







New York City College Of Technology, CUNY
Department of Hospitality Management

Hospitality Marketing
HMG T 4988/D488 (35953)
Spring 2016

Instructor	Damien Duchamp	Course Section	D488
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Phone	914-621-6522	Location	N226
Office	N200	Time	11:30am – 2:00pm
Office Hours	By Appointment	Lab Hours	No lab
		Credits	3 credits

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 product are highlighted.

COURSE OBJECTIVES: At the completion of HMG T 4988, the student will be able to

-  Characterize the symbiotic relationship between leisure tourism, the parks system, and the recreation and sports industries
-  Illustrate and analyze this relationship
-  Better understand the management implications of various operations
-  Assemble and evaluate web based information and on sight visits of leisure tourism venues
-  Create a “niche” tourism guide
-  Create a visual representation of diverse perspectives

STUDENT LEARNING OUTCOMES	METHOD OF ASSESSMENT
a. Recognize and characterize service characteristics of hospitality and tourism businesses (HMG T: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Integration, Communication)	Written and visual tourism projects, oral presentation, final exam
b. Recognize and evaluate consumer characteristics affecting purchasing behavior of hospitality related experience (HMG T: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Integration, Communication)	Written and visual tourism projects, oral presentation, final exam
c. Demonstrate a global focus/perspective; illustrated though an expanded cultural and global awareness and sensitivity. (HMG T: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Global Focus/Perspective)	Written and visual tourism projects, oral presentation, final exam

PREREQUISITES

AAS Degree in Travel & Tourism or Hospitality Management

RECOMMENDED TEXT

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

REQUIRED READING

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: www.nycgovparks.org

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Sports Management: www.nassm.com (North American Society for Sports Management)
Entertainment: www.entertainmentmanagementonline.com (Entertainment Management Online Journal)
Leisure Tourism: www.wttc.travel (World Travel & Tourism Council), www.unwto.org/index.php (World Tourism Organization), www.usatourist.com (Information for USA tourists)

GRADING PROCEDURE: In order to receive an “A” in this course, you must demonstrate excellence in the areas of class submissions, participation and attendance.

15% - Tests
25% - Written Assignments
40% - Projects
10% - Participation
10% - Attendance

100% TOTAL

ATTENDANCE POLICY: Whether in a physical classroom or online, you are expected to attend class on a regular basis. The department policy follows the rules printed in the college catalog. (page 30): “A student may be absent without penalty for up to 10% of the number of scheduled class meeting 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

In a physical classroom, every lateness (up to 10 minutes after the scheduled start time) equals ½ absences. As stated in the college 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.” Furthermore, any student who arrives later than 30 minutes without receiving permission from the professor beforehand, will have that tardiness count as an absence.

During times when class is being taught online, the expectation for attendance is fulfilled by completing at least one assignment or participating in a discussion by the deadline set. Being late for either constitutes a lateness. Both instances have the same consequences as above.

Attendance is worth **10%** of your final grade. Any student who does not miss more than 10% of the classes as described above will receive the total maximum of points towards their final grade. Any lateness or absence beyond that will start to take away from the 10% at a rate of 1% per lateness and 2% per unexcused absence.

CLASS PARTICIPATION: Whether in a physical classroom or online, you are expected to participate in class on a regular basis. In a physical class this is accomplished by note taking and actively listening. Note taking is appropriate for lectures, videos, and oral presentations. Active listening includes asking questions related to the topic, requesting clarification of material presented and providing opinions supported by relevant examples from supplemental readings. Online this means actively sharing your opinions through discussion boards or email exchanges several times in a given week. Your class participation can impact your success in this class and it implies that you have read the assigned readings. The textbook is an outline for the course and class lectures and discussions will include other sources and personal experiences in the industry. Your personal experiences and knowledge will enhance the class.

Participation is worth **10%** of your final grade. Following the principles above will ensure that you receive the full 10%. It is also important that when you're in a physical class that you not allow yourself to be distracted by desktops, laptops, iPads, tablets, iPods, cell phones, and any other electronic devices for personal reasons. Please be aware that the quickest way to lose participation points is by using your device in the classroom for non-academic reasons. There will be times when it is encouraged for the

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purpose of researching topics, but that is the exception. In the online environment it is up to you to manage your distractions.

EXAMINATIONS: Examinations and quizzes will be given throughout the semester. There are no make up examinations or quizzes in this course. If you are absent a grade of zero will be recorded and factored into your final grade. All examinations and quizzes will be based on assigned readings, the textbook, lectures and other material presented in the class.

ASSIGNMENTS: The following are key assignments for which you can plan in advance.

GROUP PROJECT:

Your group project will consist of you working with your team to produce a 'leisure guide' to a section of New York City. We will identify the sections in class, and assign them at random as to be fair. Each team member will be responsible for a specific section of the document that is produced. This will require you to visit the location together, and to interview those that are responsible for the facilities/venues/etc. You will curate your own pictures and video, as well as the written content. The format should be presented in a hard-copy format, as a PDF, and live on Open Lab. The audience is visiting tourists, and as such you should assume they know nothing about New York City.

SOLO PROJECT:

One of the objectives of this class is for you to become intimately familiar with the leisure options for individuals in New York City. This is important for tourists, but also for resident New Yorkers who are unaware of all the great options they have. As a result, you will create a guide that will give a 360-degree look at an activity that individuals can participate in here in NYC. The deliverable is a document that can be reproduced for visiting tourists and New Yorkers alike, and as such should assume they know nothing about New York City. You will also record a video that explains how it works (5-10min tutorial), how to get involved, and steps that need to be taken.

TETRIS PERSPECTIVES PROJECT:

Over 3-4 visits to parks in NYC, students will work in teams to capture photographs of familiar monuments. They will do so with other elements represented, and from different perspectives (location, background). Each team will be assigned a monument to research, and each student will be responsible for taking their own individual pictures and creating captions to be posted on Open Lab. The collection of pictures will be later cropped as Tetris pieces and displayed for others to appreciate.

CLASS MEETING SCHEDULE:

WEEK	DATE	TOPIC	READING	ASSIGNMENT
1	01/30/16	Overview and Expectations of course Introduction to the course Introduction to Leisure Tourism		A1: WIP#1
2	02/06/16	Syllabus & Grading Tool Growing up with parks & recreation		D1: Discover parks
3	02/13/16	Amusement parks & theme parks World's city parks & national parks		D2: Arena food
4	02/20/16	FT: Visit to sports arena		A2: Recap post
5	02/27/16	Group Project Presentations		Quiz #1
6	03/06/16	FT: Bryant Park & Sports Club LA		A3: Recap post
7	03/13/16	Animals Free & Captive		D3: My activity

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8	03/20/16	FT: Prospect Park & Botanical Garden	A4: Recap post
9	03/27/16	Gaming & Casinos	Quiz #2
10	04/17/16	FT: Brooklyn Bridge Park	A5: Recap post
11	04/24/16	Adventure Sports	D4: Funday activities
12	05/01/16	FT: Aqueduct Racing	A6: Recap post
13	05/08/16	Urban Adventures	Final Project
14	05/15/16	Final Project Presentations	Final Exam
15	05/22/16	Final Exam & Tetris Project Display	

***Schedule is subject to change. Changes will be informed in class and/or posted on Blackboard/Open Lab.**

****Assignment and Reading are to be completed for the following class.**

DEPARTMENT INFO

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, beepers, pagers, iPods, 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:

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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, 5th edition 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.

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