Concierge Marketing Assignment
20% of total course grade
Selection of NYC Attraction is Due Before Class Begins, Week 8
Written Assignment is Due in Class, Week 11
Presentations will be Conducted Week 11 and 12

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 including a 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)

- 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.

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