

Labour Market in Tourism and Recreation

Assignment Guidelines:

This assignment requires students to demonstrate advanced proficiency in. Students must produce a **strategic written analysis or communication plan** that applies in high-stakes, cross-cultural, and operationally complex situations.

The assignment must display clarity, tone, cultural appropriateness, persuasion, and technical precision tailored to the international business environment of tourism and strategic management.

Use **APA format** for all external sources cited.

Submission Format:

- **Written Report Only** (No presentations)
 - **Font:** Times New Roman, 12 pt
 - **Line Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Submission Deadline:** 28-07-2025
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Assessment Criteria:

- Mastery of Business English Style, Tone, and Register (20%)
 - Effectiveness of Communication Strategy (20%)
 - Application of Crisis or Intercultural Communication Theories (20%)
 - Structure, Logic, and Use of Evidence (20%)
 - Clarity, Grammar, and APA Referencing (20%)
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Formatting Guidelines:

APA Format:

Include in-text citations and a reference list in APA style.

Document Layout:

- **Font:** Times New Roman, 12 pt
- **Line Spacing:** Double
- **Margins:** 1 inch on all sides

Mandatory Sections:

- **Title Page:** Assignment title, student name, student ID
 - **Table of Contents**
 - **Abstract**
 - **Introduction**
 - **Literature Review** (focusing on Business English and communication frameworks)
 - **Methodology**
 - **Findings** (analytical or communicative content)
 - **Discussion**
 - **Conclusion**
 - **References**
 - **Appendices** (if applicable)
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Assignment Task – Choose ONE of the following written assignments:

Strategic Crisis Communication Plan

Option 1

Title (suggested)

“Safeguarding the Cinque Terre Trail: A Crisis Communication Plan for Liguria Tourism Board after a Rock-Fall Incident”

Scenario & Focus

A sudden rock-fall injures hikers on the iconic coastal trail linking the five villages of Italy’s Cinque Terre (UNESCO site). Visitor safety fears rise; media outlets question region-wide crowd-management. The plan must:

- Issue **internal memo** to park rangers & SMEs outlining emergency repairs and staff briefings.
- Draft **public press release** balancing transparency with destination-image protection.
- Send **stakeholder letter** (cruise lines, regional mayors, tour operators) outlining phased reopening and refund policy.

Labour-market & Regional Dimensions

- Visitor-carrying-capacity models (UN WTO), overtourism debate.
- Economic dependency of Ligurian micro-enterprises on trail accessibility.

Business-English Integration

- Crisis tone: high-responsibility event ⇒ accommodative language (per SCCT).
 - Cross-cultural nuance: address English-speaking, German-speaking, and Asian outbound markets—different risk perceptions & media norms.
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Proposal & Pitch Document

Option 2

Title (suggested)

“Nordic Heritage Rail: Proposal for a Trans-Regional Attraction Linking Norway’s Fjords to Sweden’s World-Heritage Mining Towns”

Project Concept

A seasonal panoramic rail route connecting Bergen (Norway) and Falun (Sweden), bundling two UNESCO landscapes—fjord geotourism and industrial heritage—into one ticketed “slow-travel” attraction.

Key Sections & Marketing Angles

1. **Executive Summary** – 250-word snapshot in polished Business English.
2. **Market Analysis** – segmentation of eco-luxury and rail-enthusiast niches; demand forecasts (pre-booked vs walk-up).
3. **Value Proposition & 4 Ps** – product bundling (rail + attraction entries), premium pricing tiers, digital distribution, partnership with Eurail Pass.
4. **Financials & Risk** – CAPEX for vintage rolling stock refits, seasonality cash-flow modelling, carbon-offset certification as USP.
5. **Cultural-Communication Strategy** – bilingual (EN/NO/SV) collateral, inclusive imagery, storytelling around Nordic identity.
6. **Appendix** – sample investor email and infographic mock-up.

Persuasive-Language Targets

- Formal yet vivid verbs (“catalyse”, “consolidate”).
 - Investor-focused register (IRR, break-even year three).
 - Consistent tone across primary proposal and supplementary pitch deck.
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Intercultural Business Communication Audit

Option 3

Title (suggested)

“Speaking to the World: An Audit of Multilingual Visitor Communication across the Andalusian ‘Route of the White Villages’”

Audit Scope

Examine digital and on-site communications (websites, QR-code signage, tour-guide scripts) used by 14 municipalities in Cádiz & Málaga provinces marketed jointly as a cultural-landscape attraction.

Core Findings to Investigate

- **Message consistency** – divergent tag-lines dilute umbrella brand.
- **Language quality** – literal translations → awkward English & German phrasing, obscuring historical narratives.
- **Tone & Inclusivity** – uneven references to regional minorities (Roma heritage), risking reputational gaps.
- **Accessibility** – absence of Easy-to-Read layers and limited alt-text for images.

Audit Frameworks & Theories

- Hofstede (power-distance cues in Spanish vs Nordic visitor expectations).
- Destination Image Theory (Echtner & Ritchie) to evaluate textual imagery.
- Plain-Language and Business-English principles (active voice, coherence devices).

Recommendations

- Develop central style-guide (terminology matrix, tone ladder).
- Introduce intercultural copy-review workflow with native proof-readers.
- Implement CRM-driven content personalisation for main source markets.