**2010 West Coast- In Trip Assignments- BUSI 411-Golden**

**Medical Marijuana:** As we talk with people about this issue and make observations, take some notes in consideration of the following two scenarios *(Gary will be quizzing you verbally on your thoughts on these as we proceed throughout the trip and will eventually collect your written thoughts at the end of the trip on Saturday evening 6/26)*.  1) Assume that marijuana is legalized nationally by the federal government, but for medical purposes only; how do you see this industry evolving?  2) Assume that marijuana is legalized nationally by the federal government for consumption by anyone over 21 years of age; how do you see this industry evolving?

**Napa Valley:** After our Napa Valley tour, write out your “perceptions” of the region, based on the following questions that were actually used in this Visitor Profile report.

**Here are the questions from the report for you to respond to after our tour:**

1. I would recommend Napa Valley to friends and family  
2. Napa wines and wineries are a hallmark of the area’s attractions  
3. People I encountered in the Napa Valley were friendly  
4. Customer service at Napa Valley attractions is excellent  
5. Napa Valley is my type of destination  
6. It is convenient to get into the Napa Valley region by roads and highways  
7. It is convenient to drive around and within the Napa Valley region  
8. Napa Valley is an ideal place to bring kids

**Your responses to these will be collected the morning after our Napa Valley tour, Saturday June 19!**

**AmTrak:** While we ride on AmTrak from San Francisco to LA, take notes on the following regarding the operations, customer service, and atmosphere of AmTrak.  **Hand in your notes to Gary after the train ride- evening of June 22nd.**

1. Examine the overall ease of boarding and getting off the train. Compare and contrast it to air travel.  
2. Analyze the seating and general train comfort.
3. Examine the layout of the train cars. Were they organized and was it easy to move about the train? Was there good signage to move about? Did Amtrak do anything with the layout to manipulate you into certain buying behaviors?  
4. Assess the décor of the inside of the train. How were the rest rooms?  
5. Examine the atmosphere of the ride. How was the view to the outside? Were there things to do to pass the time? What perceptions did you make about AmTrak travel (sights, sounds, smells, touch, and tastes)?  
6. Assess the quality of the food and beverage services.  
7. Assess the quality of the customer service.  
8. What could AmTrak do to improve this mode of travel?

**Silicon Valley:** After we visit the University of San Francisco and TechAmerica, explain on paper the five most interesting things you learned on this day! **This assignment is due Tuesday morning 6/22.**

**Entertainment:** While we tour LA, talk with professionals, visit the Screen Actor’s Guild, visit Paramount Studios, and take our Hollywood tour develop a list of jobs in entertainment you would be interested in pursuing, making sure to give reasons why you would want these types of jobs.  **Gary will be collecting your list and reasons on Saturday evening 6/26!**
MARIJUANA POLICY AND SAME-SEX MARRIAGE
IN-TRIP ASSIGNMENTS

This is a reprint of the in-trip questions included on the pre-trip assignments.

These may be typed and e-mailed or hand-written and turned in as a hard copy.
All POLS in-trip questions are due by the end of the last full day on the trip.

MARIJUANA POLICY

A1: In presentations and in your conversations with “locals” on the West Coast, do most of them seem to support legalization, decriminalization, or keeping marijuana illegal? Why do you think that is?

B1: In presentations and in your conversations with “locals” on the West Coast, which of the “pro” arguments were used most often to argue for legalization or decriminalization?

B2. In presentations and in your conversations with “locals” on the West Coast, which of the “con” arguments were used most often to argue against legalization or decriminalization?

C1: In presentations and in your conversations with “locals” on the West Coast, how easy is it to get a permit to buy and possess marijuana, and does that system need to be made more strict?

E1: In presentations and in your conversations with “locals” on the West Coast, do you feel that most are in favor or against the legalization initiative that will appear on the California ballot in November?

SAME-SEX MARRIAGE POLICY

A1: In presentations and in your conversations with “locals” on the West Coast, do most of them seem to support or oppose legalizing same-sex marriage? Why do you think that is?

B1: In presentations and in your conversations with “locals” on the West Coast, which of the “pro” arguments were used most often to argue for legalizing same-sex marriage?

B2. In presentations and in your conversations with “locals” on the West Coast, which of the “con” arguments were used most often to argue against legalizing same-sex marriage?

C1: In presentations and in your conversations with “locals” on the West Coast, to what extent do their opinions accurately reflect the demographic trends presented in the survey material?

E1: In presentations and in your conversations with “locals” on the West Coast, do you feel that most would have been in favor or against a pro-same-sex marriage initiative that almost appeared on the California ballot in November?