Hospitality, Tourism, and Recreation

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.**

EVENT LEVELS

Level 2: grades 9–10
Level 3: grades 11–12

See page 83 for more information on event levels.

ELIGIBILITY & GENERAL INFORMATION

1. Review "Eligibility and General Rules for All Levels of Competition" on page 85 prior to event planning and preparation.
2. Eligible participants are members who are currently or have been enrolled in a Family and Consumer Sciences course preparing them for careers or employment in the Hospitality and Tourism career pathway.
3. Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation.
4. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference, and must be the work of the participant(s) only.
5. National Leadership Conference participants will view the online orientation video found on the official FCCLA YouTube channel, available in early June. Each entry must complete and submit the required form to the event room consultant at the time of competition. Only one form per entry is required. Contact State Advisers for orientation procedures for competitions prior to National Leadership Conference.

GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided	Competition Dress Code	Participant Set Up / Prep Time	Room Consultant & Evaluator Review Time	Maximum Oral Presentation Time	Evaluation Interview Time	Total Event Time
1-3	Portfolio, Oral Presentation	Table – yes Electrical Access – no Wall Space – no Supplies - no	Official dress - or-Professional dress appropriate to event	10 minutes/ 10 minutes case study	10 minutes prior to presentation	1-minute warning at 9 minutes; stopped at 10 minutes	5 minutes	40 minutes

PRESENTATION ELEMENTS ALLOWED

Audio	Costumes	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■		■		■	■	■		■	■

HOSPITALITY, TOURISM, AND RECREATION

Procedures and Time Requirements

	Each entry will submit a *portfolio* to the event room consultant at the designated participation time.
10 minutes	Participant(s) will have 10 minutes to set up for the event. Other persons may not assist.
10 minutes	Room consultants and evaluators will have 10 minutes to preview the *portfolio* before the presentation begins, during participant set up time
10 minutes	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.
10 minutes	The oral presentation **may be up to 10** minutes in length. A one-minute warning will be given at 9 minutes. Participants will be stopped at 10 minutes. If audio or audiovisual recordings are used, they are limited to a 3-minute playing time during the presentation. *Presentation equipment*, with no audio, may be used during the entire presentation.
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.

Specifications

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 obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *content divider pages*, must fit within the cover, be one-sided, and may not exceed 47 pages, as described below. Divider page tabs may extend up to 1" outside the cover. 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, Prezi, or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation. 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* may not exceed 58 slides, as described below.

1-8 ½" x 11" page or 1 slide	*Project Identification Page*	*Plain paper* or slide, with no *graphics* or decorations; must include participant's name(s), chapter name, school, city, state, event name, and project title.
1-8 ½" x 11" page or 1 slide	Table of Contents	List the parts of the *portfolio* in the order in which the parts appear.
1-8 ½" x 11" page or 2 slides	FCCLA *Planning Process* Summary Page	Summarize how each step of the *Planning Process* was used to plan and implement the project; use of the *Planning Process* may also be described in the oral presentation.
1	Evidence of Online Project Summary Submission	Complete the online project summary form located on the "Surveys" tab of the FCCLA Portal, and include signed proof of submission in the *portfolio*.
0–8	*Content Divider Pages* or Sections	Use 0 to 8 *content divider*/section pages or slides. *Content divider*/section pages may be tabbed, may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers. They must not include any other *content*.

Up to 35 8 ½" x 11" pages or 45 slides	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: • **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.
	Business Website	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: **Culinary:** • 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:** • 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:** • type of activity(s) • related services and amenities • required or optional training (e.g. skydiving, golf, etc.) • safety requirements • cost • directions • contact information

Up to 35 8 ½" x 11" pages or 45 slides (continued)		**Tourism:** • 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:** • type(s) of events/meetings • services provided • preferred suppliers • client meetings • risk management • cost • contact information To deliver *content* for the Business Website section, create a website for the business using a free 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 *portfolio*. If an internet connection is available, participants may use their actual website rather than their *portfolio* to present the Business Website information only. The remainder of the project is presented through the hard copy or electronic portfolio. The website should be user-friendly.
	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/*Bibliography*	Use MLA or APA citation style to cite all references. *Resources* should be *reliable* and *current*.
	Appearance	*Portfolio* must be neat, legible, and *professional* and use correct grammar and spelling.

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 a 3-minute playing time during the presentation. *Presentation 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 *Portfolio* and *Visual* During Presentation	Use the *portfolio* and *visuals* 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 FCCLA official dress or professional dress appropriate 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). Calculators are not allowed in the case study.

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 of their choice to design the business/*campaign* website:

- sites.google.com
- www.wix.com
- www.weebly.com

HOSPITALITY, TOURISM, AND RECREATION
Point Summary Form

Name of Participant _____

Chapter_____ State_____ Team #_____ Station #_____ Level_____

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, write "No Show" across the top and return with other forms. Do **NOT** change team or station 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 staple all items related to the presentation together.
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. Check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Registration Packet 0 *or* 3 points	Picked up by adviser or designated adult during scheduled time No **0**	Yes **3**	
Event Online Orientation Documentation 0 *or* 2 points	**0** Official documentation not provided at presentation time or signed by adviser	**2** Official documentation provided at presentation time and signed by adviser	
Hardcopy Portfolio 0–1 point or **Electronic Portfolio** 0–1 point	**0** Binder is not the official FCCLA binder **0** Electronic Portfolio not in viewable format to the evaluators	**1** Binder is the official FCCLA binder **1** Electronic Portfolio in viewable format to the evaluators	
Portfolio Pages 0–3 points	**0** Portfolio exceeds the page limit	**1** **2** **3** **2 or more errors** **1 error** **no errors** Portfolio contains no more than 47 single-sided pages or 58 slides completed correctly, including: 1 project ID page or slide 1 table of contents page or slide 1 Planning Process summary page or 2 slides - Project Summary Submission Proof - Up to 8 content divider pages or slides - Up to 35 content pages or 45 content slides	
Punctuality 0–1 point	**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

_____ *Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)*

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

Name of Participant _____

Chapter_____ State_____ Team #_____ Station #_____ Level_____

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 point	**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 business/campaign	**1** Website partially communicates the purpose and general information about the business/campaign in an effective 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 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. Demonstrates 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		
Business Website: Appearance and Design 0-2 points	**0** Website is visually appealing		**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 recognition, 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 recognition 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 recognition, utilization of testimonials, and prevention plan for future problems	
Works Cited/ Bibliography 0–3 points	**0** No resources listed		**1** Resources are incomplete, not current, or not reliable for project	**2** Reliable resources but incorrect style *(see style sheet)*		**3** Complete list of current and reliable resources, in MLA or APA style *(see style sheet)*	
Appearance 0–3 points	**0** Portfolio is illegible and unorganized		**1** Portfolio is neat, but may contain grammatical or spelling errors and is organized poorly	**2** Portfolio is neat, legible, and professional, with correct grammar and spelling		**3** Neat, legible, professional, correct grammar and spelling used with effective organization of information	

ORAL PRESENTATION

Organization/ Delivery 0 – 10 points	**0** Presentation is not done or presented 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 subject matter is evident but not effectively used in presentation	**4** Knowledge of subject 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 Visuals during Presentation 0-5 points	**0** Portfolio and visuals not used during presentation	**1** Portfolio and visuals used to limit amount of speaking time	**2** Portfolio and visuals used minimally during presentation	**3** Portfolio and visuals incorporated throughout presentation	**4** Portfolio and visuals used effectively throughout presentation	**5** Presentation moves seamlessly between oral presentation, portfolio and visuals	
Voice – pitch, tempo, volume 0-3 points	**0** Voice qualities not used effectively		**1** Voice quality is adequate	**2** Voice quality is good, but could improve		**3** Voice quality is outstanding and pleasing	
Body Language/ Clothing Choice 0-3 points	**0** Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing		**1** Gestures, posture, mannerisms and eye contact is inconsistent/ clothing is appropriate	**2** Gestures, posture, mannerisms, eye contact, and clothing are appropriate		**3** Gestures, posture, mannerisms, eye contact, and clothing enhance presentation	
Grammar/Word Usage/ Pronunciation 0-3 points	**0** Extensive (more than 5) grammatical/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	

CASE STUDY

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 Solutions 0- 5points	**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 – include two things done well and two opportunities for improvement:

Evaluator # _____

Evaluator Initial _____

Room Consultant Initial _____

TOTAL [ ]

(90 points possible)

HOSPITALITY, TOURISM AND RECREATION
Case Study Form

Name of Participant(s) _____

Chapter_____State _____Level __

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.

Level (choose one):   ❑ Level 2 (grades 9-10)   ❑ Level 3 (grades 11-12)

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?