



HOSPITALITY, TOURISM, AND RECREATION

Rubric



HOSPITALITY, TOURISM, AND RECREATION

Name(s) of Participant(s) _____

State _____ Team # _____ Group # _____ Category _____

PORTFOLIO							Points
FCCLA Planning Process Summary Page 0–5 points	0 Planning Process summary not provided	1 Inadequate steps in the Planning Process are presented	2 All Planning Process steps are presented but not summarized	3 All Planning Process steps are summarized	4 Evidence that the Planning Process was utilized to plan project	5 The Planning Process is used to plan the project. Each step is fully explained	
Project Focus Area 0–1 points	0 No focus area identified	1 Focus area identified					
Focus Area Career Summary (Careers, descriptions of entry-level and upper level jobs, qualifications, skills required and preferred job outlook, salary ranges) 0–3 points	0 Career summary was not included	1 Summary was missing two or more components, and showed minimal knowledge and understanding of jobs in the focus area	2 Summary was missing one component, though showing knowledge and understanding of jobs in the focus area		3 Summary was complete, showing substantial knowledge and understanding of jobs in the focus area		
Background Research 0–5 points	0 No background research provided	1 Little research done using poor sources, and missing 1–2 businesses	2 Research is from appropriate sources, but missing one business	3 Research is from appropriate sources, covers three businesses, but missing some of the required positive and negative practices for each	4 Research is from appropriate sources, covers three businesses, and fully provides overview and five positive and five negative practices for each	5 Research is from appropriate sources, covers three businesses, fully provides overview and five positive and five negative practices for each. Information is effectively communicated in an organized manner	
Business Mission Statement 0–2 points	0 No business/campaign mission provided	1 Business/campaign mission is provided but poorly written or fails to convey message of what the business represents			2 Business/campaign mission is concise, well thought out, and conveys message of what the business represents		
Target Client Profile 0–2 points	0 No target client profile provided	1 Target client profile is incomplete or inaccurate			2 Target client profile accurately communicates audience and provides sensible reasons for their interest in the services/business		
Business Website: Comprehensive Overview 0–3 points	0 Website does not provide general information about the business/campaign	1 Website partially communicates the purpose and general information about the business/campaign in an ineffective manner	2 Website fully communicates the purpose and general information about the business/campaign in an adequate manner		3 Website fully communicates the purpose and comprehensive overview of the business/campaign in an effective manner		
Business Website: Client Services and Knowledge of Respective Focus Area 0–10 points	0 Website does not provide information about client services	1–2 Website is missing 5 or more of the client services or topics required for focus area	3–4 Website is missing 3–4 of the client services or topics required for focus area	5–6 Website is missing 1–2 of the client services or topics required for focus area	7–8 Website includes all topics required for the focus area, client services are well developed, thorough, and effectively communicated to potential clients.	9–10 Website includes all topics required for the focus area, client services are well developed, thorough, and effectively communicated to potential clients. And, demonstrates a depth of hospitality, tourism, and recreational knowledge	
Business Website: Ease of Use 0–2 points	0 Website is not provided	1 Website is confusing and difficult to navigate			2 Website effectively communicates information and is easy to navigate		

Hospitality, Tourism, and Recreation Rubric (continued)

Points

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Business Website: Appearance and Design 0–2 points	0 Website is visually unappealing	1 Website is visually appealing, but for the wrong market	2 Website is visually appealing for the target clientele			
Customer Service Strategy 0–5 points	0 No customer service strategy provided	1 Customer service strategy provided though poorly thought out	2 Developed a customer service strategy for receiving positive feedback and client complaints	3 Developed a customer service strategy for receiving positive feedback, criticism, and client complaints. Provides a process for staff praise, though no plan for preventing future problems	4 Developed a customer service strategy for receiving positive feedback, criticism, and client complaints. Provides a process for staff praise and prevention plan for future problems	5 Developed a customer service strategy for receiving positive feedback, criticism and client complaints. Provides a comprehensive process for staff praise, utilization of testimonials, and prevention plan for future problems
Works Cited/Bibliography 0–3 points	0 No resources listed	1 Incomplete list of resources/resources listed are not current or appropriate or project	2 Complete list of resources but inconsistent format	3 Complete alphabetical list of appropriate resources, in a consistent format		
Appearance 0–3 points	0 Portfolio is illegible and unorganized	1 Portfolio is neat, but contains grammatical or spelling errors and is organized poorly	2 Portfolio is neat, legible, and professional, with correct grammar and spelling	3 Neat, legible, and professional, correct grammar and spelling used with effective organization of information		
ORAL PRESENTATION						
Organization/Delivery 0–10 points	0 Presentation is not done or speaks briefly and does not cover components of the project	1–2 Presentation covers some topic elements	3–4 Presentation covers all topic elements but with minimal information	5–6 Presentation gives complete information but does not explain the project well	7–8 Presentation covers information completely but does not flow well	9–10 Presentation covers all relevant information with a seamless and logical delivery
Knowledge of Subject Matter 0–5 points	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of matter is evident but not shared in presentation	4 Knowledge of matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation
Use of Portfolio and Visual(s) during Presentation 0–5 points	0 Portfolio and visuals are not used during presentation	1 Portfolio and visuals are used during presentation to limit amount of speaking time	2 Portfolio and visuals are used minimally during presentation	3 Portfolio and visuals are incorporated throughout presentation	4 Portfolio and visuals are used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation, portfolio, and visuals
Voice—pitch, tempo, volume 0–3 points	0 No voice qualities are used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing to listen to		
Body Language/Clothing Choice 0–3 points	0 Body language shows nervousness and unease/inappropriate clothing	1 Body language shows minimal amount of nervousness/clothing is appropriate	2 Body language is good and clothing is professional	3 Body language and clothing choice both enhance the presentation		
Grammar/Word Usage/Pronunciation 0–3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3–5) grammatical and pronunciation errors	2 Few (1–2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors		
Responses to Evaluators' Questions 0–5 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded to all questions, but without ease or accuracy	3 Responded adequately to all questions	4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation

Hospitality, Tourism, and Recreation Rubric (continued)

CASE STUDY							Points
Knowledge of Subject 0–5 points	0 No case study provided	1 Case study is incomplete	2 Case study response did not show evidence of current data and knowledge	3 Case study response included a limited amount of current data and knowledge	4 Case study response included an adequate amount of current data and knowledge	5 Case study response included an extensive amount of current data and knowledge	
Appropriate Solution(s) 0–5 points	0 No case study provided	1 Case study is incomplete	2 Solution was not feasible or appropriate for the situation	3 Solution was adequate for the situation	4 Solution was partially feasible though appropriate for the situation	5 Solution was feasible and appropriate for the situation, with each step of action apparent and well communicated	

Evaluator's Comments:

TOTAL
(90 points possible)

Evaluator Initial _____

Room Consultant Initial _____