

**Parks & Recreation
HMGT 4988-Spring 2019**

Instructor	Michael Krondl	Course Section	D488
E-mail	MKrondl@citytech.cuny.edu	Day	Friday
Phone	718.260.5630	Location	Namm 226
Office	Namm 200	Time	11:30 am – 2:00 pm
Office Hours	Tuesday 1:30- 2:30	Class Hours	1
Instructor's Cell	212 228 8084 (use only in emergency)	Lab Hours	2
		Credits	2

1. COURSE DESCRIPTION

Operation and management of leisure segment of tourism such as parks, commercial and non-profit recreation facilities, and sports organizations. History, current trends and likely direction of leisure are explored. Management of resources, visitors, and services along with planning and marketing of spectator and participatory sports events and products are highlighted.

2. COURSE OBJECTIVES

At the completion of HMGT 4988, the student will be able to:

1. Characterize the symbiotic relationship between leisure tourism, the parks system, and the recreation and sports industries
2. Illustrate and analyze this relationship
3. Assemble and evaluate web based information and on sight visits of leisure tourism venues
4. Create a “niche” tourism guide

3. STUDENT LEARNING OUTCOMES and ASSESSMENT

Student Learning Outcomes	Method of Assessment
a. Characterize the symbiotic relationship between leisure tourism, the parks system, and the recreation and sports industries	Case Studies Term Project Research Tours Class Presentations Discussion Forums
b. Illustrate and analyze this relationship	Case Studies Term Project Class Presentations
c. Assemble and evaluate web based information and on site visits of leisure tourism venues	Quizzes Blogs
d. Create a “niche” tourism guide	Case Studies Research and Tour Critiques Term Project

Prerequisites

AAS Degree in Travel & Tourism or Hospitality Management

Required Books/ Text/ Reading/Viewing/Websites

Jones Karen & John Willis. *The Invention of the Park: From the Garden of Eden to Disney's Magic Kingdom*. Manchester, UK: Polity, 2005. Excerpts available on Blackboard.

New York Times City Guide

(The city guide can be accessed online at: <http://travel.nytimes.com/travel/guides/north-america/united-states/new-york/new-york-city/overview.html>)

Suggested Websites

Parks: <http://www.nycgovparks.org/>

Sports Management: www.nassm.com (North American Society for Sports Management)

Entertainment: <http://www.entertainmentmanagementonline.com/> (Entertainment Management Online Journal)

Leisure Tourism: <http://www.wttc.travel/> (World Travel & Tourism Council)

<http://www.unwto.org/index.php> (World Tourism Organization)

<http://www.usatourist.com/> (Information for USA tourists)

.

Course Requirements/Assessment

Quizzes 20 points

RESEARCH TOURS and NARRATIVES 30 POINTS

FINAL PRESENTATION 35 POINTS (Presentation 20 + Final 15)

PARTICIPATION 15 POINTS

Quizzes

Utilizing the texts as a foundation, quizzes will be administered during class hours covering assigned chapters and case studies based on class topics. Lecture discussion and current events will also be included. Quizzes will be a combination of multiple choice, fill in the blank and/or short essay.

For best performance, students should:

Read all assigned material

Stay up-to-date with current events that affect the hospitality industry

Research sections

Students will research on a topic as per the guidelines supplied by the professor. Additional information will be provided in class.

Grading Procedures:

Final Project	35 %
Quizzes (two @ 10 points each)	20%
NYC Guide Posts	25 %
Class participation/attendance (includes reading reflections, tour guides)	<u>20 %</u>
TOTAL	100 %

Final Presentation: Student(s) will research a leisure tourism destination and create a niche tourism guide to that location.

Quizzes: Students will be assessed on their knowledge of parks & rec theory and definitions from the assigned reading.

NYC Guide: students are expected to contribute at least one entry and/or description to the Open Lab “NYC Guide” after each field trip. You have one week to complete the assignment after each trip date. Posts should be in standard English, clear and grammatical, between 100 and 150 words in length.

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
- In-school classes will begin with a brief, written reflection on the previous 2 weeks culinary-tourism pertinent articles in the New York Times, followed by a discussion. Students arriving late will not be credited for these reflections.
- The participation grade correlates closely with students attendance since they can't participate or learn if they are partially or fully absent. The following deductions apply: 2 absences (4 latenesses) no deduction, absence #3, 2 points deduction, absence #4, 4 points deduction, absence #5, no participation grade.
- I give partial credit for late assignments and posts. Grades are discounted by 10% for each week an assignment is late.

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

Professionalism and Participation

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

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 Hospitality Management Department of New York City College of Technology educates students for careers in the hospitality industry through foundational knowledge of hospitality operations and experiences that cultivate diverse perspectives, lifelong learning, collaboration, and community engagement.

NYC COLLEGE OF TECHNOLOGY STATEMENT 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 Academic Integrity Policy Manual may be found on the College website.

STATEMENT OF ACADEMIC DISHONESTY AND PLAGARISM

As stated in the Academic Integrity Policy Manual, "academic dishonesty occurs when individuals plagiarize or cheat in the course of their academic work. Plagiarism is the presenting of someone else's ideas without proper credit or attribution. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise."

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.

PROFESSIONALISM AND PARTICIPATION

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

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 is prohibited. Students are not permitted to take calls or text message during class.

Students may not use their cell phones as calculators. In some instances, an instructor may allow the use of personal electronic devices for in class activities.

ORAL PRESENTATION STYLE STATEMENT:

The Hospitality Management Department has developed a standardized format for all oral presentations. Refer to the Oral Presentation Rubric.

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.

Schedule

Week	Date	Lecture Topics/Walking Tour	Required Reading Due	Assignment Due
1	Jan 25	<ul style="list-style-type: none"> review of syllabus; overview and expectations of course/assignments introduction to Parks & Rec NYC as a destination 		
2	Feb 1	<ul style="list-style-type: none"> Recreation venues sources of Parks & Rec information Reflection #1 	NYT assigned reading	
3	Feb 8	<ul style="list-style-type: none"> Recreation venues sources of Parks & Rec information Reflection #2 Art Museums 	NYT Travel “Museums as Economic Engines”: https://www.aam-us.org/2018/01/19/museums-as-economic-engines/ 25 Best Museums in New York City: https://www.cntraveler.com/gallery/best-museums-in-new-york-city	
4	Feb 15	PS1		
5	Feb 22	<ul style="list-style-type: none"> Reflection #3 Museums other 	NYT Travel Activities Go High-Tech: https://skift.com/new-york-city-tourism-and-gentrification/ Museums Must Attract Diverse Visitors or Risk Irrelevance https://www.theatlantic.com/politics/archive/2015/11/museums-must-attract-diverse-visitors-or-risk-irrelevance/433347/	NYC Guide posts due
6	Mar 1	NMAI		
7	Mar 8	<ul style="list-style-type: none"> Reflection 	NYT Travel	Quiz 1 due NYC Guide posts due
8	Mar 15	Chelsea Piers		
9	Mar 22	<ul style="list-style-type: none"> Sports Reflection # 4 	NYT Travel	NYC Guide posts due
10	Mar 29	Highline		



11	Apr 5	<ul style="list-style-type: none"> Urban Parks Reflection # 5 	<i>NYT</i> Travel Jones & Wills selection 1	NYC Guide posts due
12	Apr 12	Brooklyn Botanic		quiz 2 due
13	May 3	Nature Parks	Jones & Wills selection 2 <i>NYT</i> Travel	NYC Guide posts due
14	May 10	Teams meet to work on presentations in class/TBA field trip?	<i>NYT</i> Travel	
15	May 17	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