



Hospitality, Tourism, and Recreation, an *individual or team event*, recognizes participants who demonstrate their knowledge of the hospitality, tourism, and recreation industries and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism, or event coordination. Participant(s) will research existing businesses which are similar to their project, develop basic business plan and client services information, and create a website that highlights the business. Participant(s) will demonstrate their customer service knowledge and ability to problem solve through an onsite case study. Participant(s) must prepare a **portfolio**, an **oral presentation**, and complete a **case study**.

CAREER CLUSTER/CAREER PATHWAY

Hospitality & Tourism Pathway

Encompasses the management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

Connection to National Standards for Family and Consumer Sciences

10.0 Hospitality, Tourism, and Recreation
Synthesize knowledge, skills and practices required for careers in hospitality, tourism, and recreation.

EVENT CATEGORIES

Senior: grades 10–12

Occupational: grades 10–12

See page 30 for more information on event categories.

ELIGIBILITY

1. States may submit one entry in each category of this event.
2. Participation is open to any nationally affiliated FCCLA chapter member.
3. Participants must be or have been enrolled in a Family and Consumer Sciences course or foundational courses preparing them for hospitality, culinary, tourism, or recreational management careers.
4. The Hospitality, Tourism, and Recreation project must be developed and completed within a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference.
5. The Hospitality, Tourism, and Recreation project must be planned and prepared by the participant(s) only. Supporting resources are acceptable as long as the participant(s) are coordinating their use and resources are cited appropriately verbally and/or in print during the presentation to avoid false credit for unoriginal or non-participant work.

PROCEDURES & TIME REQUIREMENTS

1. Each entry will submit a *portfolio* to the event room consultant at the designated participation time.
2. Participant(s) will have 10 minutes to set up for the event. Other persons may not assist.
3. Room consultants and evaluators will have 10 minutes to preview the *portfolio* before the presentation begins, during participant set up time.
4. Participants will be given 10 minutes to complete the case study in a separate case study room. Participants will turn the completed case study form in to evaluators prior to the oral presentation.

5. The oral presentation **may be up to** 10 minutes in length. A one-minute warning will be given at 9 minutes. The participants will be stopped at 10 minutes.
6. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation. *Visual equipment*, with no audio, may be used during the entire presentation.
7. Following the presentation, evaluators will have 5 minutes to interview the participant(s).
8. Evaluators will use the rubric to score and write comments for participants. Then, evaluators will meet with each other to discuss participant's strengths and suggestions for improvement.
9. The total time required for this event is approximately 40 minutes.

GENERAL INFORMATION

1. A table will be provided. Participant(s) must bring all other necessary supplies and/or equipment. Wall space may not be available.
2. Extension cords and power strips are not provided.
3. Spectators may not observe any portion of this event.
4. Internet connections will **not** be provided.
5. **Presentation Elements:**
 Allowed: *Audio, Easel(s), Flip Chart(s), Portfolio, Props/Pointers, Visual Equipment, Visuals*
 Not Allowed: *Costumes/Uniforms, File Folders, Manuals, Skits*

Hardcopy Portfolio

The *portfolio* is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder/notebook obtained from the national FCCLA emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *divider pages* and tabs, must fit within the cover. The binder/notebook must contain no more than 45 pages: 1 *project identification page*, 1 table of contents page, 1 *Planning Process* summary page, 0–7 *divider pages*, and up to 35 *content pages* including the documents listed below. *Divider pages* may be tabbed and may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers; they must not include any other *content*. All pages must be one-sided only. All pages except *divider pages* must be 8½" x 11". The *portfolio* will be turned in to the room consultant at the designated participation time. Once a hardcopy *portfolio* is turned in to the evaluators, participants may not switch to an *electronic portfolio*.

Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint format or an electronic document that can be viewed by the evaluators and room consultants prior to the oral presentation. The *electronic portfolio* may be no more than 55 slides, because slides have less content than document pages. 1 *Project Identification page*, 1 Table of Contents, and up to 45 content slides including the documents listed below. *Divider* or section slides may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers. The *electronic portfolio* and the hardware (method) to view it (*i.e. equipment, files, projectors, screens, laptops*) will be turned in to the room consultant at the designated participation time. Participants assume the responsibility of providing the technology used to show the evaluators the project. Once an *electronic portfolio* is turned in to the evaluators, participants may not switch to a *hardcopy portfolio*.

Portfolio Content

Project Identification Page	One slide or one 8 ½" x 11" page on <i>plain paper</i> , with no <i>graphics</i> or decorations; must include participant's name(s), chapter name, school, city, state, FCCLA national region, and project title.
FCCLA Planning Process Summary Page	Two slides or one 8 ½" x 11" summary page of how each step of the <i>Planning Process</i> was used to plan and implement the project; use of the <i>Planning Process</i> may also be described in the oral presentation.
Project Focus Area	Indicate the area of the project's focus. The project may create a new Hospitality, Tourism, and Recreation focused business or it may rejuvenate an existing one. The project must be relatively local to the participant(s). The project focus area must be one of the following: <ul style="list-style-type: none"> • Culinary—Restaurant or Catering • Lodging—Hotel or Resort • Recreation—Amusement or Leisure Services and Facilities • Tourism—City, County, Regional, or State Tourism Organization • Event Coordination—Organization Providing Corporate Meeting Planning, Conference Services, or Special Events Management
Focus Area Career Summary	Summarize up-to-date information about the selected hospitality focus area, including career specialties in that area, descriptions of entry-level and upper-level jobs, qualifications, skills required and preferred by employers, job outlook, and salary ranges.
Background Research	Research three examples of high quality hospitality businesses similar to that of the project's focus. Researched businesses do not have to be local to the participant. Provide an overview of each business and determine at least five positive practices and five negative practices regarding the way each business meets or does not meet the needs and desires of its clients.
Business Mission Statement	Develop a mission statement for the project's business.
Target Client Profile	Determine the market(s) the business will aim to reach and list target client demographics. Include the reasons potential clients would be interested in the services provided by the business.

Hospitality, Tourism, and Recreation Specifications (continued)

Business Website	<p>Provide a comprehensive overview of the business. Participants should demonstrate their knowledge and work in, at least, the topics described below for their respective focus:</p> <ul style="list-style-type: none"> ■ Culinary: <ul style="list-style-type: none"> • type(s) of cuisine • menu(s) • type(s) of service (buffet, plated, stations, carry-out, delivery, etc.) • pre-meal planning (restaurants-reservations, seating, catering-pre-event client meetings, tastings, etc.) • cost • directions • contact information ■ Lodging: <ul style="list-style-type: none"> • type of atmosphere • type(s) of guest rooms • guest amenities and services • onsite and/or area dining and attractions • meeting/event space • cost • directions • contact information ■ Recreation: <ul style="list-style-type: none"> • type of activity(s) • related services and amenities • required or optional training (e.g. skydiving, golf, etc.) • safety requirements • cost • directions • contact information ■ Tourism: <ul style="list-style-type: none"> • area attractions, dining, shopping, and lodging • transportation information • tourist tips • visitor's guide • upcoming events • vacation packages and/or sample itineraries • cost • contact information ■ Event Coordination: <ul style="list-style-type: none"> • type(s) of events/meetings • services provided • preferred suppliers • client meetings • risk management • cost • contact information <p>To deliver content, create a website for the business using a free, flash website builder (see Resources below). The website should easily allow potential and/or committed clients to fully understand and/or utilize the services and amenities provided. Include screen shots of the website in the <i>portfolio</i>. If an internet connection is available, participants may use their actual website rather than their portfolio during the oral presentation. The website should be user-friendly.</p>
Customer Service Strategy	Develop a method for receiving client praise and customer complaints. Describe the process for disseminating praise to staff and utilizing testimonials. Describe the process for handling customer complaints and preventing problems in the future.
Works Cited/ <i>Bibliography</i>	Use MLA or APA citation style to cite all references. Resources must be reliable and current.
Appearance	<i>Portfolio</i> must be neat, legible, <i>professional</i> and use correct grammar and spelling.

Hospitality, Tourism, and Recreation Specifications (continued)

Oral Presentation

The oral presentation **may be up to** 10 minutes in length and is delivered to evaluators. The presentation should explain the specifics of the project. The presentation may not be prerecorded. If audio or *audiovisual equipment* is used, it is limited to 3 minutes playing time during the presentation. *Visual equipment*, with no audio, may be used throughout the oral presentation. Participants may use any combination of *props*, materials, supplies, and/or equipment to demonstrate how to carry out the project.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
Knowledge of Hospitality, Tourism, and Recreation	Demonstrate thorough knowledge of the hospitality, tourism, and recreational field and ability to apply knowledge to real-life situations, and its application to Family and Consumer Sciences-related concerns.
Use of <i>Portfolio</i> and <i>Visual</i> During Presentation	Use the <i>portfolio</i> and <i>visuals</i> to support, illustrate, or complement presentation.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used. Wear appropriate clothing for the nature of the presentation.
Grammar/Word Usage/ Pronunciation	Use proper grammar, word usage, and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.

Case Study

Participant(s) will be given 10 minutes during competition to complete a written case study to evaluate their ability to respond to customer service/customer relations challenges. The case study will be a common issue directly related to the project focus area selected by the participant(s). Each *individual* or *team* will complete one Hospitality, Tourism, and Recreation Case Study Form which will be turned in to the evaluators prior to the oral presentation. Work will take place within the case study room with no spectators. No pre-written material is allowed. Participant(s) will be provided blank Case Study Forms that should be used to respond and relay the developed solution(s).

Knowledge of Subject	Show evidence of knowledge of subject.
Appropriate Solution(s)	Present solution(s) which are feasible and suitable for the situation.

Resources

Participant(s) should use one of the following or a similar service to design the business/campaign website:

- www.google.com/sites
- www.wix.com
- www.moonfruit.com
- www.circlepad.com
- www.cabanova.com
- www.weebly.com



STAR Events Point Summary Form

HOSPITALITY, TOURISM, AND RECREATION



HOSPITALITY, TOURISM, AND RECREATION

Name of Participant(s) _____

State _____ Team # _____ Group # _____ Category _____

DIRECTIONS:

1. Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, please write "No Show" across the top and return with other forms. Do **NOT** change team or group numbers.
2. Before student presentation, the room consultants must check participants' *portfolio* using the criteria and standards listed below and fill in the boxes.
3. At the conclusion of presentation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and paper clip all items related to the presentation together. Please do **NOT** staple.
4. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy. Sort results by team order and turn in to the Lead or Assistant Lead Consultant.
5. Please check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Registration 0 or 5 points	0 Did not attend/incomplete team attendance	5 The individual or ALL participating members of the team attended	
Hardcopy Portfolio 0-1 points <i>or</i> Electronic Portfolio 0-1 points	0 Binder is not the official FCCLA binder	1 Binder is the official FCCLA binder	
	0 Electronic Portfolio not in viewable format to the evaluators	1 Electronic Portfolio in viewable format to the evaluators	
Portfolio Pages 0-1 points	0 Portfolio exceeds the page limit/not all required are present or completed correctly	1 Portfolio contains no more than 45 single-sided pages OR 55 slides including: • 1 project ID page or slide • 1 table of contents page or slide • 1 Planning Process summary page or 2 slides • Up to 7 divider pages or slides • Up to 35 content pages or 45 slides	
Project Identification Page 0-2 points	0 Project ID page is missing	1 Project ID page is present but includes incorrect information	2 Project ID page is present and completed correctly
Punctuality 0-1 points	0 Participant was late for presentation	1 Participant was on time for presentation	

EVALUATORS' SCORES

Evaluator 1 _____ Initials _____
 Evaluator 2 _____ Initials _____
 Evaluator 3 _____ Initials _____
 Total Score _____ divided by number of evaluators
 _____ = **AVERAGE EVALUATOR SCORE**

ROOM CONSULTANT TOTAL
(10 points possible)

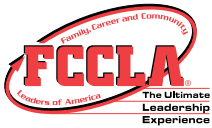
AVERAGE EVALUATOR SCORE
(90 points possible)

FINAL SCORE
(Average Evaluator Score plus Room Consultant Total)

RATING ACHIEVED (circle one) **Gold:** 90-100 **Silver:** 70-89.99 **Bronze:** 1-69.99

VERIFICATION OF FINAL SCORE AND RATING (please initial)

Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____ Adult Room Consultant _____ Event Lead Consultant _____



HOSPITALITY, TOURISM, AND RECREATION Rubric



HOSPITALITY, TOURISM, AND RECREATION

Name(s) of Participant(s) _____

State _____ Team # _____ Group # _____ Category _____

PORTFOLIO							Points
FCCLA Planning Process Summary Page 0–5 points	0 Planning Process summary not provided	1 Inadequate steps in the Planning Process are presented	2 All Planning Process steps are presented but not summarized	3 All Planning Process steps are summarized	4 Evidence that the Planning Process was utilized to plan project	5 The Planning Process is used to plan the project. Each step is fully explained	
Project Focus Area 0–1 points	0 No focus area identified	1 Focus area identified					
Focus Area Career Summary (Careers, descriptions of entry-level and upper level jobs, qualifications, skills required and preferred job outlook, salary ranges) 0–3 points	0 Career summary was not included	1 Summary was missing two or more components, and showed minimal knowledge and understanding of jobs in the focus area	2 Summary was missing one component, though showing knowledge and understanding of jobs in the focus area		3 Summary was complete, showing substantial knowledge and understanding of jobs in the focus area		
Background Research 0–5 points	0 No background research provided	1 Little research done using poor sources, and missing 1–2 businesses	2 Research is from appropriate sources, but missing one business	3 Research is from appropriate sources, covers three businesses, but missing some of the required positive and negative practices for each	4 Research is from appropriate sources, covers three businesses, and fully provides overview and five positive and five negative practices for each	5 Research is from appropriate sources, covers three businesses, fully provides overview and five positive and five negative practices for each. Information is effectively communicated in an organized manner	
Business Mission Statement 0–2 points	0 No business/campaign mission provided	1 Business/campaign mission is provided but poorly written or fails to convey message of what the business represents			2 Business/campaign mission is concise, well thought out, and conveys message of what the business represents		
Target Client Profile 0–2 points	0 No target client profile provided	1 Target client profile is incomplete or inaccurate			2 Target client profile accurately communicates audience and provides sensible reasons for their interest in the services/business		
Business Website: Comprehensive Overview 0–3 points	0 Website does not provide general information about the business/campaign	1 Website partially communicates the purpose and general information about the business/campaign in an ineffective manner	2 Website fully communicates the purpose and general information about the business/campaign in an adequate manner		3 Website fully communicates the purpose and comprehensive overview of the business/campaign in an effective manner		
Business Website: Client Services and Knowledge of Respective Focus Area 0–10 points	0 Website does not provide information about client services	1–2 Website is missing 5 or more of the client services or topics required for focus area	3–4 Website is missing 3–4 of the client services or topics required for focus area	5–6 Website is missing 1–2 of the client services or topics required for focus area	7–8 Website includes all topics required for the focus area, client services are well developed, thorough, and effectively communicated to potential clients.	9–10 Website includes all topics required for the focus area, client services are well developed, thorough, and effectively communicated to potential clients. And, demonstrates a depth of hospitality, tourism, and recreational knowledge	
Business Website: Ease of Use 0–2 points	0 Website is not provided	1 Website is confusing and difficult to navigate			2 Website effectively communicates information and is easy to navigate		

Hospitality, Tourism, and Recreation Rubric (continued)

Points

HOSPITALITY, TOURISM, AND RECREATION

Business Website: Appearance and Design 0–2 points	0 Website is visually unappealing	1 Website is visually appealing, but for the wrong market	2 Website is visually appealing for the target clientele			
Customer Service Strategy 0–5 points	0 No customer service strategy provided	1 Customer service strategy provided though poorly thought out	2 Developed a customer service strategy for receiving positive feedback and client complaints	3 Developed a customer service strategy for receiving positive feedback, criticism, and client complaints. Provides a process for staff praise, though no plan for preventing future problems	4 Developed a customer service strategy for receiving positive feedback, criticism, and client complaints. Provides a process for staff praise and prevention plan for future problems	5 Developed a customer service strategy for receiving positive feedback, criticism, and client complaints. Provides a comprehensive process for staff praise, utilization of testimonials, and prevention plan for future problems
Works Cited/Bibliography 0–3 points	0 No resources listed	1 Incomplete list of resources/resources listed are not current or appropriate or project	2 Complete list of resources but incorrect style	3 Complete list of appropriate resources, in MLA or APA style		
Appearance 0–3 points	0 Portfolio is illegible and unorganized	1 Portfolio is neat, but contains grammatical or spelling errors and is organized poorly	2 Portfolio is neat, legible, and professional, with correct grammar and spelling	3 Neat, legible, and professional, correct grammar and spelling used with effective organization of information		
ORAL PRESENTATION						
Organization/Delivery 0–10 points	0 Presentation is not done or speaks briefly and does not cover components of the project	1–2 Presentation covers some topic elements	3–4 Presentation covers all topic elements but with minimal information	5–6 Presentation gives complete information but does not explain the project well	7–8 Presentation covers information completely but does not flow well	9–10 Presentation covers all relevant information with a seamless and logical delivery
Knowledge of Subject Matter 0–5 points	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of matter is evident but not shared in presentation	4 Knowledge of matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation
Use of Portfolio and Visual(s) during Presentation 0–5 points	0 Portfolio and visuals are not used during presentation	1 Portfolio and visuals are used during presentation to limit amount of speaking time	2 Portfolio and visuals are used minimally during presentation	3 Portfolio and visuals are incorporated throughout presentation	4 Portfolio and visuals are used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation, portfolio, and visuals
Voice—pitch, tempo, volume 0–3 points	0 No voice qualities are used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing to listen to		
Body Language/Clothing Choice 0–3 points	0 Body language shows nervousness and unease/inappropriate clothing	1 Body language shows minimal amount of nervousness/clothing is appropriate	2 Body language is good and clothing is professional	3 Body language and clothing choice both enhance the presentation		
Grammar/Word Usage/Pronunciation 0–3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3–5) grammatical and pronunciation errors	2 Few (1–2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors		
Responses to Evaluators' Questions 0–5 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded to all questions, but without ease or accuracy	3 Responded adequately to all questions	4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation

Hospitality, Tourism, and Recreation Rubric (continued)

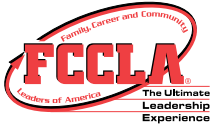
CASE STUDY							Points
Knowledge of Subject 0–5 points	0 No case study provided	1 Case study is incomplete	2 Case study response did not show evidence of current data and knowledge	3 Case study response included a limited amount of current data and knowledge	4 Case study response included an adequate amount of current data and knowledge	5 Case study response included an extensive amount of current data and knowledge	
Appropriate Solution(s) 0–5 points	0 No case study provided	1 Case study is incomplete	2 Solution was not feasible or appropriate for the situation	3 Solution was adequate for the situation	4 Solution was partially feasible though appropriate for the situation	5 Solution was feasible and appropriate for the situation, with each step of action apparent and well communicated	

Evaluator's Comments:

TOTAL
(90 points possible)

Evaluator Initial _____

Room Consultant Initial _____



HOSPITALITY, TOURISM AND RECREATION

Case Study Form



Directions:

Participants will be given 10 minutes to complete the case study evaluating their ability to respond to customer service/customer relations challenges. Participants will turn in this completed form to evaluators prior to the oral presentation.

Category (choose one): Senior Occupational

Project Focus (choose one): Culinary Lodging Recreation
 Tourism Event Coordination

Using the case study provided for the project focus selected above, what steps would you take in response?