



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Market Planning

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

- Explain the concept of marketing strategies.
- Explain the factors affecting pricing decisions.
- Describe factors used by marketers to position products/services.
- Explain the nature of marketing plans.
- Explain the concept of market and market identification.
- Explain the role of promotion as a marketing function.
- Explain the role of situation analysis in the marketing planning process.



CASE STUDY SITUATION

You are to assume the role of a management team at HOLIDAY CRUISE LINES, a small but growing company in the cruising industry. The vice-president of marketing (judge) has asked for your analysis and recommendations in marketing a new one-way cruise.

HOLIDAY CRUISE LINES began operating as a recreational cruise line in 1990, providing both fun and value to its guests on every cruise. Today, HOLIDAY operates a fleet of eight ships that sail exclusively in the Caribbean. Cruises vary in length between 7-14 days with the ten-day cruise being the most popular. The typical HOLIDAY ship has a passenger capacity of 2,200 and leaves port at 95% full.

Recently, HOLIDAY CRUISE LINES took delivery of its newest ship, *The Galaxy*, which will cruise the Mediterranean for the first time from May through early October. Reservations are already being accepted for its inaugural season of operation. One month before the Mediterranean season begins; *The Galaxy* will depart from Fort Lauderdale, FL on a trial run to Barcelona, Spain, which will serve as the port of origination for *Galaxy's* Mediterranean cruises.

When the Mediterranean season concludes in October, HOLIDAY CRUISE LINES will need to return *The Galaxy* to Fort Lauderdale where it will spend the winter touring the Caribbean. Since the ship has to cross the Atlantic anyway, HOLIDAY would like to have as many passengers on board to help defray the cost of the trip. The one-way, "repositioning cruise" will depart from Barcelona and be fully staffed with the regular crew.

It would take *The Galaxy* six full days to cross the Atlantic from Barcelona to Fort Lauderdale without any stops. HOLIDAY CRUISE LINES would like to make the repositioning cruise a unique experience for passengers by including some ports of call along the way. Possible ports could include:

Lisbon, Portugal	Southampton, England	Nice, France
Azores Islands	Casablanca, Morocco	Dakar, Senegal
Sorrento, Italy	Normandy, France	Turks & Caicos Islands
Bermuda Islands	Nassau, Bahamas	St. Thomas, Virgin Islands

The one-way repositioning cruise will be heavily discounted to encourage booking. Six days at sea from Barcelona would carry the following fares (per person):

Interior cabin	\$1,150
Outer cabin with portal	\$1,300
Cabin with balcony	\$1,500

Each port of call added to the cruise would add one day to the cruise length and \$175 to every fare.

The vice-president of marketing (judge) has requested a meeting with your team to obtain your analysis and recommendations on making the repositioning cruise a unique event for passengers and a cost recovery opportunity for HOLIDAY CRUISE LINES. Specifically, your presentation must

address the following:

- Create an itinerary for the cruise. Identify ports of call, in chronological order from Barcelona and provide rationale for the choices.
- Calculate the complete fare for the itinerary that you've created, at each of the three fare levels and explain how the itinerary meets the HOLIDAY standard of offering fun and value.
- Based on the itinerary created, give the cruise a name or theme that can be used in marketing the cruise.
- Identify the target customer for this cruise along with appropriate rationale. State some of the methods that could be utilized to promote the cruise to the target customer.
- List some of the challenges that could exist in selling this cruise to customers and explain how these challenges could be addressed.

You will present your recommendations to the vice-president of marketing (judge) in a meeting to take place in the vice-president's (judge's) office. The vice-president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented recommendations and have answered the vice-president's (judge's) questions, the vice-president (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of vice-president of marketing at HOLIDAY CRUISE LINES, a small but growing company in the cruising industry. You have asked your management team (participant team) for their analysis and recommendations in marketing a new, one-way cruise.

HOLIDAY CRUISE LINES began operating as a recreational cruise line in 1990, providing both fun and value to its guests on every cruise. Today, HOLIDAY operates a fleet of eight ships that sail exclusively in the Caribbean. Cruises vary in length between 7-14 days with the ten-day cruise being the most popular. The typical HOLIDAY ship has a passenger capacity of 2,200 and leaves port at 95% full.

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The one-way repositioning cruise will be heavily discounted to encourage booking. Six days at sea from Barcelona would carry the following fares (per person):

Interior cabin	\$1,150
Outer cabin with portal	\$1,300
Cabin with balcony	\$1,500

Each port of call added to the cruise would add one day to the cruise length and \$175 to every fare.

You have requested a meeting with your management team (participant team) to obtain their analysis and recommendations on making the repositioning cruise a unique event for passengers

and a cost recovery opportunity for HOLIDAY CRUISE LINES. Specifically, the presentation must address the following:

- Create an itinerary for the cruise. Identify ports of call, in chronological order from Barcelona and provide rationale for the choices.
- Calculate the complete fare for the itinerary that's been created at each of the three fare levels and explain how the itinerary meets the HOLIDAY standard of offering fun and value.
- Based on the itinerary created, give the cruise a name or theme that can be used in marketing the cruise.
- Identify the target customer for this cruise along with appropriate rationale. State some of the methods that could be utilized to promote the cruise to the target customer.
- List some of the challenges that could exist in selling this cruise to customers and explain how these challenges could be addressed.

The management team (participant team) will present recommendations to you in a meeting to take place in your office. 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 recommendations, you are to ask the following questions of each participant team:

1. Nearly every cruise line offers shore excursions in virtually every port of call. How do both passengers AND the cruise line benefit from shore excursions?
2. Is HOLIDAY CRUISE LINES making a mistake by not having paying passengers on board for the "trial run" from Fort Lauderdale to Barcelona? 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.

Possible Answers: The price per person, based on the number of ports of call would be as follows:

	<u>2 Ports</u>	<u>3 Ports</u>	<u>4 Ports</u>	<u>5 Ports</u>	<u>6 Ports</u>
Interior	\$1,500	\$1,675	\$1,850	\$2,025	\$2,200
Outer	\$1,650	\$1,825	\$2,000	\$2,175	\$2,350
Balcony	\$1,850	\$2,025	\$2,200	\$2,375	\$2,550

While answers will vary, some of the challenges that participants may cite could include the following:

- Most passengers would probably need to fly to get to Barcelona to begin the cruise.
- Time of year may make it difficult for people with children to attend.
- Hurricane season is still active in the South Atlantic.
- Extended time at sea could result in boredom among some passengers.

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.



TRAVEL AND TOURISM TEAM DECISION MAKING, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

Participant: _____

I.D. Number: _____

INSTRUCTIONAL AREA: Market Planning

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the factors affecting pricing decisions?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of marketing plans?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the role of situation analysis in the marketing planning process?	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						