops from cases and place small bags with the allowable amount of liquids in special bins to also be screened. While the STA screenings are for passenger protection and security, the process has resulted in long lines and disgruntled passengers.

In an attempt to shorten wait times to get through STA security, executives created a program named *Wait-Less*. *Wait-Less* allows approved members to skip the general security line and instead go through the *Wait-Less* line. The *Wait-Less* line does not require members to remove jackets, shoes or belts; they do not have to remove laptops from cases nor do they need to remove the allowed liquids from carry-on bags. The *Wait-Less* line will move much faster than the general security line.

To become a *Wait-Less* member, a person must fill out an application and take it to an approved office for a brief interview and finger printing. If approved, the applicant then pays \$85.00 for a five-year membership. *Wait-Less* is printed on members' boarding passes to alert personnel to direct them to the appropriate STA *Wait-Less* security line.

While the *Wait-Less* program was initially met with much enthusiasm, membership applications have not been close to projected numbers. It seems that once the first rush of busy business travelers applied for the program, nobody else thought the benefits were worth \$85, especially if they only travel by plane a few times a year or less.

The executive director (judge) wants your team to decide how to market the *Wait-Less* program so that it appeals to all travelers, even those that only travel once or twice a year. The executive director (judge) wants you to consider possible partnerships that could offer incentives to travelers to join the *Wait-Less* program. The executive director (judge) also wants to know what perks would be valuable enough to an infrequent traveler that would result in enrolling in the program.

You will present your ideas 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 ideas 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 for SECURE TRANSPORTATION AGENCY (STA), a government agency that screens all air transportation passengers inside the airport. You have asked the director of special programs and director of marketing (participant team) to develop new methods to market the agency's expedited airport screening program, *Wait-Less*.

Since 2001, the STA has been screening air transportation passengers before they enter the secured terminals of each airport. Passengers must wait in lines to go through specialized detectors; take off jackets, shoes and belts; remove laptops from cases and place small bags with the allowable amount of liquids in special bins to also be screened. While the STA screenings are for passenger protection and security, the process has resulted in long lines and disgruntled passengers.

In an attempt to shorten wait times to get through STA security, executives created a program named *Wait-Less*. *Wait-Less* allows approved members to skip the general security line and instead go through the *Wait-Less* line. The *Wait-Less* line does not require members to remove jackets, shoes or belts; they do not have to remove laptops from cases nor do they need to remove the allowed liquids from carry-on bags. The *Wait-Less* line moves much faster than the general security line and reduces the number of people waiting in general security lines.

To become a *Wait-Less* member, one must fill out an application and take it to an approved office for a brief interview and finger printing. If approved, the applicant then pays \$85.00 for a five-year membership. *Wait-Less* is then printed on members' boarding passes to alert personnel to direct them to the appropriate STA *Wait-Less* security line.

While the *Wait-Less* program was initially met with much enthusiasm, membership applications have not been close to the projected numbers. It seems that once the first rush of busy business travelers applied for the program, nobody else thought the benefits were worth \$85, especially if they only travel by plane a few times a year or less.

You would like the director of special programs and director of marketing (participant team) to decide how to market the *Wait-Less* program so that it appeals to all travelers, even those that only travel once or twice a year. You want the director of special programs and director of marketing (participant team) to consider possible partnerships that could offer incentives to travelers to join the *Wait-Less* program. You also want to know what perks would be valuable enough to an infrequent traveler that would result in enrolling in the program.

The director of special programs 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 director of special programs and director of marketing (participant team) and asking to hear about their ideas.

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

1. Do you think it will be hard to find partners?
2. Do you think five years is a fair amount of time for an \$85 *Wait-Less* membership?
3. How does an increase in *Wait-Less* members benefit the general security line?

Once the director of special programs 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, 2017

JUDGE'S EVALUATION FORM
DISTRICT EVENT

INSTRUCTIONAL AREA
Marketing

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain factors that impact customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify company's unique selling proposition?	0-1-2-3	4-5-6	7-8	9-10	
4.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
5.	Describe the nature of product bundling?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
7.	Coordinate channel management with other activities?	0-1-2-3	4-5-6	7-8	9-10	
21st 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						