



Hospitality, Tourism, and Food Industry Management

Georgia 4-H Project Achievement empowers young people with skills for a lifetime. Through a competitive process, students explore their interests, unleash their creativity, share their work, and celebrate their achievements! This guide provides 9th—12th graders with examples for getting started with their project exploration.

Description of Project:

4-H'ers may explore areas of social interaction, etiquette, manners, customer service, social graces, and entertainment to make others feel welcome. Youth may consider hospitality roles in hosting, entertaining, meeting and event management, agritourism, hotels, restaurants, and resorts.

Through this project 4-H'ers may:

- develop an understanding of etiquette rules and manners in social situations.
- practice friendly generosity when entertaining or hosting guests and visitors.
- practice personal skills such as handshakes, thank you notes, and social greetings.
- practice etiquette skills when communicating and building relationships with others.
- develop an understanding of customer service and its role in the food industry, tourism, business industry, and public sector services.
- acquire knowledge for how to host for or entertain at a social event or activity.
- explore hospitality topics to include marketing, human resources, finance and revenue management, facility and lodging management, tourism, and event planning.
- understand food and entertainment industry laws and current trends in food and beverage.
- explore cultural hospitality practices.
- explore career opportunities in the field of hospitality, travel and tourism, customer service, and the food industry.

Overview:

- ⇒ Choose project
- ⇒ Develop skills in:
 - Project
 - Leadership
 - Service
- ⇒ Prepare portfolio for work completed from January 1—December 31
- ⇒ Prepare presentation
- ⇒ Practice
- ⇒ Compete
- ⇒ Reflect

Examples of Project Development Experiences:

- Study multiple references for social etiquette and practice skills in a variety of social settings
- Take a class from a professional and/or attend a workshop on hospitality
- Interview hotel managers and restaurant professionals to explore hospitality marketing, human resources, financial and facility management, tourism, and event planning
- Explore restaurants and venues to observe best customer service practices and consider an internship or job to practice and development skills
- Research cultural hospitality practices
- Explore the UGA Hospitality and Food Industry Management degree program

Project Sharing and Helping Examples:

- Start a project club and lead others in Hospitality, Tourism, and Food Industry Management
- Organize a talk about quality customer service and present it for others
- Share what you have learned in the Hospitality, Tourism, and Food Industry Management project with club members, school classes, workforce development groups, etc.
- Enter a hospitality-related mini-booth as an exhibit at a fair
- Distribute etiquette materials at a school and/or within the community
- Mentor younger 4-H'ers in the Etiquette and Travel and/or Hospitality and Travel projects
- Make a tutorial how-to video for friends and family to see how to offer a hospitable experience for guests
- Plan and host a social gathering or special event
- Support a neighbor or family friend with travel plans
- Plan a trip for younger 4-H'ers to a fine arts performance and teach them etiquette before you attend; contact your local Extension personnel to discuss and approve your plans

Recommended Resources:

- Georgia4h.org/projectachievement
- agecon.uga.edu/undergraduate/majors/hospitality/hospitality-in-georgia.html/1000.html
- EmilyPost.com

Special Considerations:

- The Hospitality, Tourism, and Food Industry Management project focuses on social interaction, customer service, social graces, and entertainment to make others feel welcome.
- Georgia4h.org/projectachievement/leisure.html includes information for determining whether Hospitality, Tourism, and Food Industry Management is the best project for your interest.
- Youth should practice internet safety. A best practice is to include a friend or parent in all communications and interactions.
- Food should not be prepared as part of this project.

At Competition:

Hospitality, Tourism, and Food Industry Management 4-H projects may use posters, artifacts, biofacts, and/or technology to support their presentation. The time limit for these presentations is 12 minutes. Computers, projectors, screens, and other technological devices may be used but must be provided by the presenter.

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Sources:

Edwards, Bill. 1998. Junior/Senior Project Notebook. "Leisure Education Projects."

The University of Georgia CAES. 2025. Project Achievement. <http://www.georgia4h.org/projectachievement>