

# HOSPITALITY MANAGEMENT

Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business travel and events.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- hospitality operation and management functions
- hotel sales process
- hospitality marketing concepts
- human resource management in the hospitality industry
- environmental, ethical, and global issues
- customer service in the hospitality industry
- legal issues, financial management, and budgeting
- current hospitality industry trends
- types of hospitality markets and customers

## **NBEA Standards Reinforced by Event**

- accounting: financial analysis
- business law: environmental law and energy regulation
- communication: workplace communication
- information technology: database management systems
- management: ethics and social responsibility, human resource management, industry analysis
- marketing: the marketing plan

**CAREER CLUSTERS:** *Hospitality & Tourism, Business Management & Administration*

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

A one (1) hour objective test will be administered based on the competencies listed. No graphing calculators, cell phones, or other memory storage devices may be used. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices may be used.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) event winners for national competition.