HOSPITALITY TOURISM AND RECREATION
VIRTUAL

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. Participants must prepare an **electronic portfolio**, and a **video presentation**.

EVENT LEVEL:
Level Three (grades 11-12)

CONTENT STANDARDS ALIGNMENT
See OhioFCCLA.org (Adviser Tab) for detailed event alignment information to course content standards, national educational initiatives, and standards.

CAREER CLUSTERS

- Hospitality and Tourism

ELIGILBILITY & PROCEDURES
1. Review "Eligibility and General Rules for All Levels of Competition" in national STAR event manual prior to event planning and preparation.
2. Each entry must post all required documents (as specified below) to their online folder.
3. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year and must be the work of the participants.
4. Chapters must verify accessibility of documents to the public, as Ohio FCCLA will not be able to assist with this verification. Each entry must have the following items posted to their project folder:
   - Electronic Portfolio
       i. Participants must submit one (1) file with all slides, in order for viewing. It must be submitted as a PDF file, and not a downloadable PPT file (multiple scanned images files are not allowed) (Not all evaluators may have access to PowerPoint.)
   - One (1) oral presentation video needs to available for public view and the URL should be included in the PDF file. Options include:
       i. Embedded video
       ii. Video link provided to direct source such as YouTube, Vimeo, or Google Drive
       iii. Video files which require the reviewer to download are NOT allowed due to their potential size

TECHNOLOGY TIPS
1. Documents must be available and publicly accessible (check settings to ensure they can be viewed outside of the school district network)
2. All files must be clearly labeled using a descriptive file name, e.g. "Leadership – Level 2 – Gonzales."
3. Be sure to publish all content. Have someone outside of your network check for access. Any document requiring additional access (such as Google doc) will not be able to be reviewed. Only documents that can be opened and viewed by the evaluation team can be scored!

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GENERAL INFORMATION

Submission of Project	There will be a specific timeline to upload documents/videos into the competition folder If the deadline is missed the project will not be evaluated Folder Name will be Chapter Name & Number_ Event Name_Level
Scoring Breakdown	Each team member will take the test – scores will be averaged Electronic Portfolio – team score Presentation Video– team score

Number of Participants per Entry	Prepare Ahead of Time	Competition Dress Code	Maximum Number of Slides, optional	Maximum Oral Presentation Time
1 - 3	Electronic Portfolio Presentation Video	Official FCCLA jacket preferred	58	10 minutes

ELECTRONIC PORTFOLIO SPECIFICATIONS		
1 slide	*Project Identification Page*	Plain slide – no graphics or decorations Information must include: Participants name – chapter name – school – city- event name and project title
1 slide	*Evidence of Online Project Summary Sheet*	Complete the online project summary form located on the "Surveys" tab of the FCCLA Portal and include proof of submission in the portfolio.
2 slides	*FCCLA Planning Process Summary Page*	Include how each step of the *Planning Process* was used to plan and implement the project.
1 slide	*Table of Contents*	List the parts of the *portfolio* in the order in which the parts appear.
Up to 8 slides	*Content Divider Pages*	Content divider/section may contain a title, a section name, graphic elements, thematic decorations. They must not include any other content.
	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

Up to 45	*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, 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

		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	*Slides* must be neat, legible, professional Use correct grammar and spelling

VIDEO PRESENTATION SPECIFICATIONS	
Organization/Delivery	Deliver oral presentation in an organized, sequential manner, concisely and thoroughly summarize project.
Connection to Family and Consumer Sciences/ Career Fields Standards	Describe relationship of project content to Family and Consumer Sciences/Career Fields standards.
Knowledge of Self	Demonstrate thorough knowledge of self and the ways in which he/she grew during the project.
Use of Slides During Presentation	Use of slides to support, illustrate, or complement presentation. Can NOT use a voice over with the slides.
Voice	Speaks clearly with appropriate pitch, tempo, and volume.
Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, mannerism, 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.

CAREER DEVELOPMENT EVENTS
POINT SUMMARY FORM
HOSPITALITY TOURISM AND RECREATION

Name of Member(s)_____

Chapter Name_____ Chapter Number _____ 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 number.
2. At the conclusion of evaluation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in folder with the completed rubrics.
3. At the end of the evaluation, double check all scores, names, and team numbers to ensure accuracy. Be sure there is **NOT** a 15-point discrepancy.
4. Make sure comments have been added.
5. Check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Event Online Orientation Documentation	**0** Official documentation not provided at presentation time	**2** Official documentation provided at presentation time with adviser signature	
Folder	**8 points** Labeled correctly Documents/Video labeled correctly Public accessible All documents uploaded by designated date		
		TOTAT SCORE ABOVE	
Test Scores	Participant _____ Participant _____ Participant _____ **Total Team Score** _____	Total Team Score _____ Divided by # of participants on team _____ -**Average Team Score** _____ (20 points possible)	
Evaluators' Scores	Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____		Average
Final Points	**100 points** *Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)*		

RATED ACHIEVED *(mark one)*

_____ Gold 90 – 100   _____ Silver 70 – 89.99   _____ Bronze 1 – 69.99

Room Consultant Signature (*electronic*) _____

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RUBRIC

Participants Name _____

Chapter #_____ State _____ Team # _____ Station # _____ Level _____

SLIDES	Possible Points **5** /Comments	**Points**
Viewable format for evaluators Contains no more than 58 slides FCCLA Planning Process is used with project and steps explain in detail Appearance of slides, neat, legible Slides are creative and high quality		
FOCUSED AREA CAREER SUMMARY	Possible Points **15** /Comments	
Focus Area identified Summary complete showing substantial knowledge and understanding of jobs Research covers three (3) businesses Overview includes five (5) positives and five (5) negative practices for each Research is from appropriate sources		
BUSINESS WEBSITE	Possible Points **20** /Comments	
Business Mission statement Target Client Profile Communicates the purpose Comprehensive overview of business/campaign Visually appealing for target audience		
BUSINESS WEBSITE – CLIENT SERVICES	Possible Points **15** /Comments	
Includes all topics required for focus area Client services are well developed Websites effectively communicates to potential clients Demonstrates knowledge in hospitality, tourism, and recreation Website is easy to navigate		

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RUBRIC

PRESENTATION	Possible Points **5** /Comments	
Clothing Choice Voice- pitch, tempo, volume Body Language Grammar – Word usage -pronunciation Meets presentation time requirement		
PRESENTATION CONTENT	Possible Points **10** /Comments	
Knowledge of Subject Matter Relationship of Family and Consumer Sciences/Career Field Coursework Use of slides during Presentation Organization, seamless and relevant Delivery, eye contact, holds audience interests		