

Assignment Two Breakdown

Video Presentation

Sunday 12th January 23.59 2025

10 minutes



Introduction

Provide a pictorial or video snapshot of the rail industry and its significance on the tourism and event industry when hosting large events. Use annotations, text or images to show how it is of importance and relevance for the tourism and events sector in its region. (2 mins)

What it is telling me to do:

- **Create a Visual Snapshot:** This is a short video that illustrates the rail industry's importance to tourism and events.
- **Focus on Large Events:** Highlight how the rail network helps people travel to major events, such as concerts, festivals, or sports matches.
- **Use Annotations, Text, or Images:** Add labels, short explanations, or relevant images to make it clear how the rail system benefits the tourism and event sectors. For example, you might show how easy access to train stations helps large crowds attend events or how the rail network connects different parts of the region.

Findings/ Analysis

Use a variety of presentational techniques to show the various analyses you have conducted on your case study organisation. This may include pictures, diagrams, tables, interview quotations to demonstrate your findings. (4 mins)

What it is telling me to do:

- **Show Your Analysis:** You need to present your findings in a clear, engaging way.
- **Use Different Techniques:** You can use a variety of methods to make your presentation interesting and easy to understand. For example:
 - **Pictures:** Include relevant images that illustrate key points.
 - **Diagrams:** Use charts or flow diagrams to show relationships or processes.
 - **Tables:** Display data in tables to make it clear and easy to compare.
 - **Interview Quotations:** If you've conducted interviews, include direct quotes that highlight important insights.
- **Make Your Findings Clear:** Your goal is to present the analysis you've done in a way that clearly shows the main points and findings about your case study organisation.

Reflections and Limitations (1/2)

Evaluate in some detail the various strengths and weaknesses of your case study methods and findings and reflect on which were the most productive and efficient. This section should involve some personal reflections as well as critical, academic evaluation. (4 mins)

What it is telling me to do:

1. **Evaluate the Strengths and Weaknesses:** Look at the methods you used to conduct your case study (e.g., interviews, surveys, data analysis, etc.). Consider what worked well and what didn't. For example:
 - Did your methods give you reliable and useful data?
 - Were there any limitations or challenges in the approach you took?
2. **Reflect on Productivity and Efficiency:** Think about which methods helped you achieve your goals in the most effective way. Were there any methods that saved time or gave you better results? Were there methods that took too long or didn't provide useful insights?

Reflections and Limitations (2/2)

Evaluate in some detail the various strengths and weaknesses of your case study methods and findings and reflect on which were the most productive and efficient. This section should involve some personal reflections as well as critical, academic evaluation. (4 mins)

What it is telling me to do:

3. Include Personal Reflections: Share your own thoughts on the process. For instance, you might reflect on:
 - What you learned through the case study.
 - What you might do differently if you were to do it again.
 - Any surprises or challenges you encountered.
4. Critical, Academic Evaluation: Go beyond personal opinion—apply a more academic lens to your evaluation. Consider how your methods align with research best practices or theories from the literature. Were your methods appropriate for the case study? Could they have been improved based on academic theory?

List of References

You must provide a list of credible sources for your research from academic journals, online industry sources and textbooks on the final slides of your presentation allowing time in the video for these to be read. (This time is not counted)

What it is telling me to do:

- Create a List of Sources: On the final slides of your presentation, include a list of credible sources. These could be:
 - Academic journals (articles from peer-reviewed journals).
 - Online industry sources (reliable websites or reports related to your field).
 - Textbooks (books used in your research).
- Allow Time to Read: In your video, give your audience enough time to read through the sources on the final slides. You don't need to explain them in detail, but just make sure the list is clear and readable.