

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: Global Talent Strategy for a Tourism Enterprise

Scenario:

You are hired as the Talent Strategy Consultant for an international hotel chain expanding into emerging tourism markets (e.g., Southeast Asia, Eastern Europe, or North Africa).

Assignment Deliverables:

- Design a Global Talent Management Strategy focused on recruitment, employee development, and retention.
 - Include a detailed press release, internal training emails, and EVP campaign copy tailored for culturally diverse teams.
 - Emphasize the use of AI in recruitment, internal mobility, and digital employee engagement.
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◆ **Option 2: Crisis-Driven Talent Retention Plan in Tourism**

Scenario:

A major cruise line experiences a global reputational crisis due to an onboard health incident. Your task is to create a crisis communication and retention plan to keep frontline and management staff engaged and loyal.

Assignment Deliverables:

- A crisis communication strategy with a sample internal memo, FAQ, and staff video message script.
 - A section on emotional intelligence in leadership, mental well-being initiatives, and remote onboarding for new hires.
 - Discuss talent analytics to monitor staff turnover and morale post-crisis.
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◆ **Option 3: Digital Transformation of Talent Development in Tourism**

Scenario:

You are designing a Digital Talent Academy for a national tourism board to upskill rural youth for the travel and recreation industry. The initiative is part of a sustainable tourism and employment program.

Assignment Deliverables:

- Write a detailed proposal for the learning program, including e-learning content, career pathing, and AI-enabled assessment tools.
- Include scripts for employee onboarding videos, motivational content, and training feedback collection.
- Demonstrate cross-cultural communication techniques and language used for inclusivity and engagement.