



# Hospitality, Tourism, and Recreation

## FCCLA STAR Events Information

(Students Taking Action with Recognition)

**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. Participants 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 will demonstrate their customer service knowledge and ability to problem solve through an onsite case study. Participants must prepare a portfolio, an oral presentation, and complete a case study. *Event is offered to members in the following categories: Senior (grades 10-12), Occupational (grades 10-12)*

### Project Connections

#### Top 5 Skills Students Report Learning Through Participation

- |  |                 |
|--|-----------------|
| Creativity                               | Leadership      |
| Responsibility and Time Management       | Public Speaking |
| Communication/Observation/Writing Skills |                 |

#### Career Clusters



#### National Family and Consumer Sciences Standards

- |  |   |
|--|---|
| Reasoning for Action Comprehensive Standard  | 10.0 Hospitality, Tourism, and Recreation |
| 1.0 Career, Community and Family Connections | 11.0 Housing and Interior Design          |
| 2.0 Consumer and Family Resources            | 12.0 Human Development                    |
| 3.0 Consumer Services                        | 13.0 Interpersonal Communications         |
| 5.0 Facilities and Property Management       | 14.0 Nutrition and Wellness               |
| 9.0 Food Science, Dietetics, and Nutrition   | 16.0 Textiles, Fashion, and Apparel       |

#### Common Career Technical Core/Career Ready Practices

- |   |  |
|---|--|
| 1.0 Act as a responsible and contributing citizen and employee.           | 8.0 Utilize critical thinking to make sense of problems and persevere in solving them. |
| 2.0 Apply appropriate academic and technical skills.                      | 9.0 Model integrity, ethical leadership and effective management.                      |
| 3.0 Attend to personal health and financial well-being.                   | 10.0 Plan education and career path aligned to personal goals.                         |
| 4.0 Communicate clearly, effectively, and with reason.                    | 11.0 Use technology to enhance productivity.   |
| 5.0 Consider the environmental, social and economic impacts of decisions. | 12.0 Work productively in teams while using cultural/global competence.                |
| 6.0 Demonstrate creativity and innovation.                                |  |
| 7.0 Employ valid and reliable research strategies.                        |  |

#### FCCLA Programs



Projects may qualify to compete at the annual National Leadership Conference.  
 Turn this page over to see examples of projects from across the nation and participation data.  
 For more information on state participation, contact your state adviser.



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### Examples of Hospitality, Tourism, and Recreation Projects:

*"My project focused on creating an outline of a Hospitality business. I chose to focus on a culinary based business, in particular a bakery. Because I want to open up my own bakery after college, I made my business as realistic as possible. In my portfolio I displayed my menu, prices, and other important factors that I would consider for opening up a bakery." Oregon FCCLA Member*

*"The basis of my project was to create a website that could easily be navigated by potential clients as well as giving lists of employee positions in the field of which I chose. Along with research of three other establishments related to mine. The ones I chose being Spaghetti Warehouse, Olive Garden, and Carrabba's." Pennsylvania FCCLA Member*

*"We have been creating a café that not only provides amazing food but welcomes talent from across the low-country. It is our goal to set a casual atmosphere that serves delicious and affordable food for the young adults in the area, while also allowing them to showcase their talents." South Carolina FCCLA Member*

*"Lex Vegas Tours was inspired out of curiosity for our hometown, Lexington, Virginia. Focusing on the tourism element, we created a business that would bring multiple types of target clients into the city. Our project consists of three tour packages: historical, artisan, and leisure based. Sightseeing would take place at prearranged locations and would spark the same interest in the tourists that we had previously seen. Full of knowledge and excitement, members of the community and possible consumers would be drawn into Lexington, where Lex Vegas Tours would provide the most appealing services to showcase our local aspects." Virginia FCCLA Member*

### Hospitality, Tourism, and Recreation by the Numbers: 2017-2018

**Participants Nationwide:** 155 teams, 320 participants

**Categories:** Senior, Occupational

**Type of Event:** Career Focused

**Nationwide Impact:** 11,055 people

83% of Hospitality, Tourism, and Recreation participants indicated this event is extremely or very useful to their future.  
44% of Hospitality, Tourism, and Recreation participants indicated they would pursue higher education related to the career chosen in their project.

**To learn more about FCCLA STAR Events, visit the national FCCLA website, [www.fcclainc.org](http://www.fcclainc.org), or email [starevents@fcclainc.org](mailto:starevents@fcclainc.org).**