TRAVEL AND TOURISM
TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain marketing and its importance in a global economy.
- Describe marketing functions and related activities.
- Differentiate between service marketing and product marketing.
- Explain factors that influence customer/client/business buying behavior.
- Explain the concept of market and market identification.
- Explain the use of marketing strategies in hospitality and tourism.
- Identify communications channels used in sales promotion.
CASE STUDY SITUATION

You are to assume the roles of the marketing director and the marketing specialist for RAILS, a passenger railroad company. The chief marketing officer (judge) wants your team to develop a marketing plan that will promote the ease and comfort of traveling by train rather than by air.

RAILS was founded in the early 1970s and has over 700 stations along 22,500 miles of track. In 2022, RAILS had over 23 million passengers, with nearly two-thirds of passengers from large metropolitan areas. The vast majority of RAILS passengers travel on routes daily or weekly for regular transportation and not for getaway travel.

There have been major news headlines regarding disruptions in air travel. Air travel has seen many delays and cancellations causing passengers to scramble to find alternative travel methods. The chief marketing officer (judge) for RAILS feels that this is the perfect time to market train travel as an alternative to air travel. Train travel is not as fast as air travel; however, travelers do not need to arrive to stations as early as they need to arrive to airports nor are they confined to an aircraft.

The chief marketing officer (judge) wants your team to develop a plan that will effectively market RAILS train travel as a better alternative to air travel. The chief marketing officer (judge) wants your team to identify:

- Target market
- Specific marketing strategies
- Communications channels
- Marketing activities
- How the plan will influence buying behavior

You will present the plan to the chief marketing officer (judge) in a meeting to take place in the chief marketing officer’s (judge’s) office. The chief marketing officer (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented the plan and have answered the chief marketing officer’s (judge’s) questions, the chief marketing officer (judge) will conclude the meeting by thanking you for your work.
JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization
   - Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.
4. Judge Evaluation Instructions and Judge Evaluation Form
   - Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the chief marketing officer for RAILS, a passenger railroad company. You want the marketing director and the marketing specialist (participant team) to develop a marketing plan that will promote the ease and comfort of traveling by train rather than by air.

RAILS was founded in the early 1970s and has over 700 stations along 22,500 miles of track. In 2022, RAILS had over 23 million passengers, with nearly two-thirds of passengers from large metropolitan areas. The vast majority of RAILS passengers travel on routes daily or weekly for regular transportation and not for getaway travel.

There have been major news headlines regarding disruptions in air travel. Air travel has seen many delays and cancellations causing passengers to scramble to find alternative travel methods. You feel that this is the perfect time to market train travel as an alternative to air travel. Train travel is not as fast as air travel; however, travelers do not need to arrive to stations as early as they need to arrive to airports nor are they confined to an aircraft.

You want the marketing director and the marketing specialist (participant team) to develop a plan that will effectively market RAILS train travel as a better alternative to air travel. You want the marketing director and the marketing specialist (participant team) to identify:

- Target market
- Specific marketing strategies
- Communications channels
- Marketing activities
- How the plan will influence buying behavior
The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. What do you think is travelers’ biggest objection to train travel?
2. How can we combat that objection?

Once the marketing director and the marketing specialist (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the marketing director and the marketing specialist (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.
EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge’s Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
# TRAVEL AND TOURISM TEAM DECISION MAKING

## 2024

### JUDGE'S EVALUATION FORM

**DISTRICT EVENT**

**INSTRUCTIONAL AREA:**
Marketing

<table>
<thead>
<tr>
<th>ID Number: __________________________</th>
</tr>
</thead>
</table>

Did the participant team:

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explain marketing and its importance in a global environment?</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. Describe marketing functions and related 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>3. Differentiate between service marketing and product marketing?</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. Explain factors that influence customer/client/business buying behavior?</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. Explain the concept of market and market identification?</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 the use of marketing strategies in hospitality and tourism?</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. Identify communications channels used in sales promotion?</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

### 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**