

Introduction to Contents Tourism

(April 2021)

Using the following points system, all students will receive a raw score out of 100. This determines students' rankings within the class. Grades are then distributed according to university guidelines for GPA.

Participation in Class (2 x 20%)

This is a course with lots of group work. Active and constructive participation is essential. Your contribution in class takes into account both participation during discussions (20%) and your contribution to group research and presentations (20%).

	F	C-	C	C+	B-	B	B+	A-	A	A+
Contribution to class discussion	0	10	11	12	14	15	16	18	19	20
Contribution to group projects	0	10	11	12	14	15	16	18	19	20

Active Learning Hours (20%)

Visit a site related to popular culture “contents”. You should spend 2-3 hours visiting the site, and spend 7-10 hours writing up a **fieldwork report**.

A fieldwork report is like a travel diary. It should say:

- a) where you went and why
- b) what you did at the site
- c) your thoughts/feelings while visiting the site.

The fieldwork report should include at least one selfie/photo of you at the fieldwork site. Colourful reports including photos, pamphlets and other materials gathered during the fieldwork are welcomed. Please ensure social distancing during your fieldwork. To get 13+ points, you should clearly indicate 2 classes worth (i.e. 10-12 study hours) of work.

The deadline is Week 9 (10 June). Submission may be in hard copy (printed out and handed in during class) or a PDF file sent as an email attachment.

	Fail	C (sub-standard)	B (standard)	A (excellent)	Top of the Class
Active Learning	0	10	13	16	20

End-of-Term Report (40%)

Write an **academic paper** of 1000-1500 words in English (make sure to include a word count at the end of your paper). The topic of the paper is as follows: “**With specific reference to at least two case studies of contents tourism, explain the potential benefits and risks of using contents tourism as a form of regional revitalization and/or *machizukuri* (community building)**”. You may use the case studies in your Active Learning Hours report and/or case studies discussed in class and/or new case studies you have researched specifically for your end-of-term report. But, the report is an individual, stand-alone piece of academic writing.

Your academic papers are assessed using the following four criteria (10 points each):

- 1) Structure/Clarity: The structure of your essay and clarity of your overall argument.
- 2) Case Studies: Your analysis of at least two case studies of contents tourism.
- 3) Reading/Bibliography: Your use of a proper citation style (including bibliography) and your reading *beyond* what was discussed in the course.
- 4) Effort and presentation: Do the presentation and overall impression created by the academic paper convey high levels of effort in your studies?

	Fail	C (sub-standard)	B (standard)	A (excellent)
Structure/Clarity	0	4	7	10
Case Studies	0	4	7	10
Reading/Bibliography	0	4	7	10
Effort/Presentation	0	4	7	10

The deadline is 15 July, i.e. one week after the final class. Submission may be in hard copy (printed out and handed in during class) or a PDF file sent as an email attachment.