

Concierge Marketing Assignment

20% of total course grade

~~Selection of NYC Attraction is Due Before Class Begins, Week 8 Past Due~~

Written Assignment is Due April 28, at 8:30am submitted via Blackboard

Presentation is due April 28, at 8:00am be Submitted via OpenLab

Role

You are the Chief Concierge of an upscale hotel in Manhattan; you will conduct research to learn about a historically significant tourist attraction in New York City. This information will be used when you conduct a team training.

Identify a hotel _____

Task

Consider all that New York has to offer visitors and New Yorkers alike, consider a tourist attraction that has historic significance to the culture of New York; perhaps a museum, an art gallery, a park, a sports arena, a restaurant, monument, festival and so much more. Make a list that contains four historically significant New York tourist attractions and find a resource stating why it is significant.

List Four NYC attractions of interest

Choose one location to research and visit.

Chosen NYC Attraction: _____

Academically reliable source: _____

Research 1) what is the attraction's significance to the culture of New York? 2) Why does the author consider it a tourist attraction? 3) what makes the attraction unique?

1. _____
2. _____
3. _____

During your site visit 1) identify the perceived demographic of visitors, 2) seek examples of hospitality you witnessed, 3) take photographs of unique features of the tourist attraction

Format (three steps)

Assignment selections

- Post your chosen tourist attraction on OpenLab as a response on the “Experiential Learning Assignment” page (do not create a post). Include a brief statement as to why this site is significant to the culture of New York.
- Include an APA formatted reference
- Only one student per attraction

Written portion, 2-2½ page essay (10% of total grade)

- APA format and standards, proper grammar, sentence structure, spelling...
- Minimum of three credible references
- Exhibit the ability to evaluate the importance of the tourist attraction or historically significant location to the New York City hospitality industry
- ~~Provide evidence of the importance of employees as a part of the product and how an employee influences the guest’s experience.~~
- See writing rubric

Oral presentation (10% of total grade)

- The role of the student in this portion of the assignment is that of Chief Concierge who creates a training video for the concierge of their hotel (see page one).
 - Role: Chief Concierge
 - Audience: Concierge who report to the Chief Concierge
- The presentation is 2-2.5 minutes long (it should not be longer or shorter)
- Content should include
 - Name of historically significant tourism attraction
 - Which demographics may like the location (do not say it is good for everyone)
 - Special features of the tourism attraction
 - What a visitor should consider about the tourism attraction
 - Transportation, cost, accessibility, food options and/or other important information that a visitor would need to know
 - Conclusion
- Format
 - Create a video
 - Save it to youtube
 - Change the privacy setting to “Unlisted” (this is if you do not want the link to be public)
 - Copy the link and create a post on the OpenLab using the category “Concierge Presentation”
 - See Prof. Goodlad’s sample.

Student Learning Outcomes

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

- Discuss 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 examine hotel classifications
- Engage in high impact and industry specific written and oral communication

Old instructions for oral presentation:

- ~~• Students will be divided into groups (each person will work independently)~~
- ~~• Students will conduct a two minute presentation in small group settings of 3-4 people, no questions will be asked at this time (see oral communication rubric)~~
- ~~• Students should be prepared to repeat their presentation 4-6 times to both classmates and faculty members~~
- ~~• Upon completion of the small group presentations, students will have the opportunity to ask individual questions to their classmates, one minute~~
- ~~• Students will nominate their peers' presentation for a variety of "Best of..." awards.~~