

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**.

NEW JERSEY CORE CURRICULUM STANDARDS

- 3.1 Understand and apply the knowledge of sounds, letters, and words in written English to become independent and fluent readers, and will read a variety of materials and texts with fluency and comprehension.
- 3.3 Speak in clear and concise organized language that varies in content and form for different audiences and purposes.
- 3.4 Listen actively to information from a variety of sources in a variety of situations.
- 3.5 Access, view, evaluate, and respond to print, nonprint, and electronic texts and resources.
- 8.1.12.A.2 Produce and edit a multi-page document for a commercial or professional audience using desktop publishing and/or graphics software.
- 8.1.12.A.3 Participate in online courses, learning communities, social networks, or virtual worlds and recognize them as resources for lifelong learning.
- 8.1.12.F.1 Select and use specialized databases for advanced research to solve real-world problems.
- 9.1.12.A.1 Apply critical thinking and problem solving strategies during structured learning experiences.
- 9.3.12.C.2 Characterize education and skills needed to achieve career goals, and take steps to prepare for postsecondary options, including course selections, assessments, and extra-curricular activities.
- 9.3.12.C.3 Develop personal interests and activities that will support declared career goals and plans.
- 9.1.12.F2 Demonstrate a positive work ethic in various settings, including the classroom and during structures learning experiences.
- 9.3.12.C.5 Identify transferable skills in career choices and design alternative career plans based upon those skills.
- 9.3.12.C.6 Develop job readiness skills by participating in structures learning experiences and employment seeking opportunities.
- 9.3.12.C.7 Pursue a variety of activities related to career preparation (e.g., Volunteer, seek employment, apply for training grants, higher education grants and loans.)
- 9.3.12.C.11 Evaluate the responsibility of employers and employees for maintaining workplace safety and health rights related to a particular occupation/ career.
- 9.4.12.I.7 Compare and contrast management styles that are appropriate to various types of establishments in this cluster to gain familiarity with the requirements for all venues.
- 9.4.12.I.35 Describe the nature and type of business organizations to build an understanding of the scope of organizations.
- 9.4.12.I.36 Describe and use quality control systems and practices to ensure quality products and services.

EVENT CATEGORIES**Senior:** grades 10-12**Occupational:** grades 10-12**ELIGIBILITY**

1. A chapter may register one (1) entry. An entry is defined as one (1) participant or one (1) team composed of a maximum of three (3) members.
2. Participation is open to any affiliated FCCLA members in grades 10-12.
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 participants 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 & REGULATIONS

1. At a specific time prior to the scheduled presentation, participants will be given 10 minutes to complete the case study. Check the State Leadership Conference Program for the time and location.
2. Each entry must submit a portfolio at the case study location.
3. Participant(s) will have 5 minutes (NLC is 10 minutes) to set up for the event. Other persons may not assist.
4. The oral presentation **may be up to** 10 minutes in length.
5. 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.
6. Following the presentation, evaluators may interview the participant(s).
7. Evaluators will use the rating sheet to score and write comments for each participant.
8. A table will be provided. Participant(s) must bring all other necessary supplies and/or equipment. Wall space may not be available.
9. Spectators may not observe any portion of this event.
10. One individual or team may be chosen to represent New Jersey at the National Leadership Conference.

Presentation Elements:Allowed: *Audio, Easel(s), Large Newsprint Charts, Portfolio, Props/Pointers, Visual Equipment, Visuals*Not Allowed: *Costumes/Uniforms, File Folders, Laser Pointers, Manuals, Skits*

HOSPITALITY SPECIFICATIONS

Portfolio

The portfolio is a collection of materials used to document and illustrate the work of the project. Materials must be contained in a standard binder (no larger than 12” high, 11” wide and 1½” in depth). A decorative and/or informative cover may be included. All materials, including divider pages and tabs, must fit within the dimensions above. 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 at the case study location.

Project Identification Page	One 8½” x 11” page on plain paper, with no graphics or decorations; must include participant’s name(s), chapter name, school, city, state, FCCLA national region (North Atlantic Region) and project title.
Planning Process Summary	One 8½” 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. Each step is fully explained.
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.
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: <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

	<ul style="list-style-type: none"> ○ 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(s) 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 portfolio.</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 / Bibliography	Use MLA or APA citation style to cite all references. <i>Resources</i> must be <i>reliable</i> and <i>current</i> .
Appearance	Portfolio must be neat, legible, 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 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*, 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 Visuals During Presentation	Utilize portfolio and visuals to support, illustrate, or complement presentation.
Voice	Speak clearly with appropriate pitch, tempo and volume.
Body Language/Clothing Choice	Use appropriate, professional attire and body language including gestures, posture, mannerisms, eye contact and appropriate handling of notes or note cards if used.
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

At the designated time at the State Leadership Conference, participants will be given 10 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. 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

Hospitality, Tourism, and Recreation Rating Sheet

Name(s) of Participant(s) _____ School _____

Category: _____ Senior _____ Occupational

INSTRUCTIONS: Write the appropriate rating in the “Score” columns. Make comments to help participants identify their strengths and areas for improvement. Use the back of the sheet if necessary. Total points.

Evaluation Criteria	Very					Score	Comments	
	Poor	Fair	Good	Good	Excellent			
PORTFOLIO								
FCCLA Planning Process Summary	0-1	2	3	4	5			
Project Focus Area	0				1			
Focus Area Career Summary	0-1	2	3	4	5			
Background Research	0-1	2	3	4	5			
Business Mission Statement	0-1	2	3	4	5			
Target Client Profile	0-1	2	3	4	5			
Business Website: Comprehensive Overview	0-1	2	3	4	5			
Business Website: Client Services and Knowledge of Respective Focus Area	0-2	3-4	5-6	7-8	9-10			
Business Website: Ease of Use	0	1		2	3			
Business Website: Appearance and Design	0	1		2	3			
Customer Service Strategy	0-1	2	3	4	5			
Works Cited/Bibliography	0	1		2	3			
Appearance	0-1	2	3	4	5			
ORAL PRESENTATION								
Organization/Delivery	0-2	3-4	5-6	7-8	9-10			
Knowledge of Subject Matter	0-1	2	3	4	5			
Use of Portfolio and Visual(s) during Presentation	0-1	2	3	4	5			
Voice, Body Language, Grammar and Pronunciation	0-1	2	3	4	5			
Responses to Evaluators' Questions	0-1	2	3	4	5			
CASE STUDY								
Knowledge of Subject Matter	0-1	2	3	4	5			
Appropriate Solution	0-1	2	3	4	5			

Total Score _____

Verification of Total Score (please initial)

Evaluator _____

Room Consultant _____

Lead Consultant _____

Circle Rating Achieved:

Gold: 90-100

Silver: 75-89

Bronze: 60-74