



HMGT 4702: Hospitality Services Marketing

Marketing Research Tour 2- Hudson Yards

This assignment must be completed individually. This is NOT a group assignment.

Objective

- a. Demonstrate the unique characteristics of service marketing.
- b. Identify and describe various marketing strategies that are employed in today's successful service enterprises.

About the Tour Assignment

Step 1

Review and evaluate the location based on Bitner's Servicescaping Model. You may choose any location within the Hudson Yards Mall/Shops/Retail or around the Vessel.

Step 2

Post your review on Blackboard (Under Discussion Board thread – Research Tour 2)

This analysis should be based on Mary Jo Bitner's model of Servicescapes and should comprehensively assess your chosen establishment based on the **three environmental dimensions of Servicescaping**:

- ✓ **Ambient Conditions**
- ✓ **Space/Function**
- ✓ **Signs, Symbols & Artifacts**

Step 3

Make a 2/3 minute presentation in class that includes your review of the location. Presentations will begin Tuesday, April 16, 2019

Please read and review these very important writing format requirements:

All writings and assignments including citations, references and narratives must confirm to the **APA writing style** as per the guidelines listed under the **APA Manual, 6th edition**. Additionally, more information on the writing style can be found by visiting <http://www.apastyle.org/>