

**CULINARY TOURISM
HMGT 4989-Spring 2017**

Instructor	Michael Krondl	Course Section	D390
E-mail	MKrondl@citytech.cuny.edu	Day	Wednesday
Phone	718.260.5630	Location	Namm N-228
Office	Namm 226	Time	2:30 pm – 5:00 pm
Office Hours	Thursdays 11:00- 12:00	Class Hours	1
Instructor's Cell	917.749.0578 (use only in emergency)	Lab Hours	2
		Credits	2

1. COURSE DESCRIPTION

With New York City as a world food culture laboratory, students will explore the concept of culinary tourism and its economic impact on the tourism industry. Students will create, market and conduct their own NYC culinary walking tour.

2. COURSE OBJECTIVES

Upon completion of HMGT 4989, the student will be able to

- a. Discuss the impact of food and culture in the tourism marketplace.
- b. Design, budget, market, and lead a culinary walking tour.
- c. Analyze and evaluate the content of a guided tour.
- d. Research and assess foods and food-related events that have an impact on tourism

3. STUDENT LEARNING OUTCOMES and ASSESSMENT

Student Learning Outcomes	Method of Assessment
a. Assess impact of food and culture in the tourism marketplace (HMGT Knowledge Gen Ed: Skills)	Exams Classroom participation and discussion board participation
b. Identify and qualify the methodology for designing a successful culinary tour (Gen Ed: Values)	Written essay
c. Conceptualize and design a power point presentation for a NYC culinary walking tour (Gen Ed: Integration)	Culinary walking tour project
d. Evaluate content, market probability and success of a culinary walking tour (HMGT Knowledge, Gen Ed: Skills)	Participation, peer feedback, group (team) collaboration and walking tour assessment

Prerequisites

AAS Degree in Travel & Tourism or Hospitality Management

Required Books/ Text/ Reading/Viewing/Websites

- Getz, D. et al. (2014) *Foodies and Food Tourism*. Oxford U.K.: Goodfellow.
- *New York Times* “Food” and “Travel” sections
- Other readings as assigned by instructor

Suggested websites/blogs

www.culinarytourism.org

<http://www.zagat.com/new-york-city>

<http://www.timeout.com/newyork/restaurants>

www.urbanspoon.com

<http://blogs.villagevoice.com/forkintheroad>

<http://nycfoodguy.com>

www.ediblecommunities.com

see also the specific *Edible* magazines and their associated blogs:

www.ediblemanhattan.com

www.ediblebrooklyn.com

<http://www.ediblecommunities.com/queens>

Suggested Reading

Deutsch, J. & Hauck-Lawson, A. (2009) *Gastropolis, Food and New York City*. Columbia University Press.

Grimes, W. (2009) *Appetite City, A Culinary History of New York*

Long, L., ed. (2004) *Culinary Tourism*

Not for Tourists Guide to New York City, 2011 (2010)

NYCCT Library’s holdings also include the same series guides to Brooklyn (2005) and Queens (2005)

Smith, A. F. (2013) *New York City: A Food Biography*

Course Materials

Professional demeanor and eagerness to participate in the class. Students should be prepared in class-meeting at the assigned times. Please read the NY Times Wednesday “Dining In, Dining Out” section to each week, as well as a notebook and any assignment due.

For Tours- Please arrive 10 minutes before the scheduled time. Bring cameras or photo-enabled smart phones and note book.

Course Requirements/Assessment

- Attendance and Participation
- All assignments handed in on assigned dates on time
- Walking Tour Presentation and Brochure completed successfully
- Food Firsts & NYC Guide Posts

Grading Procedures:

Culinary Walking Tour Project	40 %
Quizzes	10%
Food Firsts Posts	10%
NYC Guide Posts	10 %
Class participation	15 %
Dream destination essay	<u>15 %</u>
 TOTAL	 100 %

Final Presentation: Student(s) will research on a potential food tourism destination within New York City and create a tour based upon the information gathered. The presentation will include both a written and oral component following guidelines supplied by the instructor.

Quizzes: Students will be assessed on their knowledge of culinary tourism theory and definitions from the textbook and assigned reading.

Food Firsts: students will be required to contribute to journal of foods they have tried that are outside of their comfort zone. Each student is expected to try one “new” food approximately every 2 weeks and write about it. In your entry, note where you tasted the food and the item’s cultural/ethnic context, if applicable. You are responsible for a total of 5 entries over the semester. Deadlines are posted on the meeting schedule. Grading is pass/fail.

NYC Food Guide: students are expected to contribute at least one entry and/or description to the Open Lab “NYC Food Guide” after each field trip. You have one week to complete the assignment after each trip date. Grading is pass/fail.

Class Participation: Students are encouraged to actively participate in all class activities including the tours for effective learning. Students will also be expected to:

- Complete all assignments as directed by the instructor
- Participate in class room discussions and activities

For written assignments, the use of Writing Assistance Services (WAS) in the Atrium Learning Center is strongly encouraged and may be required for certain assignments. In addition to the review provided by tutors, all work must be proofread prior to submission for a grade.

Grading Procedures

93 – 100	A
90 – 92.9	A -
87 – 89.9	B+
83 – 86.9	B
80 – 82.9	B -
77 – 79.9	C+
70 – 76.9	C
60 – 69	D
0 – 59	F

Attendance Policy:

The department policy for attendance follows the rules printed in the college catalog. “A student may be absent without penalty for up to 10% of the number of scheduled class meetings during the semester.

- Lecture classes meeting 1 time/week for 15 weeks: 2 allowable absences
- Lecture classes meeting 1 time/week for 5 or 7 weeks: 1 allowable absence
- Laboratory classes meeting 1 time/week for 15 weeks: 1 ½ allowable absences

Every lateness (up to 10 minutes after the scheduled start time) equals ½ absence as stated in the catalog, “If a student’s class absences exceed the limit established for a given course or component, the instructor will alert the student that a grade of ‘WU’ may be assigned.” Should you arrive late to class, it is your responsibility to advise the instructor that you are present.

Classes will begin promptly and attendance will be taken at the start of each meeting.

Homework:

College students are expected to complete 2 to 3 hours of homework for each in-school contact hour. Since this class is 2 credits you will be expected, on average to complete approximately 3 hours of homework per week. Examples of expected work include assigned reading, watching videos, blog posts, research for papers/projects/tours and meetings with other student team members.

Rubrics—available on Blackboard in Grade Center

Class Meeting Schedule -- See attached.

HM Department Calendar -- See attached.

MISSION STATEMENT

The mission of the hospitality management department of New York City College of Technology is to provide students with a hospitality career education that integrates applied management practices and theory with liberal arts and sciences. To fulfill its mission the department will:

- offer a comprehensive applied management curriculum;
- provide students with the necessary professional and communications skills for successful careers;
- foster an understanding of social responsibility through involvement in community service.

NYC COLLEGE OF TECHNOLOGY POLICY ON ACADEMIC INTEGRITY

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion. The complete text of the College policy on Academic Integrity may be found in the catalog.

STATEMENT ON PLAGIARISM

As stated in the college catalog, “plagiarism is the act of presenting another person’s ideas, research, or writings as your own.” Plagiarism will not be tolerated.

STATEMENT OF CLASSROOM BEHAVIOR

Each student has the right to study and learn in a comfortable, safe, supportive environment that promotes self-esteem--- free of fear, humiliation, intimidation, offensive or suggestive language.

USE OF ELECTRONIC DEVICES

As stated in the Student Handbook, the use of cellular phones and audio equipment in all academic and study areas of the college are prohibited. Cellular phones, iPods, tablets, etc. must be turned off during class sessions. Students are not permitted to take calls or text message during class or to leave the classroom during scheduled class time to conduct a conversation. Students may not use their cell phones as calculators.

ORAL PRESENTATION STYLE STATEMENT:

The hospitality management department has developed a standardized format for all oral presentations. Refer to oral presentation rating form and *Effective Speaking Guidelines*.

WRITING STYLE STATEMENT

The hospitality management department has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website for APA Style Guides.

Unless otherwise instructed, all papers are to be simply bound with a staple in the upper left-hand corner. No report covers are to be used. All papers must be computer generated, double-spaced on white bond or computer paper (8½" x 11" with no holes), standard margins (1" top x 1" bottom x 1" left x 1" right), Courier or Times Roman typeface, 12 points. Correct spelling, sentence structure and grammatical construction are expected. Proofreading is a given!

Standard title (cover) page must include assignment name centered on the title page; one double space below, type student’s name; one double space below, type course title / section number; one double space below, type instructor’s name; one double space below, type due date; all entries are centered under assignment name. Exceptions to standardized format: Memoranda follow a standard memo format. Internship reports must be spiral bound.

Schedule

Week	Date	Lecture Topics/Walking Tour	Required Reading Due	Assignment Due
1	Feb 1	<ul style="list-style-type: none"> • review of syllabus; overview and expectations of course/assignments • introduction to culinary tourism 		
2	Feb 8	<ul style="list-style-type: none"> • origins of culinary tourism • sources of culinary tourism information • <i>Dream Destination Paper assigned</i> 	<ul style="list-style-type: none"> • <i>NYT</i> Food &Travel • Guide Michelin history • UNTWO excerpts 	
3	Feb 22	Class Walking Tour: Industry City		
4	Mar 1	<ul style="list-style-type: none"> • understanding the “supply” side of culinary tourism • types of food tourism 	<ul style="list-style-type: none"> • <i>NYT</i> Food &Travel • <i>Foodies & Food Tourism</i> selections 	NYC Guide posts due
5	Mar 8	Class Walking Tour: TBD		
6	Mar 15	<ul style="list-style-type: none"> • “demand” side of culinary tourism • understanding the culinary tourist • <i>Quiz 1 assigned</i> 	<ul style="list-style-type: none"> • <i>NYT</i> Food &Travel • <i>Foodies</i> selections 	NYC Guide posts due Dream Destination paper due
7	Mar 22	Class Walking Tour: Williamsburg		Quiz 1 due
8	Mar 29	<ul style="list-style-type: none"> • pluses and minuses of culinary tourism • culinary walking tour assigned 	<ul style="list-style-type: none"> • <i>NYT</i> Food &Travel 	NYC Guide posts due 3 Food First Posts due
9	Apr 5	Class Walking Tour: LES & Little Italy	<ul style="list-style-type: none"> • <i>Savoring Gotham selections</i> 	
10	Apr 19	<ul style="list-style-type: none"> • creating a culinary destination product • <i>Quiz 2 assigned</i> 	<i>NYT</i> Food &Travel	NYC Guide posts due
11	Apr 26	Class Walking Tour: Jackson Heights		quiz 2 due Post team images on Open Lab
12	May 3	<ul style="list-style-type: none"> • Other cities as sites for culinary tourism • NYC as a site for culinary tourism • outline presentations 	<ul style="list-style-type: none"> • & <i>NYC: A Food biography</i> selections 	Walking Tour outline due
13	May 10	Scouting the Neighborhoods: walking tour teams visit their own locations		Open Lab Food Firsts posts due
14	May 17	Teams meet to work on presentations in class	<i>NYT</i> Food &Travel	
15	May 24	Walking Tour Presentations Day		walking tour text & brochure/web site due

Highlighted weeks denote in-class sessions

This outline and tour locations are subject to change; homework and additional reading may be assigned at the discretion of the instructor.

“Media” includes the food sections of the *NYT*, *Daily News*, *Wall Street Journal*, *Village Voice*, *Time Out* and other NYC-focused Videos, Blogs and Publications

The chart below lists the dates for all class meetings for the term. Those who may anticipate difficulties are advised to make necessary arrangements to attend all class meetings.

♦ **Note date changes:**

♦ **Wednesday, February 15th classes follow a Monday schedule**

♦ **Thursday, April 20th classes follow a Monday schedule**

#	MON	TUES	WED	THURS	FRI	SAT	SUN
1	Jan 30	Jan 31	Feb 1	Feb 2	Feb 3	Feb 4	Feb 5
2	Feb 6	Feb 7	Feb 8	Feb 9 ♠	Feb 10	Feb 11	Feb 12
3	Feb 15♦	Feb 14	Feb 22	Feb 16 ♥	Feb 17	Feb 18	Feb 19
4	Feb 27	Feb 21	Mar 1	<u>Feb 23</u>	Feb 24	Feb 25	Feb 26
5	Mar 6	Feb 28	Mar 8	Mar 2 ♣	Mar 3	Mar 4	Mar 5
6	Mar 13	Mar 7	Mar 15	Mar 9 ♠	Mar 10	Mar 11	Mar 12
7	Mar 20	Mar 14	Mar 22	Mar 16 ☼	Mar 17	Mar 18	Mar 19
8	Mar 27	Mar 21	Mar 29	Mar 23 ♣	Mar 24	Mar 25	Mar 26
9	Apr 3	Mar 28	Apr 5	<u>Mar 30</u>	Mar 31	Apr 1	Apr 2
10	Apr 20♦	Apr 4	Apr 19	Apr 6 §	Apr 7	Apr 8	Apr 9
11	Apr 24	Apr 25	Apr 26	Apr 27 ♠	Apr 21	Apr 22	Apr 23
12	May 1	May 2	May 3	<u>May 4</u>	Apr 28	Apr 29	Apr 30
13	May 8	May 9	May 10	May 11 §	May 5	May 6	May 7
14	May 15	May 16	May 17	May 18	May 12	May 13	May 14
15	May 22	May 23	May 24	May 25	May 19	May 20	May 21

IMPORTANT DATES FOR SPRING 2017

Advisement begins Monday, March 20	Registration begins Friday, April 21
No production March 17-23	BTech, Monday, May 15
Last day to withdraw with a "W" grade, Thursday April 20	Final grades due Tuesday, May 30
Club Events	Dates
☼ American Culinary Federation (ACF)	12:45 pm / N206 March 16 ☼
♠ Cooks in the Market Club	12:45 pm / N206 April 27 ♠
<u>The Anna Nurse Culinary Workshop Series</u>	12:45 pm / N206 February 23, March 30, May 4
♠ Ambassadors' Club	12:45 pm / N206 March 9 ♠
♥ Spoons Across America Club	12:45 pm / N206 February 16 ♥
♣ Garden Club	12:45 pm / N206 March 2, March 23 ♣
♠ Summer 2017 International Work & Study Meeting	12:45 pm / N206 February 9 ♠
§ Hospitality Sales & Marketing Association International Club	12:45 pm / N206 April 6, May 11 §