

Concierge Marketing Assignment

20% of total course grade

Selection of NYC Attraction is Due Before Class Begins, Week 5

Written Assignment is Week 7, submitted via Blackboard

Presentation of the videos are due Week 8, Submitted via OpenLab

**Assignment**

You are a Concierge of a [AAA rated](#) 4 Star hotel in Manhattan. Considering all that New York has to offer visitors and New Yorkers alike, identify a tourist attraction that is unique to New York City (consider culture, architecture, gastronomy, landscape, events, or shopping). The attraction could be a museum, an art gallery, a park, a sports arena, a restaurant, monument, a festival and so much more. You will conduct research to learn about your chosen attraction, write an academic paper, and develop a “Things to Do in NYC” video for hotel guests.

**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

**Task 1:** Identify the hotel where you are a concierge.

**Task 2:** Make a list of four tourist attractions in New York City you may want to learn about for this assignment. Consider the attraction’s impact on culture, architecture, gastronomy, landscape, events, or shopping.

List Four NYC tourism attractions

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**Task 3:** Select one attraction and find a resource stating why your chosen attraction is significant to either culture, architecture, gastronomy, landscape, events, or shopping in NYC.

Chosen NYC Attraction: \_\_\_\_\_

Academically reliable source: \_\_\_\_\_

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**Task 4:** Conduct research to provide evidence of the attraction's value to tourism in New York City. Consider how the attraction is unique in its contribution to the culture, architecture, gastronomy, landscape, events, or shopping of New York City.

**Task 5:** Select and share your chosen attraction

- On the course OpenLab site, find the [Concierge Assignment](#) post and reply to the post with the following information:
  - The name of the tourist attraction.
  - An APA formatted reference of an article that expresses the attraction's significance to tourism in New York City.
  - A quote from the article with an APA formatted citation.
- Each tourist attraction can only be used one time.

**Task 6:** Written portion, 2-2½ page essay (10% of total grade)

- Explain the attraction's relationship to tourism, expressing how it impacts culture, architecture, gastronomy, landscape, events, and/or shopping.
- Identify unique features of the attraction that a visitor might want to be aware of.
- Explain who may be interested in visiting the attraction and why.
- APA format and standards, proper grammar, sentence structure, spelling.
- Minimum of three academically reliable citations and references.

**Task 7:** Video presentation (10% of total grade)

- Create a "Things to do in NYC" video to be posted on your hotel's website (see task 1).
- The video will be 2-2 ½ minutes long (it should not be longer or shorter)
- The content of the video should include
  - The name of the tourist attraction
  - The category of tourism a visitor may engage in at the attraction
  - Unique features of the attraction (most of the video should be dedicated to this information)
  - Things a visitor should consider about the attraction
  - Transportation, cost, accessibility, food options and/or other important information that a visitor would need to know (this should be about 30 seconds of the presentation)
  - Closing statement
- Format
  - Create a video
  - Save the video to YouTube or other sharing platform
  - Change the video privacy setting to "unlisted" (this will offer greater privacy)
  - Create a post on the OpenLab, choose the category "Concierge Things to Do"
    - Write a short introduction about the historically significant tourism attraction you chose. Add the link to the video. Add the visual aid
  - See Prof. Goodlad's sample.