



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.

Project Connections

Top 5 Skills Students Report Learning Through Participation

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

Career Clusters



National Family and Consumer Sciences Standards

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| 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

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| 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:

"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

Hospitality, Tourism, and Recreation by the Numbers: 2020-2021

Participants Nationwide: 99 teams, 180 participants

Levels: Level 2 (grades 9-10); Level 3 (grades 11-12), Level 4 (Postsecondary)

Type of Event: Career Focused

Nationwide Impact: 2520 people

86% of Hospitality, Tourism, and Recreation participants indicated this event is extremely or very useful to their future.
40% of Hospitality, Tourism, and Recreation participants indicated they would pursue higher education related to the career chosen in their project.

This information sheet does NOT include the guidelines for competition. To prepare for competition, Affiliated FCCLA Chapters should download the most recent STAR Events Guidelines.

Adviser Login: <https://affiliation.registermychapter.com/fccla#>

Student Login: <https://affiliation.registermychapter.com/fccla/members#>

To learn more about FCCLA STAR Events, visit the national FCCLA website, www.fcclainc.org, or email starevents@fcclainc.org.