

Hospitality, an *individual or team event*, recognizes participants who demonstrate their ability to use knowledge and skills gained from their enrollment in a hospitality program. Participants must prepare a *portfolio*, an **oral presentation**, and a **response to 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.F.2 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/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. Participant(s) must be or have been enrolled in a hospitality program or unit of study (coursework for high school credit that concentrates in-class learning and/or on-the-job training in preparation for paid employment). Hospitality encompasses management, marketing, and operations in the following four career pathways; lodging; recreation, amusements, and attractions; restaurants and other food services; and travel and tourism.
4. The Hospitality 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 project must be planned, conducted and prepared by the participant(s) only. Supporting resources are acceptable as long as 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. Each entry must submit a portfolio at the Competitive Events registration table at the State Leadership Conference.
2. The oral presentation **may be up to** 10 minutes in length.
3. Participant(s) will then be given a written case study related to their project area. They will then have 10 minutes to prepare a response to the case study. During that time room consultants and evaluators will review the portfolio.
4. Participant(s) will have up to 5 minutes to present the case study response to evaluators.
5. Following the case study presentation, evaluators will have 5 minutes to interview the participant(s).
6. Evaluators will use the rating sheet to score and write comments for each participant.
7. A table and blank note cards for the preparation of the case study will be provided.
8. Participant(s) may bring an easel.
9. Visuals other than the portfolio are not allowed.
10. Spectators may not observe any portion of this event.
11. One individual or team may be chosen to represent New Jersey at the National Leadership Conference.

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 on the outside of the binder/notebook. All materials, including the divider pages and tabs, must fit within the dimensions above. The binder/notebook must contain no more than 43 pages: 1 project identification page, 1 table of contents page, 1 Planning Process summary page, 0–6 divider pages, and up to 34 content pages. 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 Competitive Events registration table at the State Leadership Conference.

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 career pathway (lodging; recreation, amusements and attractions; restaurants and other food services; travel and tourism).
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.
Self-Assessment Summary	One 8½” x 11” page that summarizes participant(s)’ conclusions regarding selection of a hospitality career pathway (lodging; recreation, amusement, and attractions; restaurants and other food services; travel and tourism).
Hospitality Career Pathway	One 8½” x 11” page that summarizes up-to-date information about the selected career pathway; including career specialties in that pathway; descriptions of entry-level and upper-level jobs, advancement opportunities, qualifications, job outlook, and salary ranges.
Customer Service/Customer Relations Concepts	Present a summary of research into key concepts of customer service and interpersonal relationship skills needed to meet customer expectations in the selected career pathway. (May include, but would not be limited to, any of the following: ethical principles, personal standards, and codes of conduct; roles and functions of communications in work settings; positive communication skills; barriers to communication; effective listening and feedback techniques; conflict resolution; verbal and non-verbal behaviors and attitudes; impact of communication technology; teamwork and leadership skills; strategies to motivate, encourage, and involve group members in a service philosophy; collaborative group leadership; and/or techniques that develop team and community spirit.)
Customer Service/Customer Relations Investigation	Show evidence of investigation of customer service/customer relations practices and challenges in at least two and no more than three industry settings. (May include interviews, surveys, and direct observations of employees, management, customers, etc.).
Customer Service/Customer Relations Guidelines	Use conclusions and recommendations to develop guidelines for improving customer service/customer relations, and create a training manual that communicates these recommendations to employees in the selected career pathway. (May include, but are not limited to, items such as employee training materials, guidelines for improving teamwork, and/or examples of handling customer complaints, etc.) All materials must be developed or adapted by the participants. Commercially prepared pictures and graphics may be incorporated into these materials, but materials may not be used in their entirety.
Works Cited/Bibliography	Use an organized, consistent format to cite all references in alphabetical order. Resources must be reliable and current.
Appearance	Portfolio must be neat, legible, professional, creative, 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 shall briefly describe self-assessment and selection of career pathway; describe research and industry investigation; and present recommendations and guidelines for customer service/customer relations. The portfolio shall be used, and additional copies of the training manual portion of the portfolio may be furnished for the evaluators to use, during the oral presentation. No other visuals or audiovisuals are permitted.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize research.
Knowledge of Subject Matter	Present current data and show evidence of knowledge of selected career.
Use of Portfolio	Utilize portfolio to describe all phases of project.
Voice	Speak clearly with appropriate pitch, tempo and volume.
Body Language/Clothing Choice	Use appropriate attire and body language including gestures, posture, mannerisms, eye contact and appropriate handling of notes or note cards if used.
Grammar and Pronunciation	Use proper grammar and pronunciation.

Case Study

Participants will be given a written case study to evaluate their ability to respond to customer service/customer relations challenges. The case study will be directly related to customer service/customer relations in the career pathway selected by the participant(s). The participant(s) will have 10 minutes to prepare a response and 5 minutes to present their response to the evaluators. Work will take place within the competition room with no spectators. No pre-written material is allowed, but blank note cards will be provided and may be used during the presentation of the response.

Knowledge of Subject	Show evidence of knowledge of subject.
Appropriate Solution(s)	Present solution(s) that are feasible and suitable for the situation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project and case study. Questions are asked after the presentation.

Hospitality 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		
Self-Assessment Summary	0-1	2	3	4	5		
Hospitality Career Pathway Summary	0-1	2	3	4	5		
Customer Service/Customer Relations Concepts	1-10 Score one point for each concept below:						
<input type="checkbox"/> Ethical principles are clearly stated and thorough <input type="checkbox"/> Personal standards and code conduct are clearly stated and thorough <input type="checkbox"/> Effective listening and feedback techniques are clearly stated <input type="checkbox"/> Roles & functions of positive communication in the workplace are clearly described <input type="checkbox"/> Conflict resolution is clearly described <input type="checkbox"/> Barriers to communication are clearly stated <input type="checkbox"/> Verbal and nonverbal behaviors and attitudes are included and thorough <input type="checkbox"/> The impact of communication and technology is clearly detailed <input type="checkbox"/> Teamwork, leadership skills, strategies to motivate, encourage and include members in a service philosophy is thoroughly explained <input type="checkbox"/> Collaborative group leadership and techniques to develop team and community spirit is stated							
Customer Service/Customer Relations Investigation	0-2	3-4	5-6	7-8	9-10		
Customer Service/Customer Relation Guidelines	0-2	3-4	5-6	7-8	9-10		
Works Cited/Bibliography	0-1	2	3	4	5		
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 during Presentation	0-1	2	3	4	5		
Voice and Body Language	0-1	2	3	4	5		
Grammar and Pronunciation	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		
Responses to Evaluators' Questions	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