

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 the **STAR Events Front Pages** for all event requirements, policies, and procedures before beginning the project.
2. Participants using an *electronic portfolio* are encouraged to bring a fully charged device (laptop, tablet, etc.) to use during the 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 the school year leading up to the National Leadership Conference (NLC), within the timeframe July 1 through June 30, and must be the work of the participant(s) only.
4. **Online Orientation** - NLC participants are **encouraged** to view the STAR Events Online Orientation video to ensure they are fully prepared for NLC. The video will be available in the FCCLA Student Portal under Resources. **Contact your state adviser for orientation procedures for competitions held prior to the NLC.**
5. **STAR Events Schedule Confirmation** – It is **strongly suggested** that chapter advisers confirm participants' STAR Events schedules in the FCCLA Adviser Portal. Advisers can review students' schedules in the FCCLA Adviser Portal by visiting the Meetings & Events tab, selecting the NLC option, and choosing "Confirm STAR Competition." **Confirming schedules in advance helps ensure that participants are qualified, registered for the conference, and competing in the correct STAR Event. Schedule changes after the published deadline are subject to a \$25 change fee.** Please refer to the FCCLA Website (Competitive Events Dates & Deadlines).
6. Participants who do not follow event guidelines, align with the event definition, or address the current event topic will not have their project evaluated. However, they may still participate in the competition by delivering an oral presentation and will be evaluated based on the presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

CAREER CLUSTERS ALIGNMENT

Arts & Design	Education & Training	Financial Services
■		
Hospitality & Tourism	Human Services	Public Service
■		

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
■	■		■	■	■		*	■

*Presentation Equipment may only be used when presenting an *electronic portfolio*. Participants using a *hardcopy portfolio* may not use electronic devices during the presentation.

TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

Leadership	Public Speaking
Decision Making or Problem Solving	Responsibility and Time Management
Communication/ Observation/ Writing Skills	

HOSPITALITY, TOURISM, AND RECREATION BY THE NUMBERS: 2025 - 2026

Participants Nationwide	Type of Event	Nationwide Impact
802	Career Focused	131,602
80% of Hospitality, Tourism, and Recreation participants indicated this event is extremely or very useful to their future. 39% of Hospitality, Tourism, and Recreation participants indicated they would pursue higher education related to the career chosen in their project.		

PARTICIPANT TESTIMONIALS

“Brush and Bloom Nature Lodge positively impacts families, schools, and the community by offering a space that combines nature, creativity, and learning. Families can enjoy quality time outdoors, schools can use it for hands-on educational experiences, and the community benefits from increased tourism, local engagement, and programs that promote environmental awareness and cultural connection.” – Alabama FCCLA Member

“This project positively impacted the local area by supporting farmers with convenient, nutritious meals delivered directly to their farms. It eased their workload, showed appreciation for their hard work, and strengthened the connection between the school and the agricultural community.” – Minnesota FCCLA Member

“This project positively impacted our community because it helped us reach a higher understanding of what our community lacks and how we could reach out to better our community through adding a new and unique space that prioritizes women which is not commonly seen in our area.” – Florida 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 can access and download the guidelines from the FCCLA Portal.

ADVISER PORTAL