Travel and Tourism
Team Decision Making Event

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INTRODUCTION

This publication is designed to assist DECA members and their local chapter advisors in preparing for DECA’s Team Decision Making Events in the fields of Business Law and Ethics, Buying and Merchandising, Financial Services, Hospitality Services, Marketing Communications, Sports and Entertainment Marketing or Travel and Tourism Marketing. This document will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in international competition. This series of events is presented as an example of the types of case studies in which a team might expect to participate at the International Career Development Conference. The competitive events found herein, however, are not representative of all performance indicators that the students may be expected to demonstrate on the national level. A complete list of performance indicators upon which the events are written is available online at http://www.deca.org/competitions/2/.

OVERVIEW OF EVENT

This event is a case study in a role-play format. Travel and tourism includes passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies and other services incidental to the industry.

A team of two is given a real-world decision-making case study involving a management problem in travel and tourism. The team has 30 minutes to study the situation and organize their analysis. The team will then make an oral presentation to the judge, who will play the role of an executive for the business.

Team members also take a written exam testing general marketing, management, entrepreneurship and business knowledge and also information specific to the travel and tourism area. Test scores are averaged with the role-play for the team score. Past exam questions are available for sale from DECA Images at www.deca.org/shop.
SUGGESTIONS

Prepare Mentally
Competitors should get sufficient sleep the night before competition so that they will be mentally alert and able to concentrate on the case study.

Dress Appropriately
Professional dress should be worn to all conference sessions. Competitors must wear an official DECA blazer during interaction with the judges.

Follow the Program Agenda
Locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.

Use Preparation Time Wisely
Competitors should take advantage of the time provided for each activity of the event. During the written test, competitors should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for the case study presentation, competitors should use all the time allotted constructively.

Performance Indicators
When teams approach the case study situation, they are given a list of seven performance indicators (PIs). These are tasks or competencies the team must demonstrate as they accomplish the specific industry-oriented task. They will be evaluated on the specific performance indicators listed for the event. Lists of performance indicators are available on DECA’s Web site at http://www.deca.org/competitions/2/.

Performance indicators are bits of the curriculum, such as “Identify a target market,” or “Identify the elements of a promotional mix,” or “Explain the principles of supply and demand.”

Although they are quite specific, performance indicators are organized under broader topics called instructional areas. You will recognize instructional areas as units of the marketing education curriculum, such as selling, promotion, economics, distribution, pricing, marketing information management, financial analysis, product / service management, communication skills, and operations.

To have the best chance in competition, teams must focus on the performance indicators.

For more tips and suggestions, please refer to the Everything You Wanted to Know About Team Decision Making Events, An Instructor’s Guide available for purchase through DECA Images (catalog code TDMIG)
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 nature of marketing plans.
• Determine factors affecting business risk.
• Explain key factors in building a clientele.
• Coordinate activities in the promotional mix.
• Identify types of public-relations activities.
• Explain types of advertising media.
• Explain the nature of a promotional plan.
CASE STUDY SITUATION

You are to assume the role of a management team from the PRENTICE VISITORS BUREAU (PVB), a non-profit organization that promotes tourism in the city of Prentice. The president of the PRENTICE CHAMBER OF COMMERCE (judge) wants to obtain your analysis and recommendations to address a growing community problem.

THE PRENTICE VISITORS BUREAU (PVB) is an organization whose mission is the promotion of tourism for the city of Prentice. Founded over seventy years ago, the PVB seeks to grow and promote the single largest industry in this city of 125,000 residents—tourism. Last year, nearly four million people visited the coastal city of Prentice, which is rich in history, tradition and old-fashioned charm. According to the latest PVB study, visitors to Prentice pump $88 per person, per day into the area economy. Funding for the non-profit PRENTICE VISITORS BUREAU comes from the business community as well as city government.

The seaport city of Prentice is over 300 years-old and features a historic district of homes and shops that still maintain the look and feel of early America. A restored fort stands at the harbor entrance and the waterfront boasts a mix of contemporary shops and restaurants and architecture characteristic of the 18th century. The downtown area has a height restriction on buildings so that visitors looking at the city skyline are more likely to notice the many old church steeples that still dot the Prentice sky. Visitors tour the area primarily on foot, although tour buses also take large groups through the city every day.

Over the last year, a disturbing behavior has increased and has been noticed by both tourists and residents alike—graffiti. Considered “street art” by some yet “visual pollution” (and a crime) by most, graffiti is now appearing on some of the historic buildings of Prentice as well as at other venues frequented by tourists. The local Chamber of Commerce, which provides approximately half the funding for the PVB, is especially concerned over the recent rise in and potential effects of graffiti.

The president (judge) of the PRENTICE CHAMBER OF COMMERCE has requested a meeting with your management team to obtain your analysis and recommendations to address the increase of graffiti on both private and public property. The president (judge) would specifically like you to:

- Explain the possible perceptions of visitors and residents because of the graffiti.
- Explain how the increase in graffiti impacts tourists, residents, the business community and local government.
- Develop a public relations campaign to deal with the issue of graffiti within the city of Prentice. Identify a marketing strategy, create a campaign theme, select media and provide rationale.

You will present to the president (judge) of the CHAMBER OF COMMERCE in a meeting to take place in one of the chamber’s meeting rooms. The president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented and have answered the president’s (judge’s) questions, the president (judge) will conclude the meeting by thanking you for your work.
JUDGE’S INSTRUCTIONS

You are to assume the role of president of the PRENTICE CHAMBER OF COMMERCE. You have asked to meet with a management team (participant team) from the PRENTICE VISITORS BUREAU (PVB), a non-profit organization that promotes tourism in the city of Prentice. You want to obtain their analysis and recommendations to address a growing community problem.

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Calculation: $88 per person, per day X 4 million annual visitors = $352,000,000 annual impact on the Prentice economy resulting from tourism.

The seaport city of Prentice is over 300 years-old and features a historic district of homes and shops that still maintain the look and feel of early America. A restored fort stands at the harbor entrance and the waterfront boasts a mix of contemporary shops and restaurants and architecture characteristic of the 18th century. The downtown area has a height restriction on buildings so that a visitors looking at the skyline are more likely to notice the many old church steeples that still dot the Prentice sky. Visitors tour the area primarily on foot, although tour buses also take large groups through the city every day.

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As president of the PRENTICE CHAMBER OF COMMERCE, you have requested a meeting with a management team (participant team) from the PRENTICE VISITORS BUREAU to obtain their analysis and recommendations to address the increase of graffiti on both private and public property. You would specifically like the management team (participant team) to:

- Explain the possible perceptions of visitors and residents because of the graffiti.
- Explain how the increase in graffiti impacts tourists, residents, the business community and local government.
- Develop a public relations campaign to deal with the issue of graffiti within the city of Prentice. Identify a marketing strategy, create a campaign theme, select media and provide rationale.

The management team (participant team) from PVB will present to you in a meeting to take place in one of the chamber’s meeting rooms. You will begin the meeting by greeting the management team (participant team) and asking to hear about their ideas.
After the management team (participant team) has presented, you are to ask the following questions of each participant team:

1. What do you believe is the single most important factor as to why tourists select a particular destination to visit?

2. The city of Prentice gets most of its 4 million visitors between the months of May and October. Are there any benefits to having an off-season? Please explain.

Once the management team (participant team) has 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 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 director.

*We thank you for your help.*
# JUDGE’S EVALUATION FORM
**TTDM 2013**

## PERFORMANCE INDICATORS

<table>
<thead>
<tr>
<th>DID THE PARTICIPANT:</th>
<th>Little/No Expectations</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Value</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explain the nature of marketing plans?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. Determine factors affecting business risk?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
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<tr>
<td>3. Explain key factors in building a clientele?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>4. Coordinate activities in the promotional mix?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>5. Identify types of public-relations activities?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>6. Explain types of advertising media?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>7. Explain the nature of a promotional plan?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
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</tbody>
</table>

## PRESENTATION

<table>
<thead>
<tr>
<th></th>
<th>Little/No</th>
<th>Below</th>
<th>Meets</th>
<th>Exceeds Value</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Clarity of expression</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>9. Organization of ideas</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>10. Showed evidence of mature judgment</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>11. Effective participation of both team members</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>12. Overall impression and responses to the judge’s questions</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL SCORE**
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  

• Analyze product information to identify product features and benefits.  
• Explain company selling policies.  
• Explain the concept of market and market identification.  
• Explain the role of customer service as a component of selling relationships.  
• Explain factors affecting pricing decisions.  
• Provide legitimate responses to inquiries.  
• Explain the nature and scope of the selling function.
CASE STUDY SITUATION

You are to assume the role of a management team at FIVE STAR TRAVEL, a full service travel agency. A representative (judge) from a senior citizen group has asked to meet with you to discuss the need for travel insurance for an upcoming trip.

FIVE STAR TRAVEL is an experienced, award-winning travel agency that is celebrating its forty-year anniversary. FIVE STAR agents average over 12 years of experience with the company, and the agency has earned “Top Producer” awards from nearly every major travel vendor. While FIVE STAR TRAVEL can arrange and book virtually any type of travel, it specializes in cruises, group travel and escorted tours.

FIVE STAR TRAVEL has been working with a representative from a senior citizen group (ages 55+) looking to have the agency put together an escorted cruise package of the Mediterranean to take place seven months from now. The package is a ten-day cruise around Italy, starting and ending in Rome. The total cost of the package comes to $4,700 per person at double occupancy, with airfare included. Any shore excursions, tours or activities that take place off the ship are not included in the price.

There are 46 individuals who are ready to put down their deposit and book the cruise. Before committing to the cruise package, the representative (judge) from the senior citizen group needs to meet with your team to discuss travel insurance for the trip. There are two levels of coverage offered by FIVE STAR TRAVEL—Basic and Elite—which are detailed on a fact sheet on the following page. Since there is a large group involved, a special discounted rate is available where everyone pays the same premium, regardless of age, provided at least 25 travelers sign up for either of the two plans. If less than 25 purchase the insurance, the premiums are 20% higher and will vary based on age of the traveler.

Your team will meet with the representative (judge) from the senior citizen group to explain and eventually sell travel insurance to as many travelers in the group as possible. Specifically, you are to:

• Explain the need for travel insurance.
• Distinguish between the two types of coverage.
• Attempt to obtain some sort of closure on the topic so booking can begin soon.

You will present to the representative (judge) of the senior citizen group in a meeting to take place in your agency’s conference room. You will begin the meeting by greeting the representative (judge) with a welcoming statement. After you have presented and have answered the representative’s (judge’s) questions, the representative (judge) will conclude the meeting by thanking you for your time.
### TRAVEL INSURANCE FACT SHEET

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Basic</th>
<th>Elite</th>
</tr>
</thead>
</table>
| **Trip Cancellation**  
(Any Reason Prior to Start of Trip) | Trip cost excluding activities  
(Customer receives a credit with cruise line--never expires.) | Trip cost excluding activities  
(Customer receives cash via a check) |
| **Trip Interruption** | Up to Trip Cost | 150% of Trip Cost |
| **Trip Delay of 12 Hrs. or More** | $150/person/day | $250/person/day |
| **Missed Connection (Miss Trip Departure due to Air Delay)** | ------- | $1,600/person |
| **Medical Expense (Sickness or Injury First Occurring on Trip)** | $10,000 | $50,000 |
| **Emergency Evacuation**  
(Ambulance, Helicopter, Plane to Obtain Medical Care) | $25,000 | $100,000 |
| **Baggage & Personal Effects Loss** | $500 | $1,500 |
| **Baggage Delay** | $50 | $150 |
| **Accidental Death** | ------- | $50,000 |
| **Trip Cancellation / Interruption due to Terrorist Incident** | ------- | Trip Cost Excluding Activities |
| **Travel Emergency Assistance**  
(24 Hour Access) | ------- | Included |
| **Discounted Group Premium**  
(Paid Within 10 Days of Booking) | $350 | $600 |
JUDGE’S INSTRUCTIONS

You are to assume the role of a representative of a senior citizen group looking to book an escorted group tour package. You have asked to meet with a management team (participant team) of FIVE STAR TRAVEL, a full service travel agency. The purpose of the meeting is to discuss the need for travel insurance for an upcoming trip.

FIVE STAR TRAVEL is an experienced, award-winning travel agency that is celebrating its forty-year anniversary. FIVE STAR agents average over 12 years of experience with the company, and the agency has earned “Top Producer” awards from nearly every major travel vendor. While FIVE STAR TRAVEL can arrange and book virtually any type of travel, it specializes in cruises, group travel and escorted tours.

FIVE STAR TRAVEL has been working with you, a representative from a senior citizen group (ages 55+) looking to have FIVE STAR TRAVEL put together an escorted cruise package of the Mediterranean to take place seven months from now. The package is a ten-day cruise around Italy, starting and ending in Rome. The total cost of the package comes to $4,700 per person at double occupancy, with airfare included. Any shore excursions, tours or activities that take place off the ship are not included in the price.

There are 46 individuals who are ready to put down their deposit and book the cruise. Before committing to the cruise package, you need to meet with the management team (participant team) to discuss travel insurance for the trip. There are two levels of coverage offered by the agency—Basic and Elite—which are detailed on a fact sheet made available to the participants. Since there is a large group involved, a special discounted rate is available where everyone pays the same premium, regardless of age, provided at least 25 travelers sign up for either of the two plans. If less than 25 purchase the insurance, the premiums are 20% higher and will vary based on age of the traveler.

You will meet with the management team (participant team) from FIVE STAR TRAVEL who will explain the need for travel insurance. Specifically, they are to:

- Explain the need for travel insurance.
- Distinguish between the two types of coverage.
- Attempt to obtain some sort of closure on the topic so booking can begin soon.

Customer Profile:
If asked, the age range of those signed up for the cruise is between 55-81 years old. Whatever travel insurance information you receive will have to be taken back and presented to your group. You are not to commit to anything other than perhaps agreeing to a follow-up meeting or allowing the management team to make a presentation directly to your group—but only if the team brings it up.

Calculation:
Both the Basic and Elite coverage will be 20% higher if less than 25 individuals fail to sign up for either plan.

Basic: $350 x 1.20 = $420
Elite: $600 x 1.20 = $720
The management team (participant team) will present to you in a meeting to take place in one of the FIVE STAR offices. A member of the management team (participant team) will begin the meeting by greeting you with a welcoming statement. You will then ask to hear about their ideas regarding the need for travel insurance.

After the management team (participant team) has presented, you are to raise the following sales objections to each participant team:

1. No matter which insurance coverage a person selects, it’s going to raise the total price to over $5,000. That could be a real problem for some of our members.

2. Isn’t this travel insurance really just another way for travel agencies to make money?

Once the management team (participant team) has answered your questions, you will conclude the meeting by thanking them for taking the time to meet with you.

You are not to make any comments after the event is over.

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.

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## JUDGE’S EVALUATION FORM
### TTDM 2013

### PERFORMANCE INDICATORS

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<thead>
<tr>
<th>Indicator</th>
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<th>Meets Expectations</th>
<th>Exceeds Value</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Analyze product information to identify product features and benefits?</strong></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td><strong>2. Explain company selling policies?</strong></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td><strong>3. Explain the concept of market and market identification?</strong></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td><strong>4. Explain the role of customer service as a component of selling relationships?</strong></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
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<tr>
<td><strong>5. Explain factors affecting pricing decisions?</strong></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td><strong>6. Provide legitimate responses to inquiries?</strong></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td><strong>7. Explain the nature and scope of the selling function?</strong></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
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### PRESENTATION

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**TOTAL SCORE**
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

• Identify desirable personality traits important to business.
• Discuss the nature of human resources management.
• Explain the nature of positive customer relations.
• Determine ways of reinforcing the company’s image through employee performance.
• Reinforce service orientation through communication.
• Respond to customer inquiries.
• Orient new employees.
CASE STUDY SITUATION

You are to assume the role of a management team at GATEWAY INTERNATIONAL AIRPORT. The airport director (judge) has asked for your recommendations on the hiring and training of individuals who will begin a new program at the airport.

GATEWAY INTERNATIONAL AIRPORT is a large regional airport serving a metropolitan area with a population of 2.3 million. GATEWAY INTERNATIONAL AIRPORT boasts 60 gates, 45 jet bridges and three terminals. In addition, the airport serves as a hub for three major airlines. A national travel magazine ranked GATEWAY INTERNATIONAL AIRPORT third in the nation in such categories as location, access, safety, baggage and amenities. Last year, nearly 12 million passengers traveled through GATEWAY INTERNATIONAL AIRPORT, which is an increase of 9.4% from the year before.

Eight months ago, the airport director (judge) proposed creating an “airport ambassador” program where individuals would be located at high traffic locations throughout the airport to help and assist travelers with information and directions. The ambassadors would all wear gold sport jackets and would serve to enhance the image of the airport and the city as a friendly, helpful and inviting destination. With passenger traffic increasing for both business and leisure travel, it is believed that goodwill will be generated for both the airport and the city through the introduction of such a program. Both local city government and the chamber of commerce thought the ambassador program was such a good idea that each agreed to pay for one-third of the program’s cost.

With funding for the airport ambassador program assured for the next two years, it is now up to GATEWAY INTERNATIONAL AIRPORT to implement the program by recruiting, staffing and training the individuals who will serve as ambassadors. The airport director (judge) has requested a meeting with your management team to obtain your recommendations on the hiring and training requirements of the airport ambassadors. Specifically, your team must address the following in the presentation:

- Identify and explain the personal traits and qualifications necessary for individuals to be considered for the airport ambassador program.
- Explain a strategy on how to recruit the individuals who possess the necessary skills and qualifications to be ambassadors.
- List and discuss the absolutely essential information that airport travelers would expect every ambassador to know. Prioritize the topics of which travelers would be most in need; those topics will serve as the core of the training program.

You will present to the airport director (judge) in a meeting to take place in the director’s (judge’s) office. The airport director (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented 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 role of airport director of GATEWAY INTERNATIONAL AIRPORT. You have asked your management team (participant team) for their recommendations on the hiring and training of individuals who will begin a new program at the airport.

GATEWAY INTERNATIONAL AIRPORT is a large regional airport serving a metropolitan area with a population of 2.3 million. GATEWAY INTERNATIONAL AIRPORT boasts 60 gates, 45 jet bridges and three terminals. In addition, the airport serves as a hub for three major airlines. A national travel magazine ranked GATEWAY INTERNATIONAL AIRPORT third in the nation in such categories as location, access, safety, baggage and amenities. Last year, nearly 12 million passengers traveled through GATEWAY INTERNATIONAL AIRPORT, which is an increase of 9.4% from the year before.

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With funding for the airport ambassador program assured for the next two years, it is now up to GATEWAY INTERNATIONAL AIRPORT to implement the program by recruiting, staffing and training the individuals who will serve as ambassadors. You have requested a meeting with your management team (participant team) to obtain their recommendations on the hiring and training requirements of the airport ambassadors. Specifically, the management team (participant team) must address the following in their presentation:

- Identify and explain the personal traits and qualifications necessary for individuals to be considered for the airport ambassador program.
- Explain a strategy on how to recruit the individuals who possess the necessary skills and qualifications to be ambassadors.
- List and discuss the absolutely essential information that airport travelers would expect every ambassador to know. Prioritize the topics of which travelers would be most in need; those topics will serve as the core of the training program.

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

After the management team has presented, you are to ask the following questions of each team:

1. How essential is previous work experience in considering candidates for the airport ambassador program?

2. How should we evaluate the success or failure of the airport ambassador program?
Once the management team (participant team) has 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 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 director.

*We thank you for your help*
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TOTAL SCORE ____________________
This publication is designed to assist DECA members and their local chapter advisors in preparing for the Team Decision Making events. This booklet will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition.

DECA Images offers a full range of competitive event preparation materials including:

- Comprehensive Exams
- Sample Role Plays & Case Studies
- Instructor’s Guides
- Bell Ringer Activities
- Written Event Winners
- Flash Cards

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