

## Hospitality, Tourism, and Recreation

**Select a topic (project): culinary, lodging, recreation, tourism or event coordination.**

*Must research existing businesses which are similar to their topic (project).*

- *develop basic business plan and client services information*
- *create a website highlighting the business.*

You may select to report either in 'hard copy' portfolio or 'electronic' portfolio

Decorative and/or informative cover may be used on the outside of the binder

<b>47 pages</b>	<b>58 slides</b>	<b>points</b>	<b>title</b>	<b>explanation</b>
1	1		project ID page	Plain paper, no graphics or decorations. Include name/s, chapter name, school, city, state, event name, project title
1	1		Table of contents	List the parts of the portfolio in the order in which the parts appear
1	2	5	planning process page	Summary of each step of the planning process with icons, fully explained
1	1		Evidence of online project summary submission	Complete the online project summary form located on the 'Surveys' tab of the FCCLA student portal, and include signed proof of submission in the portfolio
0-8			Content divider pages or sections	Use 0-8 content divider/section pages or slides. Content divider/section pages may be tabbed, may contain a title, a section name, graphic elements, thematic decorations, and/or page numbers. They must not include any other content.
35 pages	45 slides	1	Project Focus Area	
		3	Focus Area Career Summary	Summarize up-to-date information about the selected hospitality focus area, including career specialties in that area, descriptions of entry-level and upper-level jobs, qualifications, skills required and preferred by employers, job outlook, and salary ranges.
		5	Background Research	Research 3 examples of high quality hospitality businesses similar to that of the project's focus. Researched business do not have to be local to the participant. Provide an overview of each business and determine at least 5 positive practices and 5 negative practices regarding the way each business meets or does not meet the needs and desires of its clients.
		2	Business Mission Statement	Develop a mission statement for your selected business. Well thought out, conveys message of what the business represents
		2	Target Client Profile	Determine the market/s the business will aim to reach. List target client demographics, include the reasons potential clients and would be interested in the services provided by the business.
		3	Business Website-overview	Create a free website: Should provide the purposes and comprehensive overview of the business.  Screen shot of website should be used in your portfolio.  Sites.google.com <a href="http://www.wix.com">www.wix.com</a> <a href="http://www.weebly.com">www.weebly.com</a>

	10	Business Website-Client services, knowledge of area	Includes all topics required of the focus area, client services, Shows hospitality, tourism, recreational knowledge. The selected topic (project) should give a description of the following:  <b>-Culinary:</b> -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 <b>-Lodging:</b> -type of atmosphere -type of guest rooms -guest amenities and services -onsite and/or area dining and attractions -meeting/event space -cost, directions, contact information <b>-Recreation:</b> -type of activity/s -related services ad amenities -required or optional training -safety requirements -cost, directions, contact information <b>-Tourism:</b> -area attractions, dining, shopping, and lodging -transportation information -tourist tips, visitor’s guide -upcoming events -vacation packages and/or sample itineraries -cost, contact information <b>-Event Coordination:</b> -type/s of events/meetings -services provided -preferred suppliers -client meetings -risk management -cost, contact information
	2	Business Website-user friendly	Easy to navigate, communicates information
	2	Business Website-appearance	Appearance and design, appealing to clients
	5	Customer Service Strategy	Develop a method for receiving client praise and customer complaints. Describe the process of disseminating praise to staff and utilizing testimpon9ials. Describe the process of handling customer complains. Develop plans for prevention of future problems
	3	Works cited/bibliography	In alpha order, current and reliable sources
	3	Appearance	Neat, legible, professional, creative, correct grammar and correct spelling

**Case Study**

Pre written material, calculators are NOT allowed

5	Knowledge of Subject	Includes an extensive amount of current data and knowledge
	Appropriate solutions	Feasible, appropriate for the situation—each step/action well communicated

**Oral Presentation**

10	Organization/Delivery	Presentation covers all relevant information w/ seamless and logical delivery
5	Knowledge of subject matter	Knowledge of subject matter is evident and incorporated throughout presentation
5	Use of portfolio and visuals	Presentation moves seamlessly between oral presentation and portfolio and visuals
3	Voice, pitch, tempo, volume	Voice quality is outstanding and pleasing
3	Body language, clothing choice	Gestures, posture, mannerism, eye contact, and clothing enhances presentation
3	Grammar, word usage, pronunciation	No grammatical or pronunciation errors
5	Responses to evaluator’s questions	Responses to questions were appropriate and given without hesitation