

DUE DATE: BONUS ASSIGNMENT. (craft then revise for additional credit at any time)

new Waikiki project

Field Trip Activity: Waikiki Scavenger Hunt (Playing Tourist) OPTIONAL (EXPOSITORY SUPPLEMENTAL)

SAFETY FIRST! As such, I don't want you to venture into secluded areas by yourselves at night, going down alleyways or public restrooms at 2 in the morning. Use common sense and try to do the activities with your group and in brightly-lit areas. For this activity, I do not want you to really go any farther than the Moana Surfrider Hotel, beyond the Ohana East Hotel, the zoo, or the ocean. In other words, try to stay within the general area of Kapahulu Avenue, Kalakaua St., Kuhio, and Kaulani Avenue (a small block, but still rich with historical significance).

Please make sure you do not pass out from heat stroke or suffer an awful sunburn. Bring bottled water and sunscreen.

Please do not bother other people out enjoying their vacation by interviewing them, photographing, or in general, just interrupting their activities in Waikiki. Please observe all state laws, especially laws against jaywalking and littering.

Choose up to (2) two of the tasks below and take good notes to create mini-essays about them. (FINAL DEADLINE is ____) I'm looking for simple 2-3 page papers, here, enough to give you 20 HW points bonus on your homework grade).

Genre	Task
MARKETING	Go to an ABC store. Make a mental note of how many/the types of foods and beverages available. Make a critical assessment of the types of foods and beverages available in ABC and what they indicate about ABC stores in general.
MARKETING	Pamphlet exercise: Pick up any pamphlet in Waikiki that has advertisements. Use the same principles we used in class to critically assess one advertisement in a particular pamphlet available in Waikiki. What is the primary appeal of that advertisement and how is it made? (remember to assess font, color, shape, size, and irony)
MARKETING	Go to a clothing store. Look at two articles of clothing. Make a mental note of the price tags. Would you wear this article of clothing, based on style and price? Why would you wear / not wear those articles of clothing?
MARKETING	Go to McDonald's in Waikiki. Order something off of the menu. Pay for your purchase. How is this McDonald's different from your conception of McDonald's, if at all? Is it different from the McDonald's you normally visit/the McDonald's in your home country? What is different about this McDonald's than any other McDonald's that you've visited?
MARKETING	Go to a hotel and ask them for a free pamphlet that describes room rates. Figure out what the kama'aina rate. Discuss the difference between the kama'aina rate and the visitor rate and suggest if you think the price is fair or unfair. Is this a fair price, given hotel prices that you are familiar with.
MARKETING	Go to an ABC Store in Waikiki. Do a mental survey about the types of products (non food or beverage) available in this store and what these products are trying to say about Waikiki and Hawaii. Are there any products in particular that seem to really stand out as "symbols" of Waikiki? What is the message of these products?
MARKETING	Do a multimedia-based essay. Bring a digital camera or camera cell-phone and take the one picture that precisely captures Waikiki's essence. Write about this essence as the picture shows us. Try not to take pictures of people sunbathing or making out, unless you want to get in trouble.
MARKETING	Depict and describe one store in Waikiki that you wouldn't mind working at, explaining why you would want to work there.
MARKETING	Pretend you are a new hire for the Hawaii Visitor's Bureau. Looking at what you saw today in Waikiki, how would you improve how Waikiki is MARKETED to tourists?
MARKETING	Go to a hotel and sit down on one of the comfortable couches. Adopt the persona of a hotel manager and write a defense in favor of increased tourism. Then, also as a hotel manager, create a counterpoint.
HISTORY	Visit a historical landmark on the map available to you. Describe what is there currently. Describe its current surroundings. Reflect on the difference between what was once there and what is there currently. Assess what has changed, either positive or negative.
HISTORY	Sit on a bench fronting Waikiki Beach. Describe the water conditions. Describe the people frequenting the water. Has anything really changed about their enjoyment of the beach and how the people who originally enjoyed the beach (the Hawaiian royal family) enjoys the beach? What is the thing that changed?
HISTORY	Go to the Moana Surfrider hotel and sit down near the rock wall, facing the ocean. Adopt the voice of a member of the Hawaiian Royal Family, circa 200 years ago. If they see what you are currently seeing, what is their reaction?

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ART	Go to an art gallery. Make a mental note of one of the pictures of Waikiki. How does this picture capture the heart or spirit of Waikiki? Describe and explain. (you typically cannot take a photograph of the picture in most galleries).
ART	Do a multimedia-based essay. Bring a digital camera or camera cell-phone and take the one picture that precisely captures Waikiki's essence. Write about this essence as the picture shows us. Try not to take pictures of people sunbathing or making out, unless you want to get in trouble.
FUTURISM	Go to an art gallery. Make a mental note of one of the pictures of Waikiki. How does this picture capture the heart or spirit of Waikiki? Describe and explain. (you typically cannot take a photograph of the picture in most galleries).
TENSION	Okay. So it's 9:30 a.m., and the sun is out in Waikiki. This fact doesn't necessarily indicate that Waikiki is a utopia—truly paradise. Write about something negative in Waikiki that you've personally witnessed today. Use firsthand observation. (Please don't MAKE something negative happen just to write this essay).
TENSION	Put some of Waikiki's beach water in a cup. Is the water filmy, murky or nasty? Is it the very image of a blue Hawaii?
TENSION	For those of you studying Hawaiian history, discuss any tensions that you perceive in Waikiki that are generated as a direct cause of tourism.
TENSION	Comment on the social tension of houselessness in Waikiki. What were your observations about individuals who are houseless? Discuss current Waikiki hotel and State Government efforts to work with/work against such individuals.
CREATIVE	Reflecting on your experiences in Waikiki, write a 20-30 line poem.
CREATIVE	A travel writer John Borthwick encourages readers to "Just let Waikiki wash over you." What was washed over you in Waikiki?
CREATIVE	Make a picture/painting/photo series about Waikiki without photographing other people without their consent. Comment (using words) on the art that you have just created. Do you see tensions or a-ha moments in these art pieces?
OTHER	Make your own topic about Waikiki relevant to you and what you are interested in.

ITEM	BONUS
Do the Waikiki Activity	10 points
Do the Ala Moana Activity	10 points
Do the Waikiki and Ala Moana Activity prior to the end of the unit.	15 points
Do both activities by the end of the unit.	25 points

ALA MOANA ACTIVITY and Waikiki Activity

- this activity is optional and is worth extra-credit;
- the activity is not affiliated or sponsored by Kapi'olani Community College and therefore, Kapi'olani Community College is thereby indemnified from all potential claimants, and you will sign a release and hold harmless thereby;
- you may conduct the activity on your own and at a different mall if you would like. (Pearlridge, Windward Mall, Kahala Mall, etc.)

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PRIMARY TASK: (if you go to any MALL on Oahu)

Identify, by yourself, or with a partner, 3 different stores that you deem “successful.” Initially, you may want to discuss or consider how you define “success” in the context of a store or eatery.

To tie together with course content, use objective, subjective, and figurative description to describe the store or eatery you visited, highlighting how those descriptive features tied into your perception of that venue’s “success.”

Suggested features to highlight: layout, color scheme, accessories, paintings, overall vibe, customer clientele, target demographic, perhaps even rhetorical appeals (logical appeal, ethical appeal, emotional appeal)

Review: logical appeal (uses data and factual information to appeal to the mind)

ethical appeal (uses celebrities and other ‘so-called’ trusted people to market to the credibility)

emotional appeal (uses colors, sexual imagery, and other sensual techniques to market to the emotions)

INDIVIDUALLY craft out a 1-2 page piece that discusses your findings. If you worked with others, please indicate the partners in your group.

***Be careful about pictures. Some stores have a ZERO TOLERANCE policy about taking pictures within the actual store, since managers assume you potentially are working for a rival company and are documenting prices at that store for comparison. (Happened to me at Wal Mart.)**