



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Customer Relations

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

- 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.

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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.

JUDGE'S EVALUATION FORM
TTDM-2013
STATE EVENT

PERFORMANCE INDICATORS	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
DID THE PARTICIPANT:					
1. Identify desirable personality traits important to business?	0-1-2-3	4-5-6	7-8	9-10	_____
2. Discuss the nature of human resources management?	0-1-2-3	4-5-6	7-8	9-10	_____
3. Explain the nature of positive customer relations?	0-1-2-3	4-5-6	7-8	9-10	_____
4. Determine ways of reinforcing the company's image through employee performance?	0-1-2-3	4-5-6	7-8	9-10	_____
5. Reinforce service orientation through communication?	0-1-2-3	4-5-6	7-8	9-10	_____
6. Respond to customer inquiries?	0-1-2-3	4-5-6	7-8	9-10	_____
7. Orient new employees?	0-1-2-3	4-5-6	7-8	9-10	_____
PRESENTATION					
	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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	_____
TOTAL SCORE					_____