



**CAREER CLUSTER**  
Hospitality and Tourism

**INSTRUCTIONAL AREA**  
Selling

## **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**

<u>Benefit</u>	<u>Basic</u>	<u>Elite</u>
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:  $\$350 \times 1.20 = \$420$

Elite:  $\$600 \times 1.20 = \$720$

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.

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**  
**STATE EVENT**

<b>PERFORMANCE INDICATORS</b>	<b>Little/No Value</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
1. Analyze product information to identify product features and benefits?	0-1-2-3	4-5-6	7-8	9-10	_____
2. Explain company selling policies?	0-1-2-3	4-5-6	7-8	9-10	_____
3. Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	_____
4. Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6	7-8	9-10	_____
5. Explain factors affecting pricing decisions?	0-1-2-3	4-5-6	7-8	9-10	_____
6. Provide legitimate responses to inquiries?	0-1-2-3	4-5-6	7-8	9-10	_____
7. Explain the nature and scope of the selling function?	0-1-2-3	4-5-6	7-8	9-10	_____
<b>PRESENTATION</b>					
8. Clarity of expression	0-1	2-3	4	5-6	_____
9. Organization of ideas	0-1	2-3	4	5-6	_____
10. Showed evidence of mature judgment	0-1	2-3	4	5-6	_____
11. Effective participation of both team members	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>					_____