



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Economics

## **TRAVEL AND TOURISM MARKETING 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**

- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain the concept of economic resources.
- Explain the role of business in society.
- Describe the nature of taxes.
- Explain the economic impact of travel and tourism on a community or an area.
- Explain factors affecting the development and growth of the travel and tourism industry.

## **CASE STUDY SITUATION**

You are to assume the role of economic development managers for a city's department of economic development. You will be proposing to the mayor of the city (judge) the addition of a large convention center to the downtown area.

The city you represent has a population of 500,000. The city has the tenth largest airport in the United States and is located in a variable climate with changing seasons. Average temperature during the summer is 78 degrees and during the winter is 30 degrees. The city is the home base for a large, successful insurance company and a major airline. Recently the downtown has undergone a major facelift with new hotels, restaurants and nationally recognized retailers. When the major league baseball team built a new ballpark in the downtown area, restaurant and hotel business increased. You are now ready to propose the next phase of downtown development to the mayor of the city. You must propose a large convention center to attract major conventions and national conferences.

Building a large convention center is very expensive. Most convention centers are financed with a special sales tax on services such as hotels and rental cars. Cities have formed agreements with major corporations to help finance convention centers, and many of the convention centers are named after the corporations that spend millions of dollars for naming rights.

Your team must convince the mayor (judge) that a large convention center would be a perfect compliment for the 20,000 hotel rooms in the downtown area. You must explain the economic benefits of the convention center to the city's economy and work force, and give suggestions for funding the project.

You will present your plan for a new convention center to the mayor of the city (judge) in a meeting to be held in the mayor's (judge's) office. The mayor (judge) will begin the meeting by greeting you and asking to hear your plans. After you have answered the mayor's (judge's) questions, the mayor (judge) will conclude the meeting by thanking you for your work.

## **JUDGE'S INSTRUCTIONS**

You are to assume the role of mayor of a city. The city's department of economic development has sent their economic development managers (participant team) to your office to propose the construction of a new convention center in the downtown area.

The city you represent has a population of 500,000. The city has the tenth largest airport in the United States and is located in a variable climate with changing seasons. Average temperature during the summer is 78 degrees and during the winter is 30 degrees. The city is the home base for a large, successful insurance company and a major airline. Recently the downtown has undergone a major facelift with new hotels, restaurants and nationally recognized retailers. When the major league baseball team built a new ballpark in the downtown area, restaurant and hotel business increased. The economic development managers (participant team) are now ready to propose the next phase of downtown development to you. The managers (participant team) will propose a large convention center to attract major conventions and national conferences.

Building a large convention center is very expensive. Most convention centers are financed with a special sales tax on services such as hotels and rental cars. Cities have formed agreements with major corporations to help finance convention centers, and many of the convention centers are named after the corporations that spend millions of dollars for naming rights.

The managers (participant team) will propose that a large convention center would be a perfect compliment for the 20,000 hotel rooms in the downtown area. The managers (participant team) must explain the economic benefits of the convention center to the city's economy and work force, and give suggestions for funding the project.

The managers (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 managers (participant team) and asking to hear their proposal.

After the economic development managers (participant team) have explained their proposal you are to ask the following questions of each participant team:

1. How can our city attract convention business during the winter?
2. Can you think of any objections citizens would have about constructing the new convention center?

Once the economic development managers (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 direct.

*We thank you for your help.*

**JUDGE'S EVALUATION FORM**  
**TTDM**  
**STATE EVENT 2010**

<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>					
<b>1. Identify factors affecting a business's profit?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>2. Determine factors affecting business risk?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>3. Explain the concept of economic resources?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>4. Explain the role of business in society?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>5. Describe the nature of taxes?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>6. Explain the economic impact of travel and tourism on a community or an area?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>7. Explain factors affecting the development and growth of the travel and tourism industry?</b>	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>
<b>8. Clarity of expression</b>	6-5	4	3-2	1-0	_____
<b>9. Organization of ideas</b>	6-5	4	3-2	1-0	_____
<b>10. Showed evidence of mature judgment</b>	6-5	4	3-2	1-0	_____
<b>11. Effective participation of both team members</b>	6-5	4	3-2	1-0	_____
<b>12. Overall impression and responses to the judge's questions</b>	6-5	4	3-2	1-0	_____
			<b>TOTAL SCORE</b>		_____