## New York Times "36 Hours on the Brooklyn Water Front" Article
20% of total course grade - Due 12/1 & 12/14

<u>Task</u>

You have been hired by the New York Times to write the "36 Hours in…" column.  Your first assignment is to write a "36 Hours on the Brooklyn Water Front" article.  Students will be provided a category of tourism and will gather information about their category along the Brooklyn Water Front. Students will also participate in a field trip to the Brooklyn Bridge Park to support their research.

<u>Role and Audience</u>

The article is to be written to satisfy one of the following reasons for tourists to travel:

1. Historic/heritage Tourism
2. Ecotourism
3. Culinary Tourism
4. Volunteer Tourism
5. Cultural Tourism

<u>Format</u>

- Write an article following the same format used in the NY Times "36 Hours in…" column.
- Submit your "article" as a PDF on Blackboard under "36 Hours in…"
- Embed in your article the links to the online sources you use, also include an APA style reference list at the end of the "article."
- Include in the article at least three photos. Include photo credits even if the photographs are your own.

<u>Expectations</u>

In addition to academically credible resources, the following online resources could be useful:

- For restaurants/food: New York Times, Grub Street, Eater, Tasting Table, Serious Eats
- For hotels: New York Times, Wall Street Journal, Forbes, Online travel guides like Eye Witness, Fodor's, and Lonely Planet
- For points of interest: Time Out New York

Use the criteria discussed in class when choosing and describing your selected restaurants, hotel, and points of interest:

- Restaurants: menu, ambience, service, price value
- Hotel: service, ambience, price value, amenities
- Points of interest: appropriateness, feasibility (within 36 hour time frame)

<u>Criteria for Assessment</u>

See assignment rubric for more information.

<u>Student Learning Outcomes</u>

Upon completion of this assignment, students will be able to:

- Discuss the scope of the hospitality and tourism industry
- Gather information from observation in regard to the hospitality industry from a local, national and global perspective
- Evaluate and apply information discerningly from a variety of sources to classify and examine food and beverage operations