

Travel and Tourism Marketing (8139)

DECA, Inc. Information

DECA, the co-curricular student organization for Marketing, provides many opportunities through its program of work for students to apply the knowledge, skills, and processes learned in a variety of courses. The purposes of DECA's program of competitive events are as follows:

- To contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship
- To evaluate student achievement of the skills through careful measurement devices (performance indicators)
- To provide opportunities for student and team recognition
- To provide constructive avenues for individual or team expression, initiative, and creativity
- To motivate students to assume responsibility for self-improvement and self-discipline
- To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
- To assist students in acquiring a realistic self-concept through individual and team activities
- To help students participate in an environment of cooperation and competition
- To provide visibility for the educational goals and objectives of marketing education.

For additional information about the student organization, contact:

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Online: [DECA, Inc. \(http://www.deca.org\)](http://www.deca.org) and [Virginia DECA \(http://www.vadeca.org\)](http://www.vadeca.org).

Common Skills Developed When Participating in DECA Events

- Communication 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
- Critical thinking/problem-solving skills
- Production skills—The ability to take a concept from an idea and make it real
- Teamwork—The ability to plan, organize, and conduct a group project
- Priorities/time management—The ability to determine priorities and manage time commitments
- The ability to evaluate presentations

Related DECA, Inc. Competitive Events

Career and Technical Education student organization information correlates to course content. As an integral part of the classroom curriculum, DECA's industry-validated competitive events apply learning, connect to business and promote competition. DECA's competitive events program is aligned to National Curriculum Standards in the career clusters of marketing,

business management and administration, finance, and hospitality and tourism.

MARKETING CLUSTER	BUSINESS MANAGEMENT + ADMINISTRATION CLUSTER	FINANCE CLUSTER	HOSPITALITY + TOURISM CLUSTER
PATHWAYS <ul style="list-style-type: none"> Marketing Communications Marketing Management Marketing Research Merchandising Professional Selling 	PATHWAYS <ul style="list-style-type: none"> Administrative Services Business Information Management Corporate/General Management Human Resources Management Operations Management 	PATHWAYS <ul style="list-style-type: none"> Accounting Banking Services Corporate Finance Insurance Securities and Investments 	PATHWAYS <ul style="list-style-type: none"> Lodging Recreation, Amusements, Attractions Restaurant and Food and Beverage Services Travel and Tourism
INSTRUCTIONAL AREAS <ul style="list-style-type: none"> Channel Management Marketing Information Management Market Planning Pricing Promotion Product/Service Management Selling 	INSTRUCTIONAL AREAS <ul style="list-style-type: none"> Knowledge Management Project Management Quality Management Risk Management 	INSTRUCTIONAL AREAS <ul style="list-style-type: none"> Compliance Financial Information Management Product/Service Management Risk Management 	INSTRUCTIONAL AREAS <ul style="list-style-type: none"> Market Planning Pricing Product/Service Management Promotion Quality Management Risk Management Selling

BUSINESS ADMINISTRATION CORE

The Virginia DECA events are designed to assist students in the preparation of potential career areas within Marketing, Management, Finance, and Hospitality. DECA members currently affiliated at the state and national level are encouraged to take part in competitive events by beginning competition at the district level.



There are a variety of competitive events that students can participate in but this is a decision that should be made between the student and instructor depending upon the student's career interest and path *. Refer to the Chapter Management Guide at <http://vadeca.org> for further details of Virginia events.

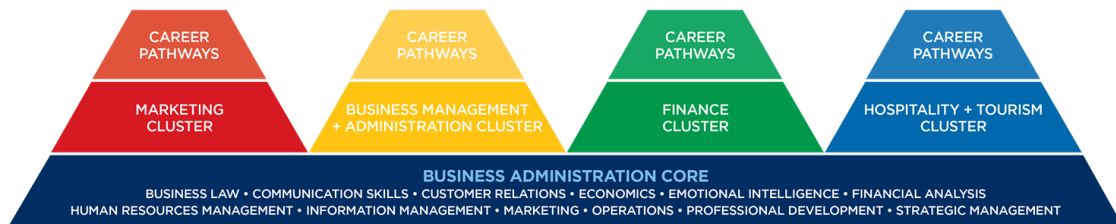
Please use the model below provided by DECA Inc. to guide student placement in appropriate competitive events.

Suggested Grade Levels:

1. Freshman year: **Principles of Business Administration Events** are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. Students were previously members of DECA are not eligible for these events.
2. Sophomore year: **Team Decision Making Events** measure students' ability to analyze one or a combination of elements essential to the effective operation of a business in specific career area.

Business Operations Research Events provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparations of a detailed written strategic plan and presentation based on the results of a research study.

3. Junior year: **Prepared Presentation Events** and **Individual Series Events** effectively measure the student's proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. The student is given a description of a specific situation that measures skills, knowledge, and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager, or entrepreneur.
4. Senior year: **Project Management Events, Business Plans, Integrated Marketing, Professional Selling and Consulting Events, and Online Events** (Stock Market Game and Virtual Business Challenge)



- **Tier 1—Business Administration Core:** Consists of 12 instructional areas each with foundational knowledge and skills common to the four career clusters that DECA supports. Performance indicators in this tier are used in the Business Administration Core exam and the four Career Cluster exams. Performance indicators in this tier are used in role-plays for Principles of Business Administration Events, case studies for Team Decision Making Events and role-plays for individual Series Events.
- **Tier 2—Career Clusters:** Each career cluster has its own set of instructional areas and knowledge and skills unique to careers within that cluster. Performance indicators in this tier are used in Career Cluster exams. Performance indicators in this tier are used in case



studies for Team Decision Making Events and role-play for Individual Series Events.

- **Tier 3—Career Pathways:** Career Clusters are then separated into career pathway, grouping similar careers together in broad based pathways representing knowledge and skills unique to the pathway. Performance indicators in this tier are not used in exams. The performance indicators in the respective pathway are used in role-plays for Individual Series Events.
- **Tier 4—Specialties:** The specialty level addresses knowledge and skills needs for each specific career within a pathway. For example, in professional selling, some job opportunities are pharmaceutical sales, real estate sales and advertising sales. Because they are so specialized, performance indicators from this tier are not used in DECA's competitive events.

PERFORMANCE INDICATORS

Performance indicators for **PRINCIPLES OF BUSINESS ADMINISTRATION** role-plays and exams will be selected from the business administration core.

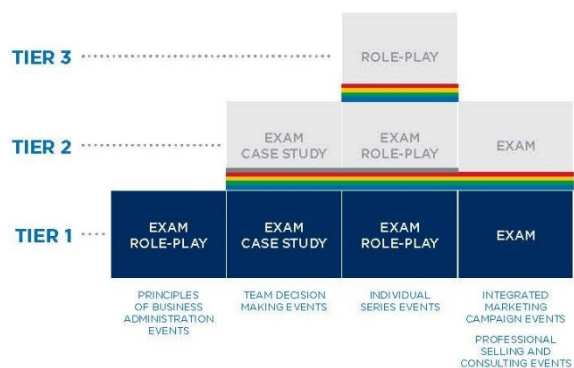
Performance indicators for **TEAM DECISION MAKING** case studies and exams will be selected from the business administration core and appropriate career cluster.

Performance indicators for **INDIVIDUAL SERIES** exams will be selected from the business administration core and appropriate career cluster. Performance indicators for the role-plays will be selected from the business administration core, appropriate career cluster and appropriate pathway.

Performance indicators for the **ENTREPRENEURSHIP INDIVIDUAL SERIES EVENT** and **ENTREPRENEURSHIP TEAM DECISION MAKING EVENT** will be selected from the Entrepreneurship Performance Indicator list, which comprises related knowledge and skills from the business administration core, business management and administration career cluster, finance career cluster and marketing career cluster.

Performance indicators for the exam and role-plays used for the **PERSONAL FINANCIAL LITERACY EVENT** will be selected from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

Performance indicators for the exams used for **INTEGRATED MARKETING CAMPAIGN EVENTS** and **PROFESSIONAL SELLING AND CONSULTING EVENTS** will be selected from the business administration core and appropriate career cluster.



DECA Competitive Events Listing

Principles of Business Administrative Events

- Principles of Business Management and Administration (PBM)
- Principles of Finance (PFN)
- Principles of Hospitality and Tourism (PHT)
- Principles of Marketing (PMR)

Individual Series Events

- Accounting Applications (ACT)
- Apparel and Accessories Marketing Series (AAM)
- Automotive Services Marketing Series (ASM)
- Business Finance Series (BFS)
- Business Services Marketing Series (BSM)
- Entrepreneurship Series (ENT)
- Food Marketing Series (FMS)
- Hotel and Lodging Management Series (HLM)
- Human Resources Management Series (HRM)
- Marketing Communications Series (MCS)
- Quick Service Restaurant Management Series (QRSM)
- Restaurant and Food Service Management Series (RFSM)
- Retail Merchandising Series (RMS)
- Sports and Entertainment Marketing Series (SEM)

Personal Financial Literacy Event

- Personal Financial Literacy (PFL)

Team Decision Making Events

- Business Law and Ethics Team Decision Making (BLTDM)
- Buying and Merchandising Team Decision Making (BTDM)
- Entrepreneurship Team Decision Making (ETDM)
- Financial Services Team Decision Making (FTDM)
- Hospitality Services Team Decision Making (HTDM)
- Marketing Management Team Decision Making (MTDM)
- Sports and Entertainment Marketing Team Decision Making (STDM)
- Travel and Tourism Team Decision Making (TTDM)

Business Operations Research Events

- Business Services Operations Research (BOR)
- Buying and Merchandising Operations Research (BMOR)

- Finance Operations Research (FOR)
- Hospitality and Tourism Operations Research (HTOR)
- Sports and Entertainment Marketing Operations Research (SEOR)

Entrepreneurship Events

- Innovation Plan (EIP)
- Start-Up Business Plan (ESB)
- Independent Business Plan (EIB)
- International Business Plan (IBP)
- Business Growth Plan (EBG)
- Franchise Business Plan (EFB)

Integrated Marketing Campaign Events

- Integrated Marketing Campaign – Event (IMCE)
- Integrated Marketing Campaign – Product (IMCP)
- Integrated Marketing Campaign – Service (IMCS)

Professional Selling and Consulting Events

- Financial Consulting (FCE)
- Hospitality and Tourism Professional Selling (HTPS)
- Professional Selling (PSE)

Project Management Events

- Business Solutions Project (PMBS)
- Career Development Project (PMCD)
- Community Awareness Project (PMCA)
- Community Giving Project (PMCG)
- Financial Literacy Project (PMFL)
- Sales Project (PMSP)

Online Events

- Stock Market Game (SMG)
- Virtual Business Challenge Accounting (VBCAC)
- Virtual Business Challenge Fashion (VBCFA)
- Virtual Business Challenge Hotel Management (VBCHM)
- Virtual Business Challenge Personal Finance (VBCPF)
- Virtual Business Challenge Restaurant (VBCRS)
- Virtual Business Challenge Retail (VBCRT)
- Virtual Business Challenge Sports (VBCSP)

Other Events

- SBE Certification

*Other events may also be relevant predicated on career interests and the synthesis of multiple tasks listed in the curriculum. Students may also opt to spend time outside of class in occupationally specific skills so that curriculum tasks may be applied to occupationally specific events.

Teaching Resources

Books

Kotler, Philip. *Marketing for Hospitality and Tourism*. Upper Saddle River, N.J.: Pearson Education, 2006. Textbook for travel and tourism marketing courses.

Websites

[Airline Pilots Association](#). Contains pilot career information, timelines for the pilot labor movement and for 70 years of air safety, and other industry and association information.

[American Hotel and Lodging Association](#). Contains links to governmental issues of importance to the lodging industry, the history of the lodging industry, annual lodging industry profiles back to 2001, and other industry resources.

[American Society of Travel Advisors](#). Includes a code of ethics and other data about this major professional trade association, as well as information for travelers.

[Association of American Railroads](#). Includes employment opportunities in both freight and passenger railroad industries, rail safety and security, current and historical information about the railroad industry, and more.

[Association of Retail Travel Agents](#). Includes a searchable database of destination information for the countries of the world, travel news, downloadable travel forms, career information, and regular columns about issues in the travel profession.

[CIA World Factbook](#). Includes country profiles, reference maps, flags, and other U.S. government data useful to travelers and travel professionals.

[Cruise Lines International Association](#). Includes a cruise finder (searchable by destination and by cruise line) and other cruise planning resources, cruise line and ship profiles, cruise industry overview and market research, and current health/safety issues relevant to the cruise industry.

[The Global Association for the Attractions Industry](#). Contains links to safety, legislation, news, and other information related to the amusement park industry, including Funworld, the association's online magazine.

[Destinations International](#). Includes a special section for students that contains an introduction to convention and visitor bureau careers, niche markets in destination marketing, research resources, and career links related to convention and visitor bureaus and destination marketing.

[OANDA](#). Contains currency information, a currency converter, an international measurement guide for a traveler's checklist for packing, a world holiday guide (see [OANDA Economic Calendar](#)), and other useful features.

[Passenger Vessel Association](#). Contains safety and security documents related to the passenger vessel industry, policies on ADA accessibility of passenger vessels, and other information related to the organization and industry.

[Virginia Career VIEW](#). Career information on the occupation of travel agent.

[Virginia Career VIEW](#). Career information on the occupation of lodging manager.

[Why Use a Travel Advisor?](#) TravelSense. Includes facts about travel agents and a list of common services of a travel agency, as well as travel tips and alerts for consumers.

[World Travel and Tourism Council](#). Includes downloadable country reports, PowerPoint presentations, and other documents related to travel and tourism worldwide.

[The Digital Future of the Tourism & Hospitality Industry](#).