

### 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.

#### 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 or *electronic portfolio* presentation at competitions.
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. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. 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. Participants who do not follow the event guidelines or the definition of the event, 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 HERE 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
■	■	■	■

\*See page 7 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
■	■		■	■	■		■	■

## TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

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

## HOSPITALITY, TOURISM, AND RECREATION BY THE NUMBERS: 2023 - 2024

Participants Nationwide	Type of Event	Nationwide Impact
323	Career Focused	14,592
85% of Hospitality, Tourism, and Recreation participants indicated this event is extremely or very useful to their future. 42% of Hospitality, Tourism, and Recreation participants indicated they would pursue higher education related to the career chosen in their project.		

## PARTICIPANT TESTIMONIALS

*“Our love for the dramatic and culinary arts have inspired us to make a live dinner theater that will help spread our admiration for these two art forms to our community. Before we were able to develop our business, however, we needed to get a better understanding of what it takes to run a successful dinner theater. We looked up other live dinner theaters to see what they did well and what they could improve on to apply to our project. We also looked up careers in the culinary field. After we did our research, we were fit to start developing our dinner theater. We created a business mission statement, a target client profile, a menu, a seating arrangement, cost, directions, and contact information. This project helped us to learn more about customer service and how to make a business successful.” – Arizona FCCLA Member*

*“We designed a bakery that employs refugees. Dough Re Mi offers international baked goods. Our goal is to expand the palates of the Atlanta population while offering affordable, tasty treats.” – Georgia FCCLA Member*

*“Our business will plan dog runway fashion shows around the United States. These fashion shows are made possible because of different dog foster care organizations of which we help promote the adoption of the dogs.” – Oklahoma FCCLA Member*

*“We had an idea to honor my culture by creating a restaurant concept to offer Nepalese cuisine to our community. Our restaurants' goal is to provide representation of Nepalese food and design. Guests of our restaurant can experience a part of Nepal. We invite natives to come and experience the culture that they cannot obtain anywhere else. Our restaurant concept has a diverse, modern environment. This encourages everyone in our community to feel like home.” – Texas FCCLA Member*

## SCHOLARSHIPS

Each year FCCLA's collegiate partners award over 13 million in scholarships to the Top 3 placing Level 3 teams/individuals annually at the National Leadership Conference. Scholarship details can be found on the FCCLA Website.

## HOSPITALITY, TOURISM, AND RECREATION GUIDELINES AND RUBRICS

The STAR Events Guidelines and rubrics are updated annually, and they are an exclusive benefit for FCCLA members. Advisers and members can access and download the guidelines from the FCCLA Portal.

[ADVISER PORTAL](#)

[MEMBER PORTAL](#)