

Introduction to Contents Tourism (April 2023)

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 (4 x 10%)

This is a course with lots of group work. Active and constructive participation is essential. Your individual "contribution to class discussion" is 10%, and your three group presentations are also 10% each (for group presentations, all people in the group receive the same score).

	F	C-	C	C+	B-	B	B+	A-	A	A+
Contribution to class discussion	0	2	3	4	5	6	7	8	9	10
Group Project 1 (Questionnaire)	0	2	3	4	5	6	7	8	9	10
Group Project 2 (Municipality)	0	2	3	4	5	6	7	8	9	10
Group Project 3 (Business)	0	2	3	4	5	6	7	8	9	10

Active Learning Hours (20%)

Visit a site related to popular culture "contents". You should spend 2-3 hours visiting the site, and spend 6-8 hours writing up a **fieldwork report**.

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

- Where you went and why;
- What you did at the site;
- 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 encouraged. To get 13+ points, you should clearly indicate 2 classes worth (i.e. 8-10 study hours) of work.

The deadline is Week 8 (8 June). Submit your ALH report by email. It may be a PDF, Powerpoint, website, video or other kind of digital file.

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

End-of-Term Exam (40%)

This is a “prepared exam”. In other words, the test itself is under exam conditions (no dictionaries, smartphones etc), but you are given the question in advance. The title is:

“With specific reference to at least three case studies of contents tourism, give some of the advantages and disadvantages of using contents tourism as part of a regional revitalization strategy”.

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 exam.

	Fail	C (sub-standard)	B (standard)	A (excellent)
Details of Case Study 1	0	4	7	10
Details of Case Study 2	0	4	7	10
Details of Case Study 3	0	4	7	10
Structure and Argument	0	4	7	10