

Assignment Guidelines:

This assignment requires students to engage with real-world communication scenarios in the tourism and recreation industry, focusing on the development of advanced business communication skills. Students are expected to demonstrate proficiency in written and spoken English through various formats.

The assignment will require extensive research into communication strategies, professional writing, and presentation skills, emphasizing the importance of clear, effective communication in global tourism settings.

APA format should be used for citing all external sources.

Submission Format:

Mixed media submission (report, presentation slides, video recording)

Font for written documents: Times New Roman, Size: 12, Spacing: 1.5

Word Count: 2000-2500 words for the written report

Presentation Length: 10-15 slides with accompanying video presentation (10 minutes)

Submission Deadline: April 4th, 2025

Assessment Criteria:

Quality of Business Writing (20%)

Effectiveness of Spoken English and Presentation Skills (20%)

Depth and Relevance of Research (20%)

Creativity and Realism in Scenario Solutions (20%)

Accuracy of Language and APA Formatting (20%)

Formatting Guidelines:

APA Format:

Include in-text citations and a reference list following APA guidelines for the written report.

Document Layout for the Report:

Font: Times New Roman, 12 pt.

Line Spacing: 1.5

Margins: 1 inch on all sides.

Mandatory Sections for the Report:

Title Page: Assignment title, student name, and student ID.

Table of Contents: Include section titles and page numbers.

Introduction: Outline the background, objectives, and scope.

Main Body: Organized under clear headings reflecting the chosen topics.

Conclusion: Summarize key findings and recommendations.

References: List all sources cited, in APA format.

Choose ONE of the following tasks:

Option 1: Culturally Adaptive Meal Planning for International Tourists

Scenario:

You are a Nutrition and Food Services Consultant for an international travel agency specializing in eco-tourism. Your task is to design culturally inclusive meal plans that cater to clients with diverse dietary needs (vegan, diabetic, gluten-free, religious restrictions) across 3 tourism destinations.

Assignment Deliverables:

- Develop 3 culturally adapted meal plans with full nutritional breakdowns.
- Include:
 - Destination-specific challenges (e.g., sourcing, local food safety)
 - Guidelines for local hospitality partners
 - Communication templates for dietary preferences (in multiple languages)
- Incorporate WHO dietary guidelines and real-world examples from global tourism chains.

◆ **Option 2: Crisis Nutrition Response Plan for Tourism During Pandemics or Disasters**

Scenario:

You are part of the crisis management team for a luxury cruise line during a health crisis outbreak. You must manage tourist nutrition under emergency conditions, including isolation protocols, compromised food supply, and high-stress environments.

Assignment Deliverables:

- Write a Crisis Nutrition Protocol including:
 - Emergency meal provisioning strategy
 - Sample diet plans for affected and non-affected guests
 - Psychological and nutritional support recommendations
 - Include an internal communication manual for kitchen staff, nutritionists, and medical team members.
 - Discuss food safety protocols and contingency sourcing options.
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◆ Option 3: Design of a Nutrition Communication Campaign for Wellness Tourism**Scenario:**

You are a Nutrition Communication Strategist at a resort launching a new “Wellness and Detox Tourism” program targeting global visitors. Your role is to develop educational and promotional content to communicate the health benefits of local dietary offerings.

Assignment Deliverables:

- Create a Nutrition Education Toolkit including:
 - Posters, digital slides, and an onboarding video script
 - Health-focused food labels and daily nutritional fact sheets
 - Cross-cultural communication techniques (e.g., symbols, infographics)
- Design a 7-day wellness diet plan with clear explanation of nutritional science behind it.
- Include KPIs for tracking engagement and guest satisfaction.