

Introduction to Contents Tourism (April 2025)

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 (5 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.

	F	C-	C	C+	B-	B	B+	A-	A	A+
Details of Case Study 1	0			1			3			5
Details of Case Study 2	0			1			3			5
Details of Case Study 3	0			1			3			5
Structure and Argument	0			4			7			10
Materials Pack*	0	5	6	7	9	10	11	13	14	15

* Instructions for the Materials Pack are given below.

Materials Pack

The end-of-term exam is taken under strict exam conditions in the final class of term. No dictionaries, no phones etc. You may only have writing equipment and an analogue watch on your desk. Any cheating during the exam will be dealt with according to university regulations (see the Course Information booklet).

However, you must prepare a materials pack to use in the exam. This counts for 15% of your total assessment (see above), so it is important to think about the materials pack carefully well in advance of the final exam.

A materials pack is **6 pages (= sides) of printed A4 paper stapled together** (i.e. 3 sheets of double-sided printing, or 6 sheets of single-sided printing).

Page 1 is a bibliography listing the published sources (maximum of 5) that you are going to quote or reference in your end-of-term exam. You may produce this on your computer.

Pages 2-6 are photocopies or print outs from your sources. A source may be in English or Japanese, and be any of the following:

- A photocopy of 1 or 2 pages from a published book (you can usually copy 2 book pages onto 1 sheet of A4).
- A printout of 1 or 2 pages of an academic article or report published online as a PDF.
- A printout of 1 page of website text (you may reduce font size to fit more on 1 side of A4).
- A photocopy of a newspaper article.
- Another source (but please check with Philip Seaton in advance if it is OK to use it).

Note: You may not alter the published source in any way. Adding memos to the photocopy or printout is **strictly forbidden**. If you borrow a library book and somebody has written notes on the page you want to use, bad luck (people should not deface library books!).

You submit the Materials Pack in Week 12. It is checked to ensure that it contains no memos, and then is returned to you at the beginning of the exam in Week 13. You use it during the exam and submit it along with your exam paper.

The purpose of the materials pack is to assess your ability to use sources and cite properly in an academic essay. It is expected that you know how to use citations, and how to produce a bibliography. If you are not sure, watch the Writing Academic Essays at University video series available on Philip Seaton's website.

If there is no attempt to cite from your materials pack in the final essay, the materials pack score is C- (5 points), assuming that the bibliography is produced properly. To get 15 points for the materials pack, all 5 sources should be properly referenced somewhere in your essay.