

New York Times “36 Hours in New York City” Article

20% of course grade

Task

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 in New York City” article. Students will be provided a category of tourism and will conduct research on lodging, dining and activities which may be associated with that category of tourism.

Role and Audience

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

- | | |
|---------------------------|----------------------|
| 1. Historic Tourism | 5. Adventure Tourism |
| 2. Ecotourism | 6. Sports Tourism |
| 3. Food and Drink Tourism | 7. Heritage Tourism |
| 4. Retail Tourism | 8. Cultural Tourism |

Format

- Write an article following the format used in the NY Times “36 Hours in...” column.
- Submit your “article” as a post on the course assignment page on the HMGT1101 OpenLab site. Choose the category “36 Hours in...”.
- Embed in your post the links to the online sources you use, also include an APA style reference list at the end of the “article”.
- Upload to the site images associated with the locations you include. All photographs must include a photo credit.
- Alternative format, post a PDF of your “article” on the OpenLab site, choose the category “36 Hours in...”.

Expectations

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)

All writing must be original

Criteria for Assessment

See assignment rubric for more information.

Student Learning Outcomes

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

	1	2	3	4
Overall Format	Does not reflect the components of the articles published in the NY Times column "36 Hours..."	Includes some aspects of articles published in the NY Times column "36 Hours..."	Includes most aspects of articles published in the NY Times column "36 Hours..."	Emulates all aspects of articles published in the NY Times column "36 Hours..."
Citations and References Format and Application	Does not include references	Provides citations and references but with errors or in a style not discipline-specific	Provides APA citations and references with few errors.	Correctly provides APA in-text citations and reference list
	Plagiarizes the work of others: uses quoted material excessively and/or does not use citations	Cites some sources correctly but employs excessive use of quoted material.	Cites most sources correctly.	Applies principles of academic integrity in the use of information.
Food & Beverage	Does not identify appropriate options	Able to identify some appropriate options	Able to identify appropriate options	Able to identify relevant and credible options
Point of Interest	Does not identify appropriate options	Able to identify some appropriate options	Able to identify appropriate options	Able to identify relevant and credible options
Hotel	The hotel choice is inappropriate in location, category and classification.	The hotel choice is satisfactory in location, category and classification.	The hotel choice is appropriate in location, category and classification.	The hotel choice is exemplary in location, category and classification.