Tourism on the Brooklyn Waterfront Oral Presentation

5 point value out of a total class value of 100 points
Due Weeks 13 and 14

Prof. Goodlad has already sorted you into particular groups with a focus on one type of tourism. The assignment I am giving you is based on that same grouping. Part of your *36 Hours* assignment for Prof. Goodlad is to find food or drink while you are exploring the area you have chosen. I am asking you to focus on ONE food or drink item and incorporate it into the tour. You are doing an oral presentation on this one place for my class.

1. **Historic Tourism: Gharbia, Tori, Josefina** (egg creams, gourmet pizza, bialys)

2. **Ecotourism: Enrique, Lin, Sarah** (fresh oysters, upscale coffee, upscale tea)

3. **Food and Drink Tourism: Yulkiris, Declan** (quality pickles, quality pretzels, craft beer, falafel, zepole)

4. **Fashion Tourism: Wilmer, Aide, William** (gelato, black and white cookie, homemade pastrami, Manhattan clam chowder)

5. **Adventure Tourism: Darlenis, Amanda, Laura** (dim sum, upscale doughnuts, tiramisu, halvah)

6. **Sports Tourism: Jeffrey, Angela, Stephanie** (quality hotdogs, salt water taffy, ramen, Italian ice)

7. **Heritage Tourism: Jaycee, Nayalynn, Anita** (quality bagels, cheesecake, pierogis, chocolate babka)

8. **Cultural Tourism: Shakeema, Guzman, Bria** (knish, lox, tiramisu, pork buns, soup dumplings)

You will choose a topic out of the hat from your group. As you research your neighborhood for Prof. Goodlad's assignment, find a location that sells the item you have chosen out of the hat. It can be a restaurant or store, but not a chain or food cart (no Crispy Crème, Whole Foods, Dunkin,' etc.) It should be a place that is unique to New York and that a tourist would want to visit and even wait in line to visit.

This is an ORAL presentation with no written component in my class room. You MUST have a PowerPoint as visual aid for the class. Your PowerPoint may include a short video as well, but it MUST include a minimum of 3 photos. The photos MUST include an image of your product. You may find photos of the restaurant or store site on the internet, but you need to cite where

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they came from. You are sharing with your classmates what this product and site looks like, so please find images that are clear. You may decide to take your own photos instead.

If you choose to bring a small sample of your product for the class to taste, I will provide paper plates, cups etc.

Presentation Checklist

_____Tell us your name

_____Your category of tourism

_____Your product

_____Show at least 2 photos of your product

_____Show us a photo of your location. If you can't get an image of the location, get a menu or other visual aid for the class to learn about your location

_____Include a short video if you choose (no more than 5 minutes)

_____ Give a small sample of this food if you choose (not required)

Groups 1-4 will present on Week 13. Groups 5-8 will present on Week 14.

Please have your PowerPoint on a flashdrive. **Please do not come to class and access the internet or cloud while you are in front of the class.** If you do not have access to a flashdrive, send me an email prior to Wednesday midnight and I will save on the class computer for you.

Student Learning Outcomes:

Restate and explain product yield, inventory and procurement methods

Identify and classify commonly used industry food and beverage products and supplies

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New York City College of Technology, CUNY
HMGT 1101, Perspectives of Hospitality Management

Department of Hospitality, Management
Prof. Karen Goodlad, CSW

New York Times "36 Hours on the Brooklyn Water Front" 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 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.

Role and Audience

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

1. Historic Tourism
2. Ecotourism
3. Food and Drink Tourism
4. Fashion Tourism
5. Adventure Tourism
6. Sports Tourism
7. Heritage Tourism
8. Cultural Tourism (choose an artform)

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 only the photos you will use in your post. All photographs must be your own and 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

FIRST YEAR LEARNING COMMUNITIES

Collaborative Assignment Template*

The description and objective of one planned collaborative assignment with a General Education learning outcome are due by March 23rd. This template outlines points to consider as you design your assignment.

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Title: Eating: 36 Hours in Brooklyn

Learning Goals: *What do you aim to achieve with this assignment?*

1. Identify and classify commonly used industry food and beverage products and supplies.
2. Gather information from observation in regard to the hospitality industry from a local, national, and global perspective.

Description: *Provide a brief description of the assignment.*

Food and beverage components of the Perspective of Hospitality Management, HMGT 1101's written assignment "36 Hours in Brooklyn" will be more extensively explored in the Introduction to Food and Beverage Management course, HMGT1102 Students will present their findings by means of an oral presentation.

Timing: *At what point in the semester do you plan to use this assignment? How much classroom time is devoted to it in each course? How much out-of-class time is expected?*

This will be in the last quarter of both courses. It will take up 2 class sessions in 1102 and ½ class session in 1101.
1101- 5-7 hours
1102- 2 hours

Logistics: *What preparation is needed for this assignment? What instructions are given to students? If you plan to use handouts, please submit outlines or examples of your handouts with your collaborative assignment.*

Handouts will be given out in both courses. Sample attached. AAC&U Rubrics for writing and oral communication will be utilized.
Oral presentations will be done in 1102 weeks 13 &14. Written component due in 1101 Week 14.

General Education Learning Outcome: *Which Gen Ed learning outcome does this assignment highlight?*

Gather information from observation in regard to the hospitality industry from a local, national and global perspective (Gen Ed: Inquiry/Analysis).

Oral Presentation Rubric

Student Name WILMER **Section** LC07

Course HMGT 1102 Intro Food & Bev Mgt.

	Performance Indicator				Student's Score
	1. Unacceptable	2. Acceptable	3. Good	4. Excellent	
Value of Material Presented	Little value, material not educational or informative	Small value, some information but could have been more educational	Was educational, informative, gave insight to audience	Highly educational, very informative	GELATO photos from ice cream store plus bio on Daniel Boulud
Verbal Delivery	Mispronounced words, no evidence of research in how to pronounce unknown words, ineffective delivery	Somewhat ineffective but there is evidence of preparation	Effective and evidence of thoughtfulness and planning	Polished delivery, clearly prepared and professional delivery, very informative	
Organizational Structure, Order or Slides, Flow of Presentation	No apparent reasoning applied, lack of structure	Some structure but could have been more orderly	Slides were logical and made for a smooth delivery	Slides were methodical and made for a smooth and polished and professional delivery	great informative video with music
Mastery of Media Presentation Saved on Flash Drive, Formatted, Spell-Checked	Did not follow guidelines at all	Partially followed guidelines	Followed guidelines	Followed guidelines, very presentable to professional audience	had gelato for whole class- very generous

Food and Menu oral pres. = 5 point value. 16 pts poss. CF=5/16=.313 SCORE ___5___

excellent job, very educational, well done!

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