

HOSPITALITY, TOURISM, AND RECREATION

HOSPITALITY, TOURISM, AND RECREATION

An individual or *team event* that recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries and their ability to translate their knowledge into a hypothetical or real business. The project must relate to culinary, lodging, recreation, tourism or event coordination. Participant(s) will research existing businesses that are similar to their project, develop a 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* and an oral presentation and complete a case study.

ELIGIBILITY & GENERAL INFORMATION

1. Review "Eligibility and General Rules for All Levels of Competition" on page 8 prior to event planning and preparation.
2. Participants are encouraged to bring fully charged devices, such as laptops, tablets etc., to use for audiovisual *electronic portfolio* presentation at competition.
3. 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 (NLC) and must be the work of the participant(s) only.
4. **Online Orientation** - National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline to receive their one (1) point on the STAR Events Point Summary Form. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. The video and form cannot be completed through the FCCLA Adviser Portal. Only one form per entry is required. **Contact your State Adviser for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
5. **STAR Events Schedule Confirmation** - Chapter Advisers are required to confirm National Leadership Conference competitors' STAR Events Schedule in the FCCLA Portal by the date outlined on the FCCLA Website (Competitive Events Dates & Deadlines) for competitors to receive their one (1) point on the Points Summary Form. This must be completed in the FCCLA Adviser Portal by visiting the Meetings & Events tab, selecting the National Leadership Conference, and choosing "Confirm STAR Competition."
6. Participants who do not follow the event guidelines or the definition of the event, or if they create an item that does not align with the current event topic, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

CLICK TO VIEW NATIONAL DEADLINES

CAREER PATHWAYS ALIGNMENT			
Human Services	Hospitality & Tourism	Education & Training	Visual Arts & Design
	■		■

EVENT LEVELS			
Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
■	■	■	■

Review the "Event Description and Levels" section of the policies in the front of the guidelines for more information on event levels.

GENERAL INFORMATION			
Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	<i>Portfolio</i> and Oral Presentation	Table–Yes Electrical Access–No Wall Space–No Supplies–No Wi-Fi – No	FCCLA Official Dress

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

COMPETITION PROCEDURES & TIME REQUIREMENTS

TIME	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Each entry will submit a <i>portfolio</i> 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.		
	Room consultants and evaluators will have 10 minutes to preview the <i>portfolio</i> 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 in the completed case study form to evaluators prior to the oral presentation.		
10 minutes	The oral presentation may be up to 10 minutes in length. A 1-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. <i>Presentation equipment</i> , 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.		
Total Time: 40 Minutes			

PROJECT FORMAT

PORTFOLIO FORMAT (CHOOSE ONE)	
<i>Hardcopy Portfolio</i>	The <i>portfolio</i> 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 <i>content divider pages</i> , 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 <i>hardcopy portfolio</i> is turned in to the evaluators, participants may not switch to an <i>electronic portfolio</i> .
<i>Electronic Portfolio</i>	An <i>electronic portfolio</i> 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 <i>electronic portfolio</i> 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 <i>technology</i> used to show the evaluators the project. Once an <i>electronic portfolio</i> is turned in to the evaluators, participants may not switch to a <i>hardcopy portfolio</i> . <i>Portfolio</i> may not exceed 58 slides, as described below.

CONTENTS OF PORTFOLIO (SPECIFICATIONS)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
1- 8 ½" x 11" page or 1 slide	<i>Project Identification Page</i>	Must include participant's name(s), chapter name, school, city, state, event name, level, and project title. Page can be up to 1 - 8 ½" x 11" page or 1 slide, but cannot be larger.		
1- 8 ½" x 11" page or 1 slide	<i>Table of Contents</i>	List the parts of the <i>portfolio</i> in the order in which the parts appear.		
1- 8 ½" x 11" page or 2 slides	<i>FCCLA Planning Process Summary Page</i>	Summarize 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.		
1- 8 ½" x 11" page or 1 slide	<i>Evidence of Online Summary Form Submission</i>	Complete the <i>Online Project Summary Form</i> located on the "Surveys Applications" tab of the FCCLA Student Portal and include signed proof of submission in the <i>portfolio</i> .		
0-8 <i>Content Divider/section pages or slides</i>	<i>Content Divider Pages or sections</i>	Use 0 to 8 <i>Content Divider/section pages or slides</i> . <i>Content Divider/section pages</i> may be tabbed, may contain a title, a section name, <i>graphic</i> elements, thematic decorations and/or page numbers. They must not include any other <i>content</i> .		

CONTENTS OF PORTFOLIO (SPECIFICATIONS)

SPECIFICATIONS		LEVEL 1	LEVEL 2	LEVELS 3 & 4
Up to 35 8 ½" x 11" pages or 45 slides	Project Focus Area	<p>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:</p> <ul style="list-style-type: none"> • Culinary— Catering or Restaurant (Food Truck, Brick and Mortar, Boat, etc.) • Lodging—Hotel, Resort or Short Term Rental (including Airbnb) • 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. Describe entry-level and upper-level jobs.	Summarize up-to-date information about the selected hospitality focus area, including career specialties in that area. Describe entry-level and upper-level jobs, qualifications and skills required/preferred by employers.	Summarize up-to-date information about the selected hospitality focus area, including career specialties in that area. Describe entry-level and upper-level jobs, qualifications, skills required/preferred by employers, job outlook and salary ranges.
	Background Research	Research 1 example of a high-quality hospitality business similar to the project's focus. Researched business does not have to be local to the participant. Provide an overview of the business and determine at least three positive practices and three negative practices regarding the way the business meets or does not meet the needs and desires of its clients.	Research 2 examples of high-quality hospitality businesses similar to 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 four positive practices and four negative practices regarding the way each business meets or does not meet the needs and desires of its clients.	Research 3 examples of high-quality hospitality businesses similar to 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 business's target client and list <i>demographics</i> . Include why potential clients would be interested in the business' services.		
	Business Marketing: Format	Develop and include a digital or printed brochure in the <i>portfolio</i> . The brochure may be multiple pages in length.	Develop a user friendly business website for clients to understand and utilize services and amenities provided. Include a URL and screen shots of the website in the <i>portfolio</i> . If internet is available, participants may present the Business Website information (only) from the URL. The remainder of the presentation must be presented from the <i>portfolio</i> . (See <i>Resources</i> below).	

CONTENTS OF PORTFOLIO (SPECIFICATIONS)

<p>Up to 35 8 ½" x 11" pages or 45 slides (continued)</p>	<p>Business Marketing: Content</p>	<p>Provide a comprehensive overview of the business. Participants must select one <i>content area/focus</i> from the topics below to demonstrate their knowledge and work.</p>		
		<p>Culinary</p> <ul style="list-style-type: none"> • 1 type of cuisine • Menu • 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 <p>Lodging</p> <ul style="list-style-type: none"> • Type of atmosphere • 1 type of guest room • Guest amenities and services • Onsite and/or area dining and attractions • Meeting/event space • Cost • Directions • Contact information <p>Recreation</p> <ul style="list-style-type: none"> • 1 type of activity • Related services and amenities • Required or optional training (e.g., skydiving, golf, etc.) • Safety requirements • Cost • Directions • Contact information <p>Tourism</p> <ul style="list-style-type: none"> • Area attractions, dining, shopping and lodging • Transportation information • Tourist tips • Sample itineraries • Cost • Contact information <p>Event Coordination</p> <ul style="list-style-type: none"> • 1 type of events/meeting • Services provided • Client meetings • Cost • Contact information 	<p>Culinary</p> <ul style="list-style-type: none"> • At least 1 type 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 <p>Lodging</p> <ul style="list-style-type: none"> • Type of atmosphere • 2 types of guest rooms • Guest amenities and services • Onsite and/or area dining and attractions • Meeting/event space • Cost • Directions • Contact information <p>Recreation</p> <ul style="list-style-type: none"> • At least 3 types of activities • Related services and amenities • Required or optional training (e.g., skydiving, golf, etc.) • Safety requirements • Cost • Directions • Contact information <p>Tourism</p> <ul style="list-style-type: none"> • Area attractions, dining, shopping and lodging • Transportation information • Tourist tips • Visitor's Guide • Vacation packages and/or sample itineraries • Cost • Contact information <p>Event Coordination</p> <ul style="list-style-type: none"> • At least 3 types of events/meetings • Services provided • Preferred suppliers • Client meetings • Cost • Contact information 	<p>Culinary</p> <ul style="list-style-type: none"> • At least 1 type 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 <p>Lodging</p> <ul style="list-style-type: none"> • Type of atmosphere • 3 types of guest rooms • Guest amenities and services • Onsite and/or area dining and attractions • Meeting/event space • Cost • Directions • Contact information <p>Recreation</p> <ul style="list-style-type: none"> • At least 3 types of activities • Related services and amenities • Required or optional training (e.g., skydiving, golf, etc.) • Safety requirements • Cost • Directions • Contact information <p>Tourism</p> <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 <p>Event Coordination</p> <ul style="list-style-type: none"> • At least 3 types of events/meetings • Services provided • Preferred suppliers • Client meetings • Risk management • Cost • Contact information

CONTENTS OF PORTFOLIO (SPECIFICATIONS)

Up to 35 8 ½" x 11" pages or 45 slides (continued)	Customer Service Strategy		Develop methods for receiving client feedback. Describe how praise is shared with staff and utilized as testimonials. Explain the process for handling customer complaints and preventing future problems.
Works Cited/Bibliography	Use MLA or APA formatting when citing sources. All sources must be <i>reliable</i> and current.		
Portfolio Appearance	Portfolio must be neat, legible and <i>professional</i> and use correct grammar and spelling.		

ORAL PRESENTATION (SPECIFICATIONS)

PRESENTATION FORMAT	
Oral Presentation	The oral presentation may be up to 10 minutes in length and is delivered to evaluators. The presentation must explain the specifics of the project. The presentation may not be prerecorded. If audio or <i>audiovisual equipment</i> is used, it is limited to a 3-minute playing time during the presentation. <i>Presentation equipment</i> , with no audio, may be used throughout the oral presentation. Participants may use any combination of <i>props</i> , materials, supplies and/or equipment to demonstrate how to carry out the project.

SPECIFICATIONS	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize research.		
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.		
Relationship to Family and Consumer Sciences Coursework and/or Related Careers	Describe the relationship of Family and Consumer Sciences coursework to selected project.	Describe the relationship of Family and Consumer Sciences coursework to selected project. Explain which FCCLA National Program(s) could be used during project implementation.	Describe the relationship of Family and Consumer Sciences coursework and standards to selected project. Explain which FCCLA National Program(s) could be used during project implementation. Identify career pathway.
Use of <i>Portfolio</i> and <i>Visuals</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	Use appropriate 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.		

ORAL PRESENTATION (SPECIFICATIONS)

CASE STUDY	
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 <i>team</i> 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 must be used to respond and relay the developed solution(s). Calculators are not allowed in the case study. The case study form can be located after Levels 3&4 rubric.

SPECIFICATIONS	LEVEL 1	LEVEL 2	LEVELS 3 & 4
Knowledge of Communication Techniques	Provide evidence for knowledge of communication strengthening methods and explain utilized communication techniques.		
Appropriate Solutions	Provide and explain realistic and appropriate solutions with action steps to resolve the situation.		

HOSPITALITY, TOURISM, AND RECREATION STAR EVENTS POINT SUMMARY FORM

Participant Name: _____
 Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

1. Make sure all information at the 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 the participants' *portfolio* using the criteria and standards listed below and fill in the boxes.
3. Confirm STAR Competition(s) is mandatory solely for participation at the National Leadership Conference. States have the authority to decide whether this requirement applies to picking up the registration packet and confirming the event/schedule accuracy OR attending a state-specific orientation.
4. At the conclusion of the presentation, verify the evaluator scores and fill in the 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.
5. At the end of the competition in the room, double-check all scores, names and *team* numbers to ensure accuracy. Sort results by *team* order and turn them into the Lead Consultant.
6. Check with the Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			POINTS
Confirm STAR Competition(s) 0 or 1 point	Confirmed STAR Competition(s) schedule in the FCCLA Adviser Portal by deadline (National Leadership Conference Only)		
	0 No	1 Yes	
Event Online Orientation Form 0 or 1 point	Online Orientation Form not completed in the Student Portal by deadline	Online Orientation Form completed in the Student Portal by deadline	
Hardcopy Portfolio 0 or 1 point OR Electronic Portfolio 0 or 1 point	Binder is not the official FCCLA binder 0 Electronic Portfolio not in viewable format to the evaluators	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 At least 2 errors 1 error no errors Portfolio is completed correctly and does not exceed 47 single-sided pages or 58 slides, including: <ul style="list-style-type: none"> • 1 project ID page or slide • 1 table of contents page or slide • 1 Planning Process summary page or 2 slides • Project Summary Form submission proof • Up to 8 Content Divider Pages or slides • Up to 35 content pages or 45 content slides 	
Punctuality 0 or 1 point	0 Participant was late for presentation	1 Participant was on time for presentation	
Dress Code 0 or 1 point	0 Event dress code was not followed	1 Event dress code was followed	
EVALUATORS' SCORES	ROOM CONSULTANT TOTAL (8 Points Possible)		
Evaluator 1: _____ Evaluator 2: _____ Evaluator 3: _____ Total Score: _____	Initials: _____ Initials: _____ Initials: _____ Divided by # of Evaluators = AVERAGE EVALUATOR SCORE Rounded only to the nearest hundredth (i.e., 79.99 not 80.00)		AVERAGE EVALUATOR SCORE (92 Points Possible)
			FINAL SCORE (Average Evaluator Score plus Room Consultant Score)

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

VERIFICATION OF FINAL SCORE & RATING (please initial)

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

HOSPITALITY, TOURISM, AND RECREATION LEVEL 1 RUBRIC

Participant Name: _____
 Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Project Focus Area 0 or 1 point	0 Focus area not identified	1 Focus area identified				
Focus Area Career Summary 0–3 points	0 Not included	1 Summary was missing at least 3 components and showed limited knowledge and understanding of jobs in the focus area	2 Summary was missing at least 1 component, though showing knowledge and understanding of jobs in the focus area	3 Summary was complete, showing substantial knowledge and understanding of career specialties, entry-level and upper-level jobs		
Background Research 0–5 points	0 Not included	1 2 Example of high-quality hospitality business unclearly relates to project focus. Business overview either poorly detailed or includes less than 3 positive or 3 negative business practices	3 1 example of high-quality hospitality business loosely relates to project focus. Business overview poorly detailed but includes 3 positive and 3 negative business practices	4 1 example of high-quality hospitality business relates to project focus. Business overview detailed and includes 3 positive and 3 negative business practices	5 1 example of high-quality hospitality business clearly relates to project focus. Business overview well detailed and includes 3 positive and 3 negative business practices	
Business Mission Statement 0–2 points	0 Not included	1 Business' mission statement poorly written	2 Business' mission statement well written			
Target Client Profile 0–2 points	0 Not included	1 Target clients, demographics and explanation of interest in services poorly detailed	2 Target clients, demographics and explanation of interest in services well detailed			
Business Marketing: Format 0–7 points	0 Not included	1 2 3 Brochure is included but is incomplete or not fully developed, not visually appealing, missing target clientele or has grammar or spelling errors	4 5 Brochure is included and represents the business in a professional manner; is visually appealing, generally meets target clientele and uses correct grammar and spelling	6 7 Brochure is included and represents the business in a professional manner; is visually appealing, clearly meets target clientele and uses correct grammar and spelling		
Business Marketing: Content 0–12 points	0 Not included	1 2 3 4 Overview of business is incomplete. Knowledge and work in selected content area/focus poorly demonstrated	5 6 7 8 Overview of business is complete. Knowledge and work in selected content area/focus poorly demonstrated	9 10 Overview of business is comprehensive. Knowledge and work in selected content area/focus demonstrated	11 12 Overview of business is comprehensive. Knowledge and work in selected content area/focus strongly demonstrated	
Works Cited/ Bibliography 0–3 points	0 Not included	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible and professional with correct grammar and spelling		
ORAL PRESENTATION						POINTS
Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 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 Hospitality, Tourism, and Recreation 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter 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	
Relationship of Family and Consumer Sciences Coursework 0–3 points	0 No evidence of relationship between FCS coursework and project	1 Limited evidence of relationship between FCS coursework and project	2 Relationship between FCS coursework and project is evident and shared at times	3 Relationship between FCS coursework and project is evident and explained well		
Use of Portfolio and Visuals During Presentation 0–5 points	0 Portfolio and visuals not used during presentation	1 2 Portfolio and visuals used minimally during presentation	3 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 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
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 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded adequately to all questions	3 Responses to questions were appropriate and given without hesitation		
CASE STUDY						POINTS
Knowledge of Subject 0–5 points	0 No case study	1 2 Case study incomplete	3 Case study included. Evidence of subject matter knowledge limited	4 Case study included and detailed. Evidence of subject matter knowledge provided	5 Case study included and well detailed. Clear evidence of subject matter knowledge	
Appropriate Solutions 0–5points	0 No case study	1 2 Solution is not feasible or appropriate for the situation	3 Solution is adequate for the situation. Action step(s) included, but poorly communicated	4 Solution is adequate for the situation. Action step(s) detailed and communicated	5 Solution is feasible and appropriate for the situation. Action step(s) well detailed and clearly communicated	
Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (92 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	

HOSPITALITY, TOURISM, AND RECREATION LEVEL 2 RUBRIC

Participant Name: _____
 Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Project Focus Area 0 or 1 point	0 Focus area not identified	1 Focus area identified				
Focus Area Career Summary 0–3 points	0 Not included	1 Summary was missing at least 3 components and showed limited knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred	2 Summary was missing at least 1 component, though showing knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred	3 Summary was complete, showing substantial knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred		
Background Research 0–5 points	0 Not included	1 2 Examples of high-quality hospitality business unclearly relates to project focus. Business overview either poorly detailed or includes less than 4 positive or 4 negative business practices	3 2 examples of high-quality hospitality business loosely relate to project focus. Business overview poorly detailed but includes 4 positive and 4 negative business practices	4 2 examples of high-quality hospitality business relate to project focus. Business overview detailed and includes 4 positive and 4 negative business practices	5 2 examples of high-quality hospitality business clearly relate to project focus. Business overview well detailed and includes 4 positive and 4 negative business practices	
Business Mission Statement 0–2 points	0 Not included	1 Business' mission statement poorly written	2 Business' mission statement well written			
Target Client Profile 0–2 points	0 Not included	1 Target clients, demographics and explanation of interest in services poorly detailed	2 Target clients, demographics and explanation of interest in services well detailed			
Business Marketing: Format 0–5 points	0 Not included	1 2 Business website is not user friendly. Services and amenities poorly detailed and communicated	3 Business website is mostly user friendly, may contain broken links. Services and amenities listed	4 Business website is user friendly. Services and amenities detailed and communicated to clients	5 Business website is user friendly. Services and amenities well detailed and clearly communicated to clients	
Business Marketing: Content 0–10 points	0 Not included	1 2 3 Overview of business is incomplete. Knowledge and work in selected content area/focus poorly demonstrated	4 5 6 Overview of business is complete. Knowledge and work in selected content area/focus poorly demonstrated	7 8 Overview of business is comprehensive. Knowledge and work in selected content area/focus demonstrated	9 10 Overview of business is comprehensive. Knowledge and work in selected content area/focus strongly demonstrated	
Customer Service Strategy 0–4 points	0 Not included	1 Customer service strategy provided though poorly thought out	2 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	3 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	4 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 Not included	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		

Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible and professional with correct grammar and spelling		
ORAL PRESENTATION						POINTS
Organization/Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 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 Hospitality, Tourism, and Recreation 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter 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	
Relationship of Family and Consumer Sciences Coursework 0–3 points	0 No evidence of relationship between FCS coursework and project. National program not identified	1 Limited evidence of relationship between FCS coursework and project. National Program not identified	2 Relationship between FCS coursework and project is evident and shared at times. National Program identified	3 Relationship between FCS coursework and project is evident, National Program identified and both explained well		
Use of Portfolio and Visuals During Presentation 0–5 points	0 Portfolio and visuals not used during presentation	1 2 Portfolio and visuals used minimally during presentation	3 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 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
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 0–3 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded adequately to all questions	3 Responses to questions were appropriate and given without hesitation		
CASE STUDY						POINTS
Knowledge of Subject 0–5 points	0 No case study	1 2 Case study incomplete	3 Case study included. Evidence of subject matter knowledge limited	4 Case study included and detailed. Evidence of subject matter knowledge provided	5 Case study included and well detailed. Clear evidence of subject matter knowledge	
Appropriate Solutions 0–5 points	0 No case study	1 2 Solution is not feasible or appropriate for the situation	3 Solution is adequate for the situation. Action step(s) included, but poorly communicated	4 Solution is adequate for the situation. Action step(s) detailed and communicated	5 Solution is feasible and appropriate for the situation. Action step(s) well detailed and clearly communicated	
Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (92 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	

HOSPITALITY, TOURISM, AND RECREATION LEVELS 3 & 4 RUBRIC

Participant Name: _____
 Chapter: _____ State: _____ Team #: _____ Station #: _____ Level: _____

PORTFOLIO						POINTS
FCCLA Planning Process Summary Page 0–10 points	0 Planning Process Summary not provided	1 2 3 Planning Process steps are not clearly summarized or are inadequate	4 5 6 All Planning Process steps are summarized	7 8 Evidence that the Planning Process was utilized to plan project	9 10 The Planning Process is used to plan the project. Each step is fully explained. No more than 1 page or 2 slides	
Project Focus Area 0 or 1 point	0 Focus area not identified	1 Focus area identified				
Focus Area Career Summary 0–3 points	0 Not included	1 Summary was missing at least 3 components and showed limited knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred, job outlook and salary ranges	2 Summary was missing at least 1 component, though showing knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred, job outlook and salary ranges	3 Summary was complete, showing substantial knowledge and understanding of career specialties, entry-level and upper-level jobs, qualifications and skills required/preferred, job outlook and salary ranges		
Background Research 0–5 points	0 Not included	1 2 Examples of high-quality hospitality business unclearly relates to project focus. Business overview either poorly detailed or includes less than 5 positive or 5 negative business practices	3 3 examples of high-quality hospitality business loosely relate to project focus. Business overview poorly detailed but includes 5 positive and 5 negative business practices	4 3 examples of high-quality hospitality business relate to project focus. Business overview detailed and includes 5 positive and 5 negative business practices	5 3 examples of high-quality hospitality business clearly relate to project focus. Business overview well detailed and includes 5 positive and 5 negative business practices	
Business Mission Statement 0–2 points	0 Not included	1 Business' mission statement poorly written	2 Business' mission statement well written			
Target Client Profile 0–2 points	0 Not included	1 Target clients, demographics and explanation of interest in services poorly detailed	2 Target clients, demographics and explanation of interest in services well detailed			
Business Marketing: Format 0–5 points	0 Not included	1 2 Business website is not user friendly. Services and amenities poorly detailed and communicated	3 Business website is mostly user friendly, may contain broken links. Services and amenities listed	4 Business website is user friendly. Services and amenities detailed and communicated to clients	5 Business website is user friendly. Services and amenities well detailed and clearly communicated to clients	
Business Marketing: Content 0–10 points	0 Not included	1 2 3 Overview of business is incomplete. Knowledge and work in selected content area/focus poorly demonstrated	4 5 6 Overview of business is complete. Knowledge and work in selected content area/focus poorly demonstrated	7 8 Overview of business is comprehensive. Knowledge and work in selected content area/focus demonstrated	9 10 Overview of business is comprehensive. Knowledge and work in selected content area/focus strongly demonstrated	
Customer Service Strategy 0–4 points	0 Not included	1 Customer service strategy provided though poorly thought out	2 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	3 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	4 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 Not included	1 Sources are incomplete, dated, unreliable and with many citation errors	2 Sources are complete, current and reliable, but have citation errors (see citation guide)	3 Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		

Portfolio Appearance 0–3 points	0 Portfolio is disorganized and illegible	1 Portfolio is disorganized, illegible and contains few grammar or spelling errors	2 Portfolio is organized, neat, legible and professional, with correct grammar and spelling	3 Portfolio is effectively organized, neat, legible and professional with correct grammar and spelling		
ORAL PRESENTATION						POINTS
Organization/Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 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 Hospitality, Tourism, and Recreation 0–5 points	0 Little or no evidence of subject matter knowledge	1 2 Minimal evidence of subject matter 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	
Relationship of Family and Consumer Sciences Coursework 0–3 points	0 No evidence of relationship between FCS coursework, standards and project. Neither National Program nor career pathway identified	1 Limited evidence of relationship between FCS coursework, standards and project. Either National Program or career pathway not identified	2 Evidence of relationship between FCS coursework, standards and project. National Program and career pathway identified	3 Detailed evidence of relationship between FCS coursework, standards and project. National Program and career pathway identified. All components explained well		
Use of Portfolio and Visuals During Presentation 0–5 points	0 Portfolio and visuals not used during presentation	1 2 Portfolio and visuals used minimally during presentation	3 4 Portfolio and visuals used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation, portfolio and visuals		
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Evaluator's Comments—Include two things done well and two opportunities for improvement:					TOTAL (92 Points Possible)	
					Evaluator #: _____	
					Evaluator Initials: _____	
					RC Initials: _____	

HOSPITALITY, TOURISM, AND RECREATION CASE STUDY FORM

Participant Name: _____
Chapter: _____ State: _____ Team #: _____ Station #: _____ 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.

SELECT EVENT LEVEL (CHOOSE ONE)

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary

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?